Focus on the Member

Implementing the Vision

Next Steps

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

For the purpose of...
- Fulfiling 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 a vital link
We Want to Know the Issues

Give us feedback at:

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