



# 2022 MGA Update

*David Koehler – Vice President, Member and Geographic Activities*

*Cecelia Jankowski – Managing Director, MGA*

*Region 8 Meeting*

*15 October 2022*

[ieee.org](https://www.ieee.org)



# 2022 MGA Priority Projects

[ieee.org](https://www.ieee.org)

# 2022 MGA Priority Projects

*Priority Projects support MGA strategic areas and goals*

**Membership is a core MGA responsibility and strategic focus. These projects build on key member strategies and sustaining operations. They add specific focus due to particular ad hoc efforts from the IEEE BoD and MGA**

- Grow IEEE Membership and Dues Revenue
- Member Value Inventory and Taxonomy
- SC 2020 Recommendation (3-5 Year Dues)

**MGA geographic unit vitality is a competitive advantage of IEEE and MGA's strategic focus. These projects define new capabilities that are underway or being created to strengthen the resources available to local geo units for engaging members and the public.**

- Geo unit Elections
- vTools Nomination/Petition Tool Enhancements
- MGA Volunteer Resource Webpage
- MGA Relationship Management Solution (CRM)

**Major IEEE-wide and MGA-led initiatives that will require significant volunteer and staff efforts to achieve successful completion.**

- Next Gen Volunteer Adoption
- MGA Finances
- MGA Complaint/Compliance Resolution
- SC 2020 Recommendations (Education and Industry Local Engagement)

**Maintain an inventory and capability/usage assessment of those tools developed and or supported by MGA that are being used to accomplish our strategies and goals.**

- Best Practices and Hybrid Meeting Resources for Geo Units



# MGA Priority Project: Local Groups

- A Local Group (LG) is a new IEEE Organizational Unit that is a subunit of a Section, focused on a specified local interest.
- A Local Group shall comprise a minimum of two (2) IEEE members, one of whom must be an [IEEE voting member](#), and both of whom must be members of the geographic unit involved.
- The Local Group shall be established by petition
- Both IEEE members and non-members may be participants of the Local Group.
- **Five** Local Groups have been established to date. More will be invited to participate in the pilot beginning this month.
- To establish a Local Group, a petition shall be made at: [https://vtools.vtools.ieee.org/tego /local groups/request\\_group](https://vtools.vtools.ieee.org/tego /local groups/request_group)
  - The group will be received and approved by the Section management.
- Send questions to: [LocalGroups@ieee.org](mailto:LocalGroups@ieee.org)

Local Group Requests					
You may search in mission, geographic area, and keywords.					
<input type="text" value="Search"/>	<input type="button" value="All"/>	<input type="button" value="25"/>	<input type="button" value="Search"/>		
Local Group Name	Status	Region	Section	New Group Spoid	New Group URL
<a href="#">Silicon Valley Technology History Committee</a>	Completed	R6	R60369	LGR60369TH	
<a href="#">Voluntarios y Amigos de IEEE USACH</a>	Completed	R9	R90903	LGR90903SB	
<a href="#">IEEE Hong Kong Blockchain Group</a>	Completed	R0	R00007	LGR00007BC	
<a href="#">Chicago Section Industry Engagement Committee</a>	Completed	R4	R40011	LGR40011IE	
<a href="#">Silicon Valley Blockchain Group (SCV Section, Blockchain Initiative)</a>	Completed	R6	R60369	LGR60369BC	
<a href="#">Brand Experience Region 9</a>	Submitted	R9	R90088		
<a href="#">IEEE Delhi Blockchain Group</a>	Submitted	R0	R00123		
<a href="#">Life Member Affinity Group</a>	Denied	R0	R00302		
<a href="#">Elkins Robotics and Electronics Club</a>	Submitted	R5	R50037		
<a href="#">Algeria Section SIGHT Group</a>	Submitted	R8	R80120		
<a href="#">Mostafa S. Hamad</a>	Submitted	R8	R80003		
<a href="#">CIS-BCREC</a>	Submitted	R0	R00137		
<a href="#">IEEE Women in Engineering Project-Based Learning School Camp Team</a>	Submitted	R0	R00149		

# MGA Priority Project: Hybrid Meetings

- Develop materials for Regions, Sections, Chapters and Affinity Groups to engage members through activities in a new hybrid environment.
  - Over the last two years many Geographic Units have made the transition to virtual meetings
  - Now that conditions are improving, many are returning to in-person meetings
    - However, some members and guests still prefer virtual attendance
    - Therefore, it is recommended that Geographic Units hold hybrid meetings, when feasible.
- IEEE MGA IT Coordination and Oversight Committee formed a working group to advise Geographic Units on holding effective hybrid meetings. The working group determined several resources. These include:
  - a matrix of hybrid meeting levels
  - a web page with guidelines, recommendations, and best practices
  - a Collabratec [Hybrid Meeting Workspace](#) for discussions
  - an Email message series
    - The initial email message sent 29 August 2022
- The website URL is <https://vtools.ieee.org/hybrid>



# MGA Volunteer Resource Webpage

## *MGA Priority Projects – Milestones Accomplished*

Description: Review the volunteer resource related web pages on [mga.ieee.org](http://mga.ieee.org) and create a cohesive and clear centralized volunteer resource page that ensures volunteers can locate, understand and apply the information to their volunteer operations and projects.

- ▶ MGA GUOS subgroup identified to focus on initial analysis needed
- ▶ Inventory of current volunteer resources on MGA webpages 90% complete
- ▶ Identified content that must be updated/created due to new processes, systems (eg, NextGen, elections)
- ▶ Reviewing all links on current MGA volunteer resources page

# IEEE Member and Geographic Activities



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News

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Board &  
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Volunteer  
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Resources

[mga.ieee.org/volunteer](https://mga.ieee.org/volunteer)

# IEEE Member and Geographic Activities



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I'm a Volunteer!



# IEEE Member and Geographic Activities

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I'm a Volunteer!

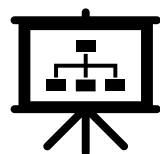
Scott, How can we help?



Financing, Budgeting, or  
getting money for  
section events



Finding volunteer or  
Officer training



Running or operating  
A section



Using IEEE tools such  
As vTools or OU Ana



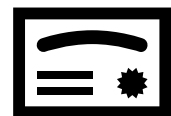
Understanding IEEE  
Policies/process/rules



Where am I? Geographic  
Unit Decoder ring



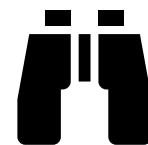
Running fair elections



Recognizing volunteers  
Or ordering IEEE merch



Reporting officers and  
Events/meetings



Finding and engaging  
Members/volunteers



Help! Contact emails

## Geographic Units

[Chapters](#)[Life Members](#)[Petitions](#)[Sections](#)[Volunteer Resources](#)[Women in Engineering](#)



# Priority Project – CRM vTools Engage

## 2022 MGA Priority Project

Develop a Customer Relationship Management (CRM) system to capture data for members, non-members, and customers (ghosts) to enable volunteers and staff to engage, track, retain members and convert non-members to members and provide volunteers the information they need to offer the best programs possible.

## Volunteer Team

Gerardo Barbosa, Ron Jensen, David Koehler, Maike Luiken, Francisco Martinez, Magdalena Salazar Palma, Martin Schulman, Costas Stasopoulos, Adriaan J. de Lind van Wijngaarden

# vTools Engage Use Case: Retention/Engagement

- Identify members who are not engaged
- Not attending local activities
- Simplified messaging for sections/regions, etc.
  - Welcome new members
  - Interest in being involved/Call for volunteers
  - Renewal reminder
  - Arrears recovery

# vTools Engage Use Case: Membership Growth

- Convert non-members, customers (ghosts) to members:
  - Conferences: attendees, speakers, companies, sponsors, etc.,
  - Local meeting attendees (virtual, hybrid, and in-person)
  - Consumers of publications, authors, reviewers
  - Local group non-members

## About vTools Engage

IEEE vTools Engage is an interactive relationship management solution that captures data for IEEE members and non-members. It enables volunteers to engage, track, and retain members, convert non-members to members, and provide volunteers the information they need to offer the best programs possible.

## Recent Messages

Arrears Retention

Calling all Senior Members!

