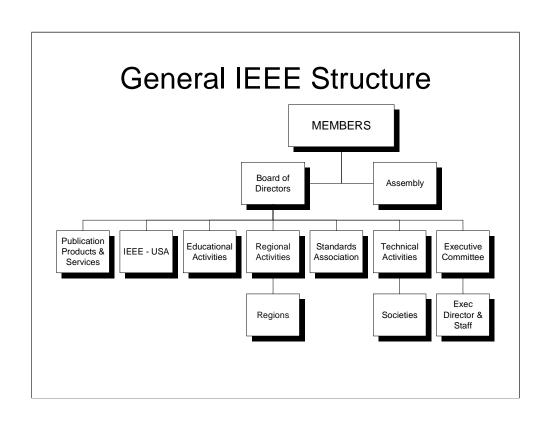# IEEE Region 7
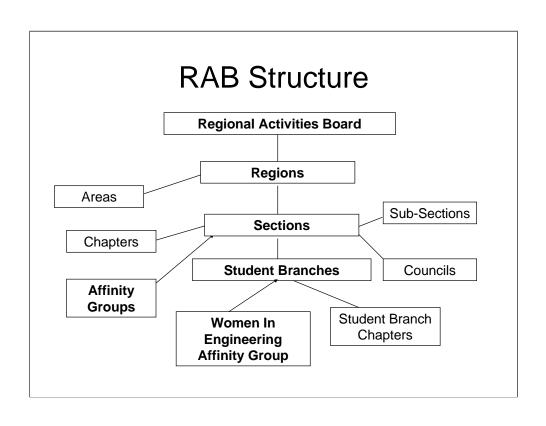# GOLD Chair Training

Verona Wong

IEEE Region 7 GOLD Coordinator

Overview

- IEEE GOLD and Organization Structure
- GOLD Affinity Groups
- Value of IEEE GOLD
- Region 7 Activities
  – Group Contacts
- What does a GOLD Chair do?
- Running a GOLD Affinity Group
  – Establishing a new group
  – Operation:
    - Leadership
    - Section Support
    - Funding Sources

IEEE GOLD

- **G**raduates **O**f the **L**ast **D**ecade
- Network of young professionals
- Focus on young professionals' career needs
- Professional recognition
- Connect different groups of IEEE members of all grades
- Leadership opportunities for enthusiastic volunteers
- **Future of IEEE**

•The GOLD group is the ONLY group within IEEE organizing non-technical activities for EVERYONE in IEEE, from personal to social and professional, anything!

•Activities are organized by GOLD members for everyone. Don't be mistaken that other IEEE members are not invited to GOLD activities. In fact, not only all members, but friends and family too!

•If operated successfully, GOLD not only brings value to young professionals' membership, but also to everyone.

General IEEE Structure

RAB Structure

IEEE Affinity Groups

- Local unit of an IEEE entity or standing committee established by petition to parent entity (GOLD, Consultants Network, Women in Engineering)
- Formal recognition of IEEE activity
- Section Rebate for Affinity Group activity reporting

Value of GOLD to IEEE

- Increase retention rate
- Organization evolves with each new generation of members
- Develop future IEEE leaders
- Increase participation in all events
- Recruit and develop GOLD volunteers for the Section

•There are 2 sides to GOLD helping retaining members:

•GOLD members don't drop out and continue on being members, senior members.

•All other members (student members, senior members, associate members, etc.) who find GOLD activities beneficial will feel an increase in their membership value and retain their membership

•GOLD adds vitality to IEEE activities by bridging the gap across all member grades.

… to IEEE Members

- Help recent graduates find value in their membership
- Provide recent graduates with professional and personal development opportunities
- Network with other professionals in all member grades

•Don't forget, everyone (members, non-members, friends, family) can participate in GOLD activities, and are encouraged to do so.

… to IEEE Volunteers

- Contribute to the engineering community
- Introduce GOLD to the IEEE volunteer organization
- Help develop leadership skills
- Network with volunteers worldwide
- Allow senior volunteers to share their experience with the recent graduates

•For this split second, forget that GOLD is existing, who will be volunteering in your Section 10 years from now, 20 years from now?

•Have you come across someone in their early engineering career who wants to volunteer for IEEE but missed that opportunity as a student? How could this young professional explore the volunteering opportunities in our organization?

•If you have been volunteering for IEEE for years, do you feel you have been given sufficient opportunities to meet younger members other than students?

