Sections Congress 2011 Recommendations Update

- The Primary Section Delegates voted on the IEEE Sections Congress 2011 Recommendations during the Closing Ceremony on Monday, 22 August.

- The following slides include the top 5 recommendations and the current status as of June 2013.

- The next update to the 2011 recommendations will be provided in February 2014.

IEEE to develop a long-term strategy to increase the number of next generation youth pursuing science and engineering careers.

- Business plan for initiatives in development

- Long-term strategy is expected to be developed by year end 2013. Will be reported to IEEE Board of Directors, Educational Activities Board, and Member and Geographic Activities Board

19   1/31/2014

Assigned to MGA Member Engagement and Life Cycle Committee (MELCC)

As members maintain their IEEE membership over the years, IEEE must reward them for their loyalty. Rewards ought to be tangible and useful and can be done simply and inexpensively. Create Global Fidelity Programs including: (a) Continue membership Recognition 5-10-15-20 years of membership; (b) Bonus for specific Benefits (e.g., reduced fee, IEEE merchandise, etc).

- Motion passed at February 2013 MGA Board meeting to test a pilot of a loyalty program for 2015 Membership Year to renewing members in years 2, 5, 10, and 20.
  - Final decision to be made at the June or November MGAB meeting after full understanding of budget considerations

- MGA MELCC will provide MGA Board, at its Nov 2013 meeting:
  - Refined financial projections in order to give final go ahead for the pilot for 2015 Membership Year (August 2014)
    - Costs of reward fulfillment
    - Costs of implementation

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Sections Congress 2011 Recommendations Update
3. Bundled Society Membership
Assigned to MGA and TAB

IEEE membership (including e-Membership) should include a Society membership as part of the basic membership fee.

- At the end of 2011 due to financial risks being unknown, a direct plan to include a bundled society with IEEE membership for the 2013 membership year was not moved forward

- A joint MGA/TA ad hoc was formed to determine how to move this effort forward.

- The committee decided to run a test of bundled membership for a random sample of members for the 2013 and 2014 membership years. The test is underway.

  - The expected completion of the test is Q1 of 2014. (Note: In order to test both the take rates of a bundled society, as well as the retention rates of those members who take the society, the test will extend over the 2013 and 2014 membership years.)

  - If the test proves that bundled membership will increase retention, and the financial risk is acceptable, the *likely* timeframe for a go-forward decision would be June or November 2014.

Increased support to students in technical activities with grants to attend conferences and organization of technical competitions.

- A discovery process uncovered a wide array of existing grants for this throughout IEEE.

  - However, finding these programs was extremely difficult as they were in many different locations throughout IEEE. This is not a good experience for our members.

- A centralized location (likely a website) will be developed that will allow students to quickly link to all of the existing opportunities for grants to attend conferences and organize competitions.

- An inventory, links and the Students portal page are being created and designed for November '13.

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To encourage interest in pre-university students in engineering careers, IEEE to publish a subscription periodical (paper or electronic) targeted to high school students that highlights engineering activities of interest to those students. The periodical should also have articles promoting the benefits of an engineering career and what the students can do in college to get involved with IEEE.

- In response to this, the EA created *IEEE Spark* (http://spark.ieee.org/), a monthly online publication referred to in Recommendation #4.

- EA provided the operational support of this publication for the three issues that were published in 2012-January, April and July

- EA submitted subsequent proposals to the IEEE New Initiatives Committee to request additional funding to be included in its budget.

- All of these requests have been denied, thus EA is not able to continue to support this project.

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