

GOLD Leadership Reference Manual





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Cover Pictures are courtesy of GOLD volunteers around the world.

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Introduction

Congratulations on your new position as a GOLD volunteer leader. Your efforts and leadership are crucial to the success of IEEE and GOLD, so thank you in advance for your contributions during your term.

This reference guide is intended to assist you in your new role as a GOLD Affinity Group Chair, a GOLD Regional Coordinator, or a GOLD Society Coordinator.

There are many functional similarities across GOLD entities, whether they are at the regional, sectional, or society level and as such, the volunteer efforts and leadership roles and responsibilities are similar. This guide contains information on IEEE's GOLD program, responsibilities of GOLD leaders around the world, tools to help you in your role, and best practices to promote GOLD and maximize your efforts for the most benefit to IEEE membership.

Please email any suggestions on how to improve this manual for content or organization to gold@ieee.org.

MGA GOLD

The IEEE Member and Geographic Activities (MGA) GOLD Affinity Group is an entity within IEEE designed to ease the transition of students from university or college to professional life by providing them with a professional home within IEEE. The GOLD membership consists of both industry professionals and graduate students. Upon completion of their first engineering degree, student members automatically become GOLD members upon membership renewal. GOLD aims to encourage and support members by providing excellent membership benefits that help members reach their professional goals.

GOLD Vision: IEEE GOLD will be the global community of enthusiastic, dynamic, and innovative young professionals engaged for the benefit of humanity.

GOLD Mission: To inspire, energize, empower, and engage young professionals to envision and realize their dreams.

GOLD Values:

- Developing young professionals: Young professionals are the reason for our very existence - we are passionate about helping young professionals to develop personally, professionally, and technically.
- Innovation: We embrace creative thinking and innovative ideas.
- Voice & Visibility: We strive to ensure the voice and visibility of young professionals around the world.
- The World Around Us: We have a passion for the world around us and all that IEEE stands for. We embrace diversity, member engagement, and cooperation to inspire solutions for the benefit of humanity.
- Fun & Friendships: We celebrate our youthful energy and spirit through the fun we have and the friendships we make.

GOLD Strategic Goals, Objectives, and tactical plans, as well as other information about the IEEE MGA GOLD program, can be found at the volunteer portal at http://www.ieee.org/gold. It is recommended that individual GOLD entities also adopt these goals.

GOLD's vision, mission, strategic goals, objectives, and tactical plans align with the greater MGA strategy. For more information on MGA, please go to http://www.ieee.org/web/volunteers/mga/home/mga-opsman.html.

GOLD Leadership within IEEE

Figure 1 shows the GOLD structure within IEEE. IEEE is a member-run organization, and as such, has some very dedicated volunteers at the highest levels of the organization. The IEEE MGA Board is the supervisory board for all GOLD functional entities across the organization. The MGA GOLD Committee consists of the GOLD Chair, representatives from the Technical Activities Board (TAB) and the Member and Geographic Activities (MGA Board), GOLD Society Coordinators, and GOLD Regional Coordinators. The GOLD Regional Coordinators are appointed by each of the 10 regions and work with the GOLD Affinity Groups in the sections within their respective regions. The Society Coordinators work to support and engage GOLD members in technical activities to facilitate their technical development.

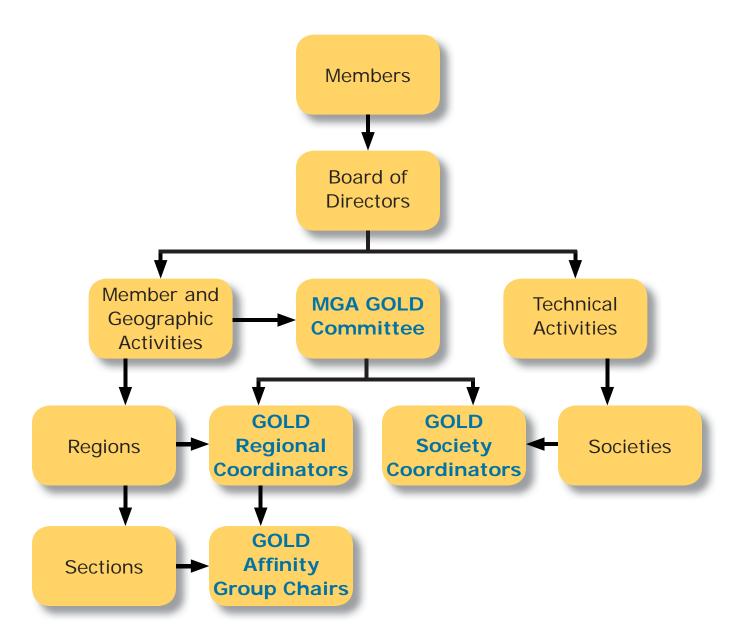


Figure 1: GOLD Structure

2 GOLD Leadership

IEEE loses many student members upon graduation and renewal. GOLD's aim is to increase the membership value for its young members by creating a professional home for young professionals. This professional home, furnished with a variety of activities, services, and products, should act as the centralized source for young professionals to go for help in career development and professional knowledge and skills. Apart from the various services and products offered to young members, an essential element in retaining young members is creating personal contact with others in the organization.

