RAD and IEEE Activities

IEEE Regional Meetings 2007
2006/2007 Changes in IEEE RAD Staff

- **Joined the IEEE Regional Activities Staff in the past year**
  - Noel Bryson, IEEE.tv Producer
  - Janet Caswell, Administrator
  - Elizabeth Cortez, Finance Administrator
  - Alycia Ellis, A & A Associate
  - Qiana Harder, Membership Development Manager
  - Peggy Lefkin, Supervisor RA Administration
  - Brian Pratz, Product Manager
  - Stacey Waters, Administrator

- **Departed IEEE Regional Activities in the past year**
  - Mike Binder, Director Membership
  - Elena Mitelman, Tech Project Manager
  - Sameer Qureshi, Finance Administrator
  - Felicia Taylor, Membership Development Mgr.
2006
- Aug - Integration of IEEE.tv module
- Dec - Profession Desktop
  - IEEE Job Site – RSS feed of featured job listings
  - Mentoring Program
  - Career Navigator

2007 Plan (to date)
- OU Management System
  - Announcements
  - Calendars
  - Volunteer Desktop Upgrade
- Online Membership Directory
- RSS Reader / Feeds
- User satisfaction survey
- “myIEEE 2.0” requirements gathering
Feb - RAB authorized beta release
Jun - New Initiative business plan completed
Aug - Launched Member/Basic
         - Completion Production Guide and Production Workbook
Sep - Launched Public Access
         - Marketing begins
         - Symposium Presentation, IEEE Broadcast Technology Society - Washington DC
Oct - New Initiative recommended for approval
Nov - Upgraded viewer requirements
Dec - Finalize business model
       - Invitations for IEEE.tv Advisory Group
       - 15 productions available

2007 Plan (to date)
IEEE.tv Advisory Group
Product Manager / Executive Producer*
1st year of New Init production funding*
Official launch marketing
15-20 additional productions

* pending approval of 2007 budget
Business Management System - BMS

- BMS is more than an upgrade
  It is an *entirely new way* for IEEE to operate

- Provides full “360 degree” view of Members and Customers to enable us to understand customer behavior and create the knowledge of what they want in the future
  - Handles all transactions by individuals – not just members
    - Membership, Conferences, Xplore users, etc.
  - Handles all relationships they may have with IEEE – not just membership and subscriptions
    - Volunteer role(s), Awards bestowed, Conference registrations, Single Article Purchases, Standards memberships, Merchandise, etc.

- Integrated Business Intelligence engine (data warehouse) enabling Member/Customer interactions, Campaign Management, List Management and Audit reporting
  - Ability to understand their needs and analyze data to drive options and decision making for future products and services
Business Management System - BMS

- BMS is more complex and integrated than the systems it replaces
  - Enables IEEE to have the sophisticated relationship management and e-commerce capabilities/best practices
  - Added convenience for members and customers
    - One web account works everywhere, it remembers who you are and can give you ease of purchasing while remembering your credit card information (if you prefer)
  - Support for personalized services like myIEEE and IEEE Xplore
  - Recommends products and services of interest based on past purchases
  - Dynamic branding to support identify of IEEE and it’s Organizational Units
- Over 10k products with different pricing and media choices
- Data migration from 26 systems being replaced by BMS
- Creating 9 real-time interfaces and 23 batch interfaces
Business Management System - BMS

- BMS has more capabilities for volunteers and members
  - Initial release of BMS will be in place before the next renewal cycle
  - BMS has a shopping cart so the join/renew experience will be a little different.
  - Analytics will be replacing SAMIeee and will have much more capabilities than currently available.
  - Able to collect non member attendance at section/chapter meetings so we can develop a prospect list and have the ability to send a mailing to them by eNotice. (Future)
  - This will give us more flexibility that we could consider a monthly credit card charge for membership. (Future)
  - More features coming after we get the initial install completed.
BMS Analytics (SAMleee)

- Enhanced Graphical User Interface
- View multiple representations of same information in one report (e.g., data & graphics)
- See membership statistics, month to month and year to year
- User will also be able to format his/her own dashboard for personal preference
- Data to be refreshed three times a week and no refresh down time
- All data available currently in SAMleee will be available in BMS
Analytics – Dashboard Concept

Global Prompt!

Institute wide dashboards

Geographic Stats delivered as an Interactive dashboard, instead of 100 + static pages

Global Prompt! (Just choose month and your Org Unit to get its Stats!)

Historical Geo Stats will be available! (going as far back as the BMS launch month)
Select the fields required for analysis

Variety of graphs and charts available!

Narrow results for better analysis

Analytics – Improved User Interface
Results can be presented in multiple ways.

(Note new grade GSM!)