



**IEEE SECTIONS CONGRESS 2005
RECOMMENDATIONS
REPORT**

1 September 2008

IEEE Sections Congress 2005 Recommendations and Report

Every three years, starting 1984, the IEEE Member and Geographic Activities Board (formerly the Regional Activities Board) has sponsored a Sections Congress (SC). A primary delegate from each IEEE Section throughout the world is invited to participate in this Congress, which is designed to achieve three specific goals:

- Provide the grass roots leadership of the IEEE with the opportunity to network - sharing information, increasing collaboration between Sections and entities, and solving problems - during and after Congress;
- Provide as many opportunities as possible for this leadership to become more familiar with the many resources available and the ways to use them, to maximize their volunteer leadership efforts;
- Offer a forum at which Section Chairs and other leaders are able to voice their opinions and concerns, generating recommendations for submission to the IEEE Board of Directors to guide policy making and resource usage over the ensuing three years.

In October 2005, IEEE Sections Congress was held in Tampa, FL and attended by over 900 individuals. Each Region submitted recommendations that were reviewed and discussed over the weekend. The issues were grouped in the following categories:

1. Operations
2. Public Relations/Awareness
3. Volunteer Training/Knowledge Management
4. Recruitment/Retention (Membership)
5. Education & Career Development
6. Membership Benefits
7. Industry Relations & Jobs

At the closing ceremony on Monday morning, the 272 primary Section delegates prioritized 20 recommendations and the top ten recommendations, as ranked by the Section delegates were forwarded to the IEEE Board of Directors.

In December 2005, the IEEE Board of Directors assigned each recommendation to an IEEE Organizational Unit and/or Individual. It was noted that assignment of a recommendation requires careful consideration and either action or justification for why the action was not taken.

Since SC'05, the Member and Geographic Activities Board (formerly RAB) has been reviewing the progress of each of the recommendations. This report represents the efforts of many volunteers and staff who were assigned a recommendation.

SC'08 primary delegates will again be asked to determine a new set of recommendations. All attendees are encouraged to review this document before SC'08. Progress in IEEE has been made using guidance from the SC'08 Recommendations. This report can help SC'08 delegates make new recommendations.

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- 1. Increase membership value. Include as part of the basic membership free limited access to online publications, products and services or one free society membership with increased benefits according to membership grade, volunteer contributions, and years of membership. To be implemented by 2007 membership year.**

Assignment: IEEE Technical Activities Board as the lead with the participation of all the Major Boards

Report:

The recommendation to provide one free society membership to IEEE members was seriously considered and discussed by various IEEE units. In 2006, a Task Force reviewed the financial implications of implementing a program to provide twelve complimentary Xplore downloads per year to full dues paying members and twelve additional annual complimentary downloads be provided to IEEE Society members. Based on the data available, no action was taken on this proposal since it could not be financially justified.

Since 2005, the IEEE has implemented new programs which increase the value of IEEE membership. These include [ieeetv](http://www.ieee.org/ieeetv) (www.ieee.org/ieeetv), [myieee](http://www.ieee.org/myieee) (www.ieee.org/myieee) IEEE mentoring connection (www.ieee.org/mentoring) and the IEEE Membership Directory Online (www.ieee.org/membernet).

See also recommendation #4.

In June 2006, the IEEE Board of Directors adopted an IEEE membership strategy which requested that the Regional Activities Board, develop affordable and attractive membership models that:

- Maximize membership opportunities
- Maintain the prestige of IEEE membership
- Protect IEEE's reputation
- Ensure the economic viability of the IEEE

Following the BoD action, RAB (via the IEEE Membership Development Committee) commissioned research into an investigation of alternative membership models, cautioning that any new model must attract more new members than the current model and not erode the existing membership base, while meeting the constraints of the Board of Directors' Strategic Challenge.