The GOLD Regional Coordinators, GOLD Affinity Group Chairs, and GOLD Society Coordinators are crucial to the success of GOLD and the ability of IEEE to impact and retain student members and young professionals. You are the leaders that will bring together the GOLD community across Sections, throughout Regions, and via Technical Society groupings. Your ability to engage young professionals within the GOLD community will strengthen membership benefits and ensure IEEE success and growth for the long run.

There are many things that are required of GOLD leadership volunteers across the GOLD organization. The activities and responsibilities are similar amongst a GOLD Regional Coordinator, a GOLD Affinity Group Chair, and a GOLD Society Coordinator. You will find these activities, responsibilities, and the tools to implement these in the following pages.

While there are many similarities in the tools, responsibilities, and activities of GOLD volunteer leaders, there are unique aspects to each position as well. For specific content related to your position as GOLD Society Coordinator, GOLD Affinity Group Chair, or GOLD Regional Coordinator, please refer to the Addendum section of this manual.

Responsibilities of GOLD Leadership

GOLD volunteer leadership positions have certain responsibilities that are crucial to the continuity of GOLD and the success of GOLD efforts throughout IEEE. The MGA GOLD Committee has selected the following responsibilities as the most important components of your position as a GOLD volunteer leader.

Depending on your specific position as a GOLD leader, there may be additional responsibilities and tasks that must be fulfilled. Please refer to the Addendum section to understand additional responsibilities.

Reporting

All GOLD entities in Sections, Regions, and Societies must report all activities to their "parent" group within IEEE. The societies, the sections, or the regions in which the GOLD entity exists serve as parent to that GOLD entity. In addition, the Regional GOLD and Society GOLD entities must also report to the MGA GOLD Committee. Similarly, the GOLD Affinity Groups must report to the region in which the section belongs. GOLD reporting consists of updates on GOLD activities, as well as updates on strategic goals, objectives, and tactics that are underway in support of GOLD and MGA organizational strategic plans. Issues and suggestions related to improving GOLD member benefits in your GOLD entity may also be reported.

Membership Outreach

Staying in touch with GOLD members in GOLD entities is vital and should be done as often as possible. Knowing what GOLD members need is essential to creating activities that best support member interests and requirements, which in turn leads to increased member satisfaction and improved retention. Communicating with members will further enable promotion of GOLD activities and give opportunities for recruiting volunteers. More information on communication tools can be found in the subsequent sections of this manual.

Encouraging Members

Encouraging members to be part of GOLD is important for a dynamic community. GOLD should offer a professional home and provide activities and events that are valuable to the member. Members should be encouraged to get involved in activities and in a volunteer capacity. Engaged members will get more benefit from IEEE and GOLD by participating and networking with fellow GOLD members and as they proceed beyond GOLD into the higher levels of membership, will continue to see IEEE as the source for professional information, technical knowledge, and career development.

Organizing Events and Benefits

GOLD events and other activities are an essential part of the GOLD member experience and it is a major responsibility of GOLD leaders to create and organize these opportunities. Specifically, all GOLD Affinity Groups must have two reported activities per year to remain an active group. GOLD Affinity Groups are considered inactive if they have not reported at least two activities. Any GOLD Affinity Group that is considered inactive for two years is discontinued and must be restarted after getting a formation petition approved by IEEE's MGA Board. The petition for forming a GOLD Affinity Group follows in the Addendum section.

Finding Volunteers

Volunteers are the glue that keeps GOLD together. As a GOLD leader, you might find that you need additional volunteers for support with your tasks. Depending on the GOLD entity, additional committee positions can be created to support the leadership efforts. Working as a team creates a more dynamic community and allows for a diminished work load for the volunteer participants. Finding volunteers to take on leadership roles in the future also helps with the section continuity in the long run. Specific committee structures organized to support the GOLD Society Coordinator, GOLD Regional Coordinator, and GOLD Affinity Group Chairs can be found in the Addendum section.

Resources for GOLD Leaders

Many tools have been developed to help you in your new responsibilities as a GOLD volunteer leader.

vTools Software

The Volunteer Tools (vTools) are a set of software tools designed by member volunteers to help simplify the administrative tasks of volunteers via the use of online tools, reducing the time spent in managing activities and assisting in member development.

One of the key programs within the vTools suite is the vTools Meetings tool. This program manages Section, Chapter, and Society meetings. vTools provide the ability to create meeting announcements with no dependence on webmaster availability and can be visible to anyone on a designated website. Members and the public may see and register for these events.

As mentioned previously, the reporting of events is required by MGA to maintain active status for Affinity Groups. These reports must be submitted through a short online form, L31, found online at http://www.ieee.org/L31. The vTools Meetings registration tool will automatically generate the L31 form, making reporting a much easier process for you as a volunteer leader.

Visit http://vtools.ieee.org for the latest news and product offerings.

IEEE Center for Leadership Excellence - Quick Start **Training**

The MGA Leadership Training Initiative Ad Hoc Committee recently launched the first of a series of training programs intended to support volunteer leaders in the first 30 days of their roles. Quick Start Training was developed to help new officers more quickly understand the roles and responsibilities of their positions and begin the process of member engagement.

