

MGA in One IEEE

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124th R8 Committee Meeting, Budapest, Hungary, 5 April 2025



Content

- ▶ Our mission
- ▶ Our members
- ▶ MGA and One IEEE
- ▶ How you can help

About me

Professor of Electronics Engineering, University of Seville, Spain

- Founded in 1505. 65,000 students in total, 5,000 in engineering
- Honorary Professor, Obuda University, Hungary
- Visiting Professor, Harbin Institute of technology, China
- Invited teacher and researcher at Auburn University (AL, USA), Swiss Federal Institute of Technology Lausanne (Switzerland), TEC Monterrey (Mexico), Jade University (Germany), TU Delft (Netherlands).

IEEE Vice President MGA, 2025

- Region 8 Director, 2021-2022
- IEEE Committees: Governance, Conferences, Audit, European Public Policy, Humanitarian Technologies Board
- MGA Committees: MRRC, MELCC, YP, ITCO, ARC, OMCC
- Vice President IEEE Industrial Electronics Society
- Conference General Chair, Transactions Editor, TAB/PSPB PSC, HKN



Our mission

At IEEE

We foster technological innovation and excellence for the benefit of humanity

At MGA

We Inspire, Enable, Empower, and Engage Members of IEEE

Because (guiding principles)

- Membership is a core value of IEEE
- Members individually and collectively create IEEE's future
- IEEE enhances members' future
- Volunteer engagement is a key component of IEEE's success

But who are our members?

HIGHER GRADE

Segments At A Glance

HGM

Higher-grade segments are differentiated by their overall satisfaction and engagement as well as what they want from IEEE. S1 is focused on career development, S2 is less engaged but has an interest in technical resources, S3 is looking for high-level industry insights, while S4 is highly satisfied overall and seeks out leadership roles.

SEGMENT 1

S1 is highly engaged, especially with activities related to networking and career dev. Despite above average engagement, their satisfaction with IEEE is slightly below average.

27%

MEDIUM

- Average overall satisfaction
- Highly satisfied (over-indexing) with select activities related to sharing time & expertise.

- Average overall engagement
- Above average engagement (over-indexing) in select activities related to giving time to IEEE through submitting works and leadership roles

- **Strengths:** Networking opportunities and keeping members informed
- **Opps:** Career acceleration and clear benefits of membership

- Below -index in tenure with IEEE
- Over-index in Academia > Industry
- Over-index in members from Region: 10
- Under-index in members from Region: 1-5

SEGMENT 2

S2 presents with very low engagement; however, they do value staying informed from a trusted source of information.

25%

HIGH

- Below-index in overall satisfaction
- Least satisfied (under-indexing) with networking/ leadership-related activities.

- Below-index in overall engagement
- Deterred from further engagement by lack of personal relevance/ interest
- Under index on likelihood to have ever volunteered with IEEE

- **Strengths:** Access to unbiased and informative information
- **Opps:** Providing resources that tangibly improve performance and make membership valuable

- Above-index in tenure with IEEE
- Over-index in industry focus over academia
- Over-index in members from Region : 1-7
- Under-index in members from Region: 9, 10

SEGMENT 3

S3 cares about the advancement of the industry overall and wants to learn about industry trends and advancements

27%

LOW

- Average overall satisfaction
- Highly satisfied (over-indexing) with joining societies and "giving back" to the profession

- Average overall engagement
- Over Indexes on donating to IEEE
- Being busy with work/ social life prevents further engagement

- **Strengths:** Staying on top of industry trends and changes
- **Opps:** Continue to build on strengths of industry advancement

- Above-index in tenure with IEEE
- Above average likelihood to auto-renew
- Over-index in members from Region : 4, 9
- Under-index in members from Region: 10

SEGMENT 4

S4 is highly engaged and satisfied with IEEE; they are active within leadership roles in the organization.

21%

LOW

- Above-index in overall satisfaction
- Highly satisfied (over-indexing) with select community-related activities

- Over-index in overall engagement
- Difficulty accessing (price, knowledge) can prevent further engagement
- Over indexing in likelihood to volunteer within IEEE

- **Strengths:** Tools for information and networking
- **Opps:** Facilitating opportunities for career building

- Over-index in Academia > Industry
- Over indexes in females
- Over-index in members from Region: 10
- Under-index in members from Region: 1-7

Segments Are Characterized By...

