IEEE MGA:
Strategy & Focus

Francis Grosz, 2019 IEEE Vice President, MGA
f.b.grosz@ieee.org
**MGA Mission & Vision**

**Vision:**
Ensure Quality Member Opportunities Through **Continuous Engagement**

**Mission:** Inspire, Enable, Empower and Engage Members of **IEEE**

For the purpose of...
- Fulfilling the mission of **IEEE**
- Enhancing the **member’s growth** and **development** through their life cycle
- Providing a **professional home**
Key MGA Functions

- Member Experience and Operations
  - Member and membership development, member research, member product portfolio mgmt, myIEEE, IEEE.tv,
  - Manages the annual membership cycle and processing of renewal invoices, membership cards, grade elevations, membership programs for both join and renew
  - IEEE Support (Contact) Center

- Students, Young Professionals, Women in Engineering, Life Members

- Admission & Advancement (A&A) and Fellows process support

- GeoUnit Operations & Activities

- GeoUnit Formations – Sections, Chapters, Student Branches

- Volunteer Training

- Volunteer Tools – vTools, eNotice, EWH, SAMIEEE -> OU Analytics

- Business owner for IEEE Collabratec™
Proposed 2019 MGA Projects

- IEEE Collabratec™ Usability, Education and Engagement
- Student Program Business Plan/Strategy & Retention
- Young Professional Business Plan
- IEEE WIE Business Plan Opportunities
- Sections Congress 2020
- IEEE Membership Future Opportunities
- Virtual Workflow Assistant (Pending Funding)

- Corporate Membership (SC17 Recommendation)
- STEM – Pre college training (SC17 Recommendation)
- Industry/Academia/Government/Collaborations/Partnerships (SC17 Recommendation)
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.
My Vision and Focus for 2019, con’t.

- Good technical meetings with effective speakers are a primary component of this. Chapters are a key.
- Other activities, such as short courses and local technical conferences, are another component. They can also provide revenue. Don’t forget networking and student engagement opportunities.
- MGA should be and is working to provide tools and resources to help local OUs do all of this more easily and efficiently.
- I believe that working together we can figure out how to do this.
MGA Strategic Planning Areas

- Membership initiatives
  - Member experience
  - Member models research and possible trials
  - WIE
  - Young Professionals
  - Student retention

- Region representation/alignment

- MGA Organization
  - Review committee charters
  - Committee membership
  - Geounit vitality
A Question for You

What one thing, other than writing a check, can MGA do to help you and your Section or Chapter become more active and engaged and provide more value to your members?
Thank You!

f.b.grosz@ieee.org
MGA 2019 Priority Project Details
2019 Proposed Priority Projects

IEEE Collabratec Usability, Education and Engagement

▸ Project Description
  - Integrate member engagement programs (Student Membership, IEEE Day, IEEE Xtreme, etc.)
  - Platform analytics and reporting
  - Usability Upgrade
  - Training and Research
  - Volunteer & Member recognition

▸ Desired Outcome – Improved usability and navigation. Increased engagement and participation on the platform

▸ Budget – Included in the 2019 operations budget

▸ IT Needs – Defined in the 2019 plan
2019 Proposed Priority Projects

Student Program Business Plan/Strategy & Retention

- **Project Description**
  - To develop a formal business plan/strategy for Student Program
  - Perform evaluation of existing program offerings and journey maps
  - Continuation of student retention initiatives

- **Desired Outcome** – Documented strategy and plan incorporating key learnings from retention initiatives

- **Budget** – Partial retention funds available in membership development budget

- **IT Needs** - none at this time
2019 Proposed Priority Projects

Young Professionals Business Plan

Project Description
- Implementation of business plan based upon 2018 assessment and strategy
  - Xplore Flex (MDL Basic) – determination of future of program to be made in November 2018
  - Microvolunteering – determination of future of program to be made in February 2019
    - What does the program consist of? What’s the path forward? What's the experience that continues, despite the platform
  - Loyalty - To receive a go/no decision on continuing this project based upon research
  - Goal of experience and what we want to achieve

Objective - Development of new products and services if deemed warranted

Budget – Included in 2019 budget

IT Needs - Discussions relative to uVolunteering (micro-volunteering) integration and custom build solutions are underway
2019 Proposed Priority Projects

