MGA Initiatives/Priorities 2023 Presented to Region 10 AGM

Jill Gostin – IEEE Vice President, MGA
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Who Am I?

▶ Mathematician

▶ Principal Research Scientist, Sensors and Electromagnetic Applications Lab at the Georgia Tech Research Institute

    - Current work is focused on Open Architecture radar systems

▶ IEEE Region 3 Past Director (2020-2021), Senior Member, HKN Member

▶ Societies: Computer, Aerospace and Electronic Systems, Sensors Council

▶ Hobby: Reading! (mysteries / action novels)

▶ Named Georgia's Woman of the Year (Nov 2016-Oct 2017) by Women in Technology. The award recognizes women technology executives for their accomplishments as leaders in business, as visionaries of technology, and **who make a difference in their community**.

Outline

- My Plans
- Region Realignment Implementation Status
- MGA Strategic Plan and Goals
- Funding Support for Affinity Groups

My Plans

Some of my Plans for 2023

- Continue forward momentum of Region Realignment
- Follow-through and track progress on 2023 Priority Projects
- Prepare for and execute a successful Sections Congress
- Encourage Regions to consider plans for surplus projects (due April 8)
- Optimize and focus MGA committees on specific goals, especially focused on support of local volunteers
- Continue pilots and track success
- Improve collaborations with other IEEE major Organizational Units (OUs)
- Review communications with, training of, and tools for volunteers

Region Realignment Implementation Status

IEEE Membership By Region

31 December 2022

R7 – 14,205

R1 to 6 – 153,689

R10-161,371

R9 – 17,788

R8 – 80,727
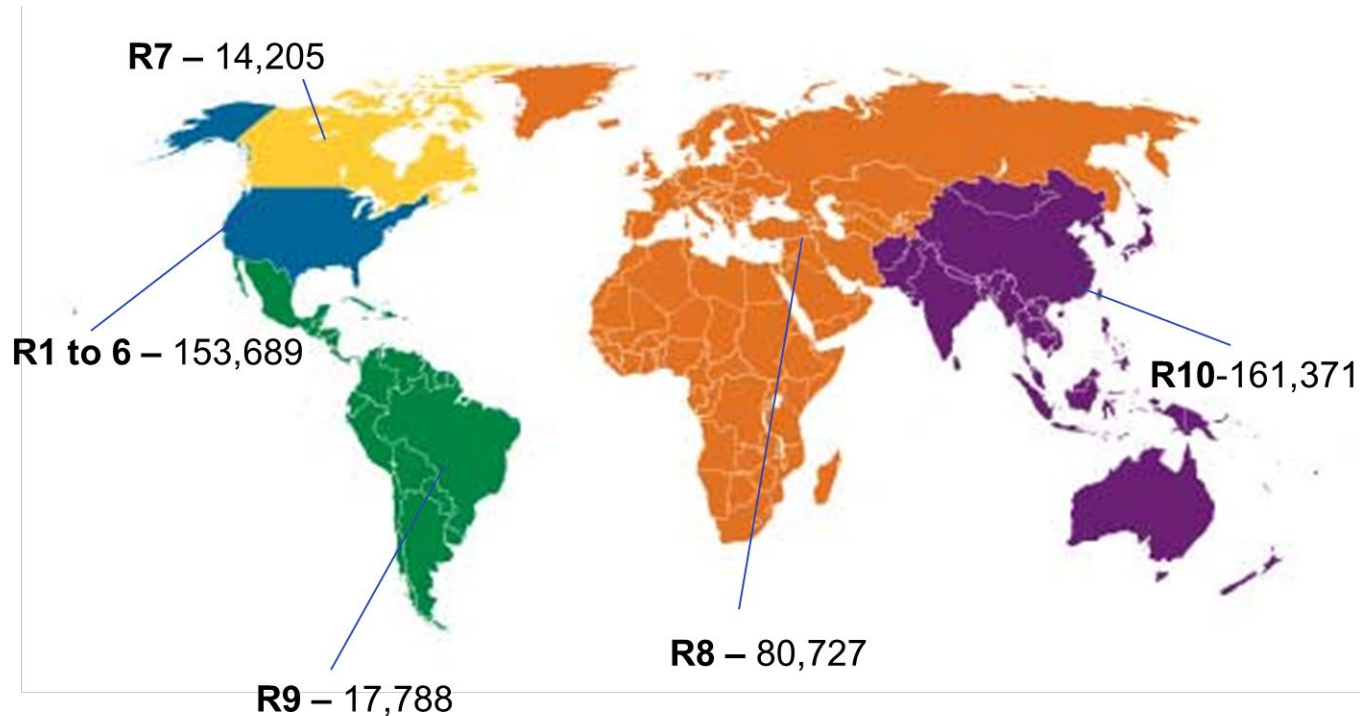
TOTAL MEMBERSHIP: 427,780

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Region Realignment Implementation

