

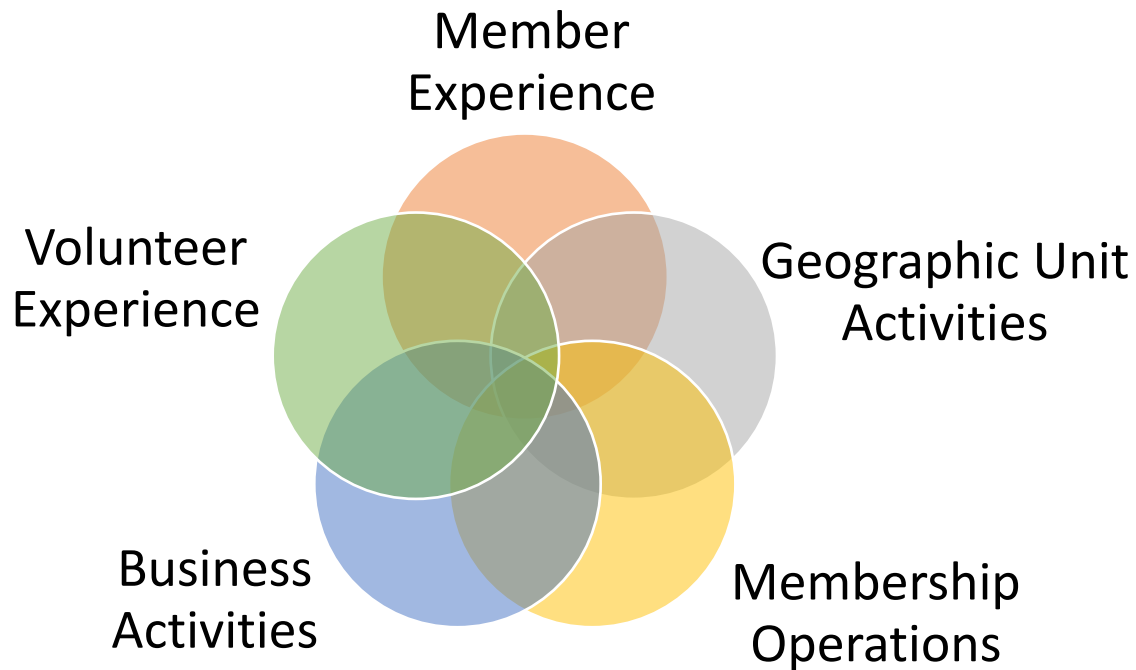
# What's New for You from MGA

*Cecelia Jankowski*  
*Managing Director, MGA*

*Region 10 Meeting*  
*7 March 2020*



# Member and Geographic Activities



# Volunteer Training & Assistance



# Training – Improved CLE User Experience

- ▶ Introduced content for Region level volunteers
  - 17 role descriptions for region officer positions now available
- ▶ Improved overall user interface
  - Added graphics to increase visibility to 80+ SC2017 sessions
- ▶ First ever CLE badge implemented for **VoLT!**
  - Awarded after completing **VoLT** Track 1 courses
  - Over 500 users completed Track 1 courses and gained a badge
- ▶ Increased CLE user traffic – new and active users



***CLE users can view all volunteer officer positions available from a single page!***

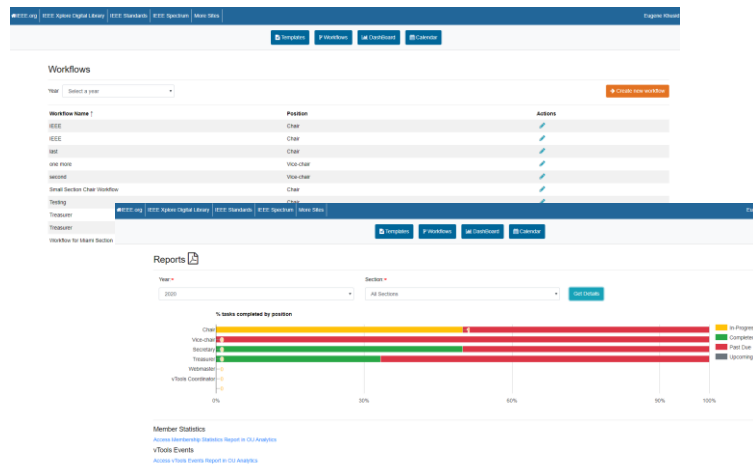
# New Officer/Volunteer Welcome & Getting Started

