

Technical Activities Board Adhoc Committee on Society Membership

Increasing Society Membership Through Chapter Engagement



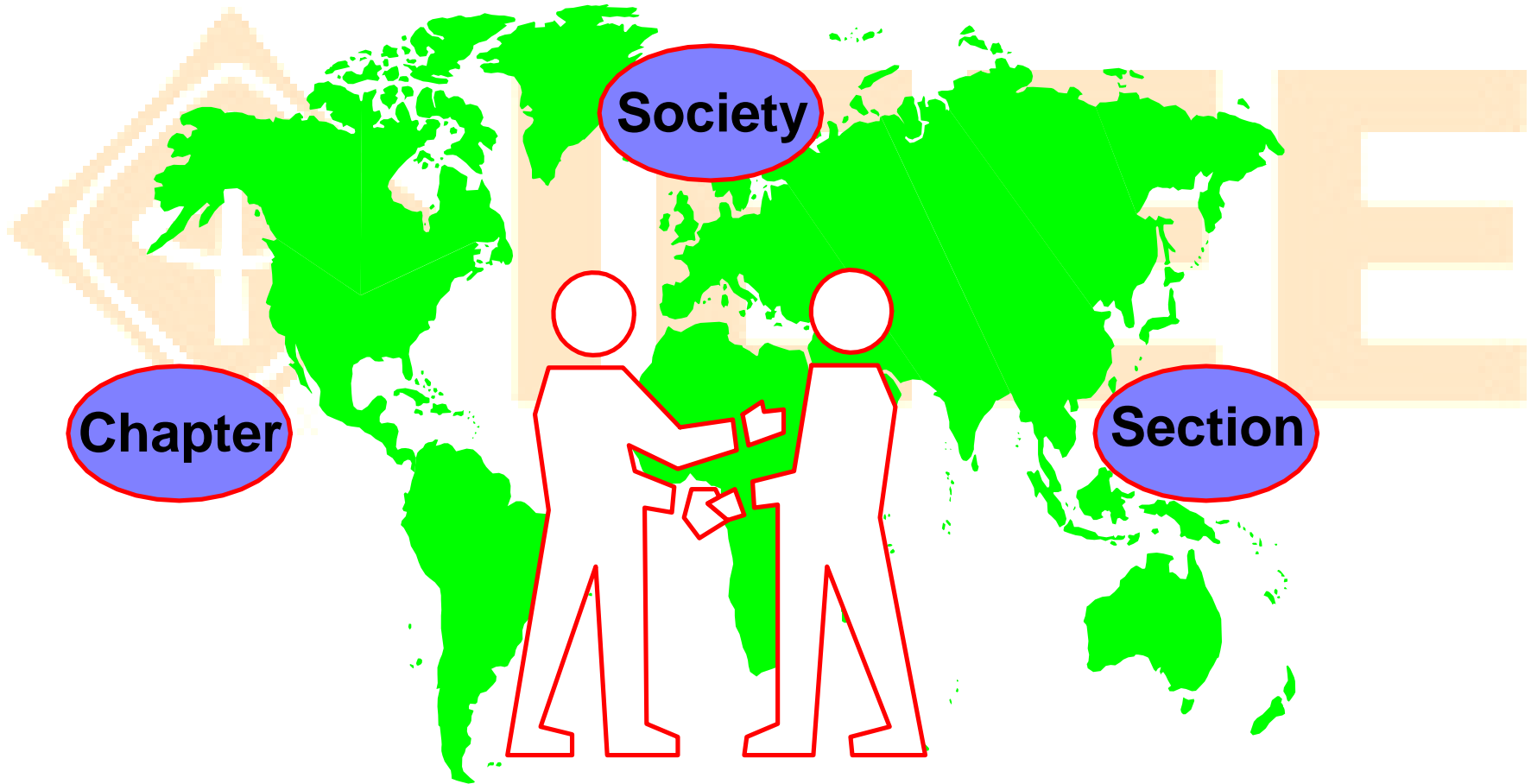
Tom Habetler – Chair
September 2008



Mission

- Achieve a better understanding on what MGA has to offer to Societies and how it can best be leveraged within Societies.
- Clearly identify the needs of the societies with respect to membership and develop a plan for addressing those needs in partnership with the new MGA organization.
- Assist in addressing the alternative membership model (s) impacts on society.
- Develop a list of products and tools that have good potential for increasing Society membership.

