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

IEEE Member Business Unit (MBU) – Principles

Principles

- **The member is IEEE and IEEE is the member.**

- **Members shape IEEE's future.**

- **Members collaborate to create IEEE's future.**

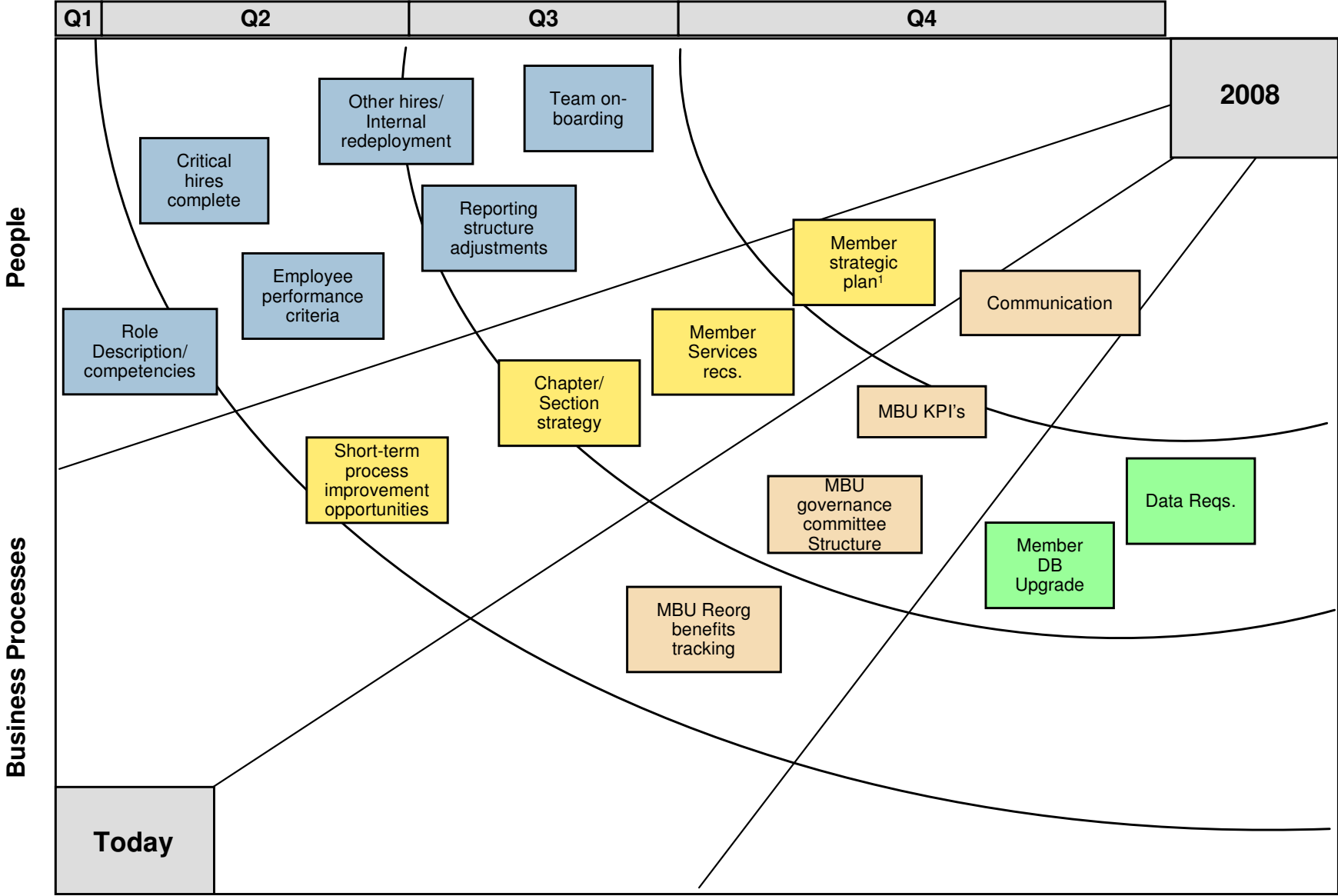- **IEEE enhances members' future.**

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

Q1	Q2	Q3	Q4

People

Business Processes

Other hires/ Internal redeployment

Team on-boarding

Critical hires complete

Reporting structure adjustments

Member strategic plan[1]

Communication

Employee performance criteria

Member Services recs.

Role Description/ competencies

Chapter/ Section strategy

MBU KPI's

Short-term process improvement opportunities

MBU governance committee Structure

Data Reqs.

Member DB Upgrade

MBU Reorg benefits tracking

2008

Today

Administration/Governance   **Technology**

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

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