If you are new to IEEE volunteer activities, or if you need a refresher on IEEE organizational structure, inter-relationships, and other important information, please review the Quick Start Training materials. More information on the program can be found at: http://www.ieee.org/web/geo_activities/units/officer_training/quick_start. html.

The GOLD Volunteer Portal

This newly created volunteer portal, located on the IEEE GOLD website, http://www. ieee.org/gold, provides a centralized source of information to support you in your role as a GOLD volunteer leader. You will find contact lists, training opportunities, PowerPoint templates, reference manuals, event funding request forms, and supply forms, among other content.

IEEE Staff

GOLD has dedicated staff support within MGA to help GOLD volunteers. Please contact gold@ieee.org with questions or comments.

Gathering Member Data

As noted in this manual, engaging members in GOLD activities is key to the success of GOLD. However, in order to engage members, GOLD leaders must find who the members are in their functional entities. SAMIEEE is the database tool that contains information that will provide GOLD volunteers with member data for GOLD members in their functional area. More information can be obtained at http://www.ieee.org/samieee. Prior to gaining access to the SAMIEEE system, volunteers are required to take the online training course, also offered at the SAMIEEE website.

You may also contact IEEE MGA staff to obtain a list of GOLD members in your Society, Region, or Section.

Mailing Lists

It is important to have a method for directly reaching out to GOLD members in each GOLD entity. Each GOLD entity can easily set up a mailing list through this website: http://eleccomm.ieee.org/maillist.shtml.

IEEE E-notice Service

GOLD volunteer leaders can utilize the IEEE E-notice service to distribute messages to their membership base without having to maintain a mailing list. To set up an account and to utilize this tool, please visit http://www.ieee.org/e-notice.

IEEE Web Entity Hosting Platform

IEEE will provide free and safe web hosting to GOLD entities through the IEEE Web Entity Hosting platform. The application process, policy guidelines, publishing tools, and other important information about the Web Entity Hosting can be found at: http://www.ewh.ieee.org/.

Member Surveys

Feedback from members is an important part of the communication loop. Determining member wants and needs through a survey can help plan events and activities that are focused on the members in specific entities. Informal questions can be distributed through e-mail, however, IEEE Research offers more formal survey capabilities. Please refer to http://www.ieee.org/research for more information.

Awards

As GOLD volunteer leaders, you are well aware of the efforts and dedication required to plan, organize, and lead GOLD efforts at the local, regional, and society level. Outstanding efforts should be recognized and rewarded. The MGA Awards and Recognition Program exists to do just that. The program was designed to promote, recognize, and reward excellence in the MGA operations and IEEE Geographic Unit Activities, with a special award just for GOLD Achievement.

Help recognize your GOLD volunteers or members through this awards program. For more information or to nominate your GOLD colleagues, please visit the MGA Awards and Recognition Program website at: http://www.ieee.org/web/volunteers/mga/home/Awards/index.html.

IEEE Mentoring Connection®

The IEEE Mentoring Connection is an online program where any IEEE member can create a profile as mentor or mentee. The online program then facilitates matching of IEEE members to establish a mentoring partnership. By volunteering as a mentor, individuals use their career and life experiences to help other IEEE members in their professional development. The program allows members to choose a mentor from a global community of professionals at all stages in their professional career.

The IEEE Mentoring Connection is a very useful tool for career development on a peer to peer basis and it offers practical information for mentoring partnerships in a web based environment. It is a benefit provided to IEEE members as part of membership. The requirements to join are time resources to develop a partnership, an understanding of the roles and responsibilities, being able to define goals and outline expectations, as well as a commitment to follow the outlined plan.

The IEEE Mentoring Connection program is a valuable tool for young professionals to get in touch with more experienced senior members to discuss career development and conflict situations. It is highly recommended that the GOLD leaders advertise this program to their GOLD members. More information about this program and instructions on how to join can be found at www.ieee.org/mentoring.

Strategic Planning and GOLD Continuity

As a way of ensuring GOLD efforts are maximized around the world, it is recommended that GOLD Affinity Groups in Sections, Region GOLD Committees, and Society GOLD Committees adopt the MGA GOLD strategic plans. Affinity Groups are welcomed and encouraged to utilize the MGA GOLD Committee strategic plan as an umbrella plan and adapt the goals and activities to ones that meet the needs of GOLD membership at the local level.

Strategic plans often include goals, objectives, tactics, budget requirements, and metrics for success. Templates to help develop strategic plans for GOLD functional entities are available and can be obtained by contacting **gold@ieee.org**.

It is very important that Student Members are included in recruitment efforts and GOLD activities. Student Members are essential to help move GOLD forward into the future.

It is often the responsibility of GOLD volunteer leaders to identify suitable replacement candidates to take over leadership positions, once terms are finished. After identifying a few candidates, elections should be conducted. Some functional areas may consider the GOLD volunteer leadership positions an appointed position rather than elected. If that is the case, GOLD leaders should send candidate information to the appropriate committee leadership to make a decision. More information about this process can be found in the Addendum section for each specific GOLD leadership position.