Retention Arrears Outreach

## R40007 - Central Indiana Section

### Quick Actions



Welcome 3 new IEEE members



Remind 8 members to renew



Reach out to 6 members in arrears

### Actions Log

### Engagement



### Recruitment



### Retention



## R40007 Engagement New members New Message

### Recipients \* ?

Send?	First Name	Last Name	Member#	Status	Grade	
<input checked="" type="checkbox"/>	Grace	M	92803004	Inactive	Member	<a href="#">View</a>
<input checked="" type="checkbox"/>	Austin	AM	92804873	Inactive	Associate Member	<a href="#">View</a>
<input checked="" type="checkbox"/>	Anthony	M	93497512	Inactive	Member	<a href="#">View</a>

### Subject \* ?

### Contents \* ?

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POWERED BY TINY

Submit

Cancel

## R40007 Actions Log

Type	Contact	At	By
Email	6 recipients	21 Sep 2022 12:33 AM UTC	Benjamin Senior Member
Email	5 recipients	20 Sep 2022 07:15 PM UTC	Benjamin Senior Member
Email	4 recipients	20 Sep 2022 07:09 PM UTC	Benjamin Senior Member
Postal Mail	David Senior Member	19 Sep 2022 12:33 PM UTC	Benjamin Senior Member
Online Chat	David Senior Member	19 Sep 2022 12:11 PM UTC	Benjamin Senior Member
In-Person Chat/Meeting	Kenneth Senior Member	18 Sep 2022 12:12 PM UTC	Benjamin Senior Member



Mem#	01942291	First Name	David	Last Name	Senior Mer	Email	01942291@don	Status	Active
OU Code	R40007	OU Name		Grade	Senior Member	Grade Effective Date			

Interactions & Notes **+**

Type	At	By	Notes	Next
Phone Call	21 Sep 2022 03:03 PM UTC	Aubrey Walter	Chatted on the phone	Follow up in two weeks
Postal Mail	19 Sep 2022 12:33 PM UTC	Benjamin Senior Member	Sent something important	

## DAVID SENIOR MEMBER



### Interactions & Notes

Type	At	By	Notes	Next
Phone Call	21 Sep 2022 03:03 PM UTC	Aubrey Walter	Chatted on the phone	Follow up in two weeks
Postal Mail	19 Sep 2022 12:33 PM UTC	Benjamin Senior Member	Sent something important	

### Log new interaction or note

Select Type



Contacted by...













Notes...

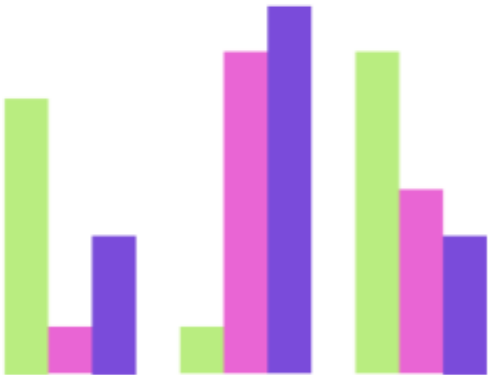
Next steps...

Save

Cancel

R40007 Engagement Opportunities

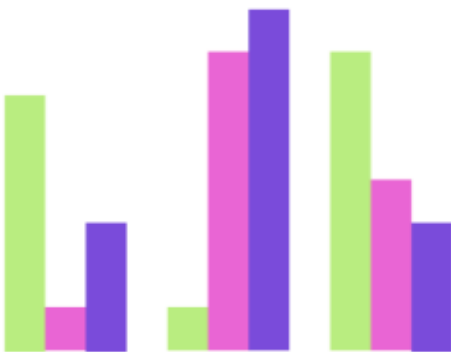
	Count	Actions
New Members	3	   
Attends Events (3+)	0	   
Event Speakers	0	   



R40007 Recruitment Opportunities

	Count	Actions			
All Prospects	0		@		
Members without society memberships	0		@		
Non members who attended events	0		@		
Non member speakers	0		@		

















[Upload Custom List](#)

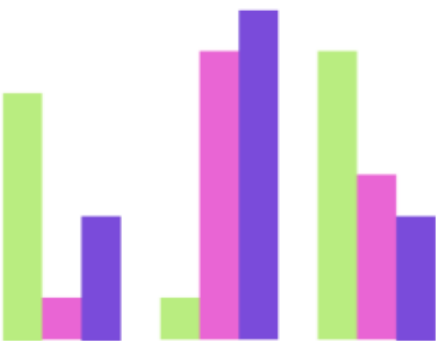




Welcome, Benjamin Senior Member

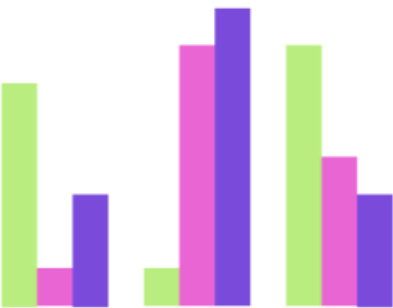
R40007 Retention Opportunities

	Count	Actions
Not yet renewed	0	   
Inactive	167	   
Arrears	10	   
Not engaged	0	   








R40007 Members by Grade

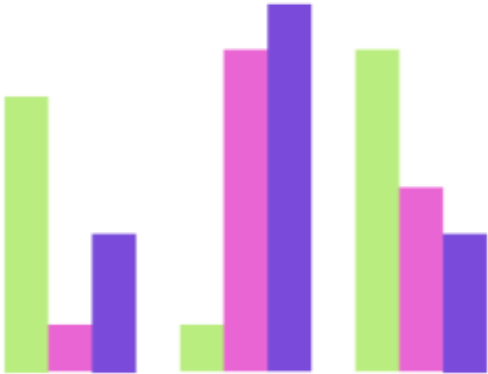
	Count	Actions
Member	20	  
Senior Member	6	  
Life Member	8	  
Life Fellow	0	  
Fellow	2	  
Senior Member	6	  
Graduate Student Member	1	  
Student Member	0	  



