Member and Geographic Activities

Member Experience · Geographic Unit Activities · Finance · Business Operations · Information Management · Volunteer Relations
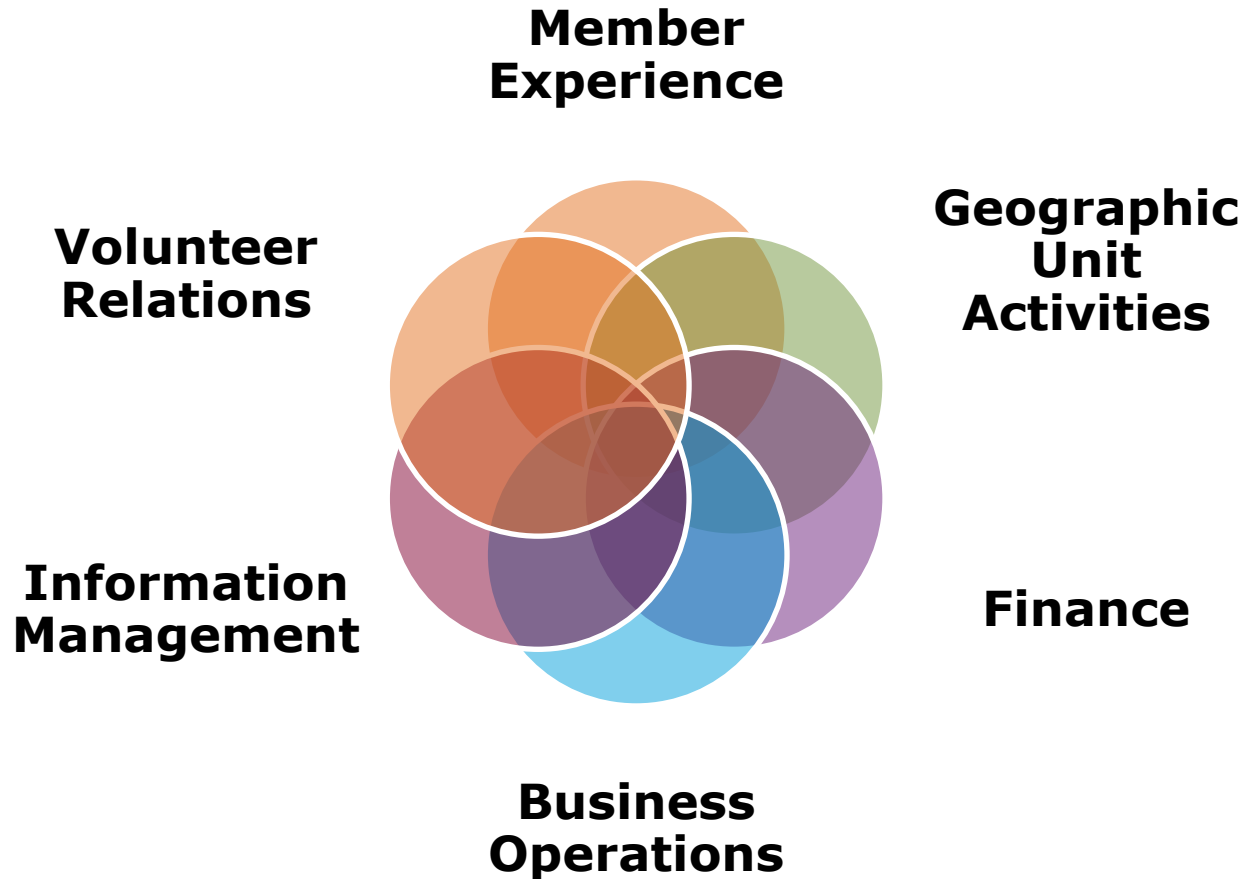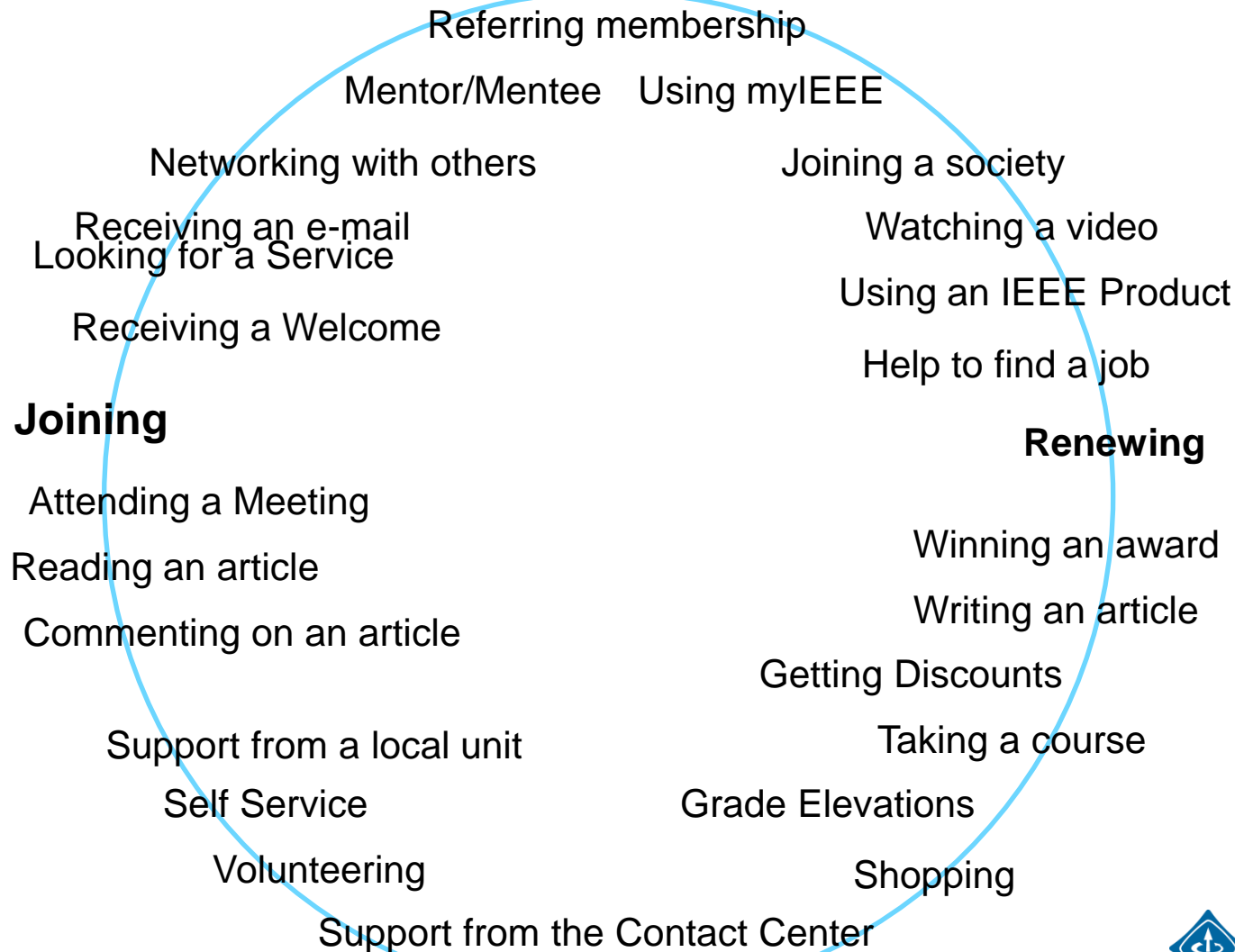
MGA Winning Aspiration