SEGMENT SIZE

RISK OF CHURN

Current Satisfaction

Current Engagement

IEEE Key Strengths and Areas of Opportunity

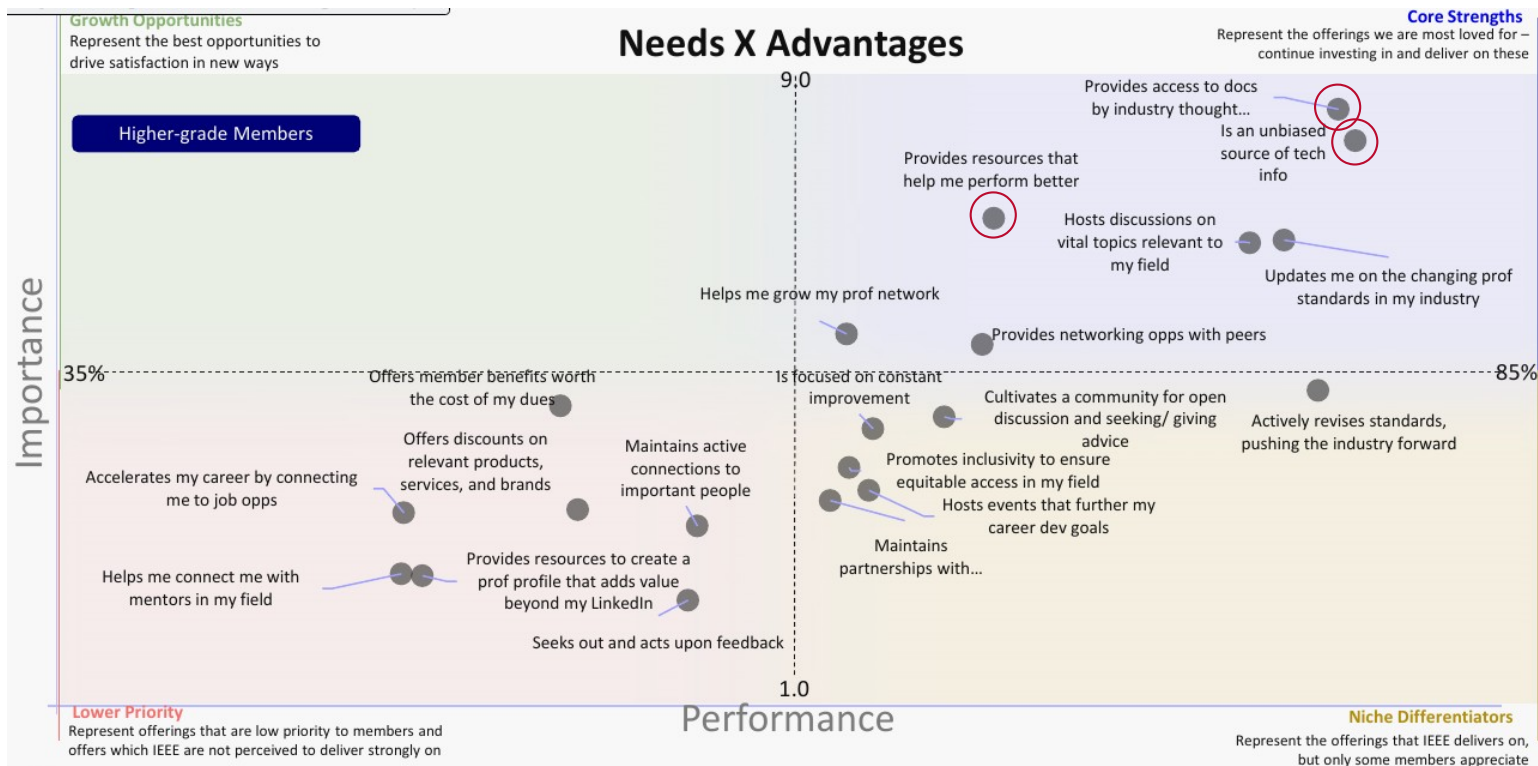
Profiling

Over/ Above Index >120

Average/ Index = 80-120

Below/ Under Index <80

What do our members want?