In November 2007, following a report on the alternative membership models, the IEEE Board of Directors approved the following directive:

Whereas,

- Membership is an IEEE Core Value; and
- We care about having members and that they find value in IEEE membership; and
- There are pros and cons for each of the alternative models reviewed including the current; and
- There is risk in both the status quo and in making a change,

Therefore be it resolved that to move the process forward, a decision has been made to further explore the Tiered Model (choice 3 of those presented) including:

- A strategic and coordinated approach across all IEEE entities, taking into account all the core values of the IEEE,
- Refinement of the number and content of the tiers,

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- Additional market research on the attractiveness of the tiers, member buying behavior, psychology of choice, and price point validation,
- The possibility of real-life pilot testing,
- Detailed, time-phased and resource loaded implementation plan,
- Resolution of potential governance issues, and
- Required modifications to existing business systems.

In 2008, the IEEE Alternative Membership Models task force conducted Discrete Choice Model Tiered Model Survey. This survey used an advanced trade-off methodology that uses an experimental design to determine how decision makers would react to alternative configurations of product or membership profiles (called scenarios). Over 3,600 members participated in an online survey. The member data has been weighted to accurately reflect the population in terms of region and type of member.

The results of the Tiered Model Survey showed that a tiered model would be positively received by the members of the IEEE. However, the study showed that the key to the economic viability of a tiered model would be whether or not it caused significantly more non-members to join the IEEE. In June 2008 the IEEE Board of Directors approved a study of the Tiered Membership Model for Non-Members in 11 countries around the globe. This study will be conducted in September 2008.

No formal recommendation has been made. The task force is still reviewing the data in regards to transition and recurring costs that would occur if a new membership model is implemented. Updates are provided regularly to the IEEE Board of Directors. The next update will be provided in November 2008.

- 2. Develop web-based interactive seminars, on-line e-learning on technical subjects including a quiz, which when completed will provide CEU/PDH credit for participants. Available to members at a minimal cost of \$69.95 to members, and for sections and chapters at a negotiable cost. As of Oct 2005, 50 CEU awardable courses were currently published. - Q32006.**

Assignment: IEEE Educational Activities Board (EAB)

Report:

IEEE Educational Activities currently has a program titled IEEE Expert Now that currently offers 70 on-line courses with an additional 16 in production to be available by September 2008. Those courses are developed from select tutorials, short courses, and workshops presented at IEEE conferences. The courses are developed and deployed in conjunction with SkillSoft. Product marketing and subscription sales are the responsibility of the IEEE Sales and Marketing team. Sales of individual courses to IEEE Members are delivered through IEEE Xplore at the cost of \$69.95 per course for one month access. The courses cover a range of topics at various instructional levels, from Introductory to Advanced. The content for these courses is developed by esteemed subject matter experts and peer reviewed for quality. The quality review process is overseen by the IEEE Expert Now Editorial Board which is also responsible for reviewing existing courses in the collection to maintain quality and relevancy and for providing direction on new course development. Each course includes a quiz, a glossary, interactive screens, audio (now recorded by voice talent professionals), printable course notes, and references. A learner receives 0.3 CEU's, a certificate and a record of completion that is maintained by IEEE for seven years. The CEUs are accredited by the International Association for Continuing Education and Training (ANSI/IACET).

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From January through April 2008, 99 courses were purchased by IEEE Members from within *Xplore* as compared to the 189 courses that were purchased from March through December 2007. In addition, in 2008 the IEEE Expert Now Section-Chapter Pilot Program was extended through year end to continue to provide these OUs with access to IEEE Expert Now courses to use as a foundation for local educational events and to offer their participants opportunities to earn IEEE CEUs. In 2007, ten local events were hosted utilizing this pilot program.

In 2008, four events have taken (two events each within Region 1 and Region 8) and another six events are already planned for the coming months (two events each within Region 1, Region 2, and Region 8). Outreach efforts continue to be made to encourage participation from additional local Organizational Units

- 3. Provide incentives to companies encouraging employee involvement in the IEEE. Reach out to companies showing the value of IEEE membership (Provides better understanding of current trends in the industry, networking, professional development, and continuing education).**

Assignment: Regional Activities Board via the Membership Development Committee

Report:

The response to his recommendation has been covered in regards to the SC05 Recommendation #4 - Development of new tools that demonstrate the value of IEEE membership and #6 - IEEE Public Awareness efforts.