Technical and Member & Geographic Entities



TAB Vision Statement

The Technical Activities Board

- Stimulates, promotes, facilitates and supports a global volunteer organization of innovative and agile technical communities
- Uses the best technologies to attract, access, and disseminate technical information

which leads to... IEEE Technical Activities, which provides

- The first place people go for the highest quality technical information
- Acceleration and nurturing of innovation
- The technical professional's lifelong network of choice

TAB Mission Statement

To foster technological innovation and progress by advancing the technical activities of the IEEE for the benefit of the profession and humanity worldwide, and to represent the interests of Societies and Technical Councils within the IEEE.

TA Core Values

IEEE Technical Activities believes in:

- ⑩ ***Inclusiveness*** – Embracing diversity of members and their careers. Respecting each other's values with honesty and transparency.
- ⑩ ***Networking*** - Creating an engaged, interactive community of technical professionals.
- ⑩ ***Professionalism*** - The highest level of professional and ethical standards.
- ⑩ ***Technical Excellence*** – Disseminating high quality scientific and technical information in a timely, equitable and objective manner.
- ⑩ ***Volunteerism*** - The driving force of the organization.

Technical Entities

- 376,328 Memberships
- 346,172 Society Memberships
(including Affiliates)
- 38 Societies/7 Technical Councils
- 10 Divisions
- 1,780 Chapters

As of 31 December 2007

Societies and Councils (1)

- IEEE Aerospace and Electronic Systems
- IEEE Antennas and Propagation
- IEEE Biometrics Council
- IEEE Broadcast Technology
- IEEE Circuits and Systems
- IEEE Communications
- IEEE Components, Packaging, & Manufacturing Technology
- IEEE Computational Intelligence
- IEEE Computer
- IEEE Consumer Electronics
- IEEE Control Systems
- IEEE Dielectrics and Electrical Insulation
- IEEE Education
- IEEE Electromagnetic Compatibility
- IEEE Electron Devices
- IEEE Council on Electronic Design Automation
- IEEE Engineering in Medicine and Biology
- IEEE Geoscience and Remote Sensing
- IEEE Industrial Electronics
- IEEE Industry Applications
- IEEE Information Theory
- IEEE Instrumentation and Measurement
- IEEE Intelligent Transportation Systems

Societies and Councils (2)

- IEEE Lasers and Electro-Optics
- IEEE Magnetics
- IEEE Microwave Theory and Techniques
- IEEE Nanotechnology Council
- IEEE Nuclear and Plasma Sciences
- IEEE Oceanic Engineering
- IEEE Power Electronics
- IEEE Power & Energy
- IEEE Product Safety Engineering
- IEEE Professional Communication
- IEEE Reliability
- IEEE Robotics and Automation
- IEEE Sensors Council
- IEEE Signal Processing
- IEEE Social Implications of Technology
- IEEE Solid-State Circuits
- IEEE Council on Superconductivity
- IEEE Systems Council
- IEEE Systems, Man, and Cybernetics
- IEEE Technology Management Council
- IEEE Ultrasonics, Ferroelectrics, and Frequency Control
- IEEE Vehicular Technology

Society Activities

- Publications
- Conferences
- Distinguished Lectures
- Standards
- Awards
- Chapter Activities
- Other

Conferences

- Sponsors more than 850 meetings annually including:
 - Society/Council Symposia, Conferences and Workshops
 - Regional Meetings
 - Local Section and Chapter meetings

