



RAB ON A MISSION

The mission of the Regional Activities Board (RAB) is to serve the needs of the members of the Institute by maintaining, enhancing, and supporting the geographical entities of the IEEE. RAB recognizes the intimate relationship between Sections and Societies and their Chapters, and will work with other entities of the IEEE to foster improved interactions. RAB is also responsible for all aspects of IEEE membership and membership development, including recruitment, retention, elevation and service, as well as the related operational and budget issues.

To effect its mission, RAB has established a 9-point **Strategic Plan** for 1996-97 to further strengthen its relationship with the entities it serves. The strategy involves plans to:

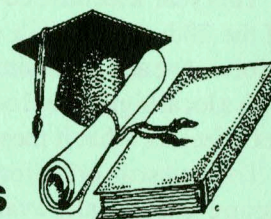
1. focus on Section management by identifying best practices, improving reporting and information flow, implementing a new training program, and identifying new volunteers;
2. develop a closer relationship with Technical Activities in terms of communication and cooperation in relevant programs;
3. coordinate Institute activities in which RAB has an interest, such as the World Wide Web, conferences/workshops, membership development, publications, Transnational Committee;
4. improve Member Services response by evaluating current service, identifying areas which require improvement, and choosing the best methods to achieve improvement;
5. improve the budgetary process to assure that RAB has adequate reserves;
6. develop Policy & Procedures and an enabling structure for managing electronic communications by Regions/Sections/Chapters;
7. better define relative volunteer and staff roles and responsibilities;
8. create, promote, and monitor appropriate and effective membership development programs;
9. ensure that planning for Sections Congress '99 is initiated by RAB.

WHY NOT TAP IN?

Many Sections overlook a hidden resource residing right within their own Section - Life Members! These individuals offer decades of experience in the engineering profession, as well as an in-depth knowledge of the IEEE.

Consider asking a Life Member to speak at a Chapter meeting concerning his or her area of engineering expertise. These members might also be encouraged to visit local universities and talk to engineering students about career planning and continuing education. We have discovered that a number of engineers are involved in local science museum activities, where pre-college students are encouraged to consider careers in engineering. Some Sections have a Life Members Committee, providing Life members an opportunity to organize technical and social activities and interact. Technical programs such as field trips to local companies are an example of such activities, while social meetings provide a forum for participants to discuss technology.

USAB Employs Web for Recent Grads



The IEEE-USA Employment Assistance Committee, chaired by Dick Riddle, is making a special effort to provide employment assistance to newly graduated students in 1996. A major step involves the establishment of an Entry Level Employment Resources section in its employment pages on the World Wide Web.

The address to access this information is <http://www.ieee.org/usab/DOCUMENTS/EMPLOYMENT/OTHER_FILES/entry.html>. Please be aware that the address is **case sensitive**. All Student Branches have been made aware of the site, and have been encouraged to link their local home pages to it.

For more information, check out the site, or refer to the Contact Info at the end of SCOOP.

THE CLOCK IS TICKING!

The Member-Get-a-Member Program is a great opportunity to contribute to your Section's growth, and get a neat gift from the IEEE at the same time. The program ends on August 31st, so now's the time to put the support materials to work for you and your Section.

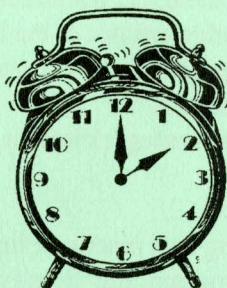
In March, each Section's Membership Development officer was mailed a packet containing ad slicks, a descriptive article from The Institute, a sample recruiter kit, and a presentation packet suitable for framing. Well, actually, it's suitable for reproduction onto overhead transparencies. (You can frame them, if you want!) Special MGM applications were sent out in January.

Stuck for ideas on how to proceed? Don't be alarmed! Insert the ad slicks or the Institute article in your newsletter. Make the MGM program a topic for your next meeting, using the overhead

package - then brainstorm. Encourage others to invite a non-member to your next meeting. Submit an article to your company newsletter about how membership has helped your career; then make applications available for prospective recruits. (Be sure to write your name in the "recruiter" box.) Post announcements of IEEE programs on your company bulletin board, with your name as the contact. Display IEEE publications at work.

When the program ends on August 31st, Membership Development will tally the new members you've recruited. Special recognition goes to the leading recruiters, and a recognition gift goes to everyone who has recruited at least one new member.

For a recruiting packet or more information, send an e-mail to new.membership@ieee.org. Hurry! Time's running out!



FARADAY TAPES ARE NOW AVAILABLE!!



The live satellite broadcast of the 1996 Faraday Lecture "From A to B, without C" is now available on video tape. A charge of \$15 covers the cost of copying and mailing the tapes and corresponding teacher's materials, making the tape a great and inexpensive tool for Sections and Chapters.

This year's lecture, co-sponsored by Eurotunnel, describes the challenges the English Channel Tunnel posed to engineers of the 20th century in a dramatic presentation. While the lecture is geared toward attracting students to the sciences, it is informative and entertaining at many levels. Why not use the lecture as the focus for a meeting, or as part of an outreach program with a local high school or technical school, and offer to be on site for questions/answers after the presentation? Let the students get a feel for what it means to be an engineer at the turn of the 21st century!

To request an order form, dial **RABFacts** from your fax handset at 908-562-6555, and select document #1 03 16. Past years' lecture tapes are also available at a cost of \$15 each. Sections wishing to charge the purchase against their Section rebate must include signed authorization from a Section ExCom officer.

The **GOLD (Graduates of the Last Decade)** pilot programs are taking off! Networking via conference call and an e-mail bulletin board, the pilots are collaborating to identify challenges, and homing in on ways to meet them. Interested in participating? See **Contact Information** below.

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

IEEE

445 Hoes Lane
PO Box 1331
Piscataway, NJ 08855-1331
Switchboard: 908.981.0060

IEEE Regional Activities

908.562.5501 (voice)
908.463.6357 (fax)
regional.activities@ieee.org

IEEE - U.S. Activities

1828 L Street, N.W., Suite 1202
Washington, D.C. 20036-5104
202.785.0017
w.anderson@ieee.org

IEEE Membership Development

908.562.5567 (voice)
908.981.0225 (fax)
new.membership@ieee.org

GOLD Program

Dave Kemp,
IEEE Canada Director Elect
MTS Advance.d. Inc.
489 Empress St.
Winnipeg, Manitoba, Canada
R3C 3V6
204.992.2494 (voice/fax)
d.kemp@ieee.org

Faraday Lecture Desk

908.562.5521 (voice)
908.463.9359 (fax)
c.coffey@ieee.org

RAD Operations

Jill Berman Levy, Director
908.562.5514 (voice)
908.463.9359 (fax)
j.levy@ieee.org

RABFacts

(from fax machine handset)
908.562.6555

The SCOOP

Carol Coffey, Editor
908.562.5512 (voice)
908.463.9359 (fax)
c.coffey@ieee.org