Session 1B:
How to be a Chapter Chair
How to be a Chapter Vice-Chair

San Francisco Bay Area Council
Officer Training Workshop
January 21, 2017
Our Agenda for this entire Session

• What are IEEE’s requirements of Chapters?
  – What has to be done?
• A whirlwind How-To guide to IEEE’s requirements
  – How do you do what has to be done?
• Optimizing chapter organization
  – Who does what?
• Optimizing a chapter meeting
  – What makes members want to come?
  – What make members pay their dues?
• How do I keep this going?
  – Recruiting volunteers
• Q&A
Our Agenda for the Session

- **Prevent disaster in the present given the constraints of the past**
- What are IEEE’s requirements of Chapters?
  - What has to be done?
- A whirlwind How To guide to IEEE’s requirements
  - How do you do what has to be done?
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  - Recruiting volunteers
- Set a course for a better future
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Session Introduction: Scope and Agenda

• **THE BUCK STOPS HERE.**
The Chair is the face of the Chapter to the Section and IEEE HQ. Ultimately they are responsible for keeping the ship afloat. For the boss, there’s no such thing as “that’s not my job.”

• **THE VISION THING.**
The Chair is the face of the Chapter to its local Members, the “customers”. They have to see meetings as a product worth their time investment, inspiring them to volunteer and pay dues.

• As long as there are desirable and profitable IEEE conferences and Proceedings, TAB will exist. But MGA depends on membership renewal. Local chapters meetings are where members find value & community. You’ve been given a big responsibility. Don’t let your chapter die. Instead, work hard (& smart!) to ensure a healthy future.
Our Agenda for the Session

1. How to be an IEEE Chapter Chair
   – What are IEEE’s requirements of Chapters?
     • What has to be done?
   – A whirlwind How-To guide to IEEE’s requirements
     • How do you do what has to be done?
   – Optimizing chapter organization
     • Who does what?

2. How to be an IEEE Chapter Vice-Chair
   – Optimizing a chapter meeting
     • What makes members want to come?
     • What make members pay their dues?
   – How do I keep this going?
     • Recruiting volunteers
   – Q&A
IEEE chapter offices are a bit like business…

- Treasurer: **Numbers**. Counting the beans. Knowing the applicable rules.
- Secretary: **Words**. Recording the actions, writing the history, setting the tone.
- Vice Chair: **People**. Inviting (and motivating) the speakers, closing the deal.
- Chair: **Vision**. Planning and leading meetings (your product!) Motivating and finding volunteers, framing the future.
- A successful IEEE career covers all the organizational skills from Engineering, to Project Management, to Management Leadership, to Executive Administration.
Wrong ways of viewing this session division

• In the other parallel session, it’s reasonable to devote equal time to the duties of Secretary and Treasurer.

• But according to most people’s understanding (e.g. FDR’s VP), a Vice-Chair does less than a Chair. So gets less training time, right?

• I’d prefer keeping it equal and rather give more of the time-consuming tasks to the Vice-Chair. Like Speaker Coordinator, and all the meeting basics that can be associated with that.

• NB a Chair does NOT give “the vision thing” to the Vice Chair, or to anyone else. Although the vision thing will consume the bulk of the 2\textsuperscript{nd} half of the session. And in the normal officer rotation where the Vice-Chair is Chair-in-training, it doesn’t hurt that the Vice-Chair learns it now.
The Buck Stops Here: The Nuts & Bolts of Keeping your Chapter Alive

or

How 2B Chair

or

Hamiltonians and Action Integrals Aren’t That Basic: The Real Basics of Running an IEEE Chapter
Bill’s Basics: A minimal action solution to running a pretty good chapter or

Sometimes a B– is good enough!

But I’m an A student!

NB: This talk is for new officers, officers of “struggling” chapters, or established Chairs of an open mind.

2016 SFBAC Officer Training
January 23, 2016
Bill DeHope, SFBAC Treasurer
Outline

- **Survival Skills!**
  - Basic Requirements
  - Basic chapter organization
  - Who does what

- **The Plan**
  - The basic rhythm and flow of the chapter year
  - I love it when a plan comes together

- **Meeting essentials**
  - Choosing & inviting speakers
  - Meeting best practices

- **Keep it coming**
  - Finding your successor
  - Leaving things better than you found them
How 2B Chair: The Buck Stops Here

- What has to be done?
- Have a Plan!
- Who best to do it?
- But the buck stops with you
- How to do it (more details in parallel session)
The basic Chapter prescription

• Plan the year
  – Account for money & assets
    Financial reporting, CBRS, NetSuite
  – Finalize budget, special initiatives, no. of meetings

• Hold meetings
  – Decide/Invite/Coordinate speakers
  – Promote/advertise the meeting
  – make each meeting special
    • Special initiatives
    • Volunteer recognition/recruitment

• Ensure future success
  – Find your successor, hold an election
  – Report the results
  – Prepare a preliminary budget
The basic Chapter forms/paperwork

- Plan the year
  - Account for money & assets
    Financial reporting, CBRS, NetSuite
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- Hold meetings
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- Ensure future success
  - Find your successor, hold an election
  - Report the results
  - Prepare a preliminary budget
Don’t forget the paperwork
IEEE leadership boils down to 3 traditional forms:

