

# Member & Geographic Activities

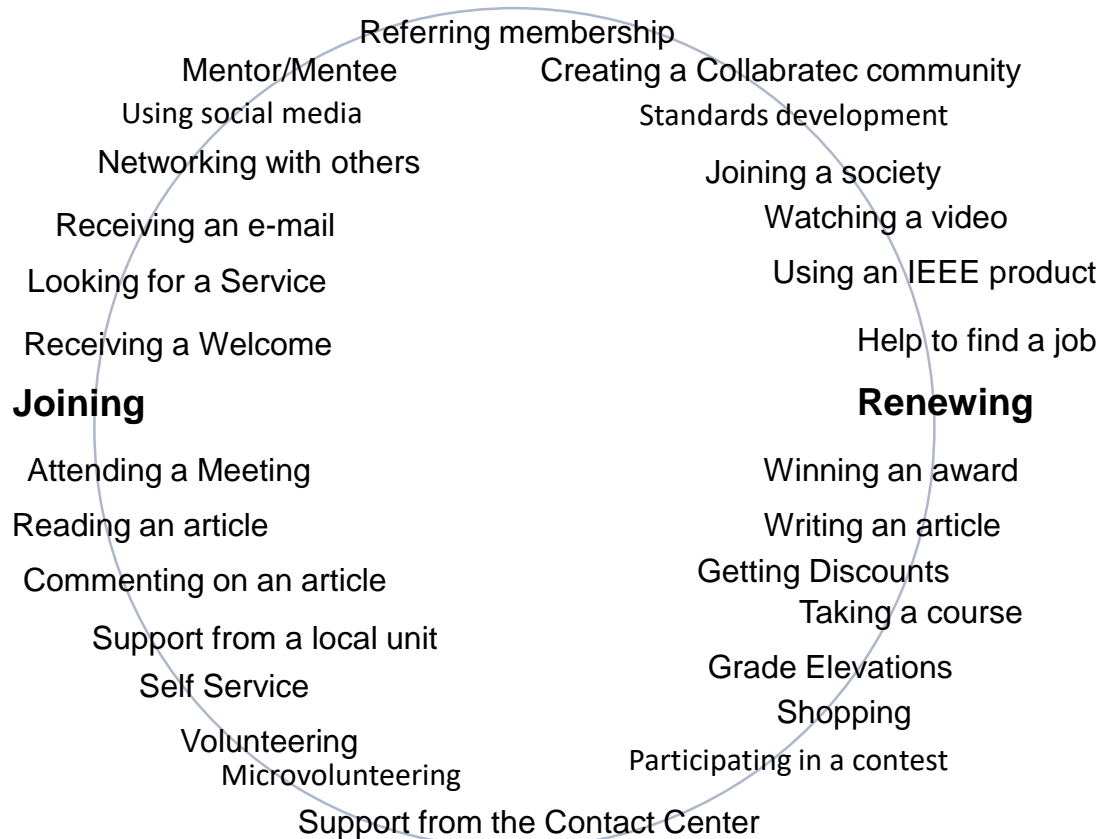
*Cecelia Jankowski*  
*Managing Director, MGA*

