

IEEE Member & Geographic Activities 2021

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Region 10 Meeting, 6 March 2021



2021 MGA Priority Projects

Priority Projects support MGA strategic areas and Goals

Membership is a core MGA responsibility and strategic focus. These projects build on key member strategies and sustaining operations. They add specific focus due to Covid-19 and particular ad hoc efforts from the IEEE BoD and MGA

- ▶ Evaluating Membership Dues Structure
- ▶ Membership recovery/ Covid-19 (includes Collabratec)
- ▶ 3-5 Year Dues (SC recommendation)

MGA geographic unit vitality is a competitive advantage of IEEE and MGA's strategic focus. These projects define new capabilities that are underway or being created to strengthen the resources available to local geo units for engaging members and the public.

- ▶ Local Groups
- ▶ Section Vitality Automation
- ▶ Region Realignment
- ▶ Volunteer Engagement
- ▶ vAssist Pilot
- ▶ Sections Congress

Major IEEE-wide and MGA-led initiatives that will require significant volunteer and staff efforts to achieve successful completion.

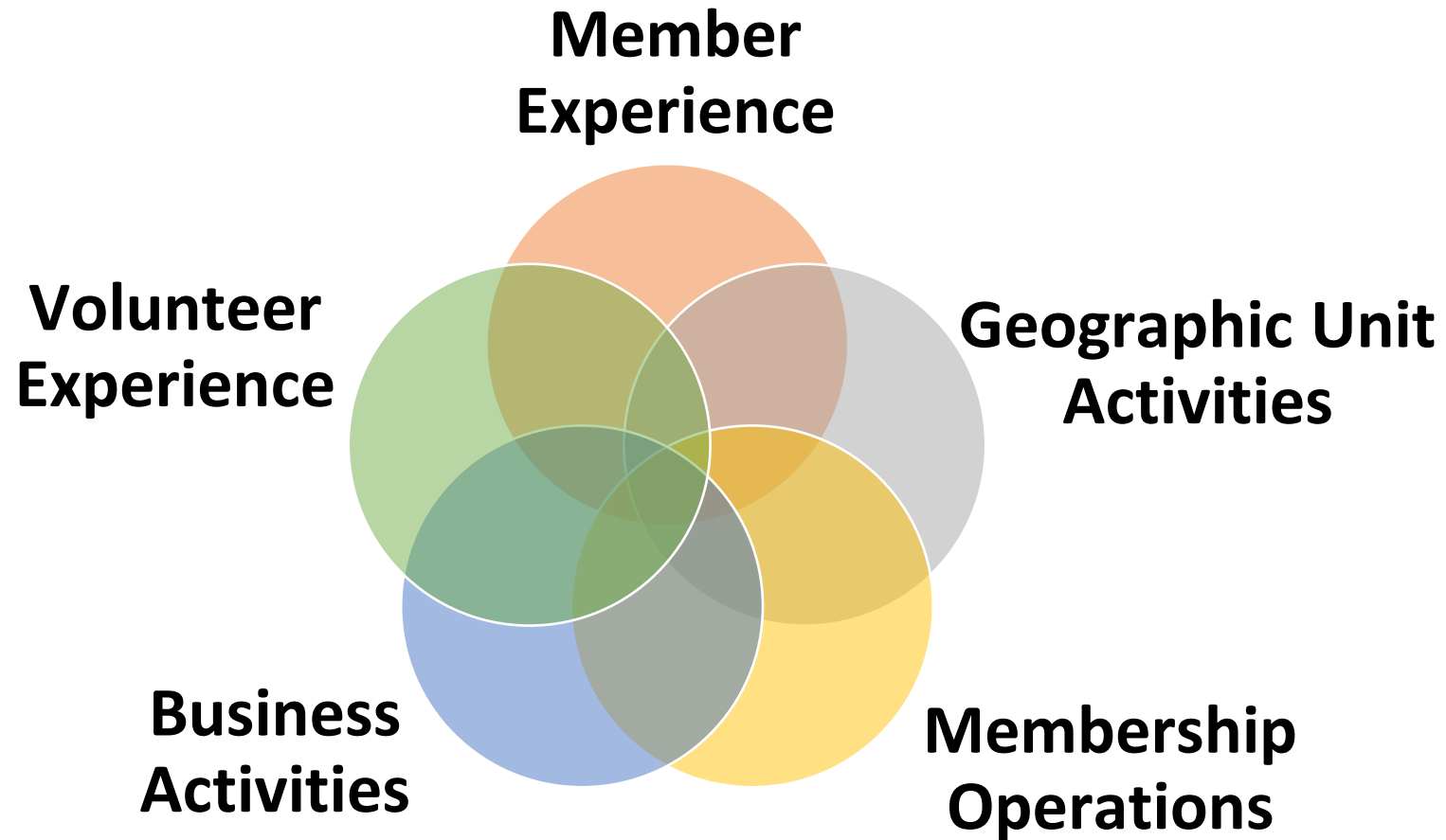
- ▶ Next Gen Rollout
- ▶ Sections Congress Virtual
- ▶ Education and Industry Local Engagement (SC Recommendation)