<http://www.ieee.org/conferencesearch>

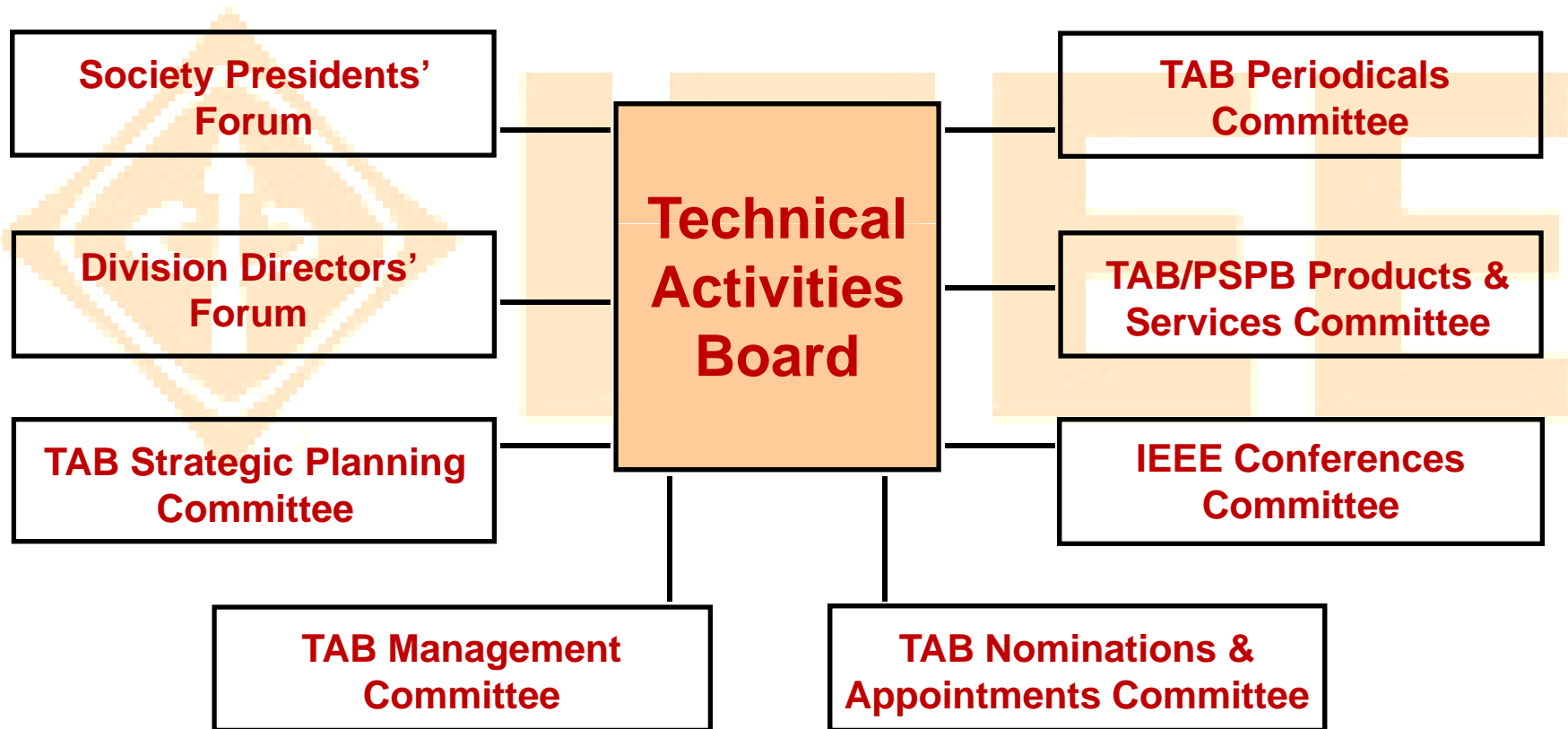
Technical Publications

- 96 Transactions, Journals and archival publications
- 35 Society/Council Magazines
- 21 Society/Council Newsletters

