

# INSPIRING our LEADERS of TOMORROW

## ENGAGING LIFE MEMBERS LOCALLY

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**IEEE**  
SECTIONS  
CONGRESS  
/// 2014

# ASSUMPTIONS

- ▶ **1) YOU KNOW WHAT AN IEEE LIFE MEMBER IS ?**
- ▶ **2) YOU KNOW WHAT AN LIFE MEMBER AFFINITY GROUP (LMAG) IS ?**
- ▶ **ANYBODY NOT KNOW ?**

# “IEEE LIFE MEMBER”

- ▶ **IEEE "Life" status is an automatic process based on an individual's membership record.**
- ▶ **To qualify for Life member status, a member must be at least 65 years of age and have been a member of IEEE or one of its predecessor societies for such a period that the sum of his/her age and his/her years of membership equals or exceeds 100 years.**

# AFFINITY GROUP

**IEEE Affinity Groups are non-technical Subunits of one or more Sections or a Council. An Affinity Group is a Local Unit of an IEEE Organizational Unit or Standing Committee, established by petition to the Parent Organizational Unit, to fulfill the purposes of IEEE.**

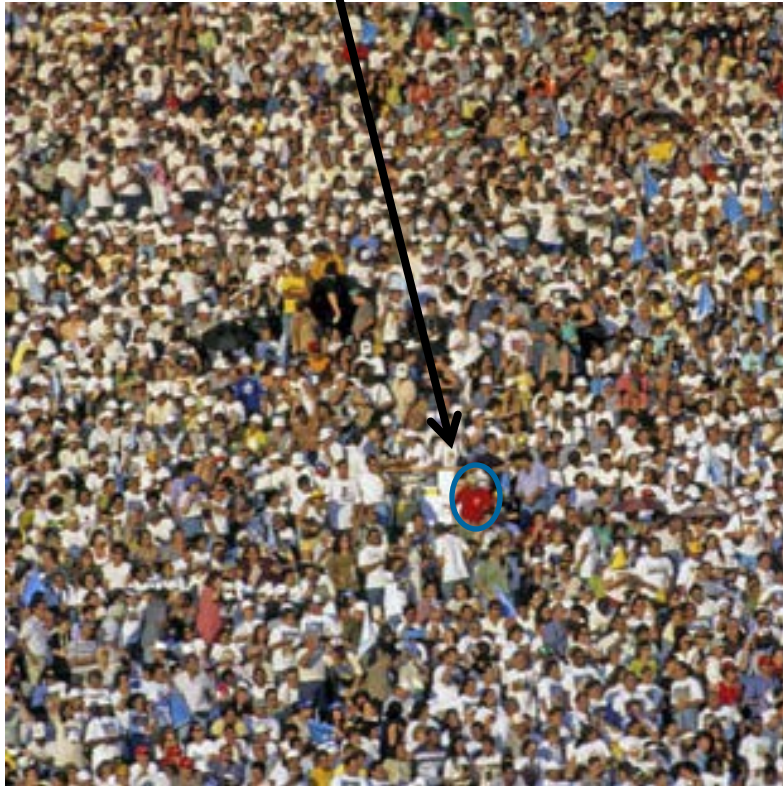
# TODAY'S TOPICS

- **WHY ENGAGEMENT IS IMPORTANT**
- **HOW LIFE MEMBERS CAN PARTICIPATE**
- **HOW TO RECOGNIZE LIFE MEMBERS**
- **CONSIDERATIONS FOR HOLDING LM EVENTS**
- **CONTACTS**
- **DISCUSSION**

# Why Engagement is Important

# Core Concept: Focus on the Member, the Result will be Membership Growth

When we focus on “Membership”  
the member and their needs get lost  
in the crowd.



If we focus on the “Member” they  
can become Inspired, Enabled,  
Empowered, and Engaged



“I feel welcome”

“My needs are met”

“I make a difference”

“I am the IEEE”

“I am a part of  
something great”

**Truly satisfied members renew;  
truly satisfied members refer  
others to IEEE**

# MGA Winning Aspiration

To be the best in class association for technical professionals in the world by

1. Delivering an exceptional membership experience (50% or more of members rate IEEE membership "top box" or "very satisfied")
2. Expanding IEEE's global membership presence.
3. Developing and supporting a positive professional development experience for volunteers who deliver the IEEE experience.

