

REPORT

M38158- 1 of 9

TO: IEEE Member and Geographic Activities Board – 19 November 2016

FROM: James Look, MGA Member Benefits Portfolio Advisory Committee Chair

SUBJECT: MGA Member Benefits Portfolio Advisory Committee (MBPAC) Report

Scope of Activities:

The Member Benefits Portfolio Advisory Committee (MBPAC) has four major responsibilities:

- review proposals received from the IEEE Member Benefit Analysis (MBA) staff committee for proposed member benefits,
- analyze the existing portfolio of member benefits using three established criteria (merit, money and mission) and make recommendations to modify the portfolio,
- monitor the existing MGA Career Roadmap and
- monitor the existing MGA Member Benefits Roadmap.

This report summarizes current activity in each of these areas.

Current Activity:

- A. Review the addition of new benefits to the IEEE portfolio as recommended by the MBA committee.
 - Lynn Koblin (IEEE staff) continues to seek out any operating units launching new benefits.
 - No new products have been brought forward to date through the MBA committee.
- B. Review, analyze and recommend the retirement of benefits, as appropriate, from the IEEE portfolio
 - This committee is not recommending that any current member benefits be retired at this time, pending the completion of the three factor scorecard.
 - The committee has finalized framework for analyzing existing benefit programs using the three part scorecard of Merit, Mission and Money. However, data currently exists for evaluating only the Merit criteria (Member Satisfaction Survey).
 - IEEE Finance (Larry Bolsch) is currently complying data to address the Money component.

- The committee has performed a preliminary test of a scoring methodology for the Mission (alignment with the IEEE's mission and vision) component. Based on the internal trial, a larger statistical sampling will be conducted by the IEEE statistical analysis group.
- Scoring and evaluation of all member benefits using the Mission, Money and Merit scorecard are expected to begin in 2017.

C. Monitor the Career Roadmap

- Charmain Williams, Global Career Resources Product Manager, updated the MBPAC committee at the October MBPAC meeting (see Exhibit A).
- Operating units throughout IEEE continue to deliver career resources for members
 - Educational Activities is offering new courses in the eLearning Library, English for Engineering, IEEEEx and Certificate Program
 - IEEE-USA has recently released its 2016 Salary & Benefit Report, Salary Calculator, and 2016 Consultants Fee Survey Report. Soon to be released are five salary survey industry reports
 - Extensive career resources continue to be built inside IEEE Collabratec

D. Monitor the Member Benefits Roadmap

- Lynn Koblin, Sr. Manager, Member Insurance & Alliance Programs, presented concepts for a revised Member Benefit Roadmap, as requested by MBPAC. The presentation (outlined in Exhibit B) detailed a new proposal for the Member Discount Roadmap starting in 2017.
- The new roadmap outlines a strategic shift in the types of member benefits desired by the members and aligns planned benefit programs with the long term strategic objectives of IEEE.
- MBPAC endorsed the concepts and objectives of the 2016 Member Benefits Roadmap.

E. Additional Comments/Suggestions

- The MBA team will be working closely with MBPAC to outline the communication process of the scorecard results to various product owners.

Exhibit A

SUBJECT: Careers Roadmap

IEEE Career Resources Roadmap Update presented by Charmain Williams, MGA
Global Career Resources Product Manager

1. Background on Global Career Resources Strategy & Plan

- The Career Resources business plan was developed to address the strategy and goals for career resources, and focuses on: 1) diversification of career offerings to meet the needs of members globally, 2) better coordination and integration of career resources across IEEE, and 3) improvement in member satisfaction to drive member retention and incremental member recruitment.
- Implementation of business plan deliverables began Q4-2015, and continued with new features and enhancements in 2016; such as, mentoring opportunities in IEEE Collabratec™.

2. Career Resources Stakeholders Team

- A cross-organizational unit (OU)staff team comprised of EA, IEEE-USA, MGA, Pubs, and TA was established in September, and will meet regularly to:
 - Collaborate on career-related products or enhancements
 - Explore partnership opportunities to leverage economies of scale
 - Provide updates on respective OU activities and leverage opportunities for cross promotion
 - Report on OU career activities and roadmaps for MBPAC

3. Career Resources Updates

- Educational Activities (EA) - Continuing & Professional Education Products & Services updates included:
 - IEEE eLearning Library - Online tutorials on a wide range of topics - available as subscription and individual tutorials to members & non-members.
 - IEEE English for Engineering - Interactive modules that teach communication skills and specialized English language knowledge for engineering professionals.
 - IEEEEx - Free online courses in a variety of subjects.

- IEEE Certificates Program - Along with CEU and PDH certificates, the IEEE Certificate Program also offers certificates of completion for approved learning events.
- IEEE-USA updates included:
 - 2016 IEEE-USA Salary & Benefits Survey and 2016 Consultants Fee Survey reports were released September 2016, and five ongoing industry reports are soon to be released.
 - IEEE-USA held their first Future Leaders forum in July, which was a career development event for students and young professionals that provided leadership focused talks and labs and networking opportunities. There will be ongoing focus on resources to further engage students and young professionals (videos, webinars eBooks, articles, events, etc.).
- Publications (Pubs) updates included:
 - 2016 activities include conferences, career fairs, user survey, and planning for the IEEE Job Site redesign.
 - In February 2016, the first phase of the Recruiter product was launched, a deliverable in the IEEE Collabratec business plan. The goal is to have 25K users with Employment Preferences activated and resumes uploaded in the platform.
 - All IEEE Media business advertising activities, including the IEEE Job Site, are in the process of being transitioned to IEEE GlobalSpec.
- Member & Geographic Activities (MGA) updates included:
 - The Global Career Resources Plan is enabling closer collaboration across IEEE to help drive improvements, and a big focus of the plan leverages the investment in IEEE Collabratec to provide a more integrated user experience.
 - Members-only communities were launched Q4 2015 to engage members on career-related topics and consulting activities and drive awareness of IEEE's products and services. There is steady growth in the number of participants and positive feedback from members.
 - IEEE Collabratec provides increased visibility to ~2,900 job and internship "Opportunities" integrated from the IEEE Job Site. IEEE Collabratec represents 4.2% of total clicks on "Apply" for jobs.
 - As a member benefit, mentoring opportunities were launched April 2016 to leverage the existing IEEE Collabratec capabilities for members to connect and establish mentoring partnerships. In doing so, mentoring was expanded to student members and Society

Affiliates. Over 310 members and Society Affiliates have signed up as a mentor.

- Career resources focus areas for 2017 include: 1) marketing and promotion to address branding and marketing; 2) improve discoverability and access to resources which includes an overhaul of the careers web presence in collaboration with career stakeholders team; 3) develop tutorials for member and volunteer training; 4) Conduct assessment of careers product portfolio in preparation for the fee-based non-member subscription, a potential new revenue stream in 2018; and 4) IEEE ResumeLab API for automatic upload of CV/resume into the IEEE Collabratec user profile to aid in Recruiter package sales.

Exhibit B

SUBJECT: Member Discounts Roadmap

On 22 October, 2016 the MGA Member Benefits Portfolio Advisory Committee (MBPAC) reviewed the 2020 Roadmap for Member Discounts at its semiannual meeting in Newark, New Jersey. L. Koblin, Sr. Manager Member Insurance and Alliance Programs, contrasted the 2020 objectives and strategies with those of the earlier roadmap for 2011-2015. The 2011 roadmap addressed issues to do with demonstrating IEEE as a trusted source for discounts and creating a central point of visibility for benefits on the IEEE.org site, in addition to clarification of geographic differences for benefits such as insurance and affinity programs. At the MBPAC's meeting on 20 February 2016, L. Koblin explained that those objectives were met over the past five years, and MBPAC recommended that she develop a new roadmap that would align with IEEE's 2020 strategic plan. The new roadmap for member benefits directly supports the IEEE 2020 key initiative to, "provide more opportunities, products and services aimed at increasing our value to professionals working in the industry, particularly younger professionals and entrepreneurs."

The 2020 roadmap for member discounts envisions that

- A member will recognize that the IEEE member insurance program offers top-notch products and risk management support that can help him/her, their family and their own business (in a multitude of countries), and he/she will understand what sets the IEEE program apart from public programs
- The member discounts portfolio will feature a new array of products and services offered through IEEE, because of their excellent value and customer experiences, and which support my interests and needs
- A member will appreciate that IEEE is communicating with me about benefits as I prefer, and that access to those benefits is distributed in communication channels that I utilize
- A member will be a likely promoter of IEEE benefits to my colleagues, because I am highly satisfied with my experience of them

L. Koblin provided a S.W.O.T. analysis for each of the current insurance and discount types, and laid out the strategy for them over the next five years.

