

#	Recommendation title (10 words)	Recommendation Description (50 words)	Areas: Membership; Networking; Public Service; Skills Improvement	Target Groups: Academic Professionals; Entrepreneurs; Higher Grade Members; Industry Professionals, Students; Underserved Geographic Areas; Women in Engineering; Young Professionals	Other: Implementation, pro/con, cost
1	Establish Industry Ambassadors and Student Branches Liaisons	To create requisites and procedures to achieve solid and stable cooperation and exchanges between students and experienced industry representatives. These experiences will create a fertile ground to grow experiences, ideas, R&D and working opportunities to ease students education in the path toward their future industry careers.	Membership; Networking; Public Service; Skills Improvement	Industry Professionals, Academic Professional, Students;	Challenges: student branches seem to be too much embedded within universities while poorly or not at all aware of industry opportunities. Moreover industry professionals need to dedicate part of their busy schedule to the growth of high potential students. This has to be considered as a service to student to ease their growth and let emerge high potential profiles more easily
2	Enable any OU to initiate a video conference on short notice	Shared WebEx accounts create significant volunteer overhead to hold online meetings, especially when organized last minute. Assign each OU their own account or create a dynamically shared pool of video	Networking, Skill Improvement Public Service	All	Pros: Less overhead for volunteers. Cons: Increased cost.

		conferencing accounts that can be used or reserved without manual approval.			
3	Expand OU and role-based resources and services that automatically transfer	Resources, services and a core set of tools that stay with the roles/OUTs rather than the volunteer. These could include email aliases, training through change management, video conferencing and role-based document sharing. All of these items are connected to the volunteer's IEEE credentials; updating as volunteers change roles.	Membership; Networking; Public Service; Skills Improvement	All	Intention is to empower local volunteers, reduce friction, drive member value and raise efficiency! Make it easier for volunteers to focus on the IEEE mission rather than administration tasks for their roles. All for a nominal system cost at the IEEE level.
4	Create a 3-5 multi-year IEEE membership fee structure with discounts	This structure would benefit IEEE by ensuring that the members stay with IEEE for a longer period. The structure would also greatly benefit members by providing options for more cost-effective membership. Other professional societies have been exercising multi-year membership fee structures which have proven to be	Membership	All	<p>The implementation of this recommendation will bring stability to the behavior of membership having the confirmation from members for a period of time longer the regular one year subscription.</p> <p>Pros. Increase membership and retention Cons. Minor loss of revenue</p>

		highly effective and successful.			
5	Stimulate Humanitarian Activities in technical societies with Students, WIE&YP liaisons	Every technical society should assign global Humanitarian Activities and Student Activities liaisons so that students and professional chapters around the world working in either topics have someone to connect with and defend those interests. At the same time, societies should reinforce the positions already established for WIE and YP.	Public service Networking, Skills Improvement	Young Professionals, Women in Engineering, Student,	Implementation challenges: identifying talents to fulfil the positions. No costs associated.
6	Launch of IEEE Meetups, or Creation of IEEE Meetups, or Implementation of IEEE Meetups	Develop and promote the implementation of new talks/conferences using formats such as Meetups about STEM topics, startups, universities and external organizations sharing their experiences, practices, methodologies and projects with IEEE members and public in	Networking, Skills Improvement	All	The only cost would be the one associated with promoting the Meetups in social networks to attract people. Actually, it is expected to be a self-sustainable event.

		general, validating these formats as part of technical activities for OUs rebates.			
7	Create a video library on "how to's" for technical topics	Establish a program on IEEE.tv that creates a video library of technical "how to's" that would provide both IEEE members and non-members with ongoing educational material. This will also serve as a public service for non-members to demonstrate IEEE as a recognized expert in the technology field and create membership development opportunities.	Membership; Networking; Public Service; Skills Improvement	All	This will take effort and cost to develop the short programs on topics. This has to be done in a way that it enhances and supports the library of IEEE standards and other documents.

8	Provide resources to Sections to serve industry professionals and engage with local industries	To better serve industry professionals, IEEE to provide industry seminars including technical presentations, opportunity to earn professional development hours and networking opportunities. IEEE also to provide structural resources such as a Customer Relationship Management platform to track local industry contacts and training to engage with local industries.	Networking, Skills Improvement	Industry Professionals, Young Professionals, Students	Challenge: Identifying predominant industries in each section and locating/maintaining current contacts. Pros – providing info and basic slides may encourage sections to reach out to industry. Cons – requires continuous updating for industry contacts. A potential con of this recommendation is lost revenue from lower dues over a 5-year period. For a single member, this amounts to ~\$200 over 5 years. However, this con quickly becomes a pro if retention rate is increased by only 7% for student and graduate student members in the US. A 7% increase is only 1500 members. Therefore, if this recommendation does as it proposes, then IEEE will increase in both membership and revenue.
9	Develop and offer an IEEE Corporate Membership Program	Develop and offer to Corporations worldwide a Corporate Membership program that offers certain number of individual IEEE memberships and other benefits at a bundled price. This will be an enhancement of existing IEEE	All	All	Pros: new horizons to IEEE with increased number of new members from variety of skills, that will contribute to IEEE activities, with the support of their employer. Cons: None

