


Engaging Section Leaders

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Member and Geographic Activities

Region 8 Meeting
Riga, Latvia
7 May 2010

Strategies to Achieve MGA Goals

- Increase the value of IEEE membership
 - Utilize member life cycle concept
 - Provide a simple, consistent interface
 - Track member involvement and development
 - Make process of joining and maintaining membership simple and straightforward
 - Facilitate member collaboration
 - Become more transnational in look, feel
 - Strengthen the relevancy of IEEE membership to industry
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- Increase member engagement
 - Improve relationships with and between members
 - Increase operational efficiency and effectiveness
 - Enhance collaboration with other OUs
 - Increase membership
 - Increase collaboration and cooperation between Geographical Units
 - Enhance the membership-related information available to the member and Geographical Units

IEEE Member & Geographic Activities Staff

- Focus on the Member – engagement, lifecycle, “professional home”, 360-degree view of the Member
 - Geographic Unit Experience – revitalize Sections and Regions, engage volunteer leaders
 - International strategy and business infrastructure – Need for closer integration of IEEE organizational decisions and geographic unit operations
- Development, engagement

MGA Operational Considerations

- **Focus on the Member - continuous engagement throughout the lifecycle**
 - Develop an IEEE-wide Member Strategy
 - Member data acquisition, management and protection; relevant products/services and coordinated communications
- **Focus on responsiveness to member inquiries**
 - Improve the ability to self serve
 - Enhanced service and response, personalization
- **Geographic Unit Experience – efforts already initiated to engage Sections and Regions**
 - Engagement & relationship development for volunteer leaders
 - Increase opportunities for new activities & programs
 - Simplify operational requirements for volunteers
- **Geographic activities – doing IEEE business globally**
 - Understand impact of government and legal requirements on OU and Geo Unit decisions and operations; closer integration of GeoUnit operations with IEEE organizational decisions; increasing overlaps of OU efforts world-wide
- **Developing & acquiring skills within the MGA staff**
 - Relationship development & management; project and process management; business analysis and development; enhanced international experience; metrics/benchmarking

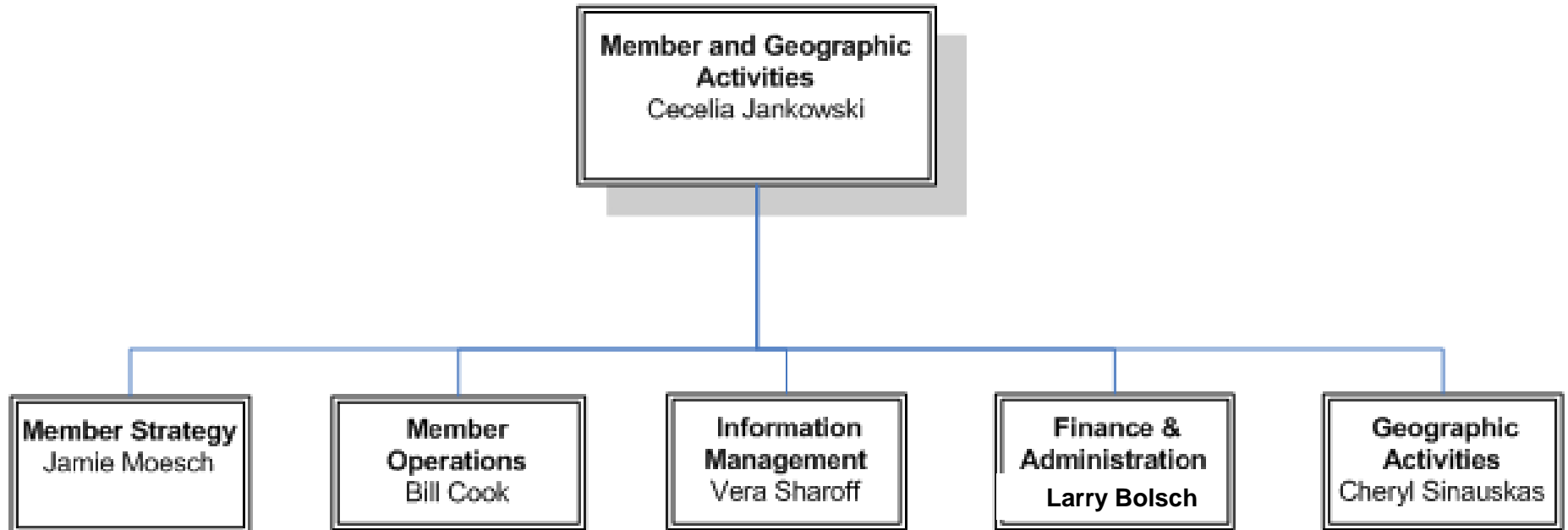
Section Operations

- Assess SAMIEEE data
- Measure impact of events
- Need content of Best Practices
 - What types of events:
 - How do I structure the Section
 - Setup Student Branches
- Linkages with surrounding areas facing similar challenges
- Basic soft skills training in management/leadership– officers with opportunities for members
- Information about the vision and strategies of IEEE. Where does the Section fit?

