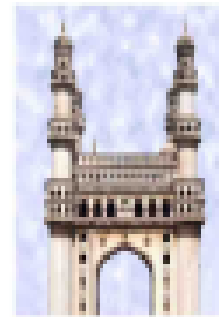# Future Directions For IEEE Hyderabad Section

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21 Jan 2018

IEEE

HYDERABAD SECTION

Genesis

- It is necessary for any organisation to take a look about once in a decade to see if some changes are needed in its strategy to fulfill its vision and mission. IEEE calls it strategic planning.

- In Hyderabad our SEC on 16 Oct 2016 for such strategic planning formed a Future Directions Committee (FDC).

- This committee consists of about 15 members & includes 5 Past Section Chairs, few younger members and few current SEC members.

FDC

- **_Terms of Reference :_**
- 1) Prepare a Vision and Mission Statement.

- 2) Identify the Section's Goals and priorities.

3) Suggest a strategy for realising the above.

PROGRESS FO FAR ….

Vision & Mission Statements
- As decided by FDC on 9 April 2017

VISION :
TO BE AN ESSENTIAL RESOURCE FOR THE PROFESSIONAL DEVELOPMENT IN SPECIFIC FIELDS OF INTEREST OF IEEE FOR THE BENEFIT OF MANKIND.

MISSION :
TO PROVIDE A PLATFORM FOR KNOWLEDGE SHARING, NETWORKING, AND CAREER DEVELOPMENT TO THE LOCAL TECHNICAL COMMUNITY.

Goals

1. Section view: TO sustain AS A HIGH PERFORMING SECTION at the IEEE global level
   a) TO INCREASE THE EFFECTIVE VOLUNTEER BASE.
   b) TO INCREASE TECHNICAL SOCIETY MEMBERSHIP
   c) TO SUSTAIN MEMBERSHIP OF STUDENTS EVEN AFTER THEIR TRANSITIONING TO FULL MEMBERS
   d) TO CREATE BETTER MEMBER EXPERIENCE
   e) To Conduct Inter society cooperative joint activities
   f) To promote use of technology in inclusive operations of the section.
2. Knowledge sharing
   a) Encourage ENTREPRENEURSHIP
   b) Identify and disseminate the latest technology through Society chapters
   c) Form, promote and sustain Technology special interest groups through the chapters
   d) Promote, participate & aid in developing IEEE standards
3. Networking
   a) To design each event with space for networking
   b) TO PROMOTE INDUSTRY ENGAGEMENT
   c) Influence Public policy with technology insights
4. Career development
   a) TO FACILITATE innovation, RESEARCH ACUMEN AND ENCOURAGE PUBLICATIONS
   b) To professionals
      i.   To be a platform enabling recruitment
      ii. Promote IEEE resources for professional development
   c) To Students
      i.   To promote awareness for job opportunities in new technology
      ii. SkillConnect programs to enhance employable technical skills
      iii. To provide visibility of industry activities to Students.
      iv. To promote higher technical education12

Our primary Customers

- An online survey of members on IEEE membership and Section activities was conducted in February 2017. Nearly 100 responses were received.

- It was proposed to use the inputs from the survey while FDC prepared the Vision, Mission, Goals and Strategies.

Inputs from Feb 2017 Survey

- Most members are "interested to increase their knowledge and skills, workshops, seminars, continuing education programs, networking, career development".

- They want 'more access to publications, more and new volunteers'. Many are interested to volunteer and want to know about volunteering.

- Overall the members are satisfied and seek more of the things mentioned above.

Summing Up

■ The FDC's journey so far as summed up by Mrs Supriya, our facilitator –

A large set of goals have been arrived at:

■ The next steps broadly internal to the group are:
Validation of the goals (alignment with Vision and Mission, done almost 90%)

■ Assign appropriate measures against each goal (Done 60%)

■ Share this among Chapters for them to contribute to the goals

■ Assign roles and responsibilities for implementation (Against Chapter or units)