*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



# MGA Mission & Vision

## Vision:

Ensure Quality Member Opportunities Through **Continuous Engagement**

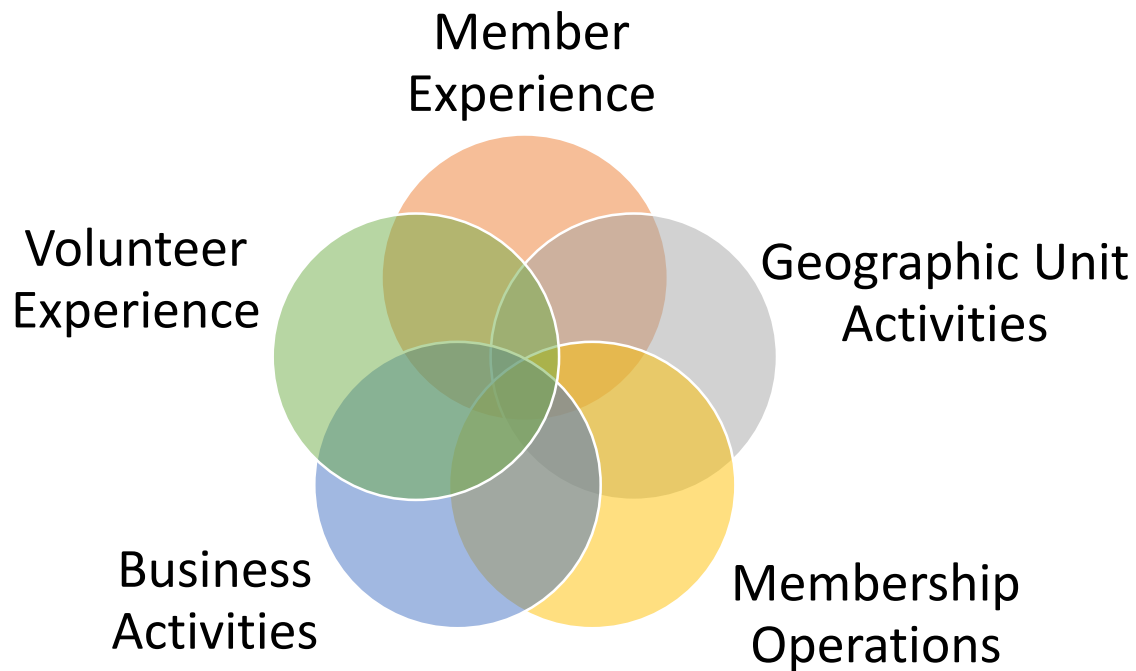
**Mission:** Inspire, **E**nable, **E**mpower and **E**ngage Members of **IEEE**

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



# $MGA$ 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?

The screenshot shows the IEEE vTools Events page for a webinar titled "A WEBINAR ON SMART CITIES – CHALLENGES AND OPPORTUNITIES". The page includes a navigation bar with "VTOOLS", "SEARCH", "ABOUT", and "CONTACT". Below the title, there is a description of the webinar, a table with details about the event (Date, Time, Location, Contact, Registration), and a section for speakers. The speaker listed is Mr. Rama Krishna Dasari of Effronics Systems Private Limited, who is the founding CEO of Effronics Systems Pvt. Ltd. and has been instrumental in the company's growth.

DATE AND TIME	LOCATION	CONTACT	REGISTRATION
Date: 02 Apr 2020 Time: 05:00 PM to 06:00 PM All times are Asia/Calcutta Add Event to Calendar Outlook (vCal) iCal Google Calendar	Through WebEx from Hyderabad, Andhra Pradesh India	Email event contact swillatsha@gmail.com Co-sponsored by Effronics systems Private limited, Vijayawada.	Starts 30 March 2020 05:00 AM Ends 02 April 2020 05:00 PM All times are Asia/Calcutta 7 spaces left No Admission Charge

