Topics

- Resources
  - VOLT
  - Section Vitality Dashboard

- Member Benefits
  - Google Apps for members
  - Career Resources – Resume Lab

- Implementing the MGA Strategy
A high-quality volunteer onboarding program designed to accelerate volunteer’ knowledge of IEEE

--> the organization, products & services, resources & tools

- Engage, energize and motivate volunteers to actively seek out and serve in leadership positions

- Establish the core body of knowledge for a broader training framework to develop and prepare future IEEE leaders

- Enable participants to understand their role(s) within their geographic units and the larger IEEE

**VOLT Expected Outcome** - increase volunteers’ perception of IEEE as a valuable resource to support them in their IEEE volunteer and professional careers
Targeted participants: current volunteers who have 2+ years experience and who have not held an officer position in their geographic unit

Each participant assigned a Mentor (experienced IEEE member with history across at least two OUs)

Program combines formal and practical learning over 6 months
   – About IEEE and organizational Units
   – Leadership & Communication Skills
   – ‘How To’ Demos, Homework, weekly “Did You Know’s”
   – Weekly webinars facilitated by internal and external SMEs

Team Project – Teams collaborated on plans to establish a working relationship between a section and an IEEE OU

VOLT on Facebook - [https://www.facebook.com/ieee.volt](https://www.facebook.com/ieee.volt)
Section Vitality Dashboard

- Develop a monitoring tool for use by **section leaders** that provides real time, top-down status view of their section vitality metrics.

- Uses a phased approach to expedite delivery of information.

- Phase 1 was announced in January 2014
  - Includes:
    - Dynamic Data (SAMIEEE Data)
    - Static Data links (IEEE Annual Statistics, Rosters etc...)
    - Links to create Surveys, Polls and Doodles

- Data from all reports can be exported
Volunteer committee defined eleven (11) components to include in the dashboard.

Staff analyzed the most widely used reports in SAMIEEE.
Section Vitality Dashboard has 5 Tabs

Count and chart of members by grade

Select Section, Click Apply

Affiliates and Standards Association Members
Students by School and IEEE designated field

Active Student and Graduate Student Member Counts by School

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<th>Section Name</th>
<th>School Name</th>
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# Leadership Tab: Current Section, Chapter, Affinity Group and Student Branch Volunteers

## Current Section and Subsection Officers

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<th>Region Code</th>
<th>Section Name</th>
<th>Sub Section Name</th>
<th>Position Description</th>
<th>Position Start Date</th>
<th>Position End Date</th>
<th>First Name</th>
<th>Last Name</th>
<th>Email Address</th>
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<tbody>
<tr>
<td>R8</td>
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<td></td>
<td>Awards &amp; Recognition Committee Chair</td>
<td>3/1/2012</td>
<td></td>
<td>Jan</td>
<td>Sykuski</td>
<td><a href="mailto:jks@scotia.ac.uk">jks@scotia.ac.uk</a></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Chair</td>
<td>1/1/2014</td>
<td></td>
<td>Stephen</td>
<td>Nightingale</td>
<td><a href="mailto:steven131@aol.com">steven131@aol.com</a></td>
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<tr>
<td></td>
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<td></td>
<td>Chapter Coordinator</td>
<td>1/1/2012</td>
<td></td>
<td>IZZET</td>
<td>KALE</td>
<td><a href="mailto:kele@wmn.ac.uk">kele@wmn.ac.uk</a></td>
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<td></td>
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<td>Conference Coordinator</td>
<td>10/11/2012</td>
<td></td>
<td>Roy</td>
<td>Ediss</td>
<td><a href="mailto:roy.ediss@ieee.org">roy.ediss@ieee.org</a></td>
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<td>1/1/2011</td>
<td></td>
<td>Oussalah</td>
<td>Mourad</td>
<td><a href="mailto:m.oussalah@bham.ac.uk">m.oussalah@bham.ac.uk</a></td>
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<td></td>
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<td>Historian</td>
<td>1/1/2010</td>
<td></td>
<td>Peter C</td>
<td>Hill</td>
<td><a href="mailto:p.c.hill@cranfield.ac.uk">p.c.hill@cranfield.ac.uk</a></td>
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<td>10/11/2012</td>
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<td>Vertannes</td>
<td><a href="mailto:pav2@lucent.com">pav2@lucent.com</a></td>
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<td>Nicholas</td>
<td>Wright</td>
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<td>12/2/2013</td>
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<td>Gabriela</td>
<td>Asprela Lbonati</td>
<td><a href="mailto:gallob@gmail.com">gallob@gmail.com</a></td>
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Note: All lists currently do not show vacant positions.
Leadership Tab more:
All Section members who have held a reported IEEE position

