Regional Activities Challenges

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Membership Enterprise Engineering Project – Background and Charter

**Background**

- June 2005 IEEE Board Membership Decision.
  - RAB responsible for Membership and Membership Development.
- January 2006 RAB SPC Retreat.
- RAB VP Pedro Ray Constituted Project Team.
- February 2006 Presentation to Board of Directors.
- June 2006 Presentation to Board of Directors.
- November 2006 Presentation to the Board of Directors.

**Charter**

Take a fresh look at the functions and processes of RAB and the larger IEEE as appropriate to engineer the IEEE Membership Enterprise. Make recommendations for the **most effective and efficient** organizational functions, processes, and structure to support, develop, and grow the enterprise.

**Enterprise**

$30M Membership Dues ($60M Total Member-Related Revenues)

**Focus:** *Service Oriented – Responsibility-Over-Ownership – Effective – Efficient*

*This also contributes to the response to 2006 IEEE President Michael Lightner's challenge.*
IEEE Member Business Unit (MBU) – Vision & Mission

Vision

Ensure Quality Member Opportunities Through Continuous Engagement

Mission

Inspire, Enable, Empower and Engage Members of IEEE
Principles

• The member is IEEE and IEEE is the member.
• Members shape IEEE's future.
• Members collaborate to create IEEE's future.
• IEEE enhances members' future.
IEEE Member Business Unit (MBU) – Goals

Goals

- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness.
- Enhance collaboration with other business units.
- Increase membership.
IEEE Member Business Unit (MBU) – Strategies

**Strategies**

- Increase the value of IEEE membership.
- Utilize member life cycle concept.
- Provide a simple, consistent interface to members and prospective members.
- Track member involvement and development.
- Make the process of joining and maintaining membership simple and straightforward.
- Facilitate member collaboration.
- Become more transnational in look, feel and language.
- Strengthen the relevancy of IEEE membership to industry.
2007 MBU Progress Milestones by Workstream

People
- Critical hires complete
- Employee performance criteria

Business Processes
- Other hires/Internal redeployment
- Reporting structure adjustments
- Short-term process improvement opportunities
- Chapter/Section strategy
- Member Services recs.
- MBU governance committee Structure
- MBU Reorg benefits tracking
- MBU KPI's

Administration/Governance
- Team on-boarding
- MBU KPI's

Technology
- Member strategic plan
- Communication
- Data Reqs.

1 Includes prioritized strategic initiatives and plans (membership sales/renewal, product management, market research, data segmentation, section/chapter activity) as well as an evaluation of the Member Services call center and processing activities.