

Focus on the Member →→

Implementing the Vision→

Next Steps

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Geographic Activities**

Region 2 Meeting

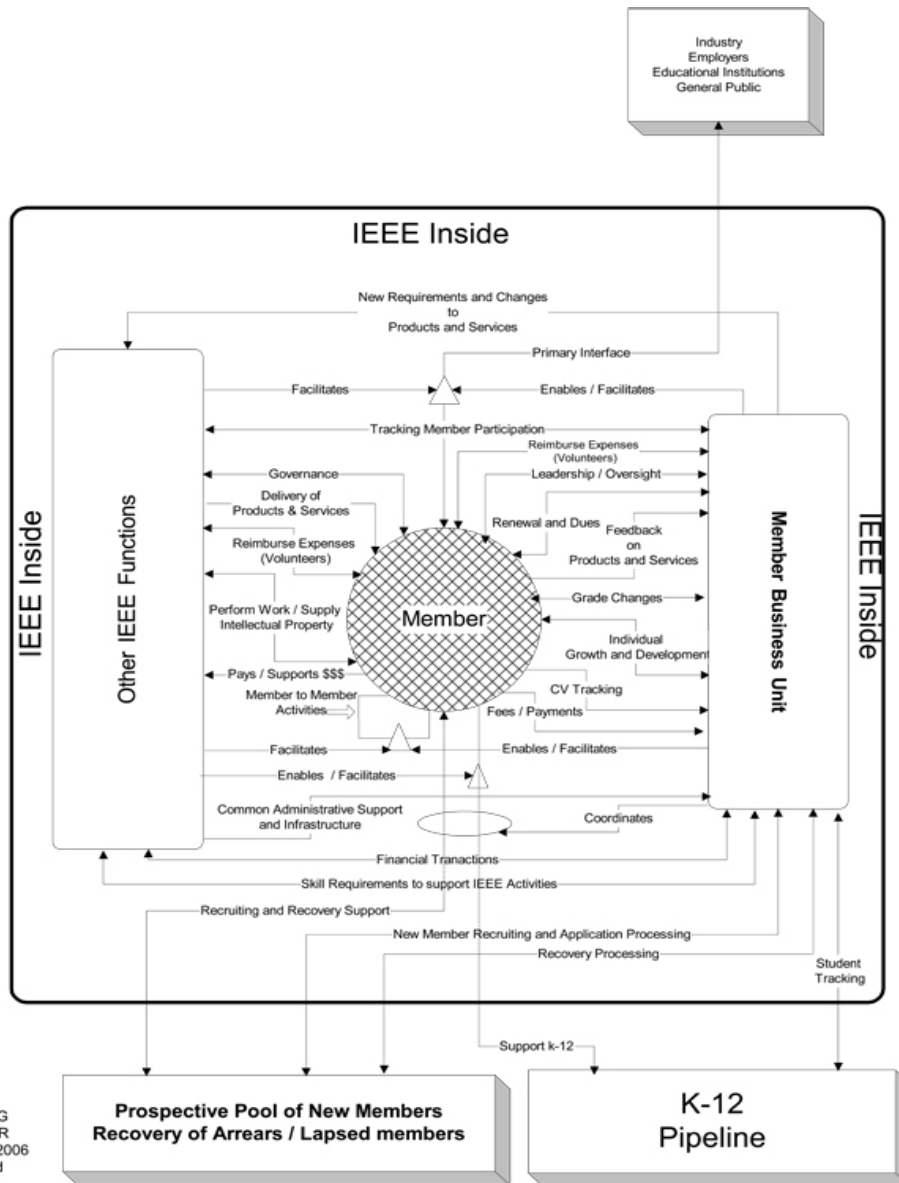
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This Presentation will Address

- The Next Steps in the Transition
- 360 Degree View of the Member
- The Professional Home Concept
- Measurements for Success
- Section Engagement
- Discussion
- Summary

Relationships with the Member



- Summary Level only
- How various organizations touch the members
- How members touch various organizations
- The member – a primary interface between many organizations
- Inside and outside IEEE

360 Degree View of the Member

- *Consolidated personal information and history of all contacts of each Member with all **IEEE** engagements will provide *ultra-customized services* for optimal experience to the Member.*
- "Member" includes non-dues-paying "customers."