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<td>Al-Akaidi</td>
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<td>M</td>
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<td>Zubaida</td>
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What’s Next for the Dashboard?

2014
- May - A “Meetings” Tab will show all reported Section meeting activity, past and scheduled.
- New features added throughout the year.

2015: anticipate a complete SAMIEEE redesign incorporating “role based” display.
- Expand dashboard to Societies and other SAMIEEE users
- Reducing the need to know and understand specifics of using SAMIEEE.
GoogleApps@IEEE

http:www.ieee.org/googleapps

Member benefit for all IEEE members
• Included in the price of membership dues
• Application suite includes mail, contacts, calendaring, and collaboration tool-set
• 30-gigabite of storage space
• Single sign-on, once logged into myIEEE

GoogleApps suite offered to members:
• Email (@IEEE.org)
• Contacts
• Calendar
• Google Drive

• Google+*
• Picasa* & more

* Not covered by the IEEE Enterprise agreement with Google
MGA has aligned development of member benefits and opportunities along five roadmaps...
Career Development

- Find a job @ IEEE Job Site careers.ieee.org
- Create your resume @ IEEE Resume Lab www.ieee.org/resumelab
- Find a mentor @ IEEE MentorCentre www.ieee.org/mentoring
- Knowledge resources
  Career Guidance @ The Institute http://theinstitute.ieee.org/career-and-education
New member benefit launched 31 January 2014
Create resumes and cover letters using customized templates with built-in training and tool tips

Build video resumes and work portfolios
Take mock interviews with 900+ practice interview questions
Resume / CV Assistance

- Easily editable templates and easy to use interface
- Samples, action verbs, and section examples available

Looking for job? Make your resume searchable by employers. Opt in now!
Portfolios

- Store documents related to the employment process
  - Letters of Recommendation, Reference Lists, Writing Samples
- Store documents from one’s experience
- Add files by uploading or link to online sources
Mock Interviews

- 900+ different questions to answer
- Different interview types and multiple interviewers
- Record audio, video, or just listen
- Review personally or share with mentor, professor, etc.

QUESTION:
Have you ever made a bad decision that you regretted?

INTERVIEWER: David, Optimal Resume
CANDIDATE: IEEE Testing
COACH: David, Optimal Resume
Share Everything

- Share anything created in ResumeLab via a publically available URL or via social media.
- Create a personal website pair together various elements created on ResumeLab.

**ADD PAGES TO YOUR WEBSITE**

**RESUMES**
- SASD
- Test1
- Test2
- Test3

**LETTERS**
- Test123

**PORTFOLIOS**
- Test123
### Metrics on Awareness and Use (as of 25 March 2014)

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<th>Count</th>
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<tr>
<td>1,750+</td>
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<td>2,500+</td>
<td>Documents – resumes, CVs, letters, and assessments – created in ResumeLab</td>
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<tr>
<td>66%</td>
<td>Percent of users who are students or Young Professionals</td>
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</table>
Geographic Usage

- Users represent 76 countries

Top countries in Region 8 using ResumeLab are Egypt, Tunisia, UK, and Portugal
Implementing the MGA Strategy Playbook
MGA Winning Aspiration

To be the best in class association for technical professionals in the world by

1. Delivering an exceptional membership experience (50% or more of members rating as IEEE membership “top box” or "very satisfied")

2. Expanding IEEE's global membership presence.

3. Developing and supporting a positive professional development experience for volunteers who deliver the IEEE experience.
How Do We Impact
Member Impact at IEEE