The first objective of the 2020 roadmap is to ensure that our popular, non-technical benefit, the member group insurance program, remains strong and viable for years to come. She noted that association insurance is a practical solution for young professionals, entrepreneurs, consultants, and any technologist who plans to change employers and/or location during his or her career. IEEE data about the future of work indicates that many industry professionals will be working for multiple employers or as contractors during their careers, and we can see that group insurance will remain an attractive benefit for them, because it is sustainable and portable for a lifetime. The IEEE portfolio of insurance products and the countries in which they are available to members will continue to evolve. She said we will build upon our personal and professional insurance lines, including an expansion of risk management services offered through Lloyds of London and Beazley. The current "insurance" category of member discounts will be identified as, "insurance and risk management" in 2017, to help members identify these enriched options.

In 2015-2016, Member Benefit Assessment Team and MBPAC refined a process of assessing the performance of member discounts, which included the annual member satisfaction survey scores, benefit utilization data and benefit net revenue. Based on these factors, some discount programs were discontinued as their contracts expired. Ms. Koblin thereby sunset the Lenovo discount, Myfinancial Wellness, National car rental and Alamo car rental discounts, because they did not meet expectations in those measures. In addition, she reported that the IEEE Travel program would be the only travel program going forward, because of the integrated services that department provides to conference participants, volunteers and staff, as well as the high competition in external online travel booking sites. (IEEE Travel earns revenue from travel bookings.) The "Travel" discount category, formerly managed in the discounts program will be deleted. Any benefits that

remain in the category, such as the Canadian MBNA credit card, will be visible in a new, more generic "marketplace" category. Similarly, "home office" and "technology" discount categories are being deleted, and a new category called "professional services" will be created, which will be supporting the needs of young professionals, mobile workers and entrepreneurs, among others.

The 2011 roadmap envisioned that one, central Web page for all member discounts would make it easier for members to identify their benefits. The vision for 2020 is to ensure that we can distribute links for benefits in all types of visibility channels, including Web sites, apps, social media, etc. The member should not have to know where to look, but the benefits should be available wherever the member goes.

The 2020 roadmap also considers that social connections are very important to members, and that members are our best advocates for benefits. We will create opportunities for members themselves to socialize and rate what benefits they enjoy or recommend.

Ms. Koblin reported that the affinity group discount model, which IEEE and other associations have utilized to grow non-dues revenue in the past is somewhat of an anachronism. IEEE's ability to leverage a large-group mailing list in exchange for royalties and discounted products has waned. Today, retailers see diminishing returns on direct mail, and prefer to pay for email lists, or utilize Google or Facebook to capture large numbers of leads that are well matched to likely buyers. IEEE policy is to protect the member email list and to reduce commercial email traffic to our members. At the same time, members are beset with discount opportunities and rewards programs. Consequently, we can no longer expect to grow non-dues revenue simply by licensing our brand in exchange for "unique", low-price offers and large royalties. With the understanding that affinity group discounts will be available to us differently in the future, she will work with our advertising department to structure opportunities that will be more attractive to

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vendors we want to include in our portfolio. She plans to develop mix of pure benefits, advertised offers, and a few traditional affinity relationships during the next few years.

REPORT

M35404- 1 of 5

TO: IEEE Member and Geographic Activities Board – 16 June 2016

FROM: James Look, MGA Member Benefits Portfolio Advisory Committee Chair

SUBJECT: MGA Member Benefits Portfolio Advisory Committee Report

Scope of Activities:

The Member Benefits Portfolio Advisory Committee (MBPAC) has four major responsibilities:

- review proposals received from the IEEE Member Benefit Analysis (MBA) staff committee for proposed member benefits,
- analyze the existing portfolio of member benefits using three established criteria (merit, money and mission) and make recommendations to modify the portfolio,
- monitor the existing MGA Career Roadmap and
- monitor the existing MGA Member Benefits Roadmap.

This report summarizes current activity in each of these areas.

Current Activity:

A. Review the addition of new benefits to the IEEE portfolio as recommended by the MBA committee.

- A new insurance benefit for members in India launched March 2016
- Lynn Koblin (IEEE staff) continues to seek out any operating units launching new benefits. No new products have been brought forward to date.
- Product Matrix used to evaluate new products has been updated to reflect IEEE 2020 Strategic and Operational Outcomes.

B. Review, analyze and recommend the retirement of benefits, as appropriate, from the IEEE portfolio

- This committee is not recommending that any current member benefits be retired at this time. However, the committee continues to develop a framework for analyzing existing benefit programs using the Merit, Mission and Money criteria.
- A representative from the IEEE finance organization (Larry Bolch) is currently assisting the MBPAC in developing financial impact data for the twenty lowest-rated member benefits.

C. Monitor the Career Roadmap

Charmain Williams, IEEE Global Career Resources Product Manager, reported the status of the Career Resources Roadmap. Highlights include:

- Review of 2015 deliverables launched in IEEE Collabratec™:
 - Launch of “CareersConnect” communities (India, USA) to help drive member engagement on career-related topics and increase awareness of IEEE career resources;
 - “Opportunities” tab includes job and internship listings integrated from the IEEE JobSite; and
 - Ability for users to establish employment preferences and upload a CV/resume to increase one’s visibility to organizations seeking talent/recruiters.
- Update on new mentoring features planned for integration in IEEE Collabratec on 11 April. As a benefit of membership, mentoring features will be available to all IEEE members (Students and above) and Society Affiliates.
- India research study will be initiated to identify career resources that would provide value to IEEE members to help drive member retention. Findings expected early Q3-2016 and will provide direction for development and/or enhancements to career resources.

D. Monitor the Benefits Roadmap

- Lynn Koblin, Sr. Manager, Member Insurance & Alliance Programs, provided a report on the Member Discount Roadmap. The report (see Exhibit A) concluded that the objectives set out in the original Career Roadmap have been largely achieved.
- The report recommends that a new set of objectives be developed in line with the needs of current IEEE members and of the IEEE 2030 Vision.
- MBPAC will proceed with the development of new goals for the Career Roadmap.

Additional Comments/Suggestions:

- The MBA team now has a representative from IEEE IT (Terri Ciccodicola, Director, IT Business Partner) so that the team may have the advantage of gaining greater insight into user metrics especially as it relates to benefits with digital components.
- MBA team is exploring methods of communicating the new survey format and processes with product managers and operational units.
- A balanced scorecard of the Q1 benefit assessment is in development.

Exhibit A

SUBJECT: Member Discounts Roadmap Recap and Recommendations

The Member Benefits Portfolio Advisory Committee, (MBPAC) is responsible for reviewing the Member Discounts Roadmap. MBPAC herein provides a recap at the conclusion of the initial five year span, 2011-2015, with recommendations for future development.

Background

The Roadmap for "Discounts on Professional Products & Services" (a.k.a. Member Discounts Roadmap) and roadmaps for "Career Resources & Tools", "Continuing Education" and "Online Access to Publications", were introduced by Rami Mushcab, 2010 Vice Chair Strategic Management and Analysis and Jamie Moesch, Director, Member Strategy, in in a report to the MGA Operations Committee on 25 September 2010.

With respect to discounts on professional services, they noted four main concerns, saying that members had (1) inconsistent awareness, (2) scattered vs. centralized access,(3) inconsistent quality, and (4) "members expected to find what is relevant to them on their own." Small teams of Volunteers and Staff were asked to develop roadmaps, to help address these concerns and transition the member experience from that initial state to a more ideal state, over a five year period.

The Member Discounts Roadmap was initially created by J. Moesch, L. Koblin (staff, Member Discounts) and P. Eckstein (volunteer). Progress was monitored annually by the MGA Member Engagement and Life Cycle Committee.

When the MGA MBPAC was chartered in 2013, it assumed responsibility for reviewing the Member Discounts Roadmap and the Careers Roadmap.

The objectives of the Member Discounts Roadmap were to transition from the a discordant presentation of benefits to a harmonized, member experience, with the following, desired characteristics:

1. The Member will understand why there may be geographic disparity in member benefits. IEEE's communications about the goals and challenges of being a global organization will be transparent to the Member.
2. The Member will easily identify all the discounts available that are relevant to my career, because the design and presentation of benefits for my consideration will be intuitive
3. The Member will be aware of processes to make needs and feedback known to IEEE, individually and through the volunteer leadership
4. The Member will trust that the discounted products and insurance available are of the utmost integrity, price and quality. They will understand how the products are favorably differentiated from other products available to the Member.

Roadmap Milestones

Supporting the four desired changes, projects were executed during years 2011-2015.

