Increase member engagement and Section vitality

Provide training to
  – Develop leadership skills
  – Enable and nurture volunteering efforts
  – Share best practices
  – Learn about available programs

Provide for networking opportunities at grass-roots level
The opportunity for IEEE volunteers from around the world to participate in a truly unique event. The congress provides the attendees to increase their leadership skills and to gain a working knowledge of IEEE.

It is also a venue to express concerns and opinions through the recommendations process. The recommendations, that the Section Delegates vote on, are then used by the IEEE Board of Directors to guide IEEE into the future.
Region 10 delegates submit recommendations by **15 March 2014**

R10 finalizes its prioritized **30 March 2014**

- Objective of four recommendations
- Encourage consideration of long term vision of IEEE and alignment with MGA five year strategies.
- Recommendations in the MGA span of control will have greater probability of implementation. Those that are outside of the MGA domain will be evaluated by the impacted Organizational Unit.
- MGA Operations Committee and SC14 Program Committee takes ownership of the recommendations to review and modify if necessary. Remove duplicates, ensure clarity.

**7 July 2014** - All remaining recommendations distributed with back up information to SC14 attendees to begin assessment.

Delegate voting can be completed anytime during the Congress up to Sunday noon using mobile app and web.

Social media strategy to allow for discussion of recommendation items prior to, during and after Congress

**24 August 2014** - Top 5 recommendations presented at Closing Ceremony
Professional Productivity & Collaboration Tools

Google Apps @IEEE

Sections Congress 2014

Careers – develop a comprehensive plan to improve career offerings in the IEEE

Young Professionals - transition from GOLD

2014 IEEE WIE - International Leadership Conference (ILC)

GeoUnit Vitality – Dashboard

VOLT – Volunteer Leadership Training

Implementing Regional Geographic Strategies
  – MAWs, Region 1-6 Focus, global growth (China, India, Japan)
To be the best in class association for technical professionals in the world by...

1. Delivering an exceptional membership experience (50% or more of members rating as IEEE membership “top box” or "very satisfied")

2. Expanding IEEE's global membership presence.

3. Developing and supporting a positive professional development experience for volunteers who deliver the IEEE experience.
• By delivering high quality IEEE branded products and service to meet gaps in member satisfaction

• By having volunteer and geo units participating with the winning aspiration and associated objectives

• Through locally authentic strategies and experiences

• By exploring and implementing innovative and experimental models for member engagement
• The Primary Section Delegates voted on the IEEE Sections Congress 2011 Recommendations during the Closing Ceremony on Monday, 22 August.

• The following slides include the top 5 recommendations and the status as of June 2013.
IEEE to develop a long-term strategy to increase the number of next generation youth pursuing science and engineering careers.

• Business plan for initiatives in development

• Long-term strategy is expected to be developed by year end 2013. Will be reported to IEEE Board of Directors, Educational Activities Board, and Member and Geographic Activities Board
As members maintain their IEEE membership over the years, IEEE must reward them for their loyalty. Rewards ought to be tangible and useful and can be done simply and inexpensively. Create Global Fidelity Programs including: (a) Continue membership Recognition 5-10-15-20 years of membership; (b) Bonus for specific Benefits (e.g., reduced fee, IEEE merchandise, etc).

• Motion passed at February 2013 MGA Board meeting to test a pilot of a loyalty program for 2015 Membership Year to renewing members in years 2, 5, 10, and 20.
  • Final decision to be made at the June or November MGAB meeting after full understanding of budget considerations

• MGA MELCC will provide MGA Board, at its Nov 2013 meeting:
  • Refined financial projections in order to give final go ahead for the pilot for 2015 Membership Year (August 2014)
    • Costs of reward fulfillment
    • Costs of implementation
IEEE membership (including e-Membership) should include a Society membership as part of the basic membership fee.

• At the end of 2011 due to financial risks being unknown, a direct plan to include a bundled society with IEEE membership for the 2013 membership year was not moved forward.

• A joint MGA/TA ad hoc was formed to determine how to move this effort forward.

• The committee decided to run a test of bundled membership for a random sample of members for the 2013 and 2014 membership years. The test is underway.
  – The expected completion of the test is Q1 of 2014. (Note: In order to test both the take rates of a bundled society, as well as the retention rates of those members who take the society, the test will extend over the 2013 and 2014 membership years.)
  – If the test proves that bundled membership will increase retention, and the financial risk is acceptable, the likely timeframe for a go-forward decision would be June or November 2014.
Increased support to students in technical activities with grants to attend conferences and organization of technical competitions.

• A discovery process uncovered a wide array of existing grants for this throughout IEEE.
  • However, finding these programs was extremely difficult as they were in many different locations throughout IEEE. This is not a good experience for our members.

• A centralized location (likely a website) will be developed that will allow students to quickly link to all of the existing opportunities for grants to attend conferences and organize competitions.

• An inventory, links and the Students portal page are being created and designed for November ‘13.
To encourage interest in pre-university students in engineering careers, IEEE to publish a subscription periodical (paper or electronic) targeted to high school students that highlights engineering activities of interest to those students. The periodical should also have articles promoting the benefits of an engineering career and what the students can do in college to get involved with IEEE.

- In response to this, the EA created IEEE Spark (http://spark.ieee.org/), a monthly online publication referred to in Recommendation #4.

- EA provided the operational support of this publication for the three issues that were published in 2012-January, April and July

- EA submitted subsequent proposals to the IEEE New Initiatives Committee to request additional funding to be included in its budget.

- All of these requests have been denied, thus EA is not able to continue to support this project.
The full list of SC2011 recommendations can be found at:
Information on past Sections Congresses can be found at:
www.ieee.org/sc

QUESTIONS?

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