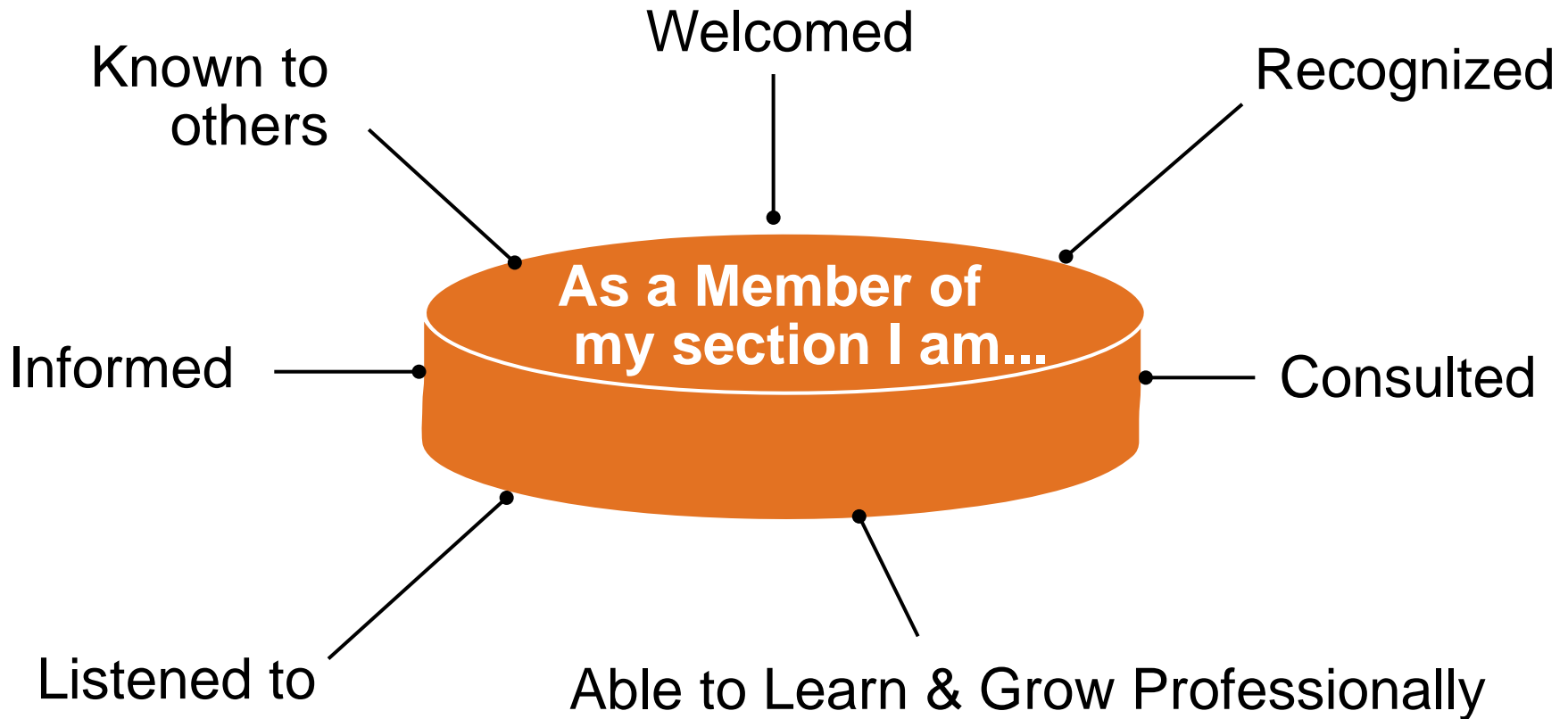


# How will we win?

- By delivering high quality IEEE branded products and service to meet gaps in member satisfaction
- By having volunteer and geo units participating with the winning aspiration and associated objectives
- Through locally authentic strategies and experiences
- By exploring and implementing innovative and experimental models for member engagement



# Section Vitality Provides Focus on a Positive Member Experience at the Local Level



# How can Life Members Participate Locally?

# Make use of your Life Members knowledge and experience

## Mentoring opportunities/Engaging the Young

### ▶ Assist your local student branches

- Resource for soft skills for job interviews and early career know how
- Student paper contests Judging
- Host book sharing days

### ▶ Local school districts (pre-university)

- Career Days
- Science Fair Judging

### ▶ IEEE MentorCentre

- Ask them to become participating mentors
- [www.ieee.org/mentoring](http://www.ieee.org/mentoring)

# Make use of your Life Members knowledge and experience

## Assisting the Local Section

- ▶ **Form Section Senate/Advisory Panel (mix of past chairs and LM's)**
- ▶ **New Officer Orientation Sessions**
  - Past/Current Volunteers that are LM's can host
- ▶ **New Unit Formations**
  - LMs provide assistance in getting student branches, chapters, affinity groups formed
  - LMs can be a reference point for new officers
- ▶ **Senior Member Elevations**
  - Produce reference letters for local members

# Make use of your Life Members knowledge and experience

## Life Members Affinity Groups - [ieee.org/Imag](http://ieee.org/Imag)

- ▶ **Don't have a Life Members Affinity Group?**
  - Ask your local Life Members to form a new affinity group
  - Don't necessarily need more than 2 LMs in your area, get your other long term members and retirees involved
- ▶ **Host a Life Member Technical Tour in your Section**
  - [ieee.org/lmtour](http://ieee.org/lmtour)
- ▶ **Life Members Newsletter**
  - Submit articles regarding local LM activities
- ▶ **Hold joint activities with your Life Members Affinity group**
  - with your Section or other Affinity Groups (YP, WIE)
- ▶ **Promote the IEEE Life Members Fund**