Value of Chapters

- Source of new members to the IEEE and the Society
- Provide a local volunteer base for conferences
- Technical meetings and programs are a source of income to the Section
- Provide guidance to local student branches

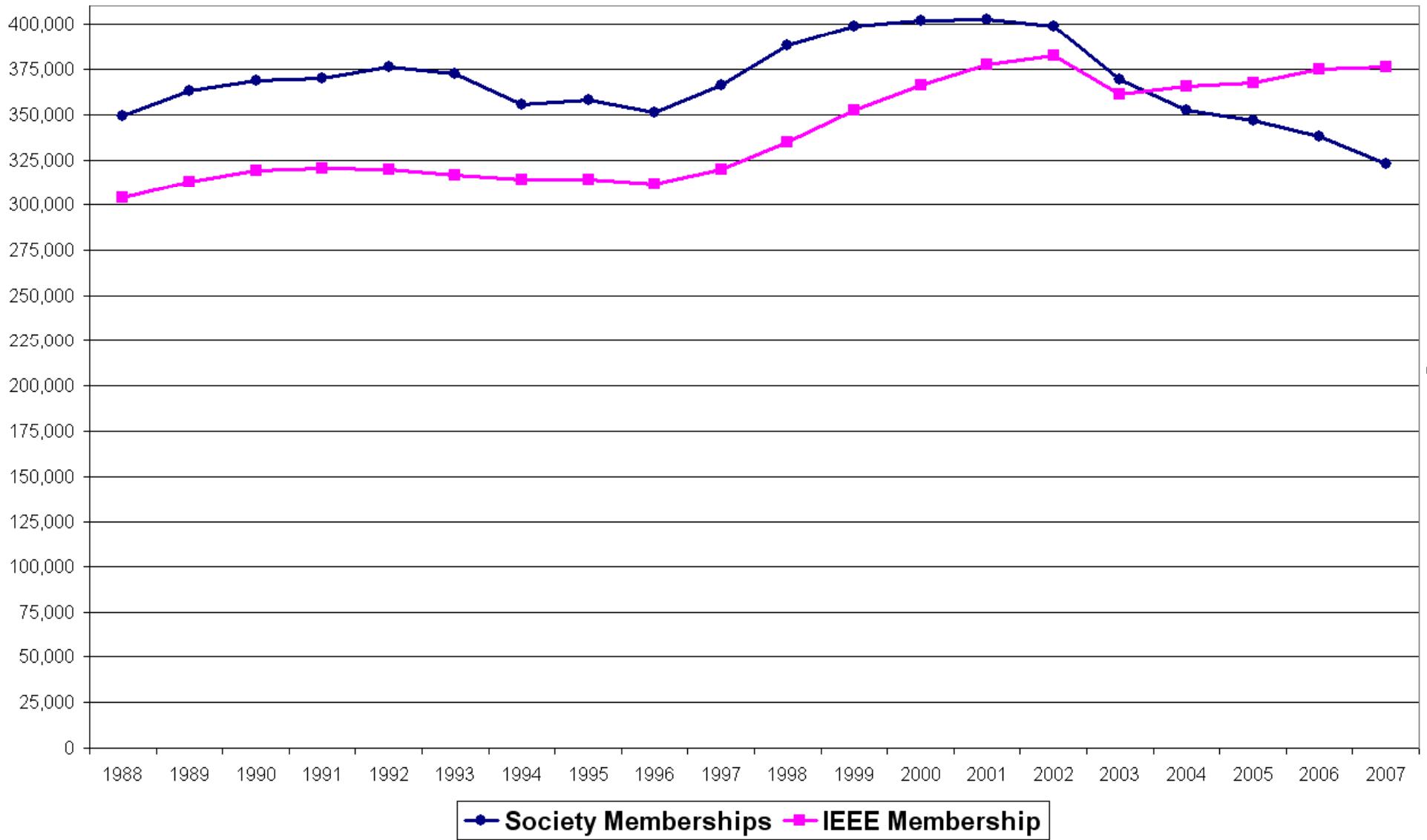
