

# Uniting our Global Technical Community

2019 Update & Direction

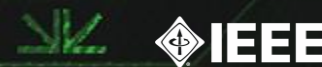


IEEE Region 8 Committee Meeting  
Valencia, Spain | 13 October 2019

John Day – Director, Member Products & Programs



## Intro – John Day

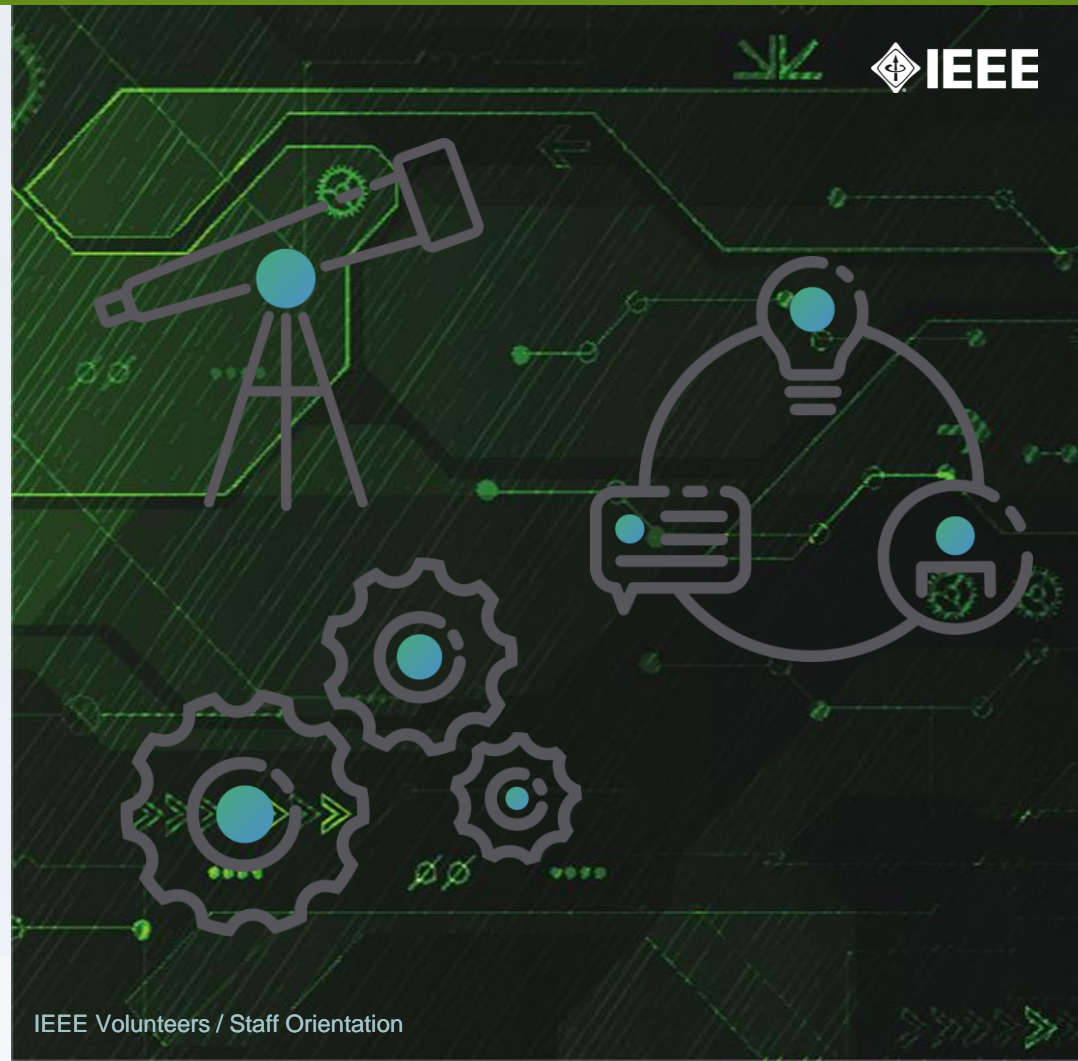


- Updating today, on behalf of extraordinary team of volunteers and staff
- With IEEE since 1999, IEEE Senior Member
- Standards Assn – IEEE Standards Online, Get IEEE802 program
- MGA – myIEEE, IEEE.tv, IEEEXtreme expansion, Young Professionals rebranding, WIE program expansion, Membership Development, IEEE Collabratec
- R8 attendance – Bucharest '07, Venice '09, Limassol '15, Valencia '19