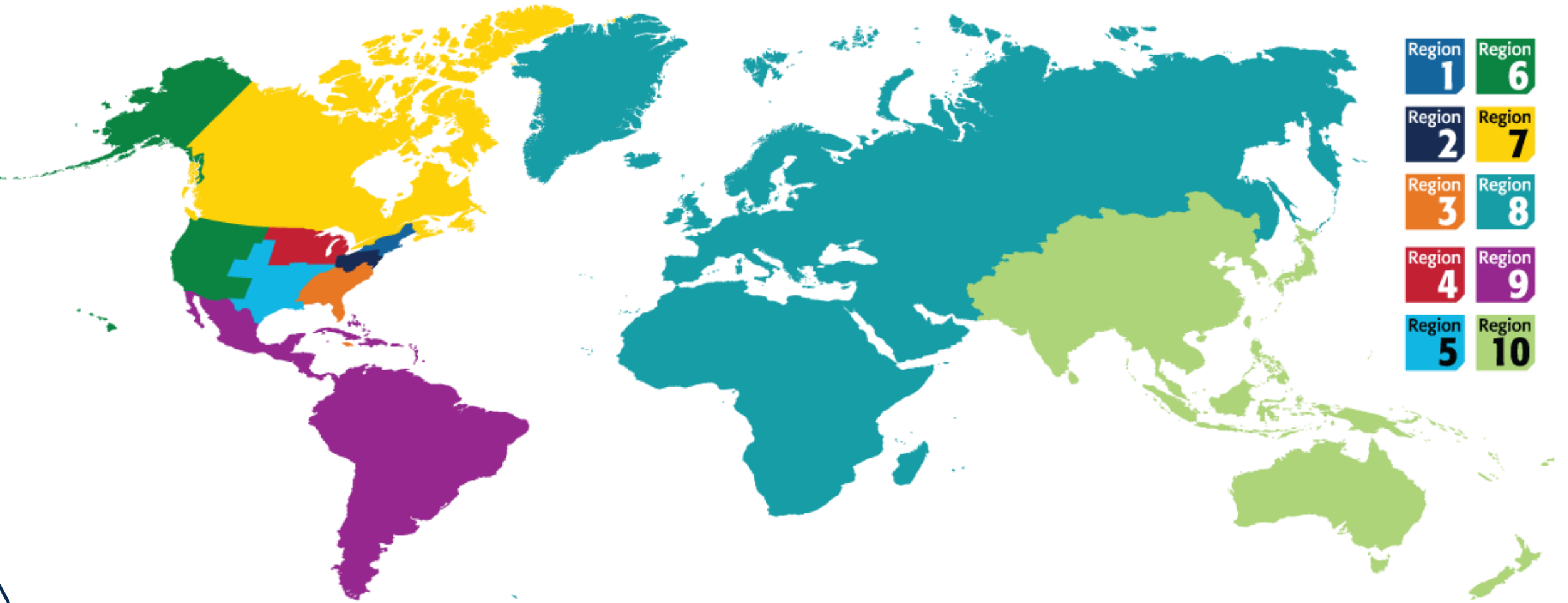


R40007 Industry Contacts

	Count	Actions
All contacts	0	    

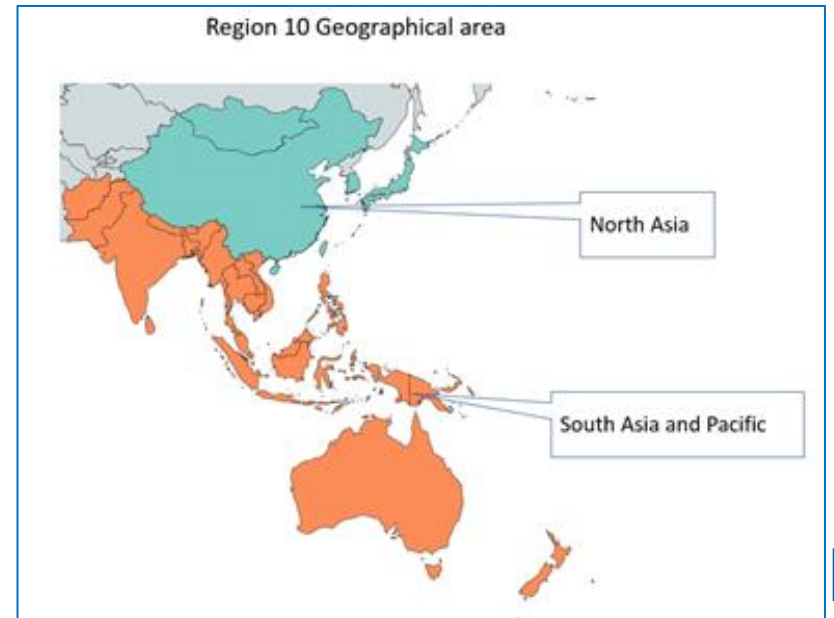
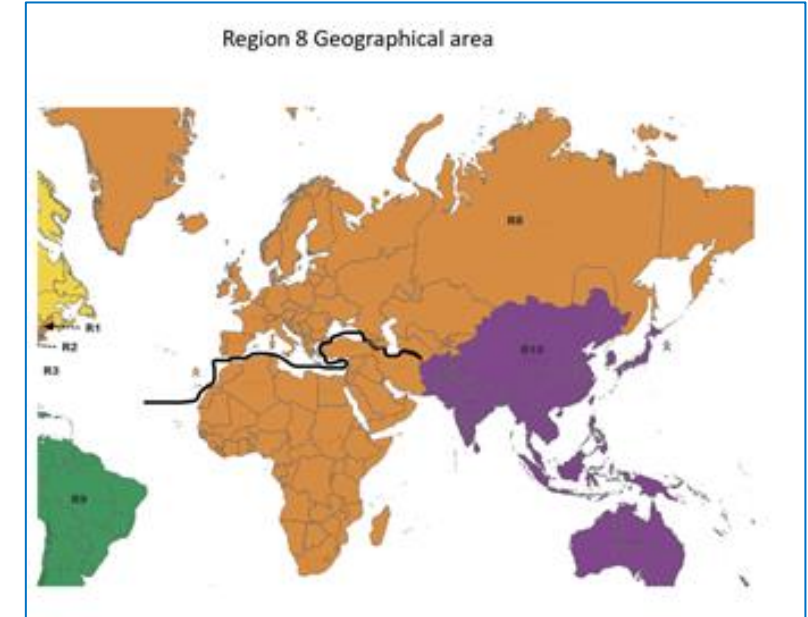


# Current IEEE Regional Map



# 2022 MGA Region Realignment

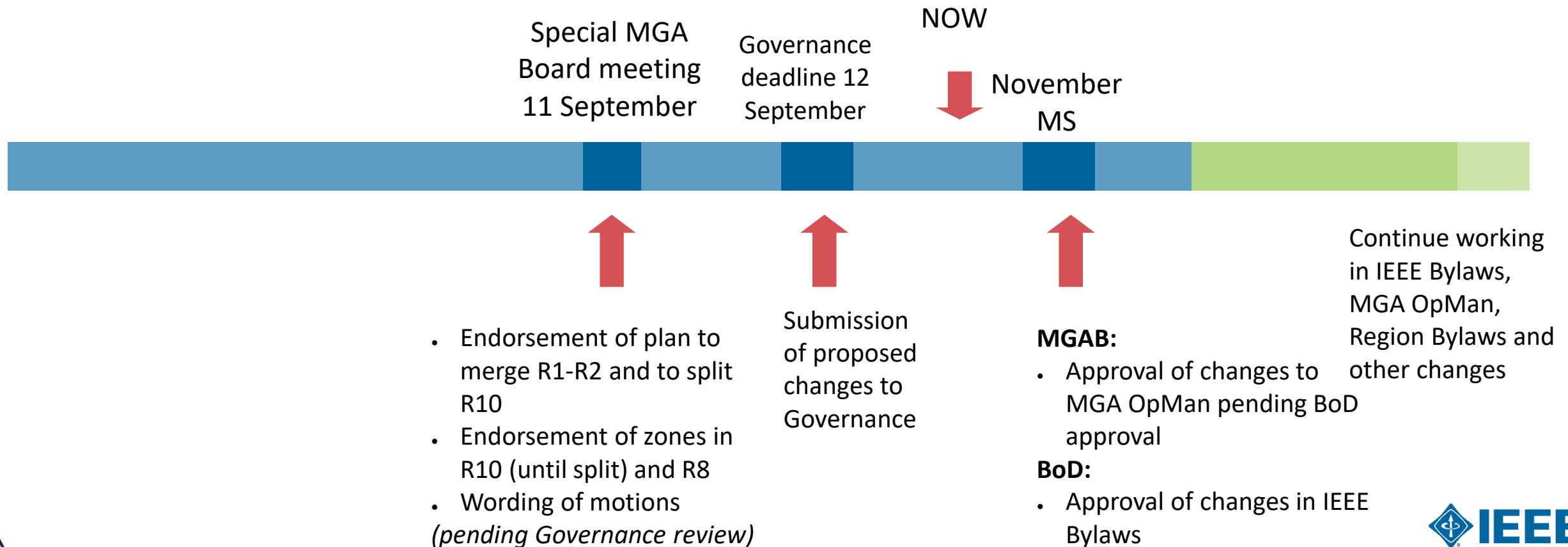
- 2022 Region Realignment Ad Hoc Committee appointed
- MGA February Board Meeting
  - Two zones in both Region 8 and Region 10
  - Two additional attendees at MGA Board meetings this June and November
- Next Steps:
  - Consolidation of Regions 1-6 to 5 Regions
  - Define zone (sub-region) concept
  - Propose changes to governance documents
  - Split Region 10 into 2 Regions
  - Implement 2 zones in Region 8



