



## IEEE Sections Congress 2008 Recommendation Response form

### 1. IEEE Sections Congress Recommendation #1

Every member to have an annual entitlement to a limited number of free IEEE Xplore downloads.

### 2. Provide a project description or statement of the work being conducted in support of this recommendation.

This is a long standing request as a benefit of IEEE membership. The major problems to be overcome are that many societies rely on IEEE downloads for their income, and there will be resistance to a number of included downloads that puts these revenue streams at risk. The IEEE itself relies heavily on the income from IEL and many interests will be reluctant to agree to this proposal if the income stream is impacted – the real problem we have is trying to determine the potential impact of these free downloads on other income streams.

Significant work on the impact of included downloads to was conducted for the Alternate Membership models project and much of this work can be repurposed into the due diligence of the project for this request. Essentially, the project will include:

1. Due diligence assessment of varying levels of included downloads for members in the following areas:
  - A. IEEE Membership: Number of Members (recruitment and retention) and Revenue
  - B. Society Members: Number of Members (recruitment and retention) and Revenue
  - C. Society Optional Publications: Reduction in optional publication subscriptions as a result of the included downloads
  - D. IEEE Product Sales: Reductions in revenues and/or marketing strategies to bring in new customers (Single Article Sales, MDL, Enterprise, IEL)
  - E. IT Implementation Costs
2. Proposals for implementation plans and possible test models that would limit exposure to revenue losses.
3. There has also been discussion of the possibility of offering the included downloads as a renewal incentive for members in their early years of IEEE membership. The vast majority of the attrition of IEEE members occurs in their first 5 years of membership. A team will be assessing the impact of including downloads for members in their second, third, fourth and fifth years of membership. This may allow for improved member satisfaction for these new members while limiting the exposure to Societies and product sales.

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<b>The next milestones to be completed during the 3<sup>rd</sup> quarter of 2009 would be:</b>
<ol style="list-style-type: none"><li>1. A complete assessment of the impact of including between 6 and 12 free downloads with membership. This impact study would include the impact on IEEE Membership recruitment and retention, Single Article Sales, Enterprise and IEL sales, Member Digital Library, Society Membership, Society Publications, as well as the IT costs to implement such an offer.</li><li>2. An assessment of the impact of including downloads for renewing members as an incentive for renewal. The assessment needs to be conducted across all of the area listed in item #1 above.</li></ol>
<b>4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?</b>
The expected outcome will ideally be fulfillment of the Sections Congress recommendation in some fashion. However, if it is not possible to fulfill the request, the expectation will be a complete report of the due diligence that has been conducted to support the final decision.
<b>5. Please provide any additional information that will be helpful in providing an update on this recommendation.</b>
<b>6. Submitted by and Date</b>
Mike Williams, Jamie Moesch – 7 May 2009



## IEEE Sections Congress 2008 Recommendation Response form

<b>Please complete the form below</b>
<b>1. IEEE Sections Congress Recommendation #2</b>
<p>Payment Flexibility – Members especially students and those in developing countries who do not have credit cards need flexible payment methods regardless of location and banking methods, supporting aggregated payments in local currency and minimizing transaction costs and processing overheads.</p>
<b>2. Provide a project description or statement of the work being conducted in support of this recommendation.</b>
<p>A staff team at IEEE identified ten methods that could provide payment flexibility. The team evaluated each option and narrowed the options to four; the use of PayPal; the use of a management company; use of Concentration Banking (CB) Custody Accounts; and the use of a lockbox.</p> <p>The use of Pay Pal would enable students throughout the world to join and/or renew by accessing their checking accounts. Many students do not have international credit cards to pay on-line.</p> <p>We are investigating the process to open a bank account and lockbox. Opening a bank account in a foreign country requires legal registration with the government.</p> <p>A RFP was created and issued to two management companies in India. The companies were asked to collect dues payments, deposit the payment in rupees into a bank account and mail the paperwork to Piscataway.</p> <p>The CB custody account can be used to accept dues payment. Payments in foreign currency can be deposited into local accounts and transfers made using the CB account. The CB debit card can be used to make a payment online for membership applications and renewals.</p>
<b>3. Next Milestone or expected completion date of this recommendation.</b>
<p>A test will be run in May using PayPal from an international site to determine the fees involved in making a dues payment.</p> <p>A procedure on the collection of payments in local currency has been updated and will be made available on the IEEE web site and publicized via SCOOP.</p> <p>The staff team is currently evaluating the proposals received from the two management companies in India. A business plan will be presented to the MGA Board in June.</p>
<b>4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?</b>
<p>Our goal is that international members can pay in foreign currency with minimal transaction costs and processing overheads.</p>

