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| **SC 2014 Proposed Recommendation: R7** |
| **Suggestion # \_5\_ From R7: \_\_London\_\_ Area** |
| **Region:** | **7** |
| **Recommendation (no more than 50 words):** | It is recommended that the IEEE partner with more global and regional business and industry organizations and/or service clubs to increase IEEE’s impact on society on a local, regional and global scale.  |
| **Why is this recommendation being submitted? (no more than 150 words):** | Member engagement is mostly focused on the growth and opportunities of the individual member within IEEE and the individual member’s career. Partnering with industry and business organizations, or a global service club, like Rotary International, would provide more opportunities to network into a wider segment of professionals at the Section, Chapter etc. levels.This recommendation is focused on broadening the opportunities for engagement of the IEEE member individually and raising the impact of IEEE as whole through partnering with complementary organizations. It is recommended to investigate partnering with Rotary International to increase interaction between IEEE members and business representatives at the section and chapter level as well as provide opportunities for student branches to engage with business.This may also generate opportunities to identify local invested business to become anchors/local champions/owners for humanitarian projects. |
| **MGA Goal/Strategy/Other goal Supported:** | Increase member engagement.Improve relationships with and between members.* Increase the value of IEEE membership.
* Increase membership
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| **Identified measures of success (i.e. What does it take to consider this recommendation achieved?):** | Number of partnerships MOUs signed.Local partnering in effect, i.e. networking events Collaborative humanitarian projects in place. |
| **Financial Implications (Does this need money?)** | There will be costs involved in support of meetings etc. though the partnerships could be structured such that there are no general financial obligations between the partnering organizations.Whereas there maybe cost-sharing agreements on a project by project basis. |
| **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) **(\*) ?** |  |
| **Contact for additional information (name and email address)** | Murray MacDonaldmurray@mmconsulting.ca |
| **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** | 25 April 2014 |
| ***Indicate Recommendation Category below:*** |  |  |
|  | *Business Financial/ Operations* | X | *Membership* |
|  | *IT Operations* | X | *Public Awareness & New Technology* |
| ***X*** | *Member Benefits* |  | *Recruitment/ Retention (Membership)* |
|  | *Member Growth and Development* | X | *Other: implementation of humanitarian projects* |