Base: 2024 HGM = 8939
Question Text and Analysis In Footer

Membership motivations

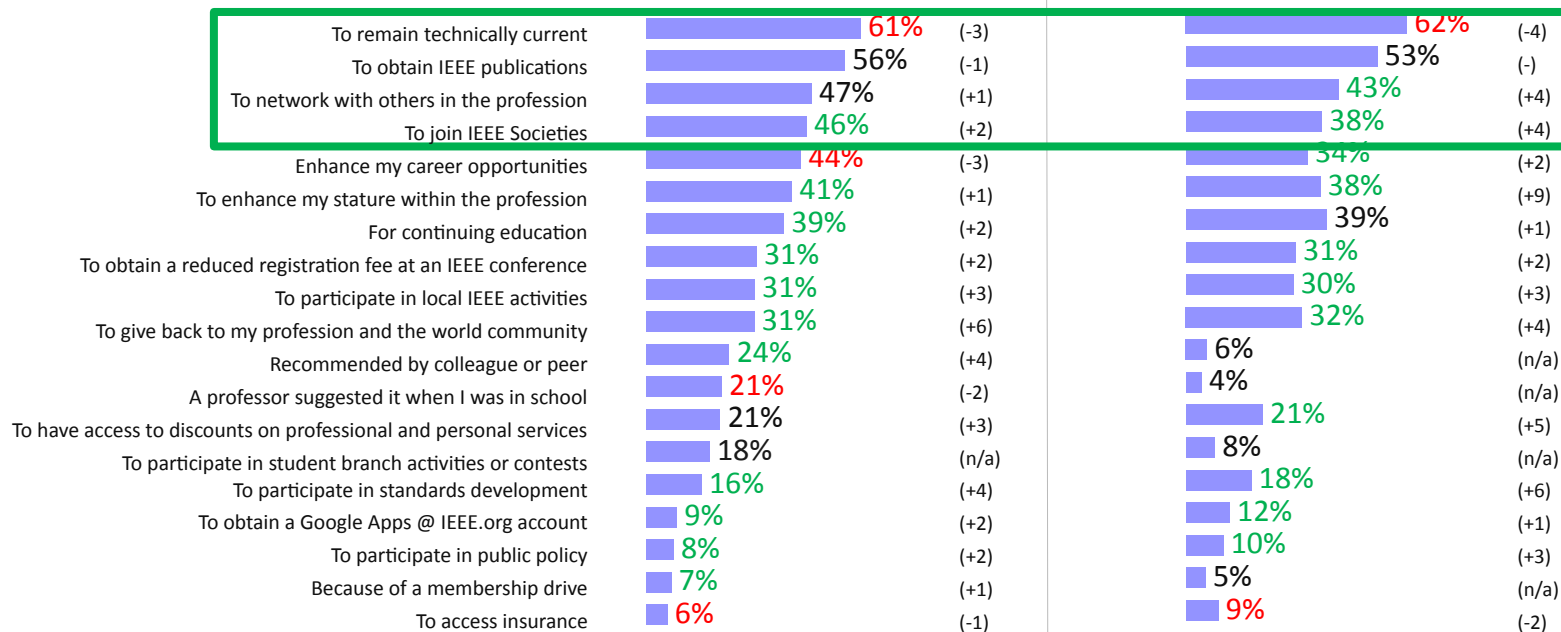
Higher Grade Members

Reasons For Joining % Yes

vs.2020

Reasons For Continued Membership % Yes

vs.2020



Membership motivations

Student Members

Reasons For Joining