Maintain an inventory and capability/usage assessment of those tools developed and or supported by MGA that are being used to accomplish our strategies and goals.

- ▶ Tool inventory including CLE, OU Analytics, vTools, IEEE App, Collabratec, vAssist



Member and Geographic Activities



MGA Department Operations & Activities

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



Membership Recovery Efforts

Expand and enhance recruitment and engagement during the pandemic

- ▶ Leverage IEEE touchpoints (e.g. Spectrum, Collabratec, IEEE-USA, EA, etc.) to identify prospects, nurture relationships, and recruit for membership
- ▶ Launch the new, post-renewal member engagement program, packaging IEEE content and offers based on member interest categories in an automated email series
- ▶ Expand marketing mix for recruitment and reinstatement to include digital ads with video, and re-introduce traditional direct mail
- ▶ Conducted Section-level volunteer training and marketing plan development to share best practices and help drive better local MD activities
- ▶ Pivot promotional efforts to focus more on members, emphasizing their accomplishments during COVID and how IEEE supports them
 - Monthly Member Benefits newsletter
 - Updated monthly SCOOP (volunteer communications)



Center for Leadership Excellence

On Demand Training for Local Leaders

- ▶ Audiences served:
 - IEEE volunteers (Region, Section, Chapter, Affinity Group, Student Branch, Section-level committees)
 - VoLT Program candidates and students
 - Conference organizers + TA volunteers*
- ▶ Content available
 - Action Plans for 23 volunteer roles
 - Volunteer role descriptions for 41 positions
 - IEEE 101 courses
 - 80+ recordings on various topics, including professional development, volunteer recruitment, ethics and technology, and more
 - SC2020 Recommendations Event recordings and materials

WELCOME TO THE IEEE CENTER FOR LEADERSHIP EXCELLENCE

The Center for Leadership Excellence (CLE) offers a 'one stop' training solution designed to serve the multiple and diverse range of IEEE user communities. From volunteers, non-volunteers to students, members, and conference organizers, the site offers a simpler and effective learning experience.

IEEE CLE

ONE-STOP TRAINING TOOL
CONSTRUCTIVE LEARN
STRUCTURE

VOLUNTEERS & MEMBERS
ACCOMPLISH OUR
BETTER LEADERS,
AND APPLY NEW SKILLS IN
NEW OFFICER ROLES

VOLUNTEER

Volunteers can access volunteer role descriptions and training in this area. Action Plans are available for those interested in or holding an officer role and additional recommended content based on position is available.

VOLT PROGRAM

The Volunteer Leadership Training Program develops future IEEE leaders, and is designed for active volunteers with at least two years of volunteer experience seeking an in-depth knowledge of the IEEE organization, its structure, and its resources.

CONFERENCES & EVENTS

Access to courses that support a Conference Chair, Technical Program Chair, Conference Treasurer, Publications Chairs, Event Management, and more.

TA VOLUNTEER EDUCATION

Providing a foundational and working understanding of the IEEE and TA as a whole, connecting the information, tools and resources that will best support successful and productive navigation of the volunteer role in Technical Activities.

SECTIONS CONGRESS

Browse a diverse array of topics presented by IEEE volunteers and staff at Sections Congress.

FEATURED CONTENT

Best Practices for Virtual Events

LATEST NEWS

Add a new topic...

Recordings from SC2020 Recommendations Event Now Available
3:35 PM, Sep 24 Sean Kim
Older topics ...

FAQS

Need Help?

?