- ▶ Welcome volunteers when they start
- ▶ 4 personalized communications, specific to the officer position are time-released over a period of 8 weeks
- ▶ Help all new volunteers develop a solid understanding of new positions
- ▶ Build confidence in their new position by personalized invite to explore the Center for Leadership Excellence (CLE). The easy-to-use Action Plans in CLE will provide training needed
- ▶ Give insight to tools that will help volunteers be successful in their units
- ▶ Provide action reminders and follow up

# Virtual Workflow Assistant

*Template driven workflow system to assist section officers to successfully run their sections per guidance from Regions*

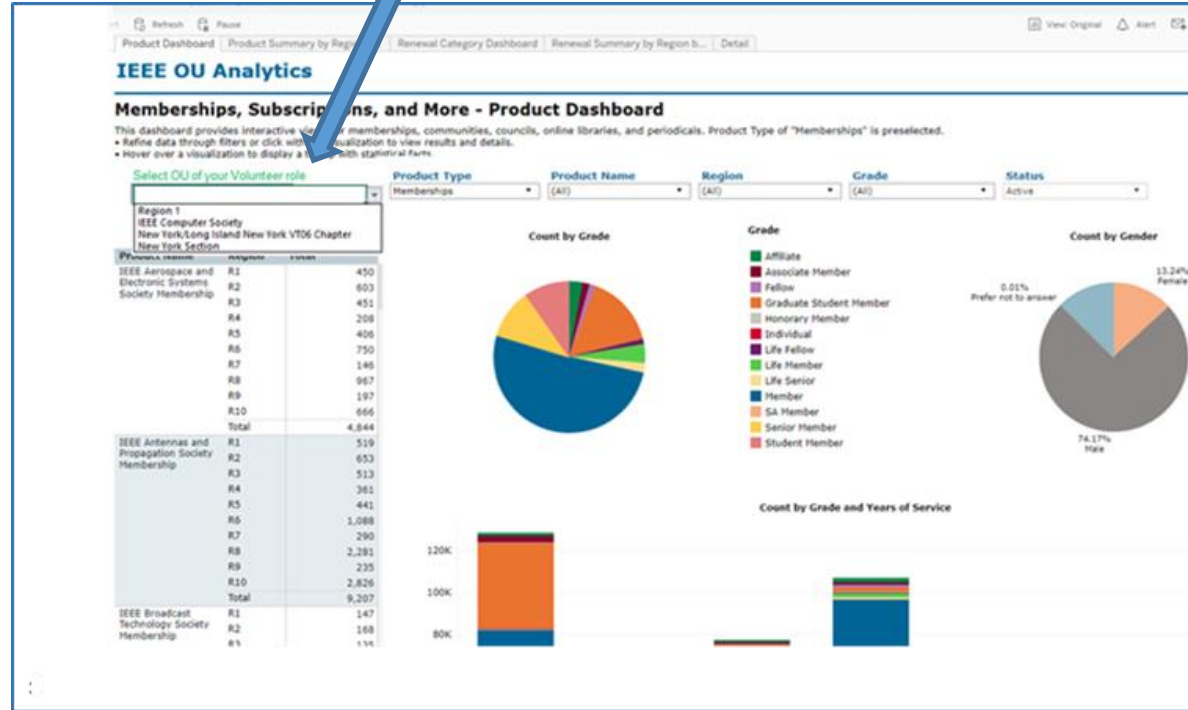
- ▶ Sponsored by the MGA IT Coordination and Oversight committee (ITCO)
- ▶ Tool will:
  - Provide comprehensive task lists for section officers with associated calendars and list of resources
  - Show status of section operations via on demand system reports
- ▶ Milestones:
  - Development completed February, 2020
  - Pilot is scheduled to launch in March, 2020



