

2010 MGA CHALLENGE

The 2010 MGA Challenge solicits proposals for projects that will deliver tangible member products, services, and increase the value of IEEE membership in 2010. Proposals are solicited from committees, Regions, Sections, Chapters, Student Branches and individuals. The proposal should describe the overall project concept, clearly identify the value to the member and how the project deliverable will increase the value of IEEE membership, outline an implementation plan, and include a detailed budget. Proposals should be consistent with and support the MGA vision, mission, strategies, and goals and should not duplicate existing and ongoing projects. Submissions are encouraged to consider existing data that identifies member input from past Section Congress recommendations, and IEEE member segmentation data. The target budget for MGA Challenge projects is less than \$25k.

Proposals will be evaluated by a team of senior IEEE volunteers and staff. Evaluation criteria includes but is not limited to:

- a) Ability to increase the value of IEEE membership.
- b) Pilot project can be implemented in 2010.
- c) Breadth of member impact (e.g. across geographies, member lifecycle, and/or industry sectors).
- d) Budget \leq \$25k.

Proposals are due by Friday, 2 April 2010.

Successful proposal(s) and pilot results will be presented at Sections Congress 2011 in San Francisco, CA. Travel expenses and Sections Congress registration for up to three members of each team will be provided by the MGA.

Proposals should be submitted electronically to 2010MGACHallenge@ieee.org. General questions about the challenge can be addressed to mga@ieee.org.

Resources:

- Sections Congress information:
<http://www.ieee.org/web/volunteers/sections-congress>
- IEEE Member Benefits:
<http://www.ieee.org/web/membership/benefits/index.html>
- IEEE Career and Employment Resources:
<http://www.ieee.org/web/careers/home/index.html>
- 2008 Member segmentation data and MGA mission, vision, strategies, and goals are included as an Appendix.

Sections Congress 2008 Recommendations:

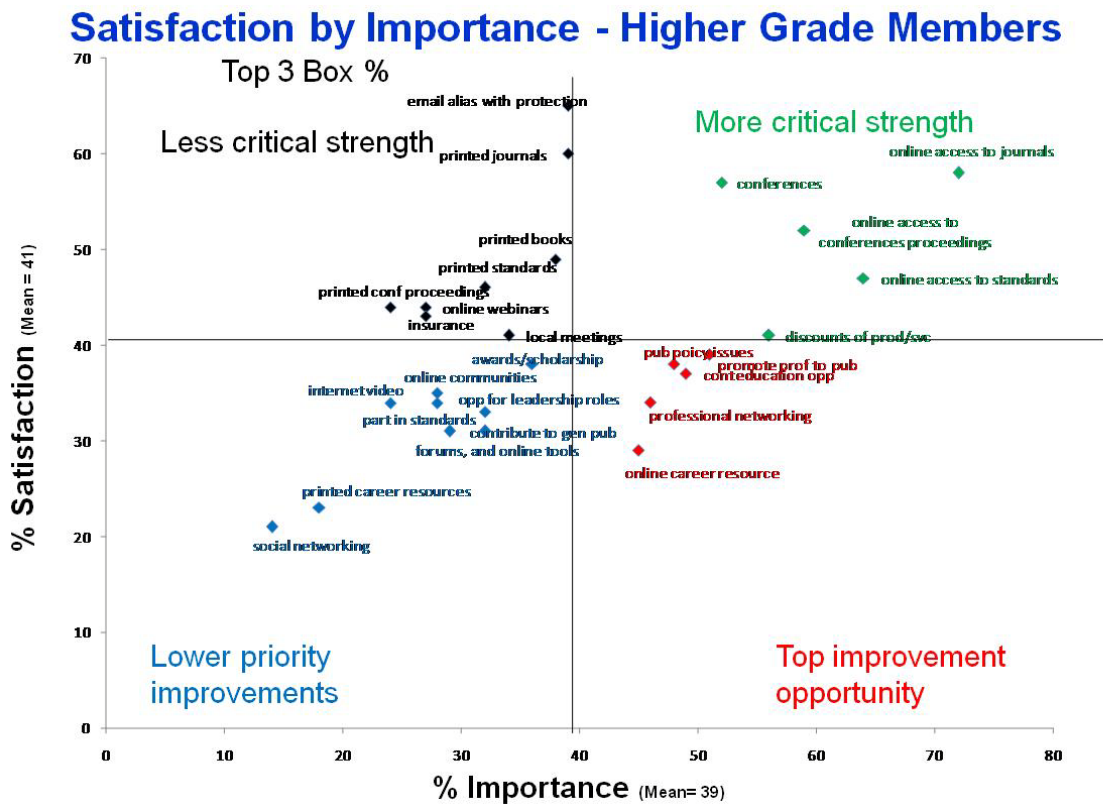
1. Every member to have an annual entitlement to a limited number of free IEEE Xplore downloads.
2. Payment Flexibility - Members, especially students and those in developing countries who do not have credit cards, need flexible payment methods.
3. Provide "Leadership Training Handbook (Text and Multimedia) for Section Officers."
4. The MGA Board to assign staff to develop a user-friendly system and support to enable sections, chapters and affinity groups to deliver, at low cost, teleconferencing, collaborative technologies, and webinars, as a free member benefit.
5. For digital libraries: develop additional, smaller tiered packages (10, 20 items, etc.) which allow members to purchase defined quantities of digital content without expiration. Provide members permanent electronic access to previously purchased content.
6. Improve the implementation of recommendations identified at Sections Congress.
7. There are a good number of IEEE member benefits that are relevant or accessible to Regions 1 - 6 members only. IEEE should implement similar benefits of local relevance across all regions.
8. Sections and chapters need a web-based payment solution for small local events.
9. Provide support and tools for the creation and maintenance of easy to update section web sites with "single sign-on" authentication via IEEE web accounts, featuring at least blogs, meeting calendars, and member surveys. Use commonly available best practice technologies not requiring programmer support for day to day use.
10. Implement sustained membership options for all membership grades exclusive of Student grade: (1) Single dues payment for multiple years/life-long membership, (2) Increasing benefits in proportion to the length of renewal, (3) Lowers IEEE administrative expenses related to "annual" membership cycles.

