

IEEE MGA: Strategy & Focus

Francis Grosz, 2019 IEEE Vice President, MGA

f.b.grosz@ieee.org



MGA Mission & Vision

Vision:

Ensure Quality Member Opportunities Through
Continuous Engagement

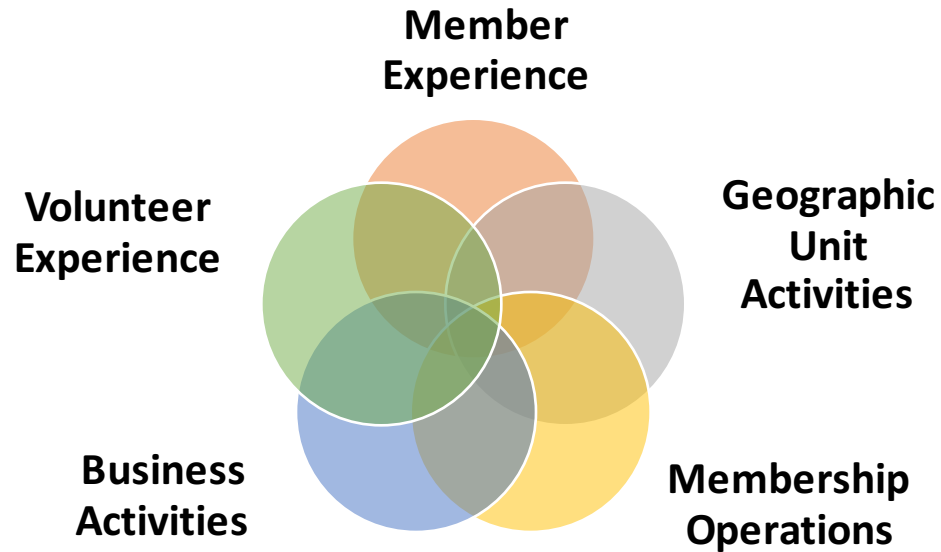
Mission: Inspire, Enable, Empower and Engage
Members of **IEEE**

For the purpose of...

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



Member and Geographic Activities



Key MGA Functions

- ▶ Member Experience and Operations
 - Member and membership development, member research, member product portfolio mgmt, myIEEE, IEEE.tv,
 - Manages the annual membership cycle and processing of renewal invoices, membership cards, grade elevations, membership programs for both [join](#) and [renew](#)
 - IEEE Support (Contact) Center
- ▶ Students, Young Professionals, Women in Engineering, Life Members
- ▶ Admission & Advancement (A&A) and Fellows process support
- ▶ GeoUnit Operations & Activities
- ▶ GeoUnit Formations – Sections, Chapters, Student Branches
- ▶ Volunteer Training
- ▶ Volunteer Tools – vTools, eNotice, EWH, SAMIEEE -> OU Analytics
- ▶ Business owner for IEEE Collabratec™



Proposed 2019 MGA Projects

- ▶ **IEEE Collabratec™ Usability, Education and Engagement**
- ▶ **Student Program Business Plan/Strategy & Retention**
- ▶ **Young Professional Business Plan**
- ▶ **IEEE WIE Business Plan Opportunities**
- ▶ **Sections Congress 2020**
- ▶ **IEEE Membership Future Opportunities**
- ▶ **Virtual Workflow Assistant (Pending Funding)**
- ▶ **Corporate Membership (SC17 Recommendation)**
- ▶ **STEM – Pre college training (SC17 Recommendation)**
- ▶ **Industry/Academia/Government/ Collaborations/Partnerships (SC17 Recommendation)**

My Vision and Focus for 2019

- ▶ We should always strive to provide more value to our members. Focus on members, not membership. If we do, membership will take care of itself.
- ▶ For many of our members and prospective members, particularly those in industry, their best opportunity for engagement with IEEE lies in their local OUs (Sections and Chapters).
- ▶ Local OU activities are therefore a key to this.
- ▶ MGA and the Regions should partner with the local OUs to help them be more active and effective in providing value to their members.
- ▶ Members should be a key recruiting tool. If we have active and engaged local OUs, they will be.