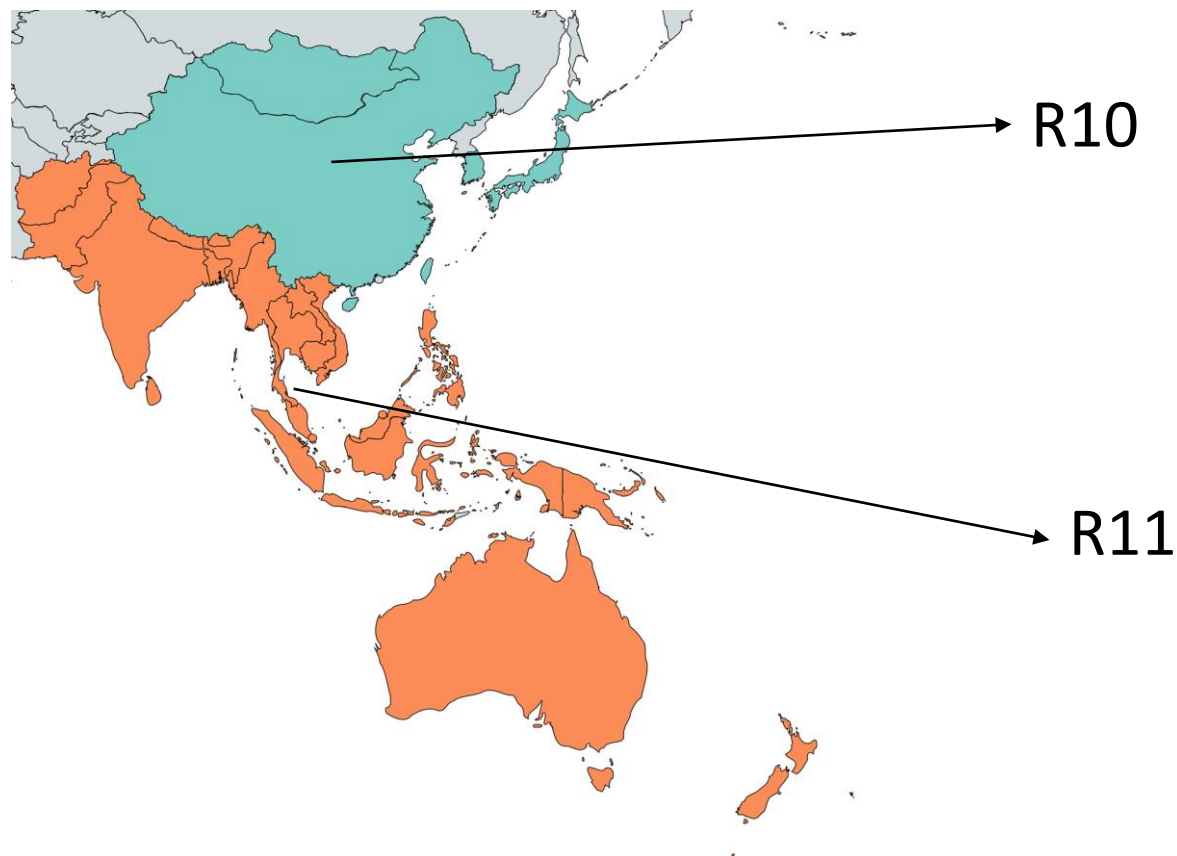
# Timeline

2022

2023



# Definition of new R10 and R11. Proposal from R10

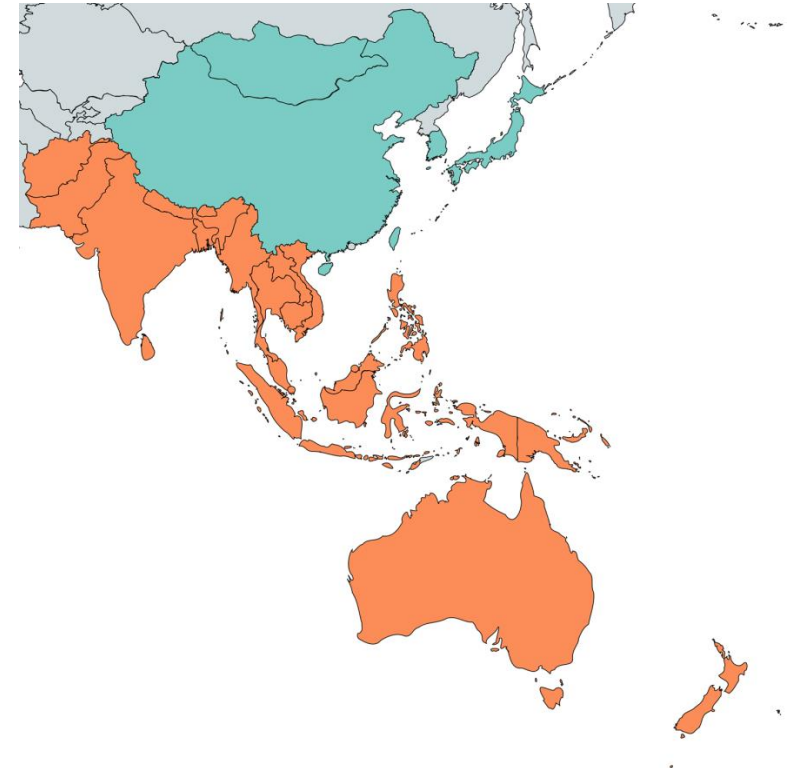


- Region 10 has constituted a committee (R10-WG) to deal with issues related with the split of Region 10:  
Akinori Nishihara - Chair
- Kukjin Chun - Member
- Lance Fung - Member
- Deepak Mathur - Member
- Toshio Fukuda - Advisor

R10-RWG had a meeting on 24 August 2022 and also invited R10 Zone representative, the candidates of Director-Elect as observers. Following decisions were taken in the meeting:

- 'North Asia' shall be known as R10 and 'South Asia and Pacific' shall be known as R11
- Earliest split date shall be 1 January 2028 keeping in view of the R10's ongoing election for 2023-2024 Director-Elect (2025-2026 Director), and also that R10 (Even numbered region) shall split in to new R10 (Even numbered region) and R11 (Odd numbered region).

# Zone boundaries





# 11 September MGA Board Meeting

Resolved that the MGA Board endorses the MGA Region Realignment Ad Hoc Committee recommendation to submit the proposed additions and changes to IEEE Bylaws I-402 and I-303.5, and to the MGA Operations Manual, Sections 2 and 9, as presented, for a formal IEEE Governance Committee review and bring final recommendations to the November 2022 MGA Board Meeting to set the framework to:

- Merge Region 1 and Region 2 to one region
- Split Region 10 into two separate regions
- Establish Zones and Zone Representatives.

# IEEE Bylaw I-402

## 1. Regions

(...)

Effective 1 January 2028

- ~~• Region 1 shall comprise Northeastern USA~~
- Region 2 shall consist of Eastern and Northeastern USA.
- Region 3 shall consist of Southeastern USA and Jamaica.
- Region 4 shall consist of Central USA.
- Region 5 shall consist of Southwestern USA.
- Region 6 shall consist of Western USA.
- Region 7 shall consist of the country of Canada.
- Region 8 shall consist of Africa, Europe, Greenland and the countries of Asia west of Pakistan, north and west of Afghanistan, and north of Mongolia and China.
- Region 9 shall consist of Central America; South America; and the countries of Mexico; Bermuda; the Bahamas Islands; and the Caribbean Islands (except Jamaica).
- Region 10 shall consist of North Asia. ~~the Oceania countries and Asia, excluding the countries west of Pakistan, north and west of Afghanistan, and north of Mongolia and China.~~
- Region 11 shall consist of South Asia and Pacific

# MGA Operations Manual Section 2

## 2.7 Zone Representative

Effective 1 January 2023

### A. QUALIFICATIONS

1. The individual shall be an IEEE member of Senior Member or Fellow grade.
2. Be prepared to serve two years in the position.
3. Experienced in Section and Region committee activities.
4. Reside in and be a member of the Region electing his/her and of one of the Sections in the zone he/she is representing.

### B. FUNCTIONS

1. Represents the membership of his/her zone, along with the Region Director.
2. Serves as a voting member of the MGA Board.
3. May serve as a representative of MGA to other IEEE organizational units.
4. May serve on MGA committees or other organizational units.
5. Any other function assigned by the respective Region Bylaws.

### C. DUTIES AND RESPONSIBILITIES

1. Have the duties, responsibilities, and authority as identified in IEEE Bylaws and Region bylaws.



# MGA Operations Manual Section 9

## 9.2 Zones

*Effective 1 January 2023*

Zones may be formed in Regions by the MGA Board for better representation of their members. The Zone boundaries shall be approved by the MGA Board.

In these Regions with Zones, the Region shall appoint a Zone representative to the MGA Board. The method of appointment of Zone representatives shall be specified in their Region Bylaws. Region Director and Zone representative shall originate from different Zones of their respective Regions.

Region 8 shall have Europe, Greenland, Turkey, Israel, and the countries of Asia north of Iran, west of Pakistan, north and west of Afghanistan, and north of Mongolia and China, as Zone 8.A, and Africa and the countries of Asia located west of Pakistan and not included in the previous definition as Zone 8.B.

Region 10 shall have North Asia as Zone 10.A, and South Asia & Pacific as Zone 10.B.



# MGA Operations Manual Section 9

## 9.2 Zones

*Effective 1 January 2028*

Region 8 shall have Europe, Greenland, Turkey, Israel, and the countries of Asia north of Iran, west of Pakistan, north and west of Afghanistan, and north of Mongolia and China, as Zone 8.A, and Africa and the countries of Asia located west of Pakistan and not included in the previous definition as Zone 8.B.

There are no other zones defined.

# IEEE Geographic Activities

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



## Geographic Units Formed in 2022 (as of 31 May 2022)

Regions	1	2	3	4	5	6	7	8	9	10	Grand Total
Section											<b>0</b>
Sub-section											<b>0</b>
Chapter*	1	1	1			2	1	5	2	18	<b>31</b>
Affinity	1		4		1		1		1	2	<b>10</b>
Student Branch			1		1	1		21	4	28	<b>56</b>
Student Branch Chapter	2		3	1				23	20	108	<b>157</b>
Student Branch Affinity			1					4	2	10	<b>17</b>
<b>Grand Total</b>	<b>4</b>	<b>1</b>	<b>10</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>53</b>	<b>29</b>	<b>166</b>	<b>271</b>

\*Joint Chapters of two or more Sections and/or two or more Societies are counted as one Chapter

## MGA – Geographic Units (as of 1 June 2022)

Regions	1	2	3	4	5	6	7	8	9	10	Grand Total
Section	22	20	41	23	27	35	21	59	35	60	<b>343</b>
Sub-section	2	2	2	3	4	2	2	11	16	41	<b>85</b>
Council	1	0	4	0	0	2	0	1	5	6	<b>19</b>
Chapter*	178	105	114	105	114	208	153	629	241	797	<b>2644</b>
Affinity	53	33	51	44	46	59	67	201	494	345	<b>1060</b>
Student Branch	89	86	114	67	100	90	61	719	562	1733	<b>3621</b>
Student Branch Chapter	61	30	66	50	65	67	51	505	804	1632	<b>3331</b>
Student Branch Affinity	1	1	4	1			2	67	85	215	<b>376</b>
<b>Grand Total</b>	<b>407</b>	<b>277</b>	<b>396</b>	<b>293</b>	<b>356</b>	<b>463</b>	<b>357</b>	<b>2192</b>	<b>1909</b>	<b>4829</b>	<b>11479</b>

