



IEEE MGA: Strategy & Direction

Francis Grosz, 2019 IEEE Vice President, MGA
f.b.grosz@ieee.org



MGA Mission & Vision

Vision: Ensure Quality Member Opportunities Through **Continuous Engagement**

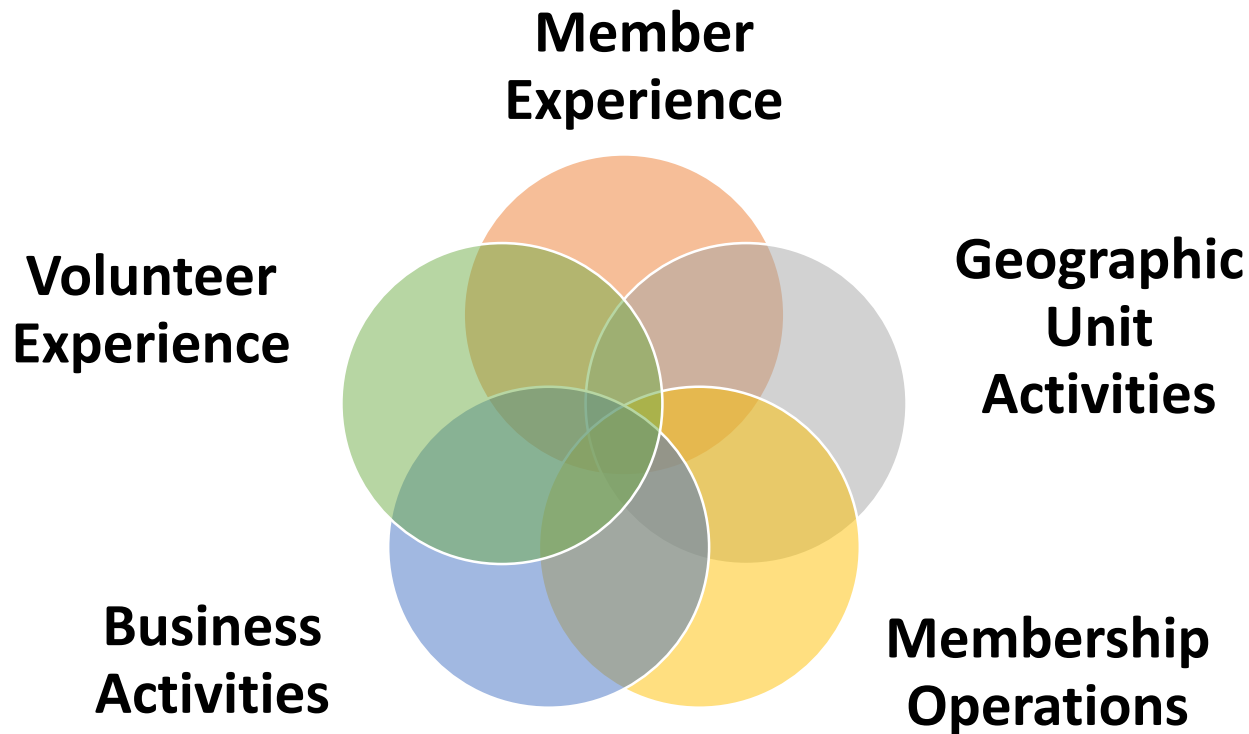
Mission: **I**nspire, **E**nable, **E**mpower and **E**ngage Members of **IEEE**

For the purpose of...

- Fulfilling the mission of **IEEE**
- Enhancing the **member's growth** and **development** through their life cycle
- Providing a **professional home**



Member and Geographic Activities



Key MGA Functions

- ▶ Member Experience and Operations
 - Member and membership development, member research, member product portfolio mgmt, myIEEE, IEEE.tv,
 - Manages the annual membership cycle and processing of renewal invoices, membership cards, grade elevations membership programs for both [join](#) and [renew](#)
 - IEEE Support (Contact) Center
- ▶ Students, Young Professionals, Women in Engineering, Life Members
- ▶ Admission & Advancement (A&A) and Fellows process support
- ▶ GeoUnit Operations & Activities
- ▶ GeoUnit Formations – Sections, Chapters, Student Branches
- ▶ Volunteer Training
- ▶ Volunteer Tools – vTools, eNotice, EWH, SAMIEEE -> OU Analytics
- ▶ Business owner for IEEE Collabratec™