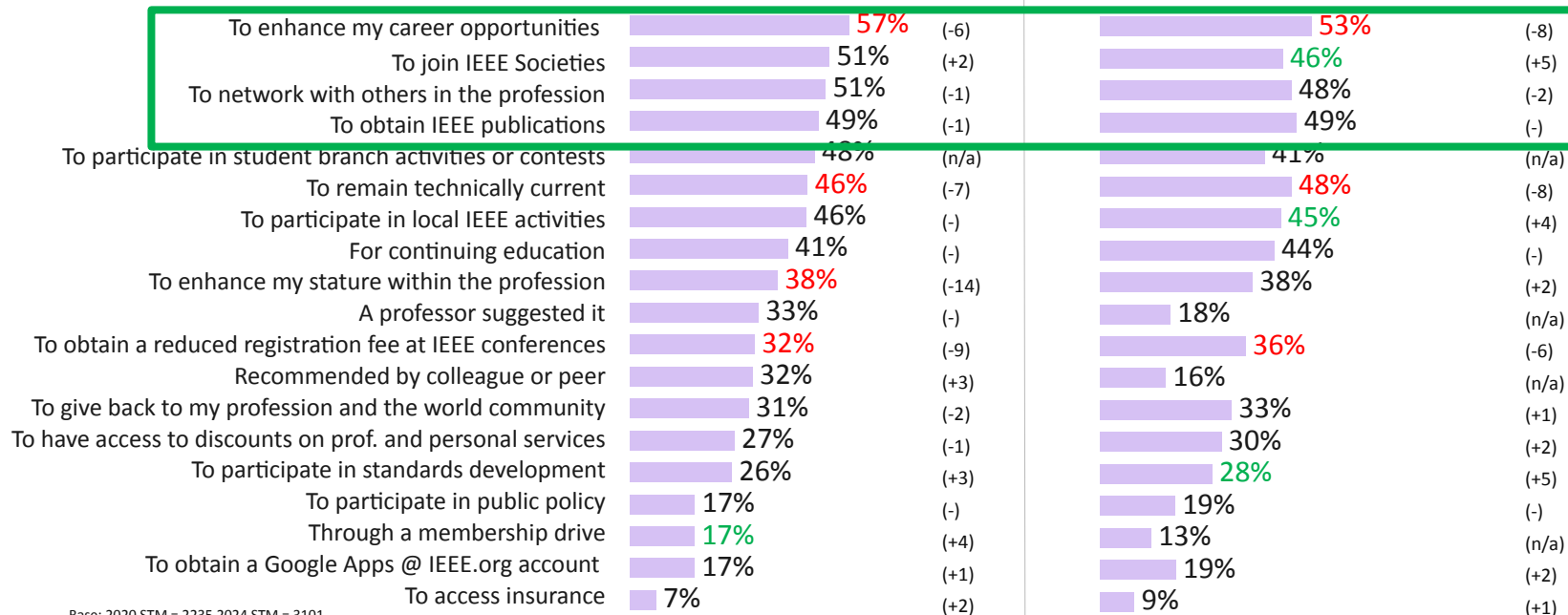
% Yes

vs.2020

Reasons For Continued Membership

% Yes

vs.2020



Base: 2020 STM = 2235 2024 STM = 3101

Significantly higher/lower than previous wave at 95% confidence

Q11. Please indicate the main reasons you originally joined IEEE.