As part of the transition process, it is vital that a "transfer document" is created by GOLD leaders to inform the new GOLD volunteers about the GOLD operations in your functional area.

To help ensure continuity, it is recommended that a vice-chair serve as the GOLD leaderelect in each functional area. One of the main benefits is that the GOLD leader-elects can work with the leaders throughout their terms to help balance workload. A second benefit is that when leaders leave their terms and the leader-elect assumes responsibility of the position, training has already occurred throughout the previous year and roles and responsibilities are already understood.

Communications

In order for the GOLD community to be successful, communication to the GOLD membership is crucial. There are a variety of methods for communicating to the GOLD members in Sections, Regions, and Societies. Below is a list of resources and methods to communicate with GOLD members:

IEEE GOLD Webpage

Managed by the GOLD Committee under IEEE's MGA, this centralized location on the IEEE website contains valuable information on GOLD efforts world-wide. Found at http://www.ieee.org/gold, the IEEE GOLD web pages highlight GOLD events, webinars, publications, and other important member information. Newly created is a volunteer portal with training content, resources, and tools intended to support all GOLD volunteer leaders. To have content added to the IEEE GOLD web page, please contact gold@ieee.org.

GOLD leaders are encouraged to work with their Regions, Sections, or Societies to add GOLD pages to the existing websites for the group. Contact the functional area webmaster to determine possibility of adding a GOLD page. If it is not possible to add a GOLD page to the existing website, a new page can be created using the IEEE Web Entity Hosting service described previously in Resources for GOLD Leaders section.

Suggested content for the GOLD webpage includes GOLD activities within the functional area and beyond, web links to interesting Society or Chapter activities, a review of past events, and link to the IEEE GOLD website. Make sure that contact information for GOLD leadership is included so that members can reach them and get involved in GOLD.

GOLDRush

This quarterly newsletter, published by MGA GOLD contains valuable information from GOLD groups around the world. GOLD leaders are encouraged to submit one or more events or activities from their functional area to the GOLDRush. Information about the newsletter and submission guidelines can be found at: http://www.ieee.org/web/ membership/gold/newsletter/index.html.

GOLD Region, Section, or Society Newsletter

Many Sections, Regions, and Societies have newsletters that can be leveraged by GOLD groups to communicate to members about GOLD activities and events. Ask your Section or Region or Society Chair if you can contribute to the existing newsletter. Contributions to the newsletter can include activity announcements, volunteer opportunities, and summaries of past meetings.

For very active and vibrant GOLD groups, a GOLD-specific newsletter can be created. The GOLD newsletter should be sent to local GOLD members, "parent" volunteer leaders, and student leaders so that they remain informed of GOLD activities and efforts.

Social and Professional Networking

Many Sections, Regions, and Societies have successfully utilized popular communication tools, such as Facebook and Twitter to create localized GOLD group pages. Social networking tools are an effective way of communicating as they are widely used by GOLD members.

IEEE offers the IEEE memberNet™ as an online networking tool that allows members to connect with technical and engineering experts worldwide. This tool can be utilized by volunteers and members alike to connect to peers sharing common technical interest, membership, or affinity. For more information, go to http://www.ieee.org/ memberNet.

Activities

GOLD members have specific needs related to developing professional skills, practical technical knowledge to support their career path, and even personal development. GOLD leaders should make an effort to learn more about the local GOLD community and develop programs that focus on the needs of the members.

It is recommended that GOLD leaders host a variety of activities that focus on different member development areas. Below is a list of suggested activity types that can occur on a monthly basis.

- Professional: This type of activity should help members with non-technical professional development. Example topics of a non-technical, professional development workshop include resume writing, interviewing skills, and Six Sigma training.
- Technical: This type of event could include a technical presentation given by an industry expert, a panel discussion on a selected technical topic, or a company visit.
- Educational: Educational events can cover a variety of topics beyond that of engineering disciplines. For example, many recent grads are interested in learning about how to buy their first house. Another example of an educational event is learning how to make an amateur antenna.
- Social: An important part of the GOLD experience is having fun. As such, social events should be included in GOLD activities. Some examples are a social dinner, bowling, laser tag, and paintball.
- Recruitment: Recruitment is vital to the continuity of the GOLD Affinity Group. Ideas for recruiting new GOLD members include tapping into personal networks and circulating flyers within companies and colleagues. Consider holding a GOLD open house at a local company as a way of recruiting new IEEE GOLD members.

Special Events

There are other types of activities that can occur within functional areas on a less frequent basis, perhaps annually. These special events often require significantly more planning and organization to ensure a greater level of participation. Examples of these special events include conferences, student graduations, an IEEE celebration, or a humanitarian event.

Conference Activities

GOLD activities in a conference should be coordinated and planned with cooperation from the GOLD Society Coordinator, the GOLD Regional Coordinator, the Section's GOLD Affinity Group Chair, and the conference organizers. In general, a GOLD and/or student outreach is a highly recommended activity within the context of a Society conference.

Like other GOLD activities, GOLD conference activities should be advertised using many resources, such as newsletters and web pages at all levels of GOLD. In addition, these events should also be used as a resource to promote GOLD activities in the local sections.