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.
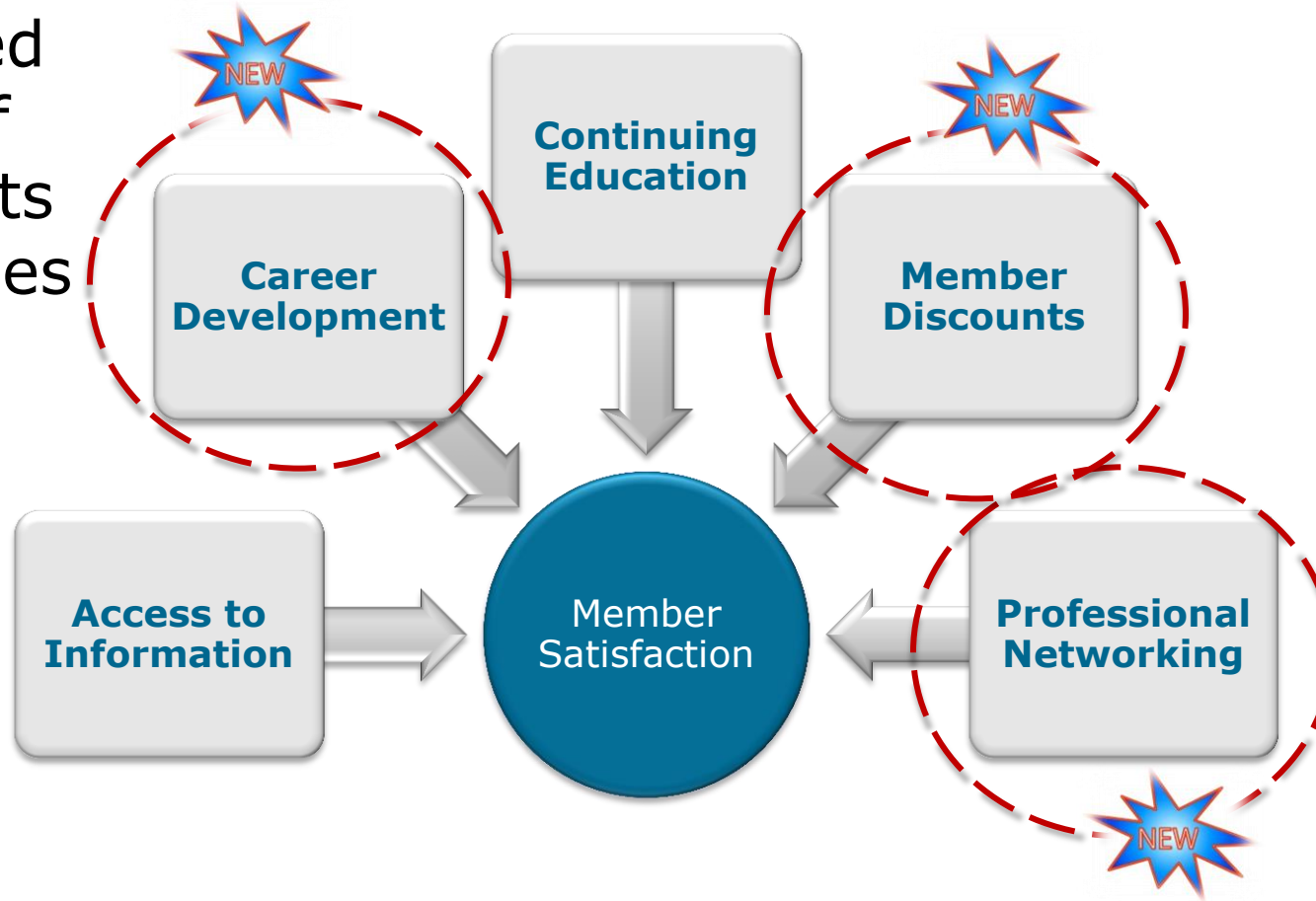
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What is the Member Experience?
Orienting ourselves to the member's point of view