2018 MGA Priority Projects

SC17 Recommendation – STEM – pre college training (to be lead by Educational Activities)

Project Description	<ul style="list-style-type: none"> • <i>Develop (or expand existing) training programs and/or create partnerships with external organizations to allow members to provide STEM activities to pre-college students (Provide 'canned' or 'in a box' style demonstrations and presentations that local Sections can deliver to pre-college students.</i> • <i>Re-evaluate a 'Junior IEEE' membership program targeted at pre-college students</i>
Desired Outcome – Educational Activities Plans for 2018	<ul style="list-style-type: none"> • Teacher in Service Program (TISP) <ul style="list-style-type: none"> - Awareness - Integrate the program into TryEngineering.org where we have 75,000+ lesson plans being downloaded each month - Outreach - Allow teachers/ school districts to request volunteers to come and do training via - Expense - Integrate TISP training workshops into existing IEEE events, and test virtual training workshops; Expand regional workshop concept like in Region 8 - Open Loop - Create a community and training materials for volunteers; Creative incentives for reporting activity; Enable reporting through a “matching” tool on TryEngineering.org • TryEngineering.org & TryComputing.org combined have over 130 lesson plans that can be utilized
<p>How can MGA contribute:</p> <ul style="list-style-type: none"> • Partnerships with established organizations that are tied to teaching ensuring IEEE Branding, local volunteers can be utilized for teaching/training and technical content • Generating competitions or partnering with existing competitions (i.e. Robotics Science Fairs, Maker fairs) • Certificate program with IEEE Branding for nextGen IEEE (not a formal junior membership) • Focusing on middle schools locally as this age group is the most influential in getting those involved in STEM. 	



2018 MGA Priority Projects

*SC17 Recommendation – Industry/Academia/Government/Collaborations/Partnerships
(to be lead by IEEE Industry Engagement Committee)*

Project Description	<ul style="list-style-type: none"> • Strengthen and recognize Industry/Academia/Government Collaboration/Partnerships • Create a Section Award for Industry/Academia/Volunteer Collaboration • Organize multidisciplinary Industry/Academia/Volunteer/Government events focused on 'hot' issues • Develop a public communications platform to develop projects and share results • Create a 'dating' platform to communication Industry issues searching for solutions and possible 'applications' of research results
Desired Outcome –IEEE Industry Engagement Committee Plans for 2018	<ul style="list-style-type: none"> • New-style industry conference (Infrastructure Conference, focusing on challenges of scale (Twitter)) • Corporate Partnership Program Pilot • Corporate Membership Opportunities • Confluence Event • Industry Advisory Board Meeting • Young Professionals Industry Sub-Committee • Industry Ambassadors • Marketing and Communication Channels, including social media presence
How can MGA contribute: <ul style="list-style-type: none"> • MGA or Section point of contacts/liaison; front line of communications and engagement happens at local level • Identify Section(s) that have experiences with industry and can provide best practices or what not to do • Industry today is very region specific and topical, MGA can provide guidance on the geographic interests 	



2018 MGA Priority Projects

SC17 Recommendation – Corporate Membership (to be lead by IEEE Corporate)

Project Description	<ul style="list-style-type: none">• Develop an incentive program for corporations to join IEEE as a 'Corporate Member'
Desired Outcome	<ul style="list-style-type: none">• Develop process around ability to offer subsidized company sponsored membership• Develop process for industry member retention <p>(Will align with industry engagement efforts IEEE wide)</p>



Thank You!

f.b.grosz@ieee.org





GDPR Update IEEE Region 8 Meeting March 2018

What is the GDPR?

- ▶ The General Data Protection Regulation (GDPR)
 - (Regulation EU-2016/679)
 - is a regulation by which the European Parliament, the Council of the European Union, and the European Commission intend to strengthen and unify data protection for all EU citizens and individuals within the European Union (EU).
- ▶ The GDPR's primary aim is to give control back to citizens and residents over their personal data. Because of its extraterritorial aspects, international businesses will be impacted by the regulation.
- ▶ Goes into effect on 25 May 2018

Who does the GDPR apply to?

