

# Member & Geographic Activities

## Focusing on the Member



### Sections Congress 2008

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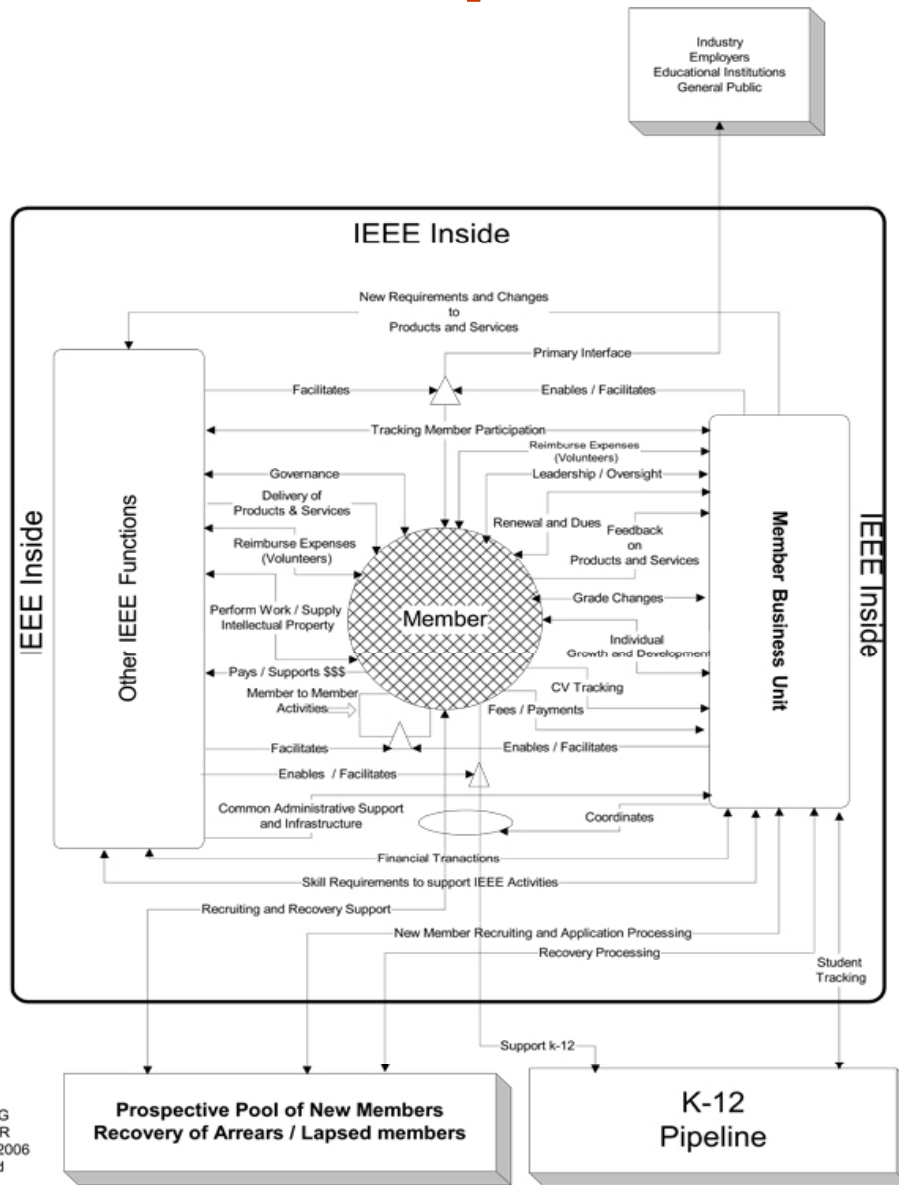
# This Session will Address

- The RAB transition to MGA
  - Impetus and results
  - 360 Degree view of a member
  - Mission & Vision and Strategic Considerations
- MGA Envisioning the Future
  - What success looks like
  - Where is the Strategic Direction
- Section Leadership
  - Your role in the future
  - What we need you to do
- Today's takeaway

# RAB → MGA

- Impetus – The many faces of the IEEE to the member
- Vision – To focus ourselves on an easier member experience
- MGA will take ownership of the member experience

# Relationships with the Member



- Summary Level only
- How various organizations touch the members
- How members touch various organizations
- The member – a primary interface between many organizations
- Inside and outside IEEE

# RAB → MGA - The Transition

- First the vision
  - The organizational structure to implement the vision
  - The strategy
  - The action plan
  - The feedback process
- } Where we are now...

# The New “Vocabulary” of IEEE

## RAB

- ▣ Membership
- ▣ Serve
- ▣ Activities
- ▣ Benefit Awareness
- ▣ Membership Grades

## MGA

- ▣ Member
- ▣ Partner
- ▣ Engagement
- ▣ Collaboration
- ▣ Lifecycle

## 360 Degree View of the Member

- *Consolidated personal information and history of all contacts of each Member with all IEEE activities allows ultra-customized services for optimal experience to Member.*
- “Member” includes non-dues-paying “customers.”
- On-going throughout lifecycle of the member
- Member is in control of levels of privacy constraints
- The metrics of growth and development are used by the member and for the member.

**Engagement and Trust are essential ingredients!**

# My Professional Home

- A stopgap “view” of a member. **To market and analyze.**
- A metaphor **Member experience**, My Professional Home:
  - Where I feel  
*grounded - comfortable - appreciated - part of a prestigious team*
  - Touchstone for my professional ethics and values.
  - Where I can find a mentor and where a mentor can find me.
  - 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.

# MGA Mission & Vision

**Vision:** Ensure Quality Member Opportunities Through Continuous Engagement

**Mission:** **I**nspire, **E**nable, **E**mpower and **E**ngage Members of IEEE

For the purpose of...

