

The Benefits of Membership



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The IEEE Vision; Can you find the Benefits of Membership?

- To advance global prosperity by:
 - Fostering technological innovation,
 - **Enabling members' careers &**
 - **Promoting community world-wide**



IEEE



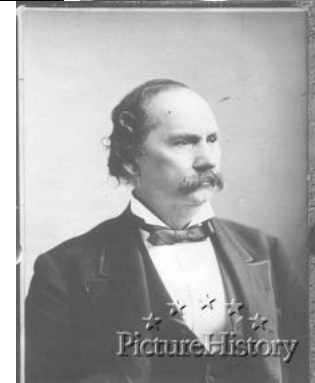
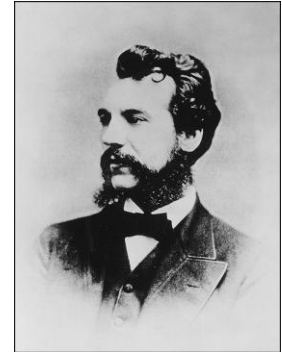
What is the IEEE selling?

- Should the IEEE be a big box store?
- A storehouse of peer reviewed intellectual property?
- What should be the relationship between the IEEE Membership and the merchandizing of intellectual property?
- This is the IEEE Sections Congress:
 - Tell it to your IEEE leadership
 - They need your input

Lets review the beginnings because it's in our genes:

- Why did Edison, Bell, and Green establish the IEEE (American Institute of Electrical Engineers) in 1884?
- What did our organization have to do with the big event of 1893?
- A technological sea change
- 1912, 1963

- **IEEE stands on the shoulders of giants of innovation and invention...**
- **We stand on the shoulders of these giants who shaped the IEEE as a worldwide community**
- **These giants and many others whom you actually know provide us a platform**
- **This platform is a necessary and important benefit of IEEE membership**



Our Motto

- We used to print it on all our IEEE materials:

Networking the World

- What does it mean?

Our Vision at the membership level

With its members around the world, IEEE continually works to achieve our vision to advance global prosperity



What Role Does IEEE Play?

- **IEEE fosters technological innovation that drives future developments**
 - **Over 365,000 members worldwide**
 - **42 societies and technical councils**
 - **More than 300 international conferences and thousands of local tutorials, seminars, workshops**
 - **900 active industry standards; 400 in development**
 - **Nearly 130 publications; comprise over 30% of the worlds literature in electrical and computer engineering**
 - **Database of more than 2 million documents with titles and abstracts available to all**

What My Professor Told Me:

- “If you want to be successful with a career in electrical engineering, you must be a member of the IEEE.” He said:
 - The bad news is not everyone can become a member because it is a learned society
 - The good news is that with my signature you can join the student branch at the University, and being a student member will allow you to eventually be an IEEE member and enjoy all the benefits of membership

Being Proud As an IEEE Member

- **Membership in IEEE is a badge of distinction**
- **Membership in IEEE, in and of itself, improves employment opportunities dramatically**
- **I think it can be shown that IEEE members have a minimal rate of unemployment**
- **Access to the source of information and intellectual property emphasizes the stature of the members of our societies**
- **IEEE gives its members THE NETWORK**



The Network

- Be active in creating, shaping, and maintaining your career-promoting network
- You can't succeed by going it alone
- There are people who are genuinely interested in your successful career
- Know who is watching out for you?



Membership Retention, Why?

- From an IEEE members point of view the IEEE Network is preeminent
- The network must be significantly large, dedicated and robust for the organization to reward and value your membership

Promote the Network Benefits of Being an IEEE Volunteer

Help potential volunteers realize:

- The IEEE network can really help volunteers capitalize on their strengths and minimize their weaknesses
- The IEEE network can connect volunteers to people who will look out for and watch over them, and bring new career opportunities
- A strong IEEE network can help volunteers be more competitive in their work environment



The Robust IEEE Algorithm

- Help in becoming a successful student of engineering
- Research information and materials
- Educational opportunities and skills development
- Access to the academic power structure
- Career management after graduation
- **Access to the corporate power structure**

What we need to do at the IEEE Section and Region Level

- Focus on the last bullet of the algorithm
- Membership in the IEEE can be improved if we do a better job in providing our members access to the corporate power structure
 - This is our weakest point
 - You cannot blame our members in academia for this weakness
 - There is not much that IEEE Corporate can do about this weakness at the local level

What we need to do at the IEEE Section and Region Level (page 2)

- Get into various companies for meetings
 - Get sponsors
 - Work both sides of the street
- Groom corporate managers with IEEE volunteer positions
- Make sure you get corporate managers into your IEEE networks (tap into the big money)
- HR managers will follow the lead of Engineering Managers of their Corporations