



# MGA Goals

## 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.

# 2016 Membership Year Service Deactivation

- IEEE allows members a grace period beyond the membership year end in order to renew before their benefits and services are deactivated for non-payment of current year dues. The annual service deactivation for 2016 occurred on 20 February.
- A multi-department team is responsible for completion of the service deactivation. A total of 145,965 Members, Affiliates and Standards Association members were deactivated in 2016, an increase of 0.8% vs. 2015.
- The increase in deactivations was primarily led by Member & Student grades. Graduate Student & Life Members had fewer deactivations.

# Recovering Non-renewing Members

## Promotion

- Additional e-mail outreaches between March and June
- Final mailings to all non-renewed HG members on 1 April; and to non-renewed GSM's in March.
- Historically, we recover 20% of deactivated members between March and the end of the membership year in mid-August.

## **Maintain the focus on a targeted set of products and services that address 5 areas consistently rated most important by members**

- Ability to Stay Technically Current
- Networking
- Continuing Education
- Career Services
- Discounts

# 2016 MGA Priority Projects – Approved

Project	Project Description
IEEE Collabratec™ Engagement and Expansion	<ul style="list-style-type: none"> <li>Driving users to Collabratec, Ensuring engagement through repeat visitors and other measures, Opportunities for new business/revenue, Continue feature rollout and respond to user feedback</li> </ul>
Career Experience	<ul style="list-style-type: none"> <li>Career resources and tools business plan implementation</li> </ul>
Address needs of individuals in industry	<ul style="list-style-type: none"> <li>Develop a clear understanding of the needs of members who are in industry. Significantly impact satisfaction, retention, &amp; recruitment of this important segment of members</li> </ul>
IEEE WIE Leadership Summits	<ul style="list-style-type: none"> <li>Summits focuses on Inspiration, Leadership, Empowerment, and entrepreneurship for mid-to-senior technology professionals, by providing leadership development opportunities necessary for elevation in their careers.</li> </ul>
Volunteer Training	<ul style="list-style-type: none"> <li>Complete training for all remaining volunteer user sets and confirm a positive user experience has been achieved. Develop marketing plan to support new CLE.</li> </ul>
IEEE Young Professionals Network - Signature Events Model	<ul style="list-style-type: none"> <li>Customized event types meet local and cultural needs enabling quality interactions</li> </ul>
MGA Presence in Global Offices (MGA Global Opportunities Ad Hoc)	<ul style="list-style-type: none"> <li>Implementing a business plan for increased global activities specific to MGA activities.</li> </ul>
Regional Geographic Implementation–India	<ul style="list-style-type: none"> <li>Implementation of the membership development plan for India, with clear tactical deliverables at the section level within India, Look at sustainable model for membership in the country.</li> </ul>
Regional Geographic Implementation–Japan	<ul style="list-style-type: none"> <li>The implementation of tactical objectives of membership growth plan for Japan</li> <li>Look at sustainable model for membership in the country.</li> </ul>
Lower membership dues for extremely low income countries	<ul style="list-style-type: none"> <li>Implementation and communication for 2017 membership year. Lower dues rate for electronic membership in countries where technology professionals and engineers are proven to make a very low income</li> </ul>

# 2016 MGA Priority Projects – Approved SC14 Recommendations

Project	Project Description
Free Access to IEEE Digital Library	<ul style="list-style-type: none"><li>Sections Congress recommendation wording: Include free access to IEEE Digital Library as a member benefit. Promote other IEEE services and products based on their usage and preferences (adopt Google Business Model)</li></ul>
Incentive and Recognition Program for Companies	<ul style="list-style-type: none"><li>Final planning stages and implementation of committee suggestions for an incentive and recognition program for companies that invest in full or partial support of their employees' IEEE membership dues.</li></ul>
Loyalty Rewards	<ul style="list-style-type: none"><li>Note: The member loyalty recognition program was developed and allows for Sections or other local entities to order pins and certificates for various membership years of service milestones that they can present to their members - Completed</li></ul>
Promotion tool for local events	<ul style="list-style-type: none"><li>Provide a tool to build, promote, record, host and broadcast technical events at the local level and make them available to IEEE members - Completed</li></ul>
Enhance vTools	<ul style="list-style-type: none"><li>Enhance vTools for better usability by volunteers and provide a training program to the Sections</li></ul>