2023 Update – Realigned Regions begin in 2028

- ▸ Region Realignment Implementation Ad Hoc (RRIAH) will continue in 2023
  - Creating the roadmap for the full realignment identifying all governance changes required, with timelines
  - with plans and actions for
    - the implementation of the split of Region 10,
    - merger of Regions 1 and 2,
    - implementation of Zones in Regions 8 and 10, and
    - policies for future realignments (trigger, policies)

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RRIAH 2023 Committee

- Celia Desmond, Chair
- Region Directors
  - Greg Gdowski (R1)
  - Drew Lowery (R2)
  - Vin Piuri (R8)
  - Lance Fung (R10)
- MGA Treasurer
  - Gerardo Barbosa
- Non-MGAB members
  - Daniel Coode
  - Jim Conrad
  - Kathleen Kramer
- Professional Staff
  - Cecelia Jankowski
  - Christie Giambalvo
  - Stacey Waters
- – Observers - 3 MGA VP's (attend when requested)
  - Jill Gostin
  - David Koehler
  - Deepak Mathur

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Next Steps

- To begin discussing the numerous areas that will need to be addressed for Region Realignment several subcommittees were assigned including:
  - Governance Items
    - Reviewing current IEEE & MGA governance documents to determine what updates may need to be done and to work with regions ensuring region bylaws are updated accordingly
  - Communications Plan
    - Reviewing list of potential communications that will need to be sent to region volunteers and membership, general membership, IEEE OU leadership and staff
  - Revised Election Schedule
    - Reviewing prior draft election schedule proposals and to work within IEEE election schedule
  - System Enhancements
    - To work with ITCO and Staff to determine full list of system enhancements that will be required including corporate wide-systems and specific OU systems. To develop a more detailed budget for enhancements.
  - Region Financials
    - To work with MGA FinCom to develop a plan for region assessments, rebates, reserves, bank accounts etc. for the impacted regions, as well a cost impact for those regions impacted
  - Region Offerings
    - To work with impacted regions regarding Zone implementation and to develop list of specific regional offerings and how realignment may impact those offerings
  - Other Organization Units
    - To develop list of items from IEEE OU's that may be impacted by realignment included: regional representatives, updating governance documents, system enhancements, websites, etc.

MGA Strategic Plan and Goals

MGA Strategic Plan

2020-2025

OUR VISION

MGA will continue to provide quality member opportunities for continuous engagement.

GUIDING PRINCIPLES

- 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

OUR MISSION

Inspire, Enable, Empower, and Engage Members of IEEE.

FOR THE PURPOSES OF…

- Fulfilling the mission of IEEE
- Enhancing 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

The IEEE Member and Geographic Activities Board serves the interest of IEEE and the members through the following:

MGA STRATEGIES

- Strengthen 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

MGA GOALS

1. Increase member engagement and grow membership
2. Improve relationships with and among members
3. Enhance collaboration and cooperation with and among IEEE organizational units and external organizations
4. Support and encourage local geographic units in providing services and value to IEEE members
5. Increase operational efficiency and effectiveness within MGA

mga.ieee.org/strategic-plan

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MGA Priority Projects 2023

2023 MGA Priority Projects

Priority Projects support MGA strategic areas and goals

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

‣ Non-member Constituent Recruitment Strategy

Geographic Unit Vitality – 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.

‣ **MGA Relationship Management Solution**
‣ Geo Unit Election Process Implementation
‣ **vTools Election Integration**

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

‣ Next Gen Volunteer Adoption
‣ Region Realignment
‣ MGA Finances
‣ **Sections Congress 2023**
‣ SC 2020 Recommendations Final Update

Digital Strategy and Initiatives ensure MGA and the Geo Units have the necessary tools and related resources to meet current needs, and support online IEEE program/service delivery.