- 4. IEEE should provide to organizational units and members new tools that demonstrate the value of IEEE membership, both in terms of the advantages to employers and the benefits received by members; for implementation by 4Q2006.**

Assignment: IEEE Regional Activities Board with IEEE-USA and Technical Activities Board participation via Membership Development Committee

Report:

In 2006, RAB (now MGA) initiated a comprehensive review and upgrade of all membership development programs, tools and tactics. The end-results have been a complete transformation of the Membership Development (MD) strategy and plan that has produced a 20% increase in annual member recruitment, and a reversal in the downward trend of higher-grade membership. Through its close partnership with MD Volunteers worldwide, along with IEEE-USA and Technical Activities, the MGA has introduced the following initiatives and tactics.

- **Membership Brochures** – In 2006, the MGA initiated a comprehensive re-design of the IEEE membership brochure to place increased emphasis on the benefits of membership. Incorporating feedback from Membership Development Volunteers, the present brochure, "Why We Joined..." visually showcases IEEE's most popular benefits, and prominently features testimonials from our members.
- **Membership CD-ROM** – In 2006, the MGA developed and disseminated an animated showcase of IEEE membership benefits, within integrated web-links to the online form for joining IEEE. The CD-ROM also included the video, "The Spirit of Innovation." Technical Activities has evolved the membership CD-ROM into an interactive kiosk, for placement and presentation at IEEE conferences.

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- **Video - "The Spirit of Innovation"** – In 2006, the MGA developed a 2-minute inspirational video that chronicles the modern history and contribution of engineering and technology. The video was disseminated on the membership CD-ROM, and has been a popular opening for IEEE meetings. By 2008, the video is now on YouTube, several times, posted independently by Volunteers worldwide.
- **Membership Development (MD) Web Portal** – A comprehensive re-design of this volunteer-oriented, resource. The improved navigation compliments the re-designed IEEE home page, and provides a more intuitive interface for volunteers to locate programs, tools, and databases related to membership development.
- **MD Kits** – The MGA has delivered a more robust approach to disseminating membership promotion materials and support tools worldwide. Building on an existing process, the MGA expanded the variety of supplies included in each Kit, and expanded the distribution to include IEEE sub-sections, Society membership development chairs, and the TAB Ad-Hoc committee on membership development. A Membership Development Manual is included in every Kit. In 2008, the shipped the Kits two weeks earlier than prior years, to ensure timely delivery of the promotional materials to Student Branches during the kick-off of the new academic year.
- **MD Manual** – The inaugural edition of the "IEEE Membership Development Manual" was produced. The manual documents best practices for membership development, with the intent to optimize activities between HQ and grass-roots efforts. The Manual contains membership development checklists, a calendar of membership development activity, the "cheat sheet" list of member benefits, and instructions for how to access membership development resources. In 2008, new sections to the Manual included guidance about promoting membership at conferences, and improved instruction for using SAMIEEE as a tool for membership development.
- **Membership "Cheat Sheet"** – In 2006, the MGA developed and disseminated a succinct, 2-page document enumerating the benefits of IEEE membership, along with recommended responses to frequently-expressed objections to membership.
- **MD Conference Call / Webcast** – Introduced in 4Q-2006, the MGA initiated a monthly conference call for Membership Development Volunteers, that has yielded participation throughout the IEEE organization. Offering a consistent yet evolving format, the monthly conference call provides Volunteers with valuable and timely information, including the latest membership statistics, presentations on membership development tactics, and updates about new resources and tools. Webcast attendance has been worldwide, with representative participation from IEEE Regions, Sections, and Societies.
- **Arrears Recovery Program / Campaign** – In partnership with IEEE Section Volunteers worldwide, the MGA initiated several proactive programs to mitigate the loss of members into Arrears. The MGA has provided lists of members in Arrears to all Regional Membership Development officers, and in 2007 automated SAMIEEE access to members with Arrears status.
- **Renewal Alerts - myIEEE, iIEEE.tv** – Beginning in 2006, the MGA leveraged the launch of next-generation benefits to assist with membership development. Upon log-in, myIEEE and IEEE.tv provide an alert to each member reminding them of renewal, or their past-due status, until such time the member takes action.

