

SC2011 Proposed Recommendation	
Region:	3
Recommendation (no more than 50 words):	<p>Provide robust communications to and from the member. This mechanism shall enable the originator and other interested parties to track the handling of the member's request/suggestion.</p> <p>Information broadcast system shall enable centralized recipient personalization of: methods, content, and frequency; and shall integrate all modes of correspondence throughout IEEE.</p>
Why is this recommendation being submitted? (no more than 150 words):	<p>Members and entities need better options with respect to Institute communications. The member must feel that his or her thoughts are valued by the Institute. This recommendation is to create a mechanism that will allow the member to see how their message is being processed by the leadership, so the member is truly engaged. This solution needs to provide a simple graphic mechanism for all interested parties to observe how a message to the IEEE is handled at every level it touches.</p> <p>Members need a mechanism which allows them to specify exactly how and to what address each type of communication should be delivered, including the options of postal mail, and all forms of electronic communications. Entities could submit the information that is to be transmitted through an IEEE service, which in turn would forward the data in the manner that was chosen by the individual member.</p>
MGA Goal/Strategy/Other goal Supported:	<p>Facilitate member collaboration. Increase the value of IEEE membership. Track member involvement and development.</p>
Identified measures of success (i.e. What does it take to consider this recommendation	<p>Reduced opt-out actions. Increased member-sourcing of ideas Increased number of members involved with IEEE</p>
Was this topic/issue included as a recommendation from a previous Sections	No
Contact for additional information and Submission Date:	<p>David Green <d.green@ieee.org> 10 May 2011</p>

IEEE Sections Congress 2011

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Proposed Champion for this recommendation (i.e. person who will follow up, agree to work with MGA Board in achieving this

Butch Shadwell <b.shadwell@ieee.org>

Recommendation Category

<input type="checkbox"/>	Business Financial/ Operations	<input type="checkbox"/>	Membership
<input checked="" type="checkbox"/>	IT Operations	<input type="checkbox"/>	Public Awareness & New Technology
<input type="checkbox"/>	Member Benefits	<input type="checkbox"/>	Recruitment/ Retention (Membership)
<input type="checkbox"/>	Member Growth and Development	<input type="checkbox"/>	Other

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Region:	3
Recommendation (no more than 50 words):	<p>Establish a Comprehensive Strategy for K-12 Outreach and facilitate its execution by</p> <ul style="list-style-type: none"> • Providing Financial support for sections • Creating a catalog of internal (IEEE) and external existing programs. • Promoting IEEE involvement in such programs (e.g., Engineering Week, Science Fairs) • Providing examples of projects that leveraged other
Why is this recommendation being submitted? (no more than 150 words):	<p>A more proactive approach will be to design a training certification seminar for STEM teachers that helps them earn credits towards their teaching experience. This should be run as a pilot first to gauge the success of its reception by the teaching community. It should bring in teaching professionals into the design phase. This should be a collaborative effort between IEEE and</p>
MGA Goal/Strategy/Other goal Supported:	<p>Utilize member life cycle concept. Strengthen the relevancy of IEEE membership to industry. Track member involvement and development.</p>
Identified measures of success (i.e. What does it take to consider this recommendation achieved?):	<p>Number of sections reporting involvement in local STEM education.</p> <p>(long term) Increased enrollment in STEM majors for post secondary education.</p>
Was this topic/issue included as a recommendation from a previous Sections	No
Contact for additional information and Submission Date:	<p>David Green <d.green@ieee.org></p> <p>10 May 2011</p>
Proposed Champion for this recommendation (i.e. person who will follow up, agree to work with MGA Board in achieving this	Adeeb Hamzey < a.hamzey@ieee.org >

Recommendation Category

Business Financial/ Operations	Membership
IT Operations	X Public Awareness & New Technology
Member Benefits	Recruitment/ Retention (Membership)
Member Growth and Development	Other

SC2011 Proposed Recommendation

Region:	3
Recommendation (no more than 50 words):	Provide improved career transition support/resources/tools <ul style="list-style-type: none"> • Provide Section contact information to entities that post jobs • Build relationships with professional recruiters • Build company relationships to establish IEEE as conduit to find skilled resources • Ensure resources exist to prepare members for
Why is this recommendation being submitted? (no more than 150 words):	The average duration of a engineering job is decreasing and members are finding it difficult to a) find a new job and b) adapt to the changing market place. This recommendation seeks to provide mechanisms for IEEE and its members to help
MGA Goal/Strategy/Other goal Supported:	<ul style="list-style-type: none"> • Increase the value of IEEE membership. • Utilize member life cycle concept. • Strengthen the relevancy of IEEE membership to industry.
Identified measures of success (i.e. What does it take to consider this recommendation)	Decrease in average unemployment time (between jobs). Increased number of practicing professionals having membership in IEEE.
Was this topic/issue included as a recommendation from a previous Sections	No
Contact for additional information and Submission Date:	David Green < d.green@ieee.org > 10 May 2011
Proposed Champion for this recommendation (i.e. person who will follow up, agree to work with MGA Board in achieving this	Mary Ellen Randall < merandall@ieee.org >

Recommendation Category

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Recommendation (no more than 50 words):	Provide members visibility across geographic lines <ul style="list-style-type: none"> • Easy identification of and participation in every aspect of IEEE • Easy opt-in and opt-out of any participation • Easy data transfer/retrieval • Keyword and Google map searches • Webinars
Why is this recommendation being submitted? (no more than 150 words):	Recognize that Section Boundaries do not necessarily provide for the best professional home for the member. The member may actually participate in a remote section due to work location changing from base location. They may wish to electronically attend section meetings of other sections where the topic
MGA Goal/Strategy/Other goal Supported:	Increase the value of IEEE membership. Strengthen the relevancy of IEEE membership to industry.
Identified measures of success (i.e. What does it take to consider this recommendation)	Increased attendance of section meetings. Use of tools to identify details of local section meetings. Participation in webinar by members out of the
Was this topic/issue included as a recommendation from a previous Sections	No
Contact for additional information and Submission Date:	David Green < d.green@ieee.org > 10 May 2011
Proposed Champion for this recommendation (i.e. person who will follow up, agree to work with MGA Board in achieving this	Bill Ratcliff < w.ratcliff@ieee.org >

Recommendation Category

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	IT Operations	Public Awareness & New Technology
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X	Member Growth and Development	Other