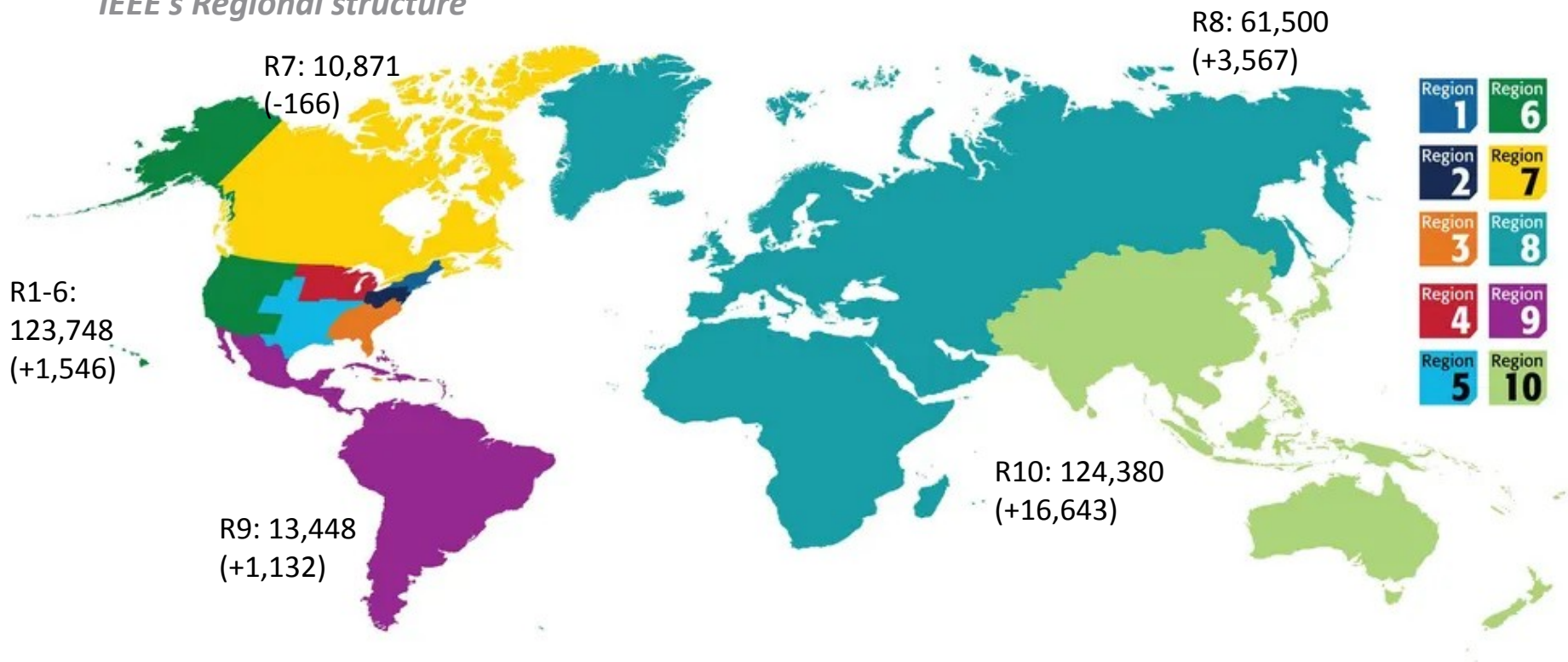
Q13. Which of the following reasons best describe why you continue to maintain your membership with IEEE?

IEEE Proprietary



Where are our members?

IEEE's Regional structure



Data: 28 Feb 2025

333,947 total IEEE members (+22,542 YoY)

IEEE Proprietary



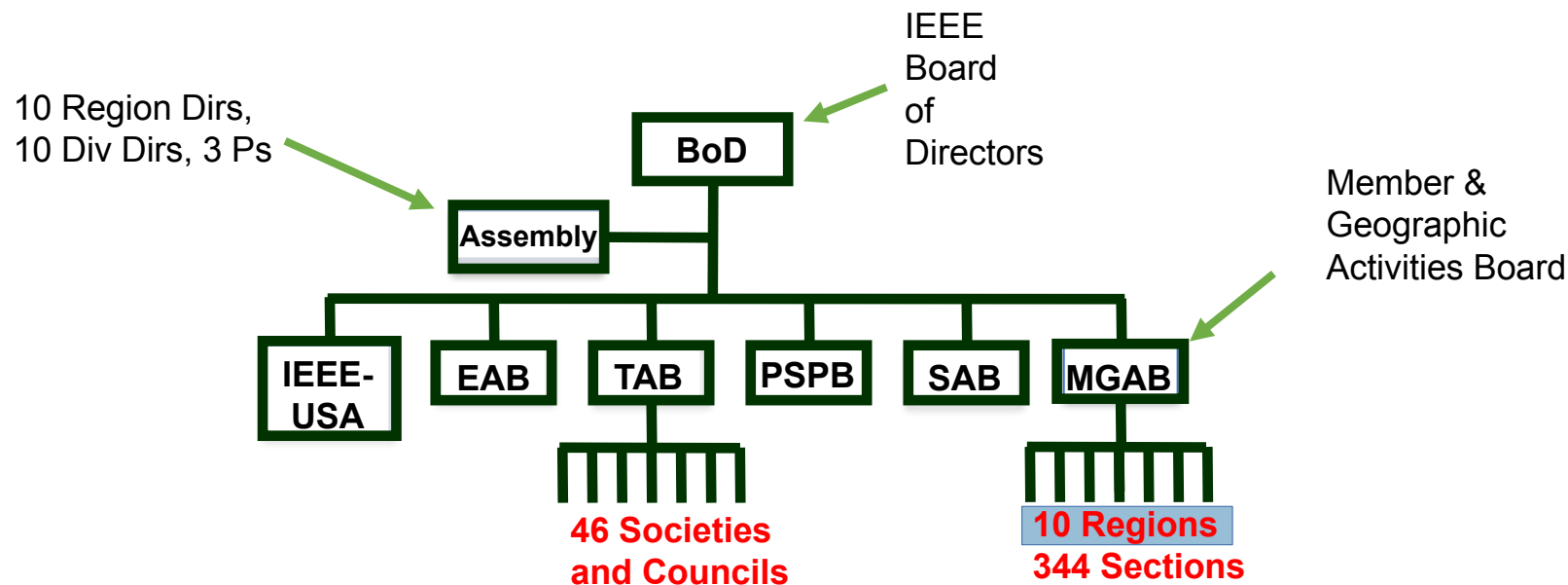
How are members organized?