# LMs AS DONORS TO THE IEEE LIFE MEMBERS FUND (LMF) OF THE IEEE FOUNDATION

- ▶ LMF supports IEEE activities of interest to LMs, potential engineers, and engineering students
- ▶ Donations are invested in initiatives that:
  - Excite students about STEM – science, technology, engineering and math
  - Empower young minds to pursue careers in IEEE fields of interest
  - Preserve the legacy IEEE members helped create
  - Acknowledge peers for accomplishments
  - Encourage LMs to stay active in IEEE
- ▶ LMs who donate \$75-124 receive an IEEE Life Members lapel pin (*Limit one pin per Life Members per year*)
- ▶ Donors who give \$125 or more receive an IEEE Life Members coaster commemorating an IEEE Milestone. (*Limit one coaster per donor per year*)



***Donors who receive low cost articles with a fair value exceeding the U.S. IRS threshold will be notified that the tax deductible amount of their charitable gifts(s) have been reduced by the fair value of the items.***

# Make use of your Life Members knowledge and experience

## Raise History Awareness

- ▶ **IEEE Life Members Newsletter**
  - Submit personal stories to “Tales from the Vault”
- ▶ **IEEE Global History Network (GHN)**
  - IEEE Milestone Advocacy & Formation
  - Participate in oral histories on GHN
  - Allows IEEE Members to contribute to Wikipedia-style topic articles or to preserve their own First-Hand Histories





# How to Recognize Life Members Locally

# Welcoming new Life Members

- Send an acknowledgement letter or message to new LMs in your Section.
- Give a phone call
- Announce at local events
- Publicize in Section newsletter / web site
- Announce at Section AGM

# AWARDS & RECOGNITION

## Honor your local Life Members

- For their technical contributions
- For their IEEE contributions
- Recognize LMs elected or appointed to senior IEEE positions
- Appreciation certificates and events, newsletter, web site
- Emphasize Life Members and associated activities in media, events, and other forums
- Nominate a colleague for an IEEE Medal – aka a lifetime achievement award

# Considerations for Holding Events for Life Members

# CONSIDERATIONS FOR LM EVENTS

## ▶ When

- Weekdays
- Daytime hours
- Consider weather friendly seasons

## ▶ Transportation

- Car pools & ride shares
- Consider bus/shuttle rentals
- Consider taxi reimbursements
- Invite family and friends

## ▶ Where

- Close to public transportation
- Easily accessible venues
- Handicap accessible venues
- Pick location in section where majority of LMs reside (use zip codes in SAMIEEE)

## ▶ How (advertise mtgs)

- Utilize phone, email & social media
- Newsletters & Websites
- Utilize SAMIEE & eNotice

## ▶ Types of Events

- Distinguished Lecturers
- Tours of local museums & technical sites
- Tour local IEEE milestones
- Show & Tell – earlier technology demonstration
- Social gathering / company retiree groups

## ▶ Reach out to more than just Life Members. Include retirees & those close to Life Membership

# Contacts

# REGIONAL COORDINATORS

# IEEE LIFE MEMBERS REGIONAL COORDINATORS

**1 Lou Luceri**  
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# STAFF

# Life Member Staff Contacts

## ➤ Life Members / Life Members Committee inquires:

- Stacey Waters, Sr. Administrator, IEEE MGA
- Phone: +1 732 562 5505, Fax: +1 732 981 1591 ,  
Email: [s.waters@ieee.org](mailto:s.waters@ieee.org)

## ➤ Life Member Status/Membership Inquiries

- [www.ieee.org/contact](http://www.ieee.org/contact)
- Phone: (USA) +1 800, 678 4333, (worldwide) + 1 732 981 0060

## ➤ Life Member Newsletter

- Craig Causer, Managing editor
- Email: [c.causer@ieee.org](mailto:c.causer@ieee.org)
- Submit articles to: [lm-newsletter@ieee.org](mailto:lm-newsletter@ieee.org)

# IEEE Foundation Staff Contacts

- ▶ **IEEE Foundation:**
  - **IEEE Development Office**
  - **Phone: +1 732 562 5550**
  - **Email: [donate@ieee.org](mailto:donate@ieee.org)**
  - **[www.ieeefoundation.org](http://www.ieeefoundation.org)**

# EVALUATION

- **Fill out the session survey on your phone's mobile app:**
- **Go to 'Survey' icon and click on this session,**  
**or**
- **Go to 'Speaker' icon and click on this session title**
- **"ENGAGING LIFE MEMBERS LOCALLY"**

# DISCUSSION