1. 2011- Formulation of the Roadmap.
2. Creation of www.ieee.org/discounts, a central place where benefits would be easy to identify. The page(s) include information about member benefits organized by Insurance, Technology, Travel and Home/Office discounts as well as links to other IEEE professional discounts, regardless of which OU may offer them.
3. Creation of a filterable database, Global Benefits Finder, to make it easy for Members or the public to check for the availability of benefits applicable to them by life stage or location.
http://www.ieee.org/membership_services/membership/benefits/index.html
4. Addition of an FAQ section to www.ieee.org/discounts, providing a detailed explanation of why discounts are not available in every location, to improve transparency
5. "Financial Advantage Program" or FAP, was rebranded to "Member Discounts" in 2011 so that the search term would be more intuitive.
6. Added a contact list to the Discount pages, facilitating feedback and dialog with Member Discounts department, the benefit providers or the Contact Center.
http://www.ieee.org/membership_services/membership/discounts/contact.html
7. Began regular benefit announcements in the Member Benefits Bulletin, as well as The Institute Online, The Institute Alert, Spectrum Tech Alert, Spectrum Online, Computer Society's Member Connection, IEEE-USA's Insight, Consultants Network newsletter, and other IEEE media throughout the year, to aid awareness of benefits. Partner advertising dollars were also directed toward many of these ad placements as well as the IEEE Canadian Review, WIE Magazine and IEEE TV.
8. In 2012-2013, Member Discounts and MGA deployed modules in myIEEE for Member Discounts. The modules are still active, and they link to www.ieee.org/discounts.
9. 2013- Present, Creation of Member Benefits Assessment Team as an inter-functional Staff committee, where benefits are discussed monthly. One outcome was to improve member experience of how IEEE-USA benefits were presented.
10. 2011-2015 Improved communication of specific discount or benefit enhancement or geographic availability in advertising and other communications about benefits
11. In 2013-2015, the Member Discounts program changed or eliminated benefits which had lowest member survey scores for satisfaction as well as low utilization or low revenue contribution, including Mozy.com, RosettaStone, US Bank credit card, SimpleTuition. Some in-category changes were made including HP discount (replaced by Lenovo) and FedEx discount (replaced by UPS Regions 1-7). Benefits added during this time included myFinancial Wellness (Region 1-6) and Clements Marketplace (Region 8-10). Singapore Section coordinated a series of

- local hotel discounts with the Member Discounts program for contract review and visibility online.
12. On 1 April 2016, India launched a medical insurance plan for members who reside in India, with Member Login appearing on the Member Discounts Insurance Web page.
 13. MBPAC developed a Program Manual to describe the process for developing new Member Benefits, which was approved by the MGA Board in November 2015, and is being socialized throughout the IEEE staff.
 14. In 2015, added a link to www.ieee.org/discounts for vendor's proposal submissions, which has received a number of new benefit proposals for consideration.
 15. In 2015, Member Discounts began to participate in IEEE social media posts, including any opportunities for posts in Collabratic.

Current Status

The four original concerns about communication of member benefits were addressed by the physical changes on the www.ieee.org/discounts site and by behavioral changes, such as how Staff coordinate benefits visibility across multiple OUs, and how member advantages are described.

There are now feedback mechanisms that enable inputs and questions, as well as a clearly defined input for new vendor proposals. Moreover, a benefit review processes and Program Manual was developed by MBPAC, which provides a structure to how new benefits are added to the portfolio, and how non-performing benefits may be recommended for removal. Through such means there is more reason to view IEEE as a trusted source for value-added benefits.

Recommendations

MBPAC recommends that the 2011-2015 Member Discounts Roadmap be concluded at this time, because the roadmap has accomplished its main objectives.

Furthermore, MBPAC recommends that a new assessment be made of Member Discounts, aligned with IEEE's membership objectives (IEEE in 2030) and current economic and employment environment.

The decision to implement a roadmap or some other strategy will be determined by MBPAC and presented to the MGA Board for endorsement.

REPORT

M33094- 1 of 2

TO: IEEE Member and Geographic Activities Board – 13 February 2016

FROM: James Look, MGA Member Benefits Portfolio Advisory Committee Chair

SUBJECT: MGA Member Benefits Portfolio Advisory Committee Report

Major Activities:

- New members were appointed and welcome to the committee on the first conference call of the year on 21 January. MBPAC has strong geographic member diversity, with five of the seven committee members from Regions 7-10.
- The reformatted version of the annual benefit survey, as recommended by IEEE Strategic Research, is in progress with a target date for completion of the first cycle by end of Q1.
- A Career Roadmap Sub Committee, led by Arjun Pillai, has been created to monitor the progress in the development of the career roadmap and provide feedback to MBPAC on recommended changes or guidance

Action items:

MBPAC continues to make progress on the objectives outlined in the MGA Operations Manual. Updates since the last report to the MGA Board (November 2015) include:

A. Review the addition of new benefits to the IEEE portfolio

- A new insurance benefit for members in India is near ready to launch. However, technical challenges have delayed the intended January 2016 launch.
- Lynn Koblin continues to seek out any operating units launching new benefits. No new products have been brought forward to date.

B. Review, analyze and recommend the retirement of benefits, as appropriate, from the IEEE portfolio

- This committee is not recommending that any additional benefits be retired at this time.
- The Member Benefit Assessment (MBA) team is implementing a new survey with the following activity:
 - Survey has transitioned from once a year, focusing on all (60+) benefits to shorter review (cycle) of 5 benefits per quarter which will include; survey, financial data, product metrics, and alignment with corporate strategy and objectives.
 - First cycle is under way with target completion data of 31 March.

- Larry Bolsch, Senior Director - Business Finance Solutions for MGA and TA, has joined the MBA team and is assisting with gathering and interpreting financial data for each benefit in the cycle.
- Survey is scheduled to launch the week of 22 February.

C. Monitor the Career Roadmap

- Charmain Williams, Global Career Resources Product Manager, provided a status report on the Career Resources Roadmap. Highlights include:
 - Career Resources are now implemented into IEEE Collabratec. The Opportunities tab now shows a feed of jobs from the IEEE Job Site and in an upcoming program release Recruiters will be able to search for potential job candidates.
 - Identification of opportunities to continue to globalize some benefits, consolidate duplicated types of benefits, and examine the potential for fee-based subscription models.
- A sub-committee of the MBPAC was established to focus exclusively on overseeing the Career Road map, as required by the charter.

D. Monitor the Benefits Roadmap

- Lynn Koblin, Sr. Manager, Member Insurance & Alliance Programs, provided a status report on the Member Discount Roadmap. Highlights include:
 - Summarizing the assumptions and objectives of the IEEE member benefit program as it existed in 2011 (when the Roadmap began) and how they have changed to the present day.
 - Outlining how IEEE has pared down the number of commonly available discounts over the years, due to low utilization or low satisfaction scores. The current philosophy is to provide a smaller number of targeted, unique benefits.

E. MBPAC Operations Manual

- The committee's operating manual was approved at the November MGA Board meeting.

Additional Comments/Suggestions:

- The MBA team is looking to add a representative from the IT group so that the team may have the advantage of gaining greater insight into user metrics especially as it relates to benefits with digital components.
- MBA team is exploring methods of communicating the new survey format and processes with product managers and operational units.

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M29789- 1 of 3

TO: IEEE Member and Geographic Activities Board – 21 November 2015

FROM: James Look, MGA Member Benefits Portfolio Advisory Committee Chair

SUBJECT: MGA Member Benefits Portfolio Advisory Committee Report

Major Activities:

- The Member Benefits Portfolio Advisory Committee (MBPAC) MBPAC hosted their bi-annual face-to-face meeting on 18-19 September in New Brunswick, New Jersey, USA.
- Nicholas Lehotzky has been introduced to MPBAC as the incoming Staff Secretariat, replacing Lynn Koblin as of 1 October 2015.
- MBPAC Program Manual is prepared and ready for MGA Board review at the November Board meeting
- Benefits assessment survey is being reformatted to focus on smaller clusters of benefit with greater insight on benefit usage, satisfaction and awareness. Benefits will be surveyed on a cyclical period.

Action items:

MBPAC continues to make progress on the objectives outlined in the MGA Operations Manual. Updates since the last report to the MGA Board (June 2015) include:

A. Review the addition of new benefits to the IEEE portfolio

- As of 1 October 2015, Lynn Koblin will assume a staff led position to ensure new benefits flow through the new benefit review cycle as outlined in the MBPAC Operations Manual.
- A new blended learning program offered to students in India was presented to MBPAC in September 2015. The presenter was seeking MBPAC approval of support for an increased discount greater than the five percent currently offered. MBPAC concluded that the training program itself and endorsement of an increased discount was not within the scope of this committee, as defined in the Charter.

B. Review, analyze and recommend the retirement of benefits, as appropriate, from the IEEE portfolio

- This committee is not recommending that any benefits be retired at this time.
- In September 2015 Marc Beebe and Lesleigh Campanale of the IEEE Strategic Research group presented and led a discussion about the IEEE 2014 Member Satisfaction Survey results. IEEE Strategic Research group

offered suggestions and recommendations for offering revised survey that would offer a more in-depth analysis of benefits.

