

# MGA Industry Relations Strategy & Plan



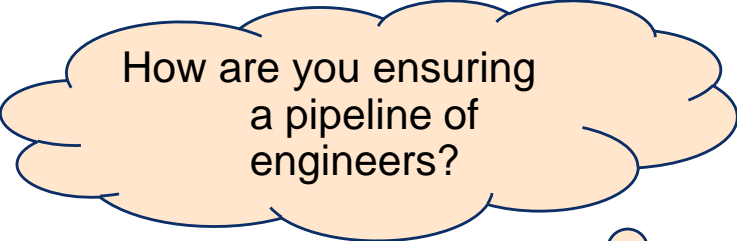
Ashutosh Dutta  
Chair, IEEE MGA Industry Relations



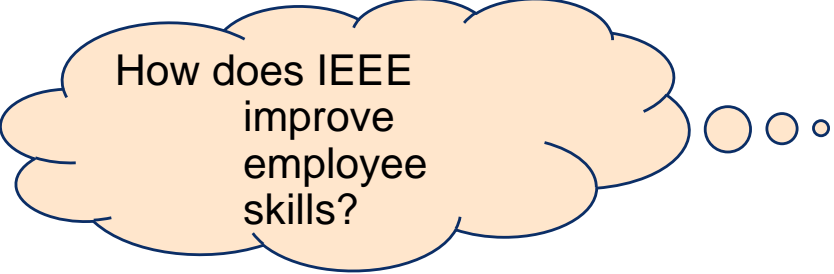
# Existing Charter – Are we delivering on industry's questions?

## Existing Charter ...

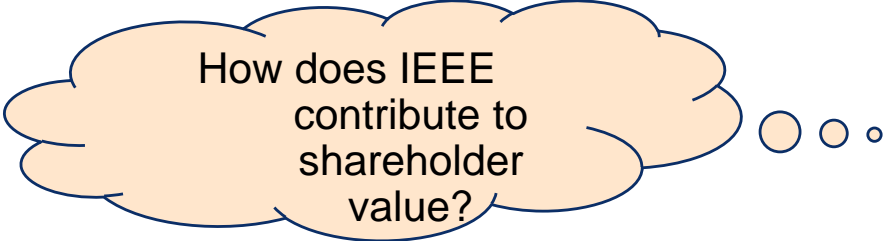
1. Promote and inform the concept of IEEE as a progressive technical information provider to industry and its employees.
2. Promote and inform the relevance of support of IEEE in developing/ changing technologies.
3. Work with industry to establish an understanding of their needs, to determine their further needs and to demonstrate how IEEE can help address their needs.
4. Encourage the establishment of Leadership Training within the Regions and Sections.



How are you ensuring a pipeline of engineers?



How does IEEE improve employee skills?



How does IEEE contribute to shareholder value?

# Strategy Framework

## *MGA Industry Relations*

# Embracing Industry's Interests / Objectives

## Employee Development

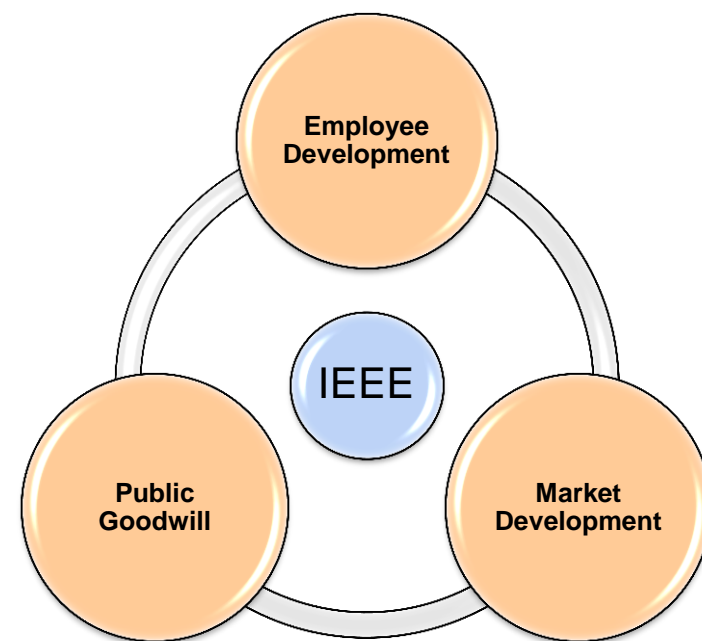
- Recruiting and retaining skilled employees
- Increasing technical proficiency
- Improving 'soft' and leadership skills