\*Joint Chapters of two or more Sections and/or two or more Societies are counted as one Chapter

# MGA Call for Nominations 2022 Awards

- ▶ **Friend of IEEE MGA Award (Individual & Organizational)**
  - Nominations accepted all year long
  - ARC reviews at each selection meeting



For questions, email [mga-awards@ieee.org](mailto:mga-awards@ieee.org) or visit <https://mga.ieee.org/awards/mga-awards-and-recognition-program>

# 2022 IEEE Ad Hoc Committee on the Future of Engagement

[ieee.org](https://www.ieee.org)

# IEEE Ad Hoc on the Future of Engagement

**David Koehler (Co-Chair)**

**John Vig (Co-Chair)**

Robert Anderson

Marc Apter

Jenifer Castillo Rodriguez

Deborah Cooper

Flavia Dinca

Ruth Dyer

Peter Ferrazza (professional staff)

Dena Hoffman (professional staff)

Kevin Dresely (professional staff)

Timothy Lee

Michael Kreisberg (professional staff lead)

Dawn Melley (professional staff)

Cecilia Metra

Dalma Novak

Andrew Popper (professional staff)

Saifur Rahman (corresponding member)

Robert Rassa

Fred Schindler

Angela Trilli (professional staff)

# Committee Scope / Charter

**The 2022 IEEE Ad Hoc Committee on the Future of Engagement is chartered to explore how to define IEEE's audience and how to effectively reach and engage this audience.**

The committee will work to identify the motivations, attitudes, needs, and behavior of the segments of this audience, including members, volunteers, and non-member technical professionals in all of IEEE's areas of interest.

The committee will develop clear definitions of members versus customers and will examine how IEEE engages with non-dues-paying customers and non-dues paying volunteers. The committee will consider potential approaches for how they can engage with the organization.

# Subcommittees

1. Navigating GDPR (General Data Protection Regulation)
2. What percentage of Members have free access to Xplore and why do those with free access to Xplore join IEEE?
3. Conference paper authors to disclose their membership status
4. Develop a good answer to, “What is IEEE?”
5. Develop and test membership messages without tangible values in them to attract more technologists

# Motions Passed August IEEE BoD Meeting

## **Recommendation #1:**

Conference paper authors to disclose their membership status

### **PROPOSED ACTION:**

RESOLVED, that the IEEE Conference Publications Committee shall work with Publications to operationalize the identification of author membership status for conference papers via the Author Portal, shall be, and is hereby, approved.

## **Recommendation #2:**

Mandate the IEEE Conferences Committee to address the collection of membership data

### **PROPOSED ACTION:**

RESOLVED, that the IEEE Conferences Committee (ICC) develop policy and processes to support the collection of normalized conference attendee data, which is simple, useful, and uniform across IEEE and, further,

RESOLVED, once developed, the IEEE Conferences Committee shall develop educational programs aimed at understanding and supporting compliance with IEEE's policies and processes.





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



# IEEE Membership Year

- ✓ 2023 Membership Year began on 16 August
- ✓ New Member Recruitment and Annual Renewal Efforts started in September and will be continuing until the end of February
- ✓ Membership Auto Renewal
  - ✓ Will begin on 9 October



# IEEE Membership

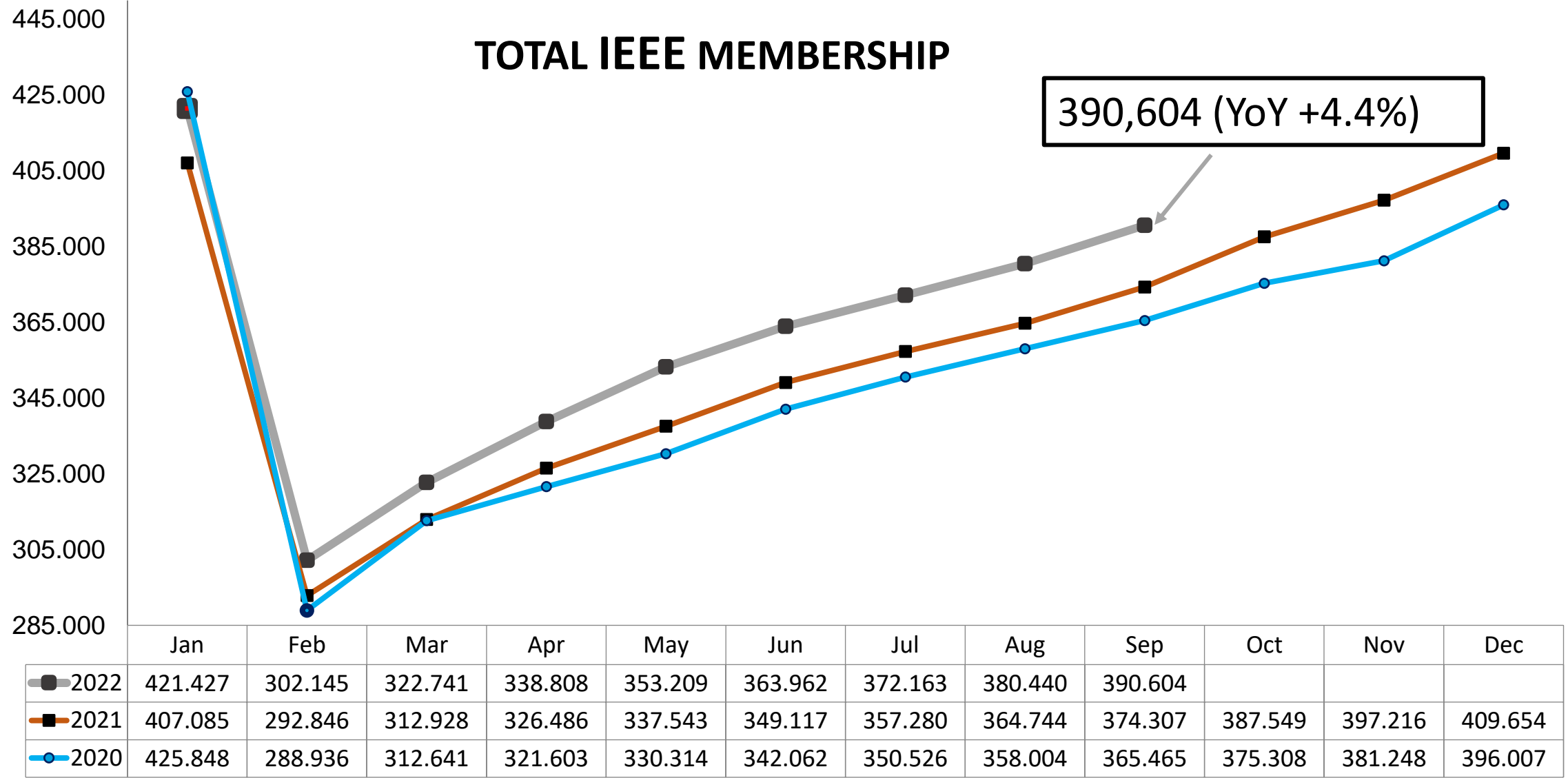
- Total Membership: 390,604 members
  - Change from September 2021: 4.4% increase
- Higher Grade Membership (without GS): 276,786 members
  - Change from September 2021: 0.4% decrease
- Undergraduate Student Membership: 71,640 members
  - Change from September 2021: 25.9% increase
- Graduate Student Memberships: 42,178 members
  - Change from September 2021: 6.6% increase