APPENDIX – 2008 MEMBER SEGMENTATION DATA AND MGA MISSION VISION, STRATEGIES & GOALS

SCATTER PLOT 1: HIGHER GRADE MEMBER SATISFACTION AND IMPORTANCE

This diagram shows the ratings that higher grade members gave in importance and satisfaction with 29 aspects of IEEE membership. This list includes direct benefits free with membership, services available for additional fees, services provided through IEEE tools like IEEE Xplore, and opportunities members have to engage with IEEE. Key opportunities that are likely to have the most significant impact on member value would be areas that are rated high in importance but relatively low in satisfaction (Areas highlighted in red in the scatter plot). However, improvements to areas with lower improvement scores could also lead to increased member satisfaction or additional revenue opportunities that offset the cost of membership.

Higher Grade Members = All members less undergraduate and graduate students.



SCATTER PLOT 2: HIGHER GRADE MEMBER SATISFACTION BY AWARENESS

This diagram shows the ratings higher grade members gave in awareness and satisfaction with the aspects of IEEE membership presented in scatter plot 1. Improvements to areas high in awareness that have relatively low satisfaction scores are likely to significantly increase the value of IEEE membership. Additionally, items with low awareness may have significant improvement in satisfaction if more members become aware of these products, services, or opportunities.

Higher Grade Members = All members less undergraduate and graduate students.

