Regional Vitality
Region 2 Roadmap Forward

Dr. Rhonda Farrell & Dr. Ralph Sprang
What Comprises Region 2
Region 2 Statistics

7 States (DE, MD, NJ, OH, PA, VA, W.VA) and the District of Columbia

4 Areas: Central, East, South, and West

20 Sections: Akron, Baltimore, Central Pennsylvania, Cincinnati, Cleveland, Columbus, Dayton, Delaware Bay, Erie, Johnstown, Lehigh Valley, Lima, Northern Virginia, Philadelphia, Pittsburgh, Southern New Jersey, Susquehanna, Washington D.C., West Virginia, Youngstown

22831 of 320594 IEEE Members = 7%* of the global membership base *as of 04/16/2017
What is Region Vitality

Why Should I Care?
Subcommittee on Regional Vitality Coordinators

- Typically 1 RVC Per Region
- Region 2 has an RVC Committee
Regional Vitality Coordinator Role

Focus on **3 major areas:**
- Strategic, tactical, and operational alignment between IEEE HQ, regional level vision, mission, and goals, and section implementation programs

**Intent:** Identity and incorporate *People, Process, and Technology* related changes: best practices, lessons learned, innovation, automation, tools, new ways forward across the Region (Focus on Collaboration, Communication, and Coordination)

- **3 Primary Roles**
  - **Catalyst** (Change Agent)
  - **Conductor** (Coordination & Collaboration Efforts)
  - **Glue** (Performance Management & Communication Enhancement)
How is Information Gathered
## 2015 vs 2016 Region 2 Section response to MGA Section Vitality Self Assessment

**Region 2** response to the 2016 Section Vitality Self Assessment

<table>
<thead>
<tr>
<th>Region</th>
<th># of Sections in Region</th>
<th># of Sections Responded 2015</th>
<th>Percentage</th>
<th># of Sections Responded 2016</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>20</td>
<td>8</td>
<td>40%</td>
<td>14</td>
<td>70%</td>
</tr>
</tbody>
</table>
Section identified level of Importance within six broad survey areas

- Recognition: 21%
- Section Operations: 16%
- Volunteer Recruitment: 15%
- Outreach: 9%
- Chapter Activities/Affinity Group: 23%
- Professional Development: 15%
Regional Level Survey 4Q/2016

50% Section Response Rate; Focused on survey questions not being asked at the MGA level

• Satisfaction rating with Region and Area Support
• Level of perceived section health
  • Surviving versus Thriving
• Type of Additional Training requested
  • vTools Features and Functionality
  • SAMIEIEEE use
  • Remote Meeting Support
  • Strategic and Business Planning
• Teleconference strategy for inclusion working
• Ideas for how to make things better
SWOT Analysis

**Strengths**
- Committed Leadership
- Large Membership Base
- Strong Ties with IEEE-USA
- Solid Balance Across Industry, Education, and Government

**Weakness**
- Strategic Planning (Lack)
- Annual Business Planning (Lack)
- Processes (Immature)
- Integrated Automation (Lack)
- Continuity Planning (Lack)

**Opportunities**
- Strategic Partnership Development
- IEEE-USA program participation
- Society Integration
- Community Integration
- Technical Councils and Association Integration

**Threats**
- Membership Declines
- Alignment missing cross-geographic region
- Program participation hurdles due to lack of liaison (PACE)
Post Mortem

What’s Working
- RVC Monthly Meetings
- Quarterly R2 Calls
- Regional Meetings
- Solid Individual Performance
- Newsletter
- Area Chair Involvement
- Youth Activities
- Some Affinity Group Growth

What’s Not
- Missing Broader Life-Cycle Framework
- Missing Regional Dashboard
- Lack of Cascading High Level Planning Process (Strategic/Tactical/Operational)
- Fractured Leadership
- Team Cohesiveness Low
- Automation Not Tied to Results Continuity Planning Gaps

What to Keep Doing
- Keep Up the Momentum
- Broaden Communication Channels
- Locate Vice Area Chairs
- Proactive Continuity Planning
- Regional Conferences
- Strategic Partner Special Events

What to Change
- Planning Processes (Tri-Level)
- Senior Elevation Process
- Regional Director Pass-down / Visibility
- Regional Membership Drives
- Member / Leader Engagement
- Visible Scorecards/Dashboards
- Performance / Operational Excellence
- Virtualized Offerings
2016 AREA BREAKOUTS