- ▶ The GDPR applies to organizations established in the EU and to organizations, whether or not established in the EU, that process the personal data of EU individuals.
 - IEEE meets these qualifications and is subject to the GDPR.
- ▶ The GDPR protects the personal data of individuals. Examples of personal data include:
 - Name
 - Photo
 - Email address
 - IP Address

Five Key Changes

1. **Right to be Forgotten:** Individuals may require Data Controller* to erase their personal information from databases.
2. **Right to Access/Data Portability:** If asked, Data Controller must provide a copy of personal data in a commonly used and machine readable electronic format.

* A **data controller** - "who controls the data" – IEEE is a data controller



Five Key Changes (continued)

3. Breach Notification: Organizations are now required to report data breaches to regulatory authorities within 72 hours of first becoming aware of the breach.

4. Privacy and Data Considerations: Organizations must design systems with privacy in mind from the outset (“Privacy by Design”).

1. Organizations also should only process the data necessary for the completion of their duties, as well as limit access to only those needing this information.

5. Consent: The use of personal data now requires “freely given, specific, informed, and unambiguous” consent from individuals.

What Does Consent Mean?

- ▶ Consent must be opt-in, implied consent/opt-out is no longer viable.
- ▶ Organizations must request consent in an intelligible and easily accessible form.
- ▶ If personal data will be shared with third parties this must be disclosed to gain effective consent.
- ▶ Consent must be as easy to withdraw as it is to give.

Why is Compliance Important?

- ▶ Some aspects of the regulation are still being refined, but what is clear now is that the fines for non-compliance are substantial.
- ▶ Organizations can be fined up to **4% of annual global turnover* for breaching the GDPR or €20 Million**, whichever is higher. This is the maximum fine that can be imposed for the most serious infringements e.g., deliberate violations, not having sufficient customer consent to process data, or violating the core of Privacy by Design concepts.
- ▶ Regulatory agencies may also be permitted to enforce other penalties such as deletion of personal data and placing limitations on interactions with citizens of EU member states.

* *Global Turnover/Revenue*

What is IEEE Doing?

- ▶ IEEE has been carefully reviewing its policies and business processes that involve personal data.
- ▶ A cross-organizational task force is working to ensure uniformity in how volunteers, members, and professional staff worldwide collect and use personal data.
- ▶ Developing a global communications plan that will use newsletters, emails, ieee.org, etc. to keep you apprised of any changes in policies and processes as well as the new resources and tools you will have access to.
- ▶ Updating compliance training courses
- ▶ Creating Data Usage policy for volunteers



What is IEEE Doing? (continued)

- ▶ Existing service agreements with vendors that we do business with are being evaluated to ensure inclusion of GDPR-related terms and conditions
- ▶ Other key business platforms and applications such as conference registration systems, websites, peer review tools, marketing and customer management systems are being evaluated
- ▶ Moving towards centralized applications and services
- ▶ Improving consent and opt-out capabilities and record keeping
 - If our tools are GDPR compliant, it takes the burden off of the volunteer



Specific Concerns for MGA

- ▶ SAMIEEE (Sunset May 2018)
- ▶ IEEE OU Analytics
 - 12k volunteers have automatic access to member data
 - 12k volunteers will still have access to data, but a limited number of volunteers will have access to member personal data
- ▶ vTools Applications – specifically vTools Events and eNotice
 - Will be collecting consent
 - eNotice will support more OUs (Societies, Standards)
 - If our tools are GDPR compliant, it takes the burden off of the volunteer
- ▶ Other Applications affected
 - The online web application for Join and Renew
 - Collabratec, now includes the Member Directory
 - Senior Member Elevation Program
 - Online Fellows Nomination Process
 - Automated Geo Petitions Program
 - 3000+ websites on EWH



What Does This Mean to You

– as an IEEE Volunteer?

- ▶ We value your contributions and care about making sure you are able to perform your role in a compliant manner.
- ▶ Current processes of collecting personal data and emailing on behalf of IEEE will change. This may include deletion of data currently in your possession.
- ▶ We will communicate with you regarding training and education shortly. We respect your time and will try to make these communications as efficient and informative as possible.
- ▶ We will provide you with new or enhanced tools and/or processes that are GDPR compliant.