# IEEE OU Analytics

## Designation Based Access

- ▶ Volunteers log in to IEEE OU Analytics and select from a list of values
  - Quick access to specific OU data
  - Extremely valuable for volunteers with multiple roles
    - Region
    - Society
    - Section
    - Chapter



# uVolunteering Portal Build Progressing to Plan

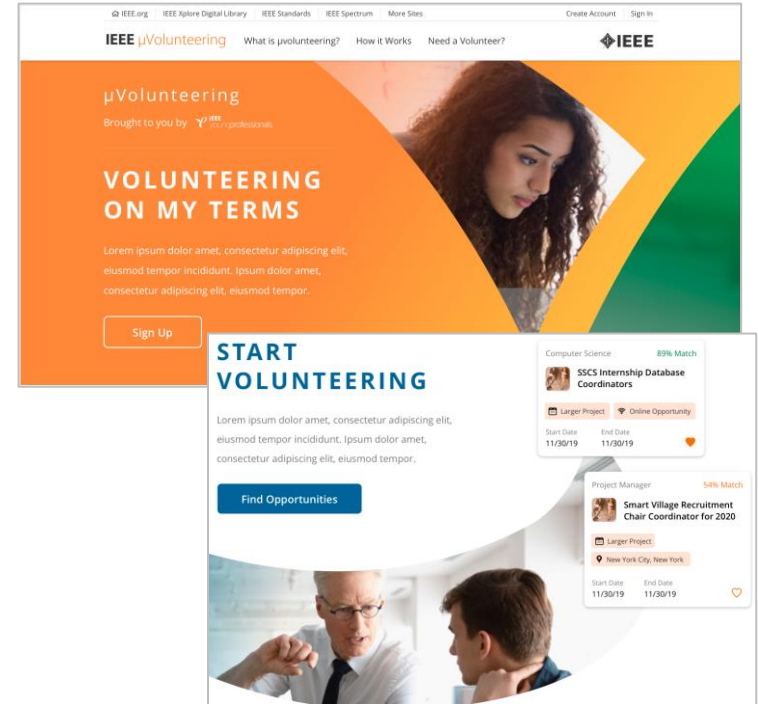
Project: To complete custom build of enterprise wide micro-volunteering platform with comprehensive marketing / communications

## Completed

- ▶ Visual design / user experience direction and graphics delivered (still fine-tuning)
- ▶ Technical architecture defined
- ▶ Data integration framework (e.g. APIs), defined and set-up

## In the Works

- ▶ Public landing page
- ▶ Workflows and alerting for volunteer opportunity creators and seekers





# IEEE Collabratec



# IEEE Collabratec

## Section Gateways Give Members a Consistent View of their Local Community

- Released in November 2019
- Gateway experience is consistent for Members should they move from one Section to another
- Offers Student Members a persistent connection with their IEEE Section during their time of study

### Features (content updated automated)

- New IEEE members to the Section, as they opt into the IEEE Member Directory
- Upcoming events organized by the Section
- Section's IEEE Volunteer leadership
- Recognition of Members in the Section who have advanced in membership grade
- Recognition of Members who have received badges for their participation on Collabratec Communities and Workspaces in which Members of the Section participate

**IEEE Princeton/Central Jersey Section**

As a member of IEEE you are automatically a member of this IEEE Section, enabling you to connect with other members on topics of engineering and technology relevant to your part of the world. This IEEE Section is lead by a dedicated group of Volunteers, who are committed to assisting you with identifying activities and events that may be of interest to you.