• Participation
• Candid Feedback
• Passion & Zest for the Challenge
• Ideas, Energy, Innovations, and Programmatic Support

Region 2
Area Breakout Sessions

TOP THREE
CHALLENGES
YOU ARE FACING

Region 2
Area Breakout Sessions

WHAT IS THE ONE MOST
IMPORTANT THING THE REGION
CAN HELP YOU WITH

Region 2
Area Breakout Sessions

MEMBER VALUE-ADD
ENGAGEMENT
OPPORTUNITIES
IEEEin2030 Progress

- Highest Priority - IEEE Senior Leadership Team
  - Optimize Our Governance Processes To Enable Strategy
    - Overcome down-trending membership levels
    - Overcome downward-trending IP sales
    - Focus on Strategy versus operations
    - Focus on Global Diversity

- 4 Strategic Objective Areas
  - Create a Nimble, Flexible, Forward-looking Organization
  - Foster Public Imperatives
  - Foster Diverse Technical Communities with Industry, Government, and Academia
  - Empower the Discovery, Development and Delivery of Cutting-edge Products and Services
IEEE Board Retreat 2016 Findings

**Capitalize on existing or emerging opportunities in our external environment, and strengthen and deepen our connections to industry, in order to ensure sustained long-term growth.**

<table>
<thead>
<tr>
<th>Industry Value</th>
<th>Focused Solutions</th>
<th>Capacity for Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop new products and services for, deepen our engagement with, and deliver value to industry.</td>
<td>Engage members, customers, and the public with focused solutions.</td>
<td>Grow IEEE organically, inorganically, and globally.</td>
</tr>
</tbody>
</table>

**Strategies**

<table>
<thead>
<tr>
<th>Industry Value</th>
<th>Focused Solutions</th>
<th>Capacity for Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. ENGAGE INDUSTRY WITH NEW ANALYSES AND INSIGHTS.</td>
<td>A. SEGMENTATION EXERCISE (RESEARCH) TO DISCOVER AND PRIORITIZE CONSTITUENT NEEDS AND APPROPRIATE PRODUCT OFFERINGS.</td>
<td>A. CREATE AN INNOVATION HOME BASE FOR IEEE.</td>
</tr>
<tr>
<td>B. EVOLVE AND SEGMENT OUR PROGRAMS TO DEEPEN INDUSTRY ENGAGEMENT.</td>
<td>B. ENGAGE YOUNG PROFESSIONALS IN TARGETED WAYS.</td>
<td>B. CREATE A STRATEGY FOR REPEATABLE M&amp;A.</td>
</tr>
<tr>
<td>C. LAUNCH NEW PRODUCTS THAT DELIVER TARGETED VALUE TO INDUSTRY.</td>
<td>C. CREATE AND CURATE CONTENT THAT MEMBERS VALUE.</td>
<td>C. EVOLVE IEEE TO BE EQUALLY RELEVANT GLOBALLY.</td>
</tr>
</tbody>
</table>
| D. RECOGNIZE AND ENGAGE INDUSTRY LEADERS. | D. LEVERAGE IEEE’S INFLUENCE TO PROMOTE THE PROFESSION AND SERVE THE PUBLIC. | }
Regional Vitality Program Progress (MGA Level)

- MGA Regional Vitality 2016 - 2017
  - Recalibrating for long term success
  - Focusing on Technology Enablers
  - Engaging Members ad Leaders

**MGA - Regional Vitality Program SWOT Summary Findings**

**STRENGTHS**
- S1. MGA and GUOC Committee are dedicated to advancing the regional vitality program and ensuring its success
- S2. Regional directors individually contribute and offer recommendations for shaping the future of the regional vitality program
- S3. MGA and GUOC leadership recognize the need for program maturity and further integration efforts

**WEAKNESSES**
- W1. Need for greater stakeholder analysis and engagement
- W2. Rudimentary performance management support systems causing disparate implementation and progress across the 10 separate regions
- W3. Nested integration with Divisions, Member Development, Societies, Technical Communities, Young Professional, Women in Engineering

**OPPORTUNITIES**
- O1. Unique region activities are globally significant and value for best practice dedication and programmatic integration
- O2. Standardization efforts are clearly articulated and implemented consistently across all regional structures
- O3. The regional vitality program plays an increasingly important role within the MGA, heightening performance management criteria, enhancing inter-region communication, and increasing volunteer engagement levels
- O4. RVC program can benefit from innovation initiatives such as centralized web-enabled checklists, long-term roadmaps, and programmatic work-flows