• **Annual Forms**
  – Netsuite
    12 mos of *Netsuite_template_download* at [www.ieee.org/concentration](http://www.ieee.org/concentration)
    Edit excel files with GenLedger/Chart-of-Account codes from [https://www.ieee.org/societies_communities/geo_activities/required_reporting/financial_reporting.html](https://www.ieee.org/societies_communities/geo_activities/required_reporting/financial_reporting.html)
    email 12 Excel files to [NSBankUpload@ieee.org](mailto:NSBankUpload@ieee.org) *Due next month!*
  – Compliance reports at [mgacompliancereporting.ieee.org/](http://mgacompliancereporting.ieee.org/)

• **Meeting Reporting**
  – vTools ([sites.ieee.org/vtools](http://sites.ieee.org/vtools))
    *Due for each meeting. At least 2/yr to be considered active.*
  – Also how your section rebates you

• **EoY/Succession = Officer Reporting**
  vTools ([sites.ieee.org/vtools](http://sites.ieee.org/vtools)) (after vTools election)
  *Due Now!*
When it comes to accounting…

- Use Concentration Banking [www.ieee.org/concentration]
- Use *NS_template_download* links in CBRS’s monthly pdf forms and apply the transaction codes from the Chart of Accounts.xls
- Be Aware of the Compliance Forms linked at the bottom of the [ieee.org/mga](http:// ieee.org/mga) Financial Reporting page
- **Do what your Section Chair & Section Treasurer says**
  - Some Sections need you to do Info/minutes uploads, multiple Compliance Forms, etc. with your L50
- Section involvement is crucial. Work with your Section’s Treasurer to ensure your section’s L-50 is on track; don’t be the Chapter that cheats everyone out of a full rebate!
- This is (IMHO) the 2016 Treasurer’s responsibility, part of officer handoff; both past and present Chair & Treasurer attest in the General Info Compliance Form
- This too shall pass…Jan & Feb actions…but Section involvement is year-round and gets to be a lot more than THIS!
Remember Chair: The buck stops here
The last I’ll say about money

• Money makes a great slave but a lousy master
  – Most IEEE entities over-emphasize the importance of $
  – View $ as a tool to help you serve your members
  – Why would you need cash reserves of more than a few years?

• Concentration Banking  www.ieee.org/concentration
  – Get rid of outside bank accounts—avoid extra forms for your Chapter
  – Make it easy on your Section—where will your chapter be in 10 years? (The folks that resist me on this have A+ chapters now so Peace)
  – Know your Hop Number in order to e-transfer $ within CB
  – You should have a paper checkbook, deposit “stamp”, & deposit slips.
  – You can make deposits (even with Wachovia slips) at any Wells Fargo. (I suggest having them write your Hop in the Serial Number box)

• Know your Friends
  – Stacey:  s.negron-sheckells@ieee.org to add/delete officers, get ATM cards
  – Susan:  s.manno@ieee.org for transfers, balance questions
And don’t forget Officer Reporting

- Due ASAP, another Jan-Feb task like financial reporting
- Use the Officer Reporting Form at sites.ieee.org/vtools
  Your Society depends on this info as well!
- So who does this reporting?
  - Some say outgoing (old) Chair
  - Some say incoming (new) Chair
  - Some say the Teller’s Committee (whoever ran your election)
  - If you use vTools for your election, you might find an auto-report function…Trust, but verify
- Just do it! (You’ll need membership numbers.)
- You did all pay your dues, right?
- And let your Section officers know—they’ll fwd it to the Grid
Tools of the Trade

- **sites.ieee.org/vtools** (same site credentials as paying your dues)
  - Report officer changes (Officer Reporting)
  - Schedule a meeting (“event”) / submit meeting (L-31) reports
  - Submit eNotice’s (the approved way*) and ListServ’s
  - Setup (and vote in) an election
  - GoogleApp’s, Surveys, and scheduling Doodles
  - Vitality Dashboard (SamIEEE “Lite”) and high-proof SamIEEE
  - WebEx & Remote conferencing (Camtasia) support
  - Create web-in-a-box/WordPress webpage
- *e-notice direct: [www.ieee.org/enotice](http://www.ieee.org/enotice)*
  - e-notice questions: Khanh Luu  k.n.luu@ieee.org
  - Khanh’s also the contact for EWH (normal HTML) web-hosting
- [www.ieee.org/concentration](http://www.ieee.org/concentration) to access CB account, CBRS
  - Stacey:  s.negron-sheckells@ieee.org  to add/delete officers, get ATM cards, EFT's
  - Susan:  s.manno@ieee.org  for inter-CB transfers, balance questions
  - Suzanne Stiles:  s.stiles@ieee.org  for Merchant Account Lending Program
  - Know your Hop Number in order to transfer $
- Grid submissions:
  - Sandra:  s.l.winkler@ieee.org
  - [ewh.ieee.org/council/sfba/](http://ewh.ieee.org/council/sfba/)
- **Seriously, don’t forget People Skills**
  - The *rule* is just The Golden Rule.  And engineers tend to be nice.
  - The *trick* is to be attuned to what makes us feel happy, appreciated, valued, motivated, inspired  and then re-create that with others.
Enter SamIEEE from vTools...easy as 1-2-3

