

IEEE Membership Development Conference Call / Web Cast

15 May 2010



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Today's Edition ...

Preview Topic

- myIEEE Release 1.8, myDesktop by Nick Lehotzky

Business Cycle Spotlight

- IEEE Society Outreach Discussion/Presentation
 - Communications Society (ComSoc) by Ting Qian and John Pape
 - Nuclear and Plasma Sciences Society (NPSS) by Vernon Price
 - Society on Social Implications in Technology (SSIT) by Emily Anesta and Terry Burns

Membership Statistics and Goals Update – John Day

Updates / Wrap-Up / Direction – Tom Habetler

Open Floor Q&A

Subject Appendix: SAMIEEE and Arrears Recovery, Step by Step



Today's Speakers



John Day
Membership Development



John Pape
Communications Society



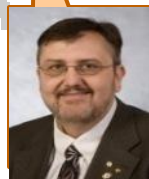
Ting Qian
Communications Society



Emily Anesta
Society on Social Implications of Technology



Terry Burns
IEEE Product Data and
Promotion



Tom Habetler
Chair, MRRC



Nick Lehotzky
Membership Development



Vernon Price
Nuclear and Plasma
Sciences Society



Web Cast Notes

Webcast presentation available on MD virtual community at <https://www.ieeecommunities.org/ieee.md.net> in the files section

Attendee lines are muted, except for speakers. To un-mute your phone during the Q&A portion, press *6. To mute your phone again, press *6.

Please ask topical questions using the chat box

For technical-assistance, e-mail to web-conf@ieee.org any time during webcast

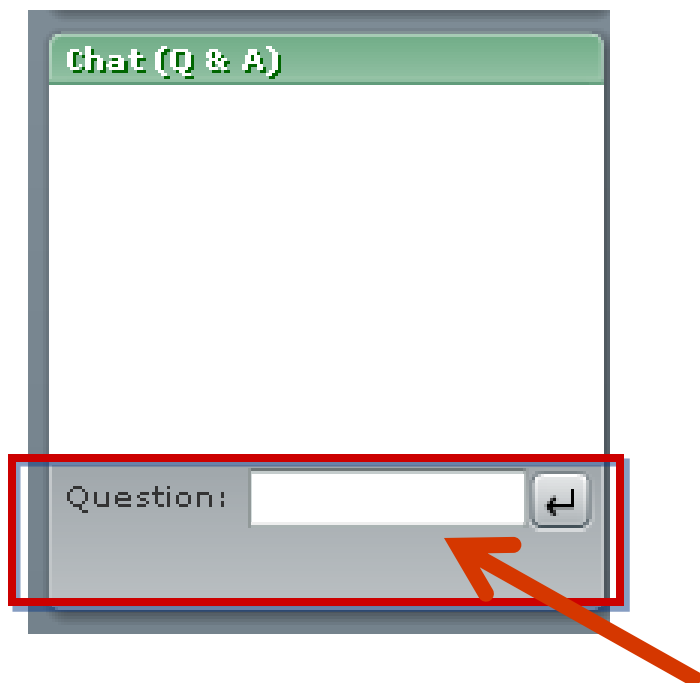
This webcast is recorded. Presentation and audio will be available as an “on-demand” resource – URL and announcement to be posted in the MD Virtual community



Web Cast Attendance Roll Call

Use the Chat box.

Please type in your name/
title/location



Preview Topic

myIEEE™ 1.8

myDesktop



Nick Lehotzky
Member Benefits
Marketing Mgr.
n.lehotzky@ieee.org



Major Items - myIEEE 1.8 Introduction of “myDesktop” (2.1)

- Create customizable area to replace the myIEEE tab on the current site with a default view
- Ability for users to customize their myDesktop via an embedded application within the site for adding content, editing themes, selecting layouts or importing RSS feeds
- Create a tool to allow for IEEE staff to create/add/manage available themes
- Improved header/mast head usability



myIEEE 1.7 Previous State

The screenshot displays the myIEEE 1.7 user interface. At the top, there is a navigation bar with links for IEEE.org, IEEE Xplore Digital Library, IEEE Standards Association, Spectrum Online, The Institute, and More IEEE Sites. The myIEEE logo is prominently displayed, along with links for Account Status, My Account, Help, and Log Out. The IEEE logo is also present in the top right corner.

The main navigation menu includes tabs for myIEEE, Volunteer, Knowledge, Community, and Profession. Below this, a welcome message "Welcome, IEEE!" is shown, along with "Who's Online?" and "Offline" indicators, a search bar, and a language selector set to "IEEE".

The content area is divided into several sections:

- My Memberships:** A message stating "There are no additional memberships associated with your profile. See service advisor below for a personalized list of recommended memberships."
- Service Advisor:** A section titled "My Technical Interest Profile (TIP):" containing a list of six interests:
 - Nanotechnology
 - Artificial Neural Networks
 - Electron Devices
 - E-Commerce
 - Mems/Sensor/Actuator/Transducer Electronics
 - Space Systems
 Below the list, it says "Select **Update Profile** to revise your technical interest profile."
- RECOMMENDED MEMBERSHIPS:** A list of six recommended society memberships:
 - IEEE Computational Intelligence Society Membership
 - IEEE Circuits and Systems Society Membership
 - IEEE Magnetics Society Membership
 - IEEE Microwave Theory and Techniques Society Membership
 - IEEE Computer Society Membership
 - IEEE Systems, Man, and Cybernetics Society Membership
- RECOMMENDED PUBLICATION PRODUCTS:** A list of two recommended products:
 - Proceedings of the IEEE Subscription
 - IEEE Potentials Magazine Subscription
- IEEE Spectrum RSS:** A section with three headlines:
 - Scientists Gain Understanding of Key Nanoscale Force
 - How To Solve the World's Greatest Technology Problems
 - Hacking Ticketmaster
 A "more headlines..." link is provided.
- The Institute:** A section with three headlines:
 - Recipients of the 2010 Medals and Awards
 - Survival Skills for Scientific Writing
 - Program Helps Engineers Master Technical English
 A "more" link is provided.
- IEEE Standards News:** A section with three headlines:
 - IEEE-SA News Room April 2010
 - IEEE-SA Newsroom
 - IEEE-SA Newsroom
 A "more headlines..." link is provided.
- IEEE memberNet:** A section with the text "Opt-in your profile today to connect with IEEE members worldwide" and links for "Opt-In Preferences" and "Launch Network". It also features a "Who's new?" section with three names: Yoon, Joonhee; Ray, Shishir; and Zaporozhets, Yuri.
- IEEE.tv:** A section with tabs for "New Programs", "Most Viewed", and "MyTV". It displays several "APEC Speaker Highlights" with video thumbnails:
 - Doug Hopkins, University of Buffalo, Power Electronics/Smart-Grid
 - Robert White, Chief Engineer, Embedded Power
 - JB Straubel, CTO, Tesla Motors, Inc.
 - APEC Exhibitor Showcase - Texas Instruments Power Management
 - Ron Van Dell



myIEEE 1.8 New State 4/27/2010

Header Improved and customize button added

The screenshot displays the myIEEE 1.8 user interface. At the top, there is a navigation bar with links for IEEE.org, IEEE Xplore Digital Library, IEEE Standards Association, Spectrum Online, The Institute, and More IEEE Sites. Below this is a user profile area with 'Hello, IEEE', 'Account Status', 'My Account', 'Help', and 'Log Out'. A main navigation menu includes 'myDesktop', 'Volunteer', 'Knowledge', 'Community', and 'Profession'. A search bar is located below the navigation menu.

The main content area is divided into several sections:

- My Memberships:** A section indicating no additional memberships are associated with the profile.
- Service Advisor:** A section titled 'My Technical Interest Profile (TIP):' listing interests such as Nanotechnology, Artificial Neural Networks, Electron Devices, and E-Commerce.
- RECOMMENDED MEMBERSHIPS:** A list of recommended society memberships, including IEEE Computational Intelligence Society, IEEE Circuits and Systems Society, IEEE Magnetics Society, IEEE Microwave Theory and Techniques Society, IEEE Computer Society, and IEEE Systems, Man, and Cybernetics Society.
- RECOMMENDED PUBLICATION PRODUCTS:** A list of recommended products, including IEEE Proceedings and IEEE Potentials Magazine.
- IEEE News:** A section with news items like 'IEEE Engineering the Future Day, 125th Anniversary Recognized on Floor of U.S. House of Representatives' and 'IEEE Celebrates 125 Years of Engineering the Future 13 May'.
- The Institute:** A section with news items like 'Regional Conferences Bring Technology Home' and 'Student Ethics Competitions Planned for All 10 IEEE Regions'.
- IEEE Standards News:** A section with news items like 'IEEE-SA News Room April 2010' and 'IEEE-SA Newsroom'.
- IEEE memberNet:** A section for connecting with members worldwide, featuring 'Opt-In Preferences' and 'Launch Network'.
- Who's new?:** A section listing new members like 'Metla, Saritha', 'Prof, Perf', and 'Prof, Perf'.
- IEEE.tv:** A section for video content, featuring 'New Programs' and 'Most Viewed'.
- My Feeds:** A section for RSS feeds, with a note about subscribing to news and updates.



myDesktop Customize – Browse Gadgets

IEEE.org | IEEE Xplore Digital Library | IEEE Standards Association | Spectrum Online | The Institute | More IEEE Sites

myIEEE Hello, IEEE Account Status My Account Help Log Out IEEE

myDesktop Volunteer Knowledge Community Profession Offline | Who's Online? | myProfile

Search IEEE IEEE Search

Browse Gadgets > All myIEEE

- Awards
- Browse Publications
- Career Navigator
- Consultants Database
- IEEE.tv - Careers & Technology
- IEEE.tv Conference Highlights
- IEEE.tv - Meet the Authors
- IEEE Grade Elevations
- IEEE Job Site

Browse Gadgets

- All myIEEE
- myDesktop Default
- Knowledge
- Community
- Profession
- Edit Theme
- Edit Layout
- Import an RSS Feed

CLOSE Search content... Restore Default Gadgets



myDesktop Customize – Browse Gadgets

CLOSE
Search content...
Restore D

IEEE Job Site

- > My Job Center
- > Update Profile
- > Job Tools
- > Resumes
- > Cover Letters

IEEE News

- > IEEE Engineering the Future Day, 125th Anniversary Recognized on Floor of U.S. House of Representatives
- > IEEE Celebrates 125 Years of Engineering the Future 13 May
- > IEEE Spectrum Profiles 2009 Medal of Honor Recipient Robert Dennard
- > Registration Open for First IEEE International Accessing the Future Conference 20 - 21 July

IEEE memberNet

Opt-in your profile today to connect with members worldwide

- Opt-In Preferences
- Launch Network

Who's new?

- Metla, Saritha
- Prof, Perf
- Prof, Perf

My Memberships

There are no additional memberships associated with your profile. See service advisor below for a personalized list of recommended memberships.

Service Advisor


My Technical Interest Profile (TIP):

1. Nanotechnology
2. Artificial Neural Networks
3. Electron Devices
4. E-Commerce


Select [Update Profile](#) to revise your technical interest profile.

IEEE.tv - Careers & Technology


Art of the Start: Entrepreneurship



Technology Discourse: Biofuels



Education for Analog ICs



IEEE.tv

New Programs Most Viewed

A Gaming Glove That's Fast Enough for Pros

My Feeds

You can now subscribe to RSS news or updates from any widget on your personal desktop in myIEEE.

The Institute



myDesktop Customize - Edit Theme

myDesktop | Volunteer | Knowledge | Community | Profession

Offline | Who's Online? | myProfile

Search IEEE | IEEE | Search

Edit Theme > Technology

- Consumer Electronics
- Green Technology-1
- Green Technology-2
- Power and Energy
- Robotics
- Semiconductors

Restore Default Theme

CLOSE



Theme Examples

The screenshot displays the myIEEE user dashboard. At the top, there is a navigation bar with the myIEEE logo, user status (Hello, IEEE), and links for Account Status, My Account, Help, and Log Out. Below this is a secondary navigation bar with tabs for myDesktop, Volunteer, Knowledge, Community, and Profession. A search bar is located in the center of this bar. The main content area is divided into several columns of widgets:

- My Memberships:** A widget indicating no additional memberships are associated with the user's profile.
- Service Advisor:** A widget showing the user's technical interest profile, listing categories like Nanotechnology, Artificial Neural Networks, Electron Devices, and E-Commerce.
- Recommended Memberships:** A list of suggested membership options, including IEEE Computational Intelligence Society and IEEE Circuits and Systems Society.
- Recommended Publication Products:** A list of suggested products, such as IEEE Proceedings and IEEE Potentials Magazine.
- IEEE News:** A news feed with headlines like "IEEE Engineering the Future Day, 125th Anniversary Recognized on Floor of U.S. House of Representatives" and "IEEE Celebrates 125 Years of Engineering the Future 13 May".
- The Institute:** A widget with headlines such as "Regional Conferences Bring Technology Home" and "Student Ethics Competitions Planned for All 10 IEEE Regions".
- IEEE Standards News:** A widget with headlines like "IEEE-SA News Room April 2010" and "IEEE-SA Newsroom".
- IEEE memberNet:** A widget for connecting with other members, featuring "Opt-In Preferences" and "Launch Network".
- Who's new?:** A section highlighting new members, listing names like Metla, Saritha and Prof, Perf.
- IEEE.tv:** A video widget titled "A Gaming Glove That's Fast Enough for Pros" with a thumbnail image.
- My Feeds:** A widget explaining how to use RSS feeds to receive updates from various IEEE websites.




myDesktop Customize - Edit Layout

myDesktop Volunteer Knowledge Community Profession Offline | Who's Online? | myProfile


Search IEEE IEEE Search

Edit Layout > All layouts


One Column




Two Columns 50% by 50%




Two Columns 75% by 25%



Three Columns 33% Each Selected



Three Columns 40% - 40% - 20%



Browse Gadgets

Edit Theme

Edit Layout

All layouts

Import an RSS Feed

CLOSE Restore Default Layout

IEEE Job Site

- My Job Center
- Update Profile
- Job Tools
- Resumes
- Cover Letters

IEEE.tv - Careers & Technology

Emerging Field of Biomedical Engineering

Information Technology: Careers for the information age

Profiles in Volunteering - Pais

IEEE memberNet

Opt-in your profile today to connect with IEEE members worldwide

Opt-In Preferences

Launch Network

Who's new?

- Metla, Saritha
- Prof, Perf
- Prof, Perf

Service Advisor

My Technical Interest Profile (TIP):

- Nanotechnology
- Artificial Neural Networks
- Electron Devices
- E-Commerce

Select [Update Profile](#) to revise your technical

The Institute

- Assembly Elects Five to Board
- Student Ethics Competitions Planned for All 10 IEEE Regions

IEEE.tv

New Programs Most Viewed MyTV

A Gaming Glove That's Fast



myDesktop Customize - Edit Layout

myDesktop
Volunteer
Knowledge
Community
Profession
Offline | Who's Online? | myProfile

Search

Customize

⊖ IEEE Job Site
? ⓧ

- › My Job Center
- › Update Profile
- › Job Tools
- › Resumes
- › Cover Letters

⊖ Service Advisor
? ⓧ

My Technical Interest Profile (TIP):

1. Nanotechnology
2. Artificial Neural Networks
3. Electron Devices
4. E-Commerce

Select [Update Profile](#) to revise your technical interest profile.

RECOMMENDED MEMBERSHIPS:

1. [IEEE Computational Intelligence Society Membership](#)
2. [IEEE Circuits and Systems Society Membership](#)
3. [IEEE Magnetics Society Membership](#)
4. [IEEE Microwave Theory and Techniques Society Membership](#)
5. [IEEE Computer Society Membership](#)

⊖ IEEE memberNet
? ⓧ

Opt-in your profile today to connect with IEEE members worldwide

- [Opt-In Preferences](#)
- [Launch Network](#)

Who's new?

