

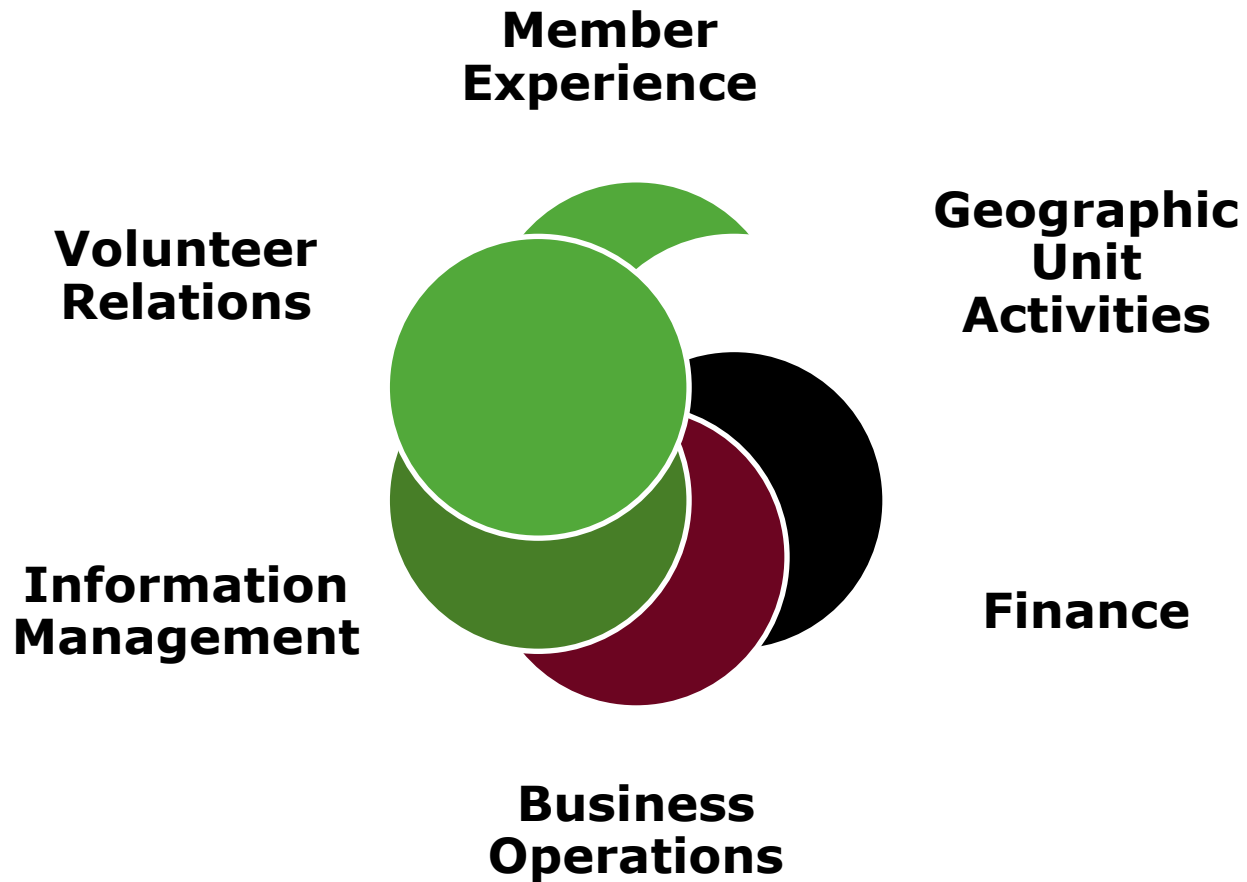
# MGA What's New

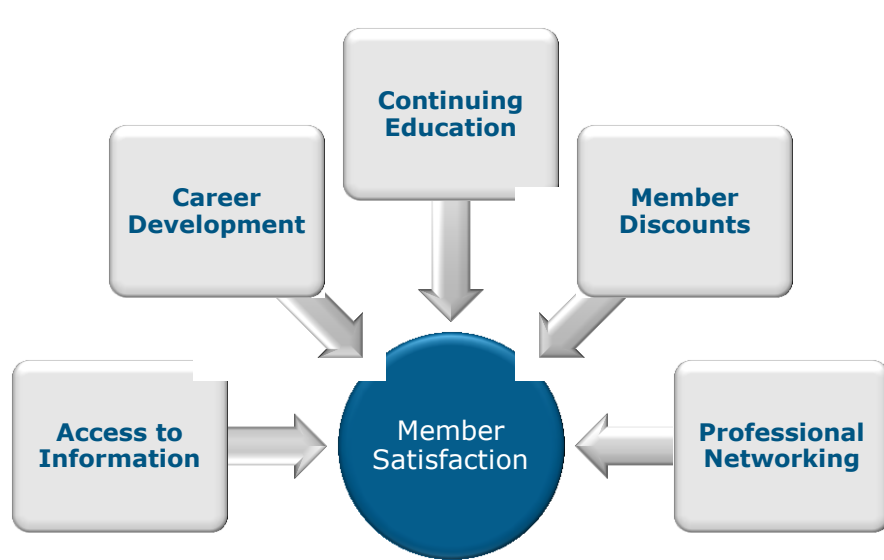
**Cecelia Jankowski**  
**Elyn Perez**

**Region 8 Meeting**  
**5 October 2013**

# IEEE Day

- Global initiative, Winner of the MGA Global Challenge - 2010
- The initiative date is October, to celebrate the 1<sup>st</sup> IEEE Technical Conference (October 1884). MGA fixed the date as the first Tuesday of October unless it overlaps with a major holiday.
- **2010** Theme: Celebrate Members Achievements
- **2011** Theme: Empowering Members to Create the Future (same as SC)
- **2012** Theme: Engineering the Future and Beyond
- **2013 Theme: Leveraging Technology for a Better Tomorrow**
- **More than 380 reported events in 2013!**
- More than **167** reported events in **2012**
- More than **160** reported events in **2011**
- More than **80** events reported in **2010**





