

|  |
| --- |
| **SC 2014 Proposed Recommendation: R7** |
| **Suggestion # \_2\_ From R7: \_\_London\_\_ Area** |
| **Region:** | **7** |
| **Recommendation (no more than 50 words):** | It is recommended that the IEEE develop an enhanced e-Notice mailing list mechanism to allow Sections and Chapters to manage the sending of emails to non-members that are interested in IEEE events and activities, and who have opted-in to receiving such correspondence. |
| **Why is this recommendation being submitted? (no more than 150 words):** | Chairs often maintain personal email lists of various interested parties that are invited to IEEE events in addition to IEEE members. Such email lists are implemented with various technologies and lack consistency between individuals and regions. By adding a consistent IEEE-based mechanism that could be integrated with the existing e-Notice emails to members the efficiency of communication could be improved. There would also be benefits in terms of consistency, ease of subscribing/unsubscribing, and ease of transitioning for new Chairs. |
| **MGA Goal/Strategy/Other goal Supported:** | Increase operational efficiency and effectiveness within MGA and its interfaces.Enhance collaboration with other organization units.Provide a simple, consistent interface to members and prospective members. |
| **Identified measures of success (i.e. What does it take to consider this recommendation achieved?):** | The adoption of such a database by the volunteers, which can be measured through usage statistics. |
| **Financial Implications (Does this need money?)** | There will be costs involved in web application development and maintenance resources. |
| **Has this been included as a recommendation at a** [**previous Sections Congress**](http://www.ieee.org/societies_communities/geo_activities/sections_congress/2011/sc2011_recommendations.html) **(\*) ?** | This recommendation is a subset of one put forward at SC2011 (#11) to improve the e-Notice mechanism. |
| **Contact for additional information (name and email address)** | Murray MacDonaldmurraymacdonald@ieee.org |
| **Proposed Champion for this recommendation (i.e. , person who will follow up, agree to work with MGA Board in achieving this recommendation)** | Maike Luikenmaike.luiken@ieee.org |
| **Submission Date** |  |
| ***Indicate Recommendation Category below:*** |  |  |
|  | *Business Financial/ Operations* |  | *Membership* |
| ***X*** | *IT Operations* |  | *Public Awareness & New Technology* |
|  | *Member Benefits* |  | *Recruitment/ Retention (Membership)* |
|  | *Member Growth and Development* |  | *Other:*  |