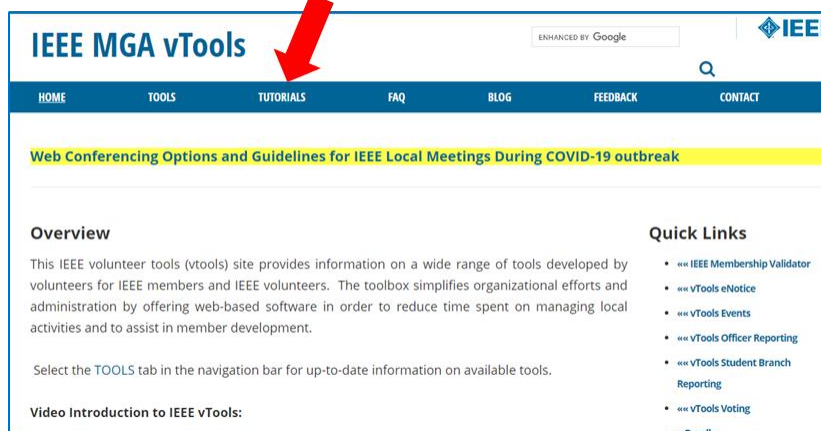
**SPEAKERS**

Dr. Rama Krishna Dasari of Effronics Systems Private Limited  
Topic: A Webinar on Smart Cities – Challenges and Opportunities  
Biography:  
Mr. Dasari Ramakrishna did his M.TECH (Electrical Engg.) in IIT MADRAS . He is the founding CEO of Effronics Systems Pvt. Ltd., established in 1985. He is instrumental in Effronics growth and in positioning it as one of India's smart solutions company. Backed by rich R&D, Effronics is now a leading provider of smart solutions for Railways signalling, Smart cities, Smart Buildings and Industries.  
He is the architect of one of India's largest IoT network built for Indian railways with more than 6 million things connected across 9000 locations. It reduced the accidents & improved the punctuality. He is continuous learner & thought leader . Under his leadership Effronics has innovated more than 50

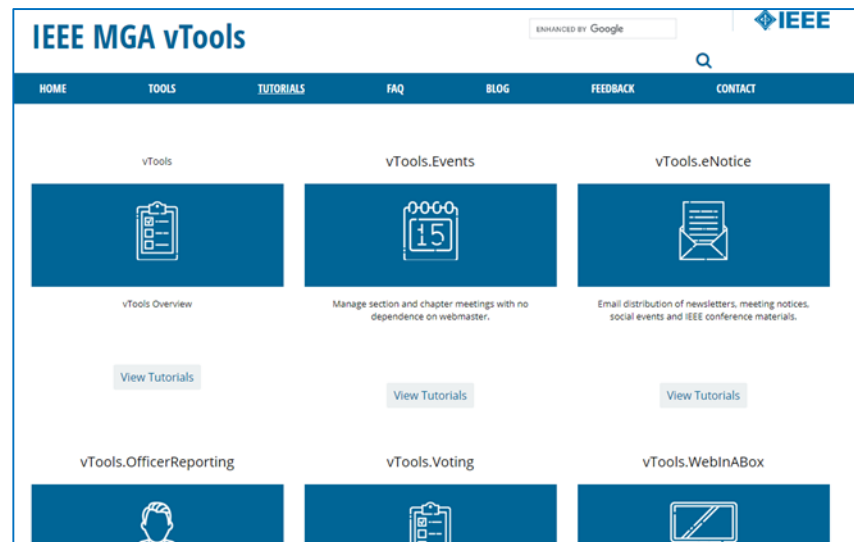
# Training Resources

*vTools* – <http://vTools.ieee.org>

- ▶ On Demand training for all of the vTools applications can be found at: [vTools.ieee.org](http://vTools.ieee.org) on the Tutorials link



The screenshot shows the IEEE MGA vTools website. A red arrow points to the 'TUTORIALS' link in the top navigation bar. The page features a search bar, a navigation menu with links to HOME, TOOLS, TUTORIALS, FAQ, BLOG, FEEDBACK, and CONTACT, and a highlighted banner for 'Web Conferencing Options and Guidelines for IEEE Local Meetings During COVID-19 outbreak'. The main content area includes an 'Overview' section, a 'Quick Links' sidebar with links to various tools, and a 'Video Introduction to IEEE vTools' section.



The screenshot shows the IEEE MGA vTools website with a grid of tool tiles. The tiles are arranged in two rows. The first row includes 'vTools Overview' (with a clipboard icon), 'vTools.Events' (with a calendar icon), and 'vTools.eNotice' (with an envelope icon). The second row includes 'vTools.OfficerReporting' (with a person icon), 'vTools.Voting' (with a ballot box icon), and 'vTools.WebInABox' (with a monitor icon). Each tile has a 'View Tutorials' button below it. The website layout is consistent with the previous screenshot, featuring a search bar and a navigation menu.