Quick Start Training

- <http://www.ieee.org/mga>
- Key information and links to make it easier for new volunteers to get started and for continuing volunteers to easily locate resources

IEEE MGA - Staff Organization



Member Strategy Team

Director, Member Strategy

Jamie Moesch

Member Data and Research

- Membership Statistics
- Member Satisfaction
- Member Studies
- Measuring Engagement
- Alternate Models
- Dashboards

Membership Development

- MD Materials
- MD Support
- Membership Promotion
- Student Programs
- Affinity Groups
- Benefit Promotion
- Campaign Coordination
- Marketing Operations

Product Management

- myIEEE
- memberNet
- IEEE.tv
- Mentoring Connection
- Benefit Portfolio Mgmt
- New Benefit Process
- Financial Mgmt

Areas of Focus for Member Strategy

Improving Value

- Next Generation Benefits
 - myIEEE, IEEE.tv, MemberNet
 - Spectrum digital delivery
- Member Engagement
- Alternative Membership Model
- Targeted Programs
 - STEP
 - Engaging New Members
 - Students and Affinity Groups

Partnering

- Member Services
- Volunteer Leadership
- Data and Process Mgmt
- Societies and TAB
- Sales and Marketing
- IT
- Corporate Activities/Strat/Rcsh
- Publications

Membership and Benefit Marketing

- Direct Outreach
 - Renewal, recruitment, reinstatement
 - Benefit utilization
- Field Support
 - Field support for MD volunteers
 - Member-get-Member program
- Advertising
 - Benefit awareness

Data and Research

- Member Experience
- Member Satisfaction
- Membership Dashboards
- Member Surveys
- Product Performance
- Cost of New Member Acquisition
- Lifetime Value of a Member

Member Operations Team

Staff Director, Member Operations

Bill Cook

Member Processing

- Join
- Renew
- Add societies

- Add Publications
- Change address
- Update profile

Contact Center

- Member Questions
- Computer access
- Recover password

- Order products
- Payment Resolution
- Magazine Replacement

Administration

- Project Management
- Budgeting
- Financial forecast
- Process Management

- Work flow
- Results measurement
- Productivity

Admission & Advancement

Areas of Focus

- Grade Elevations –
Associate to Member and Senior Member
- Life Member eligibility determination
- Admission and Advancement Committee Support

Key Projects

- Update Admission and Advancement Operations Manual
- Automate Senior Member Process
- Develop Senior Member Promotional Kit
- Associate to Member Outreach
- Senior Member Web Pages

Areas of Focus for the Information Management Staff - *Vera Sharoff*

Improving Value

-  Move existing tools to the next generation
 -  SAMIEEE
 -  eNotice
 -  EWH

Support IEEE BMS & BMS Re-architecture

-  Members
-  Volunteers
-  Staff
-  Redesign Process (Renew for 2009, Join 2010)
-  Release Planning
-  Defect Triage

IT Enterprise

-  Web Presence, Content Management

Develop New Tools

-  Support vTools
 -  Meetings, eVoting, WebinABox, Finance, Student Branch Reporting, Demographics
-  Enable Credit Card Processing

Partnering

-  All MGA
-  IT
 -  Data and Process Mgmt
 -  Technical Activities
 -  Corporate Strategy & Research
 -  Web Presence
-  Volunteer Leadership

Finance and Administration Team

Director, Finance and Administration

Larry Bolsch

Finance

- Planning
- Forecasting
- Budgets

- Financial Analysis
- Business Models
- Monthly Reporting

Geo Unit Reporting

- L50 Reports
- Tracking
- Internal Controls

- Compliance

Banking Transactions

- Region Financial Transactions
- Advise and support Section Treasurers

- Monthly Assessment Summaries
- Custody Accounts

Geographic Activities Team

Director, Geographic Activities

Cheryl Sinauskas

Geo Unit
Operations

- Regulatory
- Compliance

- Section Operations
- Volunteer Training
- Processes

Geo Unit
Administration

- Volunteer Inquiries
- Section Rebates
- Historical Research

- Meeting Reports
- Recognition Products
- Geo Unit Formations

Governance

- Policy Management
- MGA Board Operations
- Committee Support

- Volunteer Development
- Volunteer Recognition

Areas of Focus for Geographic Activities Staff

Geo Unit Experience

- ▣ Sections Congress
- ▣ Engagement and relationship development
- ▣ - Linking opportunities (e.g. local conferences)
- ▣ Activities and Programs

Geo Unit Operations & Processes

- ▣ Section Operations
- ▣ Geo Unit Formations
- ▣ Metrics and tracking
- ▣ vTools
- ▣ Geo Unit scan
- ▣ Historical Research

Volunteer Experience

- ▣ IEEE Center for Leadership Excellence
- ▣ Volunteer development and training

Governance

- ▣ MGA Board
- ▣ Select Committees
 - Award & Recognition
 - Life Member
 - Geo Unit Operations
- ▣ Policy and By-Laws
- ▣ MGA Operations Manual

Compliance and Regulatory

- ▣ Registration requirements and process
- ▣ Compliance Issues
- ▣ Section activities and operations

MGA

- Engagement
- Commitment
- Lifecycle
- Professional home

Thank You!