**THREATS**
- T1. Silo’d organizational mission / goal / initiative analysis
- T2. Gaps in maturity and robustness of supporting regional vitality program initiative lifecycle and stakeholder effectiveness assessment measures
- T3. Programmatic stagnation due to deadlock / lack of consensus on how to drive forward

**Collaboration Efforts**
- Membership Development
- Technology Platform Integration
- Industry Impact Initiatives
  - Technology Communities, Councils, and Task Forces
  - Affinity Group Focus
  - Open Source Model
How is that Information being used to Drive Change
Drivers

- Listening Leaders
- Willingness to Explore the Power of the Region
- Empowered Strategic Personnel
- Calculated Risk Taking
- Support and Encouragement
Synthesizing the Data

- **Amalgamation of Surveys, Analysis, and Visualization**
  - Area Breakout Findings Summaries
  - Planned Phased Approach for Improvements
  - Automation Focus
  - Alignment to Board Meeting Buckets

- **Findings Summary & Scoring**
  - Solid balance of 116 ranked elements across 3 Focus Areas
    - Capacity for Growth, Focused Solution, Industry Value
      - 3 elements > 80 points
      - 11 elements > 50 points
      - 25 elements => 40 points
      - 89 elements < 40 points
Making it Matter

- **Interactive Innovation Roadmap** - Categorized under the 3 Primary Focal Areas, Identified the Area for Improvement, tied to one or more Operating Bucket Areas (Annual Program Plan cross-walk), and visibly identified the ranked score given (used to drive short-term initiative implementation)

<table>
<thead>
<tr>
<th>Focused Solutions (54)</th>
<th>Capacity for Growth (42)</th>
<th>Industry Value (19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosting Joint inter-section meetings (Societies and Aff Grps)</td>
<td>Regional surveying &amp; tracking of graduates to reconnect with IEEE (...</td>
<td>Industry mentoring for grads / recent hires</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Centralized Operations</td>
<td>Industry Impact</td>
</tr>
<tr>
<td>Best Practice</td>
<td>Automated Workflow</td>
<td>Best Practice</td>
</tr>
<tr>
<td>Automated Workflow</td>
<td>Program Design</td>
<td>Partnership</td>
</tr>
<tr>
<td>Program Design</td>
<td>Metrics and Measurement Creation</td>
<td>Program Design</td>
</tr>
<tr>
<td>100</td>
<td>98</td>
<td>79</td>
</tr>
<tr>
<td>Regional help with coordination of speakers (Distinguished Lecturers...)</td>
<td>Lose Student Members After Graduation, need to track and eng...</td>
<td>Need creation of Corporate Partnerships</td>
</tr>
<tr>
<td>Centralized Operations</td>
<td>Centralized Operations</td>
<td>Industry Impact</td>
</tr>
<tr>
<td>Service</td>
<td>Automated Workflow</td>
<td>Partnership</td>
</tr>
<tr>
<td>Outreach &amp; Recruiting</td>
<td>Program Design</td>
<td>Process</td>
</tr>
<tr>
<td>Automated Workflow</td>
<td>Outreach &amp; Recruiting</td>
<td>Marketing &amp; Publicity</td>
</tr>
<tr>
<td>70</td>
<td>81</td>
<td>58</td>
</tr>
<tr>
<td>Women Under represented</td>
<td>Membership growth and recovery</td>
<td>Hold industry days</td>
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<tr>
<td>Membership Development</td>
<td>Membership Development</td>
<td>Industry Impact</td>
</tr>
<tr>
<td>Diversity and Inclusion Initiative</td>
<td>Program Design</td>
<td>Program Design</td>
</tr>
<tr>
<td>Facilitation &amp; Team Building</td>
<td>Outreach &amp; Recruiting</td>
<td>Partnership</td>
</tr>
<tr>
<td>Outreach &amp; Recruiting</td>
<td>Metrics and Measurement Creation</td>
<td>Marketing &amp; Publicity</td>
</tr>
<tr>
<td>25</td>
<td>25</td>
<td>25</td>
</tr>
</tbody>
</table>
2015 - 2017 Progress To Date