		Corporate Partnership program that is limited in scope. The proposed Corporate Membership Program can be structured in different tiers for Corporations of different sizes.			
10	Provide Continuing Education to provide true value added for working professionals	Present short courses on emerging technical topics including a documented certification, including Professional Development Hours'. The ILN is not competitive to 3rd party alternatives. To increase member retention, offer 3 courses per year to each member. Additionally develop online presentations similar to TED talks on engineering topics.	All	Industry Professionals	We need to fill needs of working professionals at the Bachelor's & Master's degree levels to provide value added for their IEEE membership dues. This will increase the participation of professional members in industry, motivate volunteers to renew, add value for YP's members. Cons are the need to re-evaluate the business model of the ILN, but that is already in progress.
11	Improve Section Operations	IEEE HQ can improve data analytics and visualization tools as well as provide actionable feedback on Section vitality reports.	Networking, Skills Improvement, Public Service	All	Cost to implementing new/improved data analytics tools.

12	Improve Section interaction and support for Student units	Sections and student units need to develop stronger bonds of engagement that will invigorate student units with enhanced student leadership enablement and diverse student unit activities and projects. such as through mentorship and substantive project support, though not necessarily limited to these. This will lead to increased value to student members served by the units.	Membership	Students, Women in Engineering, Young Professionals	Pros: Potential to motivate student member retention and continuation to higher grade membership. Build stronger relationship between Section and student unit. Cons: Additional commitments and resources from Section to support student units. Challenging for Sections with many student branches/chapters
13	Provide resources to Sections to offer workshops to local members	Provide resources to Sections to offer hands-on (virtual or in-person) learning workshops in a manner similar to Distinguished Lecturer Program. These workshops can be offered from Technical Societies, Technical Councils or Technical Communities.	Networking and Skills Improvement	All	Workshop costs might include hardware (demo boards or other hardware for participants), rent for services like AWS server time as another example. There would be costs for the travel for the DWL unless done remotely.
14	Standardized Distinguished Lecturer Program Organization across Societies	Standardize the organization of distinguished lecturer program across all IEEE societies and develop a common IT tool for all societies to simplify the organization of	Networking Skills Improvement	All	Cons: convince societies to have a common DL procedure. Cost of developing software tool. Adaptation period for societies. Need for publicity. Pros: will greatly help management of DL

		distinguished lecturer tours.			program, especially for small sections.
15	Regional-based Distinguished Lecturer Program	Develop a regional-based Distinguished Lecturer Program to allow regional experts in various fields to shape the regional community and to lecture this community.	Skills Improvement	students, industry professionals, underserved geographic areas	
16	Incentive-based Internship Program	Develop incentive-based Internship Program where Senior Members of IEEE will be mentors for Engineering Students. Both mentors and mentees will be incentivized through Discount Coupon codes towards IEEE Membership renewal.	Networking, skills improvement	students, higher grade members	
17	Initiate and measure the results of a PR campaign to gain visibility for IEEE with the public and corporations so they know about IEEE	Have business leaders, political leaders, university leaders, engineers, students and the public know what IEEE is and what we do. Members of the NH section work at organizations where their colleagues have never heard of IEEE. We request that IEEE make itself known to those outside of IEEE.	Networking	All	Retention of graduating student members as they become Young Professionals will result in increased income to IEEE as students who fall away contribute \$0 in membership fees.

18	Create a reward system for volunteers that hold an appointed position.	Because of the shortage of IEEE volunteers, create a subsidized IEEE membership due model or create a set of rewards for volunteers who hold an appointed position. The reduced membership dues or rewards will encourage more members to volunteer for IEEE positions and activities, while also helping to create a volunteer pipeline	Membership, Skills improvement	All	Pros: helps to retain membership. More volunteers at higher level of organization.
19	Alleviate the financial burden for IEEE publications switching to Open Access	Open Access compliance introduced by 2020 face critical questions for the EU region, especially on the requirements of paper management system available at high costs. IEEE creates a special support fund for IEEE technically endorsed journals, supporting Plan-S associated direct costs up to 3000USD per year, for maximum 3 years.	Membership; Networking; Public Service; Skills Improvement	All	Depending on the scale of the periodical, a few thousand-dollar cost would appear when switching to a better managed paper management system.