- [Metla, Saritha](#)
- [Prof, Perf](#)
- [Prof, Perf](#)

⊖ IEEE.tv
? ⓧ

New Programs
Most Viewed
MyTV

A Gaming Glove That's Fast Enough for Pros

⊖ My Feeds
⚙ ? ⓧ

You can now subscribe to RSS feeds and bring news or updates from any website directly to your personal desktop in myIEEE!

Look for this icon on any website to find compatible RSS feeds. After you locate a feed of interest, visit the [import RSS feeds](#) area in my IEEE to get started.

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org

myDesktop Customize – Import RSS Feeds

Import an RSS Feed

Type or paste the URL below:

To add an RSS feed to your page, locate the feed's URL from the publisher website, copy and paste the URL into the field above, then click Add.

Success!

The feed titled "CNN.com" has been added to your RSS module on myDesktop.

- Browse Gadgets
- Edit Theme
- Edit Layout
- Import an RSS Feed**
- CNN.com




myDesktop Customize – Import RSS Feeds

My Feeds [Settings] [Help] [Close]


You can now subscribe to RSS feeds and bring news or updates from any website directly to your personal desktop in myIEEE!

Look for this icon on any website to find compatible RSS feeds. After you locate a feed of interest, visit the [import RSS feeds](#) area in my IEEE to get started.



My Feeds [Settings] [Help] [Close]


Articles Listed : 10 [Dropdown]

 ADD A Feed

Save Cancel

You can now subscribe to RSS feeds and bring news or updates from any website directly to your personal desktop in myIEEE!

Look for this icon on any website to find compatible RSS feeds. After you locate a feed of interest, visit the [import RSS feeds](#) area in my IEEE to get started.



My Feeds [Settings] [Help] [Close]


- > Obama to discuss Supreme Court pick
CNN.com
- > Former IOC chief Samaranch dies
CNN.com
- > FAQ: Who flies first?
CNN.com
- > Who is woman in Gambino indictment?
CNN.com
- > Explosion rocks oil rig in Gulf of Mexico
CNN.com
- > Travelers stranded by ash line up to fly
CNN.com
- > 14 alleged Gambino members charged
CNN.com
- > Funeral today for civil rights icon
CNN.com
- > Michael Douglas' son gets prison time
CNN.com
- > Rapper Guru dies after cancer battle
CNN.com

Feeds you are currently subscribed to:

- > CNN.com



IEEE Member Net - Messaging



Refresh Page | My Opt-in Preferences | My Account

IEEE Network
Member Profile

MESSAGE SENT


SEARCH

Your Message was Sent Successfully!



START A NEW SEARCH


Thank you for using IEEE memberNet to engage another IEEE member! To experience the full benefit of IEEE memberNet, keep your profile and opt-in preferences current. IEEE memberNet is the only network that connects all IEEE members.




Cool Power

DualCool™ NexFET™ Power MOSFETs

▶ Get samples and datasheets







IEEE Testing

Associate Member | Volunteer

Member #90247965

CLOSE

MY NETWORKS

TECHNICAL INTERESTS

- [Nanotechnology](#)
- [Artificial Neural Networks](#)
- [Electron Devices](#)
- [E-Commerce](#)
- [Mems/Sensor/Actuator/Transducer Electronics](#)
- [Space Systems](#)

MEMBERSHIPS

None found. Purchase in [myAccount](#).

CURRENT EMPLOYER

[IEEE](#)

SECTIONS

[Discrete/Control System Codes](#)

EXPAND MY NETWORKS

- [IEEE Aerospace and Electronic Systems Society Membership](#)
- [IEEE Antennas and Propagation Society Membership](#)
- [IEEE Broadcast Technology Society](#)



Contacts for MyIEEE and memberNet

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Marketing
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Questions/Comments/Feedback?

Thank you!!!



IEEE
memberNet™



Business Cycle Spotlight

IEEE Communications Society Outreach

Free ComSoc membership to selected IEEE members



Ting Qian

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John Pape

Director, Marketing, Communications Society
j.pape@ieee.org



What's this membership campaign about?

Free ComSoc Society membership to selected IEEE members



One of the longest running ComSoc campaigns that significantly boosts membership every year

Why? Who? When? How? Results

Perspective

1998 – First ComSoc Free Membership Campaign launch

Why new members from IEEE?

- ComSoc Awareness
- Stretch ComSoc Membership Goals
- Keep Advertising Circulation Competitive
- Additional potential ComSoc members

Original goal: increase membership by 5,000 new members

Substantial Assistance from IEEE Membership Department



Target Audience

Selected profile – Not a ComSoc member within the past 3 years.



- Technical profile
- Employment profile
- Subject interests
- Subscribers
- Buying pattern
- Community profile
- The uninitiated

Campaign Season: March - July



How we did it?

Direct Mail

FREE Membership Offer
Valid until 15 August 2009

IEEE COMMUNICATIONS SOCIETY
Free Membership for Selected IEEE Members

IEEE Communications Society
Free Membership for Selected IEEE Members

MEMBERSHIP INFORMATION

Dear IEEE Member:

The IEEE Communications Society invites you to become a member of our dynamic technical society. For 2009, IEEE offers a special membership offer to selected IEEE members. This offer is available until August 15, 2009. The IEEE Communications Society provides information and a complete list of IEEE members eligible for this offer. For more information, visit www.comsoc.org.

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Join IEEE Communications Society
The Organization of Choice for Communications Professionals

FREE Membership Offer
Valid until 15 August 2009

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Join IEEE ComSoc Free Today
Sign up with your IEEE Web Account
Get your membership processed instantly

Free 2009 ComSoc Membership Offer for new IEEE members
From IEEE Communications Society (ComSoc)
Valid till 11 August 2009

Dear New IEEE Member:

You're invited to become a member of the IEEE Communications Society. For 2009, IEEE offers a special membership offer to selected IEEE members only. This offer is available until August 11, 2009. The IEEE Communications Society provides information and a complete list of IEEE members eligible for this offer. For more information, visit www.comsoc.org.

"Simple Response"
Join IEEE ComSoc Free Today
Respond by 31 July 2009

Re: Free 2009 Membership Offer from IEEE Communications Society (ComSoc)

Dear IEEE Member:

To help save your time on responding to the IEEE ComSoc Free Membership offer with digital delivery of IEEE Communications Magazine, we have developed a simple response form.

Simply complete the form, and click the "Submit" button. We will take care of the rest. You'll enjoy your free membership for the remainder of 2009.

Review a list of **outstanding benefits** ComSoc members enjoy.

This offer is valid until 31 July 2009. Respond now and get it done today!

Best wishes,
IEEE Communications Society
The Global Community of Communications Professionals!
www.comsoc.org

Join IEEE Communications Society Today!
Free offer ends 15 August 2009

IEEE COMMUNICATIONS SOCIETY

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Communications Society Today!
offer ends 15 August 2009

IEEE COMMUNICATIONS SOCIETY

Dear IEEE Member:

In today's economy, your membership in the leading global community of communications professionals becomes even more valuable.

Its include:

- IEEE Communications Magazine subscription to the CommOntology
- IEEE awards, recognition by peers
- IEEE Community Directory
- IEEE journals on conferences, publications, and member-only products
- IEEE industry resources and technical papers
- IEEE Communications book (upon request)
- IEEE Online Tutorials, Webinars and other Educational programs
- IEEE Opportunities to network with technical experts around the world

To join the IEEE Communications Society for free, login with your IEEE Web Account here: <http://www.ieee.org/COMSOC>

Best wishes,
IEEE Communications Society
The Global Community of Communications Professionals!
www.comsoc.org

Email messages



Program Implementation

The ways of implementing the program have changed over the years.

- Direct Mail
- Manual processing
- Bar codes
- Direct Mail and E-mail
- E-mail and Direct mail
- IEEE Web Accounts
- Text message becomes HTML message
- New IEEE members becomes separate campaign
- E-Mail only
- BMS campaigns
- Digital Delivery of Communications Magazine
- Targeting those without an IEEE Society membership



Evolution of Campaign Responses Years 1998 – 2010

- Responses from DM only
- DM & Email (2004)
- DM & Email & Web Acct (2006)
- Email & Web Acct (2008)
- Web Acct + Email (2009)
- Web responses only (2010)



Results & Renewal Analysis

Years	1998	1999	2000	2001	2002	2003
Target	61,496	74,088	69,668	86,640	86,973	79,441
Response	10,756	11,063	9,423	10,419	10,020	9,676
Renews Next yr	4,643	4,286	3,938	3,649	2,086	2,289
%	43.2%	29.9%	32.1%	23.3%	21.8%	16.8%

Years	2004	2005	2006	2007	2008	2009
Target	122,083	93,160	92,852	91,690	98,518	120,879
Response	14,335	11,255	10,829	na	9,398	10,780
Renews Next yr	2,352				1,829	2,001
%	11.0%				19.5%	18.6%



1998



Direct Mail Only

Print Version of Magazine delivered via Post



2010

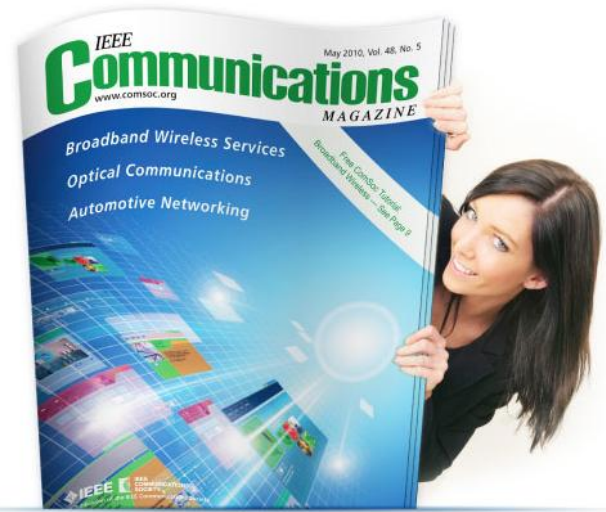


IEEE IEEE COMMUNICATIONS SOCIETY

YOUR IEEE COMMUNICATIONS MAGAZINE DELIVERED!

DOWNLOAD a copy to your computer or **READ THE MAGAZINE** in your browser

STAY TUNED!



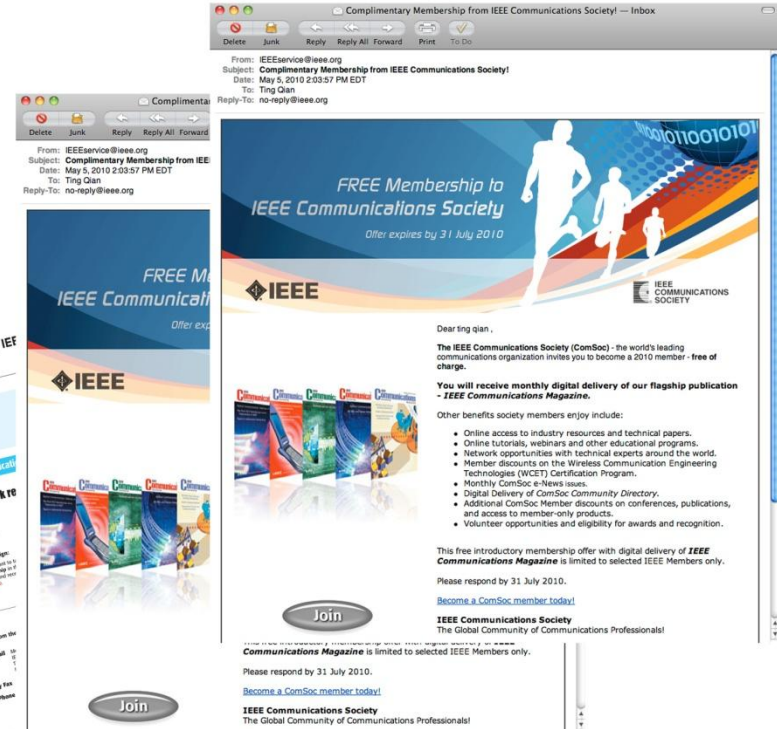
eCampaign
 Coordinated with
 IEEE Campaign team

*Digital Delivery
 of Magazine*



On direct costs ...

Saving of ~\$70K



Lessons Learned



- **Teamwork** - *makes it happen*
- **Targeted approach** - *best*
- **Student memberships** - *least likely to renew*
- **Viable** - *because of advertising revenue*
- **Expense** - *shrunk with e-mail & ComMag digital delivery*
- **Success of program** - *distorts ComSoc renewal data*
- **Launch early** – *to generate most success*



Thank You!

Q & A

IEEE Communications Society

www.comsoc.org



Business Cycle Spotlight

IEEE Society Outreach Efforts:

IEEE Recruiting at Nuclear and Plasma Sciences Society Conferences



Vernon Price

SAMIEEE Recipient, IEEE Nuclear & Plasma Sciences Society

Assistant to Uwe Bratzler, NPS Society MD Chair

v.price@ieee.org



IEEE Recruiting at NPSS Conferences

Society Composition:

With only about 2900 members at each year's start in September, NPSS is one of the smaller of the IEEE societies.

- That population has remained almost constant for over 20 years.
- At the Terminator in February about 600 people or about 20% of our members fall into arrears, a percentage that is similar to that in other societies.
- These must be replaced or recovered to retain our near constant strength.

Only about half of those arrears in the NPSS fall-offs will have been recruited at earlier conferences.

- Thus, each year we have needed to recruit or recover about 300 people.
- To achieve this goal has required consistent recruiting at each of the several yearly conferences sponsored by NPSS.
- This goal in conference recruiting has been aided by having a manned NPSS booth near the registration areas of each of the annual or biennial conferences sponsored by NPSS.



IEEE Recruiting at NPSS Conferences (Cont'd.)

Society Composition:

- In earlier years, that booth consisted only of a table and a few brochures.
- In 2002, Peter Clout, the NPSS Communications Chair provided a more respectful booth that was shippable to the conference site and provided expertly created brochures for handouts.
- In addition, these items were stuffed into each attendees bag
- With this, recruiting began to improve





NPSS Demographics

- Our Society is composed mainly of PhD level physicists, engineers and some medical people working in academia, government and commercial labs.
- About 1/3 of NPSS members live outside of the United States.
- About 10% of our members are students or GSMs. Most students are PhD candidates.
- About 10% of our members are ‘Lifers’ (Member, Senior and Fellow,) and the balance typically are Member or Senior.
- We have about 50 Affiliates.
- The mid age range of our members is about 45 years. They are typical to those in attendance at our conferences.



Conference Recruiting Opportunities

 At NPSS conferences, about half of the attendees are current members of IEEE. As such, they benefit by a substantial reduction in the conference registration fees. Of those attending IEEE members, however, only about half of them also belong to NPSS while others may belong to other IEEE societies. Our goal in recruiting is not only to acquire members of IEEE, but, more importantly, to acquire members in our society.

 The attractions that we offer try to meet both objectives. The success of our efforts can be measured by the fraction of the non-members of NPSS at each conference who can be persuaded to join both IEEE and NPSS. Sometimes, that is difficult to do because many of the mid-age attendees already belong to other societies in United States and in other parts of the world.



Specific Approaches for Attracting New Members

1. For the summer conferences, NPSS offers recruits a paid-for introductory membership in IEEE (with campaign funds for the regular members' membership in NPSS).
2. For the Fall conference, NPSS offers a \$50 reduction in dues for regular members and full membership for students. The registration desk acts as a temporary 'bank' to accept the recruit payment.
3. Each recruit is given an IEEE tag and an NPSS tag for attachment to his/her conference attendance badge. It is valuable for esteem.
4. An attractive slide-show (about 5-6 slides) is presented at each intermission for attendee viewing. The conference chairs remind the audience of IEEE and the conference brochure alerts people of IEEE.



