

**IEEE Sections Congress 2005**  
**Recommendations & Assignments**  
**Assignments approved by IEEE Board of Directors - December 2005**

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Assignment of a recommendation requires careful consideration and either action or justification for why the action was not taken.

- 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:** TAB as the lead with the participation of all the Major Boards

**Status (as of 9 November 2007):**

The recommendation to provide one free society membership to IEEE members has been 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 current data available, this program could not be financially justified.

In 2005, the IEEE Membership Development Committee (MDC) suggested that changes to the way membership is “packaged and sold” may help to reverse the trend of membership decline. In 2006, MDC proposed an IEEE membership strategy that was adopted by the IEEE Board of Directors in June 2006 as Strategic Challenge 1:

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

To that end, MDC 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, the IEEE Board of Directors will be asked to discussing the changing of the IEEE Membership Model. The specific questions is “Which membership model will best enable IEEE to maximize membership market share, address the affordability and value issues raised by members, while maintaining the financial viability, reputation and prestige of IEEE?”

IEEE has implemented new programs which increases the value of IEEE membership. These include ieee.tv, IEEE mentoring connection and the expected release of the IEEE Online Membership Directory (January 2008)

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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:** EAB

**Status (as of 14 November 2007):**

IEEE Educational Activities currently has a program titled IEEE Expert Now that currently offers 68 on-line courses with at least an additional 6 to be available by end of 2007. Those courses are developed from select tutorials and workshops presented at IEEE conferences. The courses are developed and deployed in conjunction with the Thomson Corporation's NETg division, which was recently sold to SkillSoft. Product marketing and sales are the responsibility of the IEEE Sales and Marketing team. 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 (IACET).

In March 2007, the sale of individual courses to IEEE Members was launched via *Xplore* at the cost of \$69.95 per course for one month access.

As of October 2007, over 90 courses were purchased by IEEE Members from within *Xplore*. In addition to the IEEE Singapore Section event in September 2006, which launched a pilot program for all IEEE Regions, Sections, Chapters, and Affinity Groups to utilize individual IEEE Expert Now courses for their local education events, the following groups have hosted or are planning events in 2007: IEEE Southeast Michigan Section, IEEE Nigeria Section, IEEE Delaware Bay Section, IEEE Syracuse Section / PES Chapter, IEEE ComSoc Baltimore Chapter, IEEE London Section, and IEEE Serbia and Montenegro ComSoc Chapter.

This pilot program has been extended through 2008 to encourage participation from additional local Organizational Units. Regarding the sale of the institutional subscription of the IEEE Expert Now course collection, much progress is being made. A number of sales have been made to corporations and others are being secured, including some subscriptions from academic institutions.

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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:** RAB via Membership Development Committee

**Status (as of 7 November 2007):**

In 2006, IEEE established the position of Corporate Partnership Director has been speaking with a number of companies to engage them in a variety projects from:

- o encouraging and supporting their employees to volunteer/participate in IEEE pre-university education initiatives
- o identifying professional development opportunities for their employees
- o supporting IEEE recognition programs
- o raising the visibility of the profession and the IEEE
- o partnering with the IEEE on IEEE strategic goals/initiatives

See Recommendation #6 for information on the 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:** RAB with IEEE-USA and TAB participation via Membership Development Committee

**Status (as of 7 November 2007):**

In 2006, RAB added to its role in the member renewal campaign by introducing and producing several sales-support tools and processes for membership, as well as partnering with IEEE-USA to increase effectiveness of membership development. IEEE produced a variety of tools to help with membership development, which include the following:

- **Membership Development 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.
- **Membership “Cheat Sheet”** – A succinct 2-page document indexing the benefits of IEEE membership, along with recommended responses to frequently-expressed objections.
- **Membership Development 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.

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- **Member-Get-A-Member Program** – Upgraded the IEEE MGM program. Beginning in September 2006 the incentive for recruiting higher-grade members increased from \$5 to \$15. Now members have the option of redeeming their MGM credit voucher toward an IEEE purchase (the present program), or donating the value of the voucher to the IEEE Foundation.
  - **Membership Recruitment Kits** – RAB delivered a more robust approach to disseminating membership marketing materials and applications worldwide. Building on an existing process, RAB 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. The Membership Development Manual was included in all Kits mailed to Sections and Society MD officers.
  - **Membership Development (MD) Conference Call / Webcast** – Monthly conference call for Volunteer MD officers.
  - **Extended Recovery Campaign** – RAB initiated and directed a new outreach to members whose membership has lapsed for 18+ months. Members contacted on this project had between five and fifteen years of membership before they made the decision not to renew.
  - **Conference Marketing Initiative** – RAB supplied this initiative the new multimedia CD-ROM for membership, which was evolved into an interactive kiosk for placement at conferences. In conjunction with Technical Activities staff, RAB is assessing a more accurate way to determine membership recruitment resulting from membership marketing at conferences.
  - **Pre Arrears Recovery Lists** - A listing of members with a "not renewed" status is provided to each Region MD Chair for dissemination to Section MD chairs for the purpose of conducting outreach prior to those members on the lists falling into the "Arrears" status as of Feb 28
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:** RAB and PSPB

**Status (as of 2 November 2007):**

2007 efforts continued 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 this year, were 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 will be added to the Job Site by the end of December to

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enable members of the Academic community to more easily find open positions and other types of information relevant to them.