• **Progress Points**
  • Short Term Initiatives (60-75 days from published Innovation Roadmap)
    o List of Low Hanging Fruit items addressed with links, resources, and quick help activities
    o Best Practices Guide Template
    o Electronic Section Vitality Checklists
    o Annual Regional Program Plan strawman
    o Interactive Innovation Roadmap
    o Region 2 **Online Communities** (LinkedIn); Collaboratec
    o R2 **Google Docs buildout**
      ▪ Access for all Section Officers, Area Directors, and Regional Directors
        □ Annual Business Plans
        □ Quarterly Membership and L31 Trending
        □ Leadership Resources
        □ Governance Data
  • Medium term initiatives (75 days+)
    o Quarterly Area and All Section Teleconference Calls
    o WIE, YP, and Industry initiatives (Conference Presence and Special Events)
Additional Focus Areas

- Medium – Long Term Initiatives (100 days – 2.5Y)
  - Scope each initiative, assign priority, schedule, and assign owners
  - Draft full practices guide, review, publish, and maintain
  - Begin region wide industry partnering program
  - Begin region wide senior elevation program
  - Continue to support region wide conference facilitation program
  - Augment WIE and YP initiatives to include more section and area liaisons
  - Annual Regional Program Plan maintenance
  - Interactive Innovation Roadmap Maintenance
  - Periodic surveys for leaders and members -- top areas for improvement and value-add
  - Continued alignment with long-term IEEE HQ
Automation Focus

- **Electronic Section Vitality Checklists – Progress at a Glance - Quarterly Updates published to the Region Website**

<table>
<thead>
<tr>
<th>Status</th>
<th>Quarter</th>
<th>Title</th>
<th>Description</th>
<th>Priority</th>
<th>Assigned To</th>
<th>Addit Resources</th>
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<tbody>
<tr>
<td></td>
<td>1Q</td>
<td>Prior Year L31s</td>
<td>Medium</td>
<td>Rhonda Farrell</td>
<td>Martin Schulman</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Prior Year Nuts &amp; Bolts</td>
<td>High</td>
<td>Gerald Friedman</td>
<td>Martin Schulman</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Prior Year Other Financials</td>
<td>High</td>
<td>Gerald Friedman</td>
<td>Martin Schulman</td>
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<tr>
<td></td>
<td>1Q</td>
<td>Reporting of New Personnel</td>
<td>High</td>
<td>Rhonda Farrell</td>
<td>Martin Schulman</td>
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<tr>
<td></td>
<td>1Q</td>
<td>Section Website Updated</td>
<td>Medium</td>
<td>Anthony O'Connor</td>
<td>Martin Schulman</td>
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<tr>
<td></td>
<td>1Q</td>
<td>New Officer Training</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Promote use of Tools</td>
<td>High</td>
<td>Anthony O'Connor</td>
<td>Martin Schulman</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Update local operating procedures</td>
<td>Medium</td>
<td>Anthony O'Connor</td>
<td>Martin Schulman</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Plan and budget</td>
<td>High</td>
<td>Gerald Friedman</td>
<td>Martin Schulman</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Organize a workshop</td>
<td>Low</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1Q</td>
<td>Conduct joint meeting</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1Q</td>
<td>Reach out to non-paying members before the deactivation date (end of February)</td>
<td>High</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Membership Development activity</td>
<td>High</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1Q</td>
<td>Conduct Professional Development Activity</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Plan for engaging with members</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
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<tr>
<td></td>
<td>1Q</td>
<td>Communicate with section members</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
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<tr>
<td></td>
<td>1Q</td>
<td>Engage with Regional Leadership</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Review Affinity Group and Chapter activities</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
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<tr>
<td></td>
<td>1Q</td>
<td>Solicit nominations for awards</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
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<tr>
<td></td>
<td>1Q</td>
<td>Start a new Society Chapter or Affinity</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
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<tr>
<td></td>
<td>1Q</td>
<td>Pre-university activity in your area</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
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<tr>
<td></td>
<td>1Q</td>
<td>Conduct a Career Workshop</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Local industry involvement event</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Hold Officer Elections</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
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<tr>
<td></td>
<td>1Q</td>
<td>Humanitarian/community engagement projects</td>
<td>Medium</td>
<td>Martin Schulman</td>
<td>Anthony O'Connor</td>
<td></td>
</tr>
</tbody>
</table>
Vitality Stats 2016 - 2017
## 2016 Vitality At a Glance

