

IEEE Member & Geographic Activities 2021

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2021 IEEE VP-MGA

Region 10 Meeting, March 6, 2021



I am Committed to A Better World for All

*Interaction is the Catalyst of Innovation
Education is the Catalyst of Sustainability*



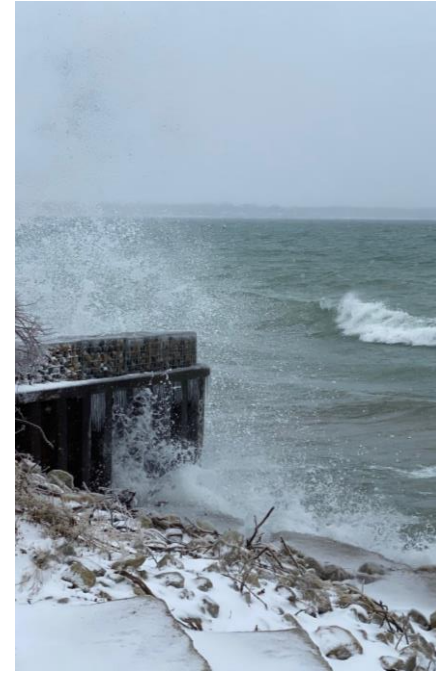
Maïke Luiken

- PhD, Physics
- IEEE Vice President MGA, 2021
- IEEE Canada Past President, 2020-21
- Managing Director - R&D, Carbovate Development Corp.
- Adjunct Professor, Western University, London, ON, Canada
- 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.



Member and Geographical Activities Board Mission & Vision - *under Revision*

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**



Member and Geographical Activities Board MGA Strategies - *under Revision*

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

**Pivoting
Successfully**



**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



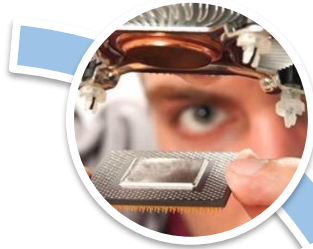
**10 Regions
10 Divisions - 39 Societies - 7 Technical Councils
342 Sections & 82 Sub-Sections
2556 Chapters
732 Affinity Groups**



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



IEEE MGA: the Eco-System



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 **R**etention, **R**einstatement and **R**ecruitment - FUTURE50 Discount Coupon
- ▶ Member **R**etention, **R**einstatement and **R**ecruitment
- ▶ 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



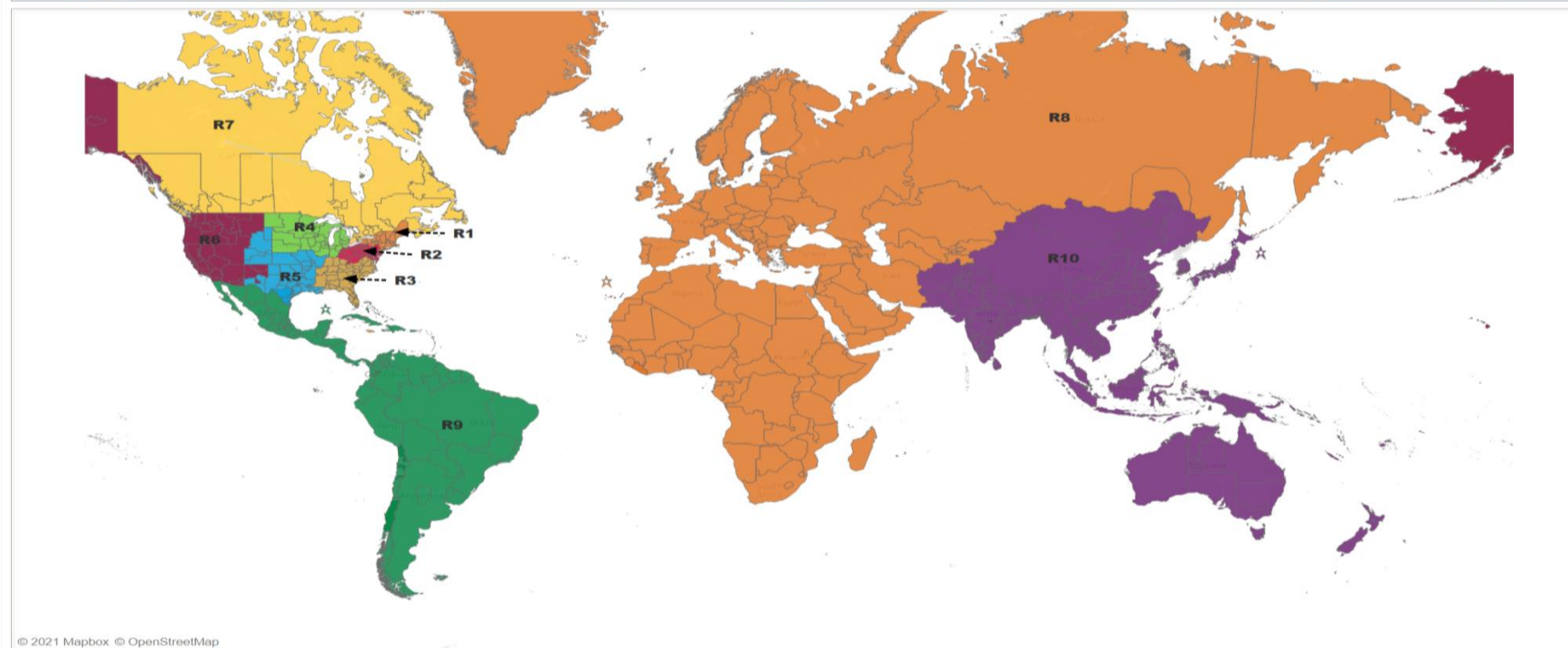
Focus: Development of Acceptable Options for Region Realignment

Region Summary

This dashboard provides interactive views of IEEE Regions

- Hover over a Region to display a tooltip with statistical facts.
- Select a Region to view Member, Section, Chapter, Affinity Group and Student Branch facts.

IEEE Members	Society Members	Sections	Subsections	Chapters	Affinity Groups	Student Branches	Student Affinity Groups	Student Branch Chapters
399,412	214,099	342	82	2,556	732	3,478	1,071	2,845



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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

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



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



OBRIGADO
gracias
OBRIGADO
DANKU
takk
MERSI
merc
obrigado
danke schön
KÖSZI
PALDIES
muchas gracias
ありがとう
TEŞEKKÜR EDERİM
MOLTE GRAZIE
GO RAIBH MAITH AGAT
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vielen dank