Enlist GOLD volunteers at the region and section level of societies, as well as in Technical Activities committees for help in planning and coordinating conference GOLD activities. This should enhance the interaction between the more social aspects of GOLD activities and the technical area of IFFF.

The most common GOLD activities in the conferences are GOLD tracks which are planned in cooperation with the conference organizers. Possible topics for GOLD tracks include:

- Career Development: How to Make the Right Career Choices
- Negotiating Your First Job
- Scientific Writing Skills
- Delivering Effective Oral Presentations

It is important to remember that one of the main goals of GOLD conference activities is to provide networking opportunities for GOLD members. Besides GOLD tracks, there are many other ways GOLD can be involved in conferences. Some activities include:

- GOLD Networking Sessions: Meet at a designated area at the conference for a business card exchange.
- GOLD Poster Sessions: A special session can be created for GOLD members to interactively present their research using a poster format.
- GOLD Social: Plan a gathering for the GOLD conference attendees at a restaurant or tavern in the town of the conference and invite all of the local GOLD membership to participate.
- GOLD Sports Event: Consider holding a soccer tournament or a 5K fun-run and follow it with a networking social or BBQ.
- GOLD Leadership Luncheon: Invite the AdCom/BoD members to attend and participate in a luncheon. GOLD members should have an opportunity to speak and learn from the IEEE executive leadership team.

- GOLD Tour: Identify local manufacturers and companies and coordinate a special site tour for GOLD members.
- GOLD Promotion: Distribute information on GOLD including GOLD Volunteer Leader contact details during the GOLD conference activities so that attendees can become more engaged in their local GOLD activities after returning home from the conference. GOLD promotional pieces, for instance a leaflet promoting GOLD activities, can be included in the conference bag.

To improve GOLD member attendance at the conferences, work with the hosting Society, Region, and Section for funding to support student/GOLD grants.

GOLD Workshops

It is recommended that a GOLD Leadership Workshop is hosted annually (or every other year depending on budget and travel convenience) in every region. This workshop is intended to train the GOLD Affinity Group Chairs in each region about their responsibilities and all the resources that are available to them. The GOLD Regional Coordinators should specifically focus on the resources and GOLD programs available for that region.

This workshop is also a good venue for GOLD Affinity Group Chairs to meet each other and form partnerships for collaborating on future GOLD events. In addition, this workshop should be used as a place to discuss and solve problems within individual sections. GOLD Regional Coordinators should pass out CDs, brochures, and other relevant educational materials to the GOLD Affinity Group Chairs.

Another recommended workshop is the GOLD Professional Development Workshop. This can be hosted at the Region or Section level. Instead of engaging just GOLD volunteers, the GOLD Professional Development Workshop should target all GOLD membership. This workshop should help members grow professionally and can include speakers and panels on topics such as engineering ethics, finding the right career path, public speaking skills, and the importance of networking.

Other activities that can be integrated into the GOLD Professional Development Workshop include getting resume critiques from experienced engineers and doing mock interviews. Networking should be promoted at these workshops and members should be encouraged to become volunteers.

IEEE GOLD STEP Program

Recruiting student members to get involved in GOLD upon graduation is very important. IEEE's Student Transition and Elevation Partnership (STEP) was developed to provide a standardized yet localized program for facilitating the transition from student member to young professional, by introducing the opportunities and benefits of IEEE membership during the onset of a career.

The STEP Manual is the centralized source for information on planning and organizing workshop activities targeted towards transitioning students or graduating members. The manual contains a check list, best practices, program objectives, description of the student elevation process, format and activities of the STEP workshop and additional resources including Membership Development.

Funding is available for STEP activities including a graduation reception for groups holding an event with a minimum of 10 recent graduates. Basic funding will be provided up to \$500 and additional funding may be available if more than 25 additional recent graduates attend the event.

IEEE will provide each STEP sponsor with a package of supplies to help make the workshop a success. The resources included in the STEP Kit will assist GOLD leaders in organizing and executing a Student Transition Event, as well as a successful IEEE membership campaign to help retain student members as young professional members and keeping them actively engaged with IEEE.

For more information on the STEP program, including the STEP manual, funding form request, and STEP kit request form, please visit http://ieee.org/web/membership/ gold/STEP/index.html.

Humanitarian Events

One of the grand challenges facing IEEE is recruitment and retention of younger members. A common theme of interest and passion for both students and young professionals is a compelling desire to improve the world, contribute to society, and benefit humanity. They are driven to join organizations and volunteer their time in support of these worthy activities.

The MGA GOLD Committee has endeavored to support humanitarian efforts as part of the GOLD Strategic Plan. One opportunity for local GOLD volunteer leaders to support the GOLD strategic plans is to coordinate and host a GOLD Humanitarian Workshop.

One of the main purposes of a GOLD Humanitarian Workshop is to provide an IEEEsponsored venue that supports the desire of young members to contribute to society and humanity. This program should enhance public awareness of IEEE and its mission to benefit humanity and improve global conditions. It should also encourage engineers to be personally involved in humanitarian projects.

