Report, suggestion, a view point to IEEE EDUCATION SOCIETY Board of Governors

Mani Mina, VP of membership   10/12/117

Dear Colleagues, society members, and BOG leaders. I wanted to share with you some of the thoughts and challenges that I as the VP of membership have been dealing with. In particular, what are actions items that VP of membership needs to have, what are the historical, action items, and general information that the VP needs to inherit, to use as platform to start working and perhaps changing for better and empowering the other members and the future VPs

I wanted everyone know that, I have read the society review committee report (thanks to our great friend, distinguished member, and leader Jim Sluss who pointed me to the report) and have thought about what we can ,and should, do to work more effectively on the membership.

The objective 6 indicated under strengthening the society

▪ Objective 6: To increase the number of members, with particular attention to the participation of international members.

This is and has been our goal for a long time. In particular all of the VP of membership has been thinking about this (who/what/when..). However, we all (at the BOG) are finding it harder to get even the existing chapters to be more active and grow (there are great moves in many of them but is not catching to the right level in US).

I also believe, and Rob's and Manuel's work show that we have been about to expand internationally much more effectively than the US.

In my observation, it is because our membership is more proactive, and connected as leaders in the international arena….In general, internationally being a member of IEEE education society seems to be more respected than it is in the US, and that is even more true for Research 1 schools.   My ongoing discussions with other IEEE members who are on the faculty (which is anecdotal) show the same bias. Even the students feel that being a member of the technical societies could help them professionally where as Education Society does not help them professionally. The exception are those who are going to the education focused programs.

The question is how can we make all faculty who are members of IEEE technical societies also become members of Education society?

This question can be asked differently: Why are they not choosing education society when they are signing up or renewing their membership?

In addition, what should we do for more to find what we do to make more members aware of our activities, our publications, and our conferences? How can we make our conferences more interesting to participate, send their students, or at least find out research and reports interesting and cite and download them?

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It is interesting to also pay attention to the following recommendation in the Report.

1. Social media is an area that could use improvement with more involvement from the leadership. The Society Facebook page is student run and they have no Wiki page; tweets are active concurrent with conferences that use them. The Society is in process of updating their website, so comments are not included there.

Is this still true? I know that we have a WIKI pages. We should keep it updated.
I also know that we are working on our website…these are great efforts.

   a. The response to the request from our leaders to participate and contribute to the INTERFACE (assuming it is still a valid avenue of communications, knowing that it is the one we share with ASEE ECE) clearly shows that we are busy, and engaged in other activities. However, we are recommended to provide more leadership, and BOG members and society leaders to have more participation on websites, emails, Facebook, etc.

      i. What is the best ways that we can send message to all ages and interests?

It seems at the current state, to keep and expand our membership , we need to lead with many actions. In addition, we have limited resources; and we are looking for the think that shows the best promise!

2. There are immediate things we can do to help better understanding of the needs and the activities that will increase our membership
   a. As the report says, having effective surveys of our current membership and IEEE leaders and participants to understand what the current members and possible future members would like to see and participate in.
      i. We need to conduct survey of our membership and find their interests and needs.

   b. Advertise our awards, and even expand them (I have a feeling that we can reduce the monetary reward and increase the visibility for new awards and the winners. If we do it right, different faculty at different institutions will be aware of our awardees and our activities in the society.

   c. Advertise and expand our Distinguished Lecturers (DLs). I am not sure how we are doing it now, can we review and see how can we help the DLs to be more visible nationally and internationally. I think this can be a great one to work with due to some of the new national level movements. There are also international movements that we need to aware of.
      i. The NSF RED awardees that now has about 20 universities the RED teams are connected, and are trying to Revolutionize, Engineering, and computer science Departments
      ii. Other NSF IUES that have been getting national recognitions.

       iii. The hug student lead local movements on "Makers", "Robotics", "tech challenges", "Cyber security", "Hack tons" , etc. These are potential places that by covering them carefully and celebrating them we can get more people recognize our activities.

       iv. Internationally, the MOOCs development that Manuel and the teams in Spain are working on, together with the European great collaborations on Engineering education and certifications, as well as works by scholar and educators in India, China, Korea, Japan, …and other east Asian countries, and also middle eastern countries and leaders are wonderful platform to participate, advertise, help them have better reach for their messages and achievements.

    d. Teaming up with international chapters to help them grow, and advertise their activities.

    e. Focus on the most promising chapters, and geographic area and support them to be strong and show glory.

3. Finally, the current push for getting more Senior members, and eventually more Fellows to represent us at different activities would be a great way of advertising for our Society. We should pus that make sure that we are always moving in that direction. IF YOU KNOW A MEMBER and he or she is qualified, let us help them be senior member. If we have a senior member who is contributing and has done impactful work, let us help them move into documenting and making a case to be Fellow.

In order to do this, the position of VP needs to be shared with others, needs perhaps more that one person and connected teams. I propose that while we are working on the above, we need to start making connected teams and multiple leaders that are helping BOG as VPs and work on the membership.   Having these people in variety of geographic places and various countries would help BOG activities.

With great appreciation for helpful comments and encouragements from all of our colleagues, and in particular, our distinguished members, Prof. Manuel Castro and Professor James Sluss.

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