



THE SCOOP



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Carol Coffey, Editor • Cecelia Jankowski, Managing Director, Regional Activities • Jill Berman Levy, Director, Regional Activities Operations

Dear Colleagues and Friends:

As your new Vice President of Regional Activities, I have the very pleasant duty of offering you some words of encouragement in your IEEE activities. In my view, the officers at the local level are the life-force of IEEE. They develop programs for their members, welcome new recruits to the fold, actively campaign for new members, encourage Students and Student Branches, implement leadership training and opportunities, offer career incentives and advice - the list of contributions goes on.

From our surveys, we know most people join the IEEE to fulfill technical objectives, meet other people to share technical information, solve technical problems, or network with others in the profession. They retain membership because it gives them something extra. That's where you, the leaders of the IEEE, come in. How can you give your members the most satisfaction?

Perhaps the most important question is: "What can I do to maintain a healthy, viable entity within the IEEE?". It isn't enough to Chair a committee, develop a program, or spend your time recruiting. You must also provide opportunities for your members to savor the benefits of membership. Give your members a chance to participate. Create opportunities for them to develop leadership skills - to become members of your team.

Remember, a passive member may not be a member tomorrow. A member committed to fulfilling the objectives of IEEE will always be a member. Help them to fulfill that commitment and your membership will grow.

Regards,

Ray Findlay
Vice President, Regional Activities

Distinguished Colleagues:

I am pleased to inform you that our President, Wally Read, has been awarded the 1996 Julian C. Smith Medal by the Engineering Institute of Canada (EIC). This is the highest award given by EIC, and is for "achievement in the development of Canada". Well done, Wally!

EIC has elected our Vice President of Regional Activities, Ray Findlay, to the grade of Fellow. Well done, Ray!

Both will be honored at the EIC Annual Awards Banquet on March 8th at the National Art Centre in Ottawa. Our sincere congratulations to Wally and Ray!

Vijay K. Bhargava



Vijay Bhargava
Past Vice President,
Regional Activities

BRAVO, AND THANK YOU!!

I would like to express heart-felt thanks on behalf of the Regional Activities Department to those Sections who made the Faraday Lecture an event.

Registering through the Faraday Desk in New Jersey, over 375 schools, school systems, and cable TV networks with an estimated audience in excess of 205,000 students and professionals across the US and parts of Canada viewed the Lecture.

63 schools requested on-site engineers for the satellite broadcast of the Lecture February 7th on the Channel Tunnel. We reached out to nearly 50 Sections, and support was phenomenal.

I had an opportunity to thank some of you, but for those more silent partners, know that your time and effort was appreciated by the students to whom you reached out, and by the IEEE as well.

--- Carol Coffey,
Faraday Coordinator

SECTIONS GO FOR THE GOLD!

GOLD (Graduates of the Last Decade) is an exciting new program targeting IEEE growth and membership retention. Creating a new Section level entity, GOLD committees will be run by and for recent graduates. Dave Kemp, IEEE Canada Director Elect for 1996-97, is coordinating this new program.

GOLD represents a reaction to two catalysts. Students and recent graduate members were experiencing difficulty transitioning from Student to Member status, particularly with regard to changes of address and generation differences. It was also noticed that Institute retention of graduates for four years after graduation amounted to a meager 17% - perhaps due to a shortage of local programs for this affinity group of recent graduates.

In June, the IEEE Membership Development Committee (MDC) struck an ad hoc committee to address these issues. One recommendation was to pilot GOLD Section level committees. At the November Regional Activities Board meeting, the concept was approved and funds allocated to foster such pilots, which will commence immediately in North America and worldwide. Interest has recently been expressed by Sections in Seattle, Singapore, Montreal, Winnipeg, Ottawa, and Vancouver. During the summer of '96, the program will be evaluated, refined, and then launched Institute-wide during November's Sections Congress '96 in Denver.

A NEW LOOK AT

MEMBER SERVICES

Recognizing that each Region has its own particular needs, Member Services has gone to a regional focus.

In a recent "Staff Circuit", Adrienne White of Member Services explains, "In the past, Member Services was divided into three basic teams...organized according to how the member made an inquiry - telephone, e-mail, or mailed correspondence. Five teams, guided by a group leader, are now organized to work with the region in which the member resides. Each team's goal is to assist members from two IEEE Regions."