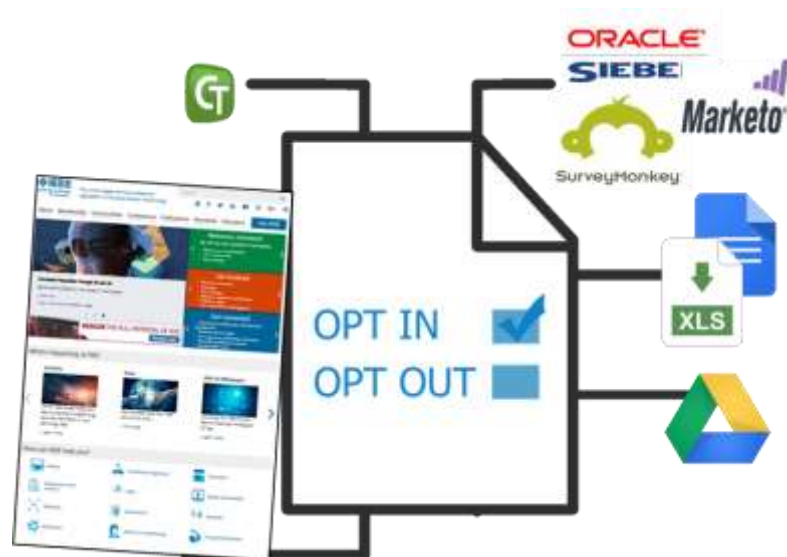


What Does This Mean to You

– as an IEEE Volunteer? (continued)

Other areas that will be addressed:

- ▶ All IEEE systems and applications
- ▶ Non-IEEE systems and applications
- ▶ Home grown tools and commercial tools for communication
 - Constant Contact, Mail Chimp
- ▶ Places where data resides such as Access databases, Excel spreadsheets, Google Drive, etc.



What Does It Mean to You?

- as a member

- ▶ You can expect that we will respect your privacy
- ▶ IEEE's goal is to balance our legal obligations under the GDPR with our desire to continue to provide our members with IEEE updates, information on new products and services, and opportunities.
- ▶ Members will need to consent to the IEEE Privacy Policy
- ▶ Members will have an online tool to manage consent and communication preferences
- ▶ The steps needed to ensure total compliance are still being finalized.
- ▶ Additional information will be made available to you through current communications vehicles such as ieee.org.