Trouble? Contact Helen: h.shiminski@ieee.org

1. Click here from the homepage

2. Expand Shared Folders and Volunteer Queries

3. Click on SFBAC
Download your complete chapter’s membership.
And a 1-and-uh-2-3-4

1. Find your entity in the list
2. Pull-down Export under “More”
3. Drill down to your favorite format
4. Wait for the output. (Make sure your browser allows pop-ups from analytics.ieee.org)
A little more help, please…

- [http://ieee-elearning.org/CLE/](http://ieee-elearning.org/CLE/)
  - IEEE Center for Leadership Excellence
- SFBAC’s prior Officer Training talks
  - [https://drive.google.com/open?id=0Bw-KKp0uS2EFYkpyZ0ZkRDBCLTA](https://drive.google.com/open?id=0Bw-KKp0uS2EFYkpyZ0ZkRDBCLTA)
- Note the other tools available on the Geo Unit Operations Resources page (eNotice, vTools, EWH, SamIEEE, etc)
- Tutorials in top menu bar of vTools, or contact Marguerite [m.gargiula@ieee.org](mailto:m.gargiula@ieee.org)
- There’s help from your Section leaders. You know them, right?
- There’s help here! Are you learning yet?
- There’s help from me… [w.dehope@ieee.org](mailto:w.dehope@ieee.org)
Chapter organization simplified:

• Treasurer
  – Learn your job in January (from last year’s Treasurer)
  – Do your job (for 13 months)
  – Learn your next job

• Secretary
  – Do your job
  – Learn your next job

• Vice Chair/Speaker Coordinator
  – Do your job
  – Learn your next job

• Chair
  – Do your job (nag!)
  – Find your successor
There’s 3 nested time cycles in this job!

- 4-year officer rotation time scale
- 1-year cycle of planning/reporting
- $n$/year cycles of executing $n$ yearly meetings
Good Luck comes from Good Planning

- Have regular technical meetings ❤️
- Have regular planning meetings—never be uncertain when (and what and where) your next meeting is.
  - Uncertainty is the Rx for Chapter inactivity and death.
- Create your 2017 calendar NOW.
- A 4-talk year can be done with serial planning; more frequently needs parallel processing
  - Plan & Train in January
  - Financial reporting in February
  - 1st meeting in March
  - 2nd meeting in May
  - 3rd meeting in September w/ call for volunteers
  - 4th meeting in November w/ election announcement
  - This schedule allows planning the $n+1^{st}$ mtg at the $n^{th}$ mtg
  - This schedule allows a full 2 months of Grid publicity
- Officers must know their duties and what’s expected
  - The Speaker Coordinator is the critical position in this cycle
  - I suggest that’s the Vice Chair
<table>
<thead>
<tr>
<th>When</th>
<th>What</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-Jan</td>
<td>Download L50 Supporting Docs, get 4 signatures</td>
<td>Chair</td>
</tr>
<tr>
<td>15-Jan</td>
<td>Download CBRS Annual Report, notate as required, submit to section Treasurer as L50 input</td>
<td>Treas'</td>
</tr>
<tr>
<td>15-Jan</td>
<td>Call a kickoff Excom?</td>
<td>Chair</td>
</tr>
<tr>
<td>31-Jan</td>
<td>Ensure L50 is complete</td>
<td>Chair</td>
</tr>
<tr>
<td>31-Jan</td>
<td>Finalize &amp; Evangelize The Yearly Plan (calendar/schedule)</td>
<td>Treas' &amp; Treas</td>
</tr>
<tr>
<td>January</td>
<td>Attend Officer Training</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>Do loop n=1,4</td>
<td></td>
</tr>
<tr>
<td>TM - 57</td>
<td>Arrange for next speaker. Request abstract and biography.</td>
<td>VC</td>
</tr>
<tr>
<td>TM - 48</td>
<td>Obtain &amp; edit abstract &amp; bio for a general technical audience. Forward to Secy.</td>
<td>VC</td>
</tr>
<tr>
<td>TM - 45</td>
<td>Electronically submit article to Grid editor</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 44</td>
<td>Update chapter webpage with Next Meeting info</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 43</td>
<td>Enter vTools and create/clone meeting</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 15</td>
<td>Create a flier (with map) for next meeting. Email announcement with flier attachment with request. Please Post.</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 12</td>
<td>E-notice submission for every chapter member</td>
<td>Chair</td>
</tr>
<tr>
<td>TM - 7</td>
<td>Second email. Post fliers widely!</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 7</td>
<td>Log into CBRS and note balance. Any issues?</td>
<td>Treas</td>
</tr>
<tr>
<td>TM - 3</td>
<td>Speaker “reminder”. Prepare a verbal introduction of speaker for the upcoming meeting.</td>
<td>VC</td>
</tr>
<tr>
<td>TM - 1</td>
<td>Prepare an attendance sheet &amp; copies of previous minutes/SL for the upcoming meeting.</td>
<td>Secy</td>
</tr>
<tr>
<td>TM</td>
<td>Attend meeting, get everyone to sign attendance sheet; verify with a headcount. At Excom, distribute Speaker List &amp; previous minutes. Take notes (the next meeting minutes) and update Speaker List.</td>
<td>Secy</td>
</tr>
<tr>
<td>TM</td>
<td>Attend meeting, bring cookies &amp; Starbucks Travellers. At Excom, state CBRS balance.</td>
<td>Treas</td>
</tr>
<tr>
<td>TM</td>
<td>Attend and Chair mtg. Give IEEE pitch. Chair Excom.</td>
<td>Chair</td>
</tr>
<tr>
<td>TM</td>
<td>Attend meeting. Introduce speaker, field questions, thank speaker. Give floor back to Chair. Attend Excom, make sure you know Plan ABC.</td>
<td>VC</td>
</tr>
<tr>
<td>TM + 1</td>
<td>Submit attendance on-line L-31 via vTools.</td>
<td>Secy</td>
</tr>
<tr>
<td>TM + 1</td>
<td>Compose thank-you to speaker. Get input/approval of other board members as required.</td>
<td>VC</td>
</tr>
<tr>
<td>TM + 3</td>
<td>Mail out thank-you letter to speaker.</td>
<td>VC</td>
</tr>
<tr>
<td>TM + 3</td>
<td>Update e-mail list with new names. Write up minutes; get excom input.</td>
<td>Secy</td>
</tr>
<tr>
<td>15-Oct</td>
<td>Call for nominations</td>
<td>Chair</td>
</tr>
<tr>
<td>31-Oct</td>
<td>Finalize succession plan</td>
<td>Chair &amp; Treas'</td>
</tr>
<tr>
<td>31-Oct</td>
<td>Get Budget input</td>
<td>Treas</td>
</tr>
<tr>
<td>15-Nov</td>
<td>Hold Election</td>
<td>Chair</td>
</tr>
<tr>
<td>15-Nov</td>
<td>Finalize budget</td>
<td>All</td>
</tr>
<tr>
<td>15-Dec</td>
<td>Submit L10 Officer Reporting</td>
<td>Chair</td>
</tr>
</tbody>
</table>
Technical Meetings: Basic Questions with no wrong answers