Specific Approaches for Attracting New Members (Cont'd.)

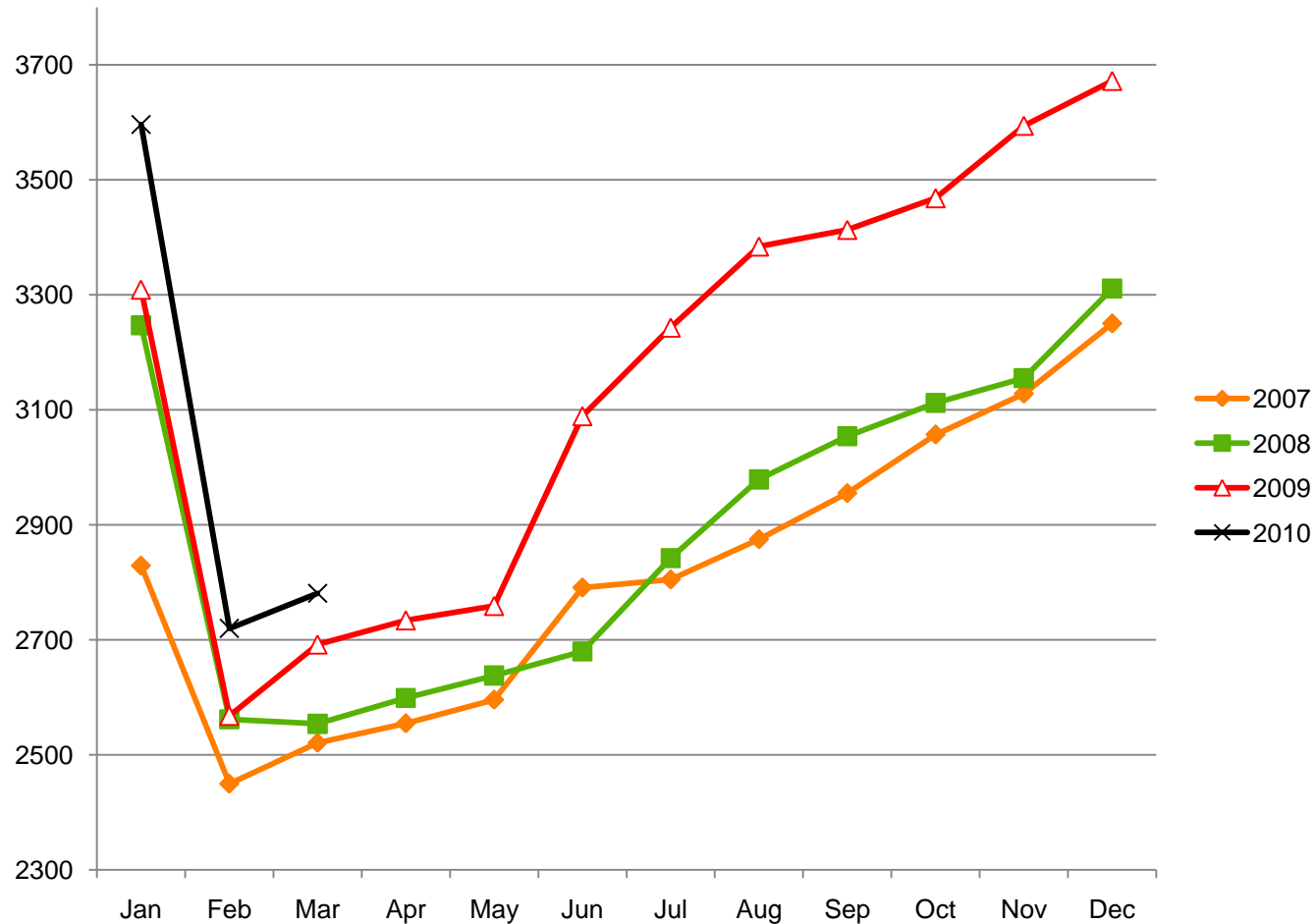
5. Often, 3 people are available at the IEEE booth, two are in the room at coffee breaks to petition people to join. The booth is fitted with attractive advertizing and brochures.
6. GOLD Chair Christoph Ilgner provides an ad hoc meeting of GOLD attendees including new ones for a short presentation from 5 speakers representing Academia, Govt labs, Commercial Labs, etc. Refreshments are included in this 'stand-up' session.
7. Craig Woody, the NPSS President sends (via IEEE HQ) a welcoming letter outlining specific NPSS opportunities
8. Uwe Bratzler, the NPSS Membership Chair responds to recruit membership problems



Now, what can we see for results of this effort?



NPSS Active Membership Over Time



<u>Conference</u>	<u>Regulars</u>	<u>Students</u>	<u>Add-Ons</u>	<u>Totals</u>
PAC-09	186	60	3	249
RT -09	25	16	1	42
ICOPS-09	77		1	78
SFE-09	42		1	43
ANIMMA-09	13		3	16
Pulsed P-09	90	15	1	106
NSREC-09 21	5	26		
<u>NNS-MIC-09</u>	<u>28</u>	<u>68</u>	<u>21</u>	<u>117</u>
Totals--->	482	159	36	677

<u>Conference</u>	<u>Renewed</u>	<u>Pct Renew</u>
PAC-09	62	25%
RT-09	10	24%
ICOPS/SFE-09	34	28%
ANIMMA-09	4	25%
PPC-09	25	24%
NSREC-09	16	62%
<u>NSS-MIC-09</u>	<u>117</u>	<u>100%</u>

Total Renewed = 268 by 31 December 2009



Conclusions

1. The increase in new member recruiting during 2009 has benefited by an increase in the number of NPSS conferences at which a membership desk has been set up.
2. The increase has also greatly benefited by greater personal, active recruiting approaches instituted by Dr Uwe Bratzler . He mingles closely with attendees expounding the benefits of IEEE membership.
3. The communications chair, Dr. Peter Clout has provided an improved booth along with attractive new brochure handouts for the attendees.
4. The GOLD meeting proved successful in advertizing the benefits in IEEE membership to young IEEE members.



Conclusions: Numbers

- ✓ The effort this year attracted more than usual new members, the fall-off at the Terminator was larger than hoped for.
- ✓ The NPSS membership level in August 2009 was 3364.
- ✓ At the end of February 2010, the level was 2761, a loss of 835 members or 25% of the beginning level.
- ✓ More than half of those had been recruited or were drop-offs from earlier years (including some old-timers who had passed away).
- ✓ The value of 25% is high but is not out of range with that of some other societies.



Thank you !
Any Questions ?

Questions/Comments,
please contact:
v.price@ieee.org



Business Cycle Spotlight

IEEE Society Outreach Efforts:

The Project: SSIT 2010 Membership Drive



Emily Anesta

SSIT Board of Governors, Interim Membership Chair SSIT
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Terry Burns

Senior Manager, Product Data and Promotion
IEEE BDRS - Products, Promotions, Campaigns
t.burns@ieee.org

The Project

SSIT 2010 MEMBERSHIP DRIVE



SSIT's Motivation

- **Small society (~1,500 members)**
- **“Social Implications of Technology” has broad appeal**
- **Raise awareness of our society among IEEE members and demonstrate value through trial membership**
- **Idea: free half-year membership offer to IEEE members with relevant interests**



SSIT Membership Drive 2010

- **SSIT original goal:**
 - **Increase membership** by offering free half-year membership via e-mail campaign to those w/SSIT-related Technical Interest Profile (TIPs). The Board approved \$5,000 to provide free SSIT half year membership (i.e., budget to gain approximately 350 new joins at US\$14)
- **The partnership:**
 - Volunteer: Society on Social Implications of Technology (SSIT)
 - Staff: Technical Activities, MGA, BDRS (Business & Data Related Services)
- **Original vision:**
 - Target active IEEE members (never SSIT member) with primary SSIT TIP (2030)
 - Invite these prospects to join SSIT at no charge
 - This became CAMPAIGN ONE
- **How things shifted:**
 - Based on experience, staff advised SSIT to try two other campaigns to meet their objective (increase membership)



Project summary: SSIT Membership Development Campaign 2010

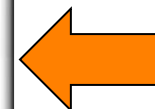
- **Based on experience, the team shared that**
 - Free offers *do* net members, but retention is poor
 - At half year, there is already a “discount” offer to prospects
 - Targeting “lapsed” members is an effective technique
- **Three outreaches were designed:**
 1. Free membership offer to a highly targeted group
 2. Membership offer at half year rate (less targeted audience)
 3. Come back offer – inviting lapsed members to “come back” to the Society (also at half year rate).
- **We’ll look at the details, but the bottom line was a 12.6% increase in membership for the Society**



SSIT Campaign 1: Free Half-Year

- “Social Implications of Technology” anywhere in Technical Interest Profile list (TIPs)
- Highly-targeted group for free offer

Subject line: IEEE SSIT Free Half-year Membership Offer



Simple user experience

Introduction to Society

Specific benefits of
Society membership





SSIT Campaign 2: Half-Year for \$14

- Any of 31 relevant topics anywhere in TIPs, (http://www.ieee.org/about/volunteers/tab/tab_tip_codes.html)
- Less targeted group

Subject line: Join IEEE SSIT at the Half-year Rate

IEEE Society on Social Implications of Technology

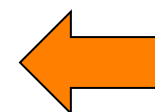



Dear Mary Curtis,

Based on the technical interests you selected in your IEEE profile, we would like to offer you 2010 half-year membership in the IEEE Society on Social Implications of Technology (SSIT). For just US\$14, you will be a member of an active and dynamic society – engaging with others who share your concern about how technology impacts the world. Simply login with your [IEEE Web Account](#) to take advantage of offer. The membership will already be in your cart.

SSIT is an active, dynamic, and welcoming group of people deeply concerned with how technology shapes the world. Our perspective is critical to IEEE and to society as a whole. We are one of the smaller technical societies of IEEE, with an impressive, illustrious history of examining and calling attention to social, environmental, economic, political, and other global impacts of technology. SSIT also supports and participates in work related to the history of technology, women in engineering, engineering education, and much more. We invite you to join us in understanding and shaping technology's impact in the 21st century.

As an SSIT member, you will receive our award-winning print publication, [Technology and Society Magazine](#), with both refereed and non-refereed articles, access to our online community with forums on a variety of social implications topics, the opportunity to participate in, or start-up, a local chapter, and more. SSIT currently has active local chapters in Boston, Philadelphia, Pittsburgh, Long Island, Washington DC, Los Angeles, Ottawa, Toronto, Switzerland, UKRI, W. Puerto Rico, Colombia, Australia, and Japan. New chapters are forming in Mexico, Argentina, Italy, France



Simple user experience

Introduction to Society

Specific benefits of
Society membership





SSIT Campaign 3: Come Back

- Former SSIT Members invited back at half-year rate (\$14)
- Highly-targeted group of people already familiar with society

Subject line: Come Back to SSIT at the Half-year Rate!

IEEE Society on Social Implications of Technology

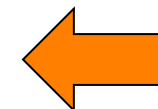



Dear Mary Curtis,

Come back to the IEEE Society on Social Implications of Technology (SSIT) and see what we've been doing. You can return to SSIT for a 2010 half-year membership at the reduced rate of US\$14. Simply login with your [IEEE Web Account](#) to take advantage of this offer. The membership will be in the cart after you login.

There is lots going on at SSIT! Since you left, SSIT has formed new chapters, grown its online forum, added new features in our award-winning print magazine, [Technology and Society Magazine](#), and more.

As you know, SSIT is an active, dynamic, and welcoming group of people deeply concerned with how technology shapes the world. Our perspective is critical to IEEE and to society as a whole. We are one of the smaller technical societies of IEEE, with an impressive and illustrious history of examining and calling attention to social, environmental, economic, political, and other global impacts of technology. SSIT also supports and participates in work related to the history of technology, women in engineering, engineering education, and much more. We invite you to rejoin us in understanding and shaping technology's impact in the 21st century.



Simple user experience

Reminder of benefits of Society membership

Information about new developments in Society



SSIT Membership Drive 2010

THE RESULTS



Campaign Results

Campaign 1	
Target/offer	Free SSIT membership to active IEEE members with primary SSIT TIP
Universe	1,069
% return	7.1%
Membership cost to Society	\$1,064
New members*	76

Campaign 2	
Target/offer	\$14 half year SSIT membership to active IEEE members with secondary SSIT TIP
Universe	40,876
% return	.02%
Membership cost to Society	\$0
New members*	10

Campaign 3	
Target/offer	\$14 half year SSIT membership to former SSIT members (active IEEE) .
Universe	3,596
% return	3%
Membership cost to Society	\$0
New members*	125

* Source: BMS Analytics 28 April 2010



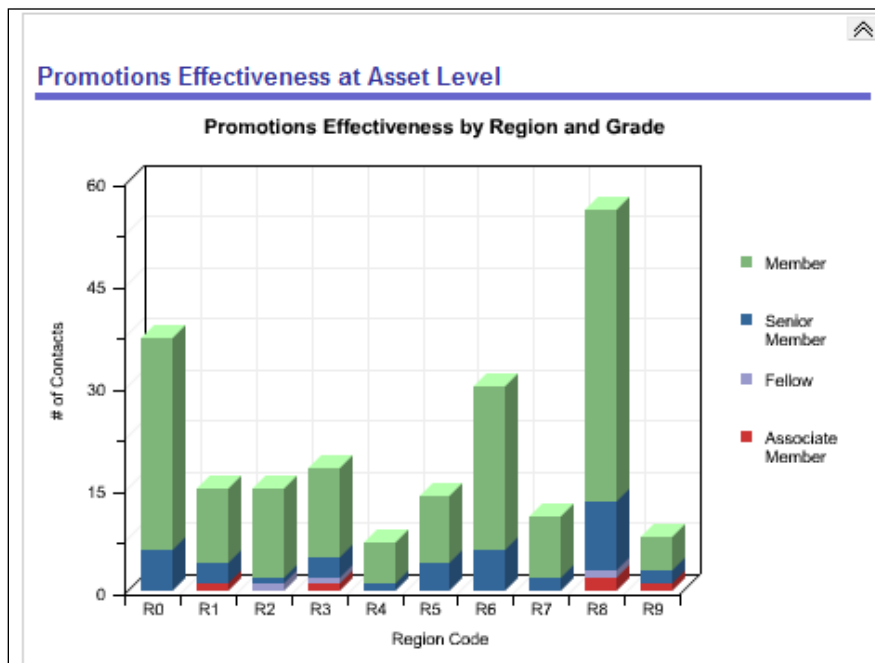
Reports and Analysis

AVAILABLE

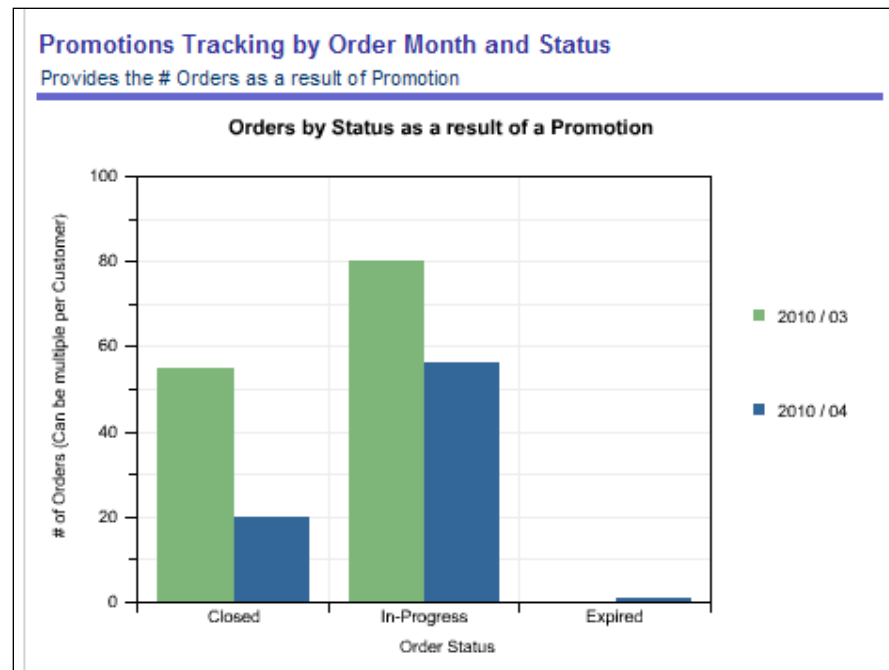


Promotion Effectiveness Report via Siebel BMS

Breakdown by Grade Description and Region



Breakdown by Month



NOTE: These are standard reports



Promotion Effectiveness Report via Siebel

Breakdown by Grade Description and Region

Promo Code	Region Code	IEEE Current Grade Description	# of Customers with Asset
SSITFREE10	R0	Member	10
		Senior Member	3
	R1	Member	8
		Senior Member	5
	R2	Member	1
		Senior Member	1
		Fellow	1
	R3	Member	3
		Senior Member	1
		Fellow	1
	R4	Associate Member	1
		Member	2
		Senior Member	1
	R5	Member	4
		Senior Member	1
	R6	Member	9
		Senior Member	1
	R7	Member	5
Senior Member		1	
R8	Member	14	
	Senior Member	2	
	Fellow	1	
R9	Member	1	
	Associate Member	1	
SSITFREE10 Total			76
SSITPAST10	R0	Member	5
	R2	Member	1
	R6	Member	2
		Senior Member	1
R8	Member	1	
SSITPAST10 Total			10