<table>
<thead>
<tr>
<th>Area</th>
<th>Leadership Position</th>
<th>Leader Name</th>
<th>Section Status</th>
<th>1Q/2016 (adv)</th>
<th>1Q/2016 (L31)</th>
<th>2Q/2016 (adv)</th>
<th>2Q/2016 (L31)</th>
<th>3Q/2016 (adv)</th>
<th>3Q/2016 (L31)</th>
<th>4Q/2016 (adv)</th>
<th>4Q/2016 (L31)</th>
<th>Total L31s Filed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>Area Chair</td>
<td>Joseph A. Kalasky, James Beck</td>
<td><strong>Central Penn, Erie, Johnstown, Pittsburgh, Susquehanna, West Virginia</strong></td>
<td>8</td>
<td>35</td>
<td>7</td>
<td>35</td>
<td>17</td>
<td>36</td>
<td>12</td>
<td>29</td>
<td>135</td>
</tr>
<tr>
<td>East</td>
<td>Area Chair</td>
<td>Bob Lawson</td>
<td><strong>Delaware Bay, Lehigh Valley, Philadelphia, Southern NJ</strong></td>
<td>24</td>
<td>55</td>
<td>18</td>
<td>39</td>
<td>14</td>
<td>23</td>
<td>22</td>
<td>47</td>
<td>164</td>
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<tr>
<td>West</td>
<td>Area Chair</td>
<td>Barbara Frantom</td>
<td><strong>Akron, Cincinnati, Cleveland, Columbus, Dayton, Lima, Youngstown</strong></td>
<td>12</td>
<td>31</td>
<td>9</td>
<td>43</td>
<td>0</td>
<td>32</td>
<td>0</td>
<td>45</td>
<td>151</td>
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<tr>
<td>South</td>
<td>Area Chair</td>
<td>Collin Krepp, Tony Ivanov</td>
<td><strong>Baltimore, N. Va, Wash DC</strong></td>
<td>39</td>
<td>66</td>
<td>46</td>
<td>67</td>
<td>11</td>
<td>39</td>
<td>11</td>
<td>35</td>
<td>207</td>
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</tbody>
</table>

R: <= 1; Y: >1&<=2; G:>2 Avg Meetings Per Month
## 2017 Vitality At a Glance

| Area   | Leadership Position | Leader Name         | Section Status                          | 1Q/2017 (adv) | 1Q/2017 (L31) | 2Q/2017 (adv) | 2Q/2017 (L31) | 3Q/2017 (adv) | 3Q/2017 (L31) | 4Q/2017 (adv) | 4Q/2017 (L31) | Total L31s Filed |
|--------|---------------------|---------------------|----------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----------------|
| Central| Area Chair          | James Beck          | Central Penn, Erie, Johnstown, Pittsburgh, Susquehanna, West Virginia | 0             | 14            | 0             | 0             | 0             | 0             | 0             | 0             | 14              |
| East   | Area Chair          | Phil Gonski         | Delaware Bay, Lehigh Valley, Philadelphia, Southern NJ | 0             | 25            | 0             | 0             | 0             | 0             | 0             | 0             | 25              |
| West   | Area Chair          | Chang Liu           | Akron, Cincinnati, Cleveland, Columbus, Dayton, Lima, Youngstown | 0             | 12            | 0             | 0             | 0             | 0             | 0             | 0             | 12              |
| South  | Area Chair          | Rob Rencewicz, Tony Ivanov | Baltimore, N. Va, Wash DC | 0             | 22            | 0             | 0             | 0             | 0             | 0             | 0             | 22              |

R:<= 1; Y: >1&<=2; G:>2 Avg Meetings Per Month
Where are we headed in 2017 and beyond?