But you do have to answer them. Now!

• Excom Planning Meetings
  - *before the TM? (least action)
  - after the TM? (esp. if TM is a dinner mtg.)
  - separate from the TM? (for the well-oiled chapter)
  - electronically? (Recommended only if you have a prioritized list of speakers)

• Food
  - *nothing? (least action; particularly for younger chapters)
  - snacks? (marginally more work, limits venues?)
  - dinner? (for the well-oiled chapter; give a price break for IEEE members)

• When?
  - 6 pm (“right after work”; natural time for dinner meetings)
  - *7 pm (permits an individual’s burger stop beforehand; lighter traffic)
  - Noontime (weird, but works for some “close-knit” chapters)
  - Be aware of seasonal issues (popular conferences, holidays, summer, etc)

• Where?
  - *corporate locales, *colleges, public libraries, govt labs, local restaurants,
  - ease-of-commute, nearness to commuter hubs, central location
  - avoid getting in a rut; choose 1 meeting per year outside of your box
  - Everyone loves an on-site tour (provide good directions)
  - Ask your section for their “Preferred Venues” document
Local Chapter Officer Duties in detail

- **Treasurer**
  - Pay the bills, maintain the checkbook & other finances
  - Track assets (cash-on-hand, computer eqpt, coffee pot…)
  - Communicate performance-to-budget to other officers
  - Prepare next-year’s budget with at least one level of categories (previous year includes “forecasts” in Nov/Dec, updated to “actuals” in Jan)
  - Provides yearly financial reports to your Section or direct HQ
  - Coordinates the other Compliance Reports

- **Secretary**
  - Tracks member/guest meeting attendance, typically via sign-in sheet
  - Submits Meeting Reports via vTools
  - Maintains a member/guest database (past attendees)
  - Takes & maintains “minutes”, incl. action items, for all (tech & biz-only) mtgs
  - Maintains the **Speakers List** of past & potential speakers
  - Assists VC in publicity (esp. The Grid) & venue reservations
  - Default webmaster

- **Vice Chair/Speaker Coordinator (SC or VC)**
  - invites, coordinates, and introduces technical speakers
  - back-up Chair (when Chair is absent, whether physically or…)
  - Learning & cultivating The Vision Thing

- **Chair**
  - Calls & chairs meetings, sets agendas, appoints committees
  - Nags everyone to keep to The Plan (the Yearly Calendar & 60-day cycle)
  - Nurture/recruits volunteers; runs and reports a yearly election
  - The conduit to, and representative of, the Section
  - Responsible for a chapter meeting all IEEE requirements
  - Responsible for seeing everything above this line gets done
Chapter Extra Credit: Thrive, don’t just survive

