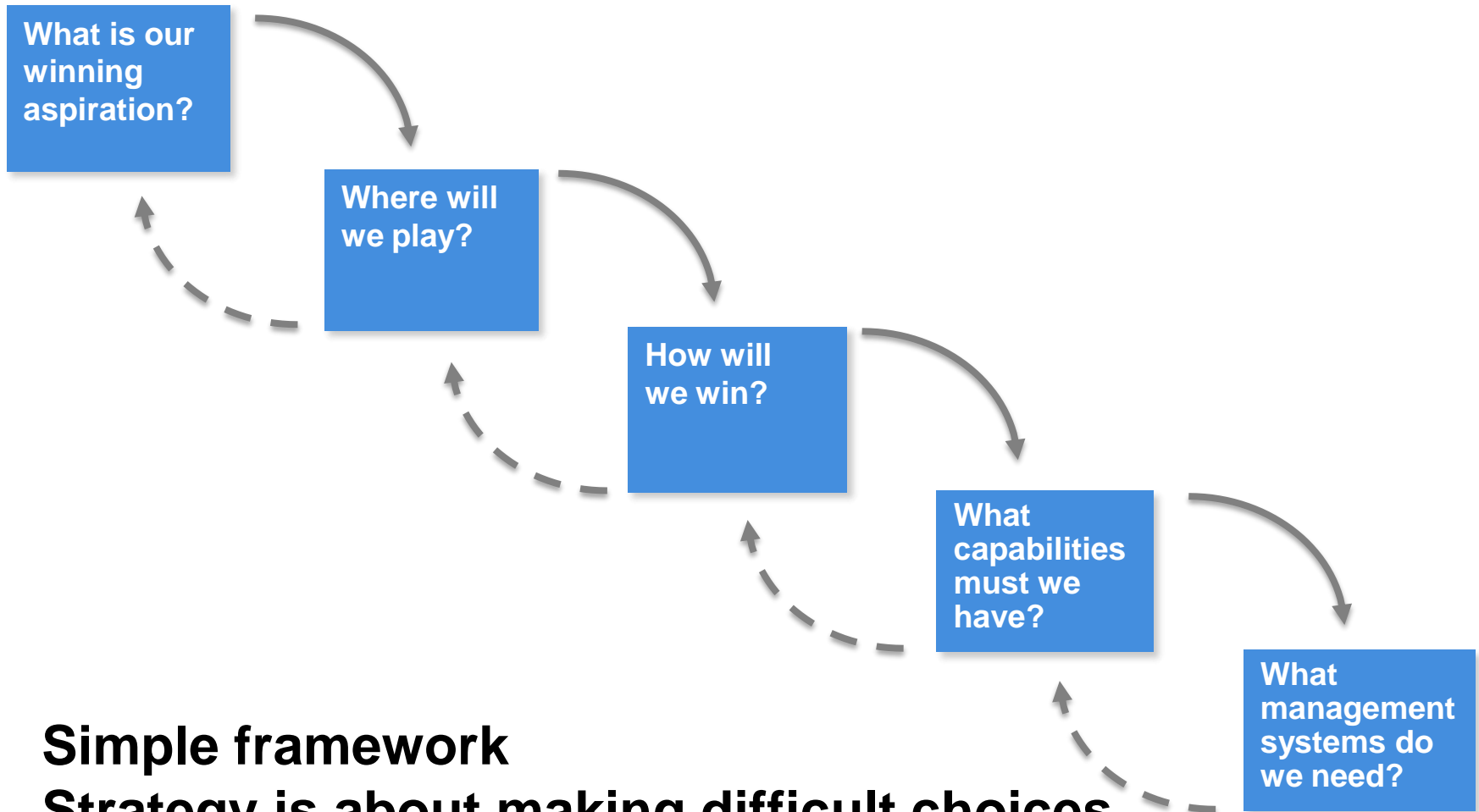


IEEE Membership and MGA The Path Forward

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IEEE Region 8 Meeting
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MGA Strategy



- **Simple framework**
- **Strategy is about making difficult choices**

MGA Winning Aspiration

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

Ensure Quality Member Opportunities Through Continuous Engagement

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.