My Vision and Focus for 2019, con't.

- ▶ Good technical meetings with effective speakers are a primary component of this. Chapters are a key.
- ▶ Other activities, such as short courses and local technical conferences, are another component. They can also provide revenue. Don't forget networking and student engagement opportunities.
- ▶ MGA should be and is working to provide tools and resources to help local OUs do all of this more easily and efficiently.
- ▶ I believe that working together we can figure out how to do this.

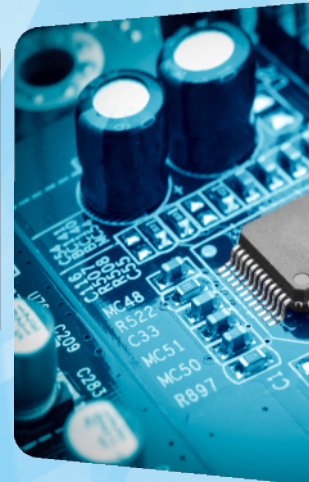
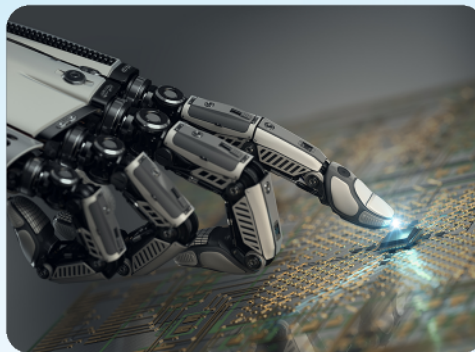
MGA Strategic Planning Areas

- ▶ Membership initiatives
 - Member experience
 - Member models research and possible trials
 - WIE
 - Young Professionals
 - Student retention
- ▶ Region representation/alignment
- ▶ MGA Organization
 - Review committee charters
 - Committee membership
- Geounit vitality



A Question for You

- ▶ What one thing, other than writing a check, can MGA do to help you and your Section or Chapter become more active and engaged and provide more value to your members?



Thank You!

f.b.grosz@ieee.org



MGA 2019 Priority Project Details



2019 Proposed Priority Projects

IEEE Collabratec Usability, Education and Engagement

▶ Project Description

- Integrate member engagement programs (Student Membership, IEEE Day, IEEE Xtreme, etc.)
- Platform analytics and reporting
- Usability Upgrade
- Training and Research
- Volunteer & Member recognition

▶ Desired Outcome – Improved usability and navigation. Increased engagement and participation on the platform

▶ Budget – Included in the 2019 operations budget

▶ IT Needs – Defined in the 2019 plan



2019 Proposed Priority Projects

Student Program Business Plan/Strategy & Retention

▶ Project Description

- To develop a formal business plan/strategy for Student Program
- Perform evaluation of existing program offerings and journey maps
- Continuation of student retention initiatives

▶ Desired Outcome – Documented strategy and plan incorporating key learnings from retention initiatives

▶ Budget – Partial retention funds available in membership development budget

▶ IT Needs - none at this time

2019 Proposed Priority Projects

Young Professionals Business Plan

▶ Project Description

- Implementation of business plan based upon 2018 assessment and strategy
 - Xplore Flex (MDL Basic) – determination of future of program to be made in November 2018
 - Microvolunteering – determination of future of program to be made in February 2019
 - What does the program consist of ? What's the path forward? What's the experience that continues, despite the platform
 - Loyalty - To receive a go/no decision on continuing this project based upon research
 - Goal of experience and what we want to achieve

▶ Objective - Development of new products and services if deemed warranted

▶ Budget – Included in 2019 budget

▶ IT Needs - Discussions relative to uVolunteering (micro-volunteering) integration and custom build solutions are underway



2019 Proposed Priority Projects

IEEE WIE Business Plan Opportunities

- ▶ Project Description
 - Explore and expand opportunities within the WIE Business Plan
- ▶ Desired Outcome
 - Continue growth of the TechW events
 - Continue growth of WIE-ILC as it enters into a new venue
 - Focus on attendee and sponsor growth
 - Expand corporate sponsorship to underwrite program; beyond events
- ▶ Budget – Funding is included in the 2019 MGA budget
- ▶ IT Needs – TBD