**Who is new in IEEE Membership Directory**

- YX** Yi Xie  
From Edison • New Jersey • USA  
Message
- SY** Song Yoo  
From North Brunswick • New ...  
Message

[View All](#)

**Events**

- FEB 17** IEEE Workshop on AI/ML in Networks and Cloud  
Meeting • 17 Feb, 2020 • New Brunswick, NJ, USA
- Artificial Intelligence (AI) and Machine Learning (ML) are being increasingly leveraged in Communication Networks and Clouds for a variety of use case ...More
- FEB 20** ACM/IEEE Computer Society February 2020 Meeting  
Meeting • 20 Feb, 2020 • Princeton, NJ, USA

**Volunteer Leadership**

- DK** Deepak Kataria , Chair  
Bridgewater • New Jersey • USA  
Network Message
- DS** David Soll , Vice Chair  
Cherry Hill • New Jersey • USA  
Network Message
- CW** Chung-Tse Wu , Secretary  
Piscataway • New Jersey • USA

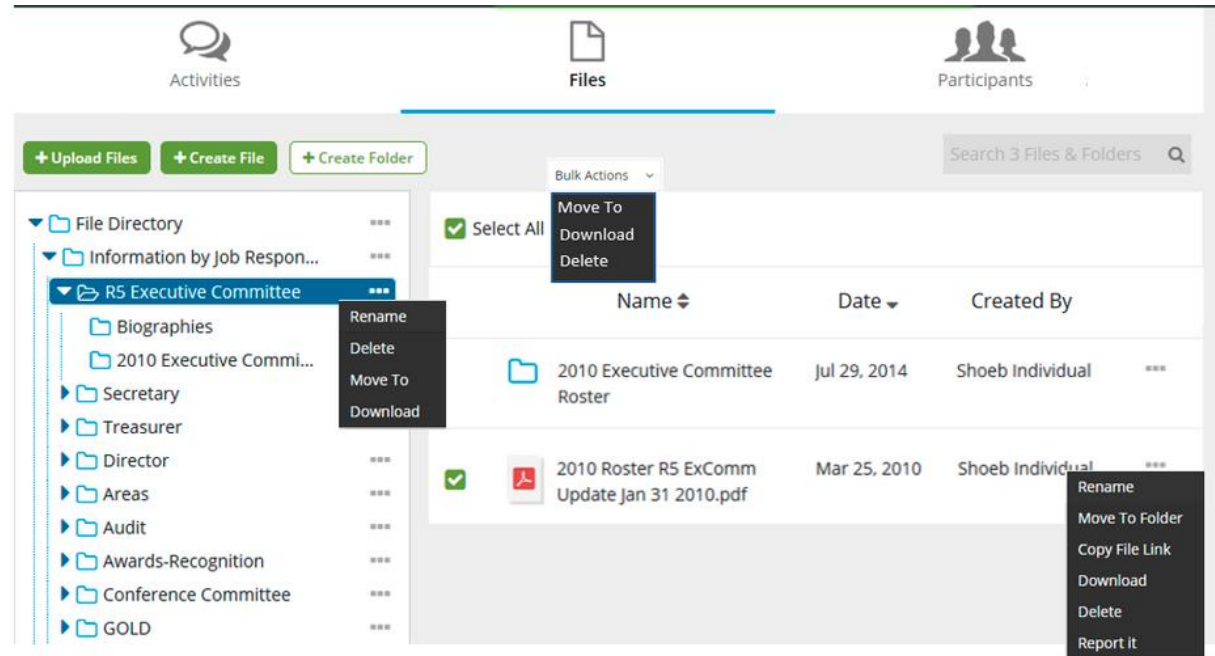
**Recently posted**

- Julie Bernicker posted in Digital Reality community: Do you think any inventions are missing from this list? 19 days ago
- Julie Bernicker posted in Digital Reality community: Augmented Reality is Being Used in Headphones 6 days ago
- Julie Bernicker posted in Digital Reality community: Want to keep up to date on Virtual Reality, Augmented Reality, and Mixed Reality trends? 4 days ago
- Tiffany Mckerahan posted in IEEE AuthorLab community: Citing Data and Code: an IEEE Author Education Course