Region 7 Activities

- Attend GOLD Committee Meeting
- Coordinating GOLD groups
- Recruiting GOLD leaders
- Working with headquarters to gain easier access to GOLD member information and to create automated mailing lists

•Once all the mechanics are in place, I will next work on an Operations Manual

2003 Region 7 GOLD

Section	# GOLD Members	GOLD Group
Canadian Atlantic	35	-
Hamilton	79	Y
Kingston	39	-
Kitchener-Waterloo	86	Y
London	57	-
Montreal	203	Y
New Brunswick	59	-
Newfoundland	16	-
North Saskatchewan	44	-
Northern Canada	117	-
Ottawa	360	Y
Peterborough	11	Y
Quebec	35	-
St. Maurice	8	Y
South Saskatchewan	30	-
Southern Alberta	200	Y
Toronto	658	Y
Vancouver	271	Y
Victoria	36	-
Winnipeg	95	Y
Total	**2439**	**10**

Region 7 Groups

Established Group	Chairperson
• Hamilton	Deborah Messina
• Kitchener-Waterloo	-
• Montreal	Peter Guy
• Ottawa	Sanjay Gupta
• Peterborough	Nick Stranges
• Saint-Maurice	Dominic Rivard
• Southern Alberta	Jason Long
• Toronto	Aleksandra Jeremic
• Vancouver	Andy Balser
• Winnipeg	Dawn Nedohin-Macek

Region 7 Groups

Missing Group (Not established) - Get a friend there to start!

- Canadian Atlantic
- Kingston
- London
- New Brunswick
- Newfoundland & Labrador
- North Saskatchewan
- Northern Canada
- Quebec
- South Saskatchewan
- Victoria

What does a GOLD Chair do?

- GOLD members' representative in the Section
- Connect GOLD members with the Section
- Lead and motivate other GOLD volunteers in running IEEE events
- Coordinate activities for GOLD members (best if activities not just restricted to GOLD members)
- Take the opportunity to understand IEEE as an organization and consider volunteer in other areas

Traps - what not to do?

- You're not a recruiter!
- Don't recruit members but do let them how to join
  - http://www.ieee.org/join/
  - paper applications or brochures
- Don't run after members
  - don't beg them to come to events, just evaluate why turn out rate is low and adjust next time

•Remember, GOLD programme wants to increase retention rate, not increase the number of new members

Establishing a new GOLD group

- Signatures of at least six (6) IEEE Members, other than Students required
- File a completed petition as indicated in http://www.ieee.org/organizations/rab/scs/forms_petitions/afform.html

•The 6 members who sign the petition don't need to be GOLD members. It's just nice that they are but not a requirement.

•Afterall, there are Sections with 10 GOLD members or so.

•GOLD programme attracts those 10 GOLD members to stay on. If they already feel like IEEE is neglecting them and not come up, we could never get their signatures anyways.

Operation – Leadership

- Main Challenge:
  - Inspire recent graduates to become active
- Success Criteria:
  - More young professionals participate in IEEE activities (not just GOLD activities)
  - More recent graduate volunteers
- No 'one size for all' solution
- Try to organize a variety of events, not just social events, or events with students

Leadership – Small Section

- Concerns:
  - Too few GOLD members in the Section to form a critical mass
  - Section executives worry that GOLD would fight Section resources with other Section activities
- Suggestions:
  - Organize activities intended for all members, but perhaps is of particular interest to GOLD members
  - Organize activities that may be of interest to members' family to increase participation rate

Leadership – Small Section

- Suggestions:
  - GOLD Chair works directly for the Section
  - If Section plans 10 events in a given year, instead of asking the Section to have 11 or 12 events per year, keep 10. Just volunteer yourself to organize 1 or 2 of those 10.
  - The difference is, those 1 or 2 activities now involve GOLD and are interesting to GOLD members!

Leadership – Large Section

- Concerns:
  - Too many GOLD members
    - Difficult to identify common interests
    - Difficult to contact GOLD members with a personal touch (Email and Web are less effective than Phone or Personal Meetings)
    - Difficult to assess participation rate or plan for event size
  - Section is too occupied to realize potential benefits provided by GOLD

Leadership – Large Section

- Suggestions:
  - Recruit a few GOLD members to form a GOLD committee (like a Student Branch)
  - Organize activities targeted to a small group (like 10 – 20 people) such as company tours, workshops
  - Organize activities that the number of participants is unimportant such as hiking, cycling, ski trip, science museum visit

Oh, turn out is still poor!

- Is meeting location accessible?
- Is meeting time convenient?
- Is event too technical?
- Is event title confusing?
- Is event well publicized?
- Are non-GOLD members (students, senior members, other Section members) invited?
- Are friends & family invited?

Leadership - event ideas

- Always include activities intended to invite everyone in the Section
  - To act as the true bridge across all member groups
- Why not think about family events?
- Or work with local schools to promote engineering?
- GOLD is this Flexible! Do anything you want!

