2003 NA-RCCC
"Growing a Successful Chapter"

Session Chair: 2003 NA RCCC General Chair, **Bob Shapiro**

Chairs From Successful Chapters Will Impart Their Knowledge:

- How to Attract and Retain Volunteers – <u>Breakout #1</u>
- How to Hold Successful Meetings – <u>Breakout #2</u>
- How to Increase Membership – <u>Breakout #3</u>
- How to Obtain Corporate Sponsorship and Other Income Sources and Maintain a Balanced Budget – <u>Breakout #4</u>

The Presentations Will be Followed by 4 Discussion Groups

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- **Presentations from:**

  - Dallas, Bob Shapiro
  - Washington D.C., William Wu – <u>Breakout #1 Volunteers</u>
  - Portland, Pradeep Kumar – <u>Breakout #2 Meetings</u>
  - Montreal, Reza Soleyma – <u>Breakout #3 Membership</u>
  - New Jersey, Rulei Ting – <u>Breakout #4 Finance</u>

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- Each of the Presenters Will Lead Workshops on the 4 Topics

- Each Group of Chapter Delegates Will Stay With a Presenter and Topic for 30 minutes and Then Rotate To The Next Topic for a Total of 2 ½ Hours.

- The Presenters Will Each Tabulate Results and Prepare a Composite 10 Minute Presentation for the Group After the Awards Luncheon on Tuesday

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Dallas, Texas Intro: Demographics

- **Third Largest COMSOC Chapter in the World After San Jose and the UK Islands as of 2002**
- **Approximately 1500 COMSOC Members not Including the VT Society with 300 Members and an Additional 500 Friends for a Total of 2,300 on our E-mail list**
- **COMSOC Chapter of The Year 1998 and 2000, COMSOC Chapter Achievement Award 2001**

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Dallas, Texas Intro: Demographics

- Three Universities in the Area With EE and CS Programs: the University of Texas at Dallas (UTD), Southern Methodist University (SMU) and the University of Texas at Arlington (UTA)

- "Telecom Corridors" in Richardson and Plano Texas Employ Approximately 70,000 all Centered Around our Meeting Location

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Dallas, Texas Intro: Logistics

- **9 Monthly Luncheon Meetings per Year with Technical Presentations and Networking Events with an Average Monthly Attendance of 135 Delegates (Range is 120 to 220)**

- **An Annual Symposium With an Average of 125 Delegates**

- **E-Mails are Sent Twice Per Month**

- **The Meeting Notices are Printed in the Dallas Morning News As Well as Posted at Local Corporations such as Nortel, Ericsson, Alcatel, MCI, Samsung, TI, EDS, and Many Smaller Companies and Start-UPs**

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Dallas, Texas Intro: Logistics

- **Dallas Collaborate with Numerous Non-Profit Groups in the Area Such as the Richardson Chamber of Commerce, the DFW Homeland Security Alliance, the Chinese Institute of Engineers, and the MIT Enterprise Forum**

- **The Officers and Area Students Volunteer at our Meetings**

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Dallas, Texas Intro: Financials

- **Dallas Maintains a Bank Balance of about $30,000, or 2 Years Operating Expenses**

- **Typically no Monies Taken From COMSOC or the IEEE**

- **Local Sponsors Provide about $15,000/Year and the Operating Expenses are about $15,000/Year**

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<u>Dallas, Texas Intro: Financials</u>

- **The Monthly Luncheon Meetings are Free and Open to The Public. The 3 Course Buffet Lunch is Free for Students and IEEE Life Members, $5 for IEEE Members and $10 for Non-Members. Our Cost is $10**

- **The Annual Symposium includes Breakfast, Lunch and Snacks and is $10 for Students, $25 for IEEE Members and $35 for Non-Members. Our Cost is $25**

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Dallas, Texas - Attract and Retain Volunteers

- **Provide a Mission Statement for the Chapter.** *Dallas States That it Provides Educational and Networking Opportunities for its Members and the Community*

- **Have an Organization Plan with Clearly Defined Goals Including Volunteer Time Required.** *Dallas has 12 Officers each with 5-10 hours per Month of Responsibilities*

- **Make the Experience Fun and Exciting.** *Dallas provides 2 Networking Events per Year for the Volunteers and has one Paid Planning Meeting per Month and the Events are Free*

- **Explain to the Members the Benefits of Community Service.** *Dallas recognizes the Volunteers at Each Monthly Meetings and Tries to Provide Additional Networking Opportunities*

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Dallas, Texas – Holding Successful Meetings

- **Rotate the Program to Keep it Fresh.** *Dallas rotates the Program from Wireless to Optical to Networks to Switching to Security Month After Month*

- **Plan the Meeting in Advance and Give Enough Notice to Allow for Excellent Attendance.** *Dallas plans 3 months in Advance and E-Mails its List Twice per Month*

- **Mix the Meetings With Technical, Networking and Professional Development.** *Dallas provides a 15 Minute Informal Followed by a 15 Minute Formal Professional Development Forum Followed by an Hour Technical Presentation*

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Dallas, Texas – Increasing Membership

- **Public Awareness.** *Dallas works with collaborating associations such as the Chinese Institute of Engineers on joint programs to attract new members*

- **Membership Forms at Meetings.** *We have IEEE COMSOC, and VT Society Membership Forms at all of our Meetings*

- **Explain Benefits of Membership.** *We Attempt to Make Membership Interesting and Exciting by Constantly Improving our Content*

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Dallas, Texas – Financing the Chapter

- **Start with Expenses Required For the Year.** *Dallas starts with the Expenses Required for the Year, $15,000, and Figures Backwards for the Income Requirements*
- **Plan for the Methods Which to Receive Income.** *Sponsorships, Meetings, the IEEE Section, COMSOC, Special Seminars, etc.*
- **Sponsorships are an Excellent way to Balance the Books.**
  - *Dallas has 8 sponsors from $5,000/year to $500/Year.*
  - *We have a Sponsorship Package and Invoice System which is given to ongoing and perspective sponsors*
  - *We Market to attendee companies and outside the group*
  - *There is a full time volunteer dedicated to this Effort*