Job Site staff helped market the Region 1 job fair held at Fairleigh Dickinson University in April and contributed to its success. We will be participating in the IEEE Leuven (Belgium) student section job fair in December. 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 will continue into 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

**Status (as of 2 November 2007):**

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 preuniversity students. IEEE-USA also issues position papers related to U.S. technology policy for legislators and other interested parties.

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](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>). The IEEE also has a new program to build stronger relationships with industry around the

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world, including plans to raise awareness of the IEEE and to identify ways we can work together for the benefit of our members and the profession.

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. The Board asked the IEEE President to establish a volunteer/staff ad-hoc committee to develop a proposal that would outline a process by which this plan could be developed and sustained over time.

In August 2007, the Ad-hoc Committee on Public Visibility was established. The Committee has met several times to carry out its work of creating a proposal that contains guiding principles for developing public visibility efforts under the plan. 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.

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:** RAB via RAB/TAB Section/Chapter Support Committee

**Status (as of 2 November 2007):**

Technical Activities is producing a series of web-based training modules that can be viewed by IEEE volunteers and members. The modules will range in length from 5 minutes to 30 minutes, depending on the subject matter. These modules will be used both to introduce a topic, or as a refresher when the volunteer is asked to complete a specific task. The first modules should be available in October 2007. The following modules are being developed: (1) Understanding the IEEE (2) Society/Council Finance Oversight Overview (3) Society/Council Budget Process (4) Society/Council Financial Reports

The RAB/TAB Section/Chapter Support Committee is considering the development of similar modules which focus on Section/Chapter activities. Additionally, the training material that is currently available on the web for Section/Chapter officers will be consolidated to one location on the web. Training modules on Analytics and the proposed Organizational Unit Management Project are being offered via on demand training.

In November 2007, the RAB Strategic Planning Committee formed teams to develop tools which will enable volunteers (1) to run queries to search for individuals who served in a specific position (2) develop collaboration tools to facilitate the change of ideas (3) review mentoring resources that will assist the volunteers in conducting their duties.

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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

**Status (as of 2 November 2007):**

A team of volunteers and staff are working together to scope out the requirements of a pilot project regarding archive management. Preliminary plans include the review of the record retention schedule, development of a communication plan reminding the geographic units of the retention schedule and implementation of survey to understand what tasks volunteers perform and how they perform them.

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:** RAB via Membership Development Committee

**Status (as of 2 November 2007):**

The MD Committee has been informed of this recommendation. However, no specific action has been taken on this recommendation.

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:** EAB & TAB (RAB/TAB Section/Chapter Support)

**Status(as of 14 November 2007):**

Regional Activities has developed and released IEEE.tv – an internet broadcasting network that produces and delivers special-interest programming about technology and engineering. The IEEE recently introduced this offering as a benefit 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:

- o 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
- o 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 will debut monthly. All programming for IEEE.tv is organized by "Series." Series are an aggregation of programs that offer topical coverage using

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different production styles and methodologies. The following series debuted in 2006: Conference Highlights, Meet the Authors, Careers & Technology, IEEE Products, IEEE.tv Specials, and IEEE Spectrum Reports.

As noted in response to recommendation #2, IEEE Educational Activities currently has a program titled IEEE Expert Now that currently offers 68 on-line courses with at least an additional 6 to be available by end of 2007. Those courses are developed from select tutorials and workshops presented at IEEE conferences. The courses are developed and deployed in conjunction with the Thomson Corporation's NETg division, which was recently sold to SkillSoft. Product marketing and sales are the responsibility of the IEEE Sales and Marketing team. 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 (IACET). In an effort to support local IEEE educational programs, the IEEE Expert Now Section-Chapter Program was started as a pilot program for all IEEE Regions, Sections, Chapters, and Affinity Groups to utilize individual IEEE Expert Now courses for their local education events. This program began with an event that was organized by the IEEE Singapore Section in September 2006 at which the Section used IEEE Expert Now courses as a centerpiece to conduct a member meeting. A total of 137 participants attended the event and a "Best Practices" document was created for use by others in planning such an event. In addition to the IEEE Singapore Section event, the following groups have hosted or are planning events in 2007: IEEE Southeast Michigan Section, IEEE Nigeria Section, IEEE Delaware Bay Section, IEEE Syracuse Section / PES Chapter, IEEE ComSoc Baltimore Chapter, IEEE London Section, and IEEE Serbia and Montenegro ComSoc Chapter. This pilot program has been extended through 2008 to encourage participation from additional local IEEE Organizational Units.