Referring membership

Mentor/Mentee   Using myIEEE

Networking with others

Joining a society

Receiving an e-mail
Looking for a Service

Watching a video

Using an IEEE Product

Receiving a Welcome

Help to find a job

Joining

Renewing

Attending a Meeting

Reading an article

Winning an award

Commenting on an article

Writing an article

Getting Discounts

Support from a local unit

Taking a course

Self Service

Grade Elevations

Volunteering

Shopping

Support from the Contact Center

MGA Member Product Roadmaps

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

Prioritizing Member Products & Programs

- Ability to connect with other members & collaborate online
  - Find IEEE events / Get hard questions answered by a reliable community

- Careers portfolio that delivers 50%+ Top Box Satisfaction

- A $3M+ Women In Engineering Program
  - Highly engaged women in technology
  - 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 member "Wow" experiences each year
  - Enhanced funding from corporate donors

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❯ Members tell us what is important to them

❯ 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 can utilize data to prioritize the activities of the section to match the interests of those who engage in the Section

Engaging New Member Segments

› **Senior Member Elevation Rodeo or Roundup**

› **Training on vTools and communications** – Section and student branch leaders come together to learn best practices and available resources

› **STEP event** – Graduating students, young professionals (who organize this), and seasoned professionals, both academic and industry, join to share what IEEE has meant to them throughout their career.

› **Family Friendly Presentations and Events**
  – **Local tech "show and tell"** - Ex., K-12 roboticists bring robot projects to the IEEE community. Multiple generations of families participate
  – **Local Museum events -** Draws out parents who want quality time and technical exposure for their children.
  – **Family picnic**

› **Facility Tours** – Ex. nuclear power plant or radio station. Use what you have in your local area

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Opportunities to Engage in Volunteer Activity is Expanding

› Factors

– Globalization

– Spread of new technologies and initiatives associated with corporate social responsibility from the private sector

– Mobile technologies

– Online volunteering

› Enables "micro-volunteerism" through easy and timely sharing of information

› Eliminates the need for volunteerism to be tied to specific times/locations– more flexibility in volunteer engagement

Extracted from "State of the World's Volunteerism Report," UN Volunteers, 2011.

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Challenge for Geounits

› Think beyond…
  – The current models
  – To new technologies
  – About borderless opportunities
  – About micro-volunteering opportunities

› Leave this meeting with ideas for activities to pursue that change the current models

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Thank you!

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MGA Priority Projects in 2015

- IEEE Collabratec™

- Career Experience

- Implementation of Women in Engineering Business Plan

- Volunteer Training

- Improving YP Committee's Focus on the Member

- MGA Presence in Global Offices

- Implement Japan and India Growth Plans

- Engaging "Practitioners"

- Facilitating Volunteer Initiatives

- Free access to IEEE Digital Library (SC14 Recommendation)

- Incentive & Recognition Program for Companies (SC14 Recommendation)

- Loyalty Rewards (SC14 Recommendation)

- Promotion tool for local events (SC14 Recommendation)

- Enhance vTools (SC14 Recommendation)

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