Satisfaction by Awareness - Higher Grade Members

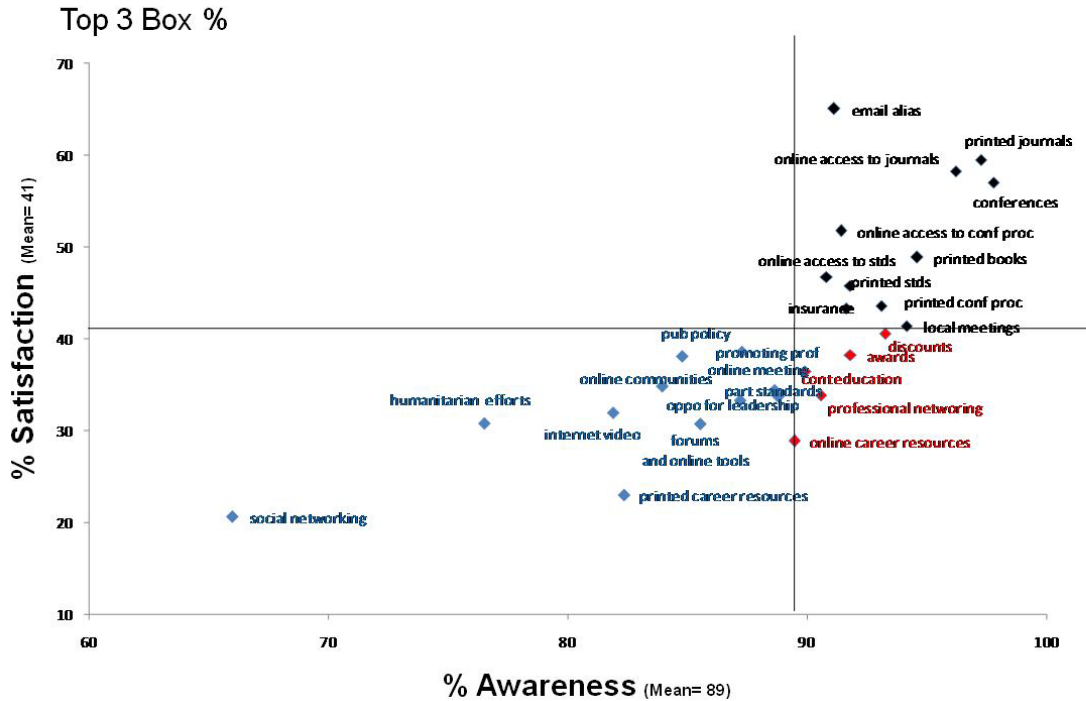


TABLE 1: IEEE HIGHER GRADE MEMBER IMPORTANCE VS. SATISFACTION

The table presents the gap between importance and satisfaction of the 29 aspects of IEEE membership. Programs and projects that significantly improve areas with a significant gap are likely to increase the value of IEEE membership.

Importance vs Satisfaction (Higher Grade Members)			
% Top 3 box	Importance	Satisfaction	Gap
Online access to standards	64	47	-17
Online career resources	45	29	-16
Discounts on prof prod and svc	56	41	-15
Online access to transactions, journals and magazines	72	58	-14
Promoting the prof to the gen pub	51	39	-12
Continuing education opp	49	37	-12
Networking	46	34	-12
Representaiton on pub policy issues related to the prof	48	38	-10
Online access to conference proceedings	59	52	-7
Contributing to the general public through humanitarian efforts	32	31	-1
Opp for leadership roles	32	33	1
Awards and scholarships	36	38	2
Forums, newsgroups ,and other online tools	29	31	2
Conferences	52	57	5
Printed career resources	18	23	5
Ability to participate in standards	28	34	6
Local meetings with other prof	34	41	7
IEEE Online Communities	28	35	7
Online meetings/webinars	27	34	7
Social Networking	14	21	7
Internet video programming of conference hightlights, author interviews	24	32	8
Printed books	38	49	11
Printed copies of standards	32	46	14
Insurance and other fin prod and svc	27	43	16
Printed copies of conference proceedings	24	44	20
Printed copies of transactions, journal	39	60	21
Providing email alias with virus protection	39	65	26

SCATTER PLOT 3: UNDERGRADUATE AND GRADUATE STUDENT MEMBER SATISFACTION AND IMPORTANCE

This diagram shows the ratings student members gave in importance and satisfaction with 29 aspects of IEEE membership. This list includes direct benefits free with membership, services available for additional fees, services provided through IEEE tools like IEEE Xplore, and opportunities members have to engage with IEEE. Key opportunities that are likely to have the most significant impact on member value would be areas that are rated high in importance but relatively low in satisfaction (Areas highlighted in red in the scatter plot). However, improvements to areas with lower importance scores could also lead to increased member satisfaction or additional revenue opportunities that offset the cost of membership.

Satisfaction by Importance - Students



13

SCATTER PLOT 4: UNDERGRADUATE AND GRADUATE STUDENT MEMBER SATISFACTION BY AWARENESS

This diagram shows the ratings student members gave in awareness and satisfaction with the same aspects of IEEE membership presented in scatter plot 3. Improvements to areas high in awareness that have relatively low satisfaction scores are likely to significantly increase the value of IEEE membership. Additionally, items with low awareness may have significant improvement in satisfaction if more members become aware of these products, services, or opportunities.