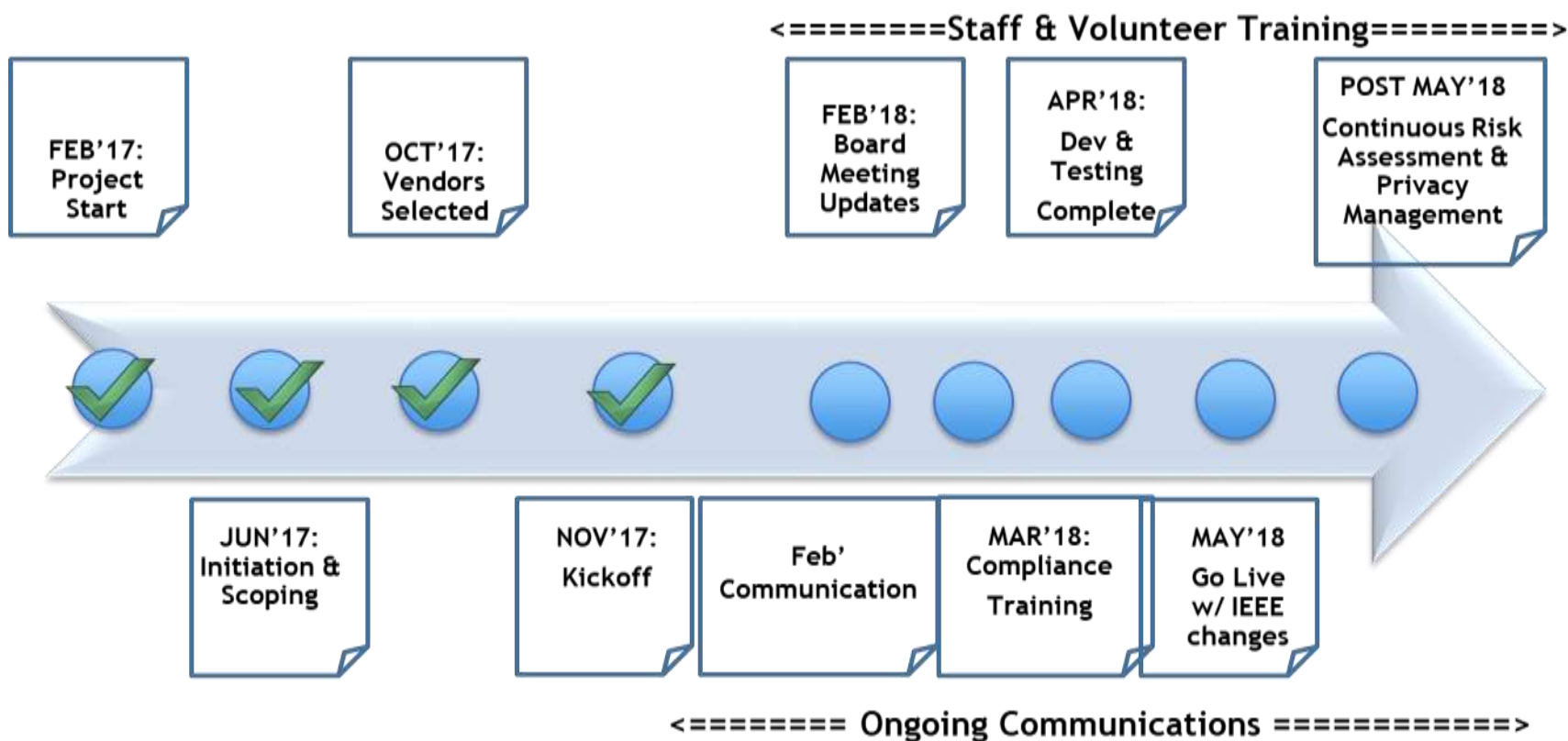


Moving Us Ahead to Reach Compliance

- ▶ MGA staff are fully involved and committed
 - Cecelia Jankowski
 - Vera Sharoff (GDPR taskforce)
 - Eugene Khusid (GDPR taskforce)
 - Khanh Luu
 - Marguerite Gargiula
 - Elyn Perez and the entire membership team
- ▶ Working with the MGA Information Technology and Oversight Committee and the vTools Committee
 - Global representation from Italy, Spain, Canada, Sri Lanka, Mexico, India and the US
- ▶ Working with IEEE Legal and Marketing, to develop and deliver a coordinated, detailed communications plan to ensure all IEEE and MGA-stakeholders are informed, aware, and understand how to meet and maintain GDPR compliance



GDPR Timeline



Our Request to You

- ▶ Be engaged—this impacts all of MGA including all partners that we work with
- ▶ Ask questions
- ▶ Be alert for communications about GDPR
- ▶ Be prepared to communicate and take action within your Section
- ▶ Help us identify potential vulnerabilities
- ▶ Be patient
 - Best practices for handling private data, consent and compliance language, internal operational changes etc, for an association with our global reach, do not exist. They being developed and the target is quickly approaching.

25 May 2018



Thank you



Questions from Region 8

- ▶ Q. What benefits do the majority of IEEE members gain from MGA activities?
- ▶ A. MGA's policies, procedures, and programs support all IEEE members. For example, the YP, WIE, and LM programs all come under MGA. In addition, there are various committees working on ways to improve MGA support of local Organizational Units and increase member value. Sections Congress seeks to provide direct feedback from Sections (and Chapters and Groups) and the members to the Institute. In addition, MGA is constantly focused on increasing support for local Geo Units.²⁶

Question from Region 8

- ▶ Q. How does MGA see it's development in the future, in comparison to TA?
- ▶ A. Both MGA and TA are major Organizational Units of IEEE, but they are also quite different. MGA serves all IEEE members, but only about half of IEEE members belong to one or more Societies. MGA's income comes primarily from member dues, while TA's income includes income from the sale of IP (IEL, Xplore). Chapters are sub-units of both MGA (through their Sections) and TA (through the sponsoring Societies). TA is focused on technology, while MGA supports members through a variety of different programs. Providing quality programs and local Geo Unit support in an era of declining dues revenue will continue to be a challenge.