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Satisfaction drives a healthy business

Improved
Satisfaction

Increased
Retention

- Every 1% Increase in Higher Grade Retention = ~\$200,000 in Dues
- Larger number of members to purchase societies, optional publications, and other services

Increased
Referrals

- Currently 65% of recruitment is driven by referrals
- “Great” satisfaction will drive a higher percentage of referrals from a larger number of members

Economies
of Scale

- Allows fixed costs of membership to be spread across a larger number of members

Satisfaction alone is not enough!

It matters how, and how often, experiences occur

Series of positive interactions over time



Satisfied

Left brain (rational)



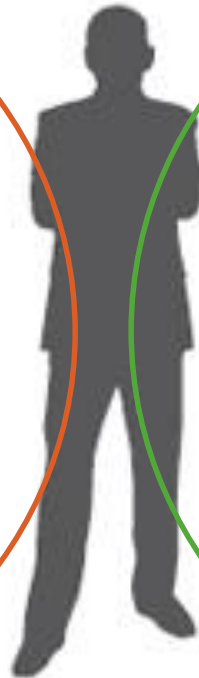
"Completely satisfied"

- They deliver as promised
- My needs are met
- I get value for money
- Interactions are easy

"Delighted"

- They do the little things exceptionally well
- They consistently exceed expectations

Customer



Right brain (emotional)



"Completely satisfied"

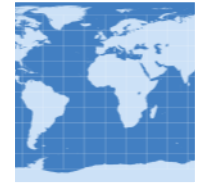
- I trust them
- They treat me with respect
- They share my values
- They make me look good

"Delighted"

- I feel connected with them
- I'm proud to be a customer

Engaged

Where does MGA Play?



Geography

- Anywhere on earth relevant to the IEEE fields of interest
- Additional Focus placed on
 - China
 - USA
 - India
 - Japan



Life Cycle 'Markets'

- Pre-University
- Undergrads
- Graduate Students
- Young Professionals
- Academics
- Researchers
- Practitioners
 - Tech Path
 - Mgmt Path
- Women in Engineering
- Retirees



Lines of Operation

- Membership
 - Careers
 - Networking
 - Discounts
- Conferences
- Technology
 - IEEE Societies
 - Future Directions (New and Emerging Technologies)
- Continuing Education
- Periodicals
- Standards

2014 MGA Priority Projects

- ▶ PPCT
- ▶ Sections Congress 2014
- ▶ Career Resources Business Plan
- ▶ Young Professionals(YP) transition from GOLD and Focus on the Member
- ▶ Improving YP Committee's Focus on the Member
- ▶ Women In Engineering
 - Leadership Conference
 - Business Plan
- ▶ Implement Japan and India Growth Plans
- ▶ MGA Presence in Global Offices
- ▶ GeoUnit Vitality Dashboard
- ▶ Member Communications
- ▶ Student Grants (SC Recommendation #4) - Completed
- ▶ Global Loyalty Program (SC Recommendation # 2)
- ▶ Metro Area Workshops (MAW)

How will we win?



- **Improve satisfaction in areas most important to members**

Top 5 Areas with Largest Importance/Satisfaction Gaps:

- Online Professional Networking
- Career Resources
- Discounts
- Continuing Education
- Access to Information & Publications

- **Through locally authentic strategies and experiences**
- **Exploring innovative and experimental models for member engagement**
- **All IEEE participates in the winning aspiration**

How will we win?

Accountability across IEEE:

Many OUs have major roles in improving the member experience

- Spectrum
- The Institute
- Member Digital Library
- IEEE Job Site
- Videos in IEEEtv

Publications

Technical Activities

- Integration across numerous experience improvement roadmaps
- Membership Promotion
- Conferences
- myIEEE/ IEEE TV/ PPCT

- Membership messaging
- Member product and service promotion
- Public Visibility
- IEEE.org content

Marketing & Sales

IT

- Member experience in IBP
- myIEEE
- PPCT
- Membership Processes

- Implementation of Continuing Education Roadmap items
- Integration of eLearning into Renewal program

EA

IEEE USA

- Career Roadmap
- Global Professional Activities
- Webinar Consolidation
- Public Policy

What capabilities must be in place?

- Ensure a consistent basic level of member experience
 - A 'lowest common denominator' if Section/Chapter is not delivering
- Be relevant to Industry
- Ability to integrate between 'headquarters' and local units
- Effective/rewarding volunteer development & experiences
- The capability to innovate



What management systems are required?

