



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

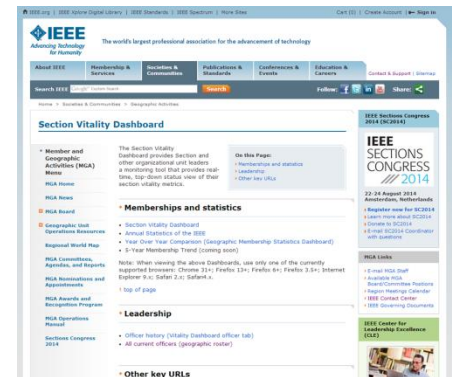
- ▶ Engage, energize and motivate volunteers to actively seek out and serve in leadership positions
- ▶ Establish the core body of knowledge for a broader training framework to develop and prepare future IEEE leaders
- ▶ Enable participants to understand their role(s) within their geographic units and 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>

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



Section Vitality Dashboard Page on iee.org

http://www.ieee.org/societies_communities/geo_activities/dashboard.html

IEEE.org | IEEE Xplore Digital Library | IEEE Standards | IEEE Spectrum | More Sites Cart (0) | Create Account | Sign in

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Advancing Technology
for Humanity

The world's largest professional association for the advancement of technology

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Home > Societies & Communities > Geographic Activities

Section Vitality Dashboard

Member and Geographic Activities (MGA) Menu

- MGA Home
- MGA News
- MGA Board
- Geographic Unit Operations Resources
- Regional World Map
- MGA Committees, Agendas, and Reports
- MGA Nominations and Appointments
- MGA Awards and Recognition Program
- MGA Operations Manual
- Sections Congress 2014

The Section Vitality Dashboard provides Section and other organizational unit leaders a monitoring tool that provides real-time, top-down status view of their section vitality metrics.

On this Page:

- Memberships and statistics
- Leadership
- Other key URLs

Memberships and statistics

- Section Vitality Dashboard
- Annual Statistics of the IEEE
- Year Over Year Comparison (Geographic Membership Statistics Dashboard)
- 5-Year Membership Trend (coming soon)

Note: When viewing the above Dashboards, use only one of the currently supported browsers: Chrome 31+; Firefox 13+; Firefox 6+; Firefox 3.5+; Internet Explorer 9.x; Safari 2.x; Safari4.x.

[↑ top of page](#)

Leadership

- Officer history (Vitality Dashboard officer tab)
- All current officers (geographic roster)

Other key URLs

IEEE Sections Congress 2014 (SC2014)

IEEE SECTIONS CONGRESS 2014


22-24 August 2014
Amsterdam, Netherlands

- Register now for SC2014
- Learn more about SC2014
- Donate to SC2014
- E-mail SC2014 Coordinator with questions

MGA Links

- E-mail MGA Staff
- Available MGA Board/Committee Positions
- Region Meetings Calendar
- IEEE Contact Center
- IEEE Governing Documents

IEEE Center for Leadership Excellence (CLE)



Volunteer committee defined eleven (11) components to include in the dashboard.

Staff analyzed the most widely used reports in SAMIEEE.



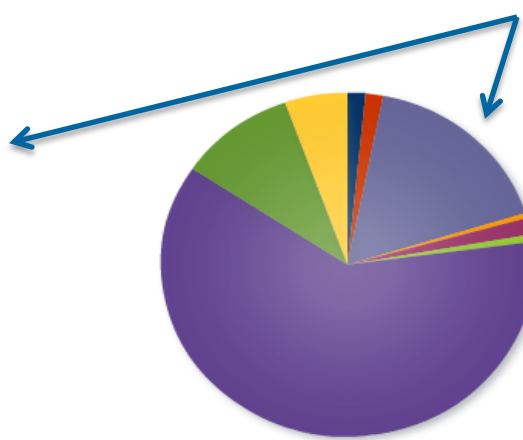
Section Vitality Dashboard has 5 Tabs

Section Name

Select Section, Click **Apply**

Active Member Counts by Grade, by Section

Section Name	IEEE Current Grade Description	Count of Members
U.K. & Rep Of Ireland Section	Associate Member	135
	Fellow	132
	Graduate Student Member	1486
	Honorary Member	1
	Life Fellow	42
	Life Member	135
	Life Senior	61
	Member	5349
	Senior Member	884
	Student Member	472
U.K. & Rep Of Ireland Section Total		8697