Questions from Region 8

- ▶ Q. What is the success story of Collabratec for the last two years, in comparison with other major professional social networks?
- ▶ A. Collabratec is somewhat different from the usual social network, professional or otherwise, in that it is envisioned as more than just social networking tool. As its name implies, it is envisioned as a platform where people can collaborate and work together on projects. For example, researchers in different locations can work together to write papers and share results. Also, it includes a reference capability and additional tools are planned to further enhance its capacity for people to work together.
- ▶ The number of Collabrated users has continued to grow, as has the time spent by users on the platform. Nonetheless, there is concern at the Board level about the cost of the program and the benefit obtained for that investment. Therefore, the Board has requested additional information on the usage of the platform, plans for future development, and a business plan for the system, and will continue to monitor the future development of Collabratec.

Appendix

2018 MGA Priority Projects

IEEE Collabratec Engagement and Expansion

Project Description	<ul style="list-style-type: none">• To drive member engagement and growth. Focus on community engagement & development• Development focus will be on new features, Groups, enhanced personalization and mobile space• Marketing will focus on launch of mobile app, engaging audience. To be measured via time on the site, return visitor ratio, % of active members on platform
Desired Outcome	<ul style="list-style-type: none">• Proliferation of Members-only communities by IEEE organization units, e.g. Sections• Implementation of platform collaborative filtering engine and badging and gamification• Expanded Network and increased platform engagement
<p>Deliverables:</p> <ul style="list-style-type: none">• Transfer of Membership Directory into Collabratec (31 Jan 18) - complete• Marketing of Membership Directory (late February 18)• GDPR Compliance (May 2018)• Collaborative Filtering Engine available (June 2018)• Profile/Volunteer Enhancements (3Q 2018)• Roll out of Badges - recognition of participation in platform (3Q 2018)	



2018 MGA Priority Projects

IEEE WIE – TechW (Tech powered by Women) Workshop

Project Description	Develop workshops to provide leading-edge career professional development sessions for those in research, industry and entrepreneurship aimed at inspiring and advancing women in technical professions globally Develop process for volunteer and staff support for two TechW events to be held in 2018 (test pilot program in 2018 to be able to be rolled out internationally)
Desired Outcome	<ul style="list-style-type: none">• Launch at least 1 TechW in Canada or United States• Top box (75%) attendee satisfaction• Increase IEEE/WIE Membership• Break even financials for test model, with anticipated revenue for future events
Deliverables: <ul style="list-style-type: none">• Select location in U.S. or Canada (1Q 2018)• Establish partnership with Section in designated site location/MOU Developed (1Q 2018)• Launch website (1Q 2018)• Launch marketing for event (1Q 2018)• TechW event held (September 2018)• Attendee survey developed, delivered, with completed results analysis (October 2018)	



2018 MGA Priority Projects

Young Professionals Business Plan

Project Description	Implementation of business plan, which will include a focus from June 2017 board decision
Desired Outcome	<ul style="list-style-type: none"> • Document requirements and establish a trial period for a special YP/MDL subscription to provide more affordable access to technical content • Completed full scale pilot and analysis of micro volunteering platform and proof of concept with proposal for continued funding and enterprise wide roll out • Completed due diligence and documented plan for consideration to pursue loyalty and recognition vehicles for volunteers • Completed assessment including survey data demonstrating the impact of local and signature events for continued support
<p>Deliverables:</p> <ul style="list-style-type: none"> • Summary of all project status with timelines provided to MGA and IEEE Board (February 2018) • Process improvements, maintenance and reopening of events funding portal (February 2018) • Launch of micro volunteering and YP MDL pilots (Q2 2018) • Complete recommendations Phase 2A and 2B for Go/No Go decision to further invest in Loyalty (June 2018) • Alignment of project advancement with fiscal calendar for 2019 budget construction and consideration (June 2018) • Reports and comprehensive analysis on pilots of YP MDL Subscriptions, Micro Volunteering Platform and Impact of Events provided to MGA and IEEE Boards (November 2018) 	