# What is IEEE Collabratec?

**Global technical community fostering discovery, connection, and collaboration**

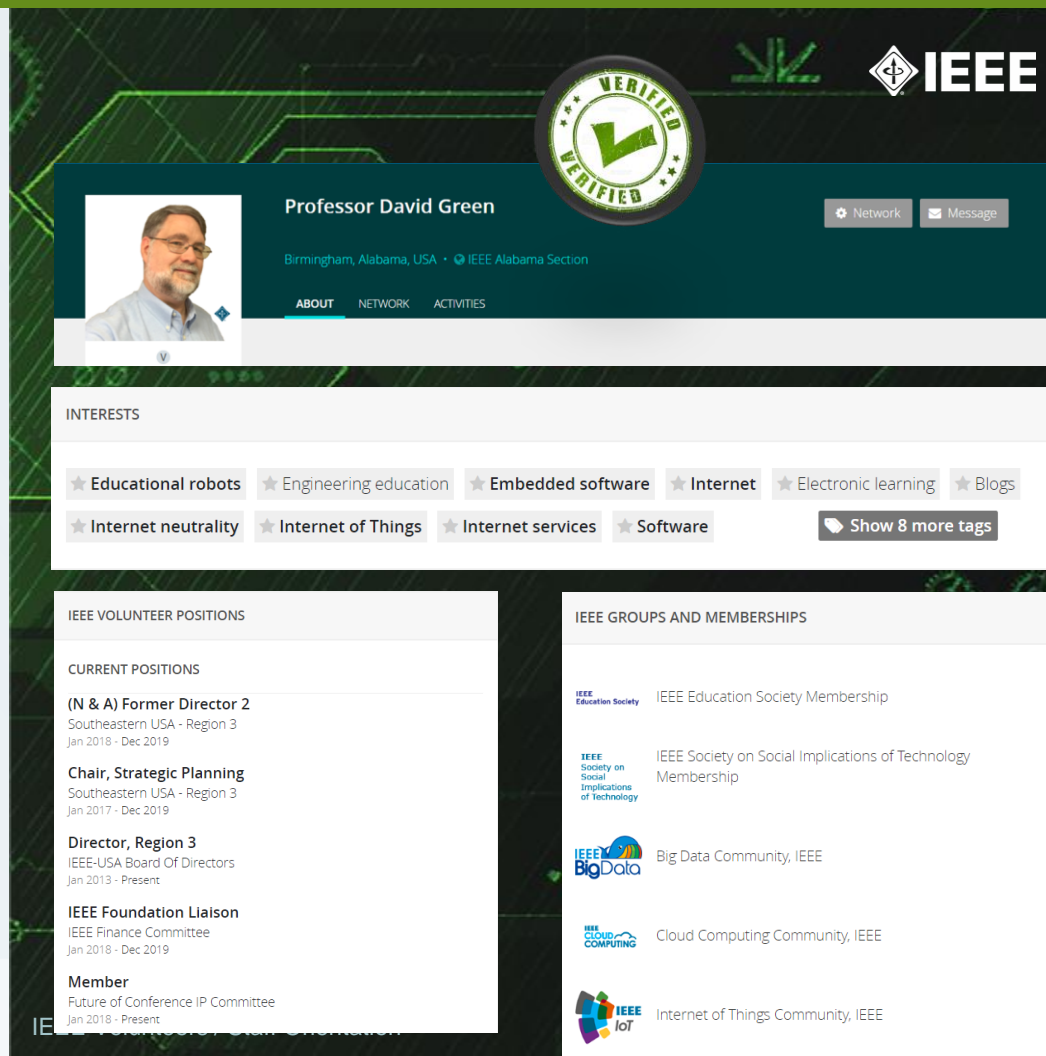
- Open platform for discovery, connection, and collaboration with IEEE resources
- Premium-level services for IEEE and Society Members
- Personalized to user interests and IEEE involvement
- No-cost way for individuals to participate in IEEE, e.g., Member dues is price prohibitive





# Premium-level services for IEEE Members ...

- Global, IEEE Member directory
- Personalized certificates of IEEE and Society Memberships
- IEEE Members-only communities
- IEEE mentors/mentees program
- Distinct badging for IEEE Members and Volunteers
- Profiles automatically update, based on IEEE involvement
- Nov/Dec – links to membership card, and IEEE Section to which Member belongs