The Humanitarian Workshop Handbook was created as a reference guide for organizers to plan and host the workshops effectively. Please refer to the GOLD online volunteer portal at http://www.ieee.org/gold to download this reference manual.

For more information, please e-mail **gold@ieee.org**.

Activity Funding

The main source of funding for each GOLD entity is its "parent" IEEE entity, for example a GOLD Affinity Group acquires funds from the Section to which it belongs. Many GOLD entities also have industry sponsors for their events to cover the expenses. Fundraising is also a good method to generate income.

Activity Best Practices

- · Advertise all GOLD events ahead of time so members have time to plan accordingly.
- If possible, request input from the target attendees to determine the best time for holding GOLD events.
- Choose locations for GOLD events that are central to most membership. If the membership is too spread out, then host events in different areas so all members have an opportunity to attend at least one GOLD event.
- When selecting the date, time, and location for a GOLD event, investigate potential conflicts with other major local events and activities. For instance, unless there is a GOLD-sponsored Super Bowl party, it probably isn't a good idea to hold a GOLD event on Super Bowl Sunday as most people won't attend the GOLD event. Also, it is not a good idea to have an event located near a stadium during a major sporting event. The same goes for political rallies, protests, etc.
- Survey members after an event and ask their sugggestions for future improvements. It is good practice to also survey members for general feedback on the types of events that are most interesting and useful to them as GOLD members. Holding events that are of interest to members will have larger turnouts and will generate more interest in future GOLD activities.
- Have a sign-in sheet at GOLD events so a GOLD member contact list can be established. Maintain records of recruited members and keep communicating with them.
- Promote GOLD membership and advertise GOLD events using more than one source.
- · Co-host activities with other Affinity Groups/Chapters to share the costs and give wider publicity to GOLD.
- Include students in GOLD activities for future recruitment.

Addendum

GOLD Affinity Group Chair

The GOLD Affinity Group Chair is one of the most important positions amongst GOLD volunteer leadership since Section-level groups are the closest in proximity to the members as localized membership bases. In your role as GOLD Affinity Group Chair, you will promote GOLD to your section and conduct activities to stay in contact with the local GOLD members.

GOLD Affinity Group Chairs should engage with local GOLD membership and help support the creation of relationships between fellow young professionals through events and activities. As grass-roots leaders, GOLD Affinity Group Chairs should be aware of member needs and host activities in their Sections that best suit the interests of that particular Section's GOLD members. In addition to promoting GOLD to existing GOLD membership, you must put forth concerted effort to market the benefits of GOLD to students within the Section, as students are the future of GOLD.

There are some variances in the position and roles/responsibilities of the GOLD Affinity Group Chair, based on the dynamics and size of the assigned section. For instance, GOLD Affinity Group Chairs can either be appointed by the Section Chair or elected into the position. Additionally, in some sections, the term of the position is one year, whereas in others, it is two years.

Most GOLD Affinity Group Chairs are the only members of the GOLD Committee at the Section level. However, depending on the size of the Section and the workload, GOLD Affinity Groups may need additional volunteers for the GOLD Committee, such as a vicechair, a treasurer, or a secretary.

In addition to the responsibilities noted in Chapter 2, there are few other activities required of Affinity Group Chairs:

• Provide regular updates to the GOLD Regional Coordinator: GOLD Regional Coordinators are the bridge between the Affinity Group Chairs and the MGA GOLD Committee. Their role is to help and support Section Affinity Groups with their events and planning. Therefore, it is important to keep them updated on GOLD activities in the Sections. Submit an Affinity Group Progress Report to the GOLD Regional Coordinator at minimum two times a year. The Affinity Group Progress Report is found in the Forms section of this manual.

• Provide regular updates to your Section Chair: Since most of the funding for GOLD activities in a section comes from the section itself, GOLD affinity groups should report back to the section chair and the section executive committee about GOLD activities. This information loop not only raises visibility of GOLD activity to section leadership, but may allow for growth of GOLD membership within the section as activities are publicized.

GOLD Regional Coordinator

The Region plays an essential role in retaining young members through personal contact with the organization. Via the region, Sections can be coordinated and influenced in their activities towards young members. It is strongly recommended to have a GOLD Affinity Group or at least a GOLD Section Coordinator in each section of a region.

Each Region has a GOLD Regional Coordinator as part of the Regional Executive Committee (for details, please see respective Region bylaws on each region's website). The Executive Committee is responsible for GOLD activity funding within the Region so it is very important to educate the Committee about the value of GOLD within IEEE. Get involved with this committee to help influence funding allocation. The GOLD Regional Coordinator is also part of the MGA GOLD Committee.

Depending on the workload on the Region level, each GOLD Regional Coordinator is invited to form a Region-level GOLD Committee to distribute the burden of the position and also increase the level of activity of GOLD on the regional level. The suggested structure of the Regional GOLD Committee is shown in Figure 2. It is up to the GOLD Regional Coordinator to change the Committee to meet the needs for each individual region.

