RAD and IEEE Activities

IEEE Regional Meetings 2007

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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
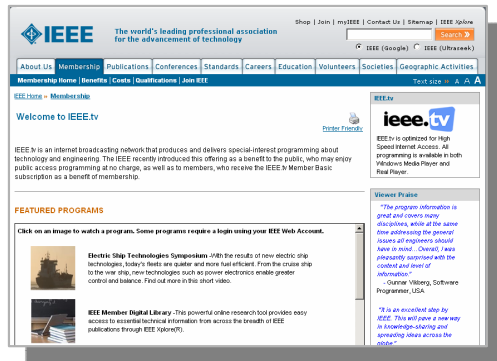   - Felicia Taylor, Membership Development Mgr.

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myIEEE™

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

2006
- 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

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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**

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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.**

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BMS Analytics (SAMIeee)

- **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 SAMIeee will be available in BMS**

Analytics – Dashboard Concept

Analytics – Improved User Interface

Select the fields required for analysis

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SAMIeee - for Volunteers

- Columns
  - Members and Affiliates
    - Profile
    - IEEE Profile
      - IEEE Membership Status Cod
      - IEEE Membership Status Des
      - IEEE Current Grade Code
      - IEEE Current Grade Descripti
      - IEEE Current Grade Start Dat
      - IEEE Membership Status Cha
      - IEEE Years of Service
      - GOLDYes/No
    - Geographic Info
    - Business Profile {BPA}
  - Member Info
  - Technical Interest Profile
  - Member Education
  - Member Certification
  - Grade History
  - Designations
  - All Memberships and Subscr
  - Computed Values
    - Count of Members
    - # Active Societies
    - # Active Subscriptions
    - # Active Member Copies
    - # Member Copies (Incl. both A
    - # of Active Copies Exclude Col
    - # of Total Copies Exclude Comp
    - # of Total Comp Copies
  - Society Flags
  - Other Membership Flags
  - Do Not Use -- System

| Criteria | Results | Prompts | Advanced |

Dashboards | **Answers** | Marketing | Delivers | Admin | Alerts! | My Account | Log Out

Untitled Analysis

Columns

Click on column names in the selection pane to add them to the request. Once added, drag-and-drop columns to reorder them. Edit a column's format, formula and filters by clicking the buttons below its name.

Geographic Info	IEEE Profile		Computed Values
Section Name	**IEEE Current Grade C**	**IEEE Current Grade Description**	**Count of Members**

Display Results | Remove All

Filters

Modify criteria by clicking on the filter button below any of the included columns. Add a saved filter by clicking on its name in the selection pane.

Section Name is equal to / is in **Akron Section**

Save Filter... | Remove Filters

Combine with Similar Request

Variety of graphs and charts available!

Narrow results for better analysis

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Analytics-Data & Graphics Options

Results can be presented in multiple ways.

(Note new grade GSM!)

Members by Grade

Akron Section

Members by Grade

- Member
- Student Member
- Affiliate
- Associate Member
- Life Member
- Life Senior
- Senior Member
- Graduate Student Member
- Fellow
- Life Fellow
- Individual

Section Name	IEEE Current Grade Description	Count of Members
Akron Section	Member	663
	Student Member	204
	Affiliate	190
	Associate Member	72
	Life Member	57
	Life Senior	41
	Senior Member	33
	Graduate Student Member	17
	Fellow	4
	Life Fellow	3
	Individual	2

Section Code is equal to R20001

Dashboard navigation panel:

Manage Catalog

- Dashboards
  - My Dashboard
    - Page 1
  - Marketing
  - Sales
  - Service
  - Interactive Selling
  - Partner
  - ERM
  - Consumer Sector
  - Automotive
  - Communications
  - Executive
  - Financial Services
  - Pharma
  - Incentive Compensation
  - Homeland Defense
  - Enterprise Visibility
  - Disconnected
  - Usage Accelerator
  - IEEE Statistics
  - Memberships and Subscrip

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