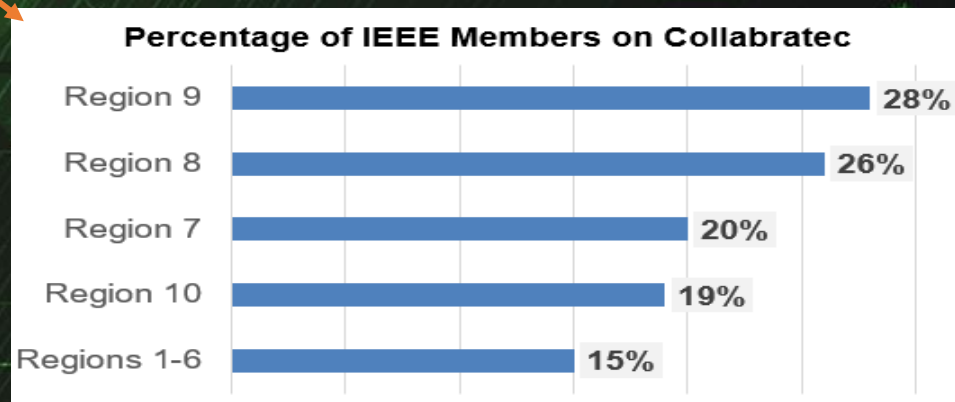
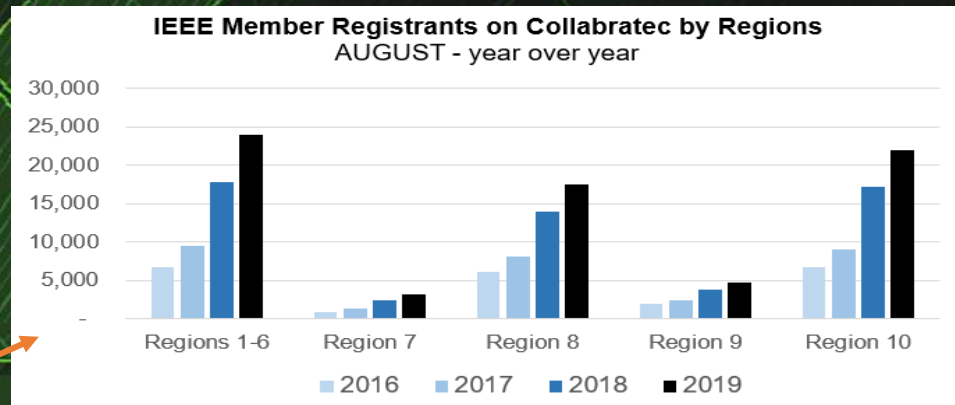
The screenshot displays a IEEE member profile for Professor David Green. At the top right, there is a circular 'VERIFIED' badge with a green checkmark and the IEEE logo. The profile header includes a photo of Professor Green, his name, location (Birmingham, Alabama, USA), and IEEE Alabama Section affiliation. Navigation tabs for 'ABOUT', 'NETWORK', and 'ACTIVITIES' are visible. Below the header, the 'INTERESTS' section lists various topics like 'Educational robots', 'Engineering education', 'Embedded software', 'Internet', 'Electronic learning', 'Blogs', 'Internet neutrality', 'Internet of Things', 'Internet services', and 'Software', with a 'Show 8 more tags' button. The 'IEEE VOLUNTEER POSITIONS' section lists his current roles: Former Director 2 (Southeastern USA - Region 3, Jan 2018 - Dec 2019), Chair, Strategic Planning (Southeastern USA - Region 3, Jan 2017 - Dec 2019), Director, Region 3 (IEEE-USA Board Of Directors, Jan 2013 - Present), IEEE Foundation Liaison (IEEE Finance Committee, Jan 2018 - Dec 2019), and Member (Future of Conference IP Committee, Jan 2018 - Present). The 'IEEE GROUPS AND MEMBERSHIPS' section lists his affiliations: IEEE Education Society Membership, IEEE Society on Social Implications of Technology Membership, Big Data Community, IEEE, Cloud Computing Community, IEEE, and Internet of Things Community, IEEE.

# Update

# Uniting our global technical community



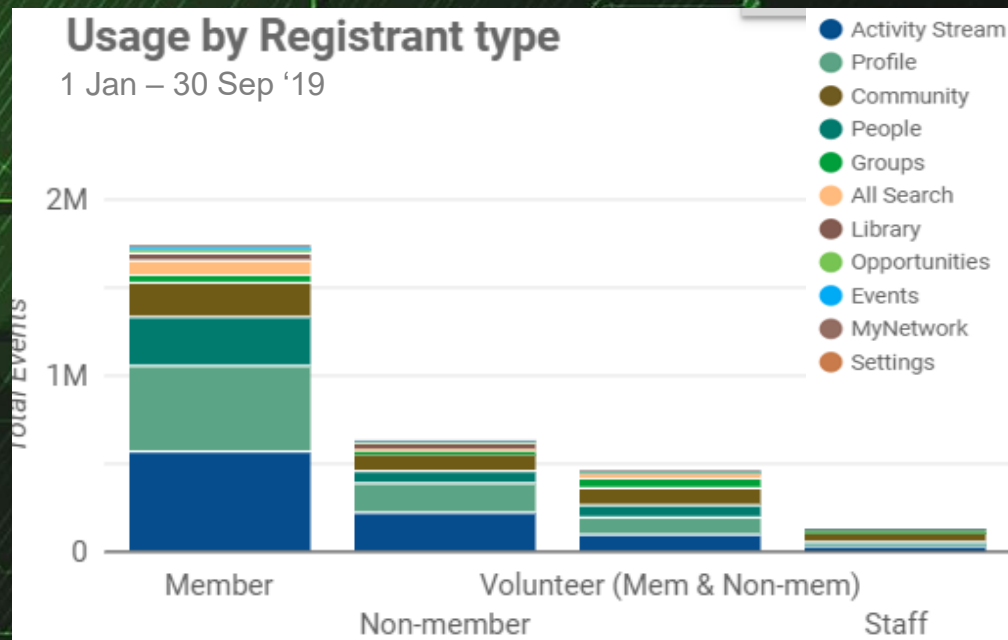
AUG 2019		
TOTAL Registrants	↑ 32% yoy	206,567
IEEE MEMBERS	↑ 31% yoy	71,298
NON-MEMBERS (including former members)	↑ 33% yoy	135,269



# IEEE Members use Collabratec more than other registrants

Popular use cases ...