IEEE WIE Business Plan Opportunities

▸ Project Description
  - Explore and expand opportunities within the WIE Business Plan

▸ Desired Outcome
  - Continue growth of the TechW events
  - Continue growth of WIE-ILC as it enters into a new venue
    - Focus on attendee and sponsor growth
  - Expand corporate sponsorship to underwrite program; beyond events

▸ Budget – Funding is included in the 2019 MGA budget

▸ IT Needs – TBD
2019 Proposed Priority Projects

Sections Congress 2020

► Project Description
  - Prepare for the Sections Congress 2020

► Desired Outcome
  - Establish the Sections Congress General Committee and Program Committee
  - Develop theme/focus of Sections Congress
  - Develop Sections Congress Program

► Desired Outcome

► Budget – Funding for initial planning efforts in 2019 budget, majority of funding will be required in 2020

► IT Needs -
2019 Proposed Priority Projects

IEEE Membership Future Opportunities

▶ Project Description
  - To complete series of in-person and online focus groups led by IEEE Strategic Research; from research findings, suggest opportunities for future changes to the membership model

▶ Desired Outcome
  - Completion of in-person and online focus groups
  - Determination of most significant or considerable findings of focus groups and how to quantify them, possibly through some limited trials
  - Increased members and increased member engagement

▶ Budget – Limited funding for possible trials included in 2019 budget

▶ IT Needs – to be defined.
Virtual Workflow Assistant

Project Description
- Develop a ‘Virtual Assistant’ for IEEE officers to help guide and assist in successfully addressing operational functions.

Desired Outcome (preliminary functionality)
- Officer selects the specific function for which they want guidance.
- The ‘Assistant’ then functions to:
  • Create (or load) Officer suggested calendar & any existing history
  • List and prioritize officer functions
  • Connect to guidance documents for selected function
  • Establish recommended training and training sequence

Assistant functions will change depending on the level of the volunteer: Region, Section, Chapter, Committee.

- Budget – TBD (approval upon funding)
- IT Needs - TBD
2019 Proposed Priority Projects

SC17 Recommendation – Corporate Membership (with IEEE Corporate)

▶ Project Description
- Develop an incentive program for corporations to join IEEE as a 'Corporate Member'
- Cross-functional team led by Corp Activities, with support from MGA, MSD
- Develop process for industry member retention
- Align with industry engagement efforts IEEE-wide

▶ Current Status
- A standard process to offer subsidized company sponsored membership as part of a larger agreement has been established.
- Targets to be selected based on alignment with IEEE brand, market share, etc (CA lead)
- Current prospects include Lockheed Martin

▶ Action
- Will need to assign an MGA interface for this project
2019 Proposed Priority Projects

SC17 Recommendation – STEM pre-college training (with Educational Activities)

▶ Project Description
- Develop (or expand existing) training programs and/or create partnerships with external organizations to allow members to provide STEM activities to pre-college students (Provide 'canned' or 'in a box' style demonstrations and presentations that local Sections can deliver to pre-college students.
- Re-evaluate a 'Junior IEEE' membership program targeted at pre-college students

▶ Current Status
- Plans underway to integrate TISP into the TryEngineering.org portal to better support teacher professional development on the use of lesson plans and hands on activities in the classroom
- TISP Integration into TryEngineering includes:
  - Development of online STEM outreach resources to provide volunteers with step-by-step guides on supporting teacher professional development
  - New online STEM outreach volunteer training and teacher training modules
  - Development of a TISP volunteer community through TISP Town Hall webinars and incentive programs to recognize active volunteers and encourage reporting of outreach events

▶ Action
- Will need to assign MGA interface to EAB for this project
2019 Proposed Priority Projects

SC17 Recommendation – Industry/Academia/Government Collaborations/Partnerships (with IEEE Industry Engagement Committee)

▶ Project Description
  - Strengthen and recognize Industry/Academia/Government Collaboration/Partnerships
  - Create a Section Award for Industry/Academia/Volunteer Collaboration
  - Organize multidisciplinary Industry/Academia/Volunteer/Government events focused on 'hot' issues
  - Develop a public communications platform to develop projects and share results
  - Create a 'dating' platform to communication Industry issues searching for solutions and possible 'applications' of research results

▶ Action
  - Form an ad hoc to consider initial ideas for February 2019 MGA Meeting