

Plans for 2012

23 January 2012

Overview

- Develop plan for 2012-3 around helping Sections/Chapters/Student Branches to Successfully Implement Member Engagement
 - Educational Content
 - Training
 - Tools
 - Metrics

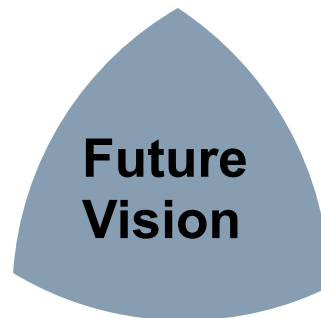
MGA VP Michel: Together We Can Create the Future



**Future
Vision**

MGA VP Michel: Together We Can Create the Future

Improved Member satisfaction
which will result in increased
membership

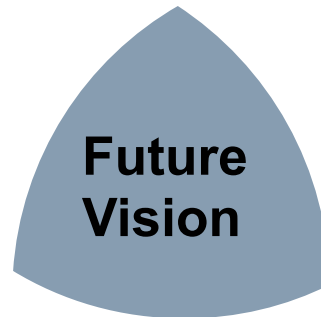


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Higher volunteer recruitment,
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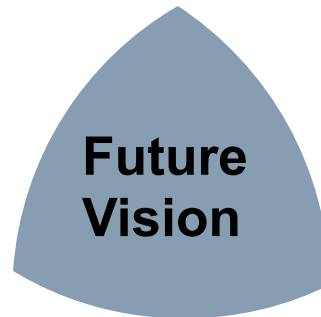


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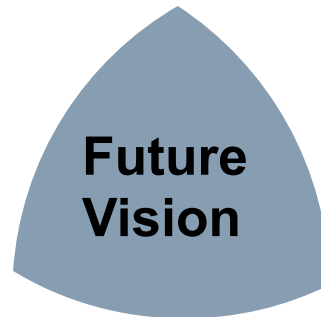
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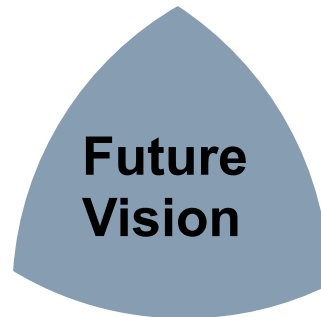
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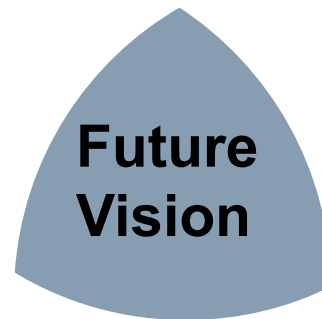
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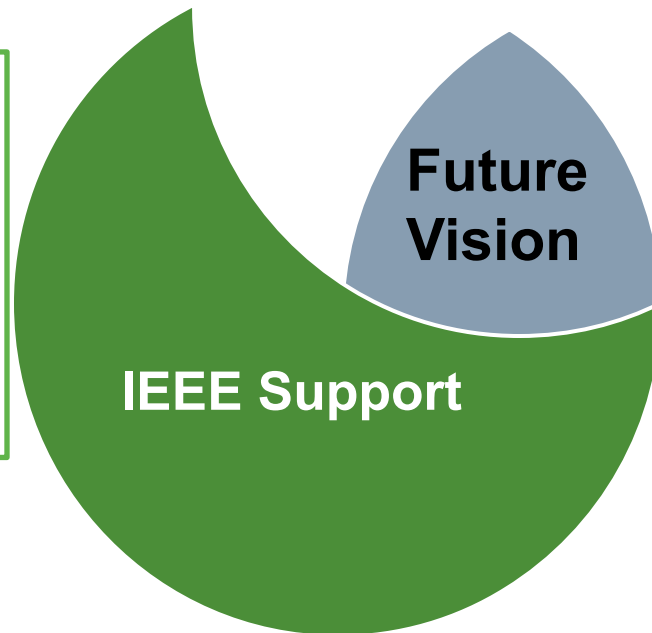
Members regard IEEE membership as an investment
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Together We Can Create the Future