Count and chart of members by grade

- Associate Member
- Fellow
- Graduate Student Member
- Honorary Member
- Life Fellow
- Life Member
- Life Senior
- Member
- Senior Member
- Student Member

[Print](#) - [Export](#)

Section Name	IEEE Current Grade Description	Count of Members
U.K. & Rep Of Ireland Section	Affiliate	287
	SA Member	11
U.K. & Rep Of Ireland Section Total		298

[Print](#) - [Export](#)

Affiliates and Standards Association Members

More Reports on "Members" Tab

Students by School and IEEE designated field

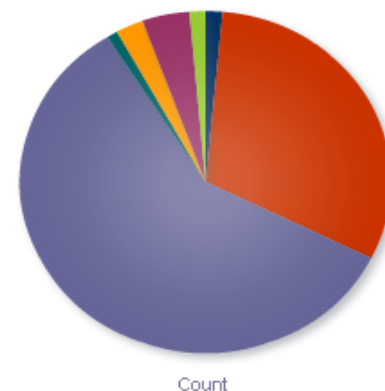


Active Student and Graduate Student Member Counts by School

Section Name	School Name	Count
U.K. & Rep Of Ireland Section	Aberdeen University	32
	Anglia Ruskin University	9
	Aston University	8
	Athens Univ Of	1
	Athlone Inst Of Tech	1
	Babol University of Technology	1
	Bangor Univ College Of North Wales	6
	Beijing Jiaotong University	1
	Birbeck, University of London	3
	Birla Inst Of Tech & Sci - Dubai Campus	1
	Bolton Univ	3
	Bournemouth Univ	3
	Brighton University	1
	Brunel Univ	34
	Cambridge Univ Of	24
	Cambridge Univ Of Clare College	1
	Cambridge Univ Of-Churchill College	4
	Cambridge Univ Of-Sewlyn College	1
	Cambridge Univ Of-Trinity College	1
	Cambridge, Univ Of Magdalene College	1
	Cardiff University	1
	Cardiff University College	12
	Carnegie Mellon Univ	1
	Central England Univ-Birmingham	1
	China Univ Of Electronic Science And Tech	1

Rows 1 - 25

■ Biological and Medical Science
 ■ Computer Sciences and Informat
 ■ Engineering
■ Mathematics
 ■ Other
 ■ Physical Sciences
■ Technical Communications, Educ



Section Name: School Name:

➤ *Additional reports include Societies and Affinity Groups*

Leadership Tab: Current Section, Chapter, Affinity Group and Student Branch Volunteers

Section Name

Note: All lists currently do not show vacant positions.



Current Section and Subsection Officers

Region Code	Section Name	Sub Section Name	Position Description	Position Start Date	Position End Date	First Name	Last Name	Email Address
R8	U.K. & Rep Of Ireland Section		Awards & Recognition Committee Chair	3/1/2012		Jan	Sykulski	jks@soton.ac.uk
			Chair	1/1/2014		Stephen	Nightingale	steven131@aol.com
			Chapter Coordinator	1/1/2012		IZZET	KALE	kalei@wmin.ac.uk
			Conference Coordinator	10/11/2012		Roy	Ediss	roy.ediss@ieee.org
			Educational Activities	1/1/2011		Oussalah	Mourad	m.oussalah@bham.ac.uk
			Historian	1/1/2010		Peter C	Hill	p.c.j.hill@cranfield.ac.uk
			Industry Relations Coordinator	1/1/2012		Nihal	Sinnadurai	sinnadurai@aol.com
			Membership Development	3/23/2012		Wim	Melis	wim.melis@ieee.org
			Nominations and Appointments Chair	10/11/2012		Paul	Vertannes	pav2@lucent.com
			Past Chair	1/1/2014		Nihal	Sinnadurai	sinnadurai@aol.com
			Professional Activities	10/16/2013		Patrick	Luk	p.c.k.luk@cranfield.ac.uk
			SAMIEEE RECIPIENT	12/10/2007		C	Turner	c.turner@ieee.org
			Secretary	3/23/2012		Mona	Ghassemian	mona.ghassemian@kcl.ac.uk
			Student Activities	1/1/2013		Yifei	Wang	ieee.yifei.wang@gmail.com
			Treasurer	1/1/2010		Nicholas	Wright	nick.wright@ncl.ac.uk
			Vice Chair	1/1/2014		A	Hessami	hessami@vegaglobalsystems.com
			Webmaster	12/2/2013		Gabriella	Asprella Libonati	gal.job@gmail.com

[Print](#) - [Export](#)

Leadership Tab more: All Section members who have held a reported IEEE position



Most Popular!