SSITPAST10 Total			10
SSITPAST10	R0	Member	16
		Senior Member	3
	R1	Member	3
		Senior Member	3
	R2	Associate Member	1
		Member	7
	R3	Member	10
		Senior Member	2
	R4	Member	4
		Senior Member	1
	R5	Member	6
		Senior Member	3
R6	Member	13	
	Senior Member	4	
R7	Member	4	
	Senior Member	1	
R8	Member	28	
	Senior Member	8	
	Associate Member	2	
R9	Member	4	
	Senior Member	2	
SSITPAST10 Total			125
Grand Total			211

NOTE:
This is a standard report.



Weekly promotion Effectiveness Report sent via e-mail

Product # (Part Number)	Product	IEEE Member Number	First Name	Last Name	IEEE Current Grade	Contact Region	Primary Address State	Primary Address Country	Order Date	Order Number	Order Status
SSITFREE10	Thank You for Joining SSIT	376715	Sophia		Member	R8		United Kingdom	3/31/2010 13:40	1-1217887851	Closed
		566638	Khalid		Senior Member	R7	ON	Canada	3/31/2010 13:25	1-1217874075	Closed
		1112069	Susana		Member	R3	FL	USA	3/31/2010 8:45	1-1217457181	Closed
		1358498	Jeffrey		Fellow	R2	MD	USA	3/31/2010 8:37	1-1217529915	Closed
		2090587	Stig		Member	R8		Norway	4/18/2010 10:01	1-1236800981	Closed
		2950616	Ali		Senior Member	R8		United Arab Emirates	3/31/2010 8:28	1-1217552245	Closed
		2958118	Robert		Member	R5	IL	USA	3/31/2010 12:52	1-1217881301	Closed
		3703071	Patricia		Member	R8		Netherlands	3/31/2010 15:59	1-1218037004	Closed
		3964152	C P		Senior Member	R8	CA	USA	3/31/2010 11:24	1-1217724045	Closed
		4083101	Debashish		Member	R0		India	3/31/2010 8:41	1-1217541194	Closed
		4142691	H R		Senior Member	R0		India	3/31/2010 13:04	1-1217883647	Closed
		4607438	David		Member	R1	MA	USA	3/31/2010 11:38	1-1217771585	Closed
		5689401	Kwame		Senior Member	R3	FL	USA	3/31/2010 10:03	1-1217619905	Closed
		6610547	Sarah		Fellow	R3	MS	USA	3/31/2010 9:17	1-1217594525	Closed
		6761969	Mathew		Senior Member	R5	TX	USA	4/2/2010 0:17	1-1219442827	Closed
		7396047	Sufian		Member	R7	ON	Canada	3/31/2010 11:15	1-1217710441	Closed
		7428964	L		Fellow	R8		France	3/31/2010 14:40	1-1217939985	Closed
		7694706	Ronald		Member	R1	NY	USA	3/31/2010 22:13	1-1218283345	Closed
		7931777	Cecelia		Member	R6	WA	USA	4/1/2010 0:17	1-1218338721	Closed
		7996986	Filipe		Member	R8		United Kingdom	3/31/2010 19:14	1-1218156791	Closed
		7998933	Jonathan		Member	R2	OH	USA	4/1/2010 23:32	1-1219460078	Pending
		8807224	Thomas		Member	R4	MI	USA	4/13/2010 11:08	1-1232884231	Closed
		8918245	Kenneth		Member	R6	OR	USA	4/11/2010 20:16	1-1230318531	Closed
		21096974	Scott		Member	R3	GA	USA	3/31/2010 16:45	1-1218118351	Closed
		21603241	Wendy		Member	R1	NY	USA	3/31/2010 10:19	1-1217662391	Closed
		40099491	Eduardo		Member	R9		Mexico	3/31/2010 11:15	1-1217733524	Closed
		40105224	Don		Member	R6	AK	USA	3/31/2010 12:17	1-1217803981	Closed
		40171632	Dana		Senior Member	R2	NJ	USA	4/7/2010 23:00	1-1225112485	Closed

Note:
All reports can be opened in MS Excel for easy sorting and further data manipulation.



The bottom line

- **SSIT year end 2009 membership: 1670**
- **New members tracked to this campaign: 211**
- **12.6% increase!**

Source: IEEE Report of the Secretary/2009

Source: BMS Analytics 28 April 2010



SSIT Membership Drive 2010

IEEE STAFF SUPPORT



Partnership

- Gathered appropriate, key IEEE staffers at the table (TAD, MGA, BDRS)
- Provided guidance and recommendation for two additional campaigns
- Created project plan (road map)
- Designed user experience for all campaigns
- Provided editorial and content review, promotion codes and list selections
- Coordinated with IEEE Contact Center (provided information and knowledge transfer)
- Created e-mail versions of content (text, html); e-mail campaign



Thank you
Questions ?



Membership Statistics & Goals Update

April 2010

MEMBERSHIP REPORT-Page 1
 Report is issued monthly on behalf of the IEEE Membership Statistics. Contact: John Day, JDay@IEEE.org

Pages 2 Active Membership by Region
 Pages 5-5 Society & Special Interest Memberships
 Page 6-7

Category	April '10	% Change	Apr '09	Apr '08	Mar '09
Membership	8,642	+ 2.6%	336,167	327,625	326,499
New	1	+ 3.7%	25	25	26
Renewal	162	+ 2.0%	6,344	6,182	6,307
Transfer Member	949	+ 3.2%	30,316	29,267	30,003
Member	1,985	+ 1.0%	204,700	202,715	200,368
Associate Member	2,501	+ 14.2%	14,705	17,205	14,295
Graduate Student	6,529	+ 19.3%	33,271	27,842	31,360
Undergraduate Student	2,517	+ 5.7%	48,793	44,186	43,138
Society Memberships	2,530	-0.3%	284,389	286,919	277,195
Societies up	6,253				
Societies down	7,783				

Sum of inactive Societies gains and losses

Recommended MD Volunteer Activity
 Thank you to all volunteers committed to improving their MD success!

Month	RECRUITMENT ACTIVITIES	RECOVERY ACTIVITIES	RESOURCES
May	<p>3-Year Due Cycle - IEEE MG accepting to-prize bids for present year or service candidates and join IEEE and renew receive 6 months of membership for the price of 3 appropriate message and search</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p> <p>3-Year Due Cycle - IEEE MG accepting to-prize bids for present year or service candidates and join IEEE and renew receive 7 months of membership for the price of 3 appropriate message and search</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events. Ensure a library of MG materials exists in your local volumes.</p> <p>3-Year Due Cycle - IEEE MG accepting to-prize bids for present year or service candidates and join IEEE and renew receive 6 months of membership for the price of 3 appropriate message and search</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p>	<p>Section MD Officer - Real-time statistics members awarded to all Region, Section, and Society MD officers. Develop and execute local communications to members in Areas, Divisions and special local programs and activities.</p> <p>4- Begin working focus on recruitment programs and activities.</p> <p>4- All focus should be on recruitment programs and activities.</p> <p>4- All focus should be on recruitment programs and activities.</p>	<p>MD Portal www.ieee.org/membership</p> <p>PowerPoint presentations Membership Reports Virtual copies IEEE Membership Manual MD 5-0</p>

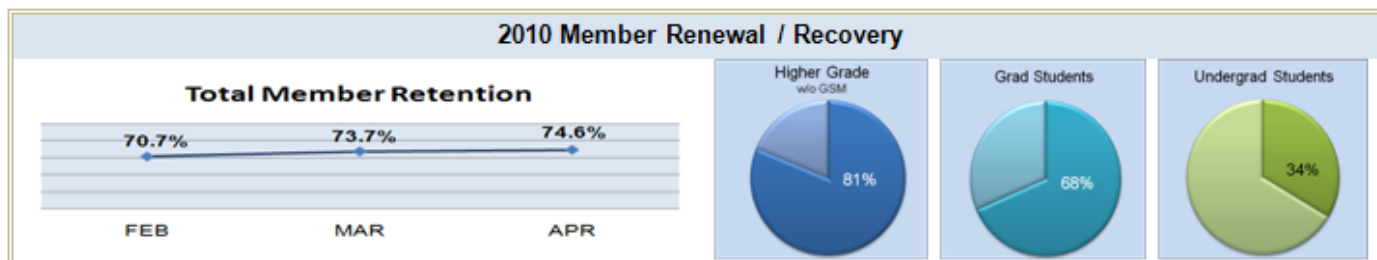


Presented by:
John Day
 Director, Membership Development
j.day@ieee.org

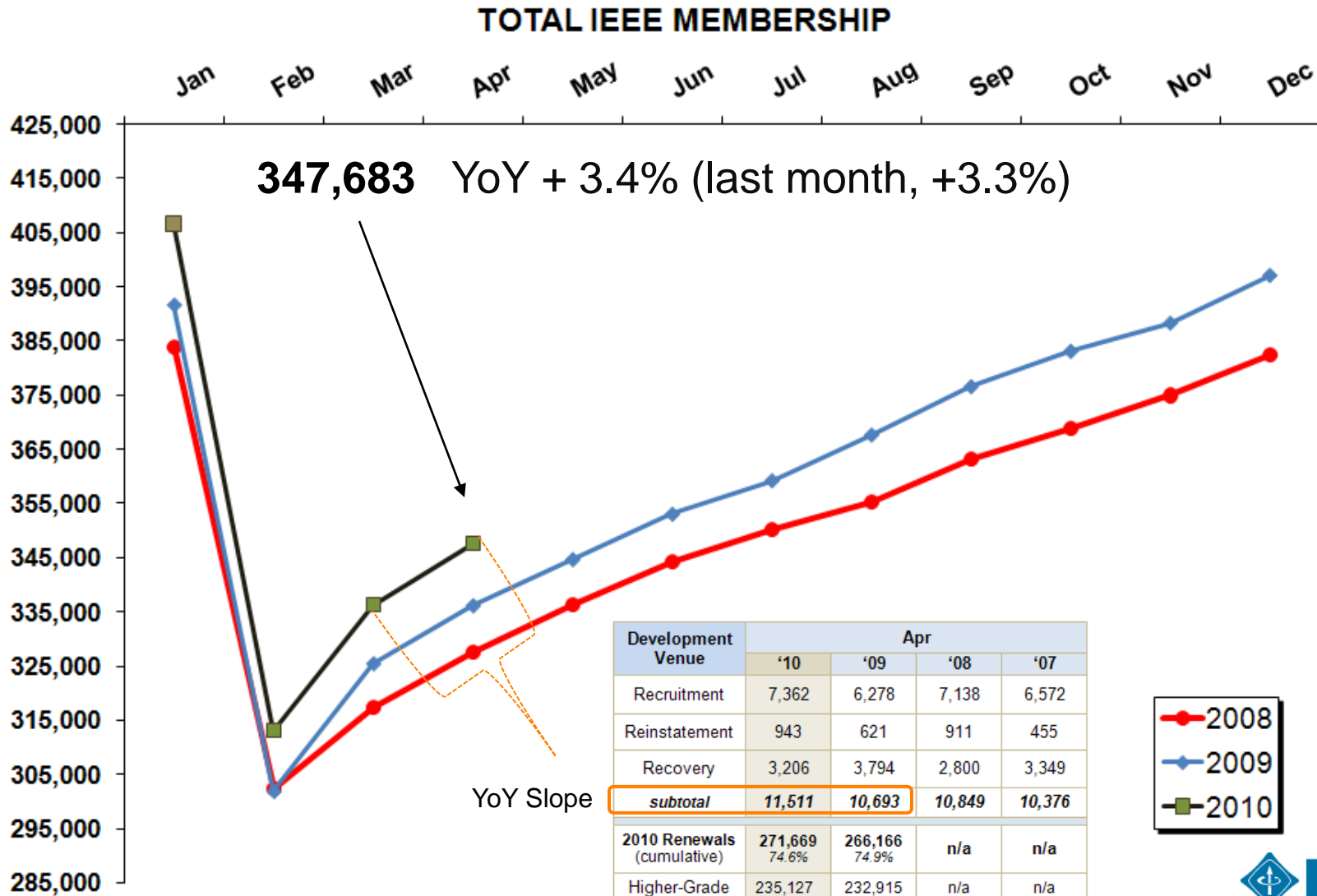


April 2010 Dashboard

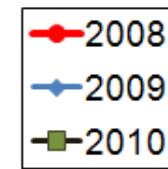
Snapshot	April '10 vs. '09	% Change	Apr '10	Apr '09	Mar '10	% Change Mar '10 - Apr '10
IEEE Membership	+ 11,516	+ 3.4%	347,683	336,167	336,237	+ 3.4%
• Honorary	^ 1	+ 3.6%	29	28	29	-
• Fellow	^ 172	+ 2.7%	6,516	6,344	6,490	+ 0.4%
• Senior Member	^ 906	+ 3.0%	31,222	30,316	30,700	+ 1.7%
• Member	^ 2,788	+ 1.4%	207,488	204,700	203,624	+ 1.9%
• Associate Member	v (2,125)	(14.5%)	12,580	14,705	12,127	+ 3.7%
• Graduate Student	^ 5,384	+ 16.1%	38,755	33,371	36,332	+ 6.7%
• Undergraduate Student	^ 4,390	+ 9.4%	51,093	46,703	46,935	+ 8.9%
Society Memberships	+ 12,271	+ 3.4%	296,660	284,389	283,650	+ 4.6%
• 20 Societies up > 1%	^ 13,380	Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 11,346, or +4.2%				
• 8 Societies +/- 1%	=> (58)					
• 10 Societies down > 1%	v (1,051)					



