

IEEE MGA Vice-President Update

*Region 8 Meeting
12 October 2019*

Francis Grosz, 2019 IEEE Vice President, MGA



New Membership Models and Opportunities Ad Hoc

- ▶ Ad Hoc of the IEEE BoD
 - Francis Grosz and Ray Liu, Co-Chairs
- ▶ 3 Subcommittees conducting the efforts
 - Platform – Don Tan
 - New Models Business Opportunities – David Koehler
 - Membership Pricing and Value – Tom Coughlin

Platform Subcommittee

Objective

- ▶ Explore new concepts for IEEE to engage a significantly expanded audience, as defined by the Board of Directors at the 2019 retreat and follow-on activities.
- ▶ Explore infrastructure, content, product offerings and revenue models to support an expansion of IEEE's reach.

Phased Approach

- ▶ Phase 1: Deliver key functions and capabilities by November 2019
- ▶ Phase 2: Beyond November 2019 – Usage analytics and users will drive the roadmap for enhancements and new features. – Crowd sourcing through a large virtual advisory team.



About the New Businesses Subcommittee

Our Focus

Whom
should we
target?

What
products
do we
have to
offer?

What low-
hanging
fruits are
there to
develop?

What
benefit
can we
provide
with a
simple
app for
whoever
wants to
associate
with us?

What is
the longer
term road
map?

Where
shall we
start?

In June, the Subcommittee was then tasked with 3 goals

Goals

- 1 Determine naming/branding of the app (and marketing plan for the app)

- 2 Research market service needs for later iterations of the app

- 3 Identify data to be pulled for analytics purposes

Charter: IEEE Ad Hoc Subcommittee on Membership Price and Value

This subcommittee will look at the implications and possible trade-offs in various traditional basic membership pricing models and report back to the IEEE Board of Directors on its findings. In the course of its work it will describe the various price elements in IEEE membership, including differences in membership price for different geographic regions. It will also discuss the trade-offs and potential alternative funding models for activities currently supported by membership dues.

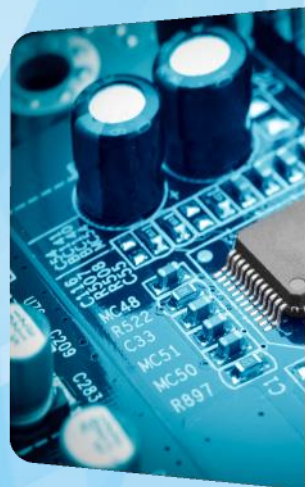
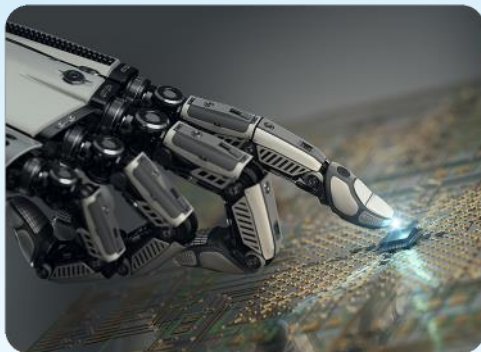
My Vision and Focus for 2019

- ▶ We should always strive to provide more value to our members. Focus on members, not membership. If we do, membership will take care of itself.
- ▶ For many of our members and prospective members, particularly those in industry, their best opportunity for engagement with IEEE lies in their local OUs (Sections and Chapters).
- ▶ Local OU activities are therefore a key to this.
- ▶ MGA and the Regions should partner with the local OUs to help them be more active and effective in providing value to their members.
- ▶ Members should be a key recruiting tool. If we have active and engaged local OUs, they will be.

MGA Strategic Direction for 2020

- ▶ Increase member engagement globally and strive to provide more value to members through member initiatives and activities
 - Address the question of membership dues and member value
 - Create signature programs for students
 - Build on the efforts from the young professionals including micro volunteering, events and careers
 - Pilot an online professional development series for WIE members and focus on member recognition opportunities for women
 - Refine the IEEE WIE ILC strategy – Location/venue and sponsorship opportunities to drive increased participation
 - Improve integration of member engagement data across member programs and activities to assess impact
- ▶ Re-Energize Sections and Chapters to enhance local engagement opportunities for members
- ▶ Enhance IEEE OU vitality through Sections Congress 2020
 - Enhance and build leadership skills and volunteer knowledge of IEEE
 - Encourage volunteer enthusiasm and engagement
- ▶ Expand the portfolio of innovative tools that supports needs identified by MGA and volunteers and provides volunteers and members with an exceptional experience
- ▶ Move forward with a plan for Region realignment in order to improve diversity at the IEEE BoD level





Thank You!

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