# IEEE SECTIONS CONGRESS 2008

*Celebrating Volunteer Achievements Worldwide*



<b>5. Please provide any additional information that will be helpful in providing an update on this recommendation.</b>
<b>6. Submitted by and Date</b>
Bill Kennedy – MGA Treasurer/Allan Gray – MGA Director- Finance 19 May 2009



## IEEE Sections Congress 2008 Recommendation Response form

<b>1. IEEE Sections Congress Recommendation #3</b>
<p>Provide "Leadership Training Handbook (Text and Multimedia) for Section Officers" to include: Volunteer Recruitment, Roles &amp; Responsibilities of Section Chair and Section Committee, Presiding at Meetings, Documentation - Websites &amp; Forms, Time Table for Elections &amp; other formal IEEE Required Activities, and Transfer of Responsibilities to incoming officers.</p>
<b>2. Provide a project description or statement of the work being conducted in support of this recommendation.</b>
<p>This recommendation is being address by the efforts of the MGA Geographic Unit Operations Support Committee and the MGA Leadership Training ad hoc committee.</p> <p>The MGA Geographic Unit Operations Support Committee is working on development of a table which identifies the functions that should be performed by each unit. Additionally, the committee will be surveying Section to get feedback on how they are conducting business today to ensure that all functions are captured.</p> <p>The MGA Leadership Training ad hoc committee is working on the development of quick start officer training. Both of these efforts are supporting the development of a Geographic Unit Leadership Handbook.</p>
<b>3. Next Milestone or expected completion date of this recommendation.</b>
<p>By June 2009</p> <ul style="list-style-type: none"> <li>• Compile a list of functions – distinguish between mandatory functions versus optional functions</li> <li>• Conduct Survey of Geographic Units</li> <li>• Analyze survey results and add functions</li> </ul> <p>July – September 2009</p> <ul style="list-style-type: none"> <li>• Determine the structure for organizing training (Frame Work)</li> <li>• Assess &amp; provide recommendation on delivery mechanism of material</li> </ul> <p>October – December 2009</p> <ul style="list-style-type: none"> <li>• Review data and establish a path for completion by early 2010.</li> </ul>
<b>4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?</b>
<ul style="list-style-type: none"> <li>• Increase number of units providing on time reporting</li> <li>• Increased number of new volunteers in Section/Chapter Activities</li> <li>• Volunteers spending less time trying to find information about IEEE and more time focusing on the needs of the members.</li> </ul>
<b>5. Please provide any additional information that will be helpful in providing an update on this recommendation.</b>
<b>6. Submitted by and Date</b>
<p>1 May 2009 – John Dentler/Dan Toland/Cheryl Sinauskas</p>



## IEEE Sections Congress 2008 Recommendation Response form

<b>1. IEEE Sections Congress Recommendation #4</b>
The MGA Board to assign staff to develop, a user-friendly system and support to enable Sections, Chapters and Affinity Groups to deliver, at low cost, teleconferencing, collaborative technologies, and webinars as a free member benefit. (IT Operations)
<b>2. Provide a project description or statement of the work being conducted in support of this recommendation.</b>
This is a complex project to provide a matrix of services that meet stated and validated section and chapter requirements for electronic collaboration. The solution must effectively trade 1) service type 2) quality 3) usability 4) geographic availability and 5) geographic interoperability against cost. No single one-size-fits-all service exists; the solution has many components. One component will be recommended procedures and training to employ existing free and very low cost services for IEEE section and chapter collaboration purposes. Another will be specific, centrally contracted commercial services where a known level of need and return-on-investment potential exists. Current developments: CIO has appointed a project manager, MGA staff have reviewed existing survey information and conducted a supplementary IEEE-wide survey in order to fill in the solution matrix and set priorities for implementation. Analysis is in progress. Gartner Group and Forrester have each been consulted for summaries of the solution space of suitable collaboration tools. Specific tools (such as Google Groups, Google Academic, Central Desktop, and others) are being evaluated.
<b>3. Next Milestone or expected completion date of this recommendation.</b>
Completion of a proposed services matrix, indexed by service type, quality/usability level, and geographic availability, which will be the basis for implementation planning: 1 November 2009.
<b>4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?</b>
Enhanced section, chapter, and affinity group (SCAs) operations and activities resulting from free or very low cost availability of tools for communication and collaboration. Reduced operating costs for SCAs by replacing physical meetings with electronic ones. Greater numbers and variety of SCA member events by eliminating need for physical attendance in order to achieve benefits.
<b>5. Please provide any additional information that will be helpful in providing an update on this recommendation.</b>
Though the survey of section, chapter, and affinity group needs is complete, additional information about needs is welcome. Look for publication of plans with requests for comments in future months.
<b>6. Submitted by and Date</b>
Eugene Ressler 4 May 2009



## IEEE Sections Congress 2008 Recommendation Response form

### 1. IEEE Sections Congress Recommendation #5

For digital libraries: develop additional, smaller tiered packages (10,20 items, etc.) which allow members to purchase defined quantities of digital content without expiration. Provide members permanent electronic access to previously purchased content.