# What's New for 2014:

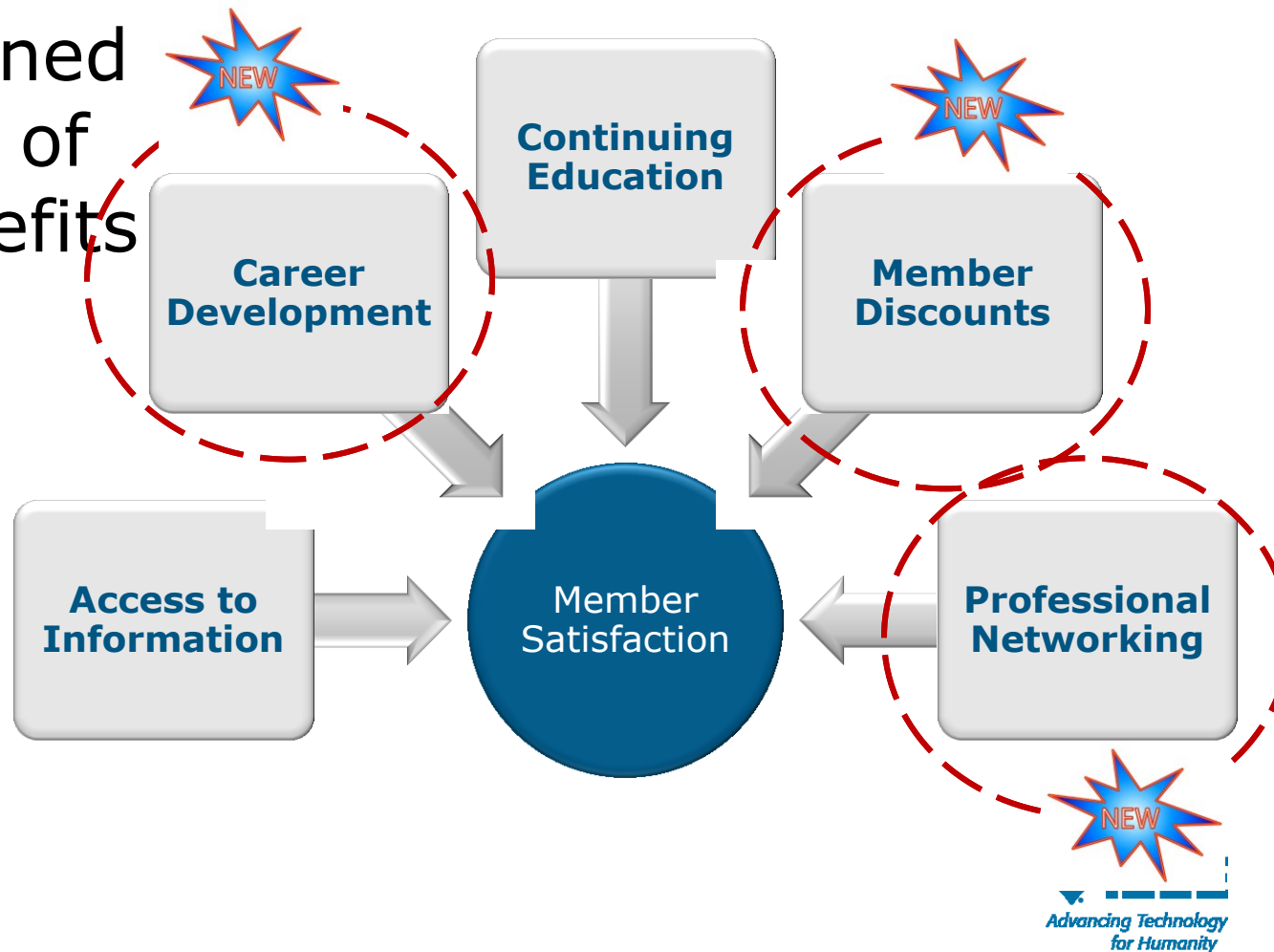
## Member Benefits and Programs

**Elyn Perez**

Senior Manager, Member Market Development

# MGA Member Product Roadmaps

MGA has aligned development of member benefits and opportunities along five roadmaps...



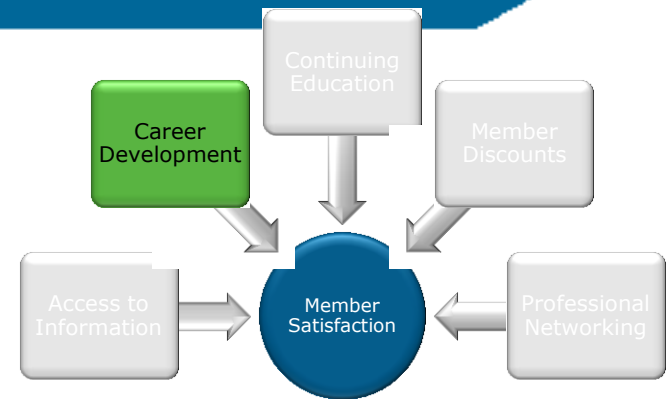
# Career Development

## ■ **IEEE MentorCentre**

- Better user experience
- Better instructions and tips on the mentoring interaction and relationship
- Single sign-on, once logged into myIEEE

## ■ **IEEE ResumeLab**

- Ability to use templates to build a customizable resume, cover letter, etc.
- Education / tool tips with each module