•Think Big, Take Little

•See the Big picture - activities of general interest to most people, with and without engineering background

•Take a Small audience (15 people +/- 5) - control max number of people participating, to manage food, transportation, cost, or even contact easier

•Possible events:

•Tours (Companies or Facilities, TV or radio stations, Tram, Skytrain or Subway, Phone or Hydro)

•Hands-on Workshops (Radio licence, Linux installation)

•Outing (Hiking, Biking, Skiing) - Ball games are difficult as they require a fixed number of people in 1 team

Plan an Event

- Come up with an event
- Decide potential dates and locations (convenience and allow food)
- Estimate number of participants
- Contact speaker(s)
- Confirm date, time, location
- Fee applies? (less for IEEE members!)

Get Ready for an Event

- Publicize event and RSVP
  - email : GOLD, students, Section executives, Section members
  - Section's GOLD website
  - IEEE Canada GOLD website (contact Verona)
  - Section's newsletter
  - posters in local schools
  - phone

Almost there to hold Event

- Arrange audio-visual equipment, chairs, tables with location
- Contact speaker(s) and participants reminding them of the event and location details a week & day before
- Order / Buy food and drinks
- Pick up keys to meeting location
- Pick up speaker(s) and participants

Running the Meeting!

- Sign-in / Attendance
- Collect fee as advertised at door
- Greet Everyone when all seated
- Short IEEE & IEEE GOLD Presentation
- Introduce speaker(s)
- Speaker(s)' presentation
- Break - food & drinks

Continue Running...

- Continue presentation
- Q&A
- Thank Speaker(s)
  - Present gift / certificate of appreciation
- Tell people when's the next meeting (if 1 is lined up)
- Thank everyone!
- Clean up the meeting location

After the Meeting

- Return audio-visual equipment
- Return location keys

It's not done yet!

- Write L-31 Report
- Update financial statement
- Update Section's GOLD website and IEEE Canada website about meeting details

•Do your own Accounting! - Don't rely on your Section Treasurer.

Operation – Section Support

- Work with your Section
    - Ask nicely for a budget
    - Report activities to Secretary (part of Rebate process)
    - Remember: You are part of the Section too, so work towards the benefits of the Section as a whole
- Go to Section meetings and be visible
- Meet with more senior members and bridge between them and GOLD members
- Work with Student Branches to bring students into GOLD network and stay after they graduate

Operation – Funding Sources

- US$180 Annual Section Rebate
  - File meeting reports with Section Secretary
- Section budget
- US$200 - $500 GOLD Quick Start Incentive Fund
- Local industry
- IEEE Canada: http://www.ieee.ca
- IEEE Canadian Foundation: http://ieeecanadianfoundation.org
- IEEE Foundation: http://www.ieee.org/foundation
- Life Members Committee:
  http://www.ieee.org/organizations/committee/lmc/
- Regional Activities Board (RAB): heep://www.ieee.org/ra
- Membership Development Programs:
  http://www.ieee.org/organizations/rab/md

•Do your own Accounting!

  •Annual rebate goes to the Section. Talk to your Section Treasurer nicely to ensure the money is available for your GOLD use

  •Create a Budget and source funding if not enough from Section budget and rebate

•If you are not good at handling money, recruit a Treasurer!

Quick Start Incentive Fund (QSIF)

- Base amount = US$200
- Matching fund = up to US$500
- Sources of Matching Funds:
  - Section
  - Region
  - Industry
- http://www.ieee.org/organizations/rab/gold/qsif.html

•This money is EASY to get!!! And I'm here to help you get it.

•Example on IEEE Canada GOLD Website

Your Resources

<u>Public Sites:</u>

- IEEE GOLD site:
  - <u>http://www.ieee.org/gold/</u>
- IEEE Canada (Region 7) GOLD site:
  - <u>http://gold.ieee.ca/</u> (English)
  - <u>http://ddd.ieee.ca/</u> (Français)

Your Resources

<u>Private Sites for Volunteers Only:</u>

- IEEE Canada GOLD volunteer site:
  - <u>http://gold.ieee.ca/committee/</u> (English)
  - <u>http://ddd.ieee.ca/comite/</u> (Français)
- IEEE Virtual Community
  - <u>https://www.ieeecommunities.org</u>

Your Resources

- IEEE Canada GOLD Coordinator
  - Verona Wong at vwong@ieee.org
- gold-r7@ieee.org
- gold-2003@ieee.org
- Table-top Display, Brochures, Questions
  - Contact IEEE staff at gold@ieee.org
  - Directly to Cathy Downer at c.downer@ieee.org