## Market Development

- Expanding brand recognition
- Increasing sales
- Making a profit

## Public Goodwill

- Supporting the local community
- Assisting government initiatives
- Contributing to philanthropic causes



# Integrating MGA Objectives

## Member Development

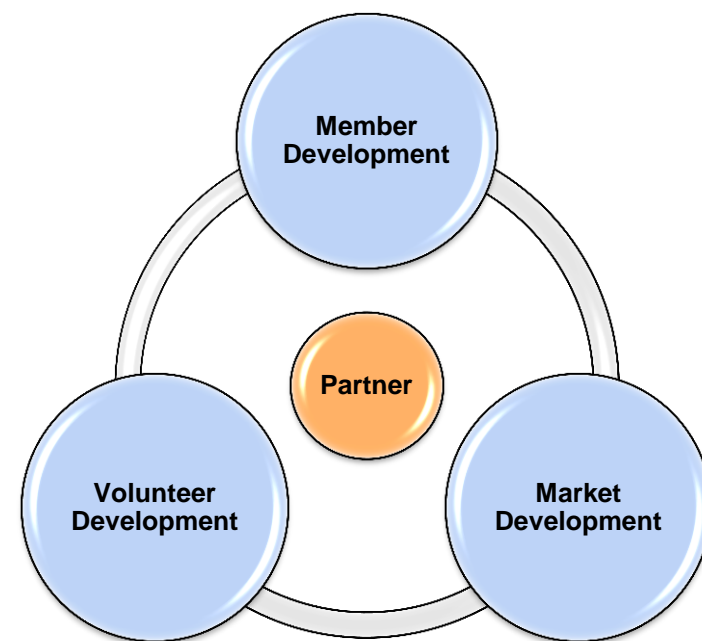
- Increasing technical proficiency
- Improving 'soft' and leadership skills
- Providing professional recognition
- Encouraging service to the public

## Market Development

- Expanding IEEE brand awareness in technical fields of interest
- Recruiting and retaining members

## Volunteer Development

- Recruiting and retaining talented individuals to lead IEEE
- Fulfilling IEEE's mission to the public



# Mobilizing the Team

## Tools & Resources

- Developing an Industry-relations Volunteer support portal, and manual
- Developing Industry-focused messaging, and promotional fliers / brochures

## Peer-to-Peer Collaboration

- Creating a committee charter
- Dedicated e-mail alias, “Industry Relations Alert-All”
- Assembling the industry relations Volunteer team worldwide
- Establishing virtual collaboration tools, and scheduling periodic webcasts

## Reporting / Evaluation

- Developing a strategy / operations progress report, and disseminating periodically to the entire Industry-relations team worldwide



## Re-assessing the Framework for Engaging Industry

- How does collaboration with IEEE advance the mission, goals, and values of industry?
- How do we use an industry perspective in packaging engagement opportunities with IEEE?
- How would industry measure success?

# Developing Reciprocating Goals & Opportunities

<b>Industry Objectives</b>	<b>IEEE Partnering Opportunities</b>	<b>Target Contacts Within Industry</b>
<b>Employee Development</b> (recruitment, technical and professional development)	<ul style="list-style-type: none"> <li>• Access to prospective employees</li> <li>• Speaking and networking opportunities at IEEE forums</li> <li>• Employee volunteering with the IEEE organization</li> <li>• Employee participation in the IEEE Center for Leadership Development</li> <li>• Employee recruitment and retention programs via underwriting member dues</li> </ul>	<ul style="list-style-type: none"> <li>• Human resources , personnel departments</li> </ul>
<b>Markets Development</b> (branding, product awareness)	<ul style="list-style-type: none"> <li>• Affinity-marketing programs for company products</li> <li>• Provision of products for competition, event giveaways</li> <li>• Sponsoring IEEE activities, competitions, or events</li> <li>• Underwriting television programming</li> <li>• Advertising in member publications, newsletters</li> </ul>	<ul style="list-style-type: none"> <li>• Business development, marketing, public relations, and engineering departments</li> </ul>
<b>Public Goodwill</b> (public relations, philanthropic events, community service)	<ul style="list-style-type: none"> <li>• Partnering to enhance technological awareness, literacy, and/or capabilities in underserved locations</li> </ul>	<ul style="list-style-type: none"> <li>• Public relations, community affairs, government relations departments</li> </ul>