‣ **Email & Storage Capabilities for MGA Geo Units & Volunteers**

2023 MGA Priority Projects approved by MGA Board in Nov 2022

Priority Projects to be Continued in 2023

MGA Relationship Management Solution

Project Lead: Vera Sharoff

Goals: 1, 4, 5

Project Description: Develop a Relationship Management system to **capture data for members and non-members** to enable volunteers and staff to
- engage, track, retain members
- convert non-members to members
- provide volunteers the information they need to offer the best programs possible

Desired Outcome:
- Provide **engagement** tool for volunteers
  - Welcome new members
  - Remind current members to renew
- Increase member and non-member **participation**
- Increase member **retention**
- Grow **membership**

Minimum viable product reviewed by Region/Section leaders in Q1 2023

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Sections Congress 2023

Project Description: Develop and deliver a **successful Sections Congress** in August 2023 that **inspires** Geo Unit volunteers and offers **learning** opportunities and **tools** to engage their local members.

Goals:
1 - 5

Desired Outcome:
- Increased volunteer **initiatives**
- Increased local **member satisfaction**
- Improved **volunteer satisfaction**
- Expanded and enhanced **volunteer knowledge** about IEEE
- Increase **volunteer enthusiasm and engagement**

Recommendation process underway; Sections Congress to be held in August 2023

vTools Election Integration

Project Description: **Integrate vTools** Nominations, Voting, and Officer Reporting

Goals: 4, 5

Desired Outcome:
- **Seamless / cohesive process** for nominations, voting and officer reporting.

Defining changes needed for each tool to enable integration in Q1; Nominations/Voting integrated Q3, Officer Reporting integrated Q4

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Email & Storage Capabilities for MGA Geo Units & Volunteers

Goals:
4

Project Description: Beginning in August 2023, Google Workspace will only allow for 2GB storage in ieee.org accounts. Google Shared Drives has been selected as the data storage solution for IEEE volunteers and Geo Units. This project will provide the plan and monitor the execution of **migrating files and folders from individual drives to Google Share drives**, and will **consider email alternatives**

Desired Outcome:

- Provide an acceptable **working solution** for MGA volunteers and Geo Units that exceeds the 2GB Google Workspace limitation.

Creating Google Shared Drives and assess email solutions Q1; Migration in Q1-Q2

Funding Opportunities for Local Affinity Groups

IEEE

Funding Opportunities from YP and Student Activities Committees

Young Professionals Event Funding supports Affinity Groups and Societies hosting local activities, Student Transition and Elevation events (STEP), and Meetups at IEEE conferences up to $1,500 per activity.

More info at:

[Young Professionals Event Funding](#)

Student Professional Awareness (SPAx) provides funding to IEEE Student Branches for the organization of events that assist students in their exploration of career development topics, up to $500 per event.

More info at:

[Student Professional Awareness](#)

Funding Opportunities from IEEE WIE

- IEEE Women in Engineering (WIE) encourages the development of local activities that add professional value to IEEE WIE members and are aligned with the WIE mission. https://wie.ieee.org/funding/

  - **Initial Funding** – Newly established WIE Affinity Groups (AG) and WIE Student Branch Affinity Groups (SBAG) are eligible to request up to US$200 in start-up funding.

  - **Special Funding** – WIE AGs and WIE SBAGs may request up to US$400 in funding for special projects or activities.

- Sample activities include: IEEE WIE workshops, IEEE WIE panel sessions at IEEE Society conferences, joint IEEE WIE/Young Professionals activities, etc.

Funding Opportunities from Life Members Committee

- Leadership Congresses - Funds each Region up to $1,500 USD for region-wide leadership congresses for students and young professionals

- Local Activities - Reimburses Life Member Affinity Groups for events serving Life members

- More information about IEEE Life Members program available at life.ieee.org

I hope to see you at Sections Congress 2023!

Shaw Centre
Ottawa Canada
11-13 August 2023
Estimated attendance 850

Thank You for your service to our members!

Jill Gostin, IEEE Vice President, MGA
jgostin@ieee.org

Appendix

IEEE

Key MGA Committees Supporting Local Units and Volunteers

- Geographic Unit Operations Support Committee, "GUOS"
- Chapter Operations Support Committee, "ChOS"
- Training Committee
- Member Engagement and Life Cycle Management, "MELCC"
  - IEEE Admission and Advancement
  - Awards and Recognition
  - IEEE Life Members
  - Student Activities
  - Women in Engineering
  - Young Professionals
- vTools
- Operations Manual Compliance

Key MGA Responsibilities Supporting Local Units and Volunteers

- **IEEE Member Experience and Membership Operations**
  - IEEE Member & membership development, member research, member product portfolio mgmt, annual statistics
  - IEEE.tv, **IEEE Collabratec™** , **Volunteer Platform**
  - Manage the annual IEEE membership cycle
  - IEEE Support (**Member Contact**) Center, Online Chat
  - IEEE Admission & Advancement (A&A) - **Sr. Member elevations**
  - IEEE Fellows process support