- The Member Benefit Assessment (MBA) team is reviewing proposals from the IEEE Strategic Research group on an improved survey. A full proposal for review to MBPAC is forthcoming.

C. Monitor the Career Roadmap

- Charmain Williams, Global Career Resources Product Manager, provided a status report on the Career Resources Roadmap. Highlights include:
 - Development of packaging, branding and marketing of the benefits so that they would be clearer to Members and easier to locate.
 - Identification of opportunities to continue to globalize some benefits, consolidation of duplicated types of benefits, and examine the potential for fee-based subscription models.
 - Improvement of Career Resources' visibility by way of integration with IEEE Collabratec in areas such as a single entry point for IEEE Job Site and future recruiter services, and the global consultants' network.
- A sub-committee of the MBPAC was established to focus exclusively on overseeing the Career Road map, as required by the charter.

D. Monitor the Benefits Roadmap

- Lynn Koblin, Sr. Manager, Member Insurance & Alliance Programs, provided a status report on the Member Discount Roadmap. Highlights include:
 - Presentation on the assumptions about benefits in 2011, when the Roadmap began, and how they have changed to the present day. IEEE has pared down the number of commonly available discounts over the years due to low utilization or satisfaction. The current philosophy is to provide a smaller number of targeted, unique benefits.
 - A status update of several reports to the MGA Board:
 - A Member insurance plan decision matrix,
 - Rate action on the member group dental plan, effective 1 September 2015, and the
 - Recently completed request for proposal for the IEEE Member Group Term Life Insurance.
 - Update on the India health insurance plan, on behalf of GIEEE.
 - Professional Liability insurance plans now available in the US through Beazley, which complement the existing Lloyds policy.

E. MBPAC Operations Manual

- The revised manual has been added to the November MGA Board meeting schedule for review.

Additional Comments/Suggestions:

The MBA team has added representatives from IEEE's Finance group, so that the team may have the advantage of gaining financial perspectives and knowledge when discussing benefit. A representative from the IT group is being vetted to join the group in 2016.

REPORT

M27000- 1 of 2

TO: IEEE Member and Geographic Activities Board - 20 June 2015

FROM: James Look, MGA Member Benefits Portfolio Advisory Committee Chair

SUBJECT: MGA Member Benefits Portfolio Advisory Committee Report

The MBPA committee has several objectives, according to the MGA Operations Manual, including:

- Review and endorse (or not endorse) the addition of new benefits to the IEEE portfolio
- Review, analyze and recommend the retirement of benefits, as appropriate, from the existing IEEE portfolio
- Monitor the Career Roadmap
- Monitor the Member Discounts Roadmap

The Committee has made progress on each of these objectives since the last report to the MGA Board.

The Member Benefits Portfolio Advisory Committee (MBPAC) convened for a meeting on 21-22 March, in Redondo Beach California, and has also held webinar meetings on 21 January, 23 February and 27 May 2015.

The focus of the committee has been to develop and refine a process for reviewing new, proposed benefits that may be presented by the OU's, and to review the existing portfolio of benefits, in order to make observations and recommendations to the OU's about the status of those benefits. In keeping with its Charter, MBPAC also reviews the status of the Career Services Roadmap and the Member Discounts Roadmap.

Portfolio- Member Discounts

At the MBPAC meeting in March, the manager of Member Discounts provided the status of a number of non-technical benefits. Based on the Member Satisfaction Survey importance scores and the program-to-date utilization and revenue derived from some benefits, the MBPAC recommended that these items be sunset as soon as practicable. The items to be terminated when their contracts expire are the following:

- 1 April 2015 , RosettaStone TOTALE language education (globally available)
- 1 June 2015, MyHomeBenefits, moving and storage services (US)
- 1 July 2015, IEEE Vacation Center (globally available)
- In addition, HP terminated the IEEE discount as of 1 May, as it is no longer offering this program.

Member Discounts also reported that the IEEE Professional Liability Insurance Program, is expanding from a single provider to two providers, in order to potentially serve more members and their firms. The providers are Lloyds of London for US and Canada, and Beazley is being added for the US. Beazley will be sold to members at an exclusive 10% discount, and offers robust risk management and contract review support for customers.

The MBPAC learned that the GIEEE (IEEE India Council) is developing some benefits for India, and continues to receive updates. There are some certification programs, a Museum discount and a discount program with Amazon.com under development.

Portfolio-Career Services

The Associate Managing Director for IEEE-USA reported to MBPAC in March on the status of the Career Resources portfolio. He indicated that many programs that once were visible only in the US, such as webinars and student professional awareness programs, have been made globally accessible. Furthermore, he reported that the IEEE Alliance of Consultants' Network has expanded beyond the US, to India, England, Australia and Canada.

MBPAC Portfolio Advisory Process

At the March meeting, the manager for Member Products reported to MBPAC that the portfolio analysis process over the past two years has led to reduction of the number of benefits, from a starting point of 93 to the current level, around 78. This is because the MBPAC process was able to identify benefits that had reached a point in their life-cycle where they had become obsolete or less valuable, and could be removed.

The MBPAC has drafted a program manual, and will be looking at ways to socialize its recommendations later this year.

REPORT

M22386- 1 of 2

TO: IEEE Member and Geographic Activities Board – 22 November 2014

FROM: James Look, MGA Member Benefits Portfolio Advisory Committee Chair

SUBJECT: MGA Member Benefits Portfolio Advisory Committee (MBPAC) Annual Report

This report covers the activities of the Member Benefits Portfolio Advisory Committee (MBPAC) in 2014. This was the first full year of operations as a committee, which was chartered in February 2013.

Governance Items

MBPAC submitted the following other items to the MGA Board in 2014:

June MBPAC Report, MBPAC Presentation
November Benefit Proposal for Vinings Corporation, for Regions 1-7

Meetings

MGPAC held Webinar meetings on 20 February, 18 April, 30 May, and 7 August, and held in-person meetings on March 28-29 in Orlando, Florida and September 12-13 in New Brunswick, New Jersey. The committee may hold another conference call before the end of the year.

Activities

Building upon the work done by the committee in 2013, MBPAC refined the criteria for recommending new benefits during their March 2014 meeting. The committee also confirmed a process flow for reviewing benefits, starting with the originating business manager through to MBPAC's recommendation to other Boards for approval. MBPAC requested that the MBA team, (a cross-functional group of Staff program managers), provide a monthly report of benefits they reviewed. The MBA team receives presentations from various OU's on new benefits, but also discusses the results of the annual Member Satisfaction Survey to identify underperforming benefits. During the Webinar meetings this year, MBPAC also received presentations on the status of the IEEE Careers Business Plan, and the Member Satisfaction Survey. MBPAC also gave input to the 2014 survey questionnaire.

A key objective of MBPAC in 2014 was to create its Program Manual. The staff secretary prepared a draft and presented it to the Committee in September. The Chair assigned one volunteer to review the document and provide feedback. The manual includes the scoring criteria used by MBA Team, the criteria used by MBPAC, the process flow, and guidelines for developing global benefits as well as local benefits.

On September 13, the committee heard presentations from Harish Mysore, director IEEE India Operations, and MBPAC member-at-large Ramakrishna Kappagantu, who explained legal environment of the India operation in relation to the IEEE, Inc., and some of the structure now in place that may help to support development of benefits for members in that country. They noted proposals in process for a relationship with Amazon.in, an MOU between IEEE and Vishweswaraya Museum, and steps they have taken in Bangalore Section to initiate a health insurance benefit for members. They requested that the Staff assist in developing this program.

In September as well, MBPAC member-at-large Michael Ong discussed benefits that are developing in Singapore. The volunteers and Staff in Singapore negotiated contracts with several hotels to offer discounted rates to any member. These contracts are subject to the IEEE Strategic Sourcing and contract review process, and will be supported by the Member Discounts program.

Member Discounts brought a new proposal to the MBA team, which was advanced to the MBPAC in September. The proposed vendor, Ken Kirk of Vinings Corporation, addressed the committee at the September meeting. After deliberation, using the MBPAC's decision-making criteria, the MBPAC moved to recommend that the MGA Board approve the proposed of financial services for members in the US, with potential to extend some features to Canada. MBPAC also noted the need to establish metrics for success for this program. A proposal will be before the Board in November 2014 to offer BenefitChoice retirement services and 529 College Savings Plan.

The MBPAC Web page is where the meeting agendas and minutes are posted.

http://www.ieee.org/societies_communities/geo_activities/mga_committees/mbpac_index.html

REPORT

M16909- 1 of 1

TO: IEEE Member and Geographic Activities Board – 15 February 2014

FROM: James Look, MGA Member Benefits Portfolio Advisory Committee Chair

SUBJECT: MGA Member Benefits Portfolio Advisory Committee Report

This report covers the activities of the MGA Member Benefits Portfolio Advisory Committee (MBPAC), which was chartered in February 2013. As of January 2014, MBPAC is organized for the first time with volunteers who were nominated according to the new MBPAC position descriptions.

