IEEE Member & Geographic Activities 2021

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2021 IEEE VP-MGA
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- IEEE Canada Past President, 2020-21
- Managing Director - R&D, Carbovate Development Corp.
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- Senior Member, IEEE
- Fellow, Engineering Institute of Canada
- Editorial Focus Advisor & Associate Editor, IEEE Canadian Review
Where I live and work: Sarnia, Canada

Sarnia-Lambton brings together Industry, Agriculture, Education and Natural Beauty.
MGA Vision - proposed
MGA will continue to provide quality member opportunities for continuous engagement

MGA Mission - proposed
Inspire, Enable, Empower and Engage Members of IEEE
For the Purposes of:
• Fulfilling the mission of IEEE
• Enhancing the members’ growth and development through the member’s life cycle
• Providing a professional community for engineers, scientists, and technologists
• Providing a way to employ technologies to serve communities globally
• Offering an opportunity for external individuals, organizations, and industry to engage with IEEE for the benefit of Humanity
Member and Geographical Activities Board
Guiding Principles - under Revision

Proposed

- Membership is a core value of IEEE.
- Members individually and collectively create IEEE’s future.
- IEEE enhances members' future
- **Volunteer engagement is a key component of IEEE’s success**
Proposed

- Increase the value of IEEE membership at each stage of the member’s life cycle.
- Support volunteering and facilitate member and nonmember collaboration.
- Strengthen the relevance of IEEE membership to industry.
- Promote diversity and inclusion.
- Improve member development and services based on data.
- Enhance the relevance of information available to the member and to geographic units.
- Provide a simple, consistent, personalized interface to members and prospective members.
IEEE MGA – Meeting the Challenge of 2020

- Sections Congress -> on-line
- Meetings / Conferences -> on-line
- Significant engagement growth in Collabratec

- FUTURE50 Student Discount Coupon in Dec 21
- Continued Piloting discount coupons for the transition from student to Young Professional

- Further Developed the Local Groups Concept - Joint MGA/TA
- Engaged in Sustainable Development - Joint MGA/SA/TA
- Cont. work on Improving Chapter Support - Joint MGA/TA
- Continued engagement on Region realignment

- Improvements to the Tools/Resources suite including IEEE.TV
- Release of IEEE Volunteering Platform
- Improved Contact Centre support
IEEE MGA – Challenge and Opportunity – Going Forward

Global
> 10,000 OUs

400,000 Members
214,000 Society Members

160+ Countries

10 Regions
10 Divisions - 39 Societies - 7 Technical Councils
342 Sections & 82 Sub-Sections
2556 Chapters
732 Affinity Groups

3478 Student Branches
2845 Student Branch Chapters & 1071 SB Affinity Groups

Data as of January 2021
IEEE Proprietary
IEEE MGA: the Eco-System

~400,000 Members

22,000 reported Volunteers

+ local Volunteers in 10,000 OUs

Access to Knowledge – Pubs, TAB, MCE, SA
Opportunities to Publish / Present
Development of Standards

Local Networking/Interaction/Events with IEEE
Members and/or Community Members

Career Enhancement

Volunteering – Soft Skill Development
IEEE MGA: Member and Volunteer Eco-System

The Keys to Success are:
the Volunteers &
Member Engagement

Access to Knowledge – Pubs, TAB, MCE, SA
Opportunities to Publish / Present
Development of Standards

Local Networking/Interaction/Events with IEEE
Members and/or Community Members

Career Enhancement

Volunteering – Soft Skill Development
Key MGA Activities for 2021

- **Local Groups** (LGs) - Pilots – joint with TA
- Improvements to **Chapter Support** – joint with TA
- IEEE and **Sustainable Development** – joint with SA, TA, EA, HAC, IEEE-USA
- **Region Realignment**
- Potential **Dues Restructuring**
- **Adapt and pivot** – meeting the challenges due to the Pandemic
- **Sections Congress**
  - **Virtual Sections Congress 2021** - opportunity to engage all OUs
  - The **Future of Sections Congress**
  - Implementation of Sections Congress 2020 Recommendations
- **MGA Digital Strategy**
- Others …
Focus:
Strengthen Member, Non-member Participant and Volunteer Engagement
- in particular at the Local Level through:

- **Local Groups** – Pilots of LGs focused on a variety of topics
- Improving **Support for Volunteers** at the local geo units: Chapters, Affinity Groups, etc.
  - Improvements to Volunteer Training and Tools/Resources
- Encouragement of **local and global engagement**, e.g. on ‘IEEE and Sustainable Development’ and other IEEE activities: members, volunteers and community
- Promotion of **Diversity and an Inclusive Culture**
- **Personalization** of access to IEEE resources
Focus:
MGA pivoting in the COVID and the post-COVID world
– Post-Pandemic: How will MGA engage members & volunteers and deliver benefits & services?

- Student member Retention, Reinstatement and Recruitment - FUTURE50 Discount Coupon
- Member Retention, Reinstatement and Recruitment
- Member and community engagement
  - Local and regional engagement: Balance between F-2-F and on-line activities – hybrid activities
  - What will be an “Excellent Member Experience” in the post-COVID world?
- Volunteer engagement and opportunities
  - What will be an “Excellent Volunteer Experience” in the post-COVID world?
- Recruitment of members and volunteers in the post-COVID world – maintain (increase) engagement
- Collaboration across IEEE OUs to maximize integration of initiatives and changes to the way IEEE operates
Focus:
Development of Acceptable Options for Region Realignment

Considerations: Member Representation, Leadership/Administrative demands on Region Directors

Members per Region:
R 1 26,039
R 2 22,859
R 3 24,992
R 4 17,568
R 5 23,113
R 6 45,727
R 7 15,106
R 8 70,803
R 9 16,575
R10 133,225
2021 MGA Priority Projects

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

Priority Projects support MGA strategic areas and Goals
THANK YOU