

Regional LM Coordinator Workshop
9 April 2010
San Jose, California, USA

Attendance:

Fiorenza Albert Howard, LMC Member	Dave Kemp, R7 LM Coordinator
Ross C Anderson, R5 LM Coordinator	Jung Sun Kim, R10 LM Coordinator
Marc T Apter, R2 LM Coordinator	Joe Lillie, LMC Member
T Scott Atkinson, LMC Member	George F McClure, LMC Chair
Jacob Baal-Schem, R8 LM Coordinator	Manuel F Rodriguez-Perazza, R9 LM Coordinator, LMC Member
Craig Causer, LM Newsletter Editor	Aleksandar Szabo, LMC Member
Robert Dawson, R4 LM Coordinator	Dan Toland, LMC staff support
Michael Deering, IEEE Development Office	John Vardalas, IEEE History Center
Albert G Engelhardt, R6 LM Coordinator	
Charles Husbands, R3 LM Coordinator	
Cecelia Jankowski, LMC Secretary	

1. **Welcome & Introduction:** George welcomed and thanked everybody for participating in the sessions. This is an informal session from which the Regional LM Coordinators can get information on how to perform their jobs and assist the LM Groups within their Region engage IEEE members locally.
2. **Update on LMC Issues/Projects:** George provided an update on LMC motion in regards to conference registration fees. It was noticed that this item will be discussed at the LMC meeting on 10 April 2010.
3. **Update on MGA Issues/Projects:** Cecelia provided a brief update on the following items: 2010 Membership Statistics, ieee.tv 2.0, IEEE Center for Leadership Excellence, Microsoft MOU and the improvements in the IEEE Contact Center.
4. **Reports by Regional LM Coordinators:** Each Regional LM Coordinator provided a summary of LM Affinity Group activities within their Region.
5. **IEEE Life Member Affinity Groups – Analysis:** A summary of LM Affinity Group Growth and activities resulted in a discussion and creation of a list of Best Practices/Recommendations for Regional Life Member Coordinators (RLMCs).
 - a) Have regional directors appoint geographic area coordinators to assist RLMCs.
 - b) Encourage LMAGs to designate vice chairs in addition to chairs. [Needs tweaking on roster reporting to show vice chairs.]
 - c) Involve LMs in regional history committees. [LMs have the knowledge and this is a way to continue their involvement. Archiving software for this is becoming available – Picasso and others. Issue is privacy when information is stored in a cloud. Evernote stores and searches text, notes, and photos. Advertising supports the free version with 40 MB/month uploads. \$5/month permits 500 MB/month uploads, no ads, more features and file types. <http://www.evernote.com/>. See Walt Mossberg's review at

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<http://online.wsj.com/article/SB10001424052748704320104575015092125336842.html> or click on it from the Evernote web page.]