Vitality Dashboard

Alerts Home Catalog Favorites Dashboards New Open Signed In As Sharoff, Vera Lee G.

Members Officers Members in Arrears/Inactive Pre-Arrears Members Additional Member Lists

Volunteer History for Active Members

Section Name	Member Number	Last Name	First Name	Middle Initial	Email Address	Home Phone	Work Phone	Organizational Unit Name	Organizational Type	Position Description	Position Start Date	Position End Date
U.K. & Rep Of Ireland Section	40175518	AL-AKAIDI	MARWAN	M	mma@dmu.ac.uk	+00447884235159	+44 1162577098	U.K. & Rep Of Ireland Section	Section	Conference Coordinator	01/01/2012	01/02/2012
								UKRI Section Chapter, SP01	Chapter	Chapter Chair	01/01/1999	
	92276697	Abdul Sattar	Zubaida		eepe02@bangor.ac.uk			Bangor University SB	Student Branch	Chair	10/28/2013	
	80708821	Abunjaleh	Alaa	I	abnjlh@gmail.com	+447912884191	+441133437077	IEEE Microwave Theory and Techniques Society	Society	Administrative Committee	01/01/2012	12/31/2014
										Secretary	01/01/2011	12/31/2012
										Education	01/01/2014	
										Awards	01/01/2014	
	01472554	Aggarwal	Raj	K	r.k.aggarwal@bath.ac.uk		+441225826326	UKRI Section Chapter, PE31	Chapter	Chapter Treasurer	01/01/2008	12/31/2008
	08242505	Aghvami	Abdol-Hamid		hamid.aghvami@kcl.ac.uk	+44 208 9988716	+44 207 8482898	Kings College London Sb	Student Branch	Counselor	06/01/2001	07/01/2002
									Chapter	Chapter Chair	09/01/1990	12/31/1998
	41523414	Agrawal	Arti		arti_agrawal@hotmail.com		+4402070403887	U.K. & Rep Of Ireland Section	Section	Professional Activities	01/01/2013	10/16/2013
									Affinity	Affinity Group Vice Chair	07/01/2013	
									Affinity	Affinity Group Chairman	01/01/2012	10/16/2013
	90406753	Ahmadi	Samad		sahmadi@dmu.ac.uk	+	+44-116-2506314	CE-Standing Committees	Committee	Conference Member	01/01/2009	12/31/2009
	90365743	Ahmed	Khaled	Hani	khaledh20@yahoo.com	+100441415464279	+44 (0) 141 548 2350	University of Aberdeen, PEL35	Student Branch Chapter	Advisor	02/12/2014	
80391009	Alessandro	Crescenzo S D		cdalessandro@iee.org	+441494837046		Univ Of Newcastle Upon Tyne	Student Branch	Chair	06/27/2006	06/01/2011	
80582616	Ali Alao	Babatunde		ali.alao@hotmail.com		+442071830455	UKRI Section Jt. Chapter, TM14/PC26	Joint Chapter	Chapter Secretary	09/10/2013		
40104087	Allen	A	R	a.allen@abdn.ac.uk		+44 1224 272501	University of Aberdeen SB	Student Branch	Counselor	06/27/2013		
90615057	Amaro	Pedro		antoniopedroamaro@gmail.com	+447728872557		Univ Of Southampton SB	Student Branch	Chair	06/11/2013		
92560727	Amin	Muhammad Junaid		junaid.amin@umail.ucc.ie	+	+	University College Cork SB	Student Branch	Chair	01/24/2014		
40257575	Asadpour	Rhonda	R	asadpour@houston.ac.uk	+441534 281348	+44 1534	CE-Standing	Committee	Standards	01/01/2010		

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:

