

Membership Growth



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Introduction

- Throughout this presentation and discussion please keep the following things in mind:
 - The presentation is geared to help you find ways to initiate contact with people.
 - The presentation is geared to help you follow up with initial contacts to develop meaningful relationships that lead to involvement and activity.

Introduction

- The local IEEE Section is the focal point. It must be well run and visible to potential members as such.
- Section activities, newsletters, and websites may be valuable tools for attracting members.
- What are we after? Volunteers? Members?
- Some things that may influence membership development and retention include the state of the local economy and the surrounding industry.
- IEEE may attract members from different professional areas or different backgrounds for different reasons.

Introduction

- IEEE has technical tools for members that may allow Sections to attract members.

The Most Valuable Recruitment Source

 YOU

The focus is

- How you use personal contact, technology, and communications tools to initiate and develop relationships that lead to members and volunteers.

The Hard Sell

- Will it work? Will people back off or will they jump in?
- Why or why not?
- What are you trying to sell?
- What about experience?

Question

- Would you invite somebody to your house if you were confident that it projected a positive image of you?
- Extrapolate that answer to your Section. All Section activities are very important.

Two Things

- There are two categories of involvement the need to be pursued:
 - Volunteers.
 - Members.
- They need not be the same. One can become the other.

Volunteer

- Organize and observe local functions.
- May find an interest that eventually leads to membership.
- Initially, some people may just want to help out at a function without any pressure of connection.

Members

- May be selected from various educational, professional, or other organizations.
- May emerge from volunteering or may contribute to volunteering.

The Section

- The Center of attraction for members.
- Local activities and events form the foundation for attracting involvement.
- Local organization is important: Executive meetings, websites, GOLD, Society meetings, Distinguished Lecturers, Life Members.
- Any other items that may attract members?

What's In It For Me?

- Very situational.
- Potential growth development that may impact professional career.
- Networking opportunities at local functions.
- “I’m too busy.”
- “I do not understand why people work with volunteer organizations.”

What's in it for me?

- The asker of this question may at some time ask a member for access to information that IEEE may have.

Local Industry – Contraction or Expansion?

- If local industry is contracting, IEEE's career help capabilities – perhaps the local Section can hold a career fair at which it can raffle off one or two IEEE memberships.
- If local industry is expanding, IEEE needs to get involved with industry and people to develop programs such as lunch and learns, Distinguished Lecturers, etc.

GOLD

- An excellent source of new members.
- “My company will not pay for my membership.”
- “I no longer see the value of IEEE membership.”

The IEEE Mix

- Everyone.
- Academics.
- Industrial practitioners.

Everyone

- IEEE offers a growing list of technical services to its members that are excellent tools to market to potential members:
 - Section newsletters.
 - IEEE online services.
 - Activities within each Section.

Everyone

- Members need not be engineers.
- IEEE members include engineering technologists, radiologists, and others from other professions that are impacted by electrical instruments.

Everyone

- Get the word out that IEEE needs volunteers.
- Mention it at society meetings, technical meetings, AGMs, and every other chance that the Section has to influence its members.
- Invite speakers with different backgrounds than engineering to speak on topics – for example medical doctors to speak on the development and impact of various instruments on the practice of medicine.

Everyone

- A quickly emerging service that needs to be promoted is the availability of publications to members online (Spectrum, Communications, etc.)
- An IEEE web account allows IEEE members to manage their information with IEEE online directly.

Newsletters

- Effective communication tools for generating volunteers.
- Just ask for volunteers within the Chair's Report.

IEEE Online Services

- The list is growing but includes the following:
 - IEEE email alias.
 - Distance learning.
www.computer.org/distancelearning
 - Society newsletters.
www.theinstitute.ieee.org/socnews.html,
 - Society journals. www.ieee.org/societies.

IEEE Services

- Online communities.
- Webinars.
- Distinguished Lecturers.
- Enotice.
- Web account.

Professional Services

- IEEE has in its publications and online a listing of career opportunities that members can access and use to further their careers.
- Standards Development.
- Insurance.
- Concentration banking.
- Web conferencing.

Professional Services

- IEEE has excellent support for members and Sections.
- Section leaders need to develop contacts within IEEE as “go to people.”

Section Activities and Benefits

- At every section activity, including society meetings, AGM's, etc., state how important volunteers are, how much IEEE needs volunteers, and the benefits gained from IEEE volunteering.
- Turn the “What’s in it for me?” around to “What I can get out of this?”
- In other words, turn it into an opportunity.

Section Activities and Benefits

- Promote the IEEE support offered to Sections including Enotice, virtual communities, and meeting submission support provided by IEEE.
- The member elevation process is a unifying process within the section because it allows members to provide support to other members that have clearly provided much energy and success to the local IEEE section.

GOLD

- As students transition into professional life, there needs to be significant effort to transfer them from IEEE student life to IEEE professional life. This can be difficult because some firms may not provide IEEE member support.

GOLD

- As graduates transition, IEEE needs to be aware of their circumstance. If a recent graduate wants to continue membership and contribute to the local IEEE Section, the Section needs to try to help by
 - Promoting benefits of membership including but not limited to practical benefits and life benefits.
 - Promoting experience that might not be attainable in practice for some time.

Academics

- IEEE societies are focused on various aspects of the academic community.
- Extremely popular societies include the Education Society, Computer Society, Communications Society.

Industrial Practitioners

- Industrial practitioners may enroll in IEEE for more than just technical reasons. They may want to volunteer to develop contacts, to promote their own business interests through involvement, or many other reasons.
- It needs to be communicated that IEEE has societies and chapters that link technology to business development and management.

Industrial Practitioners

- Standards.
- Contacts.
- Information.

What can volunteers do?

- Help at technical meetings.
- Website work.
- Help at AGMs.

What are we looking for?

- Members.
- Volunteers.
- Contributors.