- Establishing a professional identity within the IEEE community
- Downloading certificates of IEEE or Society membership
- Members seeking references for Senior Member applications
- Students seeking suggestions for thesis projects
- Volunteers establishing committee workspaces



# IEEE Member usage of Collabratec is global

70% of total, IEEE Member usage from outside of the United States

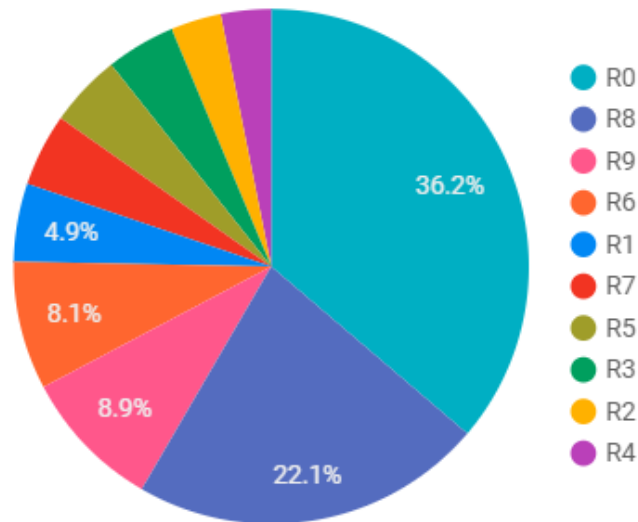
22% of IEEE Member usage from Region 8



## Usage by Member Region (Categories)

(Select on a section in the chart to filter the report.)

1 Jan – 30 Sep 2019





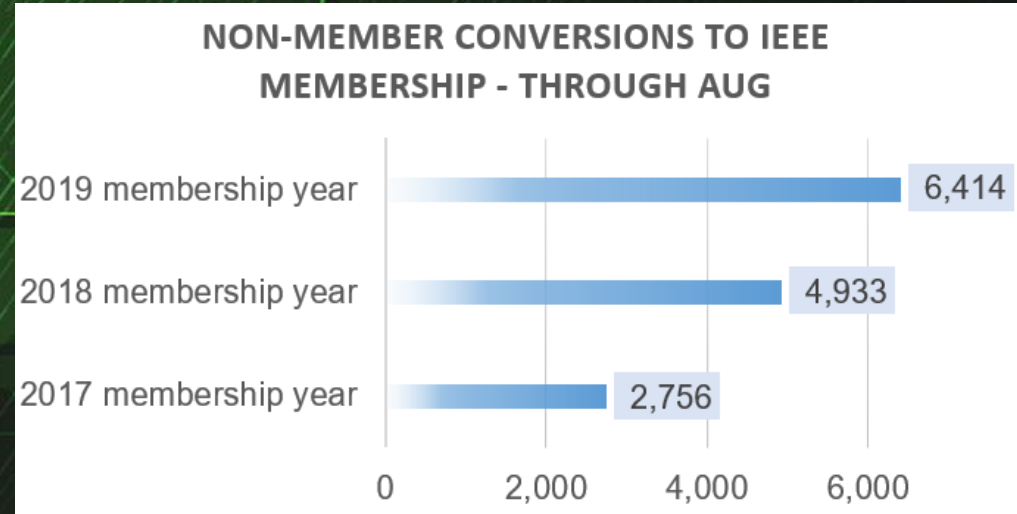
# non-Member conversions have been growing

Collabratec provides low-barrier way  
to experience IEEE

non-Members often supply their  
interests, opt into communities

Members-only features trigger alert  
as non-Members attempt to access

Membership Development team  
outreaches regularly to invite into  
IEEE Membership

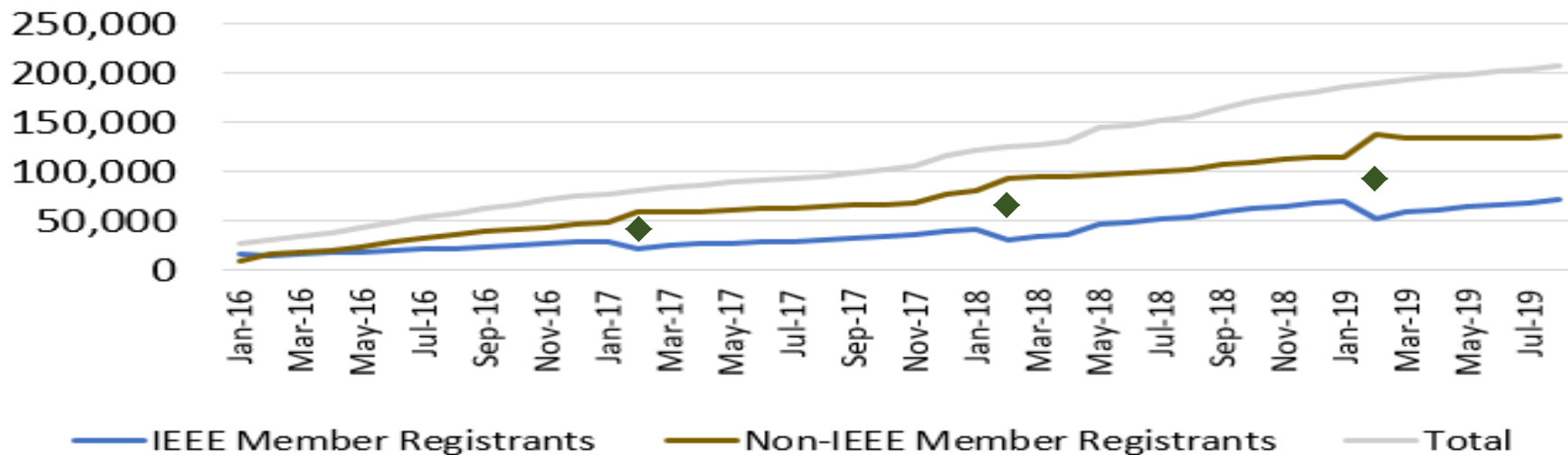


# Collabratec maintains contact w/non-renewing IEEE Members



◆ Annual service-deactivation of IEEE Members is a change of status, not a loss of contact

