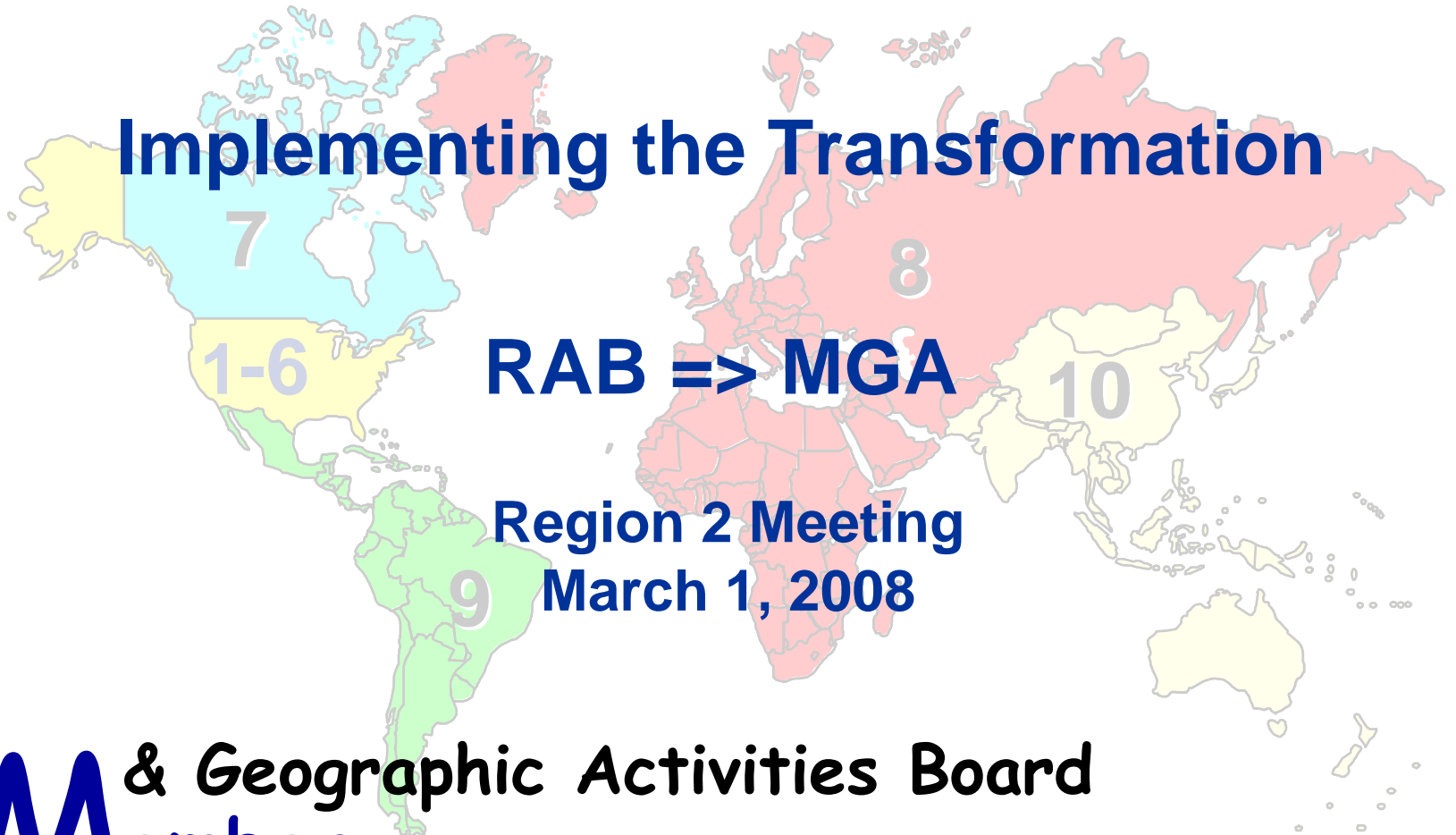


IEEE

Member and Geographic Activities

Implementing the Transformation



M & Geographic Activities Board
Member

Presentation Outline

MGA Overview

Vision and Mission

Strategies

Goals

Board and Committee Expectations

Sections Congress 2008

Questions and Discussion

IEEE Member & Geographic Activities

Paradigm – Vision, Mission, and Guiding Principles

Vision

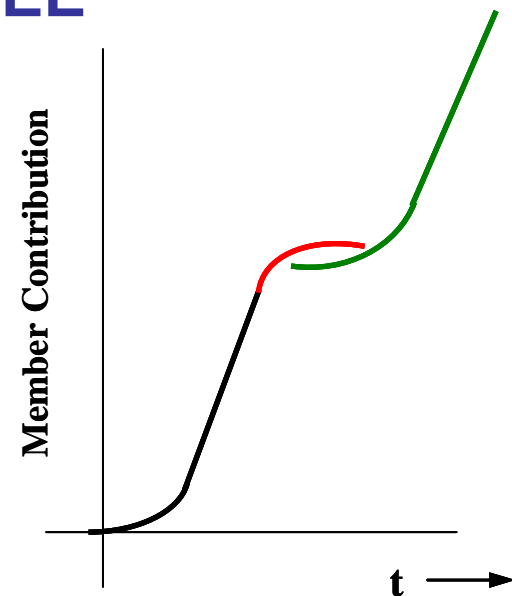
Ensure Quality Member Opportunities for Continuous Engagement

Mission

Inspire, **E**nable, **E**mpower and **E**ngage Members of **IEEE**

Guiding 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.