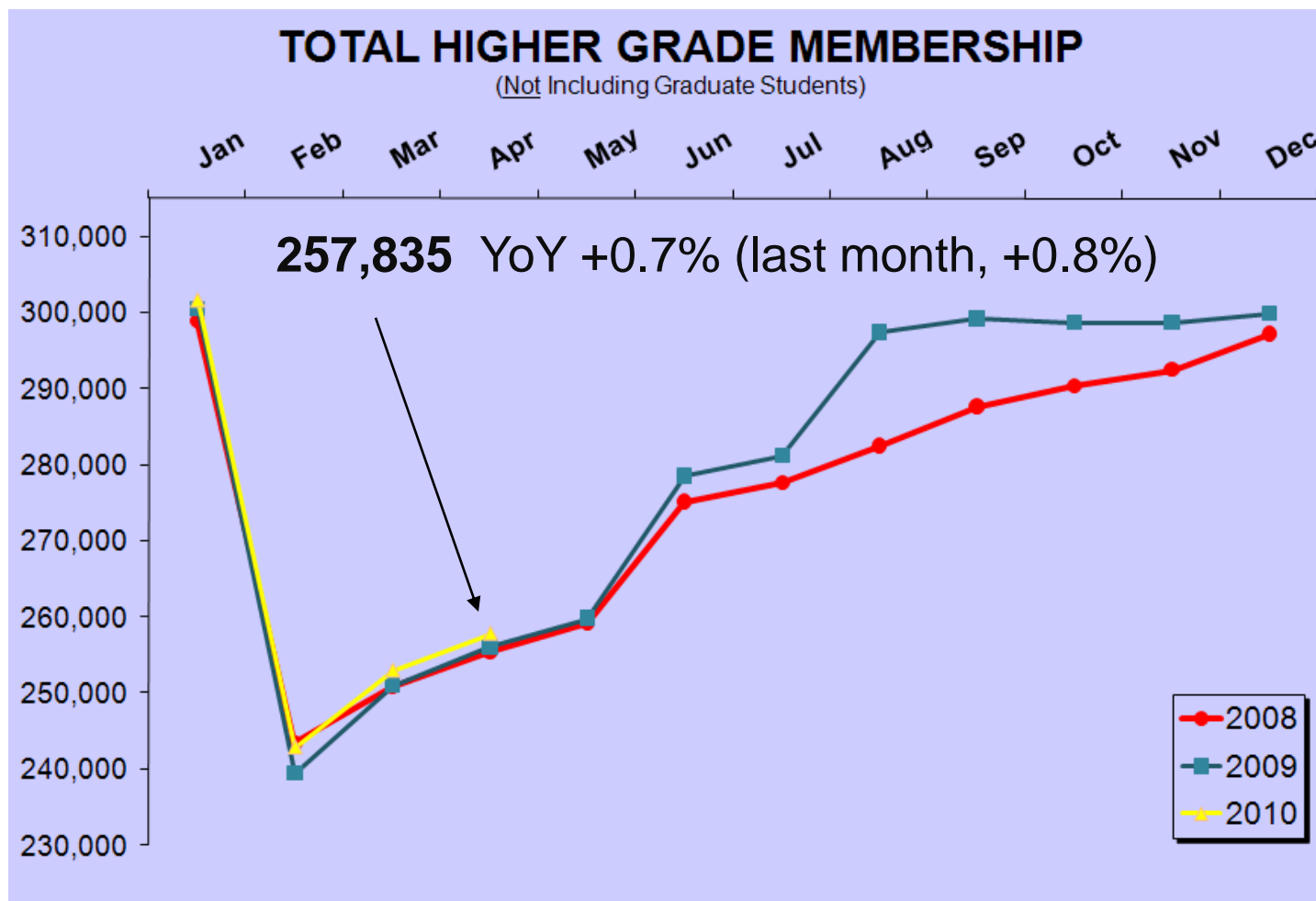
Year-over-Year Monthly Growth – Total Membership



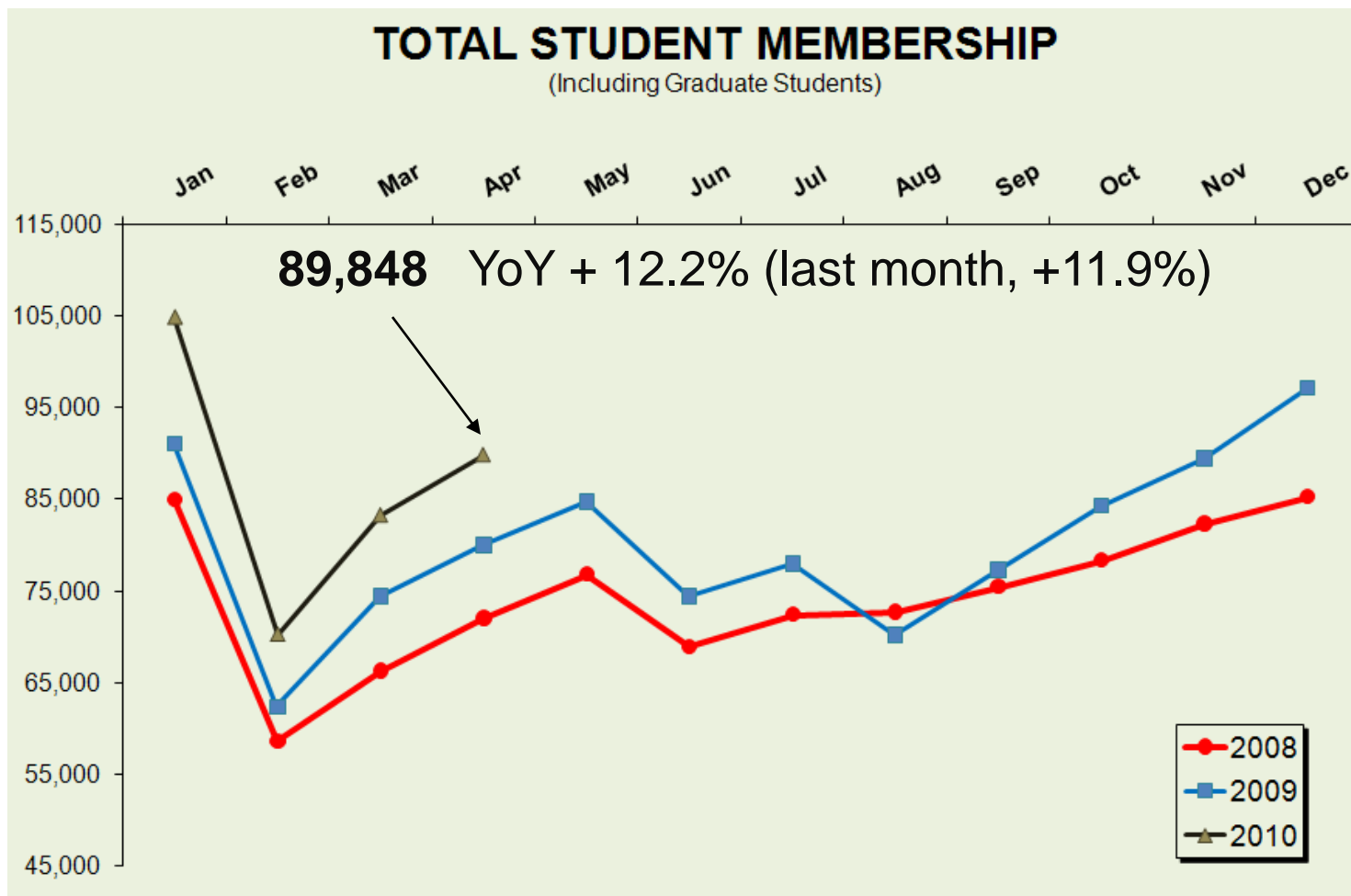
Development Venue	Apr			
	'10	'09	'08	'07
Recruitment	7,362	6,278	7,138	6,572
Reinstatement	943	621	911	455
Recovery	3,206	3,794	2,800	3,349
subtotal	11,511	10,693	10,849	10,376
2010 Renewals (cumulative)	271,669 74.6%	266,166 74.9%	n/a	n/a
Higher-Grade	235,127	232,915	n/a	n/a
Student /GSM	36,542	33,251	n/a	n/a



Year-over-Year Monthly Growth – Higher-Grade Membership (including GSM)



Year-over-Year Monthly Growth – Student-Grade Membership (including GSM)



Active Membership by Region

Geographic IEEE Membership Summary - April 2010

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2010	2009	Change		2010	2009	Change		2010	2009	Change		2010	2009	Change	
1	28,845	29,517	-672	-2.3%	2,168	1,818	350	19.3%	2,153	1,854	299	16.1%	33,166	33,189	-23	-0.1%
2	25,270	25,454	-184	-0.7%	2,048	1,760	288	16.4%	2,218	1,964	254	12.9%	29,536	29,178	358	1.2%
3	22,100	22,246	-146	-0.7%	2,683	2,244	439	19.6%	2,852	2,771	81	2.9%	27,635	27,261	374	1.4%
4	16,810	17,029	-219	-1.3%	2,060	1,736	324	18.7%	2,239	1,979	260	13.1%	21,109	20,744	365	1.8%
5	21,899	22,007	-108	-0.5%	2,101	1,638	463	28.3%	2,486	2,194	292	13.3%	26,486	25,839	647	2.5%
6	44,662	45,616	-954	-2.1%	3,442	3,020	422	14.0%	3,532	3,025	507	16.8%	51,636	51,661	-25	0.0%
R 1-6	159,586	161,869	-2,283	-1.4%	14,502	12,216	2,286	18.7%	15,480	13,787	1,693	12.3%	189,568	187,872	1,696	0.9%
7	11,267	11,228	39	0.3%	2,074	1,841	233	12.7%	1,703	1,578	125	7.9%	15,044	14,647	397	2.7%
8	42,318	40,980	1,338	3.3%	10,871	9,682	1,189	12.3%	8,563	8,418	145	1.7%	61,752	59,080	2,672	4.5%
9	5,830	5,461	369	6.8%	1,410	1,136	274	24.1%	4,320	4,042	278	6.9%	11,560	10,639	921	8.7%
10	38,834	36,555	2,279	6.2%	9,898	8,496	1,402	16.5%	21,027	18,878	2,149	11.4%	69,759	63,929	5,830	9.1%
R 7-10	98,249	94,224	4,025	4.3%	24,253	21,155	3,098	14.6%	35,613	32,916	2,697	8.2%	158,115	148,295	9,820	6.6%
TOTAL	257,835	256,093	1,742	0.7%	38,755	33,371	5,384	16.1%	51,093	46,703	4,390	9.4%	347,683	336,167	11,516	3.4%
% R1-6	62%	63%			37%	37%			30%	30%			55%	56%		
% R7-10	38%	37%			63%	63%			70%	70%			45%	44%		



2010 Retention Challenge: +0.5% higher-grade, +1.0% student

2010 Retention Goals & Progress - APR 2010

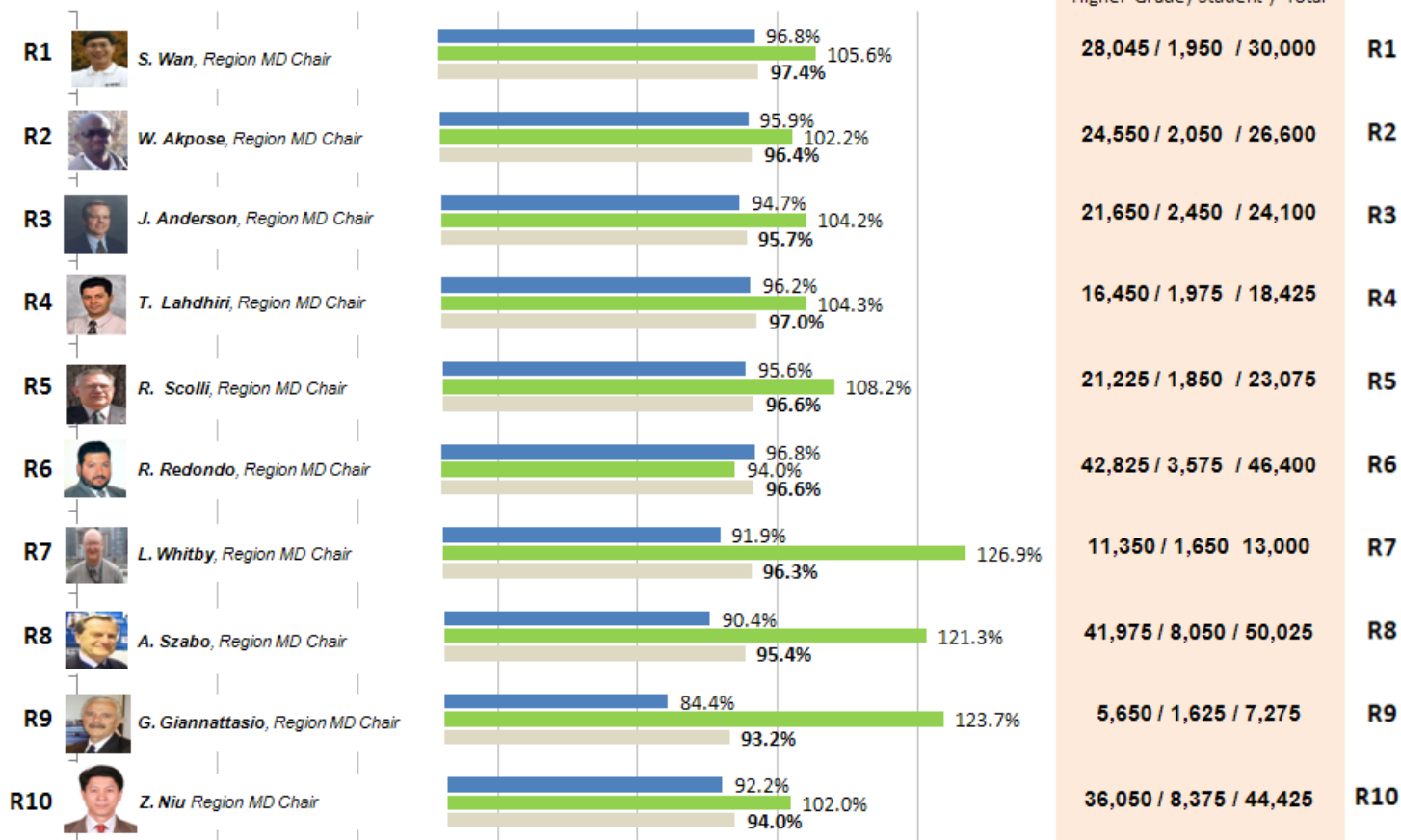
2010 membership year concludes 15 August 2010

Renewals (% of Goal): HG 232,980 (94.1) ST 33,550 (108.9%) Total 268,477 (95.9%)

Progress key: Higher Grade - % Goal Achieved (Blue), Students - % Goal Achieved (Green), Total Members - % Goal Achieved (Tan)

2010 RETENTION GOALS		
HG	ST	Total
249,775	33,550	283,325

Goals by Region
Higher-Grade/Student / Total



Note: All student counts combine graduate and undergraduate members



2010 Renewals

IEEE Membership Renewal / Retention - April 2010

REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,686	27,148	85.7%	1,853	1,338	72.2%	1,481	721	48.7%	35,020	29,207	83.4%
2	27,650	23,534	85.1%	1,715	1,253	73.1%	1,604	843	52.6%	30,969	25,631	82.8%
3	24,687	20,503	83.1%	2,191	1,631	74.4%	1,962	921	46.9%	28,840	23,055	79.9%
4	18,820	15,822	84.1%	1,715	1,274	74.3%	1,504	785	52.2%	22,039	17,881	81.1%
5	24,199	20,286	83.8%	1,647	1,227	74.5%	1,611	774	48.0%	27,457	22,287	81.2%
6	49,318	41,448	84.0%	2,959	2,149	72.6%	2,512	1,212	48.2%	54,789	44,809	81.8%
R 1-6	176,360	148,741	84.3%	12,080	8,872	73.4%	10,674	5,256	49.2%	199,114	162,870	81.8%
7	12,822	10,428	81.3%	1,707	1,411	82.7%	1,109	683	61.6%	15,638	12,522	80.1%
8	48,696	37,961	78.0%	8,938	6,790	76.0%	7,333	2,976	40.6%	64,967	47,727	73.5%
9	7,148	4,768	66.7%	1,186	841	70.9%	4,652	1,169	25.1%	12,986	6,778	52.2%
10	44,099	33,229	75.4%	8,363	4,190	50.1%	19,199	4,354	22.7%	71,661	41,774	58.3%
R 7-10	112,765	86,386	76.6%	20,194	13,232	65.5%	32,293	9,182	28.4%	165,252	108,801	65.8%
TOTAL	289,125	235,127	81.3%	32,274	22,104	68.5%	42,967	14,438	33.6%	364,366	271,671	74.6%