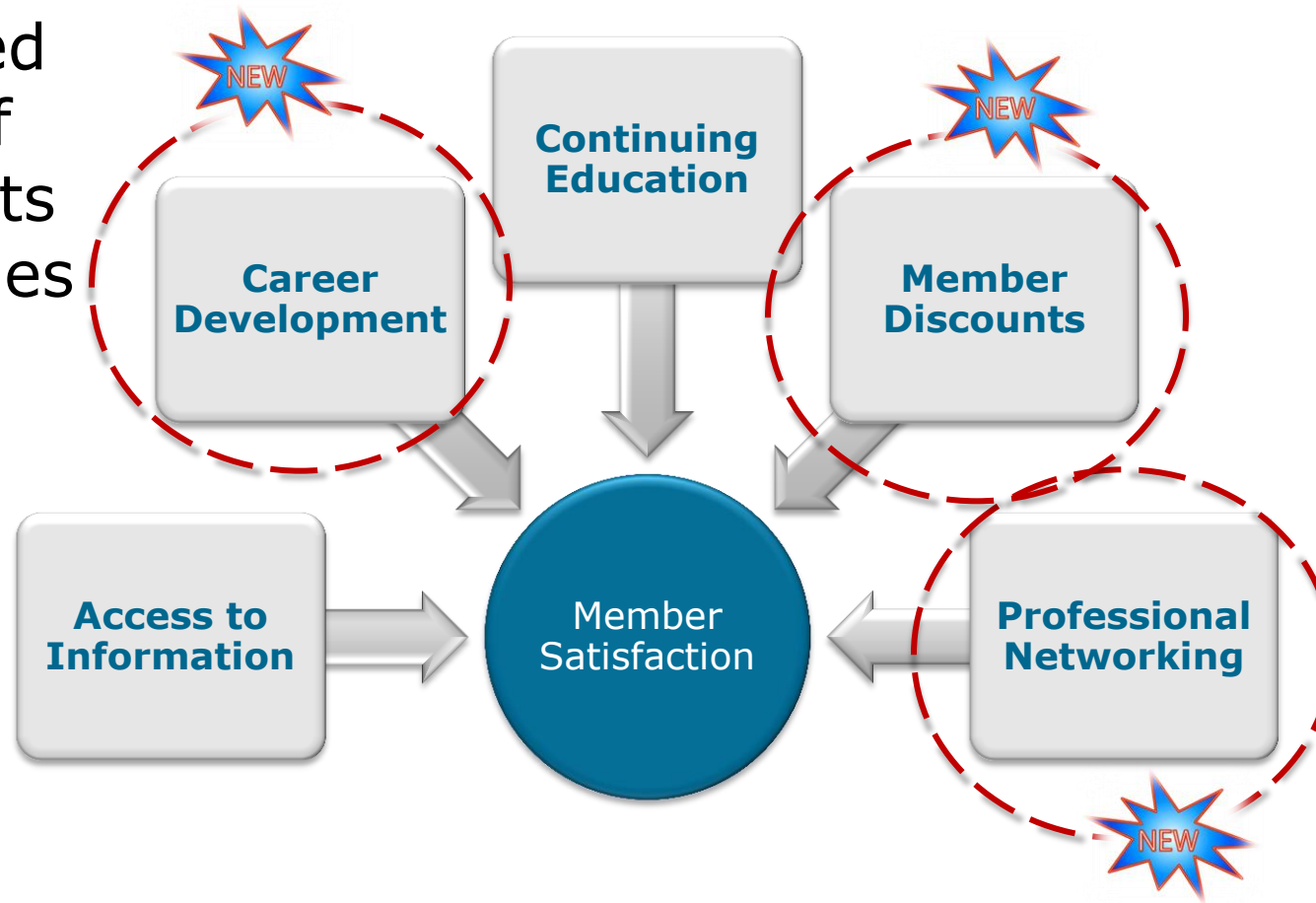
- Email (@IEEE.org)
- Contacts
- Calendar
- Google Drive
- Google+*
- Picasa* & more

* Not covered by the IEEE Enterprise agreement with Google

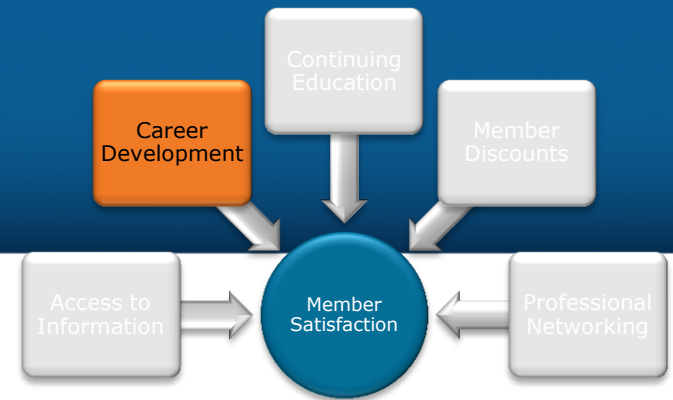


MGA Member Product Roadmaps

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>

the institute

- ▶ 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

A blue button with a document icon and a green checkmark. Below the button is a white box containing a green plus icon, the text "Create New Resume", and "Manage Your Resumes".