Within recent months, Member Services has expanded to include five new personnel. The new staff has undergone extensive training to become familiar with the services offered by the Institute, and with the Oracle system that contains

each member's record.

To further fine-tune the process, member inquiries can now be e-mailed directly to their own group by using the address `member.services.(2-digit region number)@ieee.org`. The inquiry will be researched and resolved by one of that Region's team mates, affording the members an opportunity to become familiar with the names and voices of those who handle their inquiries, and providing them with a sense of continuity on those occasions when an issue requires more than one correspondence.

Bill Cook, Director of Member Services, and Member Services Manager, Marianne Schmidt, have implemented these changes with an eye toward developing the "best support staff of any professional organization in the world."

Hear Ye, Hear Ye!

History was made in Philadelphia again, when the IEEE Membership Development Committee (MDC) held its first retreat in many years during the week-end of January 19-21, 1996. Reminiscent of other historic figures, MDC Chair Dr. Charles Robinson led a group of 50 MD staff and volunteers representing 26 Societies and 9 Regions in drafting a revised mission statement, creating goals for progressing into the 21st century, and outlining strategies for meeting these MD goals.

A report on the retreat and its recommendations is being prepared for distribution at the June, 1996 Regional Activities Board meeting in Montreal. For more info, contact Steve Wolfe, Director of Admissions and Advancement.

"Thou Shalt Not Peeve Thy Auditor!"

In 1995, it was decreed that all conferences with revenues or expenses in excess of \$100,000 must be audited. The audits completed in 1995 have resulted in 9 really strong suggestions.

1. A finance committee which anticipateth a shortfall shalt submit a revised budget to the appropriate society and IEEE representatives. (Large variations were noted between approved budgets and actual revenues/expenses; only one of several conferences followed the guideline.)

2. Treasurers shalt not combine other funds with registration deposits. Registration dol-

lars could not be verified, due to insufficient detail in record keeping, when registration funds were deposited along with other revenue.

3. Thou shalt document thoroughly all exhibitor revenues/expenses.

4. Thou shalt not file grant applications directly with a granting agency, thereby circumventing IEEE policy that all grant applications be processed through the Tax Compliance Office of the IEEE Treasury.

5. Thy publication sales and thy registration deposits shalt not commingle.

6. Thou shalt process thy bank statement reconciliations in a timely manner, thereby warding off many potential evils.

7. Thou shalt supply detailed supporting documentation for all disbursements.

8. Thou shalt not make petty cash disbursements without documentation.

9. He who incurth the expense should writeth not checks; he who writeth checks should reconcileth not the bank account.

For additional guidance, contact Ken Maze in IEEE Quality & Audit.

IEEE CONTACT INFORMATION (information you need to reach the people mentioned in this issue of the SCOOP)

IEEE

PO Box 1331
445 Hoes Lane
Piscataway, NJ 08855-1331
908-981-0060 (switchboard)

The SCOOP

Carol Coffey, Editor
908-562-5512 (voice)
908-562-9359 (fax)
c.coffey@ieee.org (e-mail)

Engineering Inst. of Canada

613-742-5185 (voice)
613-742-5189 (fax)
eic@nrc.ca (e-mail)

Membership Development

Steve Wolfe,
Membership Director
908-562-5567 (voice)
908-981-0225 (fax)
s.wolfe@ieee.org (e-mail)

Member Services

Marianne Schmidt, Manager
908-562-5546 (voice)
908-981-9667 (fax)
m.schmidt@ieee.org (e-mail)

IEEE Quality & Audit

Ken Maze, Audit Manager
908-562-5503 (voice)
908-981-1686 (fax)
k.maze@ieee.org (e-mail)

GOLD Program

Dave Kemp,
IEEE Canada Dir. Elect
MTS Advanced, Inc.
489 Empress St.
Winnipeg Manitoba Canada
R3C 3V6
204-992-2494 (voice & fax)
d.kemp@ieee.org (e-mail)

RAD Operations

Jill Berman Levy, Director
908-562-5514 (voice)
908-463-9359 (fax)
j.levy@ieee.org (e-mail)