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- **Member-Get-A-Member (MGM) Program / Campaign** – In 2006, the MGA initiated its first of several upgrades to the MGM program. Beginning in September 2006 the incentive for recruiting higher-grade members increased from \$5 to \$15, in conjunction with the development and dissemination of the MGM "business card." Recruiter participation in the MGM program has nearly doubled between 2006 and 2008. Beginning in 2008, the MGM program will be physically extended to every IEEE member, who will receive a personalized version of the MGM business cards along with their new membership card. Future upgrades to the program will include an electronic version of the MGM program, through integration with myIEEE and IEEE memberNet.
- **Student Graduation Kit / Campaign** – In 2008, with its focus on enabling membership through the member life-cycle, the MGA revisited and comprehensively upgraded its outreach to graduating, student members. Mailed to every graduating student worldwide, the Kit titled, "Congratulations on your achievement: Discover what's next," introduces the graduating member to IEEE after college. Greeted by the Chair of IEEE GOLD, the Kit showcases member benefits to assist a first-year professional, while also prominently communicating the value of member discounts.
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- **Student Transition & Elevation Partnership (STEP)** – In 2008, with its focus on enabling membership through the member life-cycle, the MGA Graduates of the Last Decade (GOLD) formalized the IEEE STEP, its mission to provide standardized yet localized receptions for graduating student members. The STEP program manual is now complete, with reception planning underway for the balance of 2008 and into 2009.
- **MGA Staff Support** – In 2008, the MGA increased its Staff support to Membership Development. The additional Staff will offer increased support and guidance to Volunteers worldwide whose responsibility is to grow membership for their Section and Societies, and enable increased attention to membership development strategy, planning, and best-practices.

5. Update, expand, and improve the IEEE Job Site to:

- **Expand marketing world-wide, visible to both large and small employers**
- **Develop materials to create more effective job searches**
- **Provide on-line guidance/training for unemployed and underemployed members**
- **Make it easier for employers using the Job Site**

Assignment: IEEE Regional Activities Board and IEEE Publications, Products and Services Board

Report:

Since 2005, IEEE made efforts to work closely with the IEEE Regions and Sections to market the IEEE Job Site and increase the number of companies posting jobs. Especially active have been Regions 7, 8 and 9. A new committee was formed in Region 10 to encourage universities to post with the IEEE Job Site in that area. Also, under their guidance, an Academic Professional Portal was added to the Job Site to enable members of the Academic community to more easily find open positions and other types of information relevant to them.

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Job Site staff helped market the Region 1 job fair held at Fairleigh Dickinson University (NJ, USA) and participated in the IEEE Leuven (Belgium) student branch job fair. Plans are now being formulated for an IEEE Gold and Job Site sponsored career fair in London in September 2008. Job Site staff also continues to work with the IEEE Careers Committee to review all IEEE careers programs and recommend additions. Some initial discussions were held with the IEEE Egypt Section about how they can help to increase the visibility of the Job Site there and work with employers to post open positions.

In the area of strategic relations, Job Site staff is holding discussions with the International Herald Tribune (Paris) and the IET (London) to see how they might cooperate with us to expand offerings in the EU. The Financial Times of London is also another possible candidate for such discussions.

A new program was added to the Job Site in 2007 permitting any employer to post their internships and co-ops for free. Marketing was done in April and October. As a result of this effort, 85 internship/co-op posts were put on the Job Site in April, May, June and October. Marketing for this successful program has continued in 2008.