# Member Dues in Low Income Economies

# Member Dues in Low Income Economies Approved in February 2016

- Use 2014 World Bank list of “low income economies” as the qualifier
- Same privileges as for eMembership
- Dues will be US \$27 (aligned initially with student dues outside of North America).

# Member Dues In Low Income Economies - Timeline

Planned Timeline of Deliverables for Launch			Status
Dec 2015	Governance Documents submitted		
Jan 2016	MGA FinCom Endorsement		
Feb 2016	IEEE FinCom Endorsement	11-Feb	
	MGAB Endorsement	13-Feb	
	IEEE Board Approval	14-Feb	
Mar 2016	Final Requirements & IT start Build		
Mar-Jul 2016	Awareness @ Applicable Region Meetings Campaign to Members in Qualifying Countries Communication to Existing and Non Members		
Aug 2016	Launch pricing for 2017 Membership Year		

# MGA Global Opportunities

# MGA Global Opportunities Ad Hoc Charter

- Establish clear roles of Global offices, particularly in terms of level of support to volunteers and geo-units
  - Region, Council and Area support
  - Section and Chapter support
  - Relevant metrics
- Identify methods to improve inter-OU engagement with geo-units
- Learning lessons from India, Japan, China & US to develop strategies for membership growth globally
- Consider implications of IEEE 2030 on MGA
  - Anticipate the development of next-generation tools
  - Anticipate changing IEEE member demographics

# Proposed Service/Support Categories

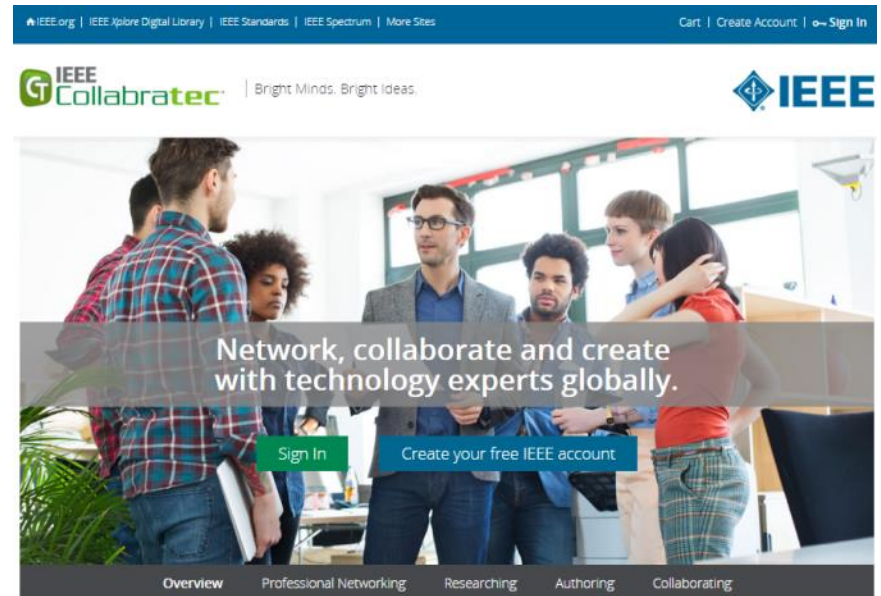
- **Communications:** Regionalized (localized) membership development email/marketing broadcasts focused on member benefits, supported by HQ staff
- **Record Keeping & Reporting:** Treasurer support / assistance for NetSuite budget management and reporting
  - Focus of this support item is on developing process efficiencies that could be translated into training, NetSuite/Budget tools, documentation.
- **Meeting and Event Management:** Documenting and supporting a Region meeting agenda, meeting minutes and assigned actions/tasks
  - Activity: Form a team to review and create a set of tool recommendations