RESUMES

[Create New Resume](#)

Manage Your Resumes

A blue button with a document icon. Below the button is a white box containing a green plus icon, the text "Create New Letter", and "Manage Your Letters".

LETTERS

[Create New Letter](#)

Manage Your Letters

A blue button with a folder icon. Below the button is a white box containing a green plus icon, the text "Create New Portfolio", and "Manage Your Portfolios".

PORTFOLIOS

[Create New Portfolio](#)

Manage Your Portfolios

A blue button with a bar chart icon. Below the button is a white box containing a green plus icon, the text "Create New Assessment", and "Manage Your Assessments".

ASSESSMENTS

[Create New Assessment](#)

Manage Your Assessments

A blue button with a speech bubble icon. Below the button is a white box containing a green plus icon, the text "Create New Interview", and "Manage Your Interviews".

INTERVIEWS

[Create New Interview](#)

Manage Your Interviews

A blue button with a video camera icon. Below the button is a white box containing a green plus icon, the text "Create Video Resume", and "Manage Your Video Resumes".

VIDEO RESUMES

[Create Video Resume](#)

Manage Your Video Resumes



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!](#)

[Play Video](#)

.75"
.75"

IEEE TESTING

445 Hoes Lane • Piscataway, NJ 08873 • 7325625430 • ieetest@ieee.org

SENIOR SOFTWARE ENGINEER/DEVELOPER

Award-winning Software Engineer/Developer with a more than 15-year track record of success in exceeding expectations and meeting program milestones. Specialized expertise in C, C++, C# development using object-oriented analysis, UML, Agile and Structured development, and component-based architecture complemented by solid understanding of full software development life cycle (SDLC). Visionary leader who can motivate technical teams to perform at optimal levels. Exceptional communicator and consensus builder who can direct with cross-functional team to create synergistic collaboration that moves technical projects forward. Adept at developing and executing cutting-edge software solutions for critical government national security systems. *Looking to relocate to metro, Washington, D.C. area.*

AREAS OF EXPERTISE

Team Leadership & Management | Software Development | Project Management | Agile Methodology | Software Modeling & Simulation | Command and Control | Planning and Scheduling | Real Time Systems | Process Improvement | Troubleshooting & Technical Support

.5"

.75"

DOCUMENT

- [STYLE RESUME](#)
- [FORMAT HEADER](#)
- [SPELLCHECK](#)
- [SHOW HISTORY](#)

SECTIONS

- [SENIOR SOFTWARE ...](#)
- [AREAS OF EXPERTISE](#)
- [PROFESSIONAL EXP...](#)
- [+ Add/Delete Employer/Job](#)
- [TECHNICAL PROFIC...](#)
- [EDUCATION & CRED...](#)
- [+ Add Section](#) [Reorder](#)

TOOLS



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

ADD NEW PROJECT

Name this project

Describe this project

B *I* U abc | | | | | |

[+ CONTINUE / ADD FILES](#) or [Cancel](#)

EXISTING PROJECTS

All Your Projects



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?

Next Question »



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	LETTERS	PORTFOLIOS
<input type="checkbox"/> Enable Order <input type="text" value="1st Page"/>	<input type="checkbox"/> Enable Order <input type="text" value="2nd Page"/>	<input type="checkbox"/> Enable Order <input type="text" value="3rd Page"/>
<ul style="list-style-type: none"><input type="radio"/> SASD<input type="radio"/> Test1<input type="radio"/> Test3<input type="radio"/> Test88	<ul style="list-style-type: none"><input type="radio"/> Test88	<ul style="list-style-type: none"><input type="checkbox"/> Test88



► Metrics on Awareness and Use (as of 25 March 2014)

