Member & Geographic Activities

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Region 10 Webinar with IEEE Management Council Speakers
27 October 2020
What is the Member Experience?
Orienting ourselves to the Member’s point of view

**Joining**
- Attending a Meeting
- Reading an article
- Commenting on an article
- Support from a local unit
- Self Service
- Volunteering
- Microvolunteering
- Receiving an e-mail
- Looking for a Service
- Receiving a Welcome

**Renewing**
- Winning an award
- Writing an article
- Getting Discounts
- Taking a course
- Grade Elevations
- Shopping
- Participating in a contest
- Support from the Contact Center
- Using an IEEE product
- Help to find a job
- Joining a society
- Watching a video
- Creating a Collabratec community
- Standards development
- Referring membership
- Mentor/Mentee
- Using social media
- Networking with others
- Joining a society
- Networking with others
- Referring membership
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**
Member and Geographic Activities

- Member Experience
- Volunteer Experience
- Geographic Unit Activities
- Business Activities
- Membership Operations
MGA and MGA
MGA Responsibilities

Key IEEE Membership and MGA-Specific Strategic & Operational Responsibilities

- IEEE Member Experience and Operations
  - IEEE Member & membership development, member research, member product portfolio mgmt, IEEE.tv, IEEE Collabratec™
  - Manage the annual IEEE membership cycle - processing of membership invoices (join and renew), membership cards, grade elevations and membership programs and MD promotions
  - IEEE Support (Member Contact) Center
  - IEEE Admission & Advancement (A&A) - Sr. Member elevations, Fellows process support

- IEEE Affinity Group Operations & Activities
  - IEEE Students, IEEE Women in Engineering, IEEE Young Professionals, IEEE Life Members

- GeoUnit Operations & Activities:
  - GeoUnit Formations (Sections, Chapters, Affinity Groups, Student Branches); Volunteer Training – Center for Leadership Excellence (CLE), VOLT

- Volunteer Tools
  - vTools applications, eNotice, geounit web-hosting, OU Analytics, web conferencing

- MGA Board/Committee Support
  - Governance, operations, N&A, awards
IEEE CLE (Center for Leadership Excellence)
Volunteer Training

▫ Audiences served
  - Volunteer (Region, Section, Chapter, Affinity Group, Student Branch, Section Committee)
  - VoLT prerequisites
  - Conference Organizers*

▫ Content available
  - Action plans (checklists) for 23 volunteer roles
  - Recommended courses for 23 volunteer roles
  - IEEE 101 foundation courses - prerequisite for VoLT Track 2

▫ 80+ new pre-recorded sessions (from SC2017) available in CLE
  - Content from TA, EA, Pubs, Standards, Technology, Ethics

▫ Future effort will look at ILN opportunities

* Content owned and managed by Volunteer Education & Engagement - IEEE Technical Activities
Events entered into vTools Events have increased from 2,718 in 2019 to 3,565 in 2020
15 March to 5 June – all virtual

Examples
- [WEBINAR]-Transformation of conventional to electric vehicles
- A Webinar on Smart Cities - Challenges and Opportunities
- Awareness Drive on the outbreak of COVID-19
- IEEE DEEP DIVE WEBINAR
- IEEE Germany EDS Chapter Get together
- IEEE Virtual Cyber-Security Hackathon
- Industry Academia Virtual Meet 2020 [Day 1-5]
- Online DLT Gaurav Sharma: Probabilistic Decoding in Communications and Bioinformatics: A Turbo Approach
- ONLINE WORKSHOP ON Free MOOC to complement Engineering Education
- Online Assessment for Teaching and Learning: Why Bother? And Where to Start?
Training Resources


- On Demand training for all of the vTools applications can be found at: vTools.ieee.org on the Tutorials link
Training Resources

IEEE OU Analytics – http://www.ieee.org/oua

Very helpful Question and Answer Section

Training Recording

PPT Slides
3-Year Membership Trends Now Available by Region and Section

*Monthly Year over Year Analysis Enhancement in OU Analytics*

The IEEE Membership and Society Membership Dashboards now drill down to the Section
Improving Volunteer Leader Experience

New Officer Welcome & Virtual Workflow Assistant Deliver Information to Volunteer Leaders

New Officer Welcome – Getting Started

- Help all new volunteers develop a solid understanding of new positions and tools supporting successful units
- 4 personalized communications, specific to the officer position are time-released over a period of 8 weeks.
- Personalized invite to explore the Center for Leadership Excellence (CLE) and easy-to-use Action Plans in CLE
- Provide action reminders and follow up

Virtual Workflow Assistant (in Pilot)

- Template-driven workflow system assists section officers to run their unit successfully
- Provides comprehensive task lists for section officers with associated calendars and resources
- Show status of section operations via on-demand system reports
The IEEE Sections Congress 2020 Recommendations Implementation AdHoc Committee was approved by IEEE President Toshio Fukuda in September 2020.

- The IEEE AdHoc Committee on the Sections Congress 2020 Top 3 Recommendations Implementation shall report to the IEEE Board. The Ad Hoc shall be responsible for strategically reviewing the Sections Congress 2020 Top 3 Recommendations with a specific focus on developing action plans and timelines for each Recommendation or to identify reasoning as to why a Recommendation cannot be implemented. The Ad Hoc shall include representatives from each IEEE Corporate Activities, Educational Activities and Member and Geographic Activities as deemed appropriate by the Top 3 Recommendations.

- The AdHoc is to provide their recommendation report for the Top 3 Recommendations Implementation to the IEEE Board in November 2020. At which time their report would be parsed out to each Operating Unit accordingly for full implementation if appropriate.
IEEE Membership
2020 Membership Year Concluded 15 Aug 2020

2021 Membership Year Began

Service deactivation Feb 2021

IEEE Membership Year

- **October**: Membership Year Begins. Renewal opens for following year. Full-year dues cycle begins.
- **November**: Calendar Year Concludes. Calendar year-end membership statistics determined.
- **December**: Calendar Year Concludes. Calendar year-end membership statistics determined.
- **February**: Service Deactivation. Post-due members placed into arrears.
- **March**: Student returns to under-graduate status.
- **April**: Student returns to under-graduate status.
- **May**: Student returns to under-graduate status.
- **June**: Student returns to under-graduate status.
- **July**: Student returns to under-graduate status.
- **August**: Student returns to under-graduate status.

We are here
Member Engagement

2020 IEEE WIE International Leadership Conference (ILC) Virtual Series
- In-person event was transformed into a four-week virtual series in June 2020.
- Updated Theme: Leading Through Change
- 2800+ Registrants; 95 Countries; 23 Speaker

Virtual Speakers Bureau
- 50+ speakers, 129 topics, 13 languages

Monthly Student Focused Webinars

Volunteering Portal
- Enterprise-wide volunteering platform initiated by IEEE Young Professionals
- YP Volunteer Training Webinars

IEEE Badge Challenge via Collabratec

IEEE Discover Badge
- Hundreds of recipients
MGA Scope Continues to Change

- Administrative responsibilities continue
  - Reporting, governing documents, operations and financial tasks for geounits or membership recordkeeping
  - 10,000+ geographic units and growing

- Diverse and large portfolio of member offerings to be managed

- Volunteer and Staff collaboration and partnerships determine strategy

- Technology advances continue to drive automated and new processes

- Global expansion continues to change member demographics, challenge current volunteer structures and expand member engagement opportunities

- Growth in other IEEE business areas influencing MGA efforts: information products, conferences, standards, activity and event delivery
THANK YOU