Monthly Gains / Top 5

- + 0.7%
- + 0.8% 😊
- + 0.6%
- + 0.6%
- + 0.9% 😊
- + 0.8% 😊
- + 0.7%
- + 0.9% 😊
- + 1.6% ★
- + 1.2% 😊



April Last Year > **74.9%**



2010 Renewals – First-Year Members

first-year retention improvements often drove total retention gains

First-Year Member Renewal / Retention - April 2010

REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	2,079	796	38.3%	735	381	51.8%	1,014	404	39.8%	3,828	1,581	41.3%
2	2,040	770	37.7%	614	330	53.7%	1,123	505	45.0%	3,777	1,605	42.5%
3	2,124	730	34.4%	794	446	56.2%	1,394	522	37.4%	4,312	1,698	39.4%
4	1,561	642	41.1%	680	382	56.2%	1,088	484	44.5%	3,329	1,508	45.3%
5	2,089	836	40.0%	637	342	53.7%	1,183	481	40.7%	3,909	1,659	42.4%
6	3,468	1,315	37.9%	1,066	551	51.7%	1,791	702	39.2%	6,325	2,568	40.6%
R 1-6	13,361	5,089	38.1%	4,526	2,432	53.7%	7,593	3,098	40.8%	25,480	10,619	41.7%
7	1,376	580	42.2%	569	399	70.1%	700	373	53.3%	2,645	1,352	51.1%
8	6,944	2,703	38.9%	3,913	2,448	62.6%	5,343	1,535	28.7%	16,200	6,686	41.3%
9	1,388	343	24.7%	473	270	57.1%	3,682	698	19.0%	5,543	1,311	23.7%
10	7,639	2,697	35.3%	5,299	1,821	34.4%	16,254	3,087	19.0%	29,192	7,605	26.1%
R 7-10	17,347	6,323	36.5%	10,254	4,938	48.2%	25,979	5,693	21.9%	53,580	16,954	31.6%
TOTAL	30,708	11,412	37.2%	14,780	7,370	49.9%	33,572	8,791	26.2%	79,060	27,573	34.9%

Monthly Gains / Top 5

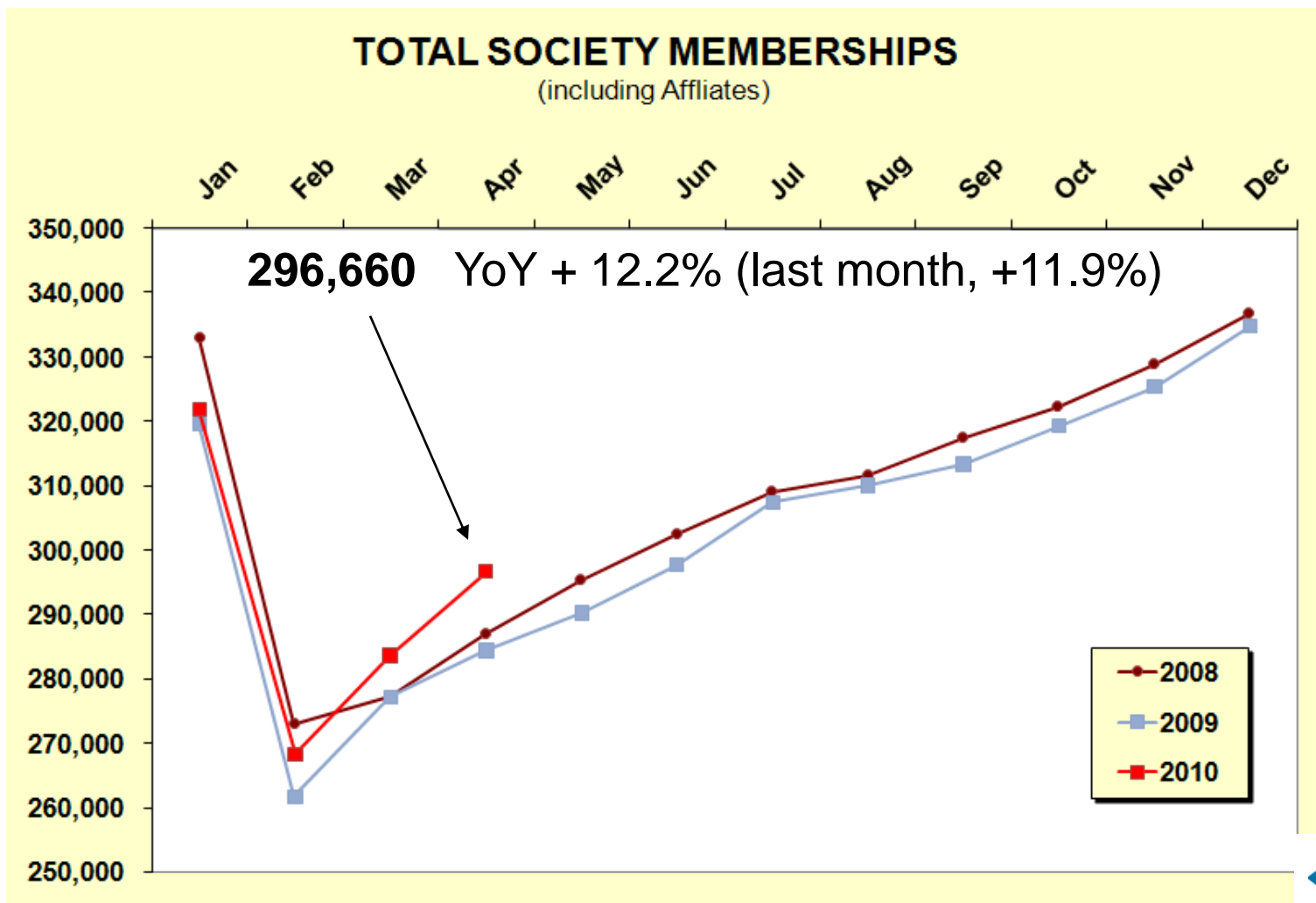
- + 0.9%
- + 1.1% 😊
- + 1.0%
- + 1.2% 😊
- + 1.1%
- + 1.2% 😊
- + 1.0%
- + 1.1% 😊
- + 1.7% ★
- + 1.2% 😊



Total Retention 81.3% 68.5% 33.6% 74.6%



Year-over-Year Membership Growth – Society Memberships (including Affiliates)



Society Memberships Dashboard

Society MD Disposition	Respective Sum Totals	Influence of Large Societies
Aggregate Total Memberships Across 38 Societies	+ 12,271	77% of the gains
Growth > 1%: 20 Societies	+ 13,380	Computer + 2,021 Communications + 6,075 Power & Energy + 2,270
+ / - 1%: 8 Societies	(58)	
Decline > 1%: 10 Societies	(1,051)	

Double-Digit Percentage Gains

Society Top Gains	YoY Gains	
	Percent	Count
Communications	19.4%	6,075
Product Safety Eng.	17.3%	105
Industrial Electronics	13.8%	562
Social Implications of Tech.	12.8%	196
Power & Energy	10.3%	2,270



Year-over-Year Society Membership, Detail

IEEE Society Membership Totals as of April 2010

SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change		
	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	
IEEE Societies																					
DIVISION I																					
Circuits & Systems	8,635	8,686	-51	-0.6%	409	401	8	2.0%	42	40	2	5.0%	9,086	9,127	-41	-0.4%	9,044	9,087	-43	-0.5%	
Electron Devices	9,060	9,157	-97	-1.1%	271	292	-21	-7.2%	42	47	-5	-10.6%	9,373	9,496	-123	-1.3%	9,331	9,449	-118	-1.2%	
Solid-State Circuits	9,140	9,500	-360	-3.8%	199	223	-24	-10.8%	65	64	1	1.6%	9,404	9,787	-383	-3.9%	9,339	9,723	-384	-3.9%	
Div I Subtotal	26,835	27,343	-508	-1.9%	879	916	-37	-4.0%	149	151	-2	-1.3%	27,863	28,410	-547	-1.9%	27,714	28,259	-545	-1.9%	
DIVISION II																					
Components, Packaging & Mfg Tech	2,232	2,281	-49	-2.1%	52	57	-5	-8.8%	15	15	0	0.0%	2,299	2,353	-54	-2.3%	2,284	2,338	-54	-2.3%	
Dielectrics & Electrical Insulation	1,865	1,839	26	1.4%	39	42	-3	-7.1%	29	19	10	52.6%	1,933	1,900	33	1.7%	1,904	1,881	23	1.2%	
Industry Applications	8,968	8,957	11	0.1%	146	121	25	20.7%	41	32	9	28.1%	9,155	9,110	45	0.5%	9,114	9,078	36	0.4%	
Instrumentation & Measurements	3,873	4,091	-218	-5.3%	94	111	-17	-15.3%	19	19	0	0.0%	3,986	4,221	-235	-5.6%	3,967	4,202	-235	-5.6%	
Power Electronics	5,998	5,774	224	3.9%	229	249	-20	-8.0%	42	36	6	16.7%	6,269	6,059	210	3.5%	6,227	6,023	204	3.4%	
Ultrasonics, Ferroelectrics, Freq Ctrl	1,943	1,965	-22	-1.1%	43	58	-15	-25.9%	29	28	1	3.6%	2,015	2,051	-36	-1.8%	1,986	2,023	-37	-1.8%	
Div II Subtotal	24,879	24,907	-28	-0.1%	603	638	-35	-5.5%	175	149	26	17.4%	25,657	25,694	-37	-0.1%	25,482	25,545	-63	-0.2%	
DIVISION III																					
Communications	33,417	29,384	4,033	13.7%	3,671	1,645	2,026	123.2%	365	349	16	4.6%	37,453	31,378	6,075	19.4%	37,088	31,029	6,059	19.5%	



Year-over-Year Society Membership, Detail (cont.)

IEEE Society Membership Totals as of April 2010

SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change		
	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	
IEEE Societies																					
DIVISION IV																					
Antennas & Propagation	7,337	7,265	72	1.0%	270	242	28	11.6%	50	49	1	2.0%	7,657	7,556	101	1.3%	7,607	7,507	100	1.3%	
Broadcast Technology	1,751	1,729	22	1.3%	73	61	12	19.7%	27	28	-1	-3.6%	1,851	1,818	33	1.8%	1,824	1,790	34	1.9%	
Consumer Electronics	2,705	2,646	59	2.2%	152	153	-1	-0.7%	28	37	-9	-24.3%	2,885	2,836	49	1.7%	2,857	2,799	58	2.1%	
Electromagnetic Compatibility	3,684	3,696	-12	-0.3%	63	76	-13	-17.1%	29	26	3	11.5%	3,776	3,798	-22	-0.6%	3,747	3,772	-25	-0.7%	
Magnetics	2,689	2,751	-62	-2.3%	76	77	-1	-1.3%	55	49	6	12.2%	2,820	2,877	-57	-2.0%	2,765	2,828	-63	-2.2%	
Microwave Theory & Techniques	10,480	10,555	-75	-0.7%	390	381	9	2.4%	41	44	-3	-6.8%	10,911	10,980	-69	-0.6%	10,870	10,936	-66	-0.6%	
Nuclear & Plasma Sciences	2,724	2,621	103	3.9%	54	68	-14	-20.6%	54	45	9	20.0%	2,832	2,734	98	3.6%	2,778	2,689	89	3.3%	
Div IV Subtotal	31,370	31,263	107	0.3%	1,078	1,058	20	1.9%	284	278	6	2.2%	32,732	32,599	133	0.4%	32,448	32,321	127	0.4%	
DIVISION V/VIII																					
Computer	47,468	47,339	129	0.3%	4,112	3,019	1,093	36.2%	14,793	13,994	799	5.7%	66,373	64,352	2,021	3.1%	51,580	50,358	1,222	2.4%	
DIVISION VI																					
Education	2,995	2,962	33	1.1%	60	79	-19	-24.1%	29	31	-2	-6.5%	3,084	3,072	12	0.4%	3,055	3,041	14	0.5%	
Industrial Electronics	4,396	3,866	530	13.7%	197	180	17	9.4%	32	17	15	88.2%	4,625	4,063	562	13.8%	4,593	4,046	547	13.5%	
Product Safety Engineering	687	594	93	15.7%	8	8	0	0.0%	16	4	12	300.0%	711	606	105	17.3%	695	602	93	15.4%	
Professional Communication	871	902	-31	-3.4%	47	58	-11	-19.0%	85	92	-7	-7.6%	1,003	1,052	-49	-4.7%	918	960	-42	-4.4%	
Reliability	1,647	1,673	-26	-1.6%	38	29	9	31.0%	16	17	-1	-5.9%	1,701	1,719	-18	-1.0%	1,685	1,702	-17	-1.0%	
Social Implications of Technology	1,659	1,469	190	12.9%	48	46	2	4.3%	22	18	4	22.2%	1,729	1,533	196	12.8%	1,707	1,515	192	12.7%	
Div VI Subtotal	12,255	11,466	789	6.9%	398	400	-2	-0.5%	200	179	21	11.7%	12,853	12,045	808	6.7%	12,653	11,866	787	6.6%	
DIVISION VII																					
Power & Energy	22,702	21,137	1,565	7.4%	1,291	643	648	100.8%	232	175	57	32.6%	24,225	21,955	2,270	10.3%	23,993	21,780	2,213	10.2%	

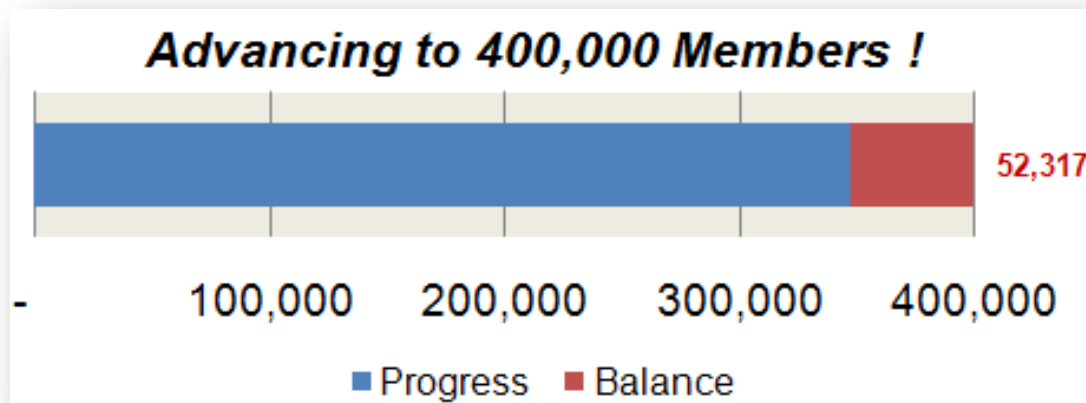


Year-over-Year Society Membership, Detail (cont.)