Satisfaction by Awareness - Students

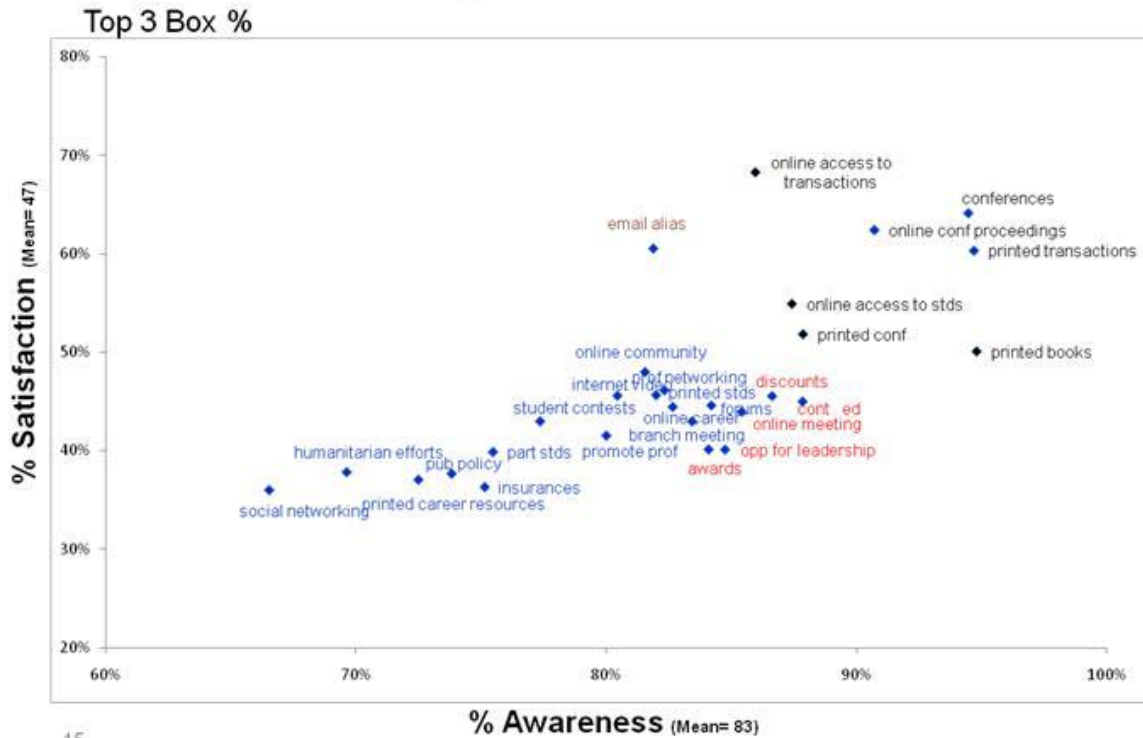


TABLE 2: IEEE UNDERGRADUATE AND GRADUATE STUDENT IMPORTANCE VS. SATISFACTION

The table presents the gap between importance and satisfaction of the 29 aspects of IEEE membership. Programs and projects that significantly improve areas with a significant gap are likely to increase the value of IEEE student membership.

Importance vs Satisfaction - Students			
Top 3 Box %	Importance	Satisfaction	Gap
Awards and scholarships	71	40	-31
Discounts on prof prod and svc	75	46	-30
Online career resources	71	44	-26
Continuing education opp	70	45	-25
Professional networking	70	46	-23
Promoting the prof to the gen pub	63	42	-21
Online access to transactions, journals and magazines	88	68	-19
Representaiton on pub policy issues related to the prof	56	38	-18
Online access to conference proceedings	79	62	-17
Contributing to the gen pub through humanitarian efforts	54	38	-16
Opp for leadership roles	56	40	-16
Online access to standards	69	55	-14
Conferences	71	64	-7
Printed books	54	50	-4
Ability to participate in standards	43	40	-3
Printed career resources	40	37	-3
Forums, newsgroups ,and other online tools	45	45	0
IEEE Online Communities	47	48	1
Internet video programming of conference	44	46	2
Insurance and other fin prod and svc	33	36	3
Social networking	32	36	4
Online meeting	39	44	5
Printed copies of transactions,journal and mag	52	60	8
Printed copies of standards	37	46	9
Printed copies of conference proceedings	38	52	14
Providing email alias with virus protection	46	61	14

MGA VISION

Ensure Quality Member Opportunities for Continuous Engagement

Guiding Principles

- Membership is a core value of IEEE.
- Members shape IEEE's future.
- Members collaborate to create IEEE's future.
- IEEE enhances members' future.

MGA MISSION

Inspire, Enable, Empower and Engage Members of IEEE

For the purposes of...

- Fulfilling the mission of IEEE
- Enhancing the members growth and development through their life cycle
- Providing a professional home

Strategies

- Increase the value of IEEE membership.
- 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, consistent with the IEEE Bylaws.
- Strengthen the relevancy of IEEE membership to industry.

Goals

- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness, within MGA and its interfaces.
- Enhance collaboration with other organization units. (MGA recognizes the intimate relationship between Sections and Societies and their Chapters and will work with other organizational units of the IEEE to foster improved interaction.)
- Increase membership
- Increase the collaboration and cooperation between Geographic Units
- Enhance the membership-related information available to the member and the geographic units