Meetings

MBPAC will hold two face-to-face meetings in 2014. The first of these will take place in Orlando, Florida, USA, 28-29 March, and the second is scheduled for November in New Brunswick, New Jersey, USA. The committee also plans to hold Webinar meetings during the year, beginning in February.

MBPAC meeting agendas and minutes are posted on its Web page:

http://www.ieee.org/societies_communities/geo_activities/mga_committees/mbpac_index.html

Governance

MBPAC's charter permits up to four non-member volunteers to serve. One such volunteer participated during the 2013 transition period and will continue in the 2014 MBPAC. Chair Look is vetting other, potential candidate to fill a second non-member position.

Activities

MBPAC will coordinate with the staff Member Benefits Assessment Team monthly, reviewing the results of the Member Satisfaction Survey and specific products that come up for review, either as new ideas or as candidates for sunseting. An inventory of "ideas not considered" may be developed also.

MBPAC will develop its Operations Manual this year, to document and communicate the benefits assessment process, following a process flow that was proposed and adopted by the committee in November 2013. The IEEE Member Segmentation Study data and the Member Satisfaction Survey data will be cornerstones of the process.

REPORT

M13916- 1 of 2

TO: IEEE Member and Geographic Activities Board – 23 November 2013

FROM: Joseph V. Lillie, Chair, MGA Member Benefits Portfolio Advisory Committee (MBPAC)

SUBJECT: MGA Member Benefits Portfolio Advisory Committee Annual Report

This report covers the activities of the Member Benefits Portfolio Advisory Committee (MBPAC), which was chartered in February 2013.

Governance Items

MGA Board Meeting February 2013

- Approved the formation of the MGA Member Benefits Portfolio Assessment Committee.
- Approved the termination of the MGA Individual Benefits and Services Committee.
- Approved the MGA Member Benefits Portfolio Assessment Committee Charter.

IEEE Board of Directors Meeting 17-18 February 2013

- Approved revisions to IEEE Bylaw I-305.9- Insurance Committee and Insurance Committee Charter, removing the Individual Benefits and Services Committee (IB&SC) Chair from the IEEE Insurance Committee.

IEEE Board of Directors Meeting 30 June – 1 July 2013

- Approved revisions to IEEE Bylaw I-305.5 – Member and Geographic Activities Board (MGAB), allowing non-members to serve as voting members on the MGA Benefits Portfolio Advisory Committee.

Meetings

MBPAC will hold two face-to-face meetings in 2013. The first of these took place in Scottsdale, Arizona on 1-2 March, and the second is scheduled for 24 November in New Brunswick, New Jersey. The committee also held Webinar meetings on the following dates in 2013: 21 January, as IB&SC, to orient the volunteers to the pending transition to MBPAC, and as MBPAC on 3 May, 21 June and 19 August.

Activities

MBPAC members were selected through the N&A process for the former IB&SC committee during 2012. The initial challenge for MBPAC members was to adopt their new charter and to transform their perspectives and agendas. Formerly they were comprised of regional representatives, focused exclusively on member discounts and insurance; Now they are asked to take on a more holistic,

REPORT

M13916- 2 of 2

global perspective of the entire benefits portfolio relative to MGA's goals and mission.

The MBPAC began to address the benefit portfolio in a visual way, using bubble charts, in order to be better able to ask and answer questions about the portfolio. Working closely with the Staff's Member Benefits Assessment (MBA) Team, and the IEEE Member Satisfaction Survey scores, the MBPAC assembled charts that depict benefits in terms of "satisfaction," "importance," and "awareness." These characteristics are currently considered to be very important indicators of how members perceive the benefits, and there exists data for several years of such surveys for comparative purposes. Additional data is being developed for other characteristics of benefits, such as number of users, revenue, expense and age of benefit, for example. MBPAC may consider other types of valuations as well, in the future. Furthermore, the committee began to consider what might be the most appropriate questions to ask about the portfolio, in order to support the MGA's goals.

The Charter gives MBPAC responsibility to review the Careers roadmap. MBPAC reviewed a proposed new benefit, Optimal Resume, and the volunteers discussed the role of this application in IEEE's benefits portfolio, in comparison to other resume tools that may be found on the IEEE Job Site or IEEE USA, for example. The Optimal Resume benefit was well into development before MBPAC was chartered, and the volunteers therefore did not experience a full benefit development cycle for this item.

The MBPAC recognized that it must define its processes and its role in the benefits development cycle. One step taken was that the MBPAC now obtains monthly reports from the MBA Team, and the volunteers have the opportunity to join these meetings on an ad hoc basis. The MBA Team features a peer discussion of different benefits topics each month, including benefits that scored lowest in the satisfaction survey, or new benefit ideas being vetted by OUs. Generally the benefits manager would make such a presentation. MBPAC agreed that the MBA Team topic of the month would be covered on the MBPAC agenda as well.

The MBPAC established a committee Web page, where the meeting agendas and minutes are posted.

http://www.ieee.org/societies_communities/geo_activities/mga_committees/mbpac_index.html

REPORT

M11187- 1 of 2

TO: IEEE Member and Geographic Activities Board – 29 June 2013

FROM: Joseph V. Lillie, Chair-MGA Member Benefits Portfolio Advisory Committee

SUBJECT: MGA Member Benefits Portfolio Advisory Committee Report

The MGA Member Benefits Portfolio Advisory Committee (MBPAC) was formed this year, replacing the IB&SC as of February 2013. The first in-person meeting of the MBPAC was held on March 2 in Scottsdale, AZ. In May and June the committee held one-hour Webinar meetings. The committee is planning to continue the brief webinars approximately every month, and expects to hold a second in-person meeting in November 2013. As a newly formed committee, it is functioning with appointees from the former IB&SC, and is in a “transition” year. The committee is working toward a consensus about its processes, and expects to accomplish that by year-end.

MBPAC devotes some time at each meeting to considering its role in the portfolio assessment process, differentiating that from the role of benefits development. Some new or proposed member benefits have been in the pipeline, in various stages of development, since before the formation of MBPAC; MBPAC accepts reports on these benefits from the staff (program managers) and makes observations, as needed, to be conveyed to the appropriate OU. MBPAC is not approving or removing benefits. Staff program managers are working closely with their respective volunteer boards, conducting market research, and have methods for identifying new benefit opportunities. MBPAC sees how benefits across all product lines work in consort to create the portfolio, and whether that is supporting the goals of MGA and IEEE.

At the 2 March meeting, M. David, (MGA staff), gave a presentation about the activities and processes of the inter-functional staff committee, Member Benefits & Services Assessment Team (MBA). (The MBA is comprised of program managers, who also may serve on MBPAC.) He demonstrated the “scoring process” that the team has been using to identify whether a new benefit proposal should be further developed, in the collective opinion of these peers. The scoring process is nearly identical to the scoring process used by the IEEE Product Design Management & Administration.

L. Koblin (Financial Services staff) gave a presentation touching on highlights of the Member Discounts and Insurance Program. One insurance item required further action by the IEEE Insurance Committee.

MBPAC passed a motion:

Resolved that the IEEE Insurance Committee will opine on the change to the premium credit on the IEEE sponsored Disability Income Plan proposed by Marsh U.S. Consumer at its March 2013 meeting.

In May and June, MBPAC accepted reports from R. McCorkle, (MGA staff, Careers program), on a proposal for Optimal Resume, a potential new member benefit that was identified as a result of his research on members' needs for career support. MBPAC requested to have access to product links and had the opportunity to see the product. The committee had some questions about language access to Optimal Resume, and asked for more explanation of how the product differed from any resume tools that may exist on the IEEE Job Site, but did not object to the introduction of Optimal Resume to the portfolio.

At the May Webinar meeting, the ways to interpret the portfolio were described in more detail, including discussion of criteria such as importance to the member and whether the benefit fits with IEEE and MGA strategies. R. Karol (non-member volunteer) provided resources for the committee to consider for assistance with visualizing the portfolio relative to the association's goals.

During the MBPAC Webinar meeting on 3 May, N. Lehotzky, (MGA Staff), informed the committee of the pending launch of Google Apps, a new benefit, which will be free to members. In discussion, it was explained that this benefit was not developed through the MBA benefit scoring process, but it was being presented so that MBPAC would be aware of the addition to the member benefits portfolio.