IEEE Society Membership Totals as of April 2010																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMS)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%
IEEE Societies																				
DIVISION IX																				
Aerospace & Electronic Systems	4,290	4,404	-114	-2.6%	205	171	34	19.9%	33	32	1	3.1%	4,528	4,607	-79	-1.7%	4,495	4,575	-80	-1.7%
Geoscience & Remote Sensing	2,590	2,487	103	4.1%	142	119	23	19.3%	183	243	-60	-24.7%	2,915	2,849	66	2.3%	2,732	2,606	126	4.8%
Information Theory	3,119	3,070	49	1.6%	112	144	-32	-22.2%	27	21	6	28.6%	3,258	3,235	23	0.7%	3,231	3,214	17	0.5%
Intelligent Transportation Systems	915	930	-15	-1.6%	30	31	-1	-3.2%	16	17	-1	-5.9%	961	978	-17	-1.7%	945	961	-16	-1.7%
Oceanic Engineering	1,509	1,465	44	3.0%	49	49	0	0.0%	20	14	6	42.9%	1,578	1,528	50	3.3%	1,558	1,514	44	2.9%
Signal Processing	13,269	12,756	513	4.0%	419	490	-71	-14.5%	112	82	30	36.6%	13,800	13,328	472	3.5%	13,688	13,246	442	3.3%
Vehicular Technology	3,722	3,739	-17	-0.5%	115	130	-15	-11.5%	19	17	2	11.8%	3,856	3,886	-30	-0.8%	3,837	3,869	-32	-0.8%
Div IX Subtotal	29,414	28,851	563	2.0%	1,072	1,134	-62	-5.5%	410	426	-16	-3.8%	30,896	30,411	485	1.6%	30,486	29,985	501	1.7%
DIVISION X																				
Computational Intelligence	5,380	5,168	212	4.1%	332	383	-51	-13.3%	109	107	2	1.9%	5,821	5,658	163	2.9%	5,712	5,551	161	2.9%
Control Systems	7,435	7,352	83	1.1%	354	363	-9	-2.5%	64	57	7	12.3%	7,853	7,772	81	1.0%	7,789	7,715	74	1.0%
Engineering in Medicine & Biology	7,403	7,091	312	4.4%	426	536	-110	-20.5%	142	141	1	0.7%	7,971	7,768	203	2.6%	7,829	7,627	202	2.6%
Photonics	5,970	5,820	150	2.6%	367	494	-127	-25.7%	90	89	1	1.1%	6,427	6,403	24	0.4%	6,337	6,314	23	0.4%
Robotics & Automation	5,740	5,377	363	6.8%	692	614	78	12.7%	80	70	10	14.3%	6,512	6,061	451	7.4%	6,432	5,991	441	7.4%
Systems, Man & Cybernetics	3,836	3,666	170	4.6%	153	179	-26	-14.5%	35	38	-3	-7.9%	4,024	3,883	141	3.6%	3,989	3,845	144	3.7%
Div X Subtotal	35,764	34,474	1,290	3.7%	2,324	2,569	-245	-9.5%	520	502	18	3.6%	38,608	37,545	1,063	2.8%	38,088	37,043	1,045	2.8%
TOTAL	264,104	256,164	7,940	3.1%	15,428	12,022	3,406	28.3%	17,128	16,203	925	5.7%	296,660	284,389	12,271	4.3%	279,532	268,186	11,346	4.2%



Looking Ahead ...



- Member retention, ergo member engagement, is the most effective (and efficient) way to grow membership—first-year members need our help
- Our success is determined by serving the member, not the statistics

Growth: May – Aug

➤ Determined by the months' year-over-year results in (1) Recruitment, (2) Recovery and (3) Reinstatement

▪ April Forecast:
346,500 – 348,500 total
(actual, 347,683)

May Forecast:
356,500 – 358,500 total

Growth: Sep – Dec

➤ Determined by the months' year-over-year results in (1) Recruitment, and (2) Reinstatement



thank you
questions ?



Updates & Reminders / Direction



Presented by:
Thomas G. Habetler
Chair, IEEE MRRC



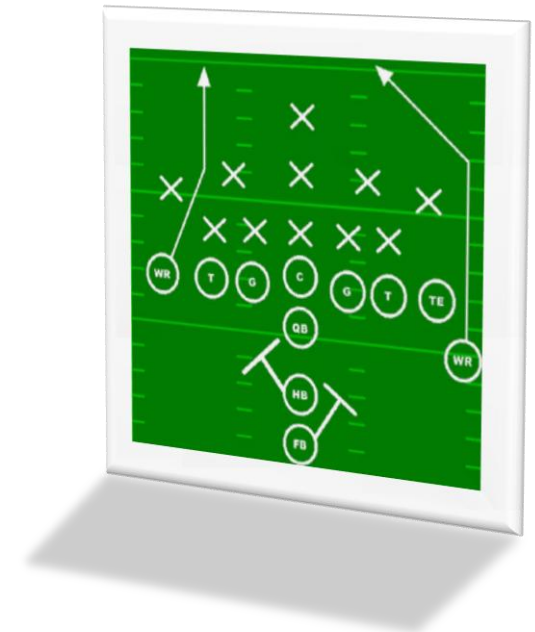
Call for Case Studies – IEEE Societies

- IEEE Societies call to action!
- Bring forward your success stories or best practices
- We want to highlight what societies are doing to inspire others
- Today's MD Webcast is the first group to present
- Consider when your society is next



Wrap Up / Direction – MD Prioritization

- ❑ January through April
 - 85% effort - Retention / Arrears Recovery
 - 15% effort - Recruitment
- ❑ May through August (**switching gears**)
 - 10% effort - Arrears Recovery
 - **90% effort - Recruitment**
- ❑ September through December
 - 85% Recruitment
 - 15% Renewal monitoring



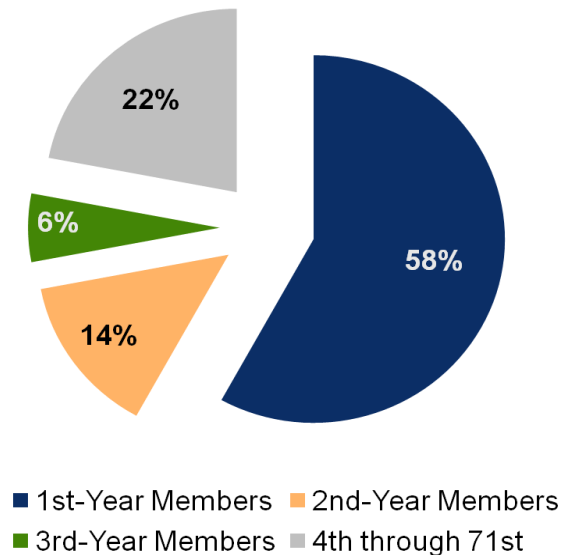
All the while ... MD Staff support:

- Retention / arrears recovery campaigns, electronic and print (through August)
- Recruitment / incomplete applications / reinstatement campaigns (monthly)
- Recruitment / authors outreach (May timeframe)



Sustaining our accomplishments ...

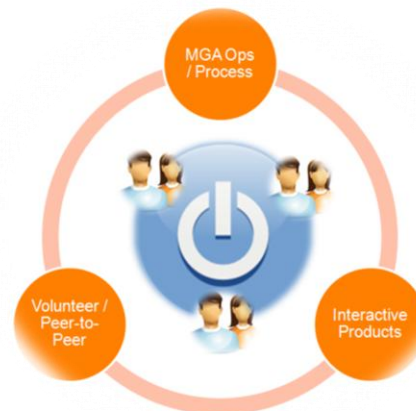
Member Attrition



2009 membership accomplishments



first-year member experience strategy Implementation



New! SAMIEEE Training Modules

- Four new, short training modules have been created covering:
 - An overview of SAMIEEE – Module 1
 - A walk through the Analytics Tool – Module 2
 - Using Predefined Queries – Module 3
 - Building an Ad hoc Query – Module 4
- Learn about SAMIEEE if you are new, or pick up tips on areas you want to focus on
- SAMIEEE web site: <http://www.ieee.org/samieee>
- Questions? Contact Helen Shiminsky at h.shiminsky@ieee.org



IEEE.tv Live Event

- **IEEE.tv features live streaming coverage of IEEE MTT International Microwave Symposium's Plenary Session on Tuesday, May 25th, at 10:10 AM PDT.**



The plenary will feature the Honorable Zachary J. Lemnios, Director of Defense Research and Engineering (DDR&E) for the United States Department of Defense as the keynote speaker.



www.ieee.tv



Future MD Webcast Topics & Speakers – Tentative Schedule

JUNE

- Student Elevation & Opportunities
- Region 1 MD Strategy

JULY

- GOLD Strategy Update
- Recruitment – Campaigns and MGM Program



Wrap Up / Direction – Next Webcast

Saturday, **19 JUNE 2010**

January	February	March
April	May	June
July	August	September
October	November	December



Thank you !



Open Floor Q&A



APPENDIX

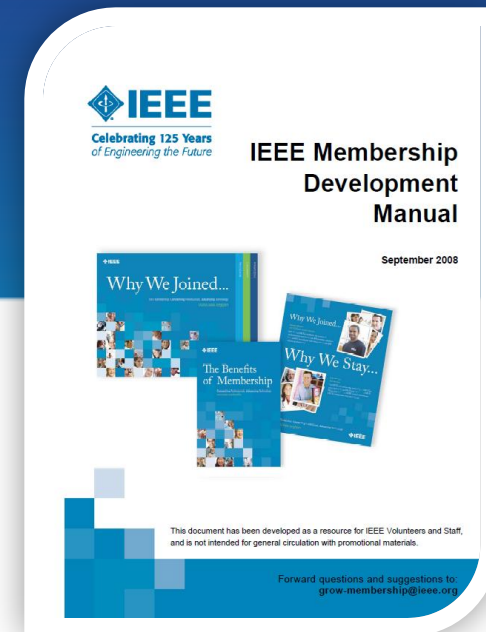


Appendix

Field Team Resources

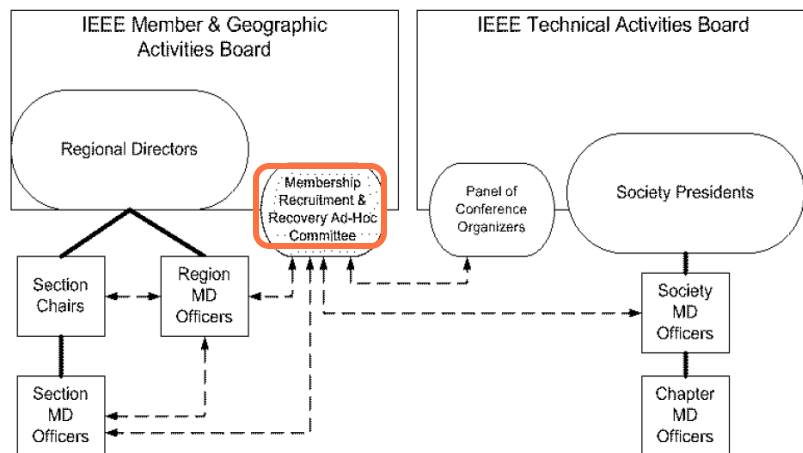


Presented by:
Thomas G. Habetler
Chair, IEEE MRRC



MRR Team Development – Engagement

- Alignment with the new MGA mission and values
- Volunteer & Staff partnership
- MD position vacancies
- Regional Training
- Partnering across IEEE
- MD Portal & Virtual Community



If the MGA is 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 facilitates recruitment, training, development of IEEE volunteer leaders

The MGA facilitates successful regions, sections, chapters, and affinity groups

The MGA is responsible for all aspects of member and membership activities with the IEEE

The MGA ensures a “home(s)” for every member

Technology professionals will understand IEEE membership’s importance in their careers

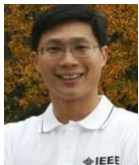
The MGA will develop sections, and regions and reward them based on their measured success

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

IEEE and its members’ achievements are universally recognized



The Regional “Field Team” (2010)



R1 - Gim Soon Wan



R6 - Randall G. Redondo



R2 - Wole Akpose



R7 - Lawrence Whitby



R3 - Jim Anderson



R8 - Aleksandar Szabo



R4 - Tarek Lahdhiri



R9 - Gustavo Giannattasio



R5 - Robert Scoll



R10 - Zhisheng Niu



The Regional “Field Team”

- | | | |
|---------------------------|------------|------------------------|
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| ■ Robert Scolli | R5 | r.scolli@ieee.org |
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| ■ Zhisheng Niu | R10 | niuzhs@tsinghua.edu.cn |
| ■ Cathy Downer | IEEE Staff | c.downer@ieee.org |
| ■ John Day | IEEE Staff | j.day@ieee.org |



Membership Development Portal – www.ieee.org/md

IEEE.org | IEEE Xplore Digital Library | IEEE Standards Association | IEEE Spectrum Online | More IEEE Sites

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The world's largest professional association for the advancement of technology

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Search IEEE

Home > About IEEE > Volunteers > Membership Development

Membership Development

Membership Menu

- Join Now
- Renew Membership
- myIEEE
- Member Benefits
- Member Grade Elevation
- Member-Get-a-Member
- Societies & Special Interests

IEEE's membership development activities are coordinated through the Member and Geographic Activities Board Membership Recruitment and Recovery Ad-Hoc Committee (MRR). The MRR Ad-Hoc Committee creates, promotes and monitors appropriate and effective membership development programs to increase IEEE membership.

On this Page:

- Functions of the IEEE MRR
- Committees & contacts

Functions of the IEEE MRR

Key functions of the IEEE MRR include:

- increasing IEEE membership by recruiting new members, retaining current members and recovering members in arrears;
- increasing IEEE membership quality;
- promoting elevations in grade;
- increasing society memberships;
- increasing awareness by members of the values of IEEE membership;
- providing efficient and timely communication to all management levels of interests and concerns over membership trends, changes, and problems.

[top of page](#)

Committees & contacts

Membership Development is comprised of a group of IEEE volunteers and staff.

- IEEE Region Membership Development Officers
- IEEE Adapters & Adjustment Committee

MD Key Resources (web account required)

- Regional and Sectional Membership Statistics
- Guide to reading the IEEE Membership Statistics Reports
- Monthly Progress Reports
- Membership Development Online Community
- SAMIEEE Online

MD Print-On Demand Promotion

- MD Product Sheets (myIEEE, IEEE.tv, memberNet, Mentoring Connection)
- Competitions/Contests (IEEE Xtreme, President's Change the World)

Benefit Development Toolkit, Regions 7-10

Toolkit Presentation

Retention Programs & Tools

- Member Grade Elevation
- Retention Best Practices

Recruitment Programs & Tools

- Place an order - Brochures, Posters, Flyers, etc
- Recruitment Best Practices
- List of Member Benefits
- Conference Member Recruitment Program
- Member-Get-A-Member

- Membership Reports
- MD Virtual Community
- SAMIEEE access
- Membership Development Manual
- Member benefits at a glance
- Recruitment programs and tools
- MD Kits – online order form
- Benefit Development Toolkit: Regions 7-10



Online Order Form – www.ieee.org/mdsupplies

IEEE The world's leading professional association for the advancement of technology

IEEE Home | Volunteers | Membership Development

IEEE Membership Development Supply Order Form

A favorite resource to membership development officers is the online order form for membership recruitment materials. The form is accessible 24x7. IEEE HQ will ship the requested materials to the address indicated by the requester under Shipping Information below, at no cost to you.