Dr. Rhonda Farrell 2015 – 2017
Dr. Ralph Sprang 2017 - onwards
Regional Vitality Program - Roadmap

Phased Program Maturation Approach

<table>
<thead>
<tr>
<th>Steps</th>
<th>Program Standup</th>
<th>Program Build-out</th>
<th>Program Standardization</th>
<th>Program Automation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regional VCs ID’d</td>
<td>Pilot Web-enabled Section Vitality Checklists &amp; Program Plans</td>
<td>Hardened Regional Vitality Criteria published</td>
<td>Centrally Hosted and Accessible Section Vitality Checklists</td>
</tr>
<tr>
<td></td>
<td>2015 Region RVC Program Development</td>
<td>Section Survey Data Mining</td>
<td>Alignment to 3 Major Focus areas</td>
<td>360 Degree Stakeholder Surveys</td>
</tr>
<tr>
<td></td>
<td>RD, AD, RVC Strategy &amp; Ops Quarterly Meetings</td>
<td>Strategic traceability to HQ and Regional initiatives</td>
<td>Annual Section Surveying</td>
<td>Member-value add periodic re-assessments</td>
</tr>
<tr>
<td></td>
<td>2015 Stakeholder Analysis</td>
<td>Technological Gap Analysis</td>
<td>MemDev / Technology Enablers</td>
<td>Governance and Continuity Planning</td>
</tr>
<tr>
<td></td>
<td>2015 SWOT Analysis</td>
<td>Membership Development Integration</td>
<td>Performance Excellence Enablers</td>
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<tr>
<td></td>
<td>2015 Post Mortem Analysis</td>
<td></td>
<td>Technical Community Alignment Offerings</td>
<td></td>
</tr>
</tbody>
</table>

Activities

- Best Practices Identified
- 2016+ Program Way Forward Recommendation Set
- Section Artifacts and Technology Enablers Created
- Area and Section Artifact and Technology Enablers Piloted and Adoption In-roads
- Stronger inclusion and support from Regional, Area, Section directors and leaders
- Strategic Alignment Infrastructure in place
- 100% Annual Survey participation
- 80% Technology Enabler Adoption
- Standardized Vitality Criteria measured and centrally published
- Member Population Program distribution hardened
- Performance Excellence mindset cultivated
- Heightened Regional, Area, Section Engagement
- Centralized Vitality Reporting
- Member Engagements Levels Increased
- Sustainable Operating Model Generated

Outcomes

2015

- Program Standardization
- 100% Annual Survey participation
- 80% Technology Enabler Adoption
- Standardized Vitality Criteria measured and centrally published
- Member Population Program distribution hardened
- Performance Excellence mindset cultivated
- Heightened Regional, Area, Section Engagement
- Centralized Vitality Reporting
- Member Engagements Levels Increased
- Sustainable Operating Model Generated

2016

- Program Build-out
- Program Automation
- Centrally Hosted and Accessible Section Vitality Checklists
- 360 Degree Stakeholder Surveys
- Member-value add periodic re-assessments
- Governance and Continuity Planning

2016-2017

- Program Standardization
- Program Automation
- Centrally Hosted and Accessible Section Vitality Checklists
- 360 Degree Stakeholder Surveys
- Member-value add periodic re-assessments
- Governance and Continuity Planning

2017 - 2018

- Program Automation
- Centrally Hosted and Accessible Section Vitality Checklists
- 360 Degree Stakeholder Surveys
- Member-value add periodic re-assessments
- Governance and Continuity Planning

2015 – 2018 Roadmap
### Automation Efforts – Updated Annual Regional Program Plan

Tied to the Interactive Innovation Roadmap, allows single glance view of progress, published to Regional website within 2017

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Regional Vitality Big Picture (FUTURE)

- Continued focus on Mission, Vision, Goals Alignment
- Continued Support for Multi-level Communication
- Region, Area, Section Surveys
- Stakeholder Integration
- Leadership Depth
- Automation
- Diversity
- Inclusion
- Mentoring
- Section Health
- Recognition & Awards
- Strategic Partnerships
- Innovation & Engagement
- Performance & Metrics Management
What’s Next Short Term

- 75+ day item operationalization and implementation efforts
- Continued Alignment to IEEE HQ Strategy
- Round 2 of Area Breakout Ranking Survey
- Leadership Additions / Changes
- Continued Program Focus
- Continued Regional Committee, Area, and All Sections Teleconferences

Action is the foundational key to all success.

- Pablo Picasso
What’s Next Longer Term

- Strengthen New Area Director relations
- Analysis of Regional Improvement Survey Rankings
- Section SWOTs and Post Mortems
- Encourage 5 year strategic planning cycles
- Support ongoing use of annual business planning artifacts
- Expand outreach to additional technical, educational, and industry communities
- Engage more leaders, members, faculty support, and students
What are We Aspiring To?
WHAT’S POSSIBLE!

vitality: the state of being strong and active; energy-filled
Questions?