- Publish information to sharable website



# Member Discounts

## ■ **Rosetta Stone**

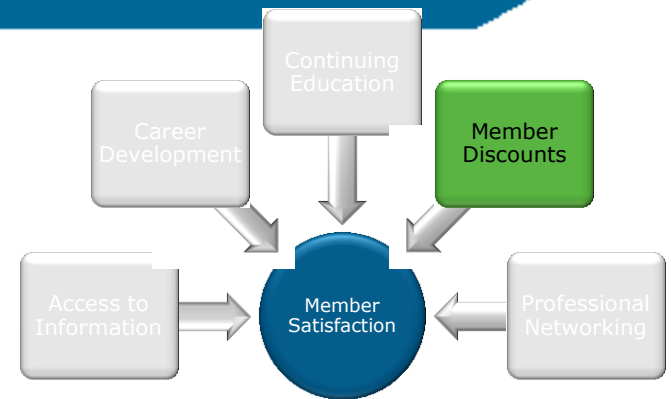
- Improves language skills; available in 24 languages
- Mobile application for on-the-go learning

## ■ **Clements Worldwide Life Insurance**

- Coverage is available to active IEEE members in 64 countries with no medical tests or blood work required
- Limits of coverage range from \$US25,000 up to \$US500,000 depending on membership grade
- More insurance products coming this year

## ■ **Vacation Center**

- Savings on several types of experiences
- Property rentals, tours, vacation packages
- Available worldwide