# Parallel Framework / Member Career Cycle

Industry Objectives	Partnering Opportunities by Career Cycle		
	Students	Young Professionals	MId / Senior Career
<b>Employee Development</b> (recruitment, technical and professional development)	Recruiting interns and/or employees at Student Branch-sponsored job fairs  Participating and/or sponsoring student professional activities programs	Recruiting employees at IEEE-sponsored job fairs  Encouraging employees to participate in and/or help coordinate an IEEE technical or professional workshop	Recruiting employees at IEEE-sponsored job fairs
<b>Markets Development</b> (branding, product awareness)	Sponsoring competitions, contests, and/or awards  Sponsoring student congresses	Providing speakers at IEEE events and activities  Sponsoring IEEE activities, webinars, or events  Advertising in newsletters and publications targeting young professionals	Providing speakers at IEEE events and activities  Sponsoring IEEE activities, webinars, or events  Advertising in newsletters and publications targeting mid to senior career professionals
<b>Public Goodwill</b> (public relations, philanthropic events, community service)	Providing workshop speakers  Helping coordinate and/or sponsoring pre-University activities	Provide speakers to workshops and panel discussions on the application technology in the local community	Provide speakers to workshops and panel discussions on the application technology in the local community
	<i>Student Activities / Chapters</i>	<i>GOLD / Chapters</i>	<i>Sections / Chapters</i>
<b>IEEE OU Leadership</b>			

# Implementation Plan

## Key Deliverables - 2010

	by 1 August 2010	by 15 November 2010
<b>Strategy &amp; Plan</b>	<ul style="list-style-type: none"> <li>Develop IR strategy framework for MGA review / recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Develop resource assessment for IR strategy and plan implementation</li> </ul>
<b>Tools &amp; Resources</b>	<ul style="list-style-type: none"> <li>Identify key tools and resources necessary to support Volunteer efforts</li> </ul>	<ul style="list-style-type: none"> <li>Inventory best-practices, lessons-learned from existing IR efforts</li> <li>Develop messaging and marketing materials focusing on IEEE value to Industry</li> <li>Develop requirements for IR portal, to support Volunteer efforts</li> </ul>
<b>Peer-to-Peer Collaboration</b>	<ul style="list-style-type: none"> <li>Review / revise MGA charter for industry relations committee</li> <li>Identify Regional Volunteer IR leadership, and IR 'core team'</li> </ul>	<ul style="list-style-type: none"> <li>Establish and communicate e-mail alias dedicated to communicating to IR Volunteer team worldwide</li> <li>Create virtual community to enable IR Volunteer and Staff-support collaboration</li> <li>Develop requirements for quarterly IR webcast</li> </ul>
<b>Reporting / Evaluation</b>	<ul style="list-style-type: none"> <li>Develop key measures of success for IR program</li> <li>Develop requirements for period report</li> </ul>	<ul style="list-style-type: none"> <li>Issue first progress report via dedicated e-mail alias to all IR Volunteers worldwide</li> </ul>

# Key Deliverables - 2011

	by 15 June 2011		by 31 December 2011	
<b>Strategy &amp; Plan</b>	<input type="checkbox"/> X		<input type="checkbox"/> X	
	<input type="checkbox"/> x		<input type="checkbox"/> x	
<b>Tools &amp; Resources</b>	<input type="checkbox"/> X		<input type="checkbox"/> X	
	<input type="checkbox"/> x		<input type="checkbox"/> x	
<b>Peer-to-Peer Collaboration</b>	<input type="checkbox"/> X		<input type="checkbox"/> X	
	<input type="checkbox"/> x		<input type="checkbox"/> x	
<b>Reporting / Evaluation</b>	<input type="checkbox"/> X		<input type="checkbox"/> X	
	<input type="checkbox"/> x		<input type="checkbox"/> x	

thank you!  
questions?

# appendix

# Microsoft Plan – 2010

## Key Initiatives

- ▣ MOU focusing on Student Activities

## Key Challenges

- ▣ Decentralized nature of IEEE Student Branches
- ▣ X
- ▣ X

## Staff Support

- ▣ X
- ▣ X

## GOALS



### *Member Satisfaction*

- improved performance in member experience surveys
- increased benefit utilization
- increased member elevations

### *Membership Growth*

- increased membership #
- increased participation
- increased retention

### *Volunteer Satisfaction*

- increased # activities
- improved performance in volunteer survey

### *Partner Satisfaction*

- increased industry sponsorship of IEEE activities and Volunteers