

TO: IEEE Member and Geographic Activities Board – June 2018

FROM: Michael Lamoureux, MGA Vice Chair-IM and ITCO Chair,
Vera Lee Sharoff, MGA Director, Information Management

SUBJECT: MGA IT Coordination and Oversight (ITCO) Committee Report

Executive Summary:

The MGA IT Coordination and Oversight Committee (ITCO) is responsible for collecting IT requirements for MGA and coordinating/advocating their design, development, deployment, training, and usage.

ITCO provides leadership on how to apply IT to best achieve MGA goals and, among other roles, ITCO should be recommending and encouraging IT efforts at the IEEE level that will help our members and IEEE as a whole.

The committee also provides support and advice for the vTools committee which is an ITCO subcommittee.

2018 Committee Composition:

- **Michael Lamoureux (R7)** – ITCO Chair - Nova Scotia, Canada
- **Stefano Zanero (R8)** – ITCO Past Chair - Milan, Italy
- **Michael Fallenstein (R4)** – vTools Chair - Rochester, MN, USA
- **Ademola Peter Adejokun (R5)** – ITCO Member - Texas, USA
- **Antonio Luque (R8)** – ITCO Member - Sevilla, Spain
- **T Rangarajan (R10)** – ITCO Member - Tamil Nadu, India
- **Adriaan Van Wijngaarden (R1)** – ITCO Member - New Jersey, USA
- **Vera Sharoff** - MGA Staff
- **Eugene Khusid** - MGA Staff

Chair Comments

The last four months have not seen much in the way of progress on core ITCO/vTools objectives compared to usual output due to the overriding need to make all MGA and IEEE systems GDPR compliant, which included the need for a complete IEEE web-site redesign.

The ITCO/vTools joint meeting was held in Guadalajara, Mexico at the beginning of March and at the meeting the team identified 4 priority projects:

- @Meetings
- Analytics for OUs
- Officer Virtual Assistant

- Collabratec for vTools

Then, after I attended the GUOS meeting in San Jose, Costa Rica in late March, and obtained deeper insight into their needs, we focused in on two priority projects:

- @Meetings, with a refined understanding that includes a CRM focus and the need to create a mechanism that allows us to communicate with interested non-members
- Analytics for All, with a focus on insuring the common analytics needs across all the identified projects and volunteer roles could be met in time

These project definitions have been further refined with the goal of working with the staff to identify detailed timelines and budget requirements to achieve the goals.

We've also continued to collect vTools requests and bugs and prioritize them appropriately and will continue to work on identifying training material needs, including the Analytics training that is necessary to minimize staff support time.

With respect to the goals outlined in our last report:

- work has continued on the vTools portfolio, and we've adopted Collabratec as one of our core communication platforms in an attempt to understand what is needed to increase volunteer adoption
- I have a proposal to fold vTools into ITCO and restructure ITCO in a way that I believe will be more effective that I would like discussed at the forum
- IEEE staff completed the GDPR compliance requirements
- we effectively researched and identified projects to better support volunteers -- but –
- we have not managed to increase interaction with Finance (despite offering to help with their T&E selection process / platform testing / roll-out)
- we have not managed to increase the support to other OUs (yet, but we believe eNotice uptake will continue as it is already GDPR compliant)

Since the last meeting we have identified:

- the need to work closer with GUOS and Membership Development to better identify volunteer and member needs that our platforms and tools need to support
- the need to bring Collabratec into the fold to avoid duplication of effort (and increase support for adoption)
- the need for more staff support (or at least some short-term development support to catch up). Much of staff time is taken up supporting current systems and MGA needs, leaving relatively little time for new system development compared to the ever-increasing needs list that we continue to identify year-over-year; moreover, as a result of the massive need for

system updates from GDPR, we have made less progress than we typically word on platform support for volunteers and members

2018 Accomplishments

GDPR compliance related work

Much of the MGA Information Management staff time in the first two quarters of 2018 was dedicated to ensuring compliance with the GDPR. Completed work includes:

- Gathered volunteer feedback on GDPR compliance plans from volunteers at the ITCO/vTools face-two-face meeting and integrating it into final approach;
- Created a portal with GDPR resources for volunteers - <http://sites.ieee.org/gdpr>
- Played a significant role in the overall IEEE communication strategy for customers, members, and volunteers regarding GDPR;
- Oversaw campaigns to active, arrears, and inactive members requesting consent to the IEEE Privacy Policy;
- Contributed to the new IEEE Privacy Policy content;
- Revised Membership product description to include additional benefits and allow for relevant communications with members;
- Worked with IEEE IT to update IEEE account creation and membership Join/Renew processes to make them GDPR compliant;
- Completed a deep dive analysis and update of the customer and member communication preferences and related user interfaces;
- Worked with IEEE IT to update multiple systems to require consent with updated IEEE Privacy Policy;
- Designed processes for MGA systems to fulfill the "Right to be forgotten" and "Personal Information" requests;
- Designed consent, right to be forgotten, and personal data request functionality for Collabratec.
- Designed changes for Senior Member, Fellows, and Petitions applications to make them GDPR compliant;
- Ensured Listserv compliance with GDPR: designed new list managements policy, worked with IT to update subscribes and unsubscribe processes, communicated changes to Listserv list owners.
- Transitioned non-compliant SAMIEEE to OU Analytics (see "OU Analytics" section for the complete list of related activities);
- Ensured vTools compliance with GDPR (see "vTools" section for details)
- Designed and implemented mandatory browser cookie use and acceptance banner for all sites on EWH;

vTools

- Completed volunteer organized and led training at R7 meeting.

- **Voting**
 - Updated to ensure GDPR Compliance;
 - Updated SOA web services ;
- **Events**
 - Added Privacy Policy and Dace Use Policy consents to comply with GDPR;
 - Developed as a partnership between the MGA IM team and IEEE Mobile Center of Excellence, users of the IEEE Event Finder mobile app can now register for local events and, if applicable, pay any admission fee;
 - Enhanced to provide new APIs;
 - Updated registrations functionality for volunteers.
- **eNotice**
 - Updated to ensure GDPR Compliance;
 - Expanded usage of eNotice to more OU types (e.g. societies).
- **Student Branch Reporting**
 - Updated new annual plan;
 - Updated design of user interface.

**For more details please refer to the vTools Committee report.*

Membership Join and Renew online experience enhancements

- Created IEEE "Joinlite" - a 'lite' membership application designed to streamline the join process onsite at conferences and eliminate manual processing of paper or batch files;
- Introduced enhancements to electronic acknowledgement/welcome packages for 2019 Membership year;
- Added ability for affiliates to update their member directory settings in their IEEE.org profile;
- Ensured that tax, shipping, and discounts are being calculated and shown correctly in all scenarios during checkout;
- Migrated memberNet member directory to Collabratec as part of myIEEE sunseting. Synchronized data for member directory from Siebel to Collabratec;
- Removed myIEEE ads from the order confirmation page.

OU Analytics

- Completed transition of SAMIEEE from Oracle Business Intelligence Enterprise Edition (OBIEE) to Tableau and rebranded as OU Analytics. Sunset SAMIEEE in May 2018;
- Conducted training sessions on OU Analytics;
- OU Analytics offline training, quick guide, and FAQs have been posted;

- OU Analytics provides an intuitive interface and leverages visualization technology for better data presentation. The OU Analytics landing page has an easy access to various dashboard views with many filtering options, eliminating the need to create, revise, and generate custom queries.

EWH (Entity Web Hosting)

- Initiated planning for migrating EWH 2.0 from AWS to WP Engine;
- Moved Region 8 and IEEE Day sites to WP Engine.

mga.ieee.org

- Moved MGA content from ieee.org to mga.ieee.org to streamline ieee.org and provide easy to find and access MGA volunteer resources in one place

Fellows Process

- Logic for Society/Technical Council chairs to not perform evaluations nor score nominees, reduce number of references required, Judge designee when a conflict arises, other process/efficiency improvements

Enhancements in Process for August 7.0 Enterprise Release

- ▶ Highlight half year pricing on eligible memberships/products in the Memberships and Subscriptions catalog
- ▶ Correct pricing for Consultants Network Premium product
- ▶ Enhance new Join Lite Mobile App to handle renewing members
- ▶ Add New member interest field to notices
- ▶ Streamline the online Renewal bill creation process
- ▶ Enhance Employer Search in the online Join and Renew & My Account Profile
- ▶ Enable Promotion Codes (Shopping Cart) to be limited to a select audience
- ▶ Changes in online Membership UI to highlight Societies and member pricing
- ▶ Updating the Checkout page to highlight acceptance to the Terms of Membership (Code of Ethics, Bylaws, Policies etc...)

Additional Projects in Process

- ▶ IEEEtv Re-platforming:
Current platform > 10 years old; a series of efficiency and operational optimizations are needed; security vulnerabilities need to be addressed
- ▶ Implement Foresee user Survey tool within vTools - Designed to gather user feedback and comparative insights to inform future enhancements to the site
- ▶ New Senior Member Application, Nomination and Reference
- ▶ Migrate the Membership Geographic Statistics & Annual Statistics to Tableau
- ▶ Add Member Lookup & HKN Chapter capability in OU Analytics
- ▶ Communication development/Integration into My Account Profile

REPORT

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Respectfully submitted,

Michael Lamoureux
Vera Lee Sharoff