- **IEEE Affinity Group Operations & Activities**
  - IEEE Students, IEEE Women in Engineering, IEEE Young Professionals, IEEE Life Members
  - Publications: IEEE Potentials, IEEE Women in Engineering Magazine

- **GeoUnit Operations & Activities**:
  - GeoUnit Formations (Sections, Chapters, Affinity Groups, Student Branches)
  - Volunteer **Training** – Center for Leadership Excellence (CLE), VOLT (volunteer leadership training)
  - Geounit **elections**

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

MGA Relationship Management Solution

Goals: 1, 4, 5

Project Lead: Vera Sharoff

Project Description:

Develop a system to capture data for members and non-members to enable volunteers and staff to engage, track, retain members and convert non-members to members and provide volunteers the information they need to offer the best programs possible, Minimum viable product delivered Q4 2022.

Desired Outcome:

- Provide engagement tool for volunteers
  - Welcome New Members
  - Remind members who have not renewed…
- Increase member and non member participation
- Increase member retention
- Grow membership

Deliverables	Due Date	% Complete
Deploy MVP	Q4 2022	100%
Communicate tool to Region and Section leaders	Q1 2023	50%
Survey users	Q2 2023	0%
Combine survey results with previously discussed additional features	Q2 - Q32023	0%
Define and prioritize additional features and integrations into 3 releases	Q2 2023	15%
Integrate with Advanced Analytics Project to access more member and non member data	Q3 2023	0%
Deliver Release 1	Q2 2023 (end)	0%
Deliver Release 2	Q3 2023	0%
Deliver Release 3	Q4 2023	0%

Total Budget	Spent to Date	Forecast
$100K	0	$100K

Items for Consideration:	Remediation Actions:

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Updated 20 Jan 2023

MGA Geo Unit Election Process Implementation

Project Lead:
Christie Giambalvo/
Vera Sharoff

Goals: 4, 5

Project Description:

Identify feedback from the pilot program and update the current process to create a clear and cohesive documented process that works efficiently for all GEO Units under a Region. Clearly identifying the steps within the process that must be followed in an easy to follow timeline oriented flow. Incorporation of vTools voting for all GEO Unit elections. Update the vTools nomination tool once the new election process is ready to be implemented.

Desired Outcome:

Updated election process for MGA GEO Units. Pilot of new process for 2022 geounit elections. Identity vTools changes needed for election tool. Identify governance changes needed.

Total Budget	Spent to Date	Forecast
Utilizing existing MGA Staff Resources		

Deliverables	Due Date	% Complete
Analyze pilot data and prepare final recommendations for updates to the MGA Operations Manual election process language	Feb 2023	
Meet with MGA IT team to define and prioritize enhancements to the vTools nomination tool as requested or needed as a result of the pilot	Feb /Mar 2023	
Present to MGAB on pilot outcomes and seek endorsement on recommendations	Feb 2023	
Prepare final recommendation on MGA Ops Manual Changes and present to MGAB for feedback	June 2023	
Obtain MGAB approval on final recommendations	Nov 2023	
Update MGA Operations Manual and vTools accordingly	Dec 2023	

Items for Consideration:	Remediation Actions:

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vTools Election Integration

Project Lead: Vera Sharoff

Project Description:

Integrate vTools Nominations, Voting and Officer Reporting

Desired Outcome:

Seamless / Cohesive Nomination, Voting and Officer Reporting process

Deliverables	Due Date	% Complete
Define changes needed for each tool to enable integration	31 Mar 2023	25%
Prepare vTools Voting as it will receive from Nominations and send data to Officer Reporting .	30 Jun 2023	0%
Deliver Integration of Nominations to Voting	30 Sept 2023	0%
Deliver Integration of Voting results to Officer Reporting	31 Dec 2023	0%

Total Budget	Spent to Date	Forecast
To be completed with existing staff resources		

Items for Consideration:	Remediation Actions:

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IEEE NextGen Volunteer Adoption

Goals: 3, 4, 5

Project Lead: Lori Keller

Project Description:

This project will address the adoption of the NextGen system and processes by volunteers. It will address Banking, Expense Reimbursement, Contracts Management, Financial Recording and Reporting.