- Shoot for *monthly* meetings (parallel processing required!)
- Host a short course/seminar in the Spring or Fall
- Have a summer fling/outing—fun for all
- Take pictures of your meetings, improve your website
- Chair thanks his/her Excom with a nice year-end dinner
- Chair hosts a backyard BBQ for the Excom; consider EtOH
- Recognize volunteers; *advance* your members
- Host a joint meeting with a less-active chapter in your section
- Support your Section/Council with added volunteers
  - help your Section Chair with Section responsibilities
  - recruit new volunteers for your Chapter
  - promote your chapter’s Chair to a Section officer position (*don’t* recycle)
- Participate in and promote community service
  - science fairs, scholarships, Engineer Week visits, etc.
  - help out your PACE & GOLD entities, college branches, JC’s
  - Promote Humanitarian Activities: SIGHT/GHTC
One last nuts & bolts item…
The election and vTools Officer Reporting

• IEEE have long required Chapters hold an annual election.
• In the olden days, this was done in person, with paper ballots, at the last technical meeting of the year.
• It had to be announced, so you announced it at the penultimate meeting.
• They used to require you have an “open nominations period” which typically started at the penultimate meeting.
• vTools made it cheap & easy to inform, and permit, EVERY local member to vote in your election. Anything else seemed like voter suppression.
• vTools replaced “nominations” with “write-in” ballots, but even that’s now optional.
• It’s hard for me to imagine today NOT using vTools for elections…
• But this doesn’t mean emphasizing volunteerism goes from 2 meetings a year to 0.
• Instead, every meeting should be devoted to nurturing a communal sense of excitement about, & good-will towards, your current volunteers, which is the best way to recruit new ones. (With a few fishing lessons as well, coming up in Part II.)
• After all, the mechanics of the election is just nuts & bolts; recruitment is The Vision Thing…stay tuned in Part II.
• And don’t forget to announce the winners…to every member is nice, to vTools (via Officer Reporting) is required. The buck stops with you.
Concluding Advice:

• Be Regular! (irregularity is bad)
  – Meet regularly--your members will love you
  – your chapter won’t die
    • don’t let the patient die on YOUR shift!

• Use The Plan! Have a yearly calendar (a map!)
  – “Failing to Plan = Planning to Fail”
  – By Golly, now’s a good time to do it
  – Handy-dandy planning chart for a 4-meeting year
  – Minimum: 2 meetings & L-31’s, election & L-10, L-50 input

• Let your Section know what you need
  – Know your Section Chair; Chapter Chairs must go to ExComs!
  – coffee pots, cookies, pizza...we have more money than time
  – view $$$ as a tool to help you serve your members!
And that concludes what I’d say is the first half of our session.

Any quick questions on the Nuts & Bolts?
The Vision Thing: How to Make your Chapter Thrive

or

How 2B Vice-Chair, Speaker Coordinator, and next year’s Chair
Our Agenda for the Vice Chair Session:

• What are IEEE’s requirements of Chapters?
  – What has to be done?
• Prevent disaster in the present. The Buck stops here.
• A Whirlwind How-To guide to IEEE’s requirements
  – How do you do what has to be done?
• Optimizing chapter organization
  – Who does what?
• Optimizing a chapter meeting
  – What makes members want to come?
  – What make members pay their dues?
• How do I keep this going?
  – Create positivity. Make the steak sizzle.
  – Recruit volunteers.
• Q&A
What’s the secret of chapter success?

- The trick is **planning** your technical meetings (TM’s)
  - Play it safe: plan 2 before summer and 2 after
  - If you miss one (or both) you’ll still survive as a chapter
  - What follows is an “odd month” plan with January & July “off”
  - Note the events happen serially—no parallel processing!

- **Mid-January:** Officer Training;
  Chapter ExCom Kickoff; approve annual budget/Plan, plan 1<sup>st</sup> TM
  Chair submits Officer Reporting

- **Early February:** Treasurer submits last year’s NS input to section/HQ

- **Mid-March:** 1<sup>st</sup> Technical Meeting ★
  plan 2<sup>nd</sup> meeting

- **Mid-May:** 2<sup>nd</sup> Technical Meeting ★
  plan 3<sup>rd</sup> meeting

- **Mid-September:** 3<sup>rd</sup> (penultimate) Technical Meeting ★
  Call for nominations
  plan 4<sup>th</sup> meeting

- **Mid-November:** 4<sup>th</sup> (final) Technical Meeting ★
  Promote your election (and its volunteers!)
  Prepare a budget/Plan for new year

- **December:** Begin L-50 financial reporting
The key to a successful chapter are its meetings!

**Technical Meeting Basics**

- Pick a speaker (and a *Plan B* or 2)
  - *Excom planning task*
- Invite a speaker/set a date
- Find a location
- Publicize (get an audience)
- Meet
- File Meeting Report

*details to follow…*
Choosing a speaker is the main purpose of Excom chapter planning meetings!