Active GeoUnits as of 27 January 2025

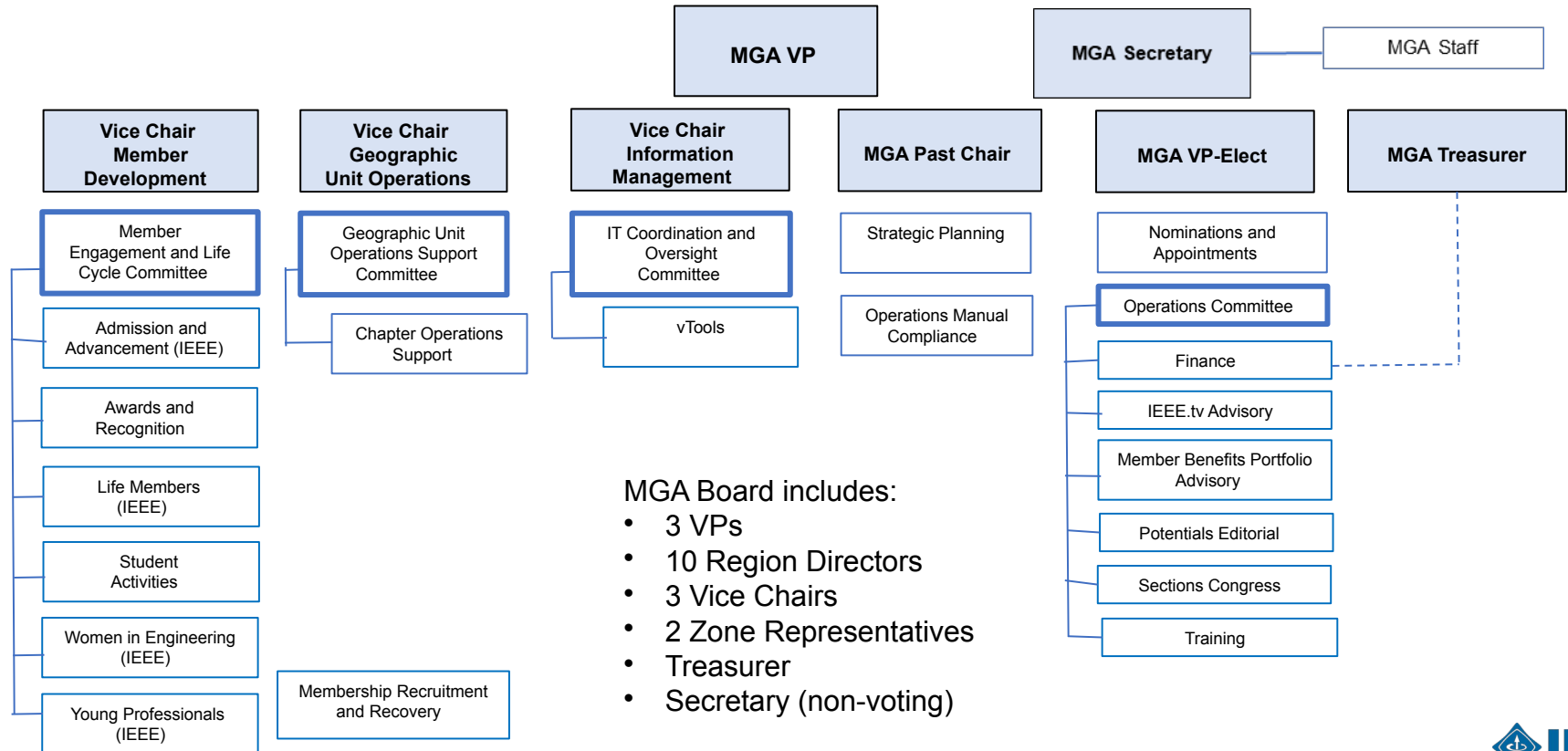
Regions	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total
Section	22	20	41	23	27	35	22	60	36	63	349
Subsection	2	2	2	3	4	2	1	14	15	41	86
Council	1	0	4	0	0	2	0	1	5	6	19
Chapter*	183	103	115	103	101	212	154	670	260	894	2,795
Affinity Group	48	27	59	43	42	56	52	136	70	129	662
Student Branch	93	86	97	67	96	90	57	803	539	1,697	3,625
Student Branch Chapter	65	33	71	50	67	69	51	752	991	2,791	4,940
Student Branch Affinity Group	4	8	10	4	4	5	17	187	197	534	970
Total	418	279	399	293	341	471	354	2,623	2,113	6,155	13,446

