

Implementing the Vision

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Region 10 Meeting
28 February 2009
Hanoi, Vietnam

This Presentation will Address

- MGA Mission and Vision
- The IEEE Relationship with the Member
- Member Professional Home
- MGA Measures of Success
- Ongoing Efforts within MGA
- Summary

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

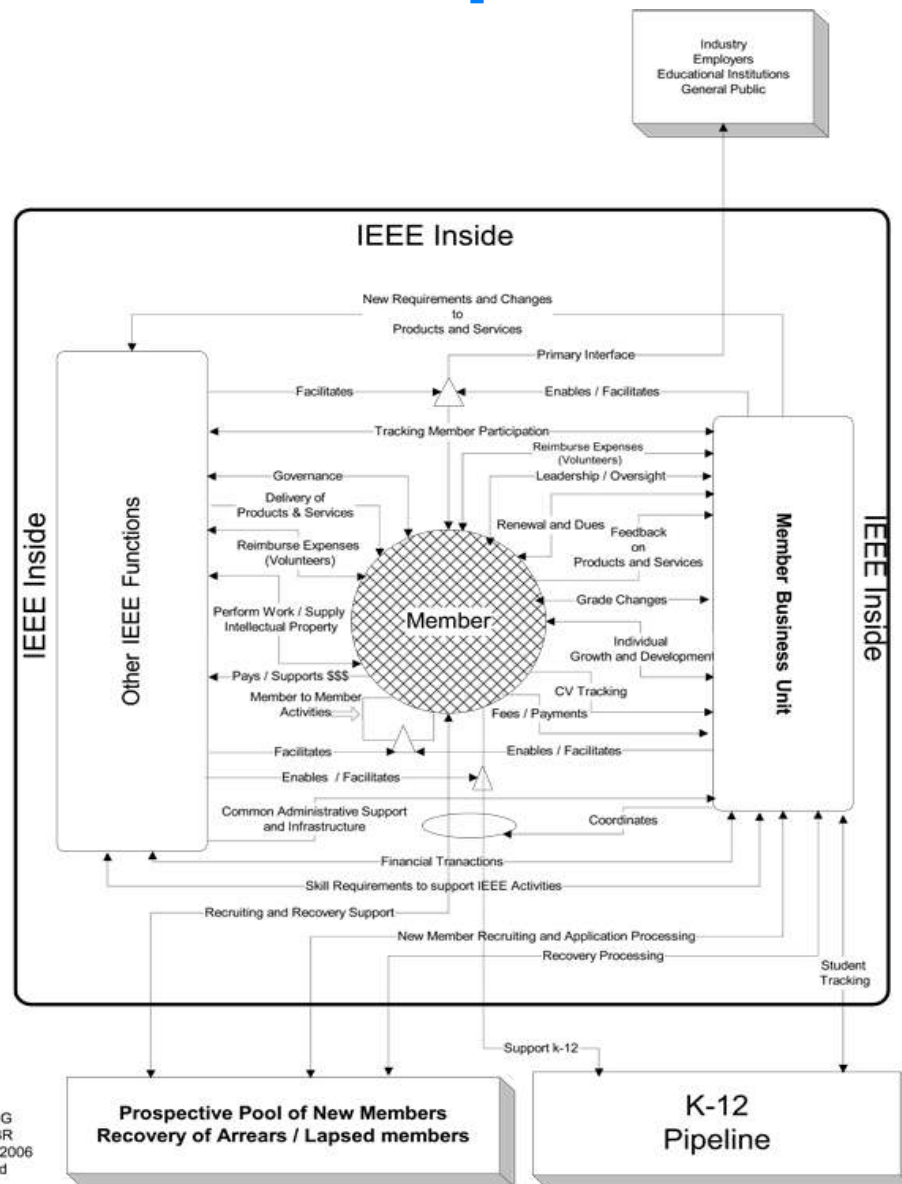
Principles

- 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.

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** activities allows ultra-customized services for optimal experience to Member.*
- “Member” includes non-dues-paying “customers.”
- 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.
 - 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.

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 member and membership activities within **IEEE**.
- 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.

MGA Ongoing Efforts – Implementing the Vision

- Update governance documents
- Review and update Volunteer position descriptions
- Update our communication plans
- Provide updated leadership training
- Develop the data architecture requirements

The New MGA - Summary

- 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 the **IEEE** volunteer leadership should know what is important to the membership you serve
- We have more work to do

Thank You

Thank you for your
commitment to the IEEE
and the contribution that
you are making to our
overall success