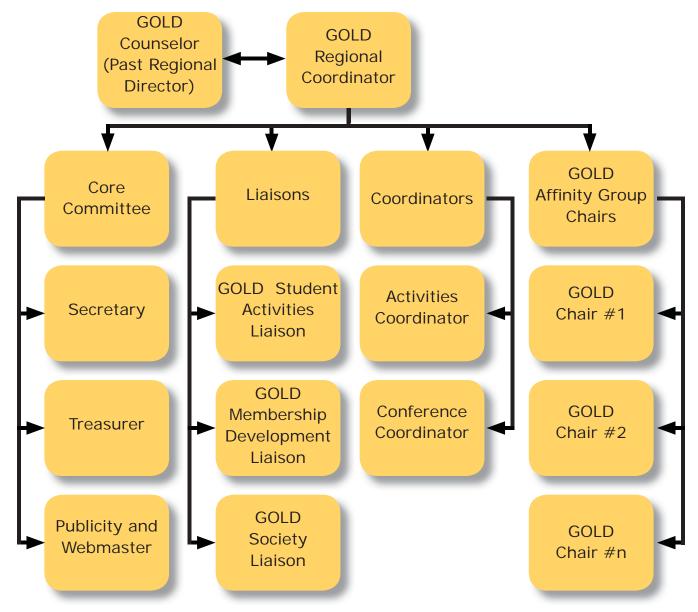


Figure 2: Suggested Regional GOLD Committee Structure

In addition to the responsibilities noted in Chapter 2, there are few other activities required of GOLD Regional Coordinators:

- Provide regular updates to all GOLD Affinity Groups in the Region: The GOLD Affinity Groups in your section should be informed of IEEE and IEEE GOLD Committee activities at least six (6) times per year, by conference call or through an email communication.
- Provide regular updates to the Region's Executive Committee: The Region's Executive Committee should receive a GOLD Report from the Region update at least twice per year. Distribute a copy to the GOLD Committee. The Report template is found in the following Forms section. Obtain Affinity Group progress reports from the Affinity Group Chairs and include in the Region GOLD report.

- Provide regular updates to the MGA GOLD Committee: The MGA GOLD Committee should be kept in the loop about Region and Section activities and successes and failures.
- Interact with GOLD Affinity Groups: Encourage GOLD Affinity Groups and assist with their activities as requested. Support the formation of GOLD Affinity Groups. Mentor GOLD Affinity Group Chairs and ensure that each section has an active operating team within the group, rather than a single leader. Work with GOLD Affinity Groups on succession planning.

GOLD Society Coordinator

Each IEEE Technical Society is invited to form the position of a GOLD Society Coordinator as part of its Executive Committee or Membership Development Committee. The GOLD Society Coordinator position usually has to be created by the Board of Directors (BoD) or the Administrative Committee (AdCom) of the Society. This is an appointed or elected position, depending on the individual society. The parent Society is also responsible for supporting and funding the GOLD Committee for that Society.

In active Society GOLD groups, the GOLD Society Coordinator might need additional volunteers to support GOLD Society activities. It is recommended that if needed, the GOLD Society Coordinators recruit additional volunteers to work as a Society GOLD Committee vice-chair, treasure, secretary, or webmaster. Additional positions may be created as needed by each Society.

In addition to the responsibilities noted in Chapter 2, there are few other activities required of GOLD Society Coordinators:

- Provide regular updates to the Society: GOLD Society Coordinators need to communicate with their Societies. Formally, this is mostly done at AdCom or Board of Directors meetings that are typically held twice a year. GOLD activities and goals have to be reported for the past period and the upcoming year. Also, issues and suggestions concerning improvement of delivering benefits to the GOLD members of each Society can be put forward at these meetings.
- Provide regular updates to the GOLD Committee: The GOLD Society Coordinator is also expected to report to the MGA GOLD Committee on its activities and issues.
- Interact with Society Chapters: Chapters are at the base of Society activity towards its members, thus this is also a starting point for activities towards young IEEE members. Initiate the creation of a GOLD Chapter Coordinator for the Society. Encourage GOLD and student-related events at the chapter level.

Society Coordinator FAQ's

What are the defined activities that GOLD Society Coordinators do on AdComs? What is the mechanism for their engagement?

Usually, GOLD Society Coordinators reports on their activities to AdCom. GOLD Society Coordinators can attend all AdCom meetings and join the discussion. They have to report and communicate MGA GOLD activities as well so that the Society can leverage their activities. This is a win-win situation because the Societies benefit from MGA GOLD activities and MGA GOLD can leverage membership engagement.

How are they appointed/elected and for what duration?

GOLD Society Coordinators can either be appointed or elected. The appointment can be for a year or more. Usually, appointed GOLD representatives do not have voting rights. If the GOLD Society Coordinator is elected for a certain time, then he/she usually has full voting rights. However, the terms and conditions are up to the Society to decide.

Do they have voting rights? Can they make motions?

If the GOLD Society Coordinator position is an elected position, voting rights usually are provided and the GOLD Society Coordinator will be able to make motions. If the position is appointed, the GOLD Society Coordinator usually has no voting rights and cannot make motions. In the latter case, however, the GOLD Society Coordinator can put forward ideas and take part in discussions. If the arguments are well put forward, voting members of AdCom can make a motion for the GOLD Society Coordinator.

How are they funded? Does the Society typically fund their travel 100% or are they expected to obtain some funding elsewhere?