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

IEEE simplified structure



MGA structure and committees



Activities in MGA and Regions

- Membership

- MELCC, A&A, ARC, Life Members, Students, WIE, YPs, Member Recruitment and Recovery

- Geographic Activities

- Geo Unit Operations, Chapter Operations, Sections Congress

- Information Management

- IT Coordination & Oversight, vTools

- Operations

- Training, N&A, Member Benefits, Finance

A Year in MGA

- ▶ Many moving parts – ~500K members, 13K+ geounits, global reach, local touch drives the need for connections and communications
- ▶ IEEE scope and size drives the need for increased visibility into local operations – assets, compliance
- ▶ 2025-2030 IEEE strategy focused on One IEEE

Activities in MGA in 2025

- ▶ Region Realignment
- ▶ Supporting students transition to industry
- ▶ Redefining training content
- ▶ Improving Chapter support
- ▶ Dashboard for data-based decisions
- ▶ Elections support and enforcement
- ▶ Greater cooperation with TA
- ▶ Google accounts
- ▶ One IEEE mentoring
- ▶ Feedback on Governance review
- ▶ Reaching new audiences*
- ▶ Simplifying and supporting governance*
- ▶ Improving conference portfolio and support*

*2025 MGA AdHoc Committees

- Governance
- Reaching new audiences
- Conferences

Events

- Road to Sections Congress 2026. Event in 2025
- Returning of WIE ILC
- 2nd LM Conference
- Mini-series
- Joint SAC/WIE/YP/LM meeting
- CleanTech summit

MGA in One IEEE

MGA is key part of all major IEEE initiatives:

- Strategy refresh
- Humanitarian Technologies
- Climate Change
- Student transition
- Budget redesign
- IEEE Spectrum
- Local groups
- YP Laureate Forum
- Ethics and lists



powered by
**IEEE MEETINGS,
CONFERENCES & EVENTS**

**IEEE
Awards**

IEEE-Eta Kappa Nu

IEEE
**Humanitarian
Technologies**



IEEE Spectrum

MGA appoints representatives to:

- **Awards Board**
- **Conferences Committee**
- Educational Activities Board
- **Future Directions Committee**
- **Humanitarian Technologies Board**
- Publications, Services and Products Board
- Products and Services Committee
- Technology Roadmaps Committee
- **Technology for a Sustainable Climate MO**
- **Global Policy Caucus**
- **HKN Board of Governors**

