What’s New for You from MGA

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Region 10 Meeting
7 March 2020
Member and Geographic Activities

- Member Experience
- Volunteer Experience
- Geographic Unit Activities
- Business Activities
- Membership Operations
Volunteer Training & Assistance
Training – Improved CLE User Experience

- Introduced content for Region level volunteers
  - 17 role descriptions for region officer positions now available

- Improved overall user interface
  - Added graphics to increase visibility to 80+ SC2017 sessions

- First ever CLE badge implemented for VoLT!
  - Awarded after completing VoLT Track 1 courses
  - Over 500 users completed Track 1 courses and gained a badge

- Increased CLE user traffic – new and active users

CLE users can view all volunteer officer positions available from a single page!
New Officer/Volunteer Welcome & Getting Started

- Welcome volunteers when they start
- 4 personalized communications, specific to the officer position are time-released over a period of 8 weeks
- Help all new volunteers develop a solid understanding of new positions
- Build confidence in their new position by personalized invite to explore the Center for Leadership Excellence (CLE). The easy-to-use Action Plans in CLE will provide training needed
- Give insight to tools that will help volunteers be successful in their units
- Provide action reminders and follow up
Virtual Workflow Assistant

Template driven workflow system to assist section officers to successfully run their sections per guidance from Regions

- Sponsored by the MGA IT Coordination and Oversight committee (ITCO)
- Tool will:
  - Provide comprehensive task lists for section officers with associated calendars and list of resources
  - Show status of section operations via on demand system reports
- Milestones:
  - Development completed February, 2020
  - Pilot is scheduled to launch in March, 2020
IEEE OU Analytics

Designation Based Access

- Volunteers log in to IEEE OU Analytics and select from a list of values
  - Quick access to specific OU data
  - Extremely valuable for volunteers with multiple roles
    - Region
    - Society
    - Section
    - Chapter
uVolunteering Portal Build Progressing to Plan

Project: To complete custom build of enterprise wide micro-volunteering platform with comprehensive marketing / communications

Completed

- Visual design / user experience direction and graphics delivered (still fine-tuning)
- Technical architecture defined
- Data integration framework (e.g. APIs), defined and set-up

In the Works

- Public landing page
- Workflows and alerting for volunteer opportunity creators and seekers
IEEE Collabratec
IEEE Collabratec

Section Gateways Give Members a Consistent View of their Local Community

- Released in November 2019
- Gateway experience is consistent for Members should they move from one Section to another
- Offers Student Members a persistent connection with their IEEE Section during their time of study

Features (content updated automated)

- New IEEE members to the Section, as they opt into the IEEE Member Directory
- Upcoming events organized by the Section
- Section’s IEEE Volunteer leadership
- Recognition of Members in the Section who have advanced in membership grade
- Recognition of Members who have received badges for their participation on Collabratec
- Communities and Workspaces in which Members of the Section participate
IEEE Collabratec
Files & Folders Upgrade Streamlines Usability for Volunteer Leaders

- Workspaces and Communities
- Implemented tree-structure navigation for folder management
- Two-click navigation for performing file and folder functions
- Bulk Action capabilities
- Drag-and-drop management of files and folders

(Screenshot of IEEE Region 5 Workspace)
IEEE Membership
Service deactivation completed on 22 Feb 2020

2020 Membership Year Concludes 15 Aug 2020

2021 Membership Year Begins

IEEE Membership Year

Calendar Year Concludes Calendar year-end membership statistics determined.
Improvement to IEEE Membership Dues Webpage

Dropdown menu now displays membership dues based on applicant’s country

Key updates:

- Replaces complicated chart and simplifies the user experience.

- The need to decipher pricing has been eliminated. Instead, users can easily see their price.

- Users no longer exposed to half year dues pricing during full year dues. (Half year dues pricing will only show during that time period.)

- Electronic membership options now more prominent for those eligible (Shown for low income and developing nations)

Example of Student in USA
IEEE Contact Center

- Outreach: 50,000 personal calls/emails to members to increase engagement with IEEE
  - 26,300 new member “welcome to IEEE call/email”
  - 17,150 deactivated members contacted – 700 recovered memberships; $158K revenue

- Self-Serve Knowledge Center
  - 800,000+ visits to the Support Center
  - 500,000 Answers viewed
  - FAQ videos/tutorials now included in self-serve for selected IEEE products, e.g., Xplore, Standards and Collabratec

- Proactive Chat now available on ieee.org Membership Join & Renew pages
  - Members and potential members will be invited to engage in a live chat.
  - Offers timely and personalized help to members and visitors
New IEEE Member Welcome and Onboarding

New members (both HG and Students) are welcomed and introduced to their benefits through 5 emails over the course of 4 weeks.

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<th>Time Period</th>
<th>Topic</th>
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<tr>
<td>Immediately</td>
<td>Order confirmation</td>
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<tr>
<td>Within 24 hours</td>
<td>Welcome to IEEE – introduction to member profile</td>
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<tr>
<td>Day 6</td>
<td>Get started – introduction to member benefits by category</td>
</tr>
<tr>
<td>Day 11</td>
<td>Collaboratec introduction</td>
</tr>
<tr>
<td>Day 16</td>
<td>IEEE Spectrum introduction</td>
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<tr>
<td>Day 21</td>
<td>Member discounts</td>
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**Additional emails to be added will:**
- Introduce members in the United States to IEEE-USA
- Offer discounted ILN courses to those who selected career resources, technical content as a reason for joining

### Welcome Program Compared to IEEE Average

**Opens**

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**Clicks**

<table>
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<th></th>
<th>IEEE Average CtOR</th>
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<td>HG New Member Welcome</td>
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<td>40.00</td>
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*Stats based on 1st email in the series*
Topics of interest to new members in the first 5 weeks

Profile
- Memberships & Subscriptions
- Google Apps

Member Discounts
- Marketplace
- Dell discounts

IEEE Collabratec
- Sign in

Getting Started
- Student website (for student onboarding program only)
- IEEE Xplore
- Find region and section
- Societies

IEEE Spectrum
- View the latest issue of the digital edition

Note: Communication Preferences and Policies link is among the top 4 links clicked for each of the emails in the series.
Thank you!