### 2. Provide a project description or statement of the work being conducted in support of this recommendation.

Scope:

There are really several different sub-projects or goals to this one Congress Recommendation:

1. Developing additional small packages of products for individual members
2. Making sure that any purchase of these packages by a member does not have the "use it or lose it" clause ("without expiration")
3. Providing members with permanent electronic access to their purchases.

We should approach each of these individually:

Developing additional small packages of products

#### 1. "Member Digital Library – Basic"

There has been a discussion with the PSPB regarding creating a package of products for individual members (MDL-Basic, sometimes known as "MDL-Light") which would offer smaller bundles of downloads than individuals can presently purchase (currently the Member Digital Library, MDL, costs \$35 per month—minimum of 6 months subscription—and allows up to 25 downloads each month—your quota vanishes at the end of each month if it is not used).

While this project appears possible, and plans are in the works is the fact that the IEEE Product Management Group work to a future horizon of about 2 years. Thus anything that they wish to propose is seldom implemented in less than 2 years. There are usually for good technical reasons for this time-lag, particularly when the projects involve the IT group and web based commerce—these things take time to implement, particularly when, as now, there is a freeze on any IT projects that are not of first priority.

#### 2. Article "Packs"

The product management team is assessing a product strategy that would allow members and customers to purchase "packs" of downloads (E.G. 10, 15, 25, and 50 article packs). This idea is in its infancy stages and much more assessment work needs to be conducted before this idea could be presented to the PSPB board for consideration.

The "use it or lose it" clause.

The possibility of this option will be addressed during the assessment of the "Article Pack" product strategy.

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Providing members with permanent access to their purchases.  
The costs of such a proposal will be reviewed.

While such a philosophy sounds good, it will very likely prove significantly difficult to implement in a reasonable time period. Members having the ability to download an article (whether purchased or as a benefit of membership) can easily store it on their own facility or simply print it out and keep the paper copy.

As the central implementation of this request would likely be difficult and expensive, and the user providing the permanent storage themselves is easy and almost free.

Immediate actions:

As the IEEE Product Management group apparently has done some preliminary work on a plan for MDL-Basic, a first step would be to begin discussion to determine the extent of the plan, and its cost.

**3. Next Milestone or expected completion date of this recommendation.**

Review of the MDL Basic plan by the PSPB.

**4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?**

Expected outcomes would be some new type of product release as proposed above (either MDL Basic or Article Packs).

The due diligence of the product assessment will address the potential impacts on IEEE, and as they are provided they will be listed within the Sections Congress updates.

Measurements of success will be:

1. Product release
2. Product usage
3. Member product usage
4. Member and Customer satisfaction with the product

**5. Please provide any additional information that will be helpful in providing an update on this recommendation.**

**6. Submitted by and Date**

Mike Willams, Jamie Moesch, 7 May 2009



## IEEE Sections Congress 2008 Recommendation Response form

<b>Please complete the form below</b>	
<b>1. IEEE Sections Congress Recommendation #6</b>	
	Improve the implementation of recommendations identified at Sections Congress.
<b>2. Provide a project description or statement of the work being conducted in support of this recommendation.</b>	
	A major objective of the Sections Congresses is to obtain feedback from the IEEE Members through their elected representatives and to follow up on the priorities identified by them. It is essential that proper feedback be provided to the membership at the grass root level on actions taken at the corporate level in implementing the various recommendations. This process needs to be institutionalized so that not only proper action is taken on the identified recommendations but it is also seen to be taken by providing regular updates on the progress towards their fulfillment whenever possible, as well as requesting continuous feedback.
<b>3. Next Milestone or expected completion date of this recommendation.</b>	
	June 2009 – a message will be distributed to all SC08 attendees informing them that progress reports/updates on the recommendations are available. Updates will be distributed to all SC08 attendees at least 2 times per year (May/June and November/December). Additionally, we will update the SC08 website ( <a href="http://www.ieee.org/web/volunteers/sections-congress/2008/sc08-recommendations.html">http://www.ieee.org/web/volunteers/sections-congress/2008/sc08-recommendations.html</a> ) with progress reports as updates are provided. A final report on the recommendations will be completed by December 2010
<b>4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?</b>	
	The expected outcome is to keep the Section leaders informed of the progress being made on the SC08 recommendations. Section leaders will be able to provide feedback to the project owners throughout this process. This will also enable the Section Leaders of 2011 to be better prepared when recommendations are requested for IEEE Sections Congress 2011.
<b>5. Please provide any additional information that will be helpful in providing an update on this recommendation.</b>	
<b>6. Submitted by and Date</b>	
	Om Malik, Marc Apter, Dan Toland – 12 May 2009