- Prioritization lists & focused goals that ensure continuity over time
- Budgeting and resource allocation
- Effective volunteer committee and geo-unit structures
- Dashboard & metrics measurement
- Effective and efficient Branding
- Benefit portfolio management
- Agile/Nimble IT Structure
- Legal and Compliance/Audit Management

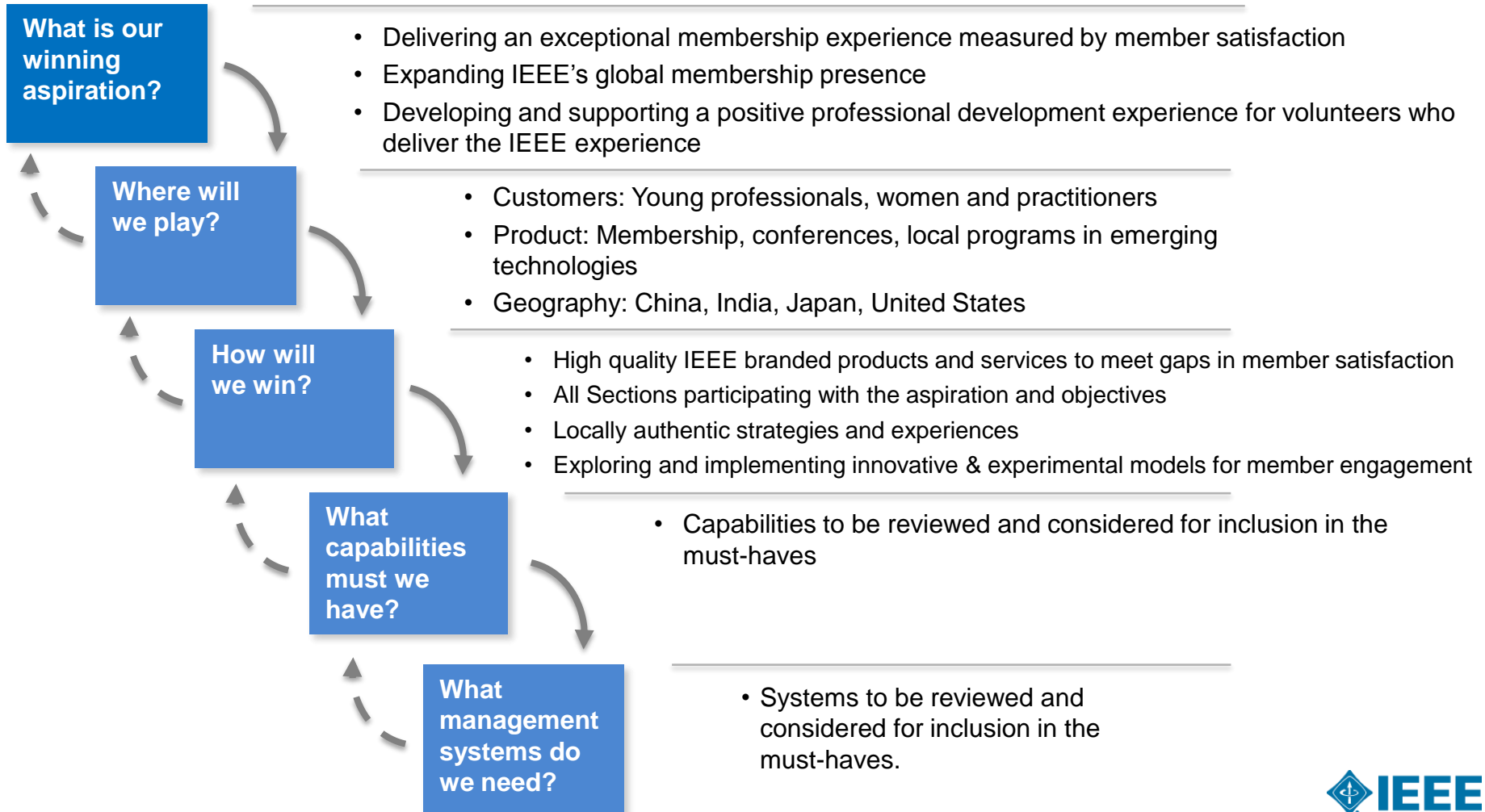
Key Metrics

Develop key metrics in the areas of conferences, publications and member satisfaction; track IEEE performance using these metrics over the last five years; use the 5-year data to create a baseline for future assessment of progress.