At the 3 May Webinar meeting, M. David discussed a spreadsheet he developed to organize the member benefits as appended with data from the 2011 and 2012 member satisfaction survey and other benefit attributes. This spreadsheet is the current view of the portfolio that is familiar to MBA. R. Karol suggested that a bubble chart might be a way to visualize benefits comparatively and with multiple attributes. At the 21 June Webinar meeting, MBPAC made additional observations about the criteria for assessing the portfolio, including a request for more specificity around the idea of a "target audience" for a benefit, so that characteristics of the audience, such as language preference, could be taken into consideration

At the 21 June Webinar meeting, the volunteers discussed the relationship of the MBPAC and the MGA team. MBPAC requested that the MGA team will provide a report that summarizes its monthly meetings and what benefits or new, proposed benefits were reviewed. MBPAC feels this communication will help to build a stronger relationship between the volunteers and the staff activities with respect to awareness and potential decisions about benefits. MBPAC would like to become involved earlier in the benefits review process.

REPORT

M9588- 1 of 2

TO: IEEE Member and Geographic Activities Board - 16 February 2013

FROM: Joseph V. Lillie, MGA Individual Benefits and Services Committee Chair

SUBJECT: MGA Individual Benefits and Services Committee (IB&SC) Report

Governance:

The MGA Individual Benefits and Services Committee (IB&SC) held its first webinar meeting on 21 January. Chair Lillie oriented the members to the current activities of the committee. A focus of 2013 will be the IB&SC's proposal to the MGA Board to terminate the IB&SC and initiate a new committee called Member Benefits Portfolio Assessment Committee (MBPAC) at the February 2013 meeting. The current 2013 members of the IB&SC would fill the roles defined in the MBPAC charter for the remainder of 2013, should the MGA Board approve the committee and its charter. The MBPAC would be responsible for assessing a broader array of member benefits, and would work with staff and volunteers to communicate member needs and satisfaction in these areas. Chair Lillie worked with an ad hoc committee and the IB&SC in 2012 to conceptualize and endorse the MBPAC, and then made a presentation to the MGA Board in November 2012 to introduce the recommendation for this change.

The IB&SC oversees the Roadmap for Discounts, which, in the main, defines improvements to visibility, global accessibility and quality of discounts available to members. Progress in these areas in 2012 included improvements to the www.ieee.org/discounts Web page and FAQs about the programs featured therein. Additional site improvements are planned to be completed in Q1 2013.

New Benefits:

In 2012, IB&SC approved two new, internationally available member discounts. Affinity Marketing Group (AMG) worked with IEEE to develop the IEEE Vacation Center portal, which launched in January 2013. Members worldwide now have the opportunity to access certain discounts on tours and vacation packages; this portal will contain additional links to be added early in 2013. Rosetta Stone prepares to launch its first professional association discount program for members of IEEE, featuring a discounted annual subscription to its online and mobile training package, coming in March 2013.

On 1 August 2012, Clements Worldwide launched an internationally available term life insurance program for members of IEEE. The term life insurance product is backed by certain underwriters of Lloyds of London. In September, the underwriters advised Clements and IEEE that they would offer this particular product to members in more than 60 countries, but not in all countries, as first promoted. To date, the term life insurance has been purchased by 75 members in a variety of countries, via Clement's online enrollment site. Clements Worldwide advertised in the IEEE member renewal invoices and the MGA Member Benefits

Bulletin. In 2013, Clements will introduce additional types of insurance products that will be available in many countries as well. IEEE and Clements continue to pursue the strategy of offering a variety of relevant products in as many countries as feasible from an international licensing and compliance standpoint.

Key Benefits:

The main drivers of non-dues revenue and member utilization in the Discounts and Insurance program continue to be products in the Member Group Insurance Program managed by Marsh U.S. Consumer. Products such as life insurance in this portfolio are largely available to members in the US, Canada and Puerto Rico. Marsh and IEEE acknowledged the 50th anniversary of the Member Group Insurance Program throughout 2012. Marsh provided additional sponsorship support to Women in Engineering for its ebook, IEEE USA for its annual meeting and IEEE XtremeProgramming Competition.

In all lines of insurance including Marsh's products and auto/home insurance, approximately 33% of all active members in US/Canada/Puerto Rico have some type of IEEE-sponsored insurance account.

The next meeting of the IB&SC will take place on 1 and 2 March 2013, in Scottsdale, Arizona.

REPORT

M-1 of 4

TO: IEEE Member and Geographic Activities Board – 10 November 2012

FROM: Joseph V. Lillie, Chair-MGA Individual Benefits and Services Committee
Lynn Koblin, Staff Secretary

SUBJECT: MGA Individual Benefits and Services Committee November Activity Report

The MGA Individual Benefits and Services Committee (IB&SC) held its third conference-call meeting of the year on 17 October 2012. Previously, the committee held conference calls on 1 March and 8 June and an in-person meeting on 30-31 March in Orlando, Florida.

The following are the highlights of the activities of the Committee in 2012.

Governance Items

The following Consent Items will be submitted by J. Lillie, to the Member and Geographic Activities Board at the November 2012 meeting:

Resolved that a premium credit of 25 percent for the policyholders of record in the IEEE sponsored Hospital Indemnity Plan, as of the October 2012 policy renewal period, be approved.

Resolved that the proposal to offer the Transcare II long term care insurance product to IEEE members be approved.

The following Consent item will be submitted by H. Flescher to the IEEE Board of Directors at the November 2012 meeting:

Resolved that a premium credit of 25 percent for the policyholders of record in the IEEE sponsored Hospital Indemnity Plan, as of the October 2012 policy renewal period, be approved.

Resolved that the proposal to offer the Transcare II long term care insurance product to IEEE members be approved.

Globalization of Benefits

In 2012, the IB&SC continues to work with the IEEE Member Discounts staff and MGA staff to implement projects identified in the Roadmap for Discounts. These projects are primarily concerned with visibility and clarification of discounts and the development of additional mechanisms for members to provide feedback.

Discount programs that IB&SC reviewed, enhanced or introduced or planned in the 3rd and 4th quarters of 2012 include the following:

- Launched a worldwide term life insurance product through Clements Worldwide on 1 August and communicating to members through MGA newsletters, Region Web sites and newsletters, as well as advertising in test markets via the IEEE billing statements. To date there have been 50 sales.
- Progressing with contract negotiations with a leading provider of language education for member discount on the web/mobile training solutions. This will be available to members worldwide. The MGA Board approved the vendor in executive session in June 2012. Due to the confidentiality agreement, the vendor cannot yet be named openly.
- Updated the FAQ section of the Member Discounts Web page to reflect the expanded geographic availability of benefits; added resources for volunteers, such as flyers and banner ads, which can be downloaded for local use.
- Executed a contract with Affinity Marketing Group to offer IEEE Vacation Center. This will be a suite of personal vacation programs, including discounts on cruises, tours, property rentals and theme park tickets. The vacation program will be available to all members. Affinity is developing the Web landing page and expects to roll out the benefits before year-end.
- Working with US Bank, a provider of IEEE sponsored credit cards for members in the USA, to increase the points one may earn by using the card for IEEE purchases and other vendors who partner with IEEE, to increase the added value of the card.
- The IEEE-sponsored Professional Liability insurance, (R 1-7), exceeded objectives for premium retention and certificate retention in 2012. Currently, there are a record high number of 579 active policies, with US\$1,434,118 annualized premium. The plan provides coverage to members who are self-employed full-time or part-time, and offers premium credit opportunities to those who either take IEEE's risk management course or who have achieved either of the two Computer Society certifications.

Coordination of Message with MGA/Membership Strategy throughout 2012

- Benefits ads placed in online member join and some paper renewal communications
- Monthly featured benefit/discount in the MGA Benefits Bulletin
- Inclusion in the monthly MGA member orientation webinar
- Use of Member testimonials on the www.ieee.org/go/discounts page and in The Institute print advertising
- Presentation of articles for Today's Engineer and The Institute

- Contribution of articles in the AICN newsletter, targeted to consultants
- Participated in significant member events including the IEEE USA Annual Meeting, Region 3 SoutheastCon, Region 5 GreenTech Conference, Region 7 meeting and two of the MGA Metro Area Workshops
- Visibility in select society publications to promote Professional Liability Insurance and other discounts
- Outreach to select Section chairs in Regions 8-10 to build awareness of any discounts that are available in their countries
- Flyers in the MGA kits that are distributed annually to Sections

Student Programs

- IB&SC provided the following award funds to regional student competitions as of 30 April 2012. Regions 9 and 10 are expecting to receive funds for contests later this year.

Date Awarded	Prize (USD)	Contest Description	Region
6-Mar-12	\$ 1,500.00	Prize money for R3's Student Robotics Competition, awarded at SoutheastCon, 3/19/2011.	REGION 3
30-Mar-12	\$ 1,500.00	Prize money for R5's Robotics Contest held at the R5 Green Tech Conference.	REGION 5
11-Apr-12	\$ 1,500.00	Student Branch Contest- Organize events to celebrate R8's 50th Anniversary. Submit pictures of held events.	REGION 8
23-Apr-12	\$ 1,500.00	Prize money for R1's Micromouse Competition at R1 Conference, Hartford CT on 10 March 2012.	REGION 1

- The student discount for National Instruments' LabView software suite has been available in Regions 1-7 and has seen modest sales over the year. Approximately two dozen students purchased software, including some with two-year licenses. Staff will continue to cross-promote this with other communications to students.