# IEEE Membership by Region

September 2022

Geographic IEEE Membership Summary - September 2022																				
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS				Students			
	2022	2021	Change		2022	2021	Change		2022	2021	Change		2022	2021	Change		2022	2021	Change	
	#	#	#	%	#	#	#	%	#	#	#	%	#	#	#	%	#	#	#	%
1	21,354	21,647	(293)	-1.4%	1,520	1,345	175	13.0%	1,265	1,109	156	14.1%	24,139	24,101	38	0.2%	2,785	2,454	331	13.5%
2	18,913	19,301	(388)	-2.0%	1,300	1,158	142	12.3%	859	770	89	11.6%	21,072	21,229	(157)	-0.7%	2,159	1,928	231	12.0%
3	20,290	20,202	88	0.4%	1,878	1,780	98	5.5%	1,424	1,190	234	19.7%	23,592	23,172	420	1.8%	3,302	2,970	332	11.2%
4	13,785	13,953	(168)	-1.2%	1,377	1,238	139	11.2%	1,065	1,012	53	5.2%	16,227	16,203	24	0.1%	2,442	2,250	192	8.5%
5	18,826	18,609	217	1.2%	1,448	1,312	136	10.4%	1,529	1,410	119	8.4%	21,803	21,331	472	2.2%	2,977	2,722	255	9.4%
6	37,303	37,548	(245)	-0.7%	2,125	1,981	144	7.3%	1,835	1,842	(7)	-0.4%	41,263	41,371	(108)	-0.3%	3,960	3,823	137	3.6%
R 1-6	130,471	131,260	(789)	-0.6%	9,648	8,814	834	9.5%	7,977	7,333	644	8.8%	148,096	147,407	689	0.5%	17,625	16,147	1,478	9.2%
7	11,185	11,291	(106)	-0.9%	1,551	1,540	11	0.7%	810	746	64	8.6%	13,546	13,577	(31)	-0.2%	2,361	2,286	75	3.3%
8	50,521	49,247	1,274	2.6%	9,831	8,410	1,421	16.9%	11,543	8,784	2,759	31.4%	71,895	66,441	5,454	8.2%	21,374	17,194	4,180	24.3%
9	8,736	8,924	(188)	-2.1%	990	1,121	(131)	-11.7%	5,727	4,935	792	16.0%	15,453	14,980	473	3.2%	6,717	6,056	661	10.9%
10	75,873	77,123	(1,250)	-1.6%	20,158	19,685	473	2.4%	45,583	35,094	10,489	29.9%	141,614	131,902	9,712	7%	65,741	54,779	10,962	20.0%
R 7-10	146,315	146,585	(270)	-0.2%	32,530	30,756	1,774	5.8%	63,663	49,559	14,104	28.5%	242,508	226,900	15,608	6.9%	96,193	80,315	15,878	19.8%
TOTAL	276,786	277,845	(1,059)	-0.4%	42,178	39,570	2,608	6.6%	71,640	56,892	14,748	25.9%	390,604	374,307	16,297	4.4%	113,818	96,462	17,356	18.0%

# TOTAL IEEE MEMBERSHIP

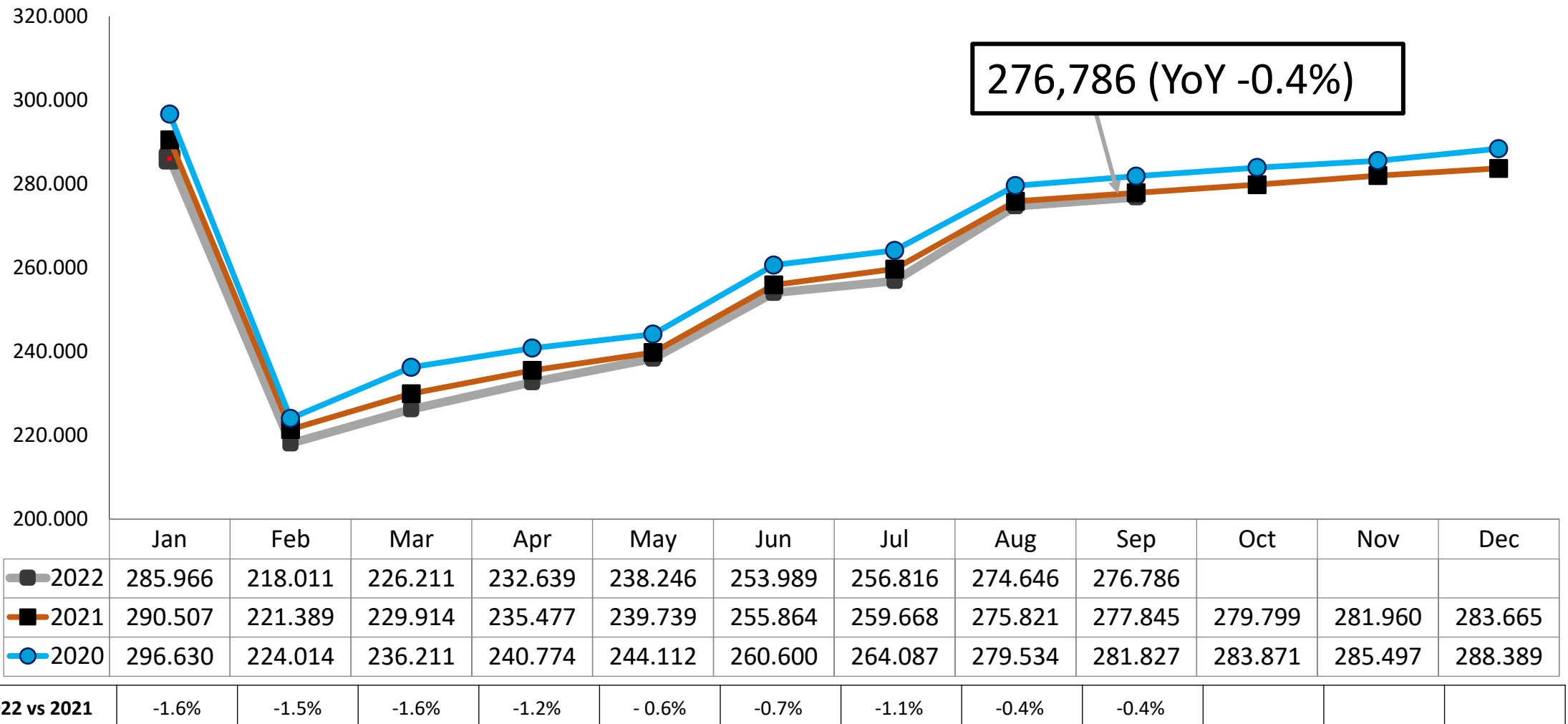


2022 vs 2021	3.5%	3.2%	3.1%	3.8%	4.6%	4.3 %	4.2%	4.3%	4.4%			
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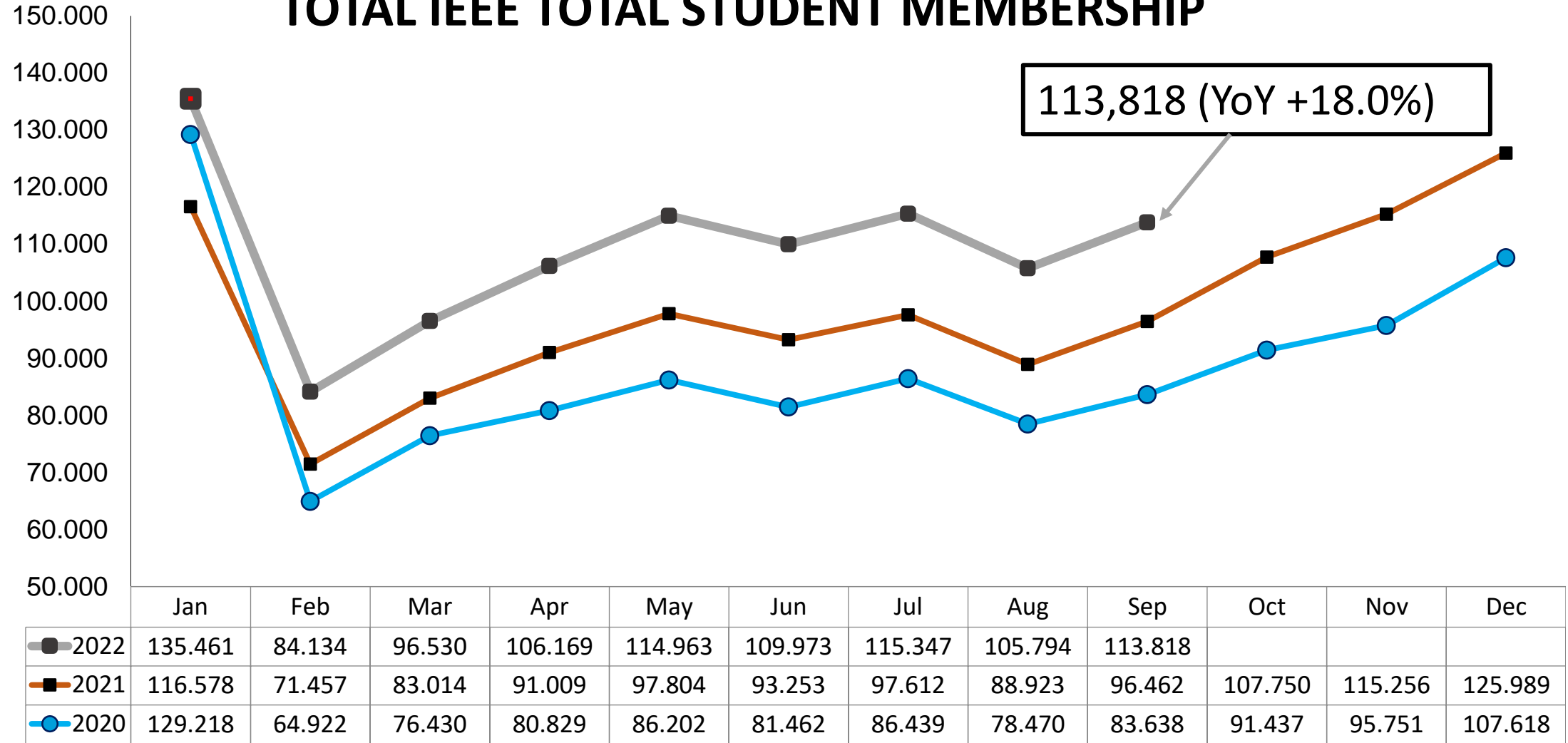