TAB Organization



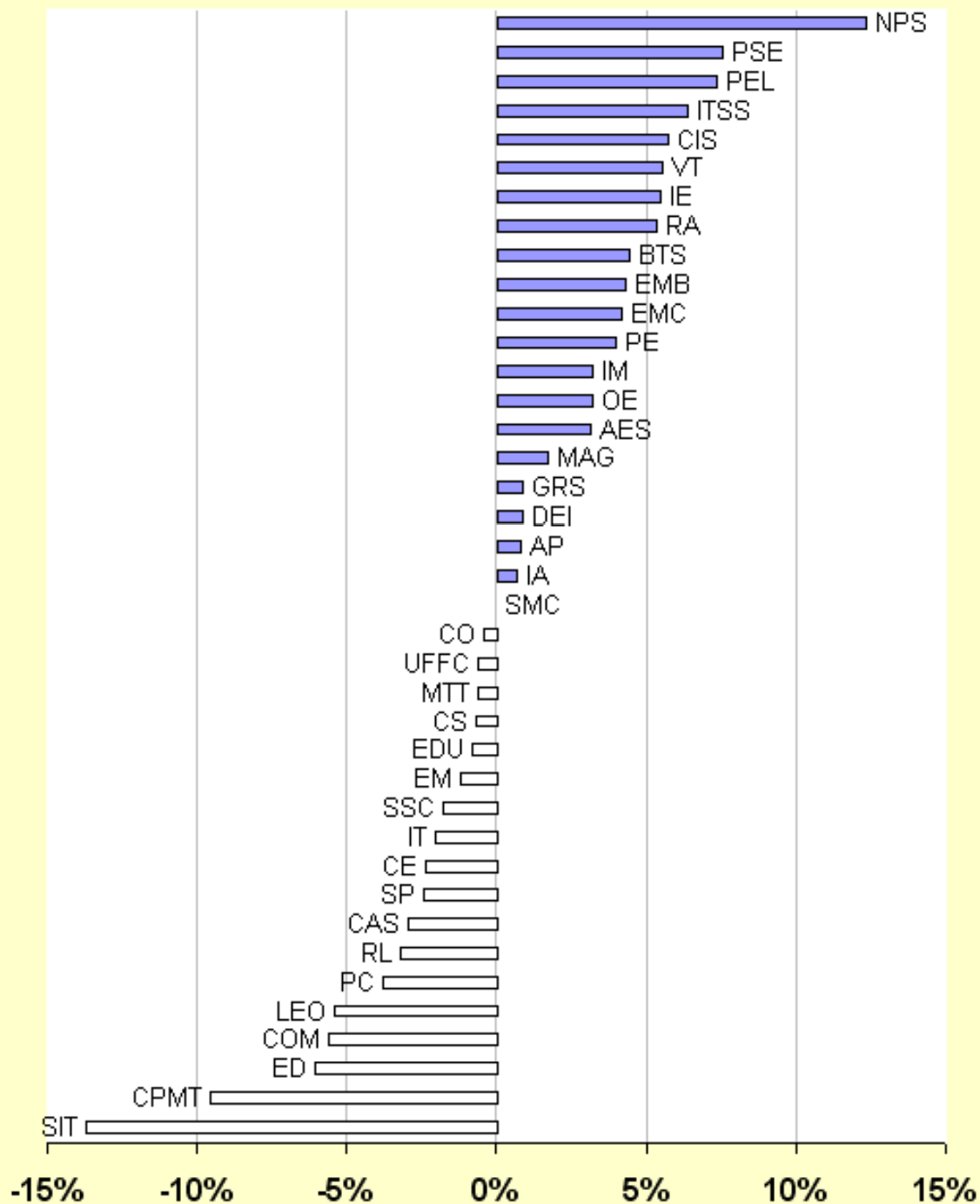
TAB Membership

- Chair (Vice President - Technical Act.)
- Vice Chair
- 45 S/C Presidents
- 10 Division Directors
- Treasurer
- Past Chair
- Committee & Forum Chairs
- Secretary