# **IEEE Collabratec™ and IEEE Global Career Resources**

# What Is IEEE Collabratec?

- › IEEE's new professional networking / collaboration platform
- › Facilitates interactive communities and collaborative research
- › Open to everyone, but with exclusive privileges for IEEE members
- › **Positions IEEE for the future** of professional networking, career development, and publishing
- › A **knowledge network** unlike any other

[ieeecollabratec.org](http://ieeecollabratec.org)



One Central Hub

IEEE Collabratec™ can help you:

Scope and depth of expertise in engineering and technology **not found** in general social networks

# Designed to Serve Unmet Needs

## *All on One Platform*



**Networkers**



**Researchers**

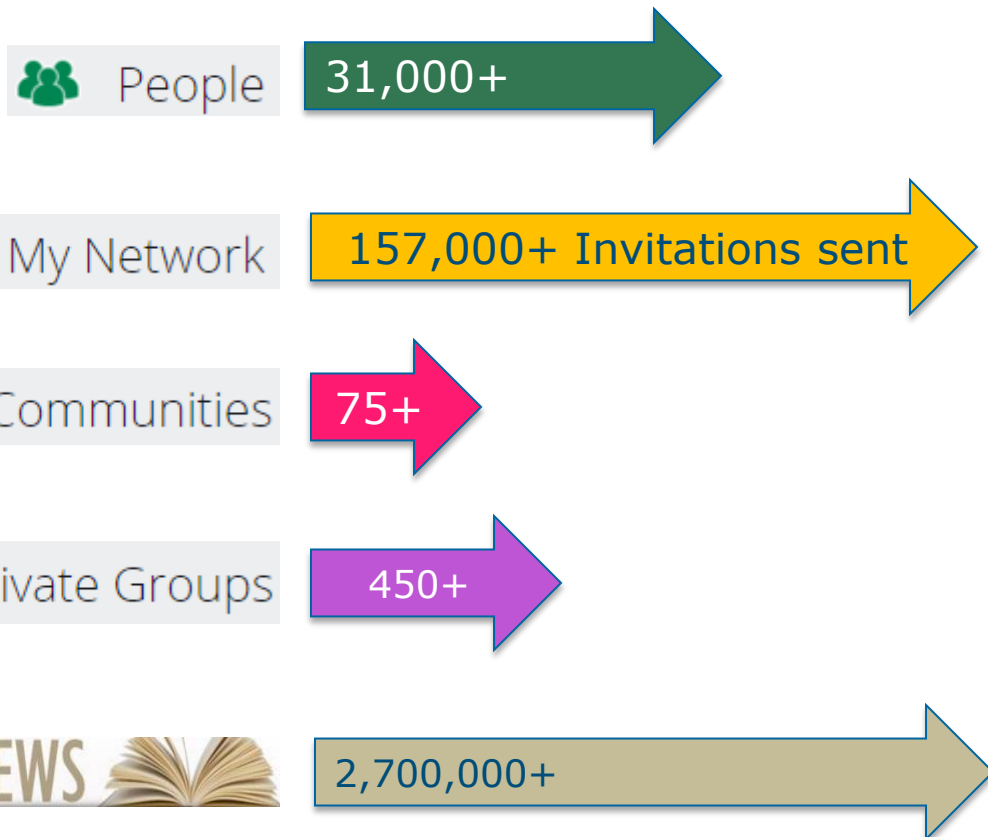


**Authors**



**Career Developers**

# Participation & Activity is Growing



**We Are Here**

# IEEE Global Career Resources – Strategic Direction

## ➤ Global Career Resources Vision

- Facilitate and enable lifelong employability and career advancement with best-in-class satisfaction.