IEEE

2021 Membership Development

	Tactic
Retention/ Recovery	<ul style="list-style-type: none"> • Standard renewal outreach series (Sept-June, paper and e-mail) • Recent Grad/YP Price Testing (3-year, 5-year stepped and flat dues) • Elevation Outreaches (SM, Associate to Member) • New member onboarding series (via Marketo) • Engagement efforts: 'Members Doing Cool Stuff' series; virtual Honors Ceremony attendance • Re-targeting ads to members in arrears (Google, Facebook) • Promote Auto Renewal Sign Up • Spectrum Members Only Content strategy • Social Media engagement - #IEEEexp • FUTURE50 Student Dues Discount initiative
Recruitment	<ul style="list-style-type: none"> • Ongoing direct outreach (internal data sources) • Increase third-party direct outreach (external data sources) • Digital advertising (Google, CT, search and display, Spectrum) • Lead gen and lead nurture strategy on IEEE web properties (spectrum, IEEE-USA, etc) • FUTURE50 Student Dues Discount initiative
Reinstatement	<ul style="list-style-type: none"> • Annual direct mail and 3-mail series • FUTURE50 Student Dues Discount initiative



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.

Time Period	Topic
Immediately	Order confirmation
Within 24 hours	Welcome to IEEE – introduction to member profile
Day 6	Get started – introduction to member benefits by category
Day 11	Collabratec introduction
Day 16	IEEE Spectrum introduction
Day 21	Member discounts

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



OU Analytics - Member Activity Dashboard Update

Provides details for members and affiliates who are new or moved into your Organizational Unit

Dashboard | Geographic Counts | Employer Information | **Member Activity** | Detail

IEEE OU Analytics

IEEE Member Activity - New and Moved into

This list provides details for members and affiliates who are new or moved into your Organizational Unit.

- Refine data through filters. Change the date range to limit your results.
- Download results by selecting the table and clicking "Download" in the upper right corner.
- Additional contact/member details are provided in the output.
- **Important: Choose an OU from "Select OU of your Volunteer Role" filter to view customized results for your position.**


Joined IEEE Date From: To:
 Moved into Section Date

Region	Council	Section	Member/ Customer Number	Last Name	First Name	Middle Name	Email Address	Grade	Grade Effective Date	Company/ Attention	Location	Country	Work Number	Home Number
R4	Region 4 - No Council	Chicago Section	92533177	M	Giorgio		92533177@do..	Member	6-Jan-2020	Fermilab	Batavia IL 60..	USA	1 (800) 678-43..	1 (800) 678-4333
			92733024	Member	Michael		92733024@do..	Member	30-Jan-20..		Mundelein IL ..	USA	1 (800) 678-43..	1 (800) 678-4333
			92785421	Member	Alexander		92785421@do..	Member	15-Jan-20..	Fermilab/A..	Batavia IL 60..	USA	1 (800) 678-43..	1 (800) 678-4333
			93230615	Member	Ibrahim		93230615@do..	Member	3-Jan-2020		Lemont IL 60..	USA	1 (800) 678-43..	
			94790148	GSM	Usama		94790148@do..	Graduate St..	30-Jan-20..		Chicago IL 6..	USA	1 (800) 678-43..	
			95110452	Student Me..	Jonathan		95110452@do..	Student Me..	23-Feb-20..		Romeoville IL..	USA		
			95153092	Member	Chase		95153092@do..	Member	26-Jan-20..	Greenberg ..	Chicago IL 6..	USA	1 (800) 678-43..	
			95453610	M	Chao		95453610@do..	Member	21-Jan-20..	Northweste..	Evanston IL ..	USA		
			95527709	StM	Anisha	Jai	95527709@do..	Student Me..	2-Feb-2020	Loyola Univ..	Chicago IL 6..	USA	1 (800) 678-43..	1 (800) 678-4333
			95751743	Member	Quanyong		95751743@do..	Member	11-Feb-20..		Evanston IL ..	USA	1 (800) 678-43..	1 (800) 678-4333
			96178159	M	Aaron		96178159@do..	Member	5-Feb-2020	Intertek	Arlington Hei..	USA		1 (800) 678-4333
			96249114	StM	Amil	Vinay..	96249114@do..	Student Me..	14-Jan-20..		Glensview IL ..	USA	1 (800) 678-43..	1 (800) 678-4333
			96295886	M	Ross		96295886@do..	Member	22-Jan-20..	Motorola S..	Mt Prospect I..	USA	1 (800) 678-43..	1 (800) 678-4333
			96324096	Student Me..	Peter	Bassam	96324096@do..	Student Me..	2-Feb-2020		Lincolnwood ..	USA	1 (800) 678-43..	1 (800) 678-4333
			96352017	GSM	Md		96352017@do..	Graduate St..	7-Feb-2020		Chicago IL 6..	USA	1 (800) 678-43..	1 (800) 678-4333
			96470077	GSM	Sergio		96470077@do..	Member	5-Jun-2020		Mundelein IL ..	USA		
			96470988	Member	Lawrence	David	96470988@do..	Member	2-Jan-2020	ComEd	Geneva IL 60..	USA	1 (800) 678-43..	1 (800) 678-4333
			96471055	Member	Michael	J	96471055@do..	Member	2-Jan-2020		Carol Stream..	USA	1 (800) 678-43..	1 (800) 678-4333
			96474870	GSM	Mohan		96474870@do..	Member	5-Jun-2020		Chicago IL 6..	USA	1 (800) 678-43..	1 (800) 678-4333
			96477464	Member	Dunk	D	96477464@do..	Member	6-Jan-2020		Oakbrook Ter..	USA	1 (800) 678-43..	1 (800) 678-4333
			96479100	Member	Rigoberto		96479100@do..	Member	7-Jan-2020	ComEd	Chicago IL 6..	USA		1 (800) 678-4333