## Collabratec Registrant Expansion



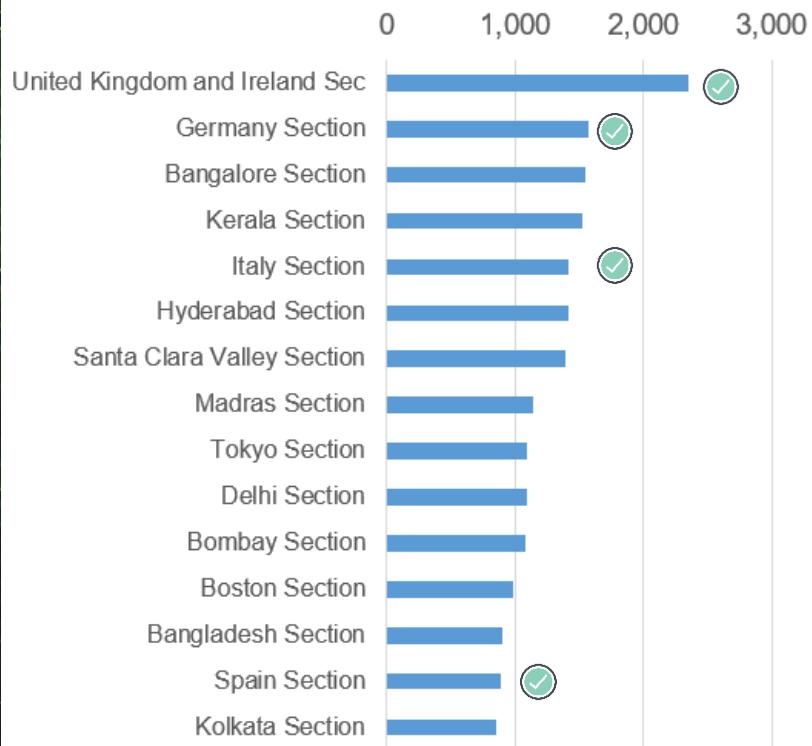
# Sections ranked by highest # of IEEE Members on Collabratec