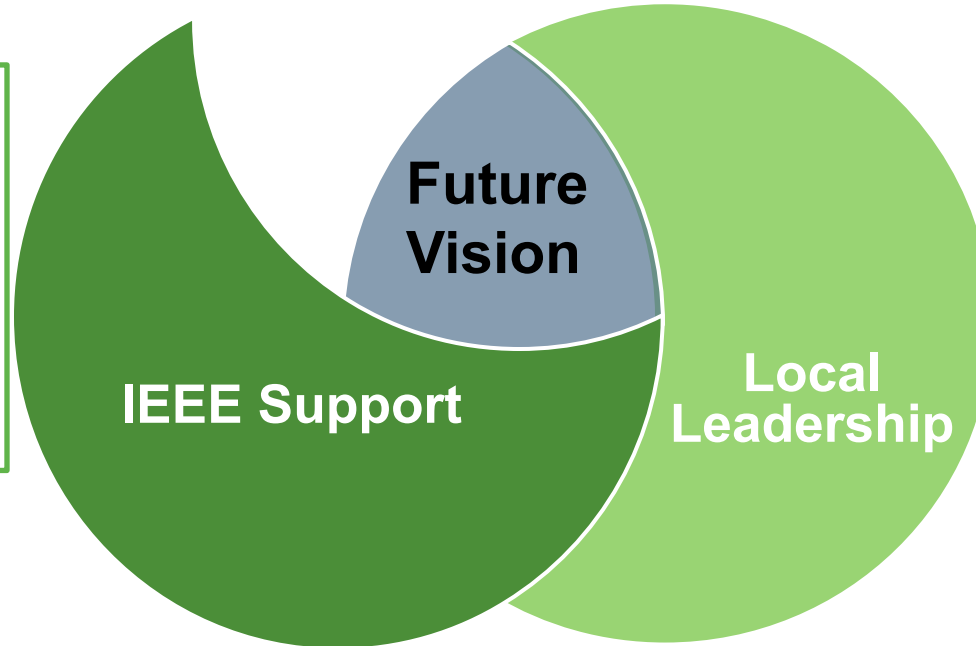
Together We Can Create the Future

Ensures the right services, tools, products, and programs are provided.



