

Dear Colleagues, society members, and Education Society BOG leaders. I wanted to share with you some of the thoughts and challenges that I as the VP of membership have been thinking about and have been working with. The following starts with some of my ideas and suggestions, and then ends with what we as the society need to do to move forward.

Some of the questions that need to be addressed in particular include

1. What are responsibilities, challenges, and action items that VP of membership needs to deal with. It seems that we need to have clear position responsibility, and a list of on going process and actions that are passed from the previous VP to the current one
  - a. These include what are the historical directions, current perspectives of the membership activities, 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.
  - b. We need to provide the VP of Membership the starting information and contacts lists and list of responsibilities (the items that need to be followed from the previous person in charge, with the guidelines of how to proceed)
  - c. Every VP needs to have the immediate challenges that the VP needs to focus on.
2. Is the VP of membership a one-person responsibility? Based on my experience there are needs for different skill-sets that VP of membership has to have to be able to effectively continue with the plan of actions, and take actions that are promised and are important for the future of our society. For that reason, I believe the position needs to have a team, perhaps 3 VPs of membership needs to collaborate to be able to focus, collaborate, and identify new venues of growth. It is also possible that the 3 members are not voted at the same time. If the 3 VPs are voted gradually there will be a ongoing connection of the past the future.
3. What is one of the most important challenge of the VP of membership? Perhaps it is to identify the growth plan and geographical possibilities for new and continued membership. Based on our recent trends, while we seem to be losing members (not at great rate yet, we hope the future is going to look better, especially with our activities) at the same time some of the international members have been successful to help grow IEEE EDSOC membership. The international development needs to be cared for and expanded while the market is growing. This can be one of the VPs of memberships responsibilities.
4. What are the benefits for members? We need to focus on that and clearly identify what are the benefits. Perhaps we need to focus on providing and or emphasizing new benefits for the members. This also requires us to communicate better with all members via various media. In addition we need to have pathways for the membership to provide us feedback, ideas, and new areas for growth and engagement.

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5. What are the newest and more effective ways to create information flow and multidirectional communicate with the membership? Reviving The Interface would help. However, we need to find more ways to communicate with the members and get information from our members. To enrich our society and help grow we need to deepen our connection with members. This can be the responsibility of one of the VPs.

That is why I propose that our Board think about expanding the VP of membership into 3 persons with different focus, and some collaboration overlap.

For 2018-2019 we need to also focus on what the society review committee report suggested for our membership activities. I believe these are important and we need to focus on them. The following is the report that I provided at the FIE conference October 2018. My suggestions in the first part of these report would help with the action items that have been identified by this report.

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 and other leaders work show that we have been about to expand internationally much more effectively than the US. This is an important development, that has been happening and will continue to help IEEE Education society expand and include many new minds and great educators and researchers to our society. That is why I believe we need to have a VP of membership for international activities and if needed even more than one and divide the efforts according to the growth projections and development.

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.

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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?

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

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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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