**Four (4) Sections in Region 8  
rank in top-15 globally**

Data for each Section available  
upon request



Highest # of IEEE Members on Collabratec by Section  
2019 Memberhsip Year

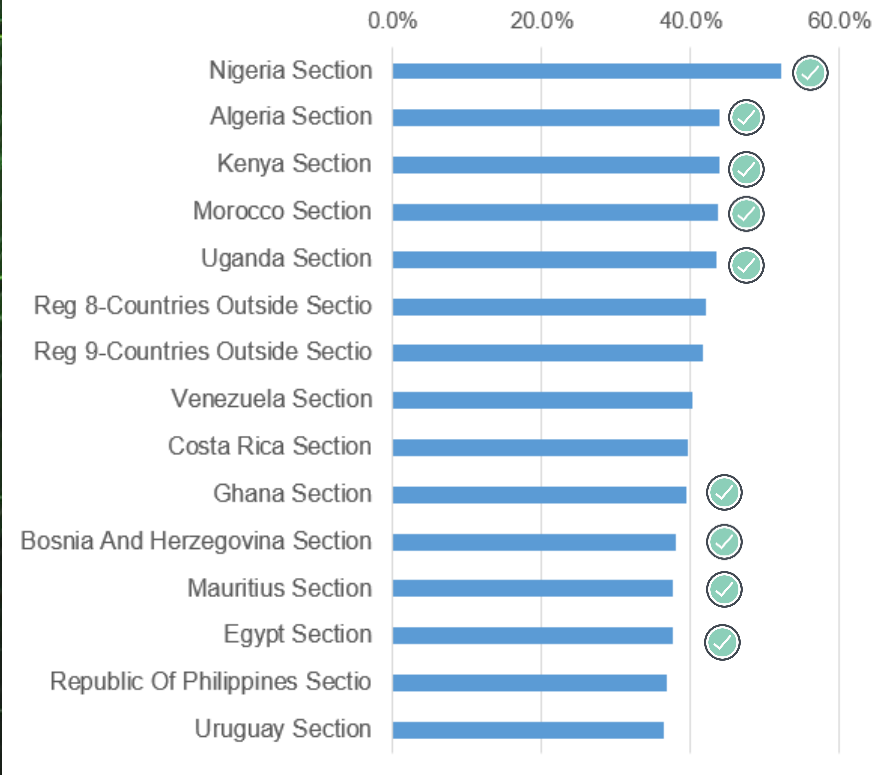


# Sections ranked by highest % of IEEE Members on Collabratec

**Nine (9) Sections in Region 8 rank in top-15 globally**

Data for each Section available upon request

Highest % of IEEE Members on Collabratec by Section  
2019 Membership Year





# Analyzing Member retention rates of those w/Collabratec account



White cells = Total IEEE Member Retention

Shaded cells = Retention rate of IEEE Members on Collabratec

Regions	Higher Grade w/o GSM		Graduate Students		Undergrad Students		TOTAL	
R1-6	83.2%	88.2%	59.5%	75.9%	30.8%	52.8%	78.7%	85.2%
R7-10	74.1%	80.4%	52.9%	72.7%	26.1%	40.9%	60.8%	71.3%
TOTAL	78.8%	83.4%	54.7%	73.4%	26.9%	42.3%	68.7%	75.9%
Region 8	76.5%	82.5%	61.2%	75.1%	28.6%	45.7%	68.2%	77.2%



# Direction

# 2019 focus ...

Embracing user feedback, and building upon successes

## Site navigation upgrade/usability

- Simplify around most commonly-used tools
- Improve personalization
- Improve aesthetics
- Streamline usability

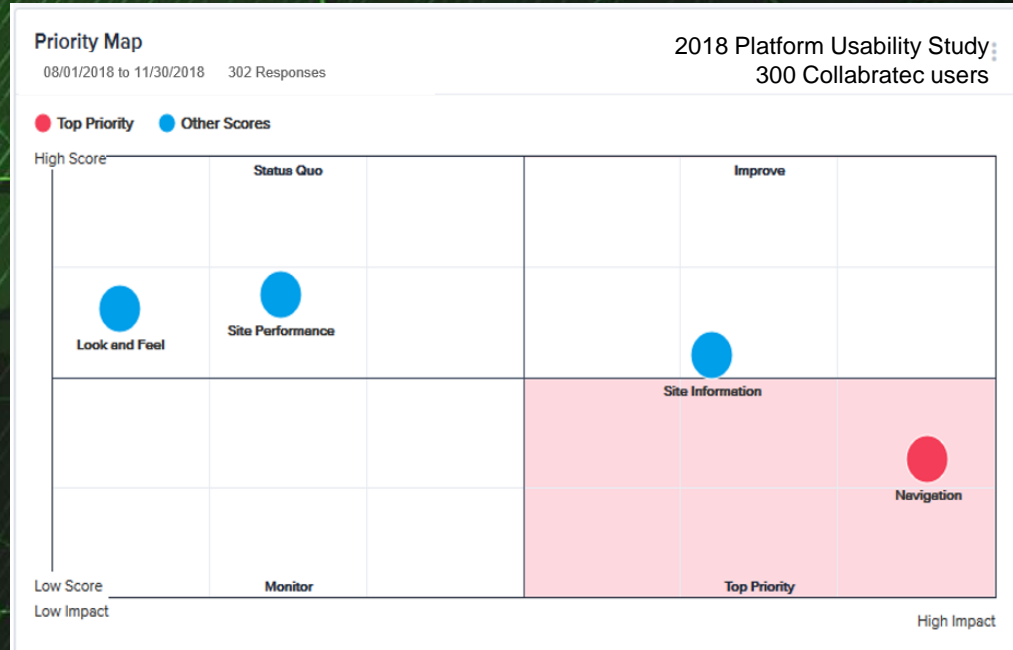
## Expand on recognition

- Offer certificates of IEEE Society Membership
- Pilot badging for participation