Financial: $100-125M/yr (25-32% of Revenues)
- $66M in direct Membership dues and Periodical Revenue
- $2.6M in direct sales of Member Digital Library
- About 40-50% of the attendees of the $138M Conference business*

Other value from members
- Source of leads for IEEE Xplore sales
- Stewards and evangelists of the IEEE Brand around the world
- Primary source of our volunteer community

* Range discounted by 20% for conference discounts
423 Events Submitted – 250% increase

110 Geo Units held local events

413 Photo Contest submissions

Social Media Activity:
Facebook - more than 13,000 likes
Twitter – 1,600 tweets
Google+ - more than 800 +1s

109 new higher grade members
- 121% Year over Year Increase

Save the date:
IEEE Day 2014 – 7 October 2014

Thank you for supporting IEEE Day!!
Major Challenge: How to create a “Wow” Experience?

“Wow” definition (Zappos’ Core Value #1 example):
“To WOW, you must differentiate yourself, which means doing something a little unconventional and innovative. You must do something that's above and beyond what's expected. And whatever you do must have an emotional impact on the receiver.”

For IEEE: We need to pick our spots... ... and make each one count!
Satisfaction alone is not enough!

*It matters how, and how often, experiences occur ...*
International partnerships inspire innovation for those who develop and deliver technology solutions.

- New Markets
- Local Programs
- Product Innovation

Global means doing what is needed locally, everywhere.
Sections should focus on those activities that are most impactful to the member.

A vital section should focus on providing its members:

- Involvement with relevant local industry
- Professional development and networking within the Section
- Communications – including a current and well maintained Section web page and providing a monthly newsletter
- Continuing education programs
- Opportunity to participate in online meetings/webinars
- Joint events with other sections and professional societies

Volunteers should utilize data to prioritize the activities of the section and not their own opinions.
How will we win?

- By delivering high quality IEEE branded products and service to meet gaps in member satisfaction
- By having volunteer and geo units participating with the winning aspiration and associated objectives
- Through locally authentic strategies and experiences
- By exploring and implementing innovative and experimental models for member engagement
MGA Winning Aspiration

To be the best in class association for technical professionals in the world by

1. Delivering an exceptional membership experience (50% or more of members rating as IEEE membership “top box” or "very satisfied")

2. Expanding IEEE's global membership presence.

3. Developing and supporting a positive professional development experience for volunteers who deliver the IEEE experience.
Where Will Young Professionals Play?

Segment 1
- Disengaged older members
- Not inclined to give back to IEEE
- IEEE mission is less relevant

Segment 2
- Young members
- Connected to IEEE’s vision
- Want to be more involved
- Career services, networking, continuing education are very important
- Use Social Media

Segment 3
- Engaged Older members
- More concentrated in educational institutions
- Interested in sharing with others
- They are actively involved with both networking and volunteering.
- Most satisfied with IEEE

Segment 4
- Younger members
- Want to be more involved
  - Do not know how
  - Don’t feel invited
- Feel products difficult to use
- Lowest satisfaction

Segment 5
- At IEEE for Technical Content
- Not connected to mission of IEEE
- Tend to have language barriers

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Where Will Young Professionals Play?
How will we win? Securing IEEE’s future - We need to satisfy these key YP segments

**Segment 2**
- Young members
- Connected to IEEE’s vision
- Want to be more involved
- Career services, networking, continuing education are very important
- Use Social Media

**Segment 4**
- Younger members
- Want to be more involved
  - Do not know how
  - Don’t feel invited
- Feel products difficult to use
- Lowest satisfaction

**HOW?**
- Identify them, find them via YP queries in SAMIEEE
- **Ask** them to get involved? Hint: They like to volunteer as a group
- Connect with them via social media
- Give them a chance to look good and add something to their resume
- Spend conference time on professional networking and career development & advertise it that way!
Discussion

How Does R8 Play?
- R8 Strategic Challenges
  - Go to industry!
  - Increase IEEE’s footprint!
  - Think education!

How Will R8 and its Sections Win?
- Focus on high energy YP events
- Host a Metro Area Workshop
- Participate in the career strategy
- Afternoon discussions
- ???
Thank you!