- Member Development → **Member Satisfaction**
 - Operations: Product, benefit development / portfolio mgmt, contact center
- Volunteer Development → **Volunteer Satisfaction**
 - Operations: Section, Chapter, Branch, Volunteer leadership and training, position occupancy rates
- Market Development → **Membership Growth**
 - Operations: Direct outreach, MD Volunteer support, Advertising, promotions resulting in member retention, recruitment and reinstatement
- Partner Development → **Partner Satisfaction**
 - Top-box partner satisfaction
 - Operations: Program and activity partnerships and sponsorships
- Finances → **Resulting from the successful execution of the aforementioned**

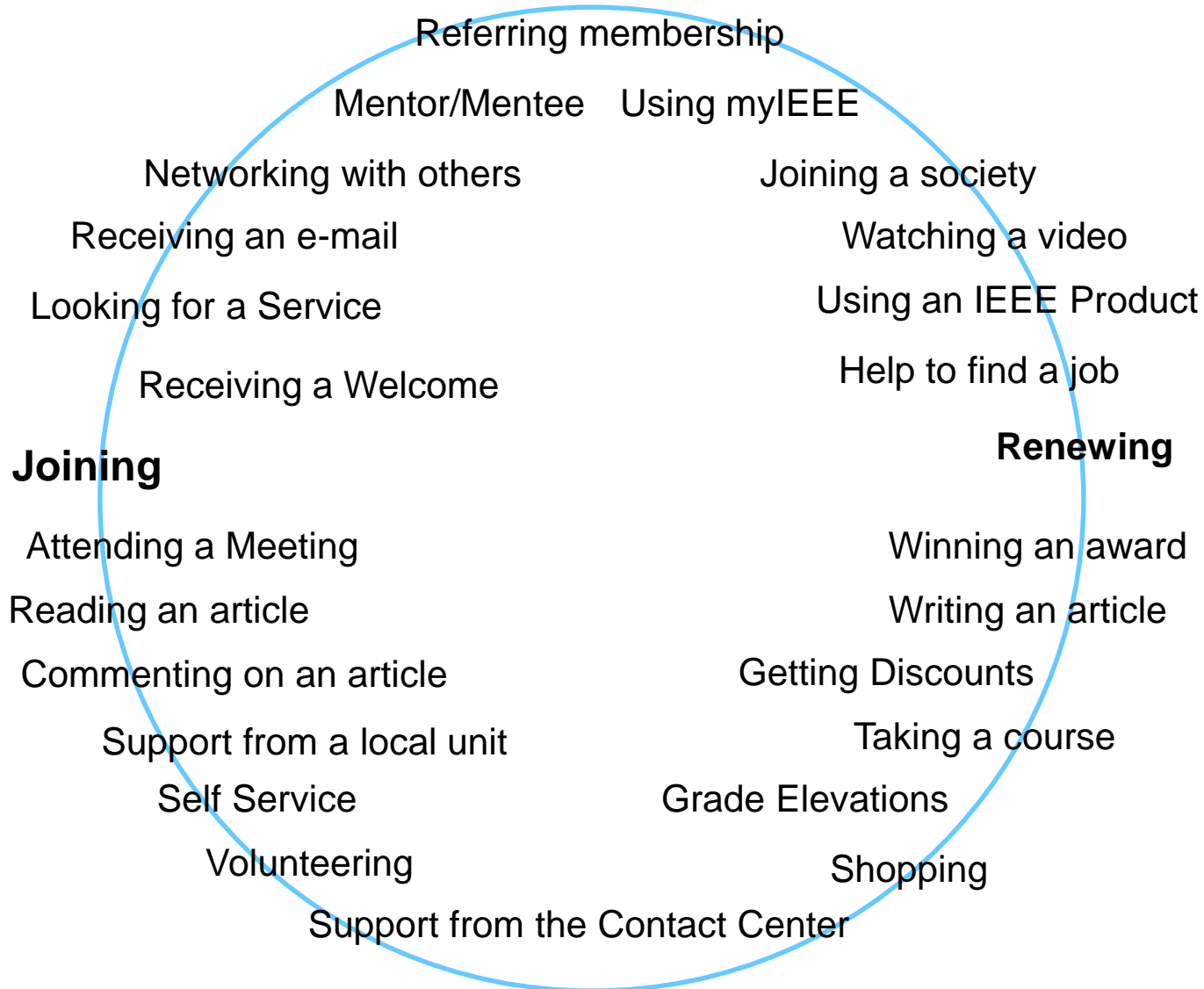
MGA Strategy



A look into the future

What is the Member Experience?

Orienting ourselves to the member's point of view



Member Products & Programs

- Ability to connect with other members & collaborate online
 - Find and participate in IEEE events
 - Get hard questions answered by a reliable community
- Careers portfolio that delivers 50%+ Top Box Satisfaction
- A \$3M+ Women In Engineering Business
 - Low reliance on member dues
 - Majority of income from corporate sponsorships & conferences
- Products and experiences relevant to the member's local needs
- Signature Student & Young Professionals Programs
 - Deliver a few “Wow” experiences for members each year
 - Enhanced funding for corporate donors

Identified Opportunities (high level)

Delivering an exceptional membership experience

Online Experience:

- Primary focus has been PPCT launch
- Need to personalize and simplify experience across myIEEE, IEEE.org, IEEE USA, IBP, SpectrumOnline, The Institute, etc.

Students &

Young Professionals

- Must continue to offer new, exciting, valuable experiences at local level
- Must improve integration between Student Branches and Sections/Chapters

Continuing Education:

No significant progress made, awaiting enterprise plan

Access to Publications:

No significant progress made as primary focus has been Open Access Launch

Discounts:

Our lack of scale outside of the US has made it difficult to negotiate discounts in other areas since they tend to be “country by country”

Identified Opportunities (high level)

Expanding IEEE's global membership presence

Japan and India:

- Moving beyond planning into tactical activities with accountable ownership at the country level

United States

- Engagement of excited leadership to drive new recruitment and retention (though slow progress is being made on this front)