## Launch ambassador program

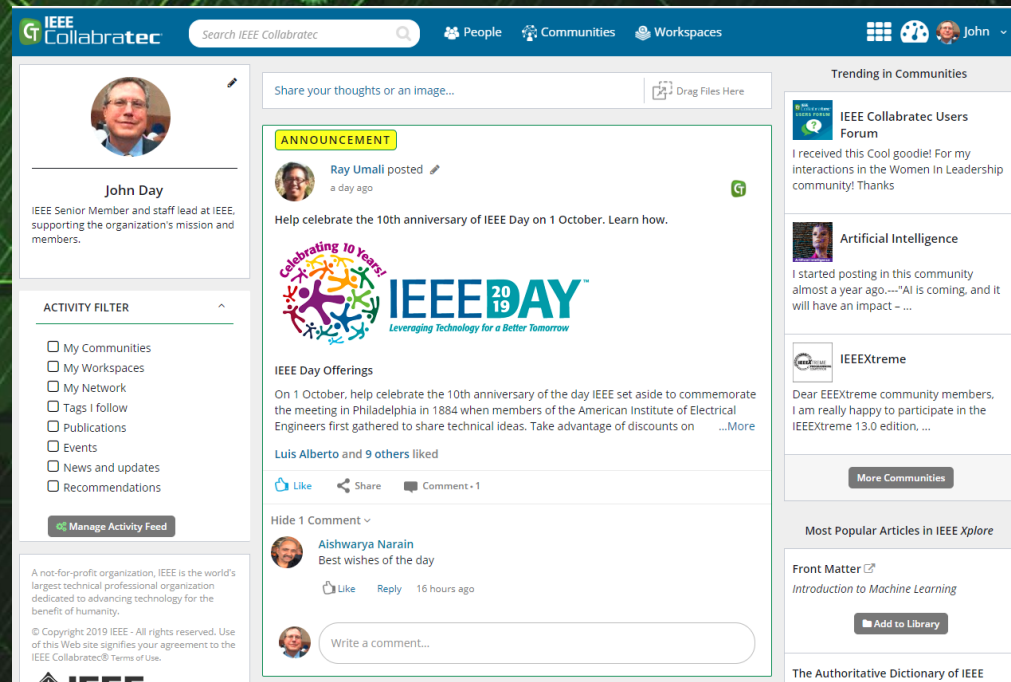
## Upgrade all marketing

## 2018 usability research findings and usage data informed 2019 Collabratec improvements



# 2019 implementation ...

- ✓ **Feb** – created a users advisory group, integrated into release planning
- ✓ **Jun** – re-organized site navigation, improved search, improved mobile responsive experience
- ✓ **Aug** – introduced user dashboard, aesthetic upgrades, debut of society membership and ILN course recommendations
- ✓ **Sep** – refinements to post box and photo uploading, improved community and workspace navigation
- Nov/Dec** – new and updated marketing support materials



**IEEE Collabratec** Search IEEE Collabratec People Communities Workspaces John

Share your thoughts or an image... Drag Files Here

**Trending in Communities**

- IEEE Collabratec Users Forum**  
I received this Cool goodie! For my interactions in the Women in Leadership community! Thanks
- Artificial Intelligence**  
I started posting in this community almost a year ago...."AI is coming, and it will have an impact - ...
- IEEEExtreme**  
Dear IEEEExtreme community members, I am really happy to participate in the IEEEExtreme 13.0 edition, ...

**More Communities**

**Most Popular Articles in IEEE Xplore**

- Front Matter**  
*Introduction to Machine Learning*  
**Add to Library**

**The Authoritative Dictionary of IEEE**

**John Day**  
IEEE Senior Member and staff lead at IEEE, supporting the organization's mission and members.

**ACTIVITY FILTER**

- ☐ My Communities
- ☐ My Workspaces
- ☐ My Network
- ☐ Tags I follow
- ☐ Publications
- ☐ Events
- ☐ News and updates
- ☐ Recommendations

**Manage Activity Feed**

**ANNOUNCEMENT**

**Ray Umali** posted a day ago

Help celebrate the 10th anniversary of IEEE Day on 1 October. Learn how.

**Celebrating 10 Years!** **IEEE DAY 2019**  
Leveraging Technology for a Better Tomorrow

**IEEE Day Offerings**

On 1 October, help celebrate the 10th anniversary of the day IEEE set aside to commemorate the meeting in Philadelphia in 1884 when members of the American Institute of Electrical Engineers first gathered to share technical ideas. Take advantage of discounts on ...More

**Luis Alberto** and 9 others liked

**Hide 1 Comment**

**Aishwarya Narain**  
Best wishes of the day

**Write a comment...**



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# Badging has arrived - recognizing participation

**Journey maps around specific  
actions, and fun competitions**

Latin America Technology Professional Networker Badge	
	Joining the Latin America Technology Community Network community
	Contributing one post to the community
	Securing two (2) network connections on Collabratec

Women in Leadership Contributor Badge	
	Joining the Women in Leadership Community
	Contributing through posts, and replies to questions
VoLT Program Graduate Badge	
	Joining the VOLT graduate community
	Responding to questions about their VOLT training experience