The Society funds the travel 100% in the same way it would fund travel for BoD/ AdCom members. To expect the Society GOLD Coordinator to find funding elsewhere is unreasonable because typically an employer is willing to give the time of absence but is unwilling to pay for travel expenses. The GOLD Society Coordinator should not have to fulfill his/her position by personally paying for the expenses.

How can he/she link with the MGA GOLD Committee and interface with it on a regular basis?

The GOLD Society Coordinators will communicate with an overseer who organizes all the GOLD Society Coordinators. They will participate in all MGA GOLD Committee meetings and Conference calls which are to organized to allow communication on a regular basis.

Would he/she be expected to attend GOLD Committee meetings/activities?

The GOLD Society Coordinator is not expected to attend the GOLD Committee meetings but it is encouraged to participate in the activities.

Forms

Requirements to Form IEEE Affinity Group

An Affinity Group shall be a local unit of an IEEE organizational unit or standing committee established by petition to the parent organizational unit to fulfill the purposes of IEEE. "Parent organizational unit" as used in this manual refers to an organizational unit or standing committee. The following groups have been acknowledged by MGA as parent organizational units as defined above and described in their charters: Graduates of the Last Decade, Women in Engineering and Consultants Network. No parent organizational unit shall be formed when the topic matter is within the domain of a technical group, as determined by the Societies' field of interest.

The petition to establish an Affinity Group shall contain the following:

- · Name of the Section(s) or Council.
- Name of the parent organizational unit.
- Name of the organizer (who becomes interim Chair pending election of a regular Chair at a later organization meeting).
- Signatures of at least six (6) IEEE Members, other than Students, who are Members of the Section(s), involved and who indicate they will join the Affinity Group if established.

The petition shall be submitted to the Section Executive Committee for written approval and forwarded with this written approval to the IEEE Managing Director of MGA. MGA staff will review the petition and work with the organizer to resolve any discrepancies. The Affinity Group shall be considered established after the IEEE Managing Director of MGA has ascertained that the Regional Director and the IEEE parent organizational unit have no objection to its formation.

The IEEE Managing Director of MGA shall so notify the MGA Board, the IEEE parent organizational unit, and the Section Chair on behalf of the IEEE Executive Director.

To Form a Joint Group

The requirements are the same as for a single Affinity Group, except that not less than three of the six (6) signatures on the petition shall be members of each of the parent organizational units involved.

The status of an Affinity Group may be changed from single to joint, or vice versa or

from one joint combination to another, without submission of a petition. The change in status will become effective following approval of the request for change by the Regional Director(s), Affinity Group Chair, Section Executive Committee, and other entities involved.

To Form a Joint Group Comprising of Two or More **Contiguous Sections**

An Affinity Group or Joint Affinity Group may be established by the procedures defined herein to cover the territory of two or more contiguous Sections, or a Council, provided the necessary approval is obtained by all concerned. The petition shall identify the entity assuming responsibility for the Affinity Group management.

Dissolved Affinity Groups should follow the same procedures as forming an Affinity Group from the start. The Affinity Group formation petition can be downloaded from: http:// www.ieee.org/web/geo_activities/MGA/scs/forms_petitions/affinity_form.htm.

GOLD Report from Volunteer Leaders

Region/Section/Society:

GOLD Volunteer Name/Position:

Affinity Groups:

(List each Affinity Group existing in your Region and, if possible, rate/note its status/ activity/in-activity and special events. Also mention members/entities interested in forming a GOLD group. Name GOLD champions that could be tapped for help on a Region or Section level or both)

Status of GOLD in the Region:

(Is GOLD recognized by the Region? Do any GOLD events spanning Sections happen in the Region? Any problems in the Region? Positive issues? Please describe and name any special or outstanding GOLD events which happened in your Region. Name Societies that show interest in GOLD: This is especially interesting in the context of offering educational opportunities to GOLD members together with Societies. We are looking for potentials partners.)

Outreach to Student Branches:

(Is there any outreach activity to Student Branches in your Region? Please describe.)

Submit any Agenda Items:

(Action items, discussion items, information items)

Additional Comments:

GOLD Affinity Group Progress Report

Region/Section/Society:

GOLD Volunteer Name/Position:

Please take a minute to fill out the following form to help IEEE better support your GOLD Affinity Group.

- 1. What successful activities has your GOLD group tried in the past year? What did you try that wasn't successful?
- 2. What types of activities or goals has your group planned/or would like plan to do over the next six months?
- 3. Describe some successful ways you have been able to recruit new GOLD members?
- 4. What has your group been doing to meet with local Student Branches? Have you been able to show them the value of keeping their IEEE memberships and the value of GOLD?
- 5. How can your section and region help you? (ie funding, meeting ideas, places to meet, etc.)

Thank you for taking the time to fill out this report. You will be receiving these at the start and middle of the year. This form doesn't replace the need to fill out the IEEE L-31 Report.

Please email a copy of this completed form back to your Region GOLD Coordinator.

IEEE, 445 Hoes Lane ¤ Piscataway, NJ 08854 ¤ 732 562•5525, fax 732 562•6528 ¤ www.ieee.org