Learn more >>>

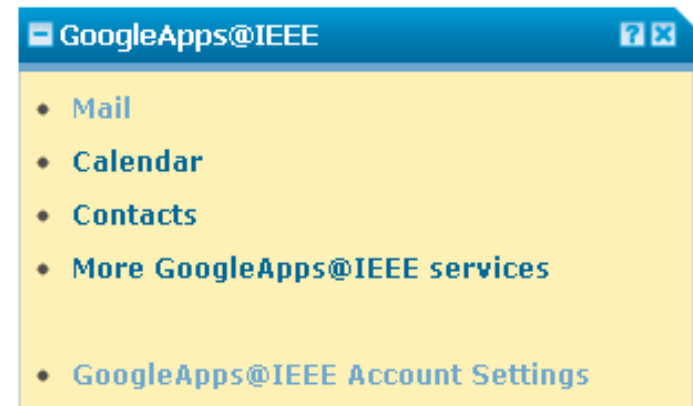
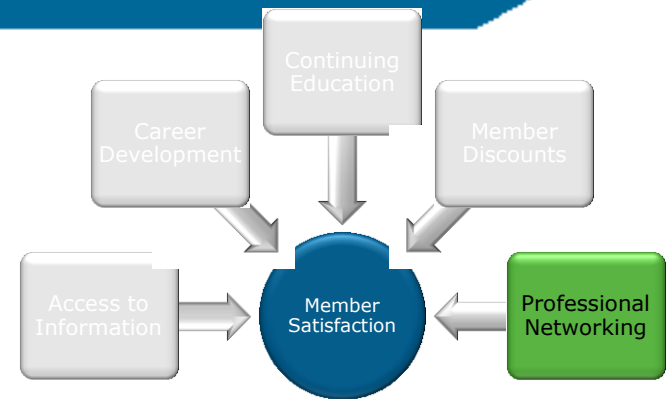
Language learning.  
Anytime. Anywhere.



# Professional Networking

## ■ **GoogleApps@IEEE**

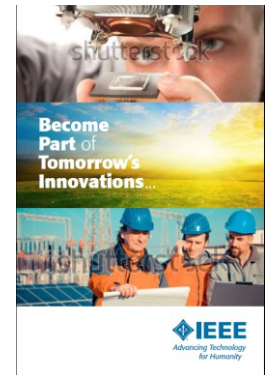
- Accessible from myIEEE
- This suite of products is offered to enhance peer-to-peer communications and collaboration between our members, and upgrade back-end management of IEEE e-mail alias service.
- Available at no additional cost to members
- Application suite includes mail, contacts, calendaring, and collaboration tool-set
- 30-gigabite of storage space
- Single sign-on, once logged into myIEEE