# Training Resources

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

The image displays two screenshots of the IEEE OU Analytics website. The left screenshot shows the 'Operations' section with a sidebar menu. Red arrows point from the sidebar items 'See Who Has Access', 'IEEE Data Access and Use Policy', 'Reference Materials', and 'Questions & Answers' to their respective locations on the right screenshot. The right screenshot shows the 'Training Materials' section, with red arrows pointing to 'View the training recording' and 'View the training powerpoint presentations:'. A red box labeled 'Training Recording' points to the recording link, and another red box labeled 'PPT Slides' points to the list of powerpoint presentations. A red box labeled 'Very helpful Question and Answer Section' points to the 'Questions & Answers' link in the sidebar.

IEEE Member and Geographic Activities

Search Volunteer Content Search

Home News Awards Board & Committees Operations Volunteer Training Membership Development Contacts Roster

Home / Operations / Volunteer Tools / OU Analytics

Operations

Geographic Unit Resources >

Formations & Petitions

Volunteer Tools

OU Analytics

See Who Has Access

IEEE Data Access and Use Policy

Reference Materials

Questions & Answers

OU Analytics - User Groups

IEEE OU Analytics

A visual business intelligence tool for volunteer access to

<< Access IEEE OU Analytics >>

Use of IEEE OU Analytics must be in accordance with the IEEE Data

Scheduled Maintenance:

Starting September 2020, there will be a planned schedule for deploying security patches for Tableau. Maintenance is scheduled for every fourth Thursday of the month from 3:30 PM to 5:00 PM. Maintenance for 2020: September 24, October 22, November 26 (may reschedule due to Thanksgiving)

Training

Click here to view the training materials

New Features

Home News Awards Board & Committees Operations Volunteer Training

IEEE Member and Geographic Activities

Search Volunteer Content Search

Home / Operations / Volunteer Tools / OU Analytics / Operations / OU Analytics - Training Materials

Operations

Geographic Unit Resources >

Formations & Petitions

Volunteer Tools

OU Analytics

See Who Has Access

IEEE Data Access and Use Policy

Reference Materials

Questions & Answers

OU Analytics - User Groups

View the training recording (when on screen, click play button [bottom left corner])

View the training powerpoint presentations:

- IEEE OU Analytics - Introduction (PPTX 4MB)
- IEEE OU Analytics - How to Navigate the Dashboards (PPTX 4MB)
- IEEE OU Analytics - Members and Affiliates Dashboard (PPTX 4MB)
- IEEE OU Analytics - Students Dashboard (PPTX 4MB)
- IEEE OU Analytics - Volunteer Positions Dashboard (PPTX 4MB)
- IEEE OU Analytics - Membership, Subscriptions and More... Dashboard (PPTX 4MB)
- IEEE OU Analytics - Doublet Dashboard (PPTX 4MB)
- IEEE OU Analytics - Maps Dashboard (PPTX 7MB)
- IEEE OU Analytics - Save and Manage a View (PPTX 4MB)

Very helpful Question and Answer Section

# 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

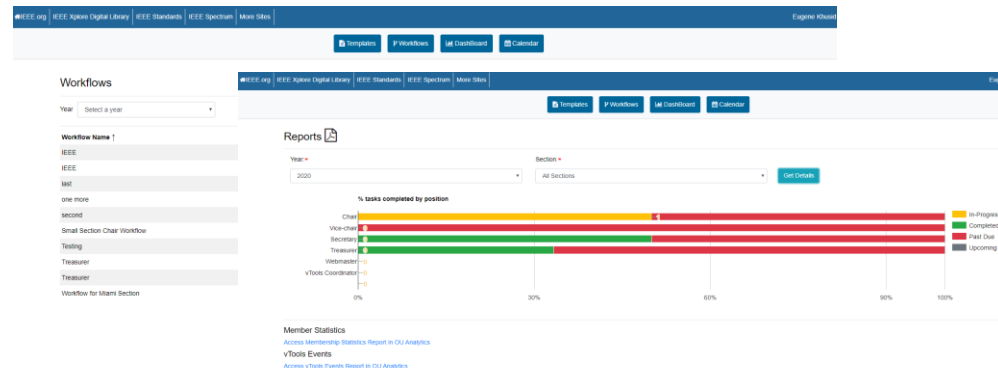
*New Officer Welcome & Virtual Workflow Assistant Deliver Information to Volunteer Leaders*

## 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





SC2020



IEEE SECTIONS CONGRESS – 2020

# LEADING OUR GLOBAL TECHNICAL COMMUNITY

2020 Recommendations Update



# Sections Congress 2020 Recommendations - Path Forward

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.