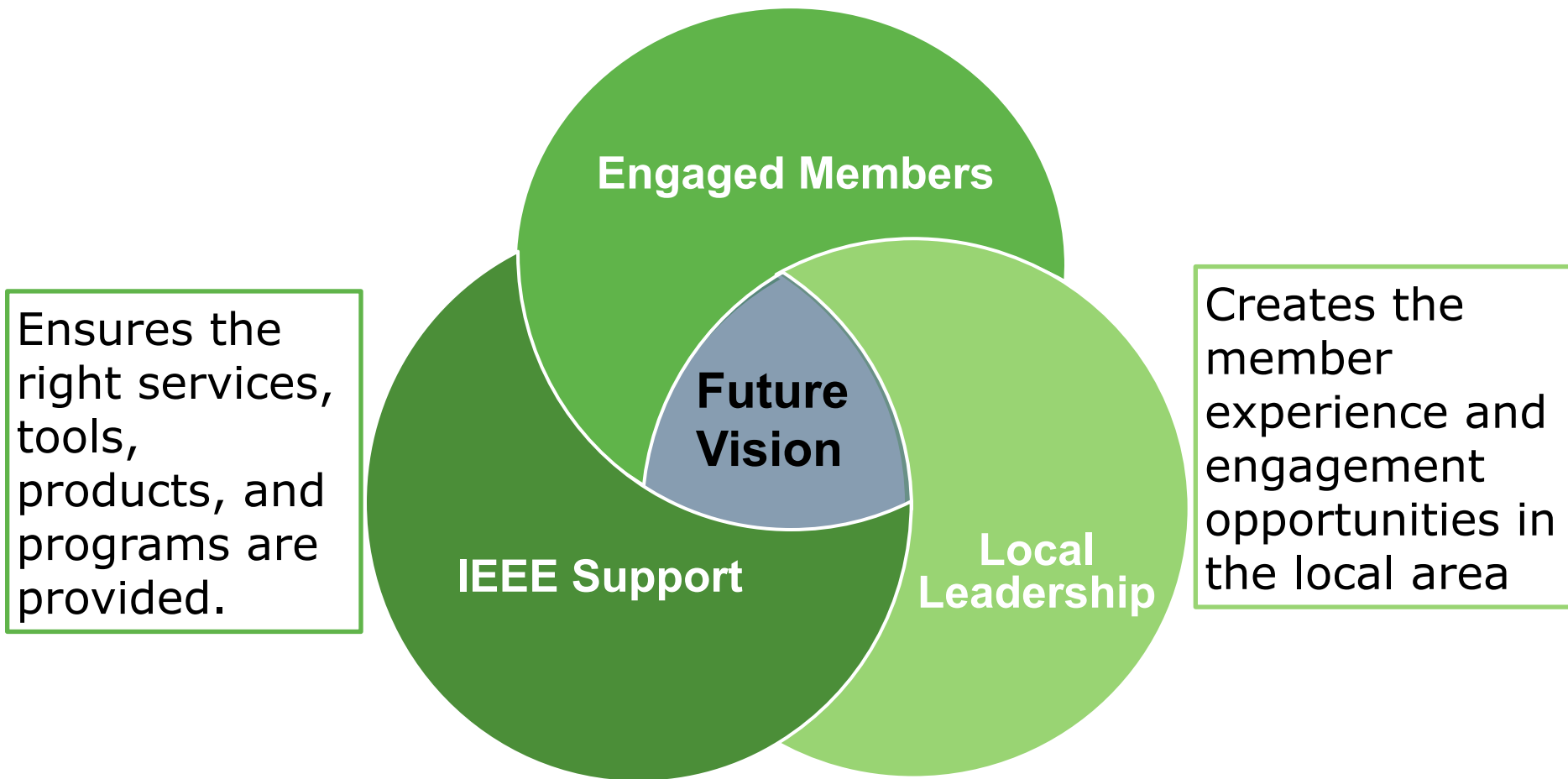
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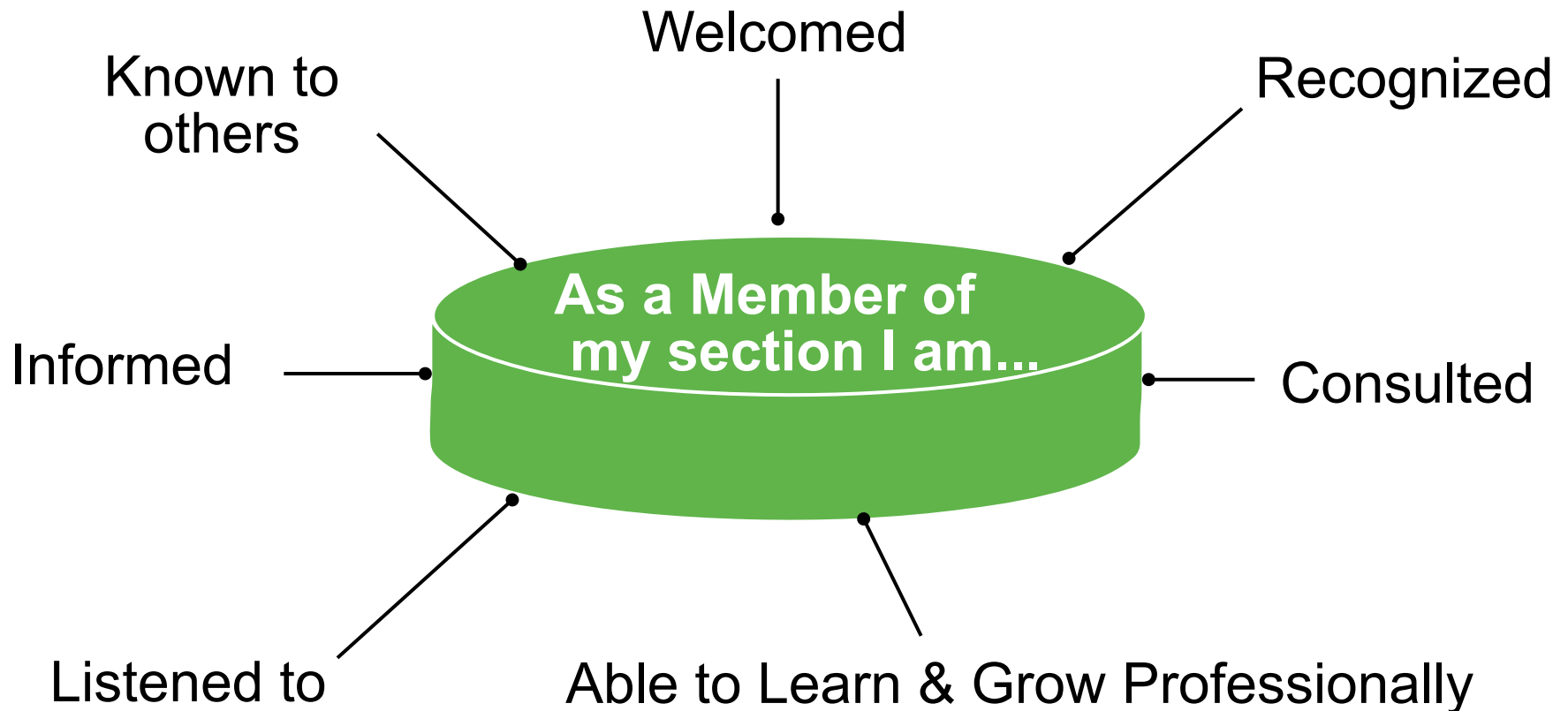
Creates the member experience and engagement opportunities in the local area