Desired Outcome:

Collaborating with volunteer treasurers and the project team to design a sufficient and well thought adoption plan to incorporate all aspects of the treasurer's activity cycle. The Adoption Plan includes key volunteer and staff deliverables for 2022 and 2023.
Key deliverables for Geo Units - 1) Simplify banking system,2) Enhance reporting and 3) Solution for transaction tagging.

Total Budget	Spent to Date	Forecast
Currently developing budget requirements		

Deliverables	Due Date	% Complete
NextGen Adoption Plan Pain Points developed by F&A and IT and reviewed with IEEE Management and Volunteers	3Q 2022	100%
Key pain points list developed and agreed upon by all teams and desired outcome with target dates to be set	4Q 2022-	100%
Implementation of 2022 enhancements	4Q 2022	100%
Implementation of 2023 deliverables (prioritized by team)	1Q -2Q 2023	10%

Items for Consideration:	Remediation Actions:
Key stakeholders from Geo Units, Conferences and Standards are in agreement with proposed enhancements and timeline	
Recommendations being made include IT in house development and the assistance of outside vendors	

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MGA Finances

Project Lead: Lori Keller

Project Description:

Understanding the impact on the MGA ecosystem of continuing changes and decisions within IEEE related to membership, member dues revenue, associated process changes, geo unit operations, local finances, etc.. Impact of member dues changes on MGA, including geo units, budgets and finances.

Desired Outcome:

●Understanding the financial flow among all MGA groups
●Detailed functional view of the MGA financials
●Development of cost to service a member for annual updating and ongoing high level membership analysis across IEEE

Total Budget	Spent to Date	Forecast
Currently developing budget requirements		

Deliverables	Due Date	% Complete
Analysis of the financial flow among MGA groups and other OUs as required by IEEE governance.	1Q 2023	90%
Cost to Service a Member Model to be updated for 2022	1Q 2023	100%
High Level Membership Analysis	3Q 2023	0%

Items for Consideration:	Remediation Actions:
Breakdown of the financials under NextGen will require update of some applicable prior analyses. Some of this has been addressed in the 2023 Budget	
Discussion and analysis of member benefits and services	
Review of current MGA Chart of Accounts structure & reporting	
Member Dues Petition and Region Realignment Analysis	

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IEEE Sections Congress 2020 Recommendations Final Update

Project Lead: Christie Giambalvo

Project Description:

Prepare the final update for the 2020 Sections Congress Top 3 Recommendations.

Desired Outcome:

A final communication about the efforts to consider implementation of the 2020 Sections Congress Top 3 Recommendations for presentation during the SC2023 in person event.

Goals: 1, 4, 5

Deliverables	Due Date	% Complete
Communication about SC2020 Recommendation 1: Consideration of a multi-year membership commitment	May 2023	
Communication about SC2020 Recommendation 2: Provide continuing education to provide true value added for working professionals	May 2023	
Communication about SC2020 recommendation 3: Provide resources to Sections to serve industry professionals and engage with local industries	May 2023	
Prepare final communication regarding progress/ implementation of the 3 recommendations for SC2023 to be presented to the MGA OpCom for review prior to the June MGAB meeting.	May/June 2023	
Communicate with SC2023 participants	August 2023	

Total Budget	Spent to Date	Forecast
To be completed with existing staff resources		

Items for Consideration:	Remediation Actions:

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Non-Member Constituent Recruitment Strategy

Project Lead: Elyn Perez

Project Description:

Refine and roll out the strategy developed in 2022 to capture, attract and convert non-member individuals including Spectrum and Collabratec registrants, authors and conference attendees for IEEE Membership. Employ a society-focused, technology-forward promotion, focused on US engineering and technology professionals.

Desired Outcome:

Expansion of higher grade membership recruitment beyond the current core constituency and enhancement of the existing lead nurture marketing workflow. Develop these audiences into a robust and sustainable membership marketing channel.

Total Budget	Spent to Date	Forecast
$300k	$0K	$300K

Deliverables	Due Date	% Complete
Launch program, collect, analyze and report on pilot results. Refine enhanced recruitment efforts in conjunction with consultant, PES, and Computer Society	Jan 2023	
Plan and document requirements including policies, procedures, workflows, communications strategy, and reporting for the data integration of non-member authors and conference registrants.	March 2023	
IT project implementation	June 2023	
Develop communications and collateral for conference organizers and internal audiences.	August 2023	
Launch lead nurture recruitment efforts for non-member authors and conference registrants..	Sept 2023	

Items for Consideration:	Remediation Actions:
Data integration for authors and conference attendees will be needed. Potentially large IT project.	Once a plan of action is agreed upon, we can estimate the cost to build the needed functionality.
Accountability and buy-in of conference organizers globally is a potential roadblock.	Develop communications that convey the responsibilities of, and benefits to, the conference organizers.