Ensure a consistent basic level of member experience

- Develop a 'lowest common denominator' if Section/Chapter is not delivering

Relevance to Industry:

- Careers plan and PPCT are designed to address this key need

Identified Opportunities (high level)

Improving the volunteer experience

Volunteer Training:

- Continue to simplify and improve upon volunteer training materials and methods

Volunteer Support:

- Providing online self help knowledgebase, as well as e-mail and telephone support for volunteers

Legal & Compliance

Management:

- Improve communications with local units and volunteers who must participate in these activities

Volunteer Tools:

- Continuing to make improvements to vTools to meet volunteer requirements
- myIEEE volunteer desktop needs to be upgraded to new platform

Volunteer Engagement:

- Developing new models for volunteering when they do not have the time or interest for typical IEEE volunteer positions.

From the Member's perspective

- Members join IEEE
- Members join society(ies)
- Members are assigned to Sections → Regions



... In order to achieve true member value, each OU must be accountable for the member satisfaction in its area

Accountability Across IEEE

- Understand needs of members and pursue opportunities to satisfy those needs.
- Encourage innovation and showcase the most innovative organizations and approaches
- Monitor local membership trends. Develop actions and strategies to create programs, products, and services for members, and set up learning opportunities that can be offered to members.
- What steps can we take/roles can we assume within MGA and Regions and Sections to take advantage of economies of scale that individual members-volunteers-Sections can't take advantage of alone.

A glimpse of our potential ...

Actions	What members should feel from the experience
Join & Renew	- Easy, and makes me feel like IEEE cares about me
Navigation & Discovery	- I can find what I need easily - I can get help from a person when I need it - It saves me time
Using Products & Services	- Offerings are relevant to my needs - My expectations are exceeded when I use products - Benefits consistently exceed the costs - IEEE makes good on their reputation for quality
Attending Events	- I can easily find and register for events - I feel welcome and part of the organization - I get valuable information
Getting support	- I can get support when & how I need it - Staff/Volunteer(s) understand & exceed my needs
Volunteering	- I can easily find valuable opportunities - I get proper training & recognition

Thank you!