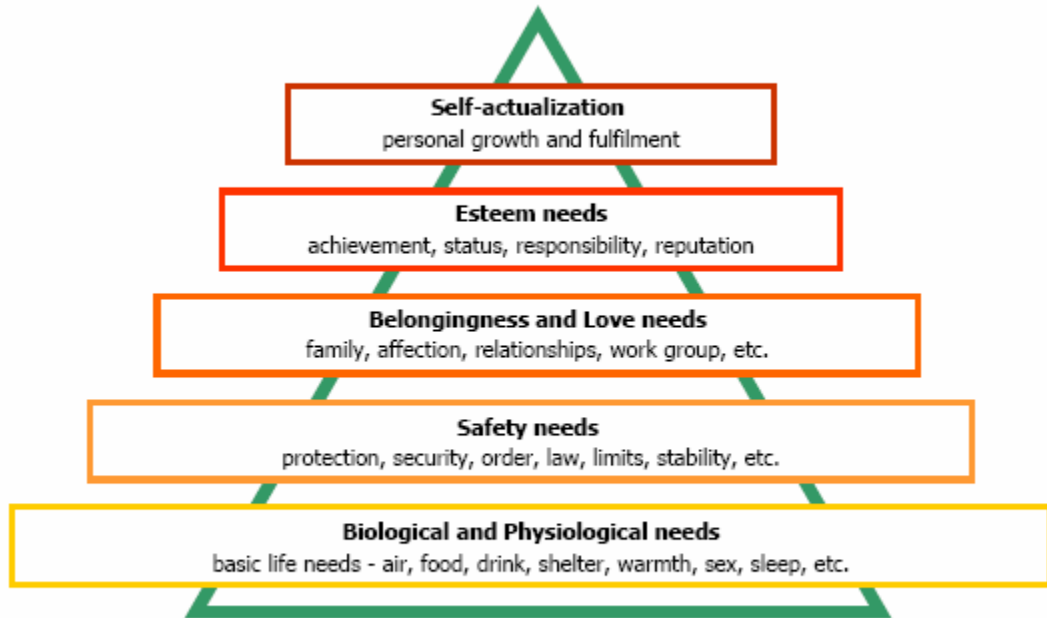
- d) Automatically copy RLMCs on L31 reports from LMAGs within their regions. [May be possible with V-tools enhancement.]
- e) Ensure that planned L-31 update permits reporting for joint meetings without complete re-entry of all meeting data for co-sponsor. [This has been a hot button for Ottawa meeting organizer, first reported at SC in 2005.]
- f) Stress to LMAG organizers that only two LMs (out of six petitioners) are required to form a new LMAG.
- g) Promote prompt meeting reporting via L-31s rather than waiting until year-end. [What incentives can be offered?]
- h) Report new opportunities in The Institute and SCOOP as well as through the LM Newsletter, for more timely dissemination. Example: Promoting access to Small Radio Telescope project by remote groups through story in The Institute, when software is complete.
- i) Provide LM volunteers for Membership Development tables at all conferences held in region.
- j) Use Web in a Box V-Tool to help develop history pages for LMs. Link to section web sites. Global History Network is another venue, with wiki-based inputs. (Sections, too, are encouraged to post their history at GHN, and LMs have the time to be involved in that).
- k) Recognize that LMs are the group least likely to use email or surf the web. On average 80% have email addresses. Reach out with at least one snail mail contact each year (required by IEEE policy). Revive the telephone tree to contact LMs for meeting announcements and volunteering opportunities [may be only a subset of LMAG members – those lacking PCs or suffering from vision problems].
- l) Encourage local sections to post “Volunteer Help Wanted” notices on web sites. [Some do not use their web sites effectively for communications – Web in a Box may help here.] See www.ieee.org/orlando for a website that does this.
- m) Encourage meetings at host facilities by having LMAGs provide the refreshments [avoiding dependence on host funds for refreshments]. May be a \$50 per meeting cost.
- n) Recognize that geographically spread-out sections may be candidates for more than one LMAG [e.g., San Antonio/Austin] and that two sections can share one LMAG [e.g., Dallas-Fort Worth]. Use Streets and Trips software to identify geographic distributions (doing this was reported at a previous Sections Congress).

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- o) Webinar or Live Meeting software (e.g., Dimdim or Adobe Connect) may be used to permit computer-literate but immobile or remotely located LMs to attend meetings from home.
- p) Encourage joint meetings between LMAGs and local sections and/or technical chapters. LMs want to keep current on technical developments. All co-sponsors can get credit for the meetings.
- q) Encourage involvement of GOLD members and students with LMAGs for two-way mentoring – career advice from LMs, new technology developments from GOLD/students. Can assist in meeting program planning as in “Technical Fridays” run successfully in Israel. See also Dr. Kim’s three bullets:
 - a. LMs can help retain new members in the IEEE.
 - b. LMs can help organize new member social meetings
 - c. LMs can contribute their professional knowledge and experience to young engineers
- r) Reviving the initiative to upgrade membership to LSM on achieving LM status would be a boost to the prestige of LMs and an incentive to continue their volunteerism and LMF donations.
- s) LMs need a way to get credit for pre-university involvement (e.g., [TISP outreach](#) , science fair judging, job fair organizing). L31s won’t do it because these are not formal meetings, but other activities or presentations to groups. Adapting the IEEE-USA project report format may be a way to cope with the problem. <http://ieeeyusa.org/volunteers/pace/funding.asp>
- t) Continue to pursue limited downloads of technical information from Xplore for LMs and other members as a reward for their continued membership in IEEE. May be cumulative use of credits (as with a phone card) not limited to a specific time window. IEEE-USA offers a free e-book to renewing members now.
- u) Keep the LM Group Activities Coordinator (and your regional director) advised of your activities for possible cross-pollination with other LMCs and for outreach opportunities within your region.
- v) Aleksandar Szabo perceptively invokes the Maslow Hierarchy of Needs as a clue to the motivations for LMAGs. This can be a topic for further discussion.

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Maslow's Hierarchy of Needs



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