The IB&SC Ad Hoc

Chair Lillie organized an ad hoc committee to review the IB&SC charter. The findings and recommendations are the subject of a presentation he will present to the IB&SC at its 17 October conference call, and he will provide a report to the MGA Board at the November 2012 meeting.

Other Activities

Marsh U.S. Consumer is awarding sponsorship fees to IEEE in 2012 for the following activities:

- \$10,000 to Women in Engineering to develop the first eBook about careers of female technologists
- \$7,000 to IEEE USA Annual Meeting as sponsor. Marsh received the IEEE USA special citation for its continuing support of the U.S. members and professional conferences.
- \$5,000 to IEEE XtremeProgramming Competition

In addition, IEEE joined Marsh in acknowledging the 50th anniversary of the Member Group Insurance Program. Marsh created a [micro-site](#) for this anniversary, which includes milestones of the program and a sweepstakes where the company is giving away four iPads.

REPORT

M5614- 1 of 4

TO: IEEE Member and Geographic Activities Board – 30 June 2012

FROM: Joseph V. Lillie, Chair, MGA Individual Benefits and Services Committee
Lynn Koblin, Staff Secretary

SUBJECT: MGA Individual Benefits and Services Committee Report

The MGA Individual Benefits and Services Committee (IB&SC) held a webinar meeting on 1 March 2012 and held a meeting on 30-31 March 2012.

The following are the highlights of the activities of the Committee in 2012.

Governance Items

The following Consent Item was submitted by J. Lillie, to the Member and Geographic Activities Board at the February 2012 meeting, and was approved by the Board:

Resolved that the international member group term life insurance product marketed by Clements Worldwide shall be approved as a new member benefit.

The following Consent item will be submitted by H. Flescher to the IEEE Board of Directors at the July 2012 meeting:

Resolved that an average rate increase of 33.5% for the IEEE member group dental insurance plan shall be approved, effective 1 September 2012.

The following Consent item will be submitted by J. Lillie to the Member and Geographic Activities Board at the June 2012 Meeting:

Resolved that the Vacation Center discount program be approved.

Globalization of Benefits

In 2012, the IB&SC continues to work with the IEEE Member Discounts staff and MGA staff to implement projects identified in the Roadmap for Discounts. These projects are primarily concerned with visibility and clarification of discounts and the development of additional mechanisms for members to provide feedback.

Discount programs that IB&SC reviewed, enhanced or introduced in 2012 include the following:

- Marsh U.S. Consumer proposed to offer a new health insurance buying service for Members in the U.S. The IB&SC supported this as an alternative

to the IEEE sponsored group health insurance plan, which was frozen to new business in 2007. The Health Insurance Mart is a Web site where members will be able to obtain quotes for individual health insurance from a variety of quality providers, and licensed insurance agents will provide assistance. Individual insurance cannot be sold at a discount, according to law, and therefore these products are not differentiated from what is publicly available. The Health Insurance Mart is to be viewed as a resource and a convenience for members who are seeking new coverage. IEEE will receive a modest, flat fee per policy.

- The Professional Liability Insurance for members in Canada will add a premium credit for the IEEE Computer Society certifications, CSDA and CSDP, as of the policy term commencing 1 August 2012.
- Executed the new contract with Dell in the U.S., so royalties may be paid to IEEE for the Dell Member Purchase Program. In addition, Dell is buying advertising space to further support visibility of their offers.
- Executed a new contract with Clements Worldwide to offer a suite of personal insurance products for members in all countries outside of U.S., Canada and Puerto Rico (which are territories exclusive to our agreement with Marsh U.S. Consumer). Marketing strategy and materials are currently under development by Clements, and the life insurance products are expected to launch in the August 2012 timeframe. Additional products will roll out at later dates.
- Negotiating a contract with Affinity Marketing Group to offer IEEE Vacation Center, (pending MGA Board approval of the benefit this June). This will be a suite of personal vacation programs, including discounts on cruises, tours, property rentals and theme park tickets. The vacation program will be available to all members.
- Entertaining a confidential discount proposal from RosettaStone to provide online language education to IEEE members. Members worldwide would be able to order an annual subscription and could access the training from various online and mobile devices. This would be the company's first affinity group discount offer. RosettaStone currently sells to individuals and educational institutions.
- IB&SC rejected a proposal from Newark,(www.newark.com) an online electronics parts distribution company owned by Premier Farnell, for electronics parts discounts, because of the limited geographic availability of the discounts in only U.S., Canada and Mexico.

REPORT

M5614- 3 of 4

- IB&SC rejected a proposal from a distributor of electricity and natural gas, because of the limited geographic availability in a small number of states in America.

Coordination of Message with MGA/Membership Strategy throughout 2012

- Coordination with member join and renew communications
- Monthly featured benefit/discount in the MGA Benefits Bulletin
- Inclusion in the monthly MGA member orientation webinar
- Use of Member testimonials on the www.ieee.org/go/discounts page and in The Institute print advertising
- Presentation of articles for Today's Engineer and The Institute
- Contribution of articles in the AICN newsletter, targeted to consultants
- Representation of member Discount programs at significant member events including the IEEE USA Annual Meeting, Region 3 SoutheastCon, Region 5 GreenTech Conference, Region 7 meeting
- Scheduled to participate in Region 1-6 Metro Area Workshops
- Visibility in select society publications to promote Professional Liability Insurance and other discounts
- Outreach to select Section chairs in Regions 8-10 to build awareness of Dell discounts that are available in their countries
- Outreach to Section Chairs and Webmasters in Regions 1-7 about promotional materials available online for Member Discounts and giveaways that can requested for their Section events

Student Programs

- IB&SC provided the following award funds to regional student competitions as of 30 April 2012. Regions 9 and 10 are expecting to receive funds for contests later this year.

Date Awarded	Prize (USD)	Contest Description	Region
6-Mar-12	\$ 1,500.00	Prize money for R3's Student Robotics Competition, awarded at SoutheastCon, 3/19/2011.	REGION 3
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11-Apr-12	\$ 1,500.00	Student Branch Contest- Organize events to celebrate R8's 50th Anniversary. Submit pictures of held events.	REGION 8
23-Apr-12	\$ 1,500.00	Prize money for R1's Micromouse Competition at R1 Conference, Hartford CT on 10 March 2012.	REGION 1

Research

Marsh U.S. Consumer is researching member needs for Intellectual Property Insurance, globally. Members who hold patents and for whom infringement would pose financial or other business risks would be potential buyers.

The online data storage and recovery product, Mozy.com is a current member benefit that has had low visibility and low utilization. Staff is assessing the current market position of this product and other factors to determine whether the Mozy.com contract should be renewed at the end of its term.

Other Activities

Marsh U.S. Consumer is awarding sponsorship fees to IEEE in 2012 for the following activities:

\$10,000 to Women in Engineering to develop the first eBook about careers of female technologists

\$7,000 to IEEE USA Annual Meeting as sponsor. Marsh received the IEEE USA special citation for its continuing support of the U.S. members and professional conferences.

\$5,000 to IEEE XtremeProgramming Competition

In addition, IEEE joined Marsh in acknowledging the 50th anniversary of the Member Group Insurance Program. Marsh created a [micro-site](#) for this anniversary, which includes milestones of the program and a sweepstakes where the company is giving away four iPads.

REPORT

M1173- 1 of 4

TO: IEEE Member and Geographic Activities Board - 19 November 2011

FROM: Peter Staecker, Chair, MGA Individual Benefits & Services Committee
Lynn Koblin, Staff Secretary

SUBJECT: MGA Individual Benefits & Services Committee 2011 Activity Report

The MGA Individual Benefits & Services Committee (IB&SC) held a webinar meeting on 18 April 2011 and held a meeting on 24 September 2011. The IB&SC also formed an ad hoc committee which met on 25 March 2011.

The following are the highlights of the activities of the Committee in 2011.

Governance Items

The following reports were submitted by Joseph V. Lillie, acting for the Treasurer, to the IEEE Board of Directors at the February 2011 meeting:

Status of RFP for Broker/Third Party Administrator, IEEE sponsored Member Group Insurance Plans

The following action item was submitted by IEEE Director Harold L. Flescher to the Board of Directors at its May 2011 meeting:

that the recommendation of the IEEE Insurance Committee for the IEEE Staff to move forward with the negotiation of a new service agreement with Marsh U.S. Consumer, to commence 1 January 2012, be approved. This item was approved.

The following action items were submitted by IEEE Director Harold L. Flescher to the Board of Directors at its June 2011 meeting:

- 10% premium credit for the 10-year level term life insurance plan, effective 1 September 2011 through 31 August 2012. This item was approved.
- 10.5% premium increase for the Member MetLife dental insurance plan, effective 1 September 2011. This item was approved.