2019 Proposed Priority Projects

Sections Congress 2020

▶ Project Description

- Prepare for the Sections Congress 2020

▶ Desired Outcome

- Establish the Sections Congress General Committee and Program Committee
- Develop theme/focus of Sections Congress
- Develop Sections Congress Program

▶ Desired Outcome

▶ Budget – Funding for initial planning efforts in 2019 budget, majority of funding will be required in 2020

▶ IT Needs -



2019 Proposed Priority Projects

IEEE Membership Future Opportunities

▶ Project Description

- To complete series of in-person and online focus groups led by IEEE Strategic Research; from research findings, suggest opportunities for future changes to the membership model

▶ Desired Outcome

- Completion of in-person and online focus groups
- Determination of most significant or considerable findings of focus groups and how to quantify them, possibly through some limited trials
- Increased members and increased member engagement

▶ Budget – Limited funding for possible trials included in 2019 budget

▶ IT Needs – to be defined.



2019 Proposed Priority Projects

Virtual Workflow Assistant

▶ Project Description

- Develop a 'Virtual Assistant' for IEEE officers to help guide and assist in successfully addressing operational functions.

▶ Desired Outcome (preliminary functionality)

- Officer selects the specific function for which they want guidance.
- The 'Assistant' then functions to:
 - Create (or load) Officer suggested calendar & any existing history
 - List and prioritize officer functions
 - Connect to guidance documents for selected function
 - Establish recommended training and training sequence

▶ Assistant functions will change depending on the level of the volunteer: Region, Section, Chapter, Committee.

▶ Budget – TBD (approval upon funding)

▶ IT Needs - TBD



2019 Proposed Priority Projects

SC17 Recommendation – Corporate Membership (with IEEE Corporate)

▶ Project Description

- Develop an incentive program for corporations to join IEEE as a 'Corporate Member'
- Cross-functional team led by Corp Activities, with support from MGA, MSD
- Develop process for industry member retention
- Align with industry engagement efforts IEEE-wide

▶ Current Status

- A standard process to offer subsidized company sponsored membership as part of a larger agreement has been established.
- Targets to be selected based on alignment with IEEE brand, market share, etc (CA lead)
- Current prospects include Lockheed Martin

▶ Action

- Will need to assign an MGA interface for this project



2019 Proposed Priority Projects

SC17 Recommendation – STEM pre-college training (with Educational Activities)

► Project Description

- Develop (or expand existing) training programs and/or create partnerships with external organizations to allow members to provide STEM activities to pre-college students (Provide 'canned' or 'in a box' style demonstrations and presentations that local Sections can deliver to pre-college students.
- Re-evaluate a 'Junior IEEE' membership program targeted at pre-college students

► Current Status

- Plans underway to integrate TISP into the TryEngineering.org portal to better support teacher professional development on the use of lesson plans and hands on activities in the classroom
- TISP Integration into TryEngineering includes:
- Development of online STEM outreach resources to provide volunteers with step-by-step guides on supporting teacher professional development
- New online STEM outreach volunteer training and teacher training modules
- Development of a TISP volunteer community through TISP Town Hall webinars and incentive programs to recognize active volunteers and encourage reporting of outreach events

► Action

- Will need to assign MGA interface to EAB for this project



2019 Proposed Priority Projects

SC17 Recommendation – Industry/Academia/Government Collaborations/Partnerships (with IEEE Industry Engagement Committee)

► Project Description

- Strengthen and recognize Industry/Academia/Government Collaboration/Partnerships
- Create a Section Award for Industry/Academia/Volunteer Collaboration
- Organize multidisciplinary Industry/Academia/Volunteer/Government events focused on 'hot' issues
- Develop a public communications platform to develop projects and share results
- Create a 'dating' platform to communication Industry issues searching for solutions and possible 'applications' of research results

► Action

- Form an ad hoc to consider initial ideas for February 2019 MGA Meeting