# TOTAL IEEE HIGHER GRADE MEMBERSHIP

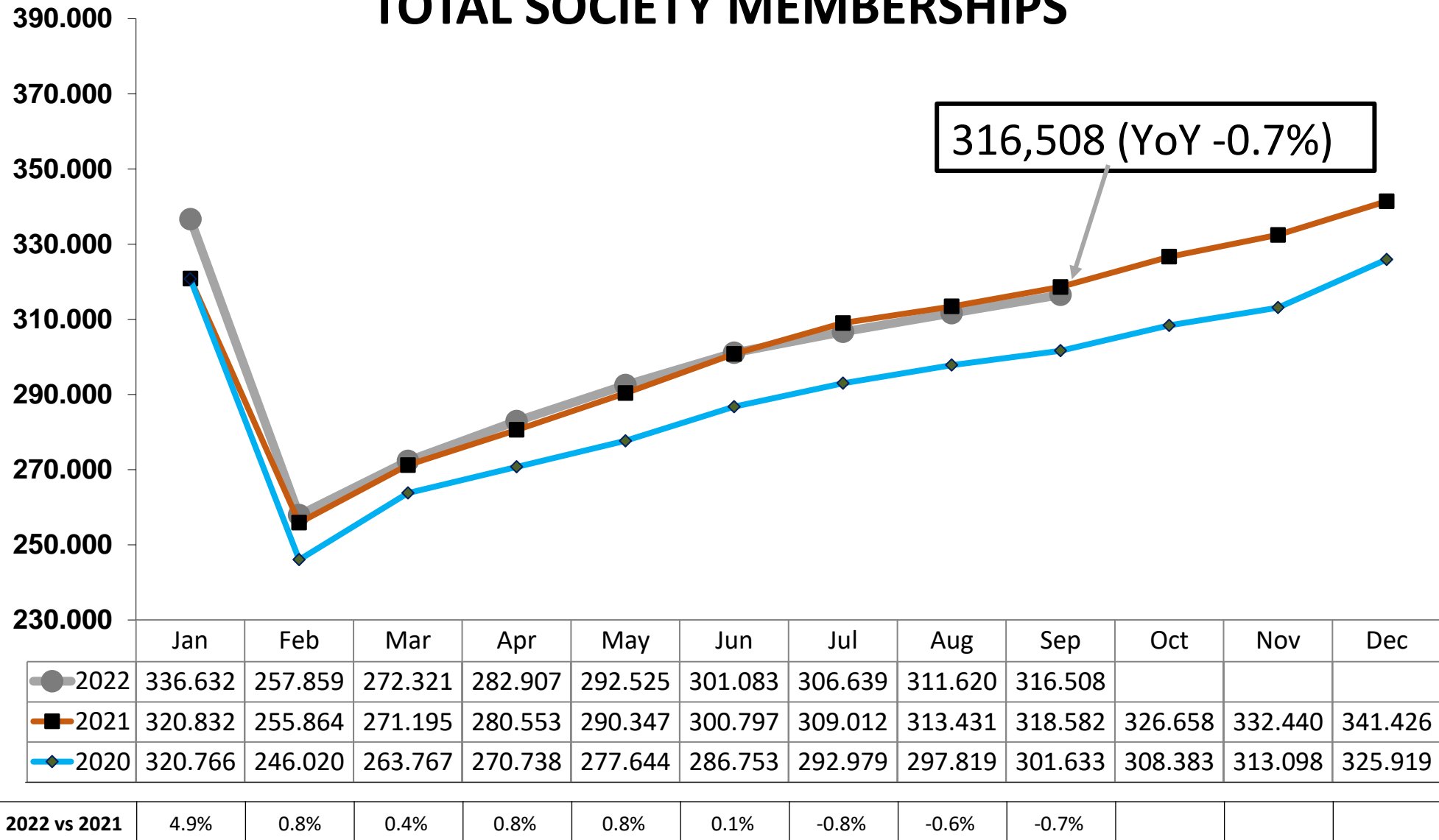


# TOTAL IEEE TOTAL STUDENT MEMBERSHIP



2022 vs 2021	16.2%	17.7%	16.3%	16.7%	17.5%	17.9%	18.2%	19.0%	18%			
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# TOTAL SOCIETY MEMBERSHIPS





# IEEE Membership Trends

- ▶ First month into the 2023 membership year and growth is sustained at 4.4%, up slightly from 4.3% in August
- ▶ Membership counts remain near pre-pandemic levels (390,604 in '22 vs 390,814 in '19)
- ▶ Recruitment growth continues among students (up 9.9%) and in US HG (up 2.4%)
- ▶ Renewal activity reporting begins in November; too early in the cycle now
- ▶ Testing activities for 2023: Recent Grad stepped dues discounts continue, multi-year membership discount, third and final year of FUTURE50, Society-focused messaging pilots with computer Society and Power and Energy Society (bundle advertising)

# What's Included in 2023

*Initiatives that focus on retaining students, growing HG membership, cost savings*

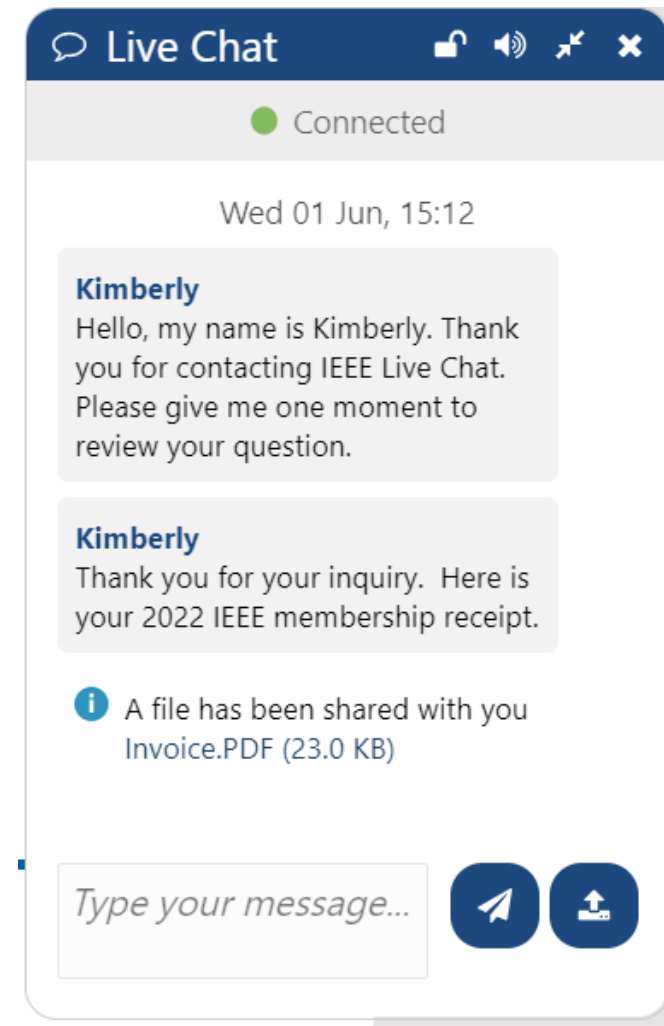
- ▶ Low-income student dues in developing nations (Board motion)
  - For undergraduate students from Developing Nations US\$14.00
  - For undergraduate students from Low Income Economies US\$5.00
  - Graduate student members are not eligible for this discounted membership (still \$27/\$32)
- ▶ Third/final year of FUTURE50
  - Targeting all graduate students and undergraduate students *outside* of developing nations
- ▶ Member-Get-a-Member referral program changes
  - Promote the MGM referral program more to HG members with expanded award options
  - Student awards no longer makes business sense in the light of the above student promotions
- ▶ Physical membership cards will be optional
  - Members can opt to receive a mailed card if they wish, but by default will not receive one
  - Minimum \$350k cost savings from reduced mailing of physical membership cards