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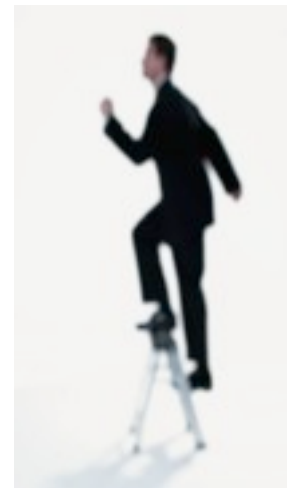
Geography:

Section Vitality Focuses on a Positive



What will Success Look Like?

- Improve member satisfaction will result in increased membership market penetration
- Higher volunteer recruitment, training and satisfaction
- Measured successes in geographic, technical and affinity groups is rewarded
- Members regard IEEE membership as investment in their career
- Members can easily engage and communicate with one another in all the geographic, technical or affinity community with which they identify



Proposed Region Focus

- Help Sections Be Successful at **Member Engagement**

- Area/Councils should too!



- Secondary: Represents Sections (and associated members) to MGA, ...
 - We have done this part pretty well for a long time (at least relative to participation)

Engagement



- Professional Home
- Doing something (as opposed to passive or consumer)
- Bond / commitment between persons to do something
- When person make a psychological investment in IEEE to further its mission for joint benefit

What should we use?

2012 Portfolio focus on activities related to...

- Helping Sections Be Successful at Member Engagement
- Supporting Geographic Activity
- Measuring Our Progress

Metrics

- Member doing something %
- IEEE has helped me? %
- Section/Chapter/Student Branch feels Region has helped me increase M.E.



Proposed ExCom Tweaks...

- Not staff MELC but move that Role to ExCom
 - Perhaps with Region Vice Chair (Director-Elect) responsible for ensuring it gets attention by the ExCom
- Declaring that all Section XYZ committee chairs are a member of the Region XYZ committee (and expect them to meet to share problems and solutions)
- Train and mentor our ExCom Committee chairs

Training (telling ain't training)

- Treat training as an also engagement opportunity
- Ensure we include tool training
 - Doodle, Skype, IEEE Online Community, new SAMIEEE, PET, Office, Engagement Advocacy
- Leverage IEEE CLE