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

## Principles

- The member is IEEE and IEEE is the member.
- Members shape IEEE's future.
- Members collaborate to create IEEE's future.
- IEEE enhances members' future.

## Goals

- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness.
- Enhance collaboration with other business units.
- Increase membership.

# MGA Strategic Considerations

- Increase the value of IEEE membership.
- Utilize member life cycle concept.
- Provide a simple, consistent interface to members and prospective members.
- Track member involvement and development.
- Make the process of joining and maintaining membership simple and straightforward.
- Facilitate member collaboration.
- Become more transnational in look, feel and language.
- Strengthen the relevancy of IEEE membership to industry.



# MGA ENVISIONING THE FUTURE

## If we are successful...

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1) IEEE Member satisfaction and relevance is growing and reflected in improved retention and total membership

## **If we are successful...**

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2) The MGA is a data driven organization that proactively anticipates and reacts to the needs of the member and the profession.

**If we are successful...**

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3) The MGA facilitates recruitment and training of IEEE volunteer leaders.

## If we are successful...

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4) The MGA facilitates successful regions, sections, chapters, and affinity groups.

## **If we are successful...**

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**5) The MGA is responsible for all aspects of member and membership activities within IEEE.**

**If we are successful...**

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6) The MGA ensures "home(s)"  
for every member.

## If we are successful...

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7) Technology professionals will understand IEEE membership's importance to their careers.

## If we are successful...

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8) The MGA will facilitate sections and regions and reward them based on their measured success.

## If we are successful...

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9) The MGA facilitates communications and engagement opportunities for IEEE members in multiple ways.

**If we are successful...**

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10) IEEE and its members' achievements are universally recognized.



# WHAT IS MGA DOING IN 2008?

# What is MGA Doing in 2008?

**... IEEE Member satisfaction and relevance is growing and reflected in improved retention and total membership**

- Evaluating past IEEE Member Satisfaction Surveys for trending and correlations
- Conducting 2008 Survey in 4Q 2008
- Developing requirements for future Member Satisfaction
  - What we capture?
  - How do we capture it?
  - Where do we capture?
  - How will we use it?

# What is MGA Doing in 2008?

**... the MGA is a data driven organization that proactively anticipates and reacts to the needs of the member and the profession**

- Developing requirements for the “360 Degree View”
  - Performing gap analysis between current view and required
- Member Data and Research role on staff
- Conducted member attrition analysis
  - 74% of attrition comes from members with <3 years of tenure
    - Immediate Action:
      - Developing 1<sup>st</sup> year Member Engagement Program

# What is MGA Doing in 2008?

## **... the MGA facilitates recruitment and training of IEEE volunteer leaders**

- Developing requirements for training curriculum and methodology for the different levels of the IEEE
- Developing training plan for Regional Director-elects
- Working with IEEE Ad-Hoc Committee and TAB training committee to develop a cross-organizational approach to volunteer training
- Engaging the GOLD leadership team in this effort

# What is MGA Doing in 2008?

**... the MGA facilitates communications and engagement opportunities for IEEE members in multiple ways**

- Communication and execution of the MGA mission of engagement through local volunteers
  - *We are here in Quebec to begin this process*
- Finalizing requirements for myIEEE 2.0 (launch 2009)
  - Improve personalization, function, and guarantee relevance
- Member Communication Improvement Process
  - Improve coordination, relevance, timing, privacy, etc.

# You the Section Leadership

- Are first and foremost a member
- Are a dedicated volunteer
- Are the closest to your local issues and opportunities
- Are closest to the member and the community
  
- You play a critical role in engagement of the member and the implementation of MGA's vision.
- You fulfill the mission of the MGA and the IEEE.

# What We Want You to Do This Weekend

Remember you need to wear two hats

– Your member hat –

How do I want to be engaged by the other members?

– Your leadership hat –

What do I need to understand in order to engage the members and help them engage, grow and develop?

# What We Want You to Do This Weekend

- Focus on the Member
- As a Section Chair -
  - How can you improve the IEEE Member Experience in your Section?
  - Help the member grow and develop.
- As local leadership -
  - How can you make a difference?

# What We Want You to Do This Weekend

Fully participate in all SC08 activities and return to your Section with enough knowledge to start engagement programs at the local level

- Attend workshops and training sessions.
- Look for opportunities to engage members
- Engage other members
  - There are members here, we are all members
- Develop and prioritize recommendations to achieve this new model.

# What We Want You to Do This Weekend

- Remember you need to wear two hats
- Focus on the Member
- Fully participate in all SC08 activities and return to your Section with enough knowledge to start engagement programs at the local level

## What We Want You to Do in the Next 3 Months

Look for opportunities to use what you learn at Sections Congress to engage members in the local section.

## What We Want You to Do in the Next 3 Months

Develop a plan for the first stages of the engagement of members

- Who do you target first?
- What can you do to engage them and help them engage?
- How can you get the message out?
- How do we measure success?

## What We Want You to Do in the Next 3 Months

Utilize relationships developed at SC to identify engagement opportunities

## What We Want You to Do in the Next 3 Months

Commit ourselves to fully  
engage with our members

## What We Want You to Do in the Next 3 Months

Give us feedback at:

[Member-engagement@ieee.org](mailto:Member-engagement@ieee.org)

## What We Want You to Do in the Next 3 Months

- Look for opportunities to use what you learn at Sections Congress to engage members in the local section
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# The Next Sessions

- What Does the MGA Direction Mean to You?
- What Does Member Engagement Mean to You?

# The New MGA

- Our Vision is clear – It is all about the member
- Our organization is aligned
- We have envisioned success and have aligned our strategies
- We will use data to address member needs
- You, more than anyone else in IEEE volunteer leadership should know what is important to the membership you serve

→ In a data driven organization; you are a vital link