The following action items will be submitted by IEEE Director Harold L. Flescher to the Board of Directors, to be reviewed at the November 2011 meeting.

- Resolved that the following rate changes to the IEEE member group term life insurance plan, effective 1 March 2012, be approved and implemented by Marsh in coordination with New York Life:
 - Base rate reduction of 10% on entire currently marketed member group term-life plan; and, additionally
 - Base rate reduction of 13 percent for age bands in the Plan below age 30
 - Base rate reduction of 5 percent for age 61 band in the Plan
 - Base rate reduction of 10 percent for ages 62-63 in the Plan
 - Base rate reduction of 20 percent for age 64 in the Plan

Resolved that Marsh's recommendation to coordinate with Mutual of Omaha

Insurance Company to incorporate the Mutual of Omaha Mutual Care® 3, Mutual Care® 5 and Mutual Care® My Way plans into the LTC buying service portfolio, effective in the Fourth Quarter 2011 be approved.

Resolved that Marsh U.S. Consumer's recommendation, supported by the Insurance Committee and the MGA Individual Benefits & Services Committee, to coordinate with CIGNA to implement a rate action of 5.3 percent, effective at the 01 January 2012 policy renewal be approved.

Globalization of Benefits

In 2011, the Financial Advantage Program rebranded its offerings, upon the recommendation of the MGA Individual Benefits & Services Committee, and as of March became known as "IEEE Member Discounts." This change was socialized in IEEE media, and new icons were distributed to the Region Web sites. Now, members can find links to all IEEE discounts and sponsored discount offers on a single page, www.ieee.org/go/discounts. The IB&SC supported a Roadmap for Discounts, in which projects are identified for this product group, to improve member value. In 2011, the discounts Web page also added an FAQ section, so that members can easily learn why discounts may be different by location, why IEEE sponsors discounts, what body may approve discounts, and related topics.

Discount programs that were enhanced or introduced in 2011 include the following:

- Launch of professional liability insurance in Canada
- New contract with Dell, so royalties may be paid to IEEE for the Dell Member Purchase Program
- Negotiated a new contract with National Instruments to offer a student discount on LabVIEW, which will launch initially in North America in November 2011
- Letter of intent with Clements Worldwide to conduct a risk and resilience assessment of members in Regions 8,9 and 10 for underwriting purposes by year end 2011, and for Clements to propose insurance product(s) to be developed to support members' needs in those regions.

Coordination of Message with MGA/Membership Strategy

- Coordination with Student Branch mailings and Student Graduation kits
- Monthly featured benefit/discount in the MGA Benefits Brief
- Inclusion in the monthly MGA member orientation webinar
- Use of Member testimonials on the www.ieee.org/go/discounts page and in The Institute print advertising
- Collaboration with MGA to form a benefits filter, by which members may find benefits applicable to their location or career stage
- Development of articles for Today's Engineer and The Institute
- Contribution of articles in the AICN newsletter, targeted to consultants
- Representation of member Discount programs at significant member events including the IEEE USA Annual Meeting, Region 3 SoutheastCon, Region 5

GreenTech Conference, Region 7 WIE meeting, Sections Congress, and two Metro Area Workshops

Student Programs

- IB&SC provided award funds to regional student competitions

14-Mar-11	\$ 1,500.00	Prize money for R3's Student Robotics Competition, awarded at SoutheastCon, 3/19/2011. Sponsored by the Individual Benefits and Services Committee.	REGION 3
22-Mar-11	\$ 1,500.00	Prize money for R1's Micromouse Competition held at Boston University in 2011. Sponsored by the Individual Benefits and Services Committee.	REGION 1
12-Apr-11	\$ 1,500.00	Prize money for R5's Robotics Contest to be held at the R5 Green Tech Conference. Sponsored by the Individual Benefits and Services Committee.	REGION 5
19-May-11	\$ 1,500.00	Prize money for R2's Micromouse Competition. Sponsored by the Individual Benefits and Services Committee.	REGION 2
9-Jun-11	\$ 750.00	Prize money for R7's Student Branch Website contest	REGION 7
27-Jun-11	\$ 175.00	Prize money for R9's Student Photography Contest	REGION 9
11-Jul-11	\$ 500.00	\$500 Prize money for R9's 2011 Success Cases Contest-rewarding successful management of Student Branches. Sponsored by the IB&SC.	REGION 9

Member Satisfaction

In 2011, Staff coordinated with Marsh U.S. Consumer to complete member satisfaction surveys in the following areas:

- Completed: Third Annual satisfaction survey of Marsh insured clients
- Ongoing: Survey of Life Insurance Application Process
- Completed: Survey of Professional Liability Insurance Product Satisfaction 2010

Marsh develops surveys, with input from Staff, and utilizes an independent third party to implement the surveys online, tabulate the data and provide reports. Satisfaction with the member group insurance program overall is improved from 2010; the area with greatest opportunity for improvement is the Web site, because many members are unaware or have not utilized its robust content and self-help tools and service features. Marsh has made changes already in response to comments collected in the survey, and plans the launch of a new site by 2012. Marsh will promote the www.ieeeinsurance.com site in conjunction with a visibility

campaign for the 50th anniversary of the IEEE member group insurance plans in 2012.

Other Activities

At the September 2011 IB&SC meeting, Chair Staecker initiated a discussion about the future of the committee. He noted that he formed an ad hoc committee to study the future direction of the IB&SC and IEEE member discounts, and that the ad hoc initially met on 25 September 2011. The ad hoc committee was interested in identifying how IEEE conducts research to identify profiles of members and their needs; the ad hoc committee had also observed that MGA might want to redefine the scope of IB&SC in concert with other committees in the member benefits area. This discussion will continue during 2012, both within MGA and IB&SC.

REPORT

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TO: IEEE Member and Geographic Activities Board - 25 June 2011

FROM: Peter Staecker, Chair, MGA Individual Benefits & Services Committee
Lynn Koblin, Staff Secretary

SUBJECT: Report on Individual Benefits & Services Committee Activities

Executive Summary

The MGA Individual Benefits & Services Committee (IB&SC) met via webinar on 18 April 2011, in lieu of its March meeting. The volunteers reviewed recommendations of the IEEE Insurance Committee, which met on 25 March 2011, regarding three IEEE member group insurance program items: (1) The RFP for the broker/third-party administrator (TPA) for the IEEE member group insurance program, (2) the proposed premium credit for the IEEE sponsored 10-year level term life insurance and, (3) the proposed rate increase for the IEEE sponsored member group dental plan. The IB&SC voted in favor of all three recommendations. The RFP recommendation was submitted to the Board agenda for the May teleconference meeting and was approved. The premium credit action item and the rate increase action item are on the Board's June meeting agenda.

The committee discussed several other items, including the rebranding of the Financial Advantage Program and the potential restructuring of the IB&SC itself.

RFP for Broker/TPA

May Teleconference Action: Resolved that the recommendation of the IEEE Insurance Committee for the IEEE Staff to move forward with the negotiation of a new service agreement with Marsh U.S. Consumer, to commence 1 January 2012, be approved.

Motion Passed.

June Meeting Actions:

Premium Credit for 10-year Level Term Life Insurance

The IEEE Member Group Insurance Program offers a 10-year level term life insurance plan, which is now in a position to offer a premium credit to current and future participants.

Proposed Board Action: Resolved that a 10% premium credit for the 10-year level term life insurance plan, effective 1 September 2011 through 31 August 2012, be approved.

Rate Increase for IEEE Sponsored Group Dental Insurance

The IEEE Member Group Insurance Program offers the MetLife dental insurance plan to members in the United States. Based on the financial experience of the plan in 2010, MetLife is now requesting a rate increase of 10.5%.

Proposed Board Action: Resolved that a 10.5% premium increase for the Member MetLife dental insurance plan, effective 1 September 2011, be approved.

Rebranding of Financial Advantage Program

In March 2011, the name "Financial Advantage Program" was retired, and the name, "IEEE Member Discounts" was introduced. Renaming the collection of discounted benefits is a step in the Roadmap for Discounts, in which all IEEE discounts will be centralized and more visible to members. IEEE Member Discounts is now found on a new Web page, www.ieee.org/go/discounts, where members may find all discounted IEEE products as well as all IEEE sponsored products. In addition, the page links to F.A.Q.s where members may learn about the reasons for geographic disparities in some benefits, the benefits selection process, and other useful information. IEEE Member Discounts was promoted to members and staff via various IEEE media, and there is a special Web banner to identify the name change.

Discussion about Structure of IB&SC and Benefits

Chair Staecker initiated discussion about the future of member benefits and IB&SC. He has formed an ad hoc committee to investigate how to make changes to better serve the members.