■ Monitor the progress against set goals

FURTHER

Goals : To Develop and Promote Industry Engagement and Entrepreneurship

▣ Goals / Objective
1. Promote Industry engagement
2. Increase entrepreneurship

1. To promote industry engagement
   – Measure – IEEE members by total engineering jobs in the catchment area
   1. Initiatives
      i. Driven through society, take feedback as to desired events, along with industry conduct events in proximity
      ii. IEEE section should be one of the professional bodies that Govt. seeks advise from, and be invited to be part of any Govt. initiatives e.g. Photonoics Valley corporation.
      iii. Promote continuous education (certifications).
      iv. Change the branding to show that it is for industry only.
      v. Promotion of awareness of relevant IEEE Standards to the industry (driven by the Chapters).
      vi. Promote to management of the companies to support IEEE involvement.
      vii. Collaboration with local bodies for training based on IEEE content and standards.
      viii. Let there be an IEEE Roadshow which goes to various industries– focused on IEEE, multiple components of various societies
2. Increase success rate of entrepreneurship
   – Measure –
   i. Promoter technological mentoring to entrepreneurs
   ii. IRC will focus on TES with the help of the Chapters
   iii. <ref Bangalore section>
   iv. Collaborate with technology makers to provide the inputs on how to use their technology for business solutions.

Goals: To Sustain membership of students even after their transitioning to full members

■ Measure: current 25% retention… Target- 50% retention

1. Evangelize importance of being full member
2. More Student Transition & Elevation Program (STEP) events with measurable outcomes.
3. Promote membership afresh, not talk of "transition". See benefits as any other professional membership. Focus only on increasing professional membership. As part of ongoing efforts to increase membership.
4. More contests like all India Student Project Contest– which is more like an Academia-Industry interaction.
5. Mentor network – needs to be publicized and strengthened
6. Challenge
   a) of jump in member fees from ~$27 to ~$80.
   b) Used only for CV purposes.
7. Evangelize IEEE membership among the industry
8. Better give up.
9. Faculty advisors and mentors have to be educated to promote
10. Focus on GSM (masters, or PhD students)

Goal : To increase the effective volunteer base.

Measure: Pool of 50 active volunteers at any given time

1. Make volunteering easier – use technology procedures,
2. Ask for volunteers- surveys
3. Proactively Send IEEE volunteer material to each member (people have not used available material) – training, also send to HR and other similar bodies in an org
4. setup a volunteer identification committee. (nomination?) (challenge identifying volunteers)
5. Put in place Mechanism of Recognition of professionals from engg. Community
6. Increase volunteers from industry members
7. Recognition of volunteers – **by local body**, in a social with FAMILY members
8. Each volunteer to find an understudy (succession planning)(guru/Chela)
9. Reduce volunteer inability to volunteer.
10. Operations manual -- Have induction, give clarity on volunteer role
11. Volunteer empowerment – feeling that they are making a difference, hearing them.
12. Retain existing volunteers– should not feel discouraged.
13. Increase presence on social media.–recognition on Hyd site/page. People should see.
14. Classify Volunteers generic volunteers, vs. for specific events-
15. Clarify work expectations & duration – certification is guaranteed, award performance
16. Match interest and motive for volunteer
17. Convenience and potential of volunteers
18. An event for volunteers where we describe volunteers
19. Grow volunteers by regular call for volunteers, evaluate performance,
20. Handover of work from prev. set of volunteers to new set.
21. Easy and friendly administrative procedures.

Goal: To increase technical Society membership

■ **Measure: X% Increase society membership in 2 years**

1. Offer local incentives- discounts for local events. Early bird discounts
2. Reach out membership development from industry- absence of industry
3. Target IEEE members who are not society members through awareness– they do not know benefits of society.
4. Ask what they want – by society, Identify topics broad topics that the professionals are interested and conduct programs in that – through survey etc.
5. Increased access to digital libraries specific to society
6. Facilitate change in organizational culture in the organizations through petitions to regulatory bodies. E.g. DRDO – 25K provided for professional, so this is used in appraisals.
7. Popularize benefit of the society– beyond the society only, communications not reached out to the entire IEEE community. 1000 prof. members out of 5000 members. So the 4000 members do not get any society information.
8. Chapter must organize one good conference of that society once in two years.
9. Promote society and events through social media.
10. Demo society membership at a physical location – IEEE Café
11. Recognition from local society chapter – volunteer or member.
12. Chapter Promotes society activities in the Student branch.

THANKS