IEEE Collabratec

Registrants increased by 11% in 2020; Engagement up 28% YoY

Collabratec Registrants	242,234  11% YoY
IEEE Members	83,507
Former IEEE Members	54,136
Non-Members	104,591

Since Launch:

20,969 non-members registered on Collabratec joined IEEE, and 9,024 former IEEE members reinstated their lapsed membership



IEEE Collabratec

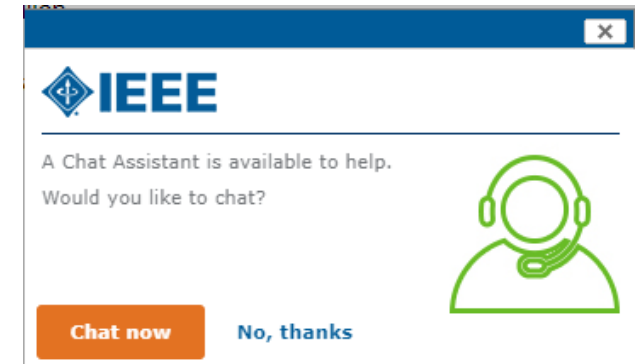
Delivering 75%+ positive user satisfaction with core features

Service / Feature	Positive Satisfaction	Service / Feature	Positive Satisfaction
Use of integrated authoring tools	88%	Updated technical interests	75%
IEEE Society member certificates, cards	84%	IEEE member certificates, cards	79%
Helped generate ideas for publications	83%	Customized communications settings	76%
Workspaces	82%	Found technical content	75%
IEEE Membership Directory	81%	Engaged in discussion on technical content	75%
Earned a badge	80%	Updated technical interests	75%



IEEE Member Contact Center

- ▶ During 2020 Serviced 169K inbound inquiries
 - ▶ Maintained 78% first call resolution
 - ▶ Over 80% satisfaction rate
 - ▶ Associates support 24hrs / 5 days a week
- ▶ Conducted outbound outreaches to over 78K members
 - ▶ Increase member engagement with IEEE
 - ▶ Included welcome calls, Collabratec and member recovery
- ▶ Self-Serve Knowledgebase web pages supported more than 830K self-service inquiries, providing answers to frequently asked questions
- ▶ Proactive Chat was launched on the Join and Renew pages to provide real-time support to more than 5,600 members and potential members.



IEEE
students

IEEE Women in Engineering
Wie

IEEE
youngprofessionals

IEEE.tv™

IEEE vTools

Celebrating 10 Years!
IEEE 2019 DAY™
Leveraging Technology for a Better Tomorrow

IEEE
Collabratec™

IEEE

OBRIGADO
gracias
DANKU
takk
MERISI
merci
obrigado
danke schön
PALDIES
muchas gracias
ありがとう
TEŞEKKÜR EDERİM
MOLTE GRAZIE
GO RAIBH MAITH AGAT
ARIGATO
DANKU
謝謝
danke
grazas
GRAZZI
THANKS
blagodarya
TAK
どうも
qujan
TAK
asante
muchas gracias
vielen dank
PALDIES
DANKU
OBRIGADO
mesi
DZLEKI
Gràcies
MULTUMESC
danke
DANKU
감사합니다
köszi
благодаря
TACK
TEŞEKKÜR EDERİM
muchas gracias
obrigado
спасибо
多謝
NA GODE

THANK YOU