IEEE Society Memberships vs IEEE Membership



2Q-2007 Annual Gains / Losses by Society



Observations

- Sharp decline in total since 2003.
- Data SIGNIFICANTLY influenced by the larger societies.
- Computer represents 32% of memberships.
- If CS is taken out of the data, there is actually a growth of 0.3%.
- If PES were taken out, there would be a decline of 1.6%, instead of 1.2%.

Plan of Attack

1. Best practices, value propositions for each society. Data collection, dissemination, recommendations.
2. Membership model as it relates to societies. Metrics and goals.
3. New products and services, especially for industry members.

Society Membership Marketing

Establishing IEEE as a Toolkit – rather than simply as a tool

- Society Membership **MUST** be marketed as a toolkit offering both tangible resources as well as the intangible benefits. Data shows that **BOTH** are very valuable.
- The result is an approach that resonates with current members and educates non-members to the potential professional value Societies provides beyond the already recognized tangible benefit of access to technical information.



Key Issues

- A list of key issues has been identified during the TAB strategic planning session on membership.
- Furthermore, this committee is addressing,
 - Cost of entry to societies, affiliates
 - Student member retention, extending branches beyond ECE, and beyond engineering colleges. Need a way to create branch chapters without student branch sections.
 - Marketing to authors. If the ability to publish is highly valued, there is no difference in being a member or non-member. Add benefits for member-authors. Entice authors with benefits.
 - Increasing value to industry members and practitioners.
 - There must be local opportunities. This includes chapters, online tutorials, electronic access to plenary and other presentations, etc.

Membership Model

- Discussions have been initiated on the impact of alternative member models on Societies.
 - No matter what the setting, the issue always reverts to the current complexity of society membership.
 - Cost, bundles, agreements, etc.
 - Without some MAJOR simplifications and changes, any tiered-type model is difficult.

Society Value Propositions

- A poll of the societies (Presidents and/or membership chairs, NOT the members) has been initiated.
- Best practices. What does your society do to attract members?
- Value propositions: Why do members join your particular society?
What specific items do your members value?
 - Pubs
 - Service, volunteering, cmte work
 - Conferences, technical networking
 - Virtual networking
 - Education
 - Standards, standards cmtes.
 - Ability to publish
 - Academic networking
 - Sales/business networking
 - Recognition
 - others

Society Value Propositions

- We need to answer these questions for each member segment
 - Industry
 - Academic
 - GOLD
 - Student
 - Regional
- Goals: Does your society have a membership goal? What is a reasonable size for your society? What would be the “big, audacious goal” for your society, re. membership?

IEEE

Other Potential Initiatives

- Member networking at conferences.
- Low cost access to societies. Affiliates, etc.
- Bridging the student retention gap.
- Computing people are lost. No university connection; student chapters.
- Enticing authors with benefits.
- Bringing conferences to the desktop/local access.
- Bringing societies closer to industry – advisory boards, magazines, etc.

NIC Funded New Initiative Plan

- ❖ Joint CS/MGA Seed Grant Proposal for \$25K
- ❖ Coordinate marketing efforts between MGAB and Societies (Member Engagement)
- ❖ Develop a methodology that can be expanded beyond the Computer Society
- ❖ Develop an understanding of IEEE capabilities
- ❖ Develop templates- make it easy for Societies
- ❖ Determine if we can make an impact- metrics
- ❖ Develop a request for a higher \$ initiative

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Most IEEE members choose to add value to their membership by joining one or more IEEE Societies. Benefits include access to current information, opportunities to network with peers, and enhancement of the worldwide value of your profession. Many IEEE Societies offer their members online, full-text access to their publications (availability varies by IEEE Society).