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Region Realignment

Project Lead: Cecelia Jankowski/Stacey Waters

Project Description:

Following approval from MGA Board/IEEE Board for realignment to develop and roll-out plan for necessary steps to implement new realignment beginning in 2028. Roll-out of implementation of Zones and Zone representatives

Desired Outcome:

- Updated governance documents
- Communication plan communications issued
- New election schedule
- Finance plan developed for new/combined regions

Total Budget	Spent to Date	Forecast
Currently developing budget requirements		

Deliverables	Due Date	% Complete
Additional MGA Operations Manual Changes submitted to MGA Board for Consideration (June Board meeting)	11 Apr 23	
Work with OU's to ensure all governance changes in areas impacted by Zones (June Board meeting)	11 April 23	
Complete estimated cost impact of realignment	1 Jun 23	
Develop new election schedule with Corporate	1 Jun 23	
Develop Communication Plan	1 Sep 23	
Being rollout of Communication Plan	1 Dec 23	
Work with OU's to ensure all governance changes in impacted by region realignment (Nov Board meeting)	5 Sep 23	
Develop plan for region financials for impacted regions	31 Dec 23	
Develop impact list and develop plan regarding specific regional offerings that are currently offered	31 Dec 23	

Items for Consideration:	Remediation Actions:
Creation of Ad Hoc for 2023	2023 Ad Hoc has been formed

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Updated 20 Jan 2023

Sections Congress 2023

Goals: 1 - 5

Project Lead: Christie Giambalvo

Project Description:

Develop and deliver a successful Congress in August 2023 that inspires geographic unit volunteers and offers learning opportunities and tools to engage their sections members.

Desired Outcome:

- Increased volunteer initiatives
- Increased local member satisfaction
- Improved volunteer satisfaction
- Enhance and build leadership skills and volunteer knowledge about IEEE
- Encourage volunteer enthusiasm and engagement

Deliverables	Due Date	% Complete
Program finalized	Jan 2023	90%
Recommendation process finalized and communicated	Jan 2023	100%
SC2023 Registration opens	Jan 2023	100%
Prepare clear timeline and plan for implementation of 2024-2026	June 2023	
Execute successful in-person Congress	Aug 2023	
Begin implementation planning for top 3 recommendations: cross OU team identified, determine MGA role as related to each of the top 3	Aug 2023	

Total Budget	Spent to Date	Forecast
$2.0M 2023		$55K 2024 $58K 2025 $2.0M 2026

Items for consideration:

Key dates to be considered for implementation of the 3 year cycle 2024-2026:
Nov 2022: 2024-26 Chair appointed, 2026 location approved

2023: contracts signed for venue and hotel, program chair and committee members appointed, full timeline and implementation plan due to MGAB in Feb for the planning of 2024-2026 with 2026 being a smaller in person congress and 2024-2025 virtual
2024: first virtual event
2025: second virtual event, pre planning for 2027-2029 begins
2026: in person congress, planning begins for 2027-2029

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Updated 20 Jan 2023

Email & Storage Capabilities for MGA Geo Units & Volunteers

Project Lead:
Vera Sharoff

Goals: 4

Project Description:

Google shared drive has been selected as the data storage solution for IEEE volunteers and Geo Units. This project will provide the plan and monitor the execution of migrating files and folders from individual drives to Google Share drives and consider email alternatives..

Desired Outcome:

Beginning in August of 2023, Google Workspace will only allow for 2GB of storage in ieee.org accounts. The desired outcome is to have an acceptable, working solution for MGA Volunteers and Geo Units that exceed this limit.

Total Budget	Spent to Date	Forecast
$500K 2023	$0K	$500K

Deliverables	Due Date	% Complete
Work with IT to create Google Shared Drives that can be provisioned for volunteers	Q1 2023	20%
Communicate data storage options to volunteers	Q1 2023	0%
Collect volunteer requirements	Q1 2023	0%
Migrate files and folders to Shared Drives	Q1 - Q2 2023	0%
Determine if there are email solutions that can be offered for those volunteers with excessive email	Q1 2023	0%
Look at business models that can support volunteers and members in the long term	Q1 - Q2 2023	0%

Items for Consideration:	Remediation Actions:
Funding for new accounts	
IT integration	

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