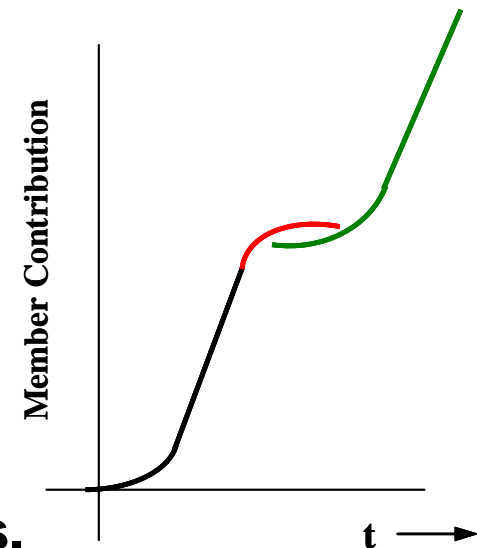


IEEE Member & Geographic Activities Paradigm – Strategies

- **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.**
- **Strengthen the relevancy of IEEE membership to industry.**

IEEE Member & Geographic Activities Paradigm – Goals

- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness.
- Improve staff job satisfaction.
- Enhance collaboration with other business units.
- Increase membership.
- Enhance the membership-related information available to the member and the geographic units.



IEEE Member & Geographic Activities

Strategy and Scope

Strategic Positioning

Vision • Ensure Quality Member Opportunities Through Continuous Engagement

Mission • **I**nspire, **E**nable, **E**mpower and **E**ngage Members of IEEE

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.

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.
• Strengthen the relevancy of IEEE membership to industry.

Scope

- **Member strategy:**
 - Research and data driven insight
 - Strategic direction
 - Benefits
 - Pricing guidelines
 - Products/service offerings
- **Member development:**
 - Membership sales strategy, planning and execution management (recruiting, renewal, recovery)
 - Affinity management
 - Member lifecycle management
- **Member operations:**
 - Call center/tech support
 - Applications processing
- **Member-specific product/service development and management:**
 - Community (MyIEEE, spam blocker/alias, online member directory, Institute)
 - Benefits (Financial Advantage)
 - Knowledge (IEEETV, Potentials)
 - Professional (Career services)
- **Geo-unit management**

MGA Board and Committee Expectations

Full participation by all members

Respect participants and processes

Offer process changes and updates when required

Approach issues with an open mind, take the blinders off

Offer assistance and support as required

Work as TEAM MGA as part of TEAM IEEE

Have Fun

My Priorities as MGA Chair

Keep the ship on course

Identify the pirates

Watch for any shifts in the tide

Direct resources

Meet the members

Have Fun

IEEE Sections Congress
Quebec City, Canada
19 – 22 September 2008

**Celebrating Volunteer
Achievements Worldwide**

Registration Rate

- Primary Delegate/Other Attendees
 - \$400 USD (\$350 USD in 2005)
 - Covers all meals & Congress events, including Honors Ceremony.
 - Section Primary Delegate Registration Waived
- Partners/Children
 - \$225 USD – Adults (\$190 USD in 2005)
 - \$125 USD/children ages 12 and under.
 - Cover breakfast (Saturday, Sunday, Monday) & evening events (Friday, Saturday).

Preliminary Schedule of Events

- Friday, 19 September
 - Opening Ceremony, Dinner for all delegates
- Saturday, 20 September
 - Core Track (AM) and Breakout Sessions (PM)
 - IEEE Honors Ceremony
- Sunday, 21 September
 - Breakout Sessions
 - Open Evening – allow delegates to explore the city
- Monday, 22 September
 - Closing Ceremony
 - Voting/Results of SC'08 Recommendations

IEEE Honors Ceremony

- The IEEE Board of Directors has agreed to conduct the 2008 IEEE Honors Ceremony with IEEE Sections Congress.
- The ceremony highlights the accomplishments of each year's IEEE Award and Medal recipients.
- All SC'08 participants will be invited to attend the ceremony on Saturday, 20 September 2008.

Primary Delegate

- MGA will cover the registration fee for one primary delegate from each Section.
- All other expenses are to be covered by the Region or Section
- The following slide details the criteria that has been established for a primary Section delegate.

Primary Delegate Criteria

1. A primary delegate is a member of the Section designated by the Section Executive Committee to represent the Section at Sections Congress.
2. It is strongly encouraged that the individual be a first time Sections Congress attendee and the Sections should try to fund a younger member (i.e. GOLD).
3. The primary delegate must be of Graduate Student Member grade or higher in the Section. Associate and Student members are not eligible to serve in this capacity.
4. A Section must be current in all reporting requirements in order to send a primary delegate. A Region Director can approve an exemption to this requirement.

Partners Program

- Optional tours will be available for partners
- Working the details with Conference Management Service
- Will be available when the registration is released.

Traveling to Quebec City

- **Jean-Lesage International Aéroport**
 - More than 10 airlines offer over 300 weekly flights from/to many North American, South American and European destinations.
 - Over 25 non-stop daily flights are offered to major hubs in Eastern Canada (Montreal, Toronto, Ottawa) and the USA (New York, Detroit, Cleveland, Boston).
 - Approximately 20 Kilometers from SC08 Hotel

Passports

- All passengers including Canadian and U.S. citizens will be required to present a valid passport when traveling to/from Canada.
- Section Chairs will be reminded to make sure that potential attendees have valid passport.

Additional Sections Congress Information

Visit the following URL for updated
information on SC'08

www.ieee.org/sc2008

IEEE Member & Geographic Activities Region 2 Committee

Thank you for your dedication to the
IEEE and your commitment to the
success of Your Section, Region 2,
TEAM MGA and TEAM **IEEE**

Questions / Discussion

Contact: j.lillie@ieee.org

M & Geographic Activities Board
Member