Join Now

What's Happening

Abstracts of Transactions Papers
published in the July 2008 issue of the IEEE Transactions on Power Delivery

See PES on IEEE Xplore

Technical Conferences and Conferences
from the 2008 PES TSD Conference and Exposition

- Upcoming**
- PES General Meeting and Technical Conference and Exhibition
 - Winter Student Meeting and Conference
 - Calls for Papers

- Conferences**
- International Conference on Power Technology (PowerTech) 27 - 31 October 2008 New Delhi, India
 - IEEE Energy 2008: Toward a Sustainable Energy Infrastructure 27-28 November 2008 Atlanta GA USA

Publications



IEEE Power & Energy Magazine (July/August 08)

Feature Article in This Issue

- A Delicate Balance in South Africa
- Keeping Water in the U.S. Mix
- Canadian Crisis
- Hypocrite in China
- Unlimited Potential in Africa

Distinguished Member



Thomas Haberle
Fellow
USA
[Member Section](#)
Member

Thomas G. Haberle (1932-MF85-S705-MF89-04793-PI82) received the B.S.E.E. degree in 1951 and the M.S. degree in 1954, both in electrical engineering, from Marquette University, Milwaukee, WI, and the Ph.D. degree from the University of Wisconsin-Madison, in 1956. From 1950-1955 he was employed by the Electro-Motive Division of General Motors as a Project Engineer. Since 1959 he has been with the Georgia Institute of Technology, Atlanta, USA, where he is currently a Professor of Electrical Engineering. His research interests are in electric machine protection and condition monitoring, and drives, and has published over 150 papers in the field. He is a regular consultant to industry in the field of condition-



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See PELS on IEEE Xplore

Upcoming

- PELS General Meeting and Technical Conference and Exhibition
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Publications



IEEE Power Electronics Society Newsletter (Second Quarter 2008)

Feature Article in This Issue

- APFC 2008: An Introduction
- Power Electronics System Integration
- IEEE Medal and Recognition
- Power Electronics Community
- Letters Filed

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Publications



Computer (Jan 2008)

Feature Article in This Issue

- Information and Communication Technologies for Development
- Adaptive Digital Games
- The PowerWorld Initiative

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MGA/Computer Soc. Initiative

Featured Societies in a subject area

Topic Letter sent to targeted mailing lists

Monthly Featured Societies

Goal:

- ❖ Provide a simplified view of what Societies have to offer
- ❖ Help members navigate through the “list” of 38 Societies
- ❖ Increase opportunities for member engagement

Methodology:

- ❖ Central website that showcases 4 Societies
 - ❖ What’s Happening, Upcoming Conferences, What is the future, Publications, Distinguished Member, etc
 - ❖ Quick and compelling: links to learn more or join
- ❖ Utilize multiple means to drive traffic to “Featured Society Page”

Launch Timeframe: October 2008

- ❖ Coincide with 2009 Renewal

Leverage “Free” IEEE Communication

Members

- ❖ Spectrum / The Institute
- ❖ Newsletters
 - ❖ WIE, GOLD, “What’s New”, Standards, Today’s Engineer, Society Newsletters
- ❖ myIEEE and memberNet
- ❖ Web Pages
 - ❖ Society Membership, IEEE Membership, Home page?
- ❖ Section/Chapter MD Chairs

Member & Potential Member

- ❖ Web Pages
- ❖ Society Membership, IEEE Membership, Home page?
- ❖ Local Meetings

Volunteers

- ❖ Society Sentinel
- ❖ SCOOP

Marketing Societies via Focus on Topics

Goal:

- ❖ Highlight the vast array of Topics societies cover
- ❖ Show potential members how society membership would allow them to learn and participate in development
- ❖ Increase the relevance to industry through these Topics
- ❖ Present topics that include multiple societies

Methodology:

- ❖ Build a rotation of Topics that have “market” interest and leverage the core competencies of our societies
- ❖ More on the following slide...