Public Imperative Activities

- ▶ IEEE's methodology to show the world its charitable impact
 - PI expenses are currently less than 2.5% of IEEE's total revenue
- ▶ New definition approved by the BoD in November 2024
 - Social good activities that are directed at the general public. They are generally related to the promotion of the public's understanding and appreciation of our fields of interest and/or positioning our technical expertise in ways to benefit humanity. Typically, these activities are not expected to create a financial surplus.
 - Name change that includes 'Activities' ensures that IEEE captures non monetary/intangible activities
- ▶ Some Examples:
 - Educational activities
 - Feet-on-the-ground humanitarian activities
 - Public Policy and Advocacy
 - Provide unbiased information or events on technology

Remind IEEE OUs, volunteers, members, and public that IEEE is a Public Charity

Showcase the PI Activities impact through metrics and stories memorialized in a new IEEE Social Impact Report

IEEE is defining an aspirational goal:
Proposed 10% of revenue from operations used to fund Public Imperative Activities by 2030

(Implementation plan needs to be put in place)

Opportunity for collaboration on new projects

Also consider what our members wish

How you can help



Why keep volunteering for IEEE?

IEEE is built on the strength of its members and their volunteer efforts throughout the organization. Most IEEE programs require member involvement to facilitate the planning and execution of projects, events, etc. Volunteering not only benefits IEEE as an organization but is also one of the key benefits available to members.

IEEE volunteers play a key role in the future of the organization. From technical and student activities to student outreach, membership development, and history, you can impact your area of expertise.

By being an IEEE volunteer you can:

- **Take pride in participating in activities that interest you**
- **Expand your technical knowledge**
- **Gain valuable management and leadership skills**
- **Connect with others in your career field**
- **Give back to your profession**

You are already involved in membership and geographic activities. What can be done better?

How can YOU make it better?

CALL FOR 2026 Nominations

IEEE Member and Geographic Activities



**IEEE MGA Committee
Member Positions**

Submit by 1 August 2025

Applications for MGA positions

- ▶ Cycle 1 Deadline: 15 March 2025
 - 2026 MGA Vice President-Elect/MGA Board Chair-Elect
 - 2026 MGA Treasurer
 - 2026 MGA Vice Chairs
 - 2026 MGA Committee Chairs
 - ▶ **Cycle 2 Deadline: 1 August 2025**
 - 2026 MGA Committee Members
 - 2026 MGA Liaisons appointed by VP-MGA
- IEEE Admission and Advancement Committee
 - MGA Awards and Recognition Committee
 - MGA Chapter Operations Support Committee
 - MGA Geographic Unit Operations Support Committee
 - MGA ieev.tv Advisory Committee
 - MGA IT Coordination and Oversight Committee
 - IEEE Life Members Committee
 - MGA Member Benefits Portfolio Advisory Committee
 - MGA Nominations and Appointments Committee
 - MGA Operations Manual Compliance Committee
 - MGA Potentials Editorial Board
 - MGA Strategic Planning Committee
 - MGA Student Activities Committee
 - MGA Training Committee
 - MGA vTools Committee
 - IEEE Women in Engineering Committee
 - IEEE Young Professionals Committee

The selection process

Nomination form will contain

- A position statement (no longer than 300 words)
- A list of the major contributions (up to five) brought to IEEE in previous assignments
- Biography (300 words + IEEE activities)
- Photograph

Make sure to

- Explain **WHY** you want to serve in this committee/position
- Outline **HOW** you can support the mission and charter
- Not apply to many unrelated positions

Skills

Interpersonal skills - with sensitivity to cross-cultural and transnational issues

Written and oral communication skills and organizational ability

Relationship and consensus building in a collaborative working environment

Understands remote/electronic working environments and associated tools

Management experience and leadership skills in a volunteer-led organization that operates by consensus. Negotiating skills.

Your experience in Region is very useful to contribute ideas and directions for MGA in 2026

Decide what you would like to do, focus on 1-2 things and use that experience to show how you can add value



Thanks for the work you do for IEEE and for our members and units

Save the date: Road to Sections Congress 2026: 6-7 December 2025 (online)
Sections Congress 2026. Leading Technology for Global good: 21-23 August 2026