

TO: IEEE Member and Geographic Activities Board

FROM: Francisco Martinez - MGA VP Member Development,  
Chair, MGA Member Engagement and Life Cycle Committee  
John Day - Member Products & Programs

SUBJECT: MELCC Report - January 2022

---

**Executive Summary:**

The Member Engagement and Life Cycle Committee is responsible for establishing programs which facilitate growth and development of the member and IEEE. The Committee is responsible for recommending policy and the encouragement across IEEE for member pipeline modeling, design, and development; coordinates the execution and measurement of the models; and proposes the associated IT requirements. Areas of Committee activity include Student Engagement, Young Professionals, Life members, Admission and Advancement, Awards and Recognition and Pre-University.

**2022 Committee Composition:**

- Francisco Martinez - Vice Chair, Member Development
- Ramakrishna Kappagantu - Past Vice Chair
- Zuhaina Zakaria - Chair, Admissions & Advancement Cmte
- Howard Wolfman - Chair, Life Members Cmte
- Hossam Ali - Chair, Student Activities Cmte
- Jenifer Castillo Rodriguez - Chair, WIE Cmte
- Celia Desmond - Chair, Awards & Recognition Cmte
- Jessica Bian - - TAB Liaison
- TBD - EAB Liaison

**2022 Corresponding Staff Support**

- John Day - Member Products & Programs
- Matthew Plotner - A&A Cmte
- John Day - Life Members
- Lisa Delventhal - Students, Young Professionals
- Charmain Williams - Women in Engineering
- Maria Schneider - Awards & Recognition

**Committee Activities:**

- Our first meeting of this year will be a Web Conference Call by no later than mid-February.  
During this kick-off, the committee will work on the continuity of MELCC's 2021 projects, and to explain the 2022 MGA/MELCC Directions. MELCC will learn about Committees' and Liaisons' plans considering:
  - Expanding IEEE's Global Membership Presence
  - Delivering world-class Member experience
  - Modernizing / Improving Volunteer Experience
- Reports of the Committees under MELCC are submitted separately, so they can be located in the MGA agenda.
- Among other important actions for this year, MELCC will focus to improve the membership decline, developing actions and business plans, to enhance especially during the pandemic times a well-balanced calendar of activities to connect with members with more products and services.
- MELCC's actions and initiatives will be guided by membership engagement, member satisfaction, tendencies and trend data.