## IEEE Sections Congress 2008 Recommendation Response form

<b>Please complete the form below</b>
<b>1. IEEE Sections Congress Recommendation #7</b>
<p>There are a good number of IEEE benefits that are relevant or accessible to Regions 1-6 members only. IEEE should implement similar benefits of local relevance across all Regions.</p>
<b>2. Provide a project description or statement of the work being conducted in support of this recommendation.</b>
<p>Project was broken into 2 parts.</p> <p>Part 1: An ad hoc committee on Globalization of Professional Activities (IEEE GPA) was formed in partnership between MGA and IEEE-USA. It's purpose: (1) to inventory and assess the current state of Professional Activities within IEEE, (2) compile data on member interests and preferences related to Professional Activities, their management and financing, and (3) develop a strategic plan to assist all regions in developing Professional Activities tailored to their specific needs and interests.</p> <p>Part 2: Other member benefits will be addressed by the Member Engagement and Life Cycle Committee (MELCC) that reports to the Vice Chair of Member Development in the MGA Board.</p>
<b>3. Next Milestone or expected completion date of this recommendation.</b>
<p>Part 1: Accomplished the following: Launched capability for providing members with professional development eBooks and webinars. Launched a website to familiarize IEEE members with the new initiative of Globalization of Professional Activities. Developed a list of existing products and services and regional needs for new or enhanced products and services. Developed an online community for collaboration and committee work. Formed a committee with representation from all ten IEEE Regions</p> <p>The GPA committee submitted its quarterly report to the NIC on 15 April. It will be presenting its report and actions to be implemented at the November meeting series.</p> <p>Part 2: The team working on the other member benefits is in its formative stages and will be presenting an update to the MELCC in May and the MGA Board in June.</p>
<b>4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?</b>
<p>Part 1: The GPA report and strategic plan will be presented to the IEEE Board of Directors for consideration in developing future IEEE strategic and operation plans and budgets. It will help address 2008 Sections Congress Recommendation #7:</p> <p>Part 2: These items are being address and will be reported as the projects unfold.</p>



<b>5. Please provide any additional information that will be helpful in providing an update on this recommendation.</b>
Part 1: Next Steps Discussions on possible Region 8 Global Professional Activities Congress in Nov 2009. Brainstorming on more GPA products and services. GPA committee will meet at up-coming June series.
<b>6. Submitted by and Date</b>
Gerhard Hancke, Russell Lefevre, Francisco Martinez and Adrian Pais



## IEEE Sections Congress 2008 Recommendation Response form

**Please complete the form below**

### **1. IEEE Sections Congress Recommendation #8**

Develop and deliver a web based payment solution for local OU events

Sections and chapters need a web-based payment solution for small local events that is:

- Low cost;
- Secure and immediate;
- Capable of depositing into a concentration banking account or international equivalent with event and payer identification.

### **2. Provide a project description or statement of the work being conducted in support of this recommendation.**

A new cross functional team composed of volunteers and staff from MGA, IT, and Financial Services departments has been established. Team completed "Vision and Scope" document, gathered preliminary requirements, proposed and came up with a high level design of the solution, and started work on the detailed Business Requirements Document. Next steps include completion of the Business Requirements Document, implementation cost and effort estimation based on the specifications, allocation of resources, implementation of the solution, pilot program, changes based on lessons learned, and finally full solution rollout to all IEEE Sections, Chapters, and Affinity groups.

### **3. Next Milestone or expected completion date of this recommendation.**

Next major milestone is completion of detailed Business Requirements Document to be used in implementation cost and effort estimation. This is scheduled to take place by the end of June 2009.

### **4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?**

Expected outcome are:

- an increase in operational efficiency of Sections, Chapters, and Affinity Groups via simplification and automation of administration tasks.
- addition of an easy to use and convenient credit card payment option for event attendees.

There would be three groups of beneficiaries – volunteers, members, and general public attending events organized by Sections, Chapters, and Affinity Groups.