# IEEE Collabratec

## Files & Folders Upgrade Streamlines Usability for Volunteer Leaders

- Workspaces and Communities
- Implemented tree-structure navigation for folder management
- Two-click navigation for performing file and folder functions
- Bulk Action capabilities
- Drag-and-drop management of files and folders



( Screenshot of IEEE Region 5 Workspace )

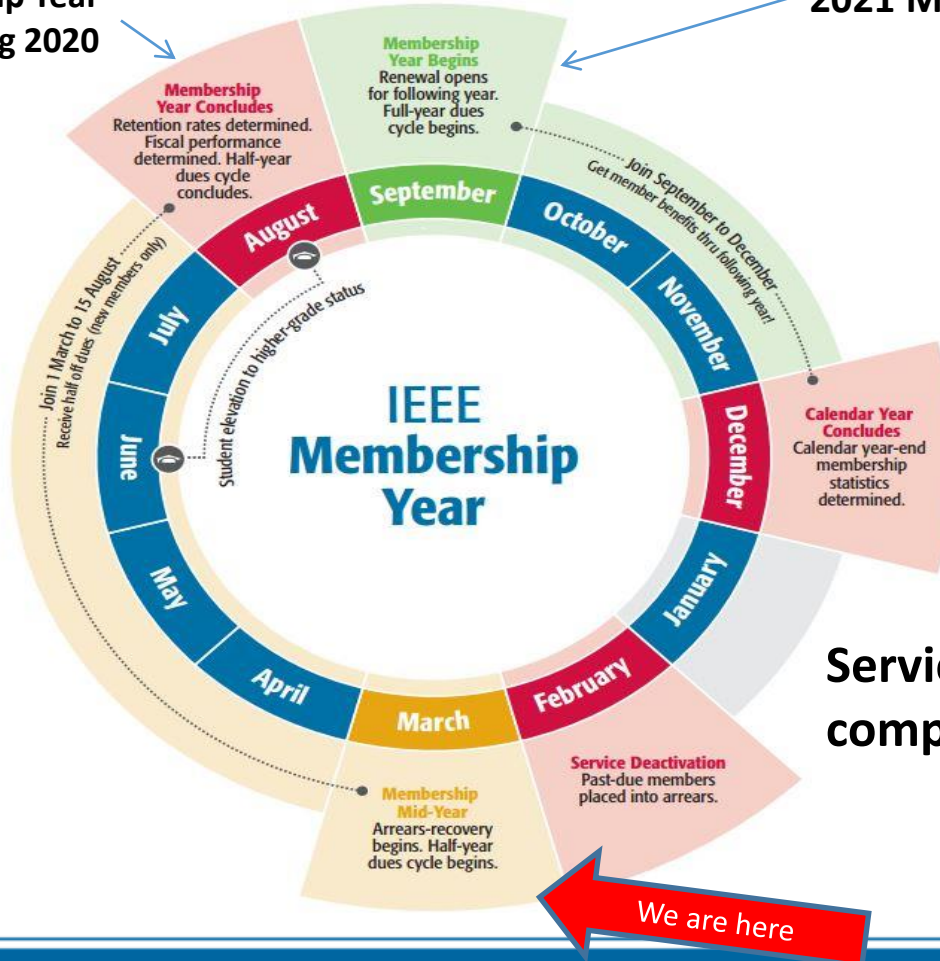


# IEEE Membership



2020 Membership Year  
Concludes 15 Aug 2020

2021 Membership Year Begins



Service deactivation  
completed on 22 Feb 2020



# Improvement to IEEE Membership Dues Webpage

*Dropdown menu now displays membership dues based on applicant's country*

## Key updates:

- Replaces complicated chart and simplifies the user experience.
- The need to decipher pricing has been eliminated. Instead, users can easily see their price.
- Users no longer exposed to half year dues pricing during full year dues. (Half year dues pricing will only show during that time period.)
- Electronic membership options now more prominent for those eligible (Shown for low income and developing nations)

### 2020 IEEE membership dues

Select your country and career phase to see your membership dues.