1,750+

- IEEE members who have used ResumeLab since launch

2,500+

- Documents – resumes, CVs, letters, and assessments – created in ResumeLab

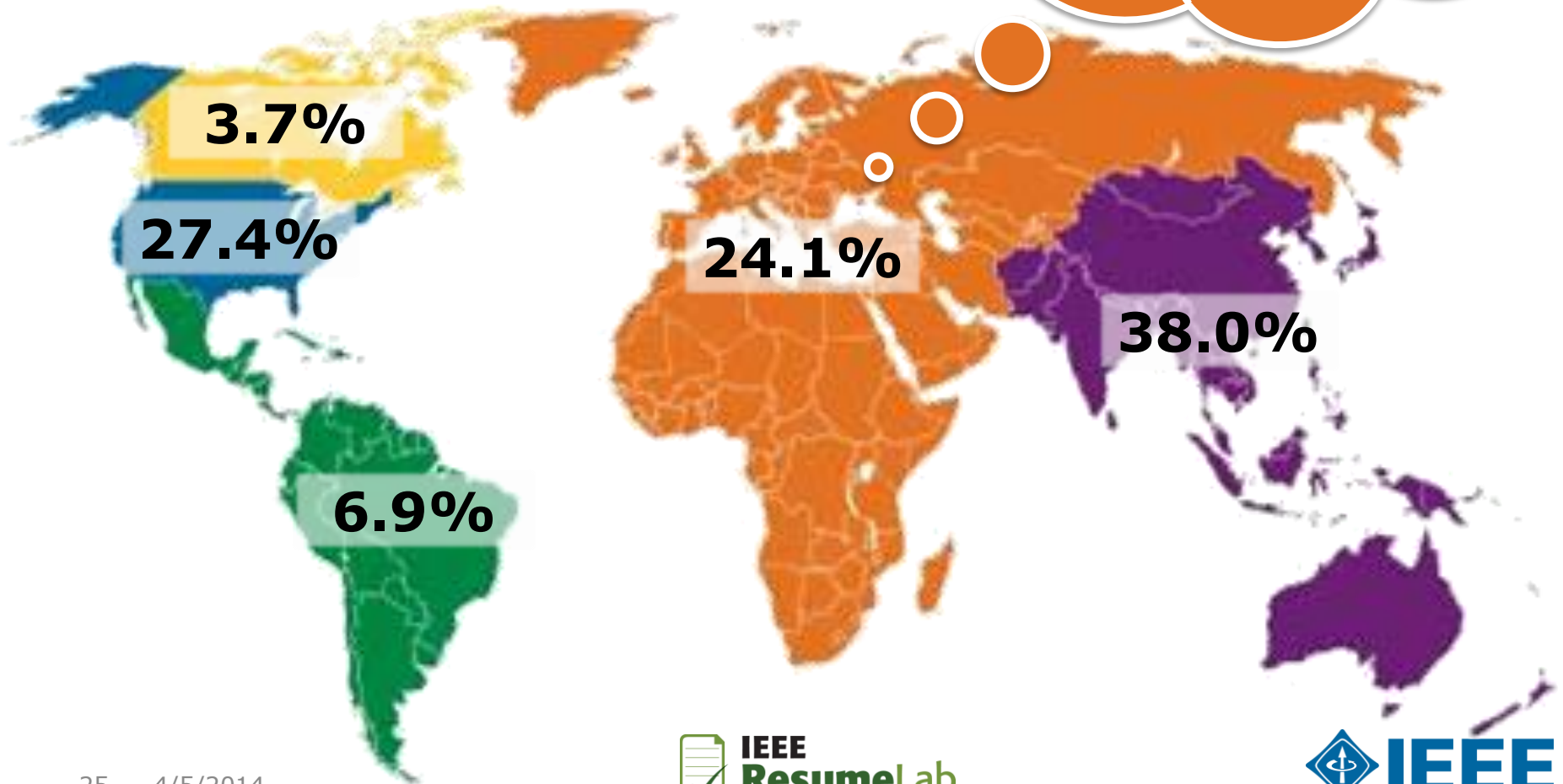
66%

- Percent of users who are students or Young Professionals

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

*Leveraging Technology
for a Better Tomorrow*

IEEE Day

1 October 2013

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



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



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Where Will Young Professionals Play?

Segment 5

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



11%

Segment 1

- Disengaged older members
- Not inclined to give back to IEEE
- Prefer others to lead
- IEEE mission is less relevant



35%

Segment 4



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



20%

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



20%

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



14%

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!