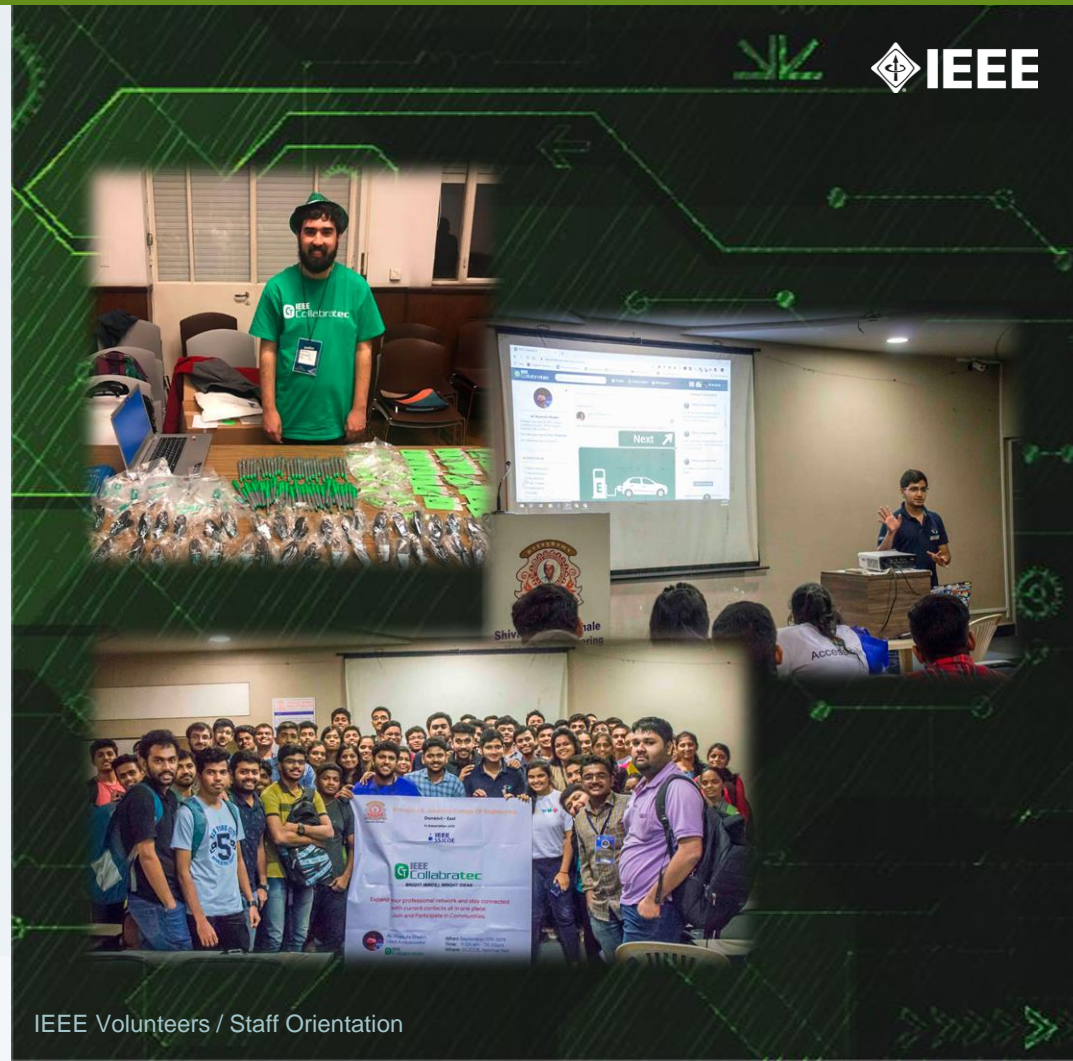
# Ambassadors program officially launched

**Rigorous training program commenced in Spring 2019**

Open to all IEEE Volunteers -  
Graduated 22 Lead Ambassadors

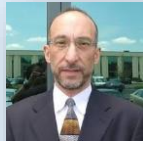
Graduates from Argentina,  
Bangladesh, Brazil, India, Sri Lanka,  
United States

Next training program enrollment in  
Spring 2020 – welcome participants  
from Region 8



# Thank you!

## MGA Support / Contacts



**Victor Manganaro**

[v.manganaro@ieee.org](mailto:v.manganaro@ieee.org)

Training, Community Support, Badging



**Natalie Apadula**

[n.apadula@ieee.org](mailto:n.apadula@ieee.org)

Ambassadors Program, Communications Support

# APPENDIX



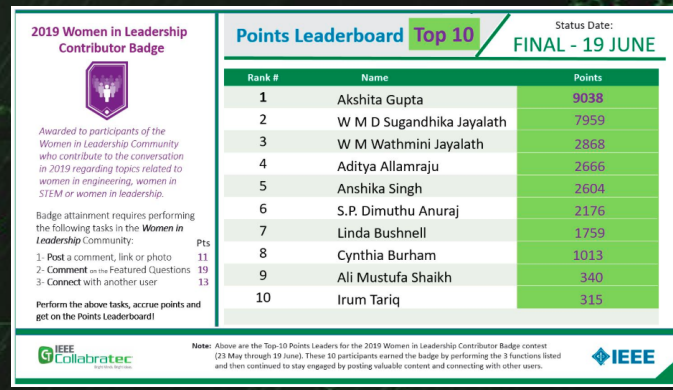
# Recent Use Cases...

## Soliciting quick input for IEEE BoD policy considerations

- IEEE Information Transparency Ad-Hoc Committee launched community, and posted several questions
- Community attracted ~300 IEEE Members who offered hundreds of comments and suggestions


## Recognizing contributions through badging participation

- IEEE Women in Engineering Committee launched badge within its community
- 600 joins to community in 3 months, hundreds of posts, 40 badge earners
- Top contributors recognized on badge leader board



Rank #	Name	Points
1	Akshita Gupta	9038
2	W M D Sugandhika Jayalath	7959
3	W M Wathmini Jayalath	2868
4	Aditya Allamraju	2666
5	Anshika Singh	2604
6	S.P. Dimuthu Anuraj	2176
7	Linda Bushnell	1759
8	Cynthia Burham	1013
9	Ali Mustafa Shaikh	340
10	Irum Tariq	315

Note: Above are the Top-10 Points Leaders for the 2019 Women in Leadership Contributor Badge contest (23 May through 19 June). These 10 participants earned the badge by performing the 3 functions listed and then continued to stay engaged by posting valuable content and connecting with other users.

 IEEE Collabratec™

IEEE Volunteers / Staff Orientation

# 2019 usability improvements



**Saheed Bolarinwa**  
IEEE Student Member

“It has been long I visited this site... I must say the site feels more welcoming now... Kudos to all who are putting efforts into this please don't stop improving the website. I am a volunteering in a IEEE group. Now I will try to convince my team to use Collabratec instead of Slack...”

18 July 2019