Mozambique Professional [View dues](#)

Country	Career Phase	Price
Mozambique	Professional	\$166.00

Notes: Reduced Membership Dues Option Available in Your Country

Electronic membership option: \$42.00 USD

By choosing electronic membership you will receive electronic-only versions of your membership card and "IEEE Spectrum" magazine.

USA Student [View dues](#)

Country	Career Phase	Price
USA	Student	\$32.00

Example of Student in USA

# IEEE Contact Center

- ▶ Outreach: 50,000 personal calls/emails to members to increase engagement with IEEE
  - 26,300 new member “welcome to IEEE call/email”
  - 17,150 deactivated members contacted – 700 recovered memberships; \$158K revenue
- ▶ Self-Serve Knowledge Center
  - 800,000+ visits to the Support Center
  - 500,000 Answers viewed
  - FAQ videos/tutorials now included in self-serve for selected IEEE products, e.g., Xplore, Standards and Collabratec
- ▶ Proactive Chat now available on [ieee.org](http://ieee.org) Membership Join & Renew pages
  - Members and potential members will be invited to engage in a live chat.
  - Offers timely and personalized help to members and visitors



# New IEEE Member Welcome and Onboarding

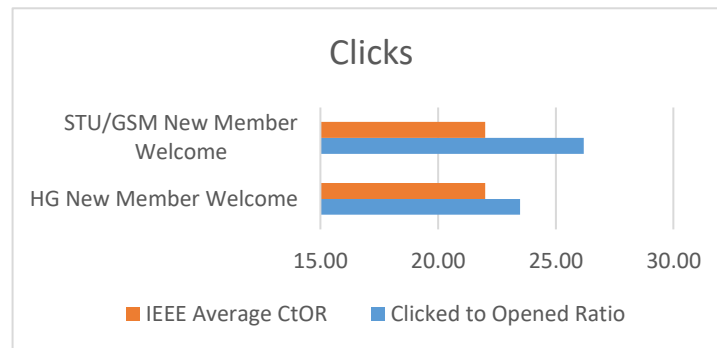
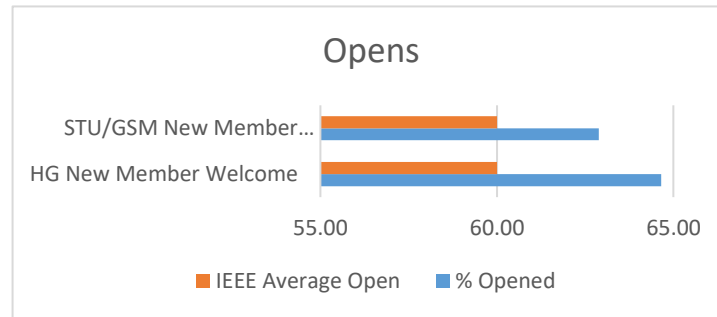
New members (both HG and Students) are welcomed and introduced to their benefits through 5 emails over the course of 4 weeks.

Time Period	Topic
Immediately	Order confirmation
Within 24 hours	Welcome to IEEE – introduction to member profile
Day 6	Get started – introduction to member benefits by category
Day 11	Collabratec introduction
Day 16	IEEE Spectrum introduction
Day 21	Member discounts

## Additional emails to be added will:

- Introduce members in the United States to IEEE-USA
- Offer discounted ILN courses to those who selected career resources, technical content as a reason for joining

## Welcome Program Compared to IEEE Average



\*Stats based on 1<sup>st</sup> email in the series



# Topics of interest to new members in the first 5 weeks

## Profile

- Memberships & Subscriptions
- Google Apps

## Member Discounts

- Marketplace
- Dell discounts

## IEEE Collabratec

- Sign in

## Getting Started

- Student website (for student onboarding program only)
- IEEE Xplore
- Find region and section
- Societies

## IEEE Spectrum

- View the latest issue of the digital edition

Note: [Communication Preferences and Policies](#) link is among the top 4 links clicked for each of the emails in the series.



**Thank you!**

