

Member & Geographic Activities

MGA Direction & the Section Leader



Sections Congress 2008

Presented by:

Ron Jensen, Past Treasurer

Ed Palacio, Vice Chair- Strategic Management & Analysis

20 September 2008



Objectives

- Establish a common Volunteer view of strategy
- Set the stage for the individual Breakout Sessions
- Engage you through the process
- Solicit your commitment to join the transformation.

IEEE Vision and Mission

■ Vision

IEEE will

- be essential to the global technical community and to technical professionals everywhere, and
- be universally recognized for the contributions of technology and of technical professionals in improving global conditions.

■ Mission

- To foster technological innovation and excellence for the benefit of humanity.

IEEE Goals

- **Goal A –Profession – Industry and Practitioners**
Industry professionals and their employers will value IEEE products and services, membership and participation as a major resource to achieve success.
- **Goal B– Profession – Education**
The IEEE will improve professional competencies through shaping the education of students and professionals.
- **Goal C – Public – Global Advocacy**
IEEE will increasingly be valued by the global community as a catalyst for a balanced dialogue on technology-related issues.
- **Goal D –Public – Image of IEEE and the Profession**
The public will increasingly value the role of IEEE and technical professionals in enhancing the quality of life and the environment.
- **Goal E – Organization – Members and Volunteers**
IEEE members and volunteers will increasingly find value and enjoyment through their involvement in the organization.
- **Goal F – Organization– IEEE the association**
IEEE will operate as a model global association, with aligned purpose, energy, and infrastructure that facilitates the development and execution of coordinated strategy.

MGA Alignment to IEEE Goals

- **Goal A – Profession – Industry and Practitioners**
Industry professionals and their employers will value IEEE products and services, membership and participation as a major resource to achieve success.
- **Goal B– Profession – Education**
The IEEE will improve professional competencies through shaping the education of students and professionals.
- **Goal C – Public – Global Advocacy**
IEEE will increasingly be valued by the global community as a catalyst for a balanced dialogue on technology-related issues.
- **Goal D –Public – Image of IEEE and the Profession**
The public will increasingly value the role of IEEE and technical professionals in enhancing the quality of life and the environment.
- **Goal E – Organization – Members and Volunteers**
IEEE members and volunteers will increasingly find value and enjoyment through their involvement in the organization.
- **Goal F – Organization– IEEE the association**
IEEE will operate as a model global association, with aligned purpose, energy, and infrastructure that facilitates the development and execution of coordinated strategy.

MGA Vision and Mission

■ Vision

Ensure Quality Member Opportunities Through Continuous Engagement

■ Mission

Inspire, Enable, Empower and Engage Members of IEEE

- For the purpose of ...
 - Fulfilling the mission of IEEE
 - Enhancing the member's growth and development throughout their life cycle
 - Providing a professional home

MGA Goals

- Increase member engagement
- Improve relationships with and among members
- Increase operational efficiency and effectiveness, within MGA and its interfaces
- Enhance collaboration with other business units
- Increase membership
- Increase the collaboration and cooperation between Geographic Units
- Enhance the membership-related information available to the member and the geographic units

Region Goals

- Increase member engagement.
- Improve relationships with and among members.
- Increase operational efficiency and effectiveness, within the Region
- Enhance collaboration with other Regions.
- Increase membership.
- Increase the collaboration and cooperation among Geographic Units.

Section Mission

- Inspire, Enable, Empower and Engage Members of IEEE **at the local level.**
 - For the purpose of ...
 - Fulfilling the mission of IEEE
 - Enhancing the member's growth and development throughout their life cycle
 - Providing a professional home

Section Goals

- Increase member engagement
- Improve relationships with and among members
- Increase operational efficient and effectiveness, within the section and its interfaces
- Enhance collaboration
 - Local face of TAB, EAB, PSPB, IEEE-USA, IEEE-SA, Region/area to members and other non-IEEE societies
 - Local face of IEEE to community
- Increase membership
- Ensure the collection of appropriate information necessary to all the IEEE to become a data driven organization

Result

- A skilled engaged member who is capable of bringing technological innovation and excellence to directly benefit the profession and the common good of humanity and

Achieve the Vision and Mission of IEEE



Strategic Considerations

- Considering:
 - Where is the section/chapter effectiveness today? (Maslow hierarchy)?
 - What is the organization today?
 - Localizations, geography, distance, culture, academia/industry makeup, ...

- How do we achieve the goals?

My Professional Home

- My Professional Home is a metaphor for the **Member experience**
 - Where I feel ***grounded - comfortable - appreciated - part of a prestigious team***
 - Touchstone for my professional ethics and values.
 - Where I can find a mentor.
 - Repository of my professional record.
 - Providing support in finding and changing jobs.
 - Providing opportunities to make a difference in the world.
 - Where I can seek constructive critique of my work.
 - Where my work can reach peers and the world.
 - Where I can find other professionals and they, me.
 - Providing key information that interests or benefits me.
 - Helping me do my day-to-day work.

The Section/Chapter Volunteer Role

- You are entrusted with IEEE personal contact with members
- You deliver value to our members
- You are the eyes and ears for IEEE
- You have the greatest opportunity to find potential members
- You have the opportunity to deliver value to our communities
- You encourage each other

Moving Forward

- You now have an understanding of the strategy
- MGA is developing new ways of engaging with you and our members
 - You will hear many of these in the next couple of days.
- We need a commitment from you to make progress

Feedback

- Tell us one thing that you most need to be successful in continuously engaging the member.