

Developing a 360 Degree View of the IEEE Member



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About This Session

- What is 360 Degree view?
- What is member segmentation
- What we have learned from past segmentation studies
- Why segmentation alone is not enough
- Why a “360 Degree view” allows us to better engage our members throughout their life cycle



360 Degree View of a Member

- Allows us to apply the macro decisions we make using member segmentation at a micro level for each member
- *Consolidated history of all contacts of each Member with all IEEE activities allows ultra-customized services for greater value added to Member.*
- Translates to more Members, better-served, doing more business with IEEE.
- Not a short term project, and actively being worked by both Staff and Volunteer teams

Segmentation

Market segmentation is the process of dividing the market into smaller, more homogeneous subgroups. This can be based on demographics, psychographics (values), usage, or benefits sought.

*Stanford University
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Objectives of Member Segmentation

- Gather factual information regarding members' needs/behaviors to facilitate objective (i.e., data-based) member engagement.
- Understand members' needs, values and behaviors in order to intelligently recommend growth and development paths and options.
- To show changes in segments over time to track development, participation and levels of engagement
- To help assess the impact of current product offerings and guide changes and future product development

Characterizing Current Segments

- It is helpful to view the segments in light of their attitude toward IEEE:
 - **Base** – Core membership group; committed to IEEE
 - 75% of Base (Group 4): Primarily value content
 - 25% of Base (Group 2): Primarily value just being a member
 - **Swing** – Value their membership, but could easily fall into At Risk
 - **At Risk** – Little commitment. Most likely to drop their membership or stay as a spectator / subscriber.

2008 Member Segmentation Study

- Will be conducted in 4Q-2008
- We will be adding student members (including graduate students) to the survey so we can break them into segments or determine if they fall into the same segments as higher grade
- We will continue to track the trending of changes within the 4 core groups, and determine if any other groups should be developed

Is Member Segmentation enough?



Member Value Studies

Segment studies undoubtedly serve us well as we consider adding new benefits, and build our engagement opportunities, but we need more...

Different members seek different benefits. *(2006 Member Value Study)*

- Including Societies and *Spectrum*, only seven items were selected by even 20% of current members for their Limited memberships (five items for formers).

- .. relatively small subsets of IEEE benefits create satisfaction for different groups of members: this is likely to be a highly segmented market.

When 1,502 Current members were asked to build their ideal membership, there were 1,475 unique packages built.

-2006 Member Value Study

360 Degree View of Member and Beyond

The execution requirements of MGA show we need segmentation, and more...

- Increase the value of IEEE membership.
- Utilize member life cycle concept.
- Provide a simple, consistent interface to members and prospective members.
- Track member involvement and development.
- Make the process of joining and maintaining membership simple and straightforward.
- Facilitate member collaboration.
- Become more transnational in look, feel and language.
- Strengthen the relevancy of IEEE membership to industry.

The 360 View helps members find their professional “home”

- Where I feel ***grounded - comfortable - appreciated - part of a prestigious team***
- Touchstone for my professional ethics and values.
- Where I can find a mentor.
- Repository of my professional record.
- Providing support in finding and changing jobs.
- Providing opportunities to make a difference in the world.
- Where I can seek constructive critique of my work.
- Where my work can reach peers and the world.
- Where I can find other professionals and they, me.
- Providing key information that interests or benefits me.
- Helping me do my day-to-day work.

360 View: Meet Member Joe Smith



With a 360 Degree view, we can use predictive techniques to help Joe Smith get the most value ...

- Amazon model...

“Other members with interests like you engaged through the following networks, benefits, meetings...”

- Google ads model...

Third party items offered based on profile and current activity information (with permission of course).

- “My professional home” model...

One stop service for **all** matters professional of every Member “Joe is the IEEE and the IEEE is Joe.”

How would a 360 Degree View help you as a member? What benefits do you want? How might you find them?

Knowledge

- IEEE Spectrum
 - IEEE Xplore Abstracts
- “What’s New” News
 - IEEE Potentials
 - The Institute
 - IEEE.tv
 - Ask IEEE
 - Expert Now
 - Member Digital Library
- Proceedings of the IEEE
 - IEEE Societies

Profession

- IEEE Mentoring Connection
 - IEEE Job Boards/Websites
 - Educational Partners Program
 - Career Alert
 - Awards
 - Consultants Network
 - Leadership Opportunities
- Today’s Engineer
 - Code of Ethics

Community

- Networking
- IEEE memberNet
 - myIEEE
- Local Sections
- Technical Chapters
 - IEEE E-mail Alias
 - Volunteer Opportunities
 - Affinity Groups
- Student Contests

Giving Back to the Profession

Humanitarian Mission

Discounts

- Conferences
- Financial Svcs
 - Insurance
- Credit Cards
 - Software
- Journals and Publications
 - Products
 - Travel
 - Student Memberships

Prestige of the Organization

And More...



360 Degree View of Darrel



Current Engagement:

- IEEE Spectrum
- The Institute
- IEEE.tv
- IEEE Societies
- Networking
- Awards
- Leadership Opportunities
- Code of Ethics
- IEEE memberNet
- myIEEE

“360 Suggestions”:

- IEEE Mentoring Connection
- IEEE Job Board
- Local Section
- Humanitarian Programs

360 Degree View

Inspires, Enables, Empowers and Engages Members of IEEE

- For the purpose of...
 - Fulfilling the mission of IEEE
 - Enhancing the members' growth and development through their life cycle
 - Providing a professional home

The 360 Degree View and MGA Strategy

If we are successful...

... IEEE Member satisfaction & relevance is growing and reflected in improved retention and total membership

... the MGA is a data driven organization that proactively anticipates and reacts to the needs of the member and the profession

... the MGA ensures a "home(s)" for every member

... technology professionals will understand IEEE membership's importance to their careers

... the MGA facilitates recruitment and training of IEEE volunteer leaders

... the MGA facilitates successful regions, sections, chapters, and affinity groups

... the MGA will facilitate sections, and regions and reward them based on their measured success.

...the MGA is responsible for all aspects of member and membership activities within the IEEE

... the MGA facilitates communications and engagement opportunities for IEEE members in multiple ways

... IEEE and its members' achievements are universally recognized

Summary

- The 2008 Member Segmentation Survey will be coming by the end of the year
 - New views of our student member population
 - Trending of segments since 2001
- Our 375,000 members have unique needs within the groups identified during segmentation
- A 360 Degree View of our Members will allow
 - A better understanding of impact to growth and development
 - Improved engagement opportunities for members based on their unique needs
 - Improved engagement at the local level to help members find their “home” within the IEEE

Remember

IEEE is the Member and the Member is IEEE
Their Shared Mission to Grow and Develop the
members to fulfill IEEE's Mission

**Resulting
in**

An engaged member capable of bringing technological innovation and excellence to directly benefit the profession and the common good of humanity.

Continuous Engagement is the Key!

360 Degree View will bring us there!

Do you believe we can achieve something with the 360 Degree view?

If No, let's talk about why

If yes...

Provide ideas, suggestions for how the MGA should move forward with building the 360 Degree View

Thank you! questions?

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