Volunteers will benefit from simplified and automated administration of processing payments for small local events by being able to increase operational efficiency of their units. Additionally low cost of the proposed solution will allow spending freed up funds on other initiatives.

Members and general public registering for events will benefit from an easy to use and convenient credit card payment option for event attendees.

We will use a pilot involving a small number of Sections, Chapters, and Affinity Groups to gauge the initial success and solution performance. Based on the feedback the solution will be adjusted accordingly and then rolled out to all of the Sections, Chapters, and Affinity Groups. We continue to monitor performance after the solution is released to all organizational units.

Specific measurement instruments will include volunteer and member surveys as well as metrics on number of units utilizing the process and number of event attendees. The metrics will then be compared to numbers on L31 reports from previous years to judge the solution success.

**5. Please provide any additional information that will be helpful in providing an update on this recommendation.**

If you would like additional information please contact Eugene Khusid at [e.khusid@ieee.org](mailto:e.khusid@ieee.org)

**6. Submitted by and Date**

Eugene Khusid  
May 15<sup>th</sup>, 2009



## IEEE Sections Congress 2008 Recommendation Response form

<b>Please complete the form below</b>
<b>1. IEEE Sections Congress Recommendation #9</b>
Provide support and tools for the creation and maintenance of easy to update Section web sites with "single sign-on" authentication via IEEE web accounts featuring at least blogs, meeting calendars and member surveys. Use commonly available, best practice technologies not requiring programmer support for day to day use. (IT Operations)
<b>2. Provide a project description or statement of the work being conducted in support of this recommendation.</b>
The recommendation describes the vTools project, a volunteer-driven software development initiative. vTools is already deploying a subset of the recommended capabilities, with the rest in development. A meetings calendaring and planning tool is available for use, including training and training packages. The "Web-In-A-Box" capability, which easily creates standard section web pages with common useful services, is being tested by a successively larger group of volunteer sections (currently 13). Several open-source packages for blogging have been recently evaluated for inclusion in vTools. A financial management package has been designed and is awaiting resources for implementation. A section "Dashboard" has been prototyped. Additional capabilities are in the concept design phase.
<b>3. Next Milestone or expected completion date of this recommendation.</b>
15 May 2009 decision on blogging solution, with implementation complete by 30 September. 31 May 2009, next release of meetings tool. Web-In-A-Box to be available in production by 15 October 2009.
<b>4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?</b>
Enhanced section, chapter, and affinity group (SCAs) operations resulting from more effective and efficient administration and communication among volunteer leaders. Simpler, more efficient execution of SCA volunteer leader responsibilities. More consistent communication provided to members by SCAs.
<b>5. Please provide any additional information that will be helpful in providing an update on this recommendation.</b>
Those interested in participating in the testing program or making other contributions to the vTools effort should write <a href="mailto:Y.Khusid@ieee.org">Y.Khusid@ieee.org</a> .
<b>6. Submitted by and Date</b>
Eugene Ressler 4 May 2009



## IEEE Sections Congress 2008 Recommendation Response form

Please complete the form below
<b>1. IEEE Sections Congress Recommendation</b>
<p>#10. Implement sustained membership options for all membership grades exclusive of student grade:</p> <ul style="list-style-type: none"> <li>• Single dues payment for multiple years/life-long membership;</li> <li>• Increasing benefits in proportion to length of renewal:</li> <li>• Lowers IEEE administrative expenses related to “annual” membership cycles.</li> </ul>
<b>2. Provide a project description or statement of the work being conducted in support of this recommendation.</b>
<p>The project has been broken into two pieces. The first piece will focus on developing alternatives for the MGA Board to consider for a 2 and 3 year membership option that will include dues, assessments and society memberships. A pricing model will be developed keeping the revenue stream whole, making assumptions with regard to discount factors, inflation rates and dues increases. The second piece of the project will focus in a developing a recommendation for a loyalty program for members reaching several years of service milestones.</p>
<b>3. Next Milestone or expected completion date of this recommendation.</b>
<p>27 May – Project status review and draft recommendation discussion at MELCC Conference Call                  27 June – Project status report provided to MGA Board at the June meeting series.</p>
<b>4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?</b>
<p>Both programs are expected to have a positive impact on retention rates and not impact revenue. Success will be determined by reviewing the number of members who opt into the program and an analysis of retention rates for those who participate in the programs.</p>
<b>5. Please provide any additional information that will be helpful in providing an update on this recommendation.</b>
<b>6. Submitted by and Date</b>
Marc Apter & Gerhard Hancke, 1 May 2009