- 6. The IEEE Board of Directors shall direct the Regional Activities Board to find means to increase awareness of the value and expertise that IEEE members add to society, but particularly to their employers.**

Assignment: IEEE Board of Directors

Report:

At its June 2007 meeting, the IEEE Board of Directors approved a motion that affirmed that the IEEE and its leadership want to make a commitment to a long-term, integrated public visibility plan. In August 2007, the Ad-hoc Committee on Public Visibility was established. In November 2007, the Ad-hoc Committee on Public Visibility will present to the IEEE Board of Directors its proposal on how to move the IEEE forward on the development of the public visibility plan.

The Public Visibility program, a five-year global communications initiative to raise IEEE's visibility and to create a global "voice" for IEEE, officially launched in April 2008 with the approval of the contract and statement of work by the IEEE Executive Committee. Ruder Finn, a global public relations firm, together with the Corporate Marketing & Communications Team is spearheading the project under the auspices of the Public Visibility Ad Hoc Committee, chaired by Leah Jamieson. The Public Visibility initiative will initially target 10 countries (selected from a set of pre-established criteria) and focus on 4 audiences – Professional, University, Pre-university and Internal audience – the latter consisting of staff, volunteers and members. After 12 September 2008, you can get more information on the public visibility project at the following URL - <http://www.ieee.org/go/visibility>

In addition, the following programs have been implemented which improve the public's awareness of Engineering:

The [TryEngineering.org](http://www.ieee.org/web/education/preuniversity/tispt) web site and the Expanding Teacher In-Service Program (<http://www.ieee.org/web/education/preuniversity/tispt>), are working to create awareness of engineering and engineering activities among teachers, guidance counselors, and school-age children. In the United States, the IEEE contributes to *Discoveries and Breakthroughs in Science*, brief televised segments about scientific and technological developments, and *Design Squad*, a new public TV program for pre-university students. IEEE-USA also issues position papers related to U.S. technology policy for legislators and other interested parties.

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Other public awareness outreach includes the IEEE Milestones in Electrical Engineering and Computing program, with more than 75 milestones dedicated worldwide so far (http://www.ieee.org/web/aboutus/history_center/about/milestones.html), IEEE Spectrum Radio (<http://spectrum.ieee.org/radio>), and IEEE.tv online programming (<http://www.ieee.org/ieeetv>). IEEE has also launched "Technology Discourses," which will explore the societal and economic impact of some of our emerging technologies, with activities planned to engage the public (<http://www.ieee.org/web/emergingtech/home>).

- 7. Further develop interactive training toward specific volunteer functions. There shall be quick-start, basic, and advanced training that is easily updatable. Feedback shall be collected on the training effectiveness. Entity leaders upon assumption of office will be notified via an e-mail of training availability. Pilot - 4Q06, Training - 4Q07**

Assignment: IEEE Regional Activities Board via RAB/TAB Section/Chapter Support Committee

Reports:

IEEE has produced a series of web-based training modules that can be viewed by IEEE volunteers and members. These modules are available at the following URL:
<http://www.ieee.org/web/volunteers/training/index.html>

The modules range in length from 5 minutes to 30 minutes, depending on the subject matter. The following modules have been developed: (1) Understanding the IEEE (2) Membership (3) Financial Advantage Program (3) Standards (4) Educational Activities (5) Online Products (6) Society/Council Finance Oversight Overview (7) Society/Council Budget Process (8) Society/Council Financial Reports.

- 8. Often, we lose the expertise of past leaders while new leaders end up re-inventing the wheel. Records retention requirements are ill-defined. IEEE shall institute guidelines, mechanisms, and resources for capturing, archiving, searching, and delivering collective records, knowledge, and wisdom of past and current volunteer leaders. Guidelines and pilot - 4Q06.**

Assignment: IEEE Executive Director

Reports:

The IEEE is developing and maintaining a Record Management Program that will provide specific guidance in regards to records retention. A recommendation is expected to be presented to the IEEE Board of Directors in early 2009.

Additionally, IEEE Global History Network (GHN) is being developed. The GHN will provide the premier global network of the history of IEEE-related technologies, professions, and industries, and will support the mission of IEEE's historical activities to enhance the preservation, research, and dissemination of information about the history of electrical and informational sciences and technologies. This site will be rolled out at SC08 and a public launch will take place at the IEEE history conference in summer 2009, in conjunction with IEEE's 125th anniversary.