# IEEE Contact Center

## New for 2022: Enhanced Member Service Live Chat

*A more modern interface that provides a better member experience*

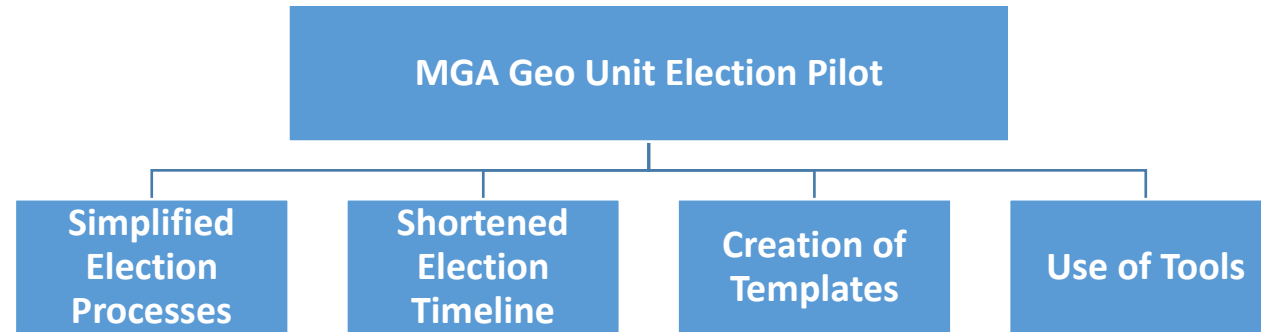
- ▶ Agents can send outbound attachments such as invoices and receipts.
- ▶ Customers can print the transcript at the end of the chat.
- ▶ The chat button stays anchored on the bottom right during our business hours.
- ▶ Credit card numbers are masked for enhanced security.



# IEEE Geographic Activities

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

# Announcing 2022 MGA Geo Unit Election Pilot – Launched September 2022



- ✓ Combines the existing nominations committee and tellers committee to create one overall “election committee”
- ✓ Reduces the minimum time for an election to be completed from 6 months down to 3 months
- ✓ Creation of templates to assist units with moving through various parts of the election process housed in an election dedicated MGA webpage.
- ✓ vTools voting used for all unit elections removing in person voting
- ✓ vTools nomination tool available for all unit elections to automate the nomination and petition process
- ✓ Pre-identified date communicated to all members within a unit, date to be communicated with the call for nominations, the date shall be equivalent to the start of election process within the unit

**All Geographic Unit Officers should have received an e-notice when the pilot launched.**

**Please visit the webpage for more information**

**<https://mga.ieee.org/resources-operations/geographic-unit/geographic-unit-election-pilot>**



# Election Pilot Webpage

- Election Pilot launched 8 September 2022
- All Geographic Unit Officers received an email announcing the pilot and can then visit the webpage for more information.
- As of 19 September, 13 Geographic Units signed up to participate
- Data will be collected and analyzed in January 2023

## MGA Geographic Unit Election Pilot

IEEE MGA GEOGRAPHIC UNIT

# ELECTION PILOT

MGA has been working to simplify the Geographic Unit election process and is excited to announce the launch of the 2022 Geographic Unit Election pilot. The pilot will run for the remainder of 2022, and is available to all Geographic Units (Sections, Chapters, Affinity Groups and Student Organizations) running an election this year.

The purpose of the pilot is to provide various tools and resources to Geographic Unit leaders to aid them with executing a successful election. We encourage all to participate. To participate in the pilot please [click here](#) and share your information with us, as we look forward to getting feedback throughout the process.

[Sign Up Today](#)

The pilot is intended to:

- Reduce the minimum time for an election to be completed from 6 months down to 3 months
- Creation of templates that can be downloaded and customized to assist with moving through various parts of the election
- vTools voting used for all unit elections removing in person voting
- vTools nomination tool available to automate the election process
- Reduce the number of overall volunteers needed to execute the election by combining the existing nominations committee and tellers committee to create one overall "election committee"
  - To run your election with the pilot "election committee" we recommend having 3 volunteers in place to serve
- Implements a pre-identified eligibility date communicated to all members within a unit
  - For members of the appropriate grade they must be active as of the the date the call for nominations was sent to be eligible to run in or vote within the election

We strongly encourage all pilot participants to utilize the **MGA Nominations Tool** which will work with you to automate the entire election process and vTools voting which will automate your voting needs. All of your necessary communications will populate for you within the tool, and prompt you through each of the election steps.

[Access the Nominations Tool](#)

[Access vTools Voting](#)

If your unit opts to not utilize the MGA Nominations Tool at this time, you can utilize the communication templates below that can be customized to meet your election needs.

For assistance, contact [electionpilot@ieee.org](mailto:electionpilot@ieee.org).

**Visit the pilot website, where you can share or sign up to participate and run your Geographic Unit Election!**

<https://mga.ieee.org/resources-operations/geographic-unit/geographic-unit-election-pilot>



# Nominations (vTools)

## *MGA Priority Project*

- ▶ An application to help section volunteers select eligible candidates to be on the ballot for an upcoming election.
- ▶ Features include:
  - Section ExCom appoints members to the nomination committee
  - Nomination committee selects positions for nominations and charts the timeline of the nomination process
  - Members can self-nominate, and self-petition
  - Automated communication with section members
- ▶ Additional changes to accommodate pilot were completed at the end of August.
- ▶ Project will continue in 2023

# MGA Operations Manual Compliance Efforts

## *MGA Priority Project*

- In 2022 the working group has proposed and implemented changes to address the following:
  - Identify a staff/volunteer workflow to ensure adherence to the rules and offset conflicts by local resolution and education and training
  - How to provide resolution for violations of MGA Operations Manual processes
  - Process for resolution at the local level for Region, Section, Sub-section, Chapters, SB leaders
  - Defined and clear consequences for noncompliance
  - MGA Conflict Resolution Committee Charter updates
  - Education/Training needs for all units
- In November 2022 the working group is expected to bring the final MGA Operations Manual Changes to the MGAB for approval and implementation



# Upcoming Efforts in IEEE and MGA

- ▶ Auto Renewal charge process started on October 9th.
  - Approx 54K members are set to auto renew their memberships and subscriptions.
  - Increase over last year's numbers.
- ▶ Payments in local currency
  - Started investigating approaches and vendors for collecting payments for IEEE membership in local currency through the IEEE Enterprise Cart.
    - Argentina, Brazil, Colombia and Lebanon
- ▶ Google Workspace transition
- ▶ Further assess system-wide impact of Region Realignment

# IEEE Day 2022 - 4 October 2022

**ieeday.org**



**390 events (both virtual and in-person) have been reported in vTools as of 7 October with numbers increasing.**

- ▶ Events have taken place in all 10 Regions, 103 Sections and 110 Student Branches

## Other activities:

- ▶ IEEE Day Collabratec badge
- ▶ Photo and video contests, with categories in technical, STEM and social events

**Contact the IEEE Day Team: <https://ieeeday.org/contact-us/>**



# IEEEExtreme 16.0

22 October 2022

IEEE  
students

- ▶ IEEEExtreme, now in its 16th year, is a global challenge in which teams of IEEE Student members compete in a 24-hour computer coding competition



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



*Thank You*

# G-Suite Transition to Google Workspace

- ▶ IEEE members (all grades including students) currently can request an IEEE managed and branded version of G-Suite as a member benefit in regions where the software is available
  - Provides access to Gmail, Calendar, Limited Google Drive storage, Google office tool suite, Video Conferencing, and other tools
  - Approximately 115,000 current, active IEEE member G-Suite accounts
- ▶ G-Suite tools are used extensively by staff and volunteers
- ▶ IEEE's past utilization of G-Suite has been free under Google's Non-Profit pricing
- ▶ In January 2022, Google announced that it was terminating its current G-Suite offering and moving all customers to Google Workspace starting 1 May 2022
- ▶ This ended the current tier of free access for large non-profit organizations
- ▶ IEEE is required to contract for licenses for member access to continue to provide these tools

# Google Workspace Update

- ▶ In negotiations with Google, Google provide IEEE with an 80% discount for member accounts and deferred any changes in member accounts until Q3 2023
- ▶ IEEE explored alternative approaches/vendors to provide email and tools to volunteers, but all options considered were cost prohibitive or resulted in a significant loss of capability to members (e.g. offering iee.org email aliases rather than a full email account and desktop tool suite)
- ▶ For over 90% members, the conversion from G-Suite to Google Workspace will not be noticeable
- ▶ Following account conversion, member accounts will be limited to 2GB of storage for email and files. This storage cannot be expanded. This situation impacts 9,506 accounts
- ▶ On 4 August, IEEE members with email accounts close to or over 2GB were notified to begin considering ways to reduce their storage utilization over the coming year. IEEE staff is preparing to assist members in downloading stored data to other services
- ▶ For volunteers who are currently storing IEEE data (for Sections, Societies, Committees or other groups) in their IEEE email accounts, IEEE will be providing large capacity online shared drives to store working documents or archives
- ▶ If contacted by members with concerns over this conversion, please refer queries or concerns to the IEEE Contact Center for resolution