2018 MGA Priority Projects

Revitalizing Student Branches

Project Description	Improved Section Student Branch Interaction
Desired Outcome	<ul style="list-style-type: none">• Measured improvement in student branch activity and membership• Increases student access to section programs and resources• Increased communication between all sections and student branches
<p>Deliverables:</p> <ul style="list-style-type: none">• Develop and deploy communications and best practices with respect to branch and section relations (Q1/Q2 2018)• Develop, promote and deploy training and resources for SSRs and SSACs (Q3/4)• Leverage branch probations and dissolutions towards branch vitality (June 2018)• Review governance, finance and IT aspects of alternative rebate model and obtain go/no decision from leadership (June 2018)• Demonstrate Increase # of SSACs and SSRs (November 2018)• Demonstrate increases in activity and officer reporting (November 2018)• CLE Training Model updated resources (TBD)	

2018 MGA Priority Projects

Conferences – Membership Development Opportunities

Project Description	
Desired Outcome	<ul style="list-style-type: none">• Research and documentation of past efforts within MGA and other IEEE Ou's determining what worked and what did not work• Model developed for improved on-site member enrollment• Plan, timeline and budget developed for roll out of on-site membership development model in 2019
<p>Deliverables:</p> <ul style="list-style-type: none">• Report developed of past on-site membership development within MGA and other IEEE OU's (to include past successes, enrollment tracking, etc). (Q2 2018)• Model developed to include tools & processes; simplified enrollment process; developed incentives; best practices. Will include 2-3 identified actions to be tested in 2018 (Q3 2018)• Plan, timeline and budget completed for roll out of on-site membership development model in 2019 (Q4 2018)	



Ongoing MGA Projects

2018 MGA Projects

Sections Congress 2020 - Organization

Project Description	Determination of future Sections Congress format and location of 2020 Congress
Desired Outcome	<ul style="list-style-type: none">• MGA Board approval of format for the SC2020 congress• MGA Board approval of SC2020 site location finalize SC2020 Steering committee
<p>Deliverables:</p> <ul style="list-style-type: none">• Recommendation made to MGA Board on future format of Congress and agreement received (February 2018)• MGA Staff & MCE complete RFP and outreach to cities (March 2018)• Review of RFP responses to city locations and high level business case assumptions presented to MGA Board (June 2018)• Final decision on location voted by MGA Board (June 2018)• SC2020 Committee Chair and three Subcommittee Chairs identified and approved (November 2018)	



2018 MGA Projects

Center for Leadership Excellence (CLE)

Project Description	Improvements to CLE platform and expanded site content
Desired Outcome	<ul style="list-style-type: none">• Deliver a simple, easy to use learning solution to support multiple volunteer audiences. A resource center that will allow for an enhanced learning experience with resources available to users such as record of learning, progress, and action plans.
<p>Deliverables:</p> <ul style="list-style-type: none">• Complete content migration plan to ensure the current platform reflects the CLE committee decisions on training curriculum to be offered in the Totara platform (Feb-March 2018)• Offer new Action Plans for additional volunteer positions and recommended courses in each of the identified categories of training (March-April 2018)• Execute 2018 VoLT program – Tracks 1 via CLE and Track 2 via live webinars (May-December 2018)• Design and execute a communication plan to promote CLE awareness and grow member and volunteer usage (2018 and forward)• Expand site content to address other roles/audiences (2018)<ul style="list-style-type: none">◦ Identify sources of relevant materials for future content• Address remaining elements of Training Framework: metrics & recognition (2018)	



2018 MGA Projects

vTools

Project Description	Improvement and expanded offerings of vTools
Desired Outcome	<ul style="list-style-type: none">• To enhance vTools for better usability by volunteers and to ensure GDPR compliance
<p>Deliverables:</p> <ul style="list-style-type: none">• Merge of event creation and event reporting into one function (January 2018) - completed• Expand usage of events and eNotice to more OU Types, e.g. societies (May 2018)• All vTools applications to be GDPR compliant (May 2018)• Launch or add event registration into mobile app (Q2 2018)• More filters added to eNotice (ability for volunteers to filter by society, etc) (Q2 2018)• Support of vTools events with more than one sponsor (simplified reporting) (Q2 2018)	