Engagement and Trust are essential ingredients!

360 Degree View of the Member (cont.)

- On-going throughout lifecycle of the member
- Member is in control of levels of privacy constraints
- The metrics of growth and development are used by the member and for the member.

Engagement and Trust are essential ingredients!

My Professional Home

- A stopgap “view” of a member. **To market and analyze.**
- A metaphor **Member experience**, My Professional Home:
 - Where I feel *grounded - comfortable - appreciated - part of a prestigious team*
 - Touchstone for my professional ethics and values.
 - Where I can find a mentor and where a mentor can find me.

My Professional Home (cont.)

- Repository of my professional record.
- Providing support in finding and changing jobs.
- Providing opportunities to make a difference in the world.
- Where I can seek constructive critique of my work.
- Where my work can reach peers and the world.
- Where I can find other professionals and they, me.
- Providing key information that interests or benefits me.
- Helping me do my day-to-day work.

MGA Mission & Vision

Vision: Ensure Quality Member Opportunities Through Continuous Engagement

Mission: **I**nspire, **E**nable, **E**mpower and **E**ngage 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

Principles

- The member is **IEEE** and **IEEE** is the member.
- Members shape **IEEE**'s future.
- Members collaborate to create **IEEE**'s future.
- **IEEE** enhances members' future.

Goals

- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness.
- Enhance collaboration with other business units.
- Increase membership.

MGA Strategic Considerations

- Increase the value to the **IEEE** member.
- Utilize member life cycle concept.
- Provide a simple, consistent interface to members and prospective members.
- Track member involvement and development.
- Make the process of joining and maintaining membership simple and straightforward.
- Facilitate member collaboration.
- Become more transnational in look, feel and language.
- Strengthen the relevancy of **IEEE** membership to industry.

MGA - ENVISIONING THE FUTURE

If we are successful...

- 1) **IEEE** Member satisfaction and relevance is growing and reflected in improved retention and total membership.
- 2) The MGA is a data driven organization that proactively anticipates and reacts to the needs of the member and the profession.
- 3) The MGA facilitates recruitment and training of **IEEE** volunteer leaders.
- 4) The MGA facilitates successful Regions, Sections, Chapters, and Affinity Groups.
- 5) The MGA is responsible for all aspects of the member and member engagements within **IEEE**

If we are successful...

- 6) The MGA ensures "home(s)" for every member.
- 7) Technology professionals will understand **IEEE** membership's importance to their careers.
- 8) The MGA will facilitate sections and regions and reward them based on their measured success.
- 9) The MGA facilitates communications and engagement opportunities for **IEEE** members in multiple ways.
- 10) IEEE** and its members' achievements are universally recognized.

The Geo Unit Leadership

- First and foremost are **IEEE** members
- Are dedicated volunteers
- Are the closest to the local issues and opportunities
- Are closest to the member and the community
- Play a critical role in engagement of the member and the implementation of MGA's vision.
- Fulfill the mission of the MGA and the **IEEE**.

The Tasks of the Section Leaders

- Focus on the Member
- As a Section Chair -
 - Review this presentation with your leadership team.
 - Work with your team to create engagement opportunities.
 - Involve new faces in your Section programs.
- As local leader -
 - How can you make a difference?

What We Expect Section Leaders to do Now

Develop a plan for the first stages of the engagement of members

- ❑ What are the needs of your section members?
- ❑ Who do you target first?
- ❑ What can you do to engage them and help them engage?
- ❑ How can you get the message out?
- ❑ How do we measure success?

The New MGA

- Our Vision is clear – It is all about the member
 - Our organization is aligned
 - We have envisioned success and have aligned our strategies
 - We will use data to address member needs
 - You, more than anyone else in **IEEE** volunteer leadership should know what is important to the members that you partner with
- In a data driven organization; you are vital link

We Want to Know the Issues

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