- Don’t break the rhythm or your schedule is shot
- Keep and maintain a past & future speaker list
  - This is your chapter’s most important document
  - Don’t have one? Create one from historical L31 reports!
- The “future” part of the list should be prioritized
  - If your list is long, could you do this just once a year?
    - The actual success/failure of one meeting might influence who you invite to successive meetings
    - Frequent planning meetings allow feedback/course correction to the speaker coordinator
      - You don’t want them burning bridges
      - You don’t want them developing their own agenda
    - Updating the prioritization of the future speaker list is the main purpose of planning meetings.
- But don’t forget budgeting, workshops, outreach, succession planning, recognition etc. if you want an great chapter.
**The plan in detail** *(for 4 TM’s/year)*

<table>
<thead>
<tr>
<th>TM</th>
<th>Task Description</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>TM - 57</td>
<td>Arrange for next speaker. Request abstract and biography.</td>
<td>VC</td>
</tr>
<tr>
<td>TM - 48</td>
<td>Obtain &amp; edit abstract &amp; bio for a general technical audience. Forward to Secy.</td>
<td>VC</td>
</tr>
<tr>
<td>TM - 45</td>
<td>Electronically submit article to Grid editor</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 44</td>
<td>Update chapter webpage with Next Meeting info</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 43</td>
<td>Enter vTools and create/clone meeting</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 15</td>
<td>Create a flier (with map) for next meeting. Email announcement with flier attachment with request: Please Post.</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 12</td>
<td>E-notice submission for every chapter member.</td>
<td>Chair</td>
</tr>
<tr>
<td>TM - 7</td>
<td>Second email. Post fliers widely!</td>
<td>Secy</td>
</tr>
<tr>
<td>TM - 7</td>
<td>Log into CBRS and note balance. Any issues?</td>
<td>Treas</td>
</tr>
<tr>
<td>TM - 3</td>
<td>Speaker “reminder”. Prepare a verbal introduction of speaker for the upcoming meeting.</td>
<td>VC</td>
</tr>
<tr>
<td>TM - 1</td>
<td>Prepare an attendance sheet &amp; copies of previous minutes/SL for the upcoming meeting.</td>
<td>Secy</td>
</tr>
<tr>
<td>TM</td>
<td>Attend meeting; get everyone to sign attendance sheet; verify with a headcount. At Excom, distribute Speaker List &amp; previous minutes. Take notes (the next meeting minutes) and update Speaker List.</td>
<td>Secy</td>
</tr>
<tr>
<td>TM</td>
<td>Attend meeting; bring cookies &amp; Starbucks Travellers. At Excom, state CBRS balance.</td>
<td>Treas</td>
</tr>
<tr>
<td>TM</td>
<td>Attend and Chair mtg. Give IEEE pitch. Chair Excom.</td>
<td>Chair</td>
</tr>
<tr>
<td>TM</td>
<td>Attend meeting. Introduce speaker, field questions, thank speaker. Give floor back to Chair. Attend Excom; make sure you know Plan ABC.</td>
<td>VC</td>
</tr>
<tr>
<td>TM + 1</td>
<td>Submit attendance on-line L-31 via vTools.</td>
<td>Secy</td>
</tr>
<tr>
<td>TM + 1</td>
<td>Compose thank-you to speaker. Get input/approval of other board members as required.</td>
<td>VC</td>
</tr>
<tr>
<td>TM + 3</td>
<td>Mail out thank-you letter to speaker.</td>
<td>VC</td>
</tr>
<tr>
<td>TM + 3</td>
<td>Update e-mail list with new names. Write up minutes; get excom input.</td>
<td>Secy</td>
</tr>
</tbody>
</table>
The Care and Feeding of Guest Speakers

- Start (or conclude) with an Excom planning meeting
- Choose the speaker wisely (with some backups)
- Invite the speaker (convincingly)
- Follow-up with the speaker (abstract & bio, reminder)
- Promote the speaker
- Properly introduce the speaker
- Thank the speaker
  - verbally
  - in kind
  - with a letter
Who makes a good speaker?

- A colleague or manager of an Excom member
- A competitor of an Excom member
- An Excom member (best to keep this ace up your sleeve)
- A previous speaker (but at least 3-year spacing)
- A local “applications engineer” (use with caution)
- Trade lists with another chapter; hold a joint meeting
- Everyone loves a tour! Pick the organization; find a speaker therein!
- Yes, avoid dry speakers or those with annoying characteristics
- But knowledge trumps entertainment
- Knowledgeable speakers don’t all have PhD pedigrees
Choosing a speaker: Use tried-and-true speakers

- Who is recommended within your society?
- Who is recommended by neighboring chapters?
  - Benefits of a council!
- Scope out other local meetings!
  - Yes, not just your own society
- Who is recommended by colleagues?
- Ask your members (remember $n_{members} >> n_{officers}$)
- Attend conferences in the field
  - Poster vs. oral speakers
- An IEEE “Distinguished Lecturer” ($need not be a problem$)
  - Be aware of local conferences to minimize/eliminate travel expense
- Share with neighboring section’s chapter
- Ask previous speakers (a form of complement!)
What are your priorities?