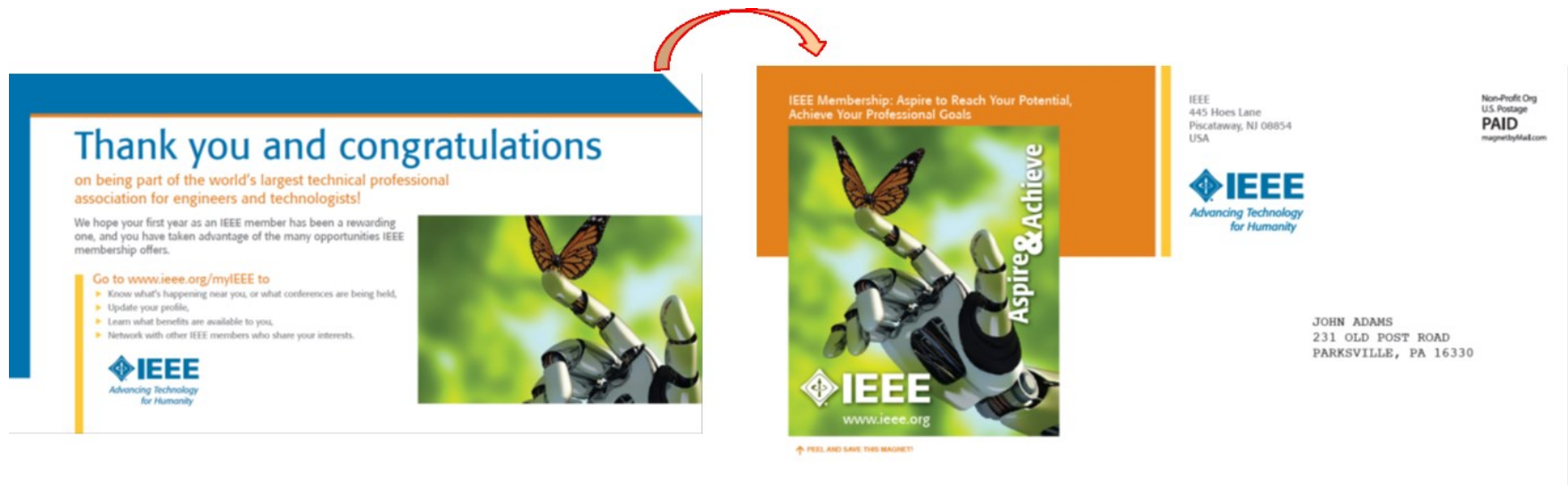
# 2014 Membership Collateral

- Recruitment brochures: new look and smaller size for 2014
- Introduction of a student-focused brochure
- Other new collateral pieces:
  - Brand new poster series
  - 3-D Table Topper
  - Digital brochure – interactive pdf and ppt slideshow



# First Year Engagement

- ▶ Over-sized postcard with peel off magnet
- ▶ Going to all first-year higher grade members worldwide



# Thank you!

▣ Questions? Comments? Suggestions?

Elyn Perez

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# Goals for MGA in 2013

- Deliver a World-Class membership experience
- Expand IEEE's global membership presence
- Modernize the volunteer experience

## ► Online Member Networking

- Professional networking consistently in importance to members
- Provide a collaborative environment for members to network

## ► Careers

- Development of a comprehensive plan to improve career offerings in the IEEE
- Business plan being developed for a enterprise-wide career portfolio
- Researching and developing 3 new career products for members

## ► GeoUnit Vitality

- Building of an online Section Dashboard
- Pilot volunteer onboarding program

# Volunteer Leadership (VOLT) Pilot Program

**Loretta J. Arellano**  
**IEEE Volunteer – Program Chair**

- Administered by volunteer Ad Hoc committee, Chaired by Loretta J Arellano, Past Region 6 Director.
- Design and pilot a high quality onboarding program to accelerate volunteers knowledge of IEEE's organization, products & services, and resources and tools available to them
- Program will help participants understand their role within their geographic units and the larger IEEE
- Use 'blended approach' that combines formal and and practical hands-on learning approach
- Participants will gain practical leadership experience and skills to apply in their professional environment
- Pilot success will set the stage for an on-going broader program to develop and prepare future IEEE leaders



- A more interested and motivated IEEE volunteer
- Increased pool of candidates for officer positions – basis to develop a succession pool
- Section Congress 2014 opportunity to have participants speak about their experiences – potential session on lessons learned
- Volunteer's reinforced decision to continue their professional journey within IEEE's community for years to come



**Nigeria**  
**Tunisia**  
**Spain**  
**Egypt**  
**Ukraine**

- ▶ Volunteers are the pillar of the IEEE organization and the main drivers for IEEE activities worldwide.
- ▶ Volunteers perceive IEEE as a key resource to gain knowledge and skills to further their professional growth and enhance their contribution
- ▶ Keeping volunteers engaged, energized, and motivated to serve in leadership positions is challenging
- ▶ IEEE has many resources available to its volunteers across each organizational unit and volunteers may not be aware they exist

# Volunteer Communications

# Communications: Opportunities & Challenges

- Volunteer <-> Volunteer
- Volunteer <-> Member
- Volunteer <-> Committee/unit
- Volunteer <-> Staff
- HQ <-> Member
- Member <-> Member
- HQ <-> Volunteer

# What was in-place for this meeting?

- MGA Board had
  - List of products/services/actions/projects that are actively being communicated in IEEE that impact members and geounits
  - Meeting Summary by topic and MGAB actions
- Follow-up of key topics from Region meetings:
  - Quickly resolve issues, e.g., VAT
  - Ensured responsible teams aware of volunteer concerns raised at Madrid meeting in their area, e.g., geounit finances and registration
- Contacted Region Committee leaders prior to meeting to better synchronize information to be presented
- Met with IEEE Staff who are here today so we all understood what was being presented or to be discussed here in Sarajevo.

# Action

Review processes MGA/IEEE uses to introduce & inform on volunteer products/services/ processes

- Identify where we need to create opportunities for consultation with volunteer groups to ensure we understand the impact
- Make IEEE context clear-- why something is important or urgent and what we expect in the future
- Coordinating introductions/information on things new or updated

# **Thank you !**

## **We appreciate the time each of you volunteers for IEEE**