SC2020

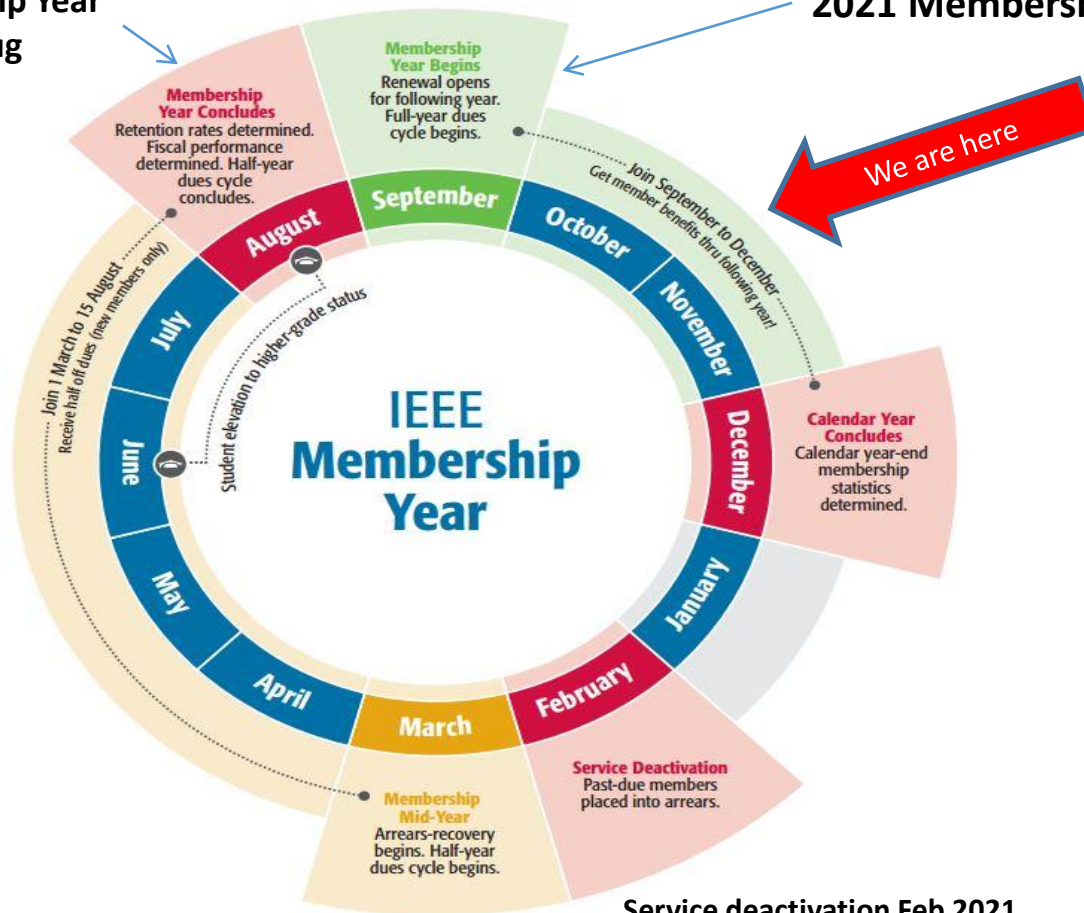
# IEEE Membership





2020 Membership Year  
Concluded 15 Aug  
2020

2021 Membership Year Began



Service deactivation Feb 2021



# 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

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