## ➤ Implement Career Resources Business Plan

- **Enhance Global Relevance:** Enhance existing resources and develop new resources to meet the needs of IEEE members globally.
- **Coordination and Integration:** Integrate IEEE's Career Resources products, creating a cohesive set of services with improved user experience and coordinated marketing.
- **Improve Satisfaction:** Career Resources portfolio enhancements will meet the needs of members and drive best-in-class ("top box") satisfaction, thereby improving member retention and incremental member recruitment.



# IEEE Collabratec Communities – Careers and Industry Professionals

## ► 'CareersConnect'

- Members-only communities organized by geography
- Forum to network, share and discuss career-related topics
- Increase awareness of career resources (e.g., ResumeLab, upload CV/resume to increase exposure to organizations seeking talent)
- Partnering with Professional Activities in Regions 7, 8, 9, and 10 for other geographic communities




**CareersConnect-USA**  
1379 participants




**CareersConnect-India**  
862 participants

## ► Targeted forums for industry professionals

- Integrated into existing IEEE programs and activities
- Visit [www.ieee-collabratec.org](http://www.ieee-collabratec.org) to discover more communities!



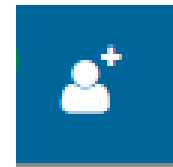
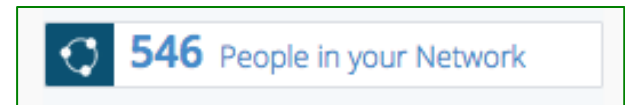
**IEEE Consultants Exchange**  
This is a dedicated community for IEEE independent consultants to network with other consultants and discuss consulting activities provided ...  
[More](#)



**IEEE Entrepreneurship Exchange**  
This community provides a medium in which individuals are able to discuss and develop entrepreneurial ideas and endeavors whilst getting con...  
[More](#)

# Next Steps: What should YOU do?

- **Sign-in** to **ieeecollabratec.org**
- **Set-up your profile**, add interests, build your network
- **Join communities** and make a post or ask a question
- **Active employment preferences** and upload your **CV/Resume** to increase your exposure for employment opportunities
- **Promote to IEEE members and your colleagues** and send invitations to join



# Thank You!

# World Bank “Low Income Countries” Qualification \$1,045 or less

Country Name	GNI per Capita (As per Worldbank data)	
	Members	2014
Afghanistan	Yes	\$670
Burundi	No	\$270
Benin	Yes	\$810
Burkina Faso	Yes	\$710
Central African Republic	No	\$330
Comoros	No	\$820
Eritrea	No	\$680
Ethiopia	Yes	\$550
Guinea	Yes	\$470
Gambia, The	Yes	\$440
Guinea-Bissau	No	\$550
Haiti	Yes	\$820
Cambodia	Yes	\$1,020
Liberia	Yes	\$370
Madagascar	Yes	\$440
Mali	Yes	\$660
Mozambique	Yes	\$620
Malawi	Yes	\$250
Niger	Yes	\$420
Nepal	Yes	\$730
Korea, Dem. Rep.	No	-
Rwanda	Yes	\$700
Sierra Leone	Yes	\$710
Somalia	Yes	-
Chad	No	\$980
Togo	Yes	\$570
Tanzania	Yes	\$930
Uganda	Yes	\$680
Congo, Dem. Rep.	Yes	\$380
Zimbabwe	Yes	\$830

# World Bank Data

- Each year on July 1, the World Bank revises analytical classification of the world's economies based on estimates of gross national income (GNI) per capita for the previous year.
- The updated GNI per capita estimates are also used as input to the World Bank's operational classification of economies that determines lending eligibility.
- As of 1 July 2014, “low-income” economies are defined as those with a GNI per capita, calculated using the World Bank Atlas method, of \$1,045 or less.