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9. **To recruit and retain members, IEEE should automatically provide recognition for years of membership in the form of a progressive series of benefits; for implementation by 4Q2006.**

Assignment: IEEE Regional Activities Board via Membership Development Committee

Report:

The MD Committee was informed of this recommendation but the committee decided to concentrate their efforts towards increasing the value of IEEE membership for all members, and initiated a comprehensive assessment of alternative membership models (presently underway). See report on SC05 Recommendation #1 or #4.

10. **Create IEEE Digital Video Library in 2007 - Provide web-based continuing education that captures presentations in conferences, societies, sections, and chapters and provides virtual speakers for other sections and society meetings. Presentations would provide valuable training courses to all IEEE members.**

Assignment: IEEE Educational Activities Board and IEEE Technical Activities Board via the RAB/TAB Section/Chapter Support Committee

Reports:

See the response to recommendation #2.

IEEE.tv has been released. IEEE.tv is an internet broadcasting network that produces and delivers special-interest programming about technology and engineering. Content is available to the public, who may enjoy public access programming at no charge, as well as to members, who receive the IEEE.tv Member/Basic subscription as a benefit of membership. There are two product variations for IEEE.tv:

- IEEE.tv Member/Basic™. An exclusive benefit of IEEE membership offered to all active IEEE members, offering programs produced during the active year of one's membership
- IEEE.tv Public Access™ – Free to the general public, these programs offer information and guidance about careers in technology and engineering, and special topics of public interest.

New programming is available monthly. All programming for IEEE.tv is organized by "Series." Series are an aggregation of programs that offer topical coverage using different production styles and methodologies.

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The following recommendations were presented to the delegates but were not ranked in the top ten. They are being shown for your information, in a random order.

- IEEE will enable Sections to process incoming credit and debit card transactions by 2006. This feature will simplify financial transactions.
- The IEEE should continue to develop interactive internet based section management and communications capabilities in 2006. Such capabilities should include a web based calendar to Personal Information Manager Interface and adding Instant messenger ID's to MyIEEE profiles.
- Create a process to enable membership dues to be paid to sections in local currencies by 2007 for the 2008 renewal. Allow member to renew on the Web without credit cards with the section paying IEEE.
- To raise public awareness of IEEE worldwide, the IEEE Board of Directors shall direct the six sub boards to find means to implement a worldwide IEEE day to be celebrated on Alexander Graham Bell's birthday annually, in every IEEE country and every Section on the same day, by 2007.
- IEEE Corporate Communications shall develop a public relations program to be implemented worldwide, and designed to raise awareness of IEEE and the IEEE brand. The program is to be launched by 1st Qtr. 2007 and reviewed for results in 3 years using appropriate metrics by the Board of Directors.
- IEEE shall develop a presentation tool that entity leaders can use to develop presenter-configured training material for volunteers. This would be a presentation 'generator' that has selectable attributes that can be presenter-defined to meet specific operational unit needs. The pilot shall be available by 4Q06, and the tool by 4Q07.
- To better retain our young members, IEEE should develop a transitional program of better relevance to members with less industrial experience (students and GOLD), including an advertising campaign and incentives; for implementation by 2Q2006.
- Build the "IEEE Network" by teaching personal skills. On a person-person basis globally provide the tools needed to maintain long relationships for job advancement, career management, and technical vitality. Skills to include leadership, management, mentoring, networking, and transitional skills to leadership / public service. Two region pilot - EOY2006.
- Financial benefits: Local IEEE units outside the U.S. to be allowed to develop local Financial Advantage Programs in collaboration with HQ. To be developed no later than 4Q 2006.
- Address un-employment and under-employment:
 - A Rapid Response team of resume/skill/ entrepreneurial coaches would be formed to take action in a geographic or specialization area in need
 - Skill coaching should be available for engineers changing specialization and for job searching