Launch Timeframe: September 2008

- ❖ Coincide with 2009 Join and Renewal Cycles

Society Topic Focus Methodology

❖ Segmentation

❖ IEEE members, but not society members

- ❖ TIP codes indicating interests
- ❖ Conference attendance
- ❖ Any other data that we can gather to determine an interest

❖ Non IEEE members

- ❖ email list - \$25K of appropriate interests

❖ Targeted marketing

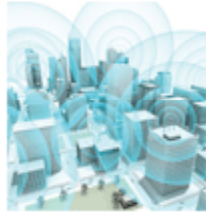
- ❖ Strong story
- ❖ Utilize IEEE campaign software

The Invitation Letter



IEEE SOCIETY TOPIC HIGHLIGHTS

Technology is changing -- be a part of the change



Welcome to the IEEE Society Topic Highlights newsletter on **Wireless Infrastructure**. Below you will find a variety of media, events, and resources available to help guide you through your topic of interest.

Society Corner

Technical innovation and access to that information is a key value of IEEE membership. IEEE includes several unique technical organizations, active in the areas of wireless technology. Join a Society today, and add value to your IEEE membership.

IEEE  computer society



Upcoming Conferences

08 Jul - 11 Jul 2008
[2008 IEEE 8th International Conference on Computer and Information Technology \(CIT\)](#).

21 Jul - 24 Jul 2008
[2008 International Conference on Embedded Computer Systems: Architectures, Modeling, and Simulation \(SAMOS\)](#).

25 Jul - 28 Jul 2008
[2008 3rd International Conference on Computer Science & Education \(ICCSE 2008\)](#).

28 Jul - 01 Aug 2008

Highlighted Societies with compelling reason to join

Upcoming Conferences on the Topic

Subscriptions and Journals on the Topic



The Invitation Letter

Featured Publication



IEEE Network was the number one most-cited journal in telecommunications, the number twelve most-cited journal in electrical and electronics engineering, and the number three most-cited journal in Computer Science Hardware and Architecture in 2004, according to the annual Journal Citation Report (2004

edition) published by the Institute for Scientific Information. (Read more at <http://www.ieee.org/products/citations.html>.)

This magazine covers topics which include: network protocols and architecture; protocol design and validation; communications software; network control, signaling and management; network implementation (LAN, MAN, WAN); and micro-to-host communications.

Read [IEEE Network Magazine](#)

What to watch on IEEE.tv



Marks and Stanwood: WirelessMAN Inside the IEEE 802.16 Standard - Written by the 802.16 Working Group's Chair, Dr. Roger B.

Job Finder

Featured Job

[Mobile Wireless Server](#)

[Developer](#)

Employer: Google, Inc.

Location: Kirkland Seattle, WA

Search the [IEEE Job Site](#) for additional Computer Science job openings around the world.

Podcast Center

The IEEE Computer Society Standards Speakers Series
The IEEE Computer Society Standards Speakers Bureau has been developed so that acknowledged experts can share the current state, knowledge, and benefits of computer-related standards with the members of IEEE-CS chapters.

[Listen Now](#)

Search the [IEEE Computer Society Media Center](#) for current podcasts and video blogs.

Jobs in the Topic

Podcasts and
IEEE.tv Programs
on the Topic

Possible discussion
board on the Topic

Role of Chapters

- Chapters are the single, main local contact between societies and members.
- Chapters are **CRUCIAL** in connecting IEEE with industry.
- Chapters provide one of the **MOST** important networking functions of societies
 - **BOTH** technical and professional.