• Who or what is a “draw”?
• Who is different?
  – Maintain a variety of disciplines
  – Maintain a variety of styles
• What feedback are you getting?
  – From regular attendees
  – From members
  – From other officers
• What do you want to learn?
• What would you like to see?
• Do all officers agree?
• Have a Plan B & Plan C
• Use your Speaker List!
The Speaker Coordinator invites the Speaker

- **Recommended:** the Vice-Chair’s job
- Use the telephone
  - Email is too impersonal
  - Be sensitive to non-verbal cues
  - There *will* be negotiation of date, time
- Introduce yourself by your IEEE title (YOU are impressive!)
  - You are not selling or petitioning anything, you are presenting an opportunity
  - You are doing this person a favor, at the least giving him/her bragging rights
- Get to the point (*“We’d like you to present your ABC conference paper to our local chapter in March…”* )
- Be able to give the “elevator pitch” for IEEE, your society, your chapter
- Be sensitive (psychologically) to their first response
  - Inadequacy: emphasize “we just want a basic review-level talk”
  - Offer to control degree of audience questioning
  - This is “like a conference”
  - “This is an informal setting”
  - Importance: massage ego; emphasize value to them; drop names
  - Don’t *volunteer* your attendance numbers
Inviting the Speaker: the easier parts

- Negotiate a date
  - your coordinator should be given some “latitude” to do this
- Explain the ground rules: no advertising, be professional
  - same as an IEEE conference (people WILL take “notes”) but no copyright forms
- Get an abstract & bio for publicity
  - If resume is weak or non-existent, ask some basic questions
  - How are they bringing their talk (their own projector, email beforehand, download there, USB stick, Win laptop, Mac, Chromebook, “films”…)
  - Are there any special requirements? (Physical limitations, diet, etc.)
- I do NOT recommend asking for slides at this point. (After the talk!)
- Is this a tour? A site visit? Any registration requirements?
  - Citizenship? Advanced notice?
- Follow-up
  - to meet Grid deadlines
  - to ensure all systems “go” the week before meeting
**“Best Practices” Agenda for a Chapter Meeting**

*Watch the clock!*

<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
<th>How long</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excom</td>
<td>Eats (coffee, snacks, dinner, slides in BG)</td>
<td>10-45 mins</td>
</tr>
<tr>
<td>Chair</td>
<td>Host recognition, logistics</td>
<td>2 minutes</td>
</tr>
<tr>
<td>Section rep.</td>
<td>IEEE pitch &amp; Excom recognition</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Chair</td>
<td>Basic biz (news, networking*, election, etc)</td>
<td>5 minutes</td>
</tr>
<tr>
<td>VC</td>
<td>Speaker intro.</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Guest</td>
<td>Technical presentation ♥</td>
<td>45 minutes</td>
</tr>
<tr>
<td>VC</td>
<td>Leads applause, fields questions</td>
<td>~10 minutes</td>
</tr>
<tr>
<td>VC</td>
<td>Presents Thank-you Gift</td>
<td>2 minutes</td>
</tr>
<tr>
<td>Chair</td>
<td>Adjourns meeting</td>
<td>1 minute</td>
</tr>
<tr>
<td>All</td>
<td>Informal networking</td>
<td>10 minutes</td>
</tr>
</tbody>
</table>

*Gotta’ job/Wanna’ job (might need kick-starting by someone from the Consultants Network)*
Introducing us! The IEEE Pitch in Two Flavors

- A brief 2-slide intro to follow) for use when time is short
  - late starts
  - lots of announcements (banquets, PACE needs/events, college activities, other chapter talks of mutual interest, …)
  - Your “Gotta’ job/Wanna’ job” networking sessions run long
  - election day!

- An expanded 11-slide intro for use when time allows
  - at least once a year
  - let attendees know why they should be members
  - this can be run “in the background” before the “meeting” starts

- It’s great if a section rep does this; otherwise your Chair

- But remember why folks came—speaker intro. should begin within 20 minutes of start time.
Introducing the speaker

• Introduce him/her to the ExCom when he arrives
• The formal intro is typ. by the Speaker Coordinator
• Practice pronouncing their name well in advance
• Make their introduction “flow”
  – don’t read the abstract—study it beforehand
  – except to impress your audience with something esoteric
  – It’s nice to bring up something personal or shared—but no roasting
• Be Warm! Make them feel good about being here. They’re nervous too—probably more than you!
  – cover their credentials quickly
  – cover their current work deliberately—newbies will appreciate this
• Be sensitive to any discomforts during the talk
  – Unwanted interruptions
  – Thirst? Have water available.
  – Signs of a full bladder? Ask, “Should we take a quick break?”
• Err on the side of charity if they violate the professionalism rules
  – “recall what we discussed about not advertising”
Fielding questions

• Handle questions like a conference session chair:
  – “save your questions for after the talk” for all but quick clarifications
  – Unless the speaker seems to thrive on it
  – And progress is being made
  – As soon as they’re done, STAND UP and say, “Let’s thank our speaker”
  – Applaud!
  – “I believe we have time for some questions if our speaker is willing”
  – Don’t ever let someone harangue your guest: “Let’s move on to another question”
  – Come to your guest’s rescue: “Let’s take this offline in the interests of time”
  – Be fair in fielding questions but watch the clock—“one last question”
• YOU (Vice Chair/Speaker Coordinator) are truly chairing an IEEE “session”!
• If requesting an e-copy, do it afterwards, in private.
  – Or let someone in the audience ask the question!
Thanking the speaker…

• Make sure their meal is free!
• Plaques—but you need time for engraving
• Simple certificates are also nice…particularly if framed
• IEEE giveaway goodies (maybe get your section’s collective wisdom here)
• Some examples…

Custom engraved pens—a SF section idea
The Thanks shouldn’t end with the meeting... a follow-up letter is classy.

Lawrence Berkeley National Laboratory
Mail Stop: 80-101
Berkeley, CA 94720

Dear Dr. Feinberg

On behalf of the Nuclear and Plasma Society of the IEEE, let me thank you for your timely and informative presentation last Wednesday evening to our society's local chapter meeting. Your talk on LBL's Advanced Light Source was extremely well received.

I'm sure I speak for all present when I express my appreciation for your explanation of both the accelerator and wiggler/undulator basics as well as the overview of current and planned experiments with this unique radiation source. Your talk was timely, well-organized, interesting, and at an approachable level to both specialists and novitiates. And, of course, your tour of the ALS facility will be remembered by all for a long time to come as the actual hardware was displayed and further discussed. My only regret was that the unseasonably hostile weather kept so many of our expected audience away. They missed an exceptional presentation and tour!

It is the selfless contributions of people like yourself that ensures our Society remains truly professional in nature and dedicated to the advancement and diffusion of nuclear and plasma physics.

Your time and efforts in preparation as well as presentation and tour are appreciated. Thank you.

Regards,

William J. DeHope
Vice Chairman and Speaker Coordinator
IEEE Nuclear and Plasma Society
Oakland/East Bay Chapter
Enough about meetings and outside speakers. How do I get inside volunteers?

- Don’t recycle your officers. Get new blood. 4&go!
- Stagnant things die. Movement means life.
- Your Chair should be pursuing other activities next year. Encourage him to “move up” to a Section jobs or start a new Chapter or entity.
- They’re not? Encourage hobbies, ask them (remind them?) about their kids…
- Say, “Make room for others!”
- Remind all of term limits. And that…
- IEEE doesn’t exist to nurture fragile egos.
- So this gets rid of the old blood. What about the transfusion?
- Ahhh…officer succession…
Why do Succession Planning? 
Part of leadership is grooming your successor

- All real leaders do this. You know I’m right.
- Planned obsolescence isn’t always bad.
- It’s a common challenge before promotions.
- Think of parenting. You have ~30 years to make your child independent of you. You’re not doing anyone any favors if they remain dependent after that.
- This doesn’t happen overnight
- Define your chapter’s needs
- Who will make a good leader?
- Recruit/“court” that person
- Have clear job descriptions
- Plan & hold an election
- Learn-a-job, do-a-job, teach-a-job, then move on
- Know and Obey the IEEE 2-year/2-term rule
WHEN to do Succession Planning?

• All year long! Starting at the beginning of your term.
• Yes, the Chair needs to nag people, keep them on plan
• But finding new (replacement) officer(s) is the MOST important job of the Chair
• Find your replacement! Bring them into your rotation.
• An annual election is an IEEE requirement
• But it is the culmination of a year’s worth of thought, investigation, and grooming.
• Expecting nominations from the floor? You’re dreaming. (But still do it!)
• So HOW do you do succession planning?
• Go fish!
How do you fish?

• With a net
  – Announce a need for volunteers at your first meeting
  – Use eNotice for an email. List some specific tasks, like membership chair, that you have a backup for. List your “entry” office for next year. Reference your job descriptions. Make it easy to reply to you.
  – Ask trusted people for recommendations. “Keep an eye out for someone” and follow-up.

• With a spear
  – Spot the regulars at your meetings. Take pictures and look for repeats. By your 3rd meeting, spear ‘em! (Pictures will be great for your website too!)
  – Consider current and past colleagues. Spear ‘em.

• With a pole
  – Do they follow-through? Reel ‘em on in.

Fish, Fish, I got my wish!
More about the Vision Thing:

• Life happens…and you might lose an officer mid-year.
• The Vice Chair is a well-trained officer who can adapt.
• Use the 4-yr officer rotation so others are cross-trained.
• But have one new officer per year.
• Always be positive/glad/thankful—it’s contagious.
• Speakers and info is your main product—the **steak**. But the emotions people leave with from your meetings are the **sizzle**.
• Don’t try to figure out the physics of emotions. Just **inspire**. Breathe deep.
• Give little jobs to potential candidates. “**Wouldn’t it be nice if we had some cookies next time?**” or “**Who can make a flier for our next talk?**”
• If they follow-through, give an appointed position—create a AAA “farm team”
• Honor your existing officers EVERY MEETING. Don’t talk about Netsuite…talk about how great it was that your Treasurer “figured it all out so we can have great meetings like this”.
• Make sure all are engaged…lookout 4 burnout.
• **What about pro bono** work in your chapter? Outreach, Humanitarian, etc.
• Include volunteers at **planning** meetings. Discuss candidates.
• Settle on the new officer(s) before the last (election) meeting. It’s **your** successor, but be wary of over-ruling your excom.
Summing up…

• Know the minimum IEEE chapter requirements
  – Although it’s good to strive to do better than barely surviving
• Have a plan…Work the plan—Be Regular!
• The key chapter building block is the Technical Meeting
  – Plan, Invite, Publicize…before the meeting
  – Properly Introduce your speaker and field questions
  – Don’t forget the IEEE pitch, Thanks, & a yearly election
• There’s help available
  – Your section’s officers
    • they have experience, ideas (maybe) and money (really, they do!)
  – IEEE website; vTools, and regional and national personnel
  – Me! Bill DeHope
    (925) 424-6413
    email: dehope1@llnl.gov