- Customized order
- Prepackaged Recruitment Kit (Professional-Grade Membership)
- Prepackaged Recruitment Kit (Student-Grade Membership)

ITEMS	QUANTITY
Membership Brochure/Application (EZ1)	<input type="checkbox"/>
Student Membership Brochure (EZ4U)	<input type="checkbox"/>
IEEE Special Interest Memberships & Subscriptions Catalog (F40S)	<input type="checkbox"/> (5 MAX)
IEEE Special Interest Memberships & Subscriptions for Students Catalog (F40STS)	<input type="checkbox"/> (5 MAX)
Senior Member Elevation Packet (85B)	<input type="checkbox"/>
Promotional Poster for IEEE Membership (11" x 17")	<input type="checkbox"/>
Promotional Poster for Student Membership (11" x 17")	<input type="checkbox"/>
IEEE Bookmark (2" x 7")	<input type="checkbox"/>
GOOLD Poster (11" x 17")	<input type="checkbox"/>
MGM Flyer (5.5" x 8.5")	<input type="checkbox"/>

Size descriptions:

Membership Recruitment Kit - Professional Grade

Contents	Small	Medium	Large
Membership Brochure/Application (EZ1)	50	100	150
Student Membership Brochure (EZ4U)	15	30	45
Promotional Poster for IEEE Membership (11" x 17")	5	10	15
Promotional Poster for Student Membership (11" x 17")	5	10	15
MGM Flyer (5.5" x 8.5")	5	10	15
MGM Business Card (3.5" x 2")	25	50	75
IEEE Bookmark (2" x 7")	25	50	75
Membership CD-ROM	5	10	15
Welcome to the IEEE Guide to Membership	1	2	3
Member Benefits at a Glance	1	2	3

SELECT KIT Small Medium Large

PREPACKAGED RECRUITMENT KIT (Student-Grade Membership)

Size descriptions:

Membership Recruitment Kit - Student Grade

Contents	Small	Medium	Large
Student Membership Brochure (EZ4U)	50	100	150
Membership Brochure/Application (EZ1)	15	30	45
Promotional Poster for IEEE Membership (11" x 17")	5	10	15
Promotional Poster for Student Membership (11" x 17")	5	10	15
MGM Flyer (5.5" x 8.5")	5	10	15
MGM Business Card (3.5" x 2")	25	50	75
IEEE Bookmark (2" x 7")	25	50	75
Membership CD-ROM	5	10	15
Welcome to the IEEE Guide to Membership	1	2	3
Member Benefits at a Glance	1	2	3



Online MD Resources

- The web page to join the IEEE
- The web page for MD volunteers
- The web page for IEEE benefits
 - www.ieee.org/benefits

www.ieee.org/join
www.ieee.org/md

- Your Region web page
- Your Section web page
- Your Chapter web page
- Your Conference web page
- Your Student Branch web page

www.ieee.org/??
www.ieee.org/??
www.ieee.org/??
www.ieee.org/??
www.ieee.org/??

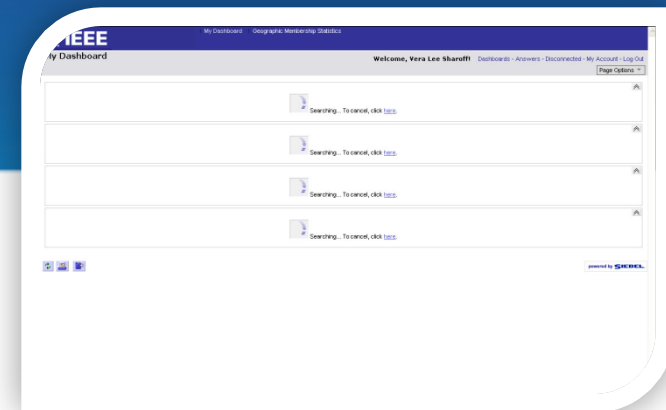


Appendix

The SAMIEE / MD Dashboard – Step-by-Step Configuration

Prepared by:
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Cathy Downer
MGA MD Manager
Contact: c.downer@ieee.org




MD Dashboard Access

- Open SAMIEEE home page at www.ieee.org/samieee
- Click on “Access Geographical Membership Statistics”, sign-in using your IEEE web account



Opening Dashboard



IEEE

My Dashboard | Geographic Membership Statistics

My Dashboard

Welcome, Vera Lee Sharoff! Dashboards - Answers - Disconnected - My Account - Log Out

Page Options

This is an empty Dashboard Page.

Click [here](#) to add content.

powered by SIEBEL

Click to add content at middle of screen



Selecting Queries available from “My Folder” or “Shared Folders” to pull into the dashboard

Dashboard Editor

Drag and drop Dashboard Objects and Saved Content onto your current Dashboard. Save Cancel

My Dashboard Page Page 1 Allow Personal Saved Selections

Dashboard Objects

- Section
- Link or Image
- Embedded Content
- HTML
- Folder
- Guided Nav. Link
- Briefing Book Nav. Link
- Advanced Report

Saved Content

- Dashboards
 - My Dashboard
 - Geographic Membership Statistics
- My Folder
 - Current Society Members with Contact I
 - Active IEEE Members - Current GOLD (G
 - (GEO) Active Member Counts by Grade,
 - (SOC) Current Society Members by Sec
- Shared Folders
 - SAMleee
 - IEEE Membership Statistics
 - IEEE Volunteer Queries

Section Setup Area

Dashboard Objects and Saved Content Area



Find “Shared Folders”, Click on SAMIEEE to open, Click on Subfolder “Geographic Predefined Queries”

The screenshot shows the 'Dashboard Editor' interface. At the top, there is a blue header with the title 'Dashboard Editor'. Below it is a light blue bar with the instruction 'Drag and drop Dashboard Objects and Saved Content onto your current Dashboard.' and 'Save' and 'Cancel' buttons. The main area is divided into a left sidebar and a central workspace. The sidebar contains several sections: 'My Dashboard' with a 'Page' dropdown set to 'Page 1' and a 'Allow Personal Saved Selections' checkbox; a list of dashboard objects including 'HTML', 'Folder', 'Guided Nav. Link', 'Briefing Book Nav. Link', and 'Advanced Report'; 'Saved Content' with sub-sections for 'Dashboards' (My Dashboard, Geographic Membership Statist) and 'My Folder' (Current Society Members with Conta, Active IEEE Members - Current GOLI, (GEO) Active Member Counts by Gr, (SOC) Current Society Members by); and 'Shared Folders' which is highlighted with a red box. Under 'Shared Folders' is the 'SAMleee' folder, which contains a subfolder 'Geographic Predefined Querie' (highlighted with a red box). A red arrow points from the text 'Shared Folders SAMleee Folder/Geographic Predefined Folders' to the 'Geographic Predefined Querie' folder. The central workspace is currently empty, showing a 'Properties' and 'Delete' button.



NEW Files in Predefined Queries – labeled (MD)

Dashboard Editor

Drag and drop Dashboard Objects and Saved Content onto your current Dashboard.

My Dashboard Page Page 1 Allow Personal Saved Selections Save Cancel

(GEO) Active Members Contact

(GEO) Active Member Counts by:

(GEO) Active Society Members

(GEO) Address Label Fields - A

(GEO) Arrears - Member Contac

(GEO) Current IEEE Life Member

(GEO) Email Addresses - Active

(GEO) New IEEE Members - last

(GEO) Society Member Counts k

(GEO) Volunteer History for Act

(GEO) Active Members with no

(GEO) Current IEEE Life Member

(GEO) Postal Code Counts for A

(GEO) SM Upgrade - 1st Level F

(GEO) White File - Active Memb

(GEO) White File - All Members

(GEO) All Members - Grade, Sta

(GEO) Members Moved into Sec

(GEO) Renewal Year for All Mei

(GEO) Current Society Chapter

(GEO) Current Life Members wit

(GEO) Active IEEE Women In Bn

(GEO) Current Student Branch C

(GEO) 2008 Last Renewal Year

(GEO) Current Educational Activ

(GEO) Active Student Member C

(GEO) Current Student Branches

(GEO) Active Student Members,

(GEO) Active Society Members

(GEO) Current Section and Sub

(GEO) Inactive Members (includi

(MD) Members Joining in Past 30

(MD) All Members Joining Since

(MD) Members in Arrears (cont

(MD) Inactive Members (contact

Society Predefined Queries

IEEE Membership Statistics

IEEE Volunteer Queries

Properties Delete

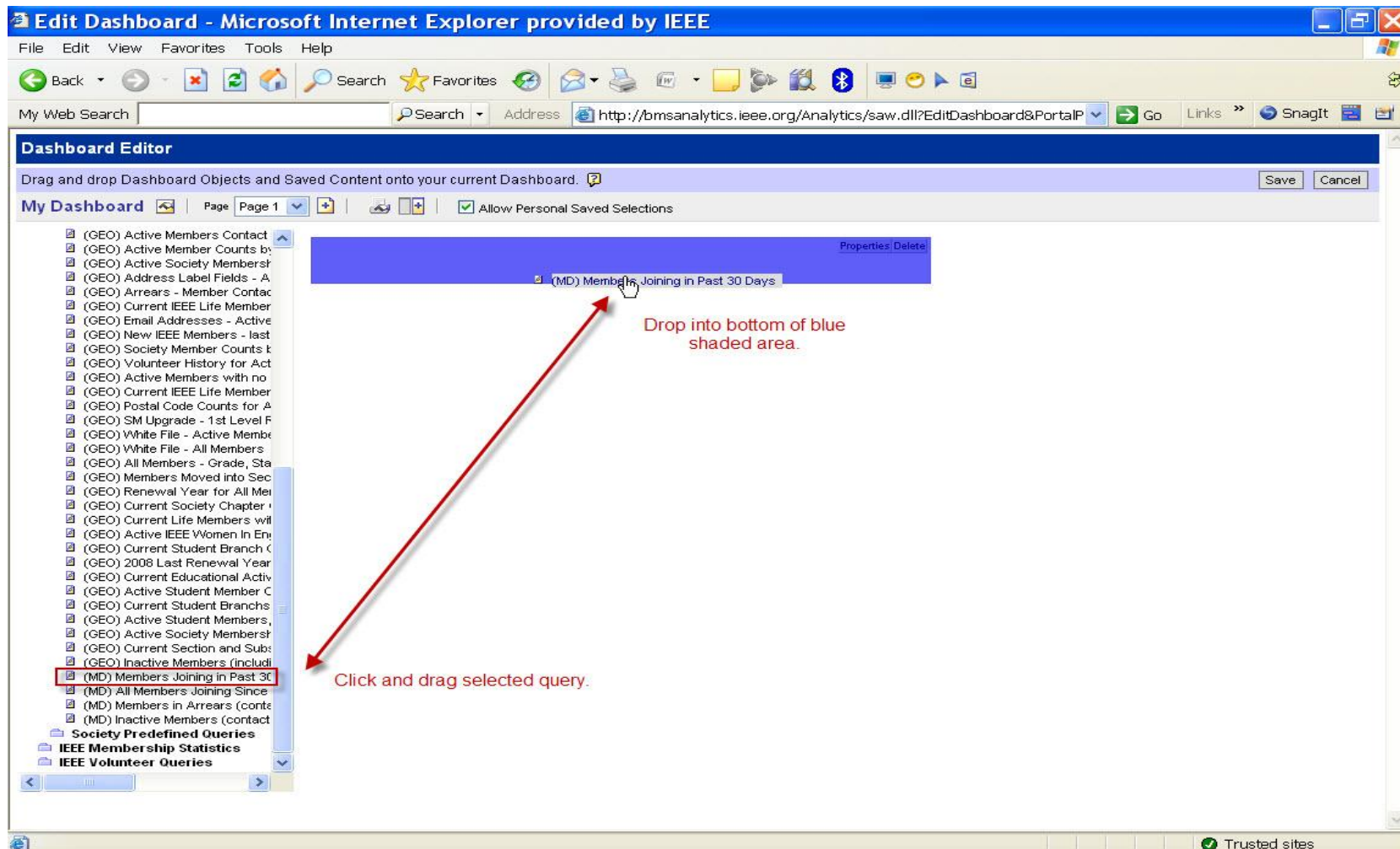
New

- (MD) Members Joining in Past 30 days
- (MD) All Members Joining since beginning of membership year
- (MD) Members in Arrears (contact info)
- (MD) Inactive Members (contact info)

Scroll down until you find the appropriate queries.



Find the document(s) you want to select. Left mouse click and drag (individually) to the blue shaded area on right and drop the file



Dashboard Set up

Dashboard Editor

Drag and drop Dashboard Objects and Saved Content onto your current Dashboard. ?

Save Cancel

My Dashboard Page Page 1 Allow Personal Saved Selections

- (GEO) Active Members Contact
- (GEO) Active Member Counts by
- (GEO) Active Society Members
- (GEO) Address Label Fields - A
- (GEO) Arrears - Member Contac
- (GEO) Current IEEE Life Member
- (GEO) Email Addresses - Active
- (GEO) New IEEE Members - last
- (GEO) Society Member Counts k
- (GEO) Volunteer History for Act
- (GEO) Active Members with no
- (GEO) Current IEEE Life Member
- (GEO) Postal Code Counts for A
- (GEO) SM Upgrade - 1st Level F
- (GEO) White File - Active Membe
- (GEO) White File - All Members
- (GEO) All Members - Grade, Sta
- (GEO) Members Moved into Sec
- (GEO) Renewal Year for All Mem
- (GEO) Current Society Chapter
- (GEO) Current Life Members wil
- (GEO) Active IEEE Women In En
- (GEO) Current Student Branch C
- (GEO) 2008 Last Renewal Year
- (GEO) Current Educational Activ
- (GEO) Active Student Member C
- (GEO) Current Student Branchs
- (GEO) Active Student Members,
- (GEO) Active Society Members
- (GEO) Current Section and Subs
- (GEO) Inactive Members (includi
- (MD) Members Joining in Past 30
- (MD) All Members Joining Since
- (MD) Members in Arrears (cont
- (MD) Inactive Members (contact
- Society Predefined Queries**
- IEEE Membership Statistics**
- IEEE Volunteer Queries**

Properties | Delete

Properties | Rename | Delete

Section 1

Properties | Rename | Delete

(MD) Members Joining in P...



Query now appears as
"Section 1" of the
Dashboard setup.



Edit Dashboard - Microsoft Internet Explorer provided by IEEE

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

My Web Search Search Address <http://bmsanalytics.ieee.org/Analytics/saw.dll?EditDashboard&PortalIP> Go Links SnagIt

Dashboard Editor

Drag and drop Dashboard Objects and Saved Content onto your current Dashboard. Save Cancel

My Dashboard Page Page 1 Allow Personal Saved Selections

- (GEO) Active Members Contact
- (GEO) Active Member Counts by
- (GEO) Active Society Members
- (GEO) Address Label Fields - A
- (GEO) Arrears - Member Contac
- (GEO) Current IEEE Life Member
- (GEO) Email Addresses - Active
- (GEO) New IEEE Members - last
- (GEO) Society Member Counts k
- (GEO) Volunteer History for Act
- (GEO) Active Members with no
- (GEO) Current IEEE Life Member
- (GEO) Postal Code Counts for A
- (GEO) SM Upgrade - 1st Level F
- (GEO) White File - Active Membe
- (GEO) White File - All Members
- (GEO) All Members - Grade, Sta
- (GEO) Members Moved into Sec
- (GEO) Renewal Year for All Mem
- (GEO) Current Society Chapter
- (GEO) Current Life Members wil
- (GEO) Active IEEE Women In Eng
- (GEO) Current Student Branch C
- (GEO) 2008 Last Renewal Year
- (GEO) Current Educational Activ
- (GEO) Active Student Member C
- (GEO) Current Student Branchs
- (GEO) Active Student Members,
- (GEO) Active Society Members
- (GEO) Current Section and Sub
- (GEO) Inactive Members (includi
- (MD) Members Joining in Past 30
- (MD) All Members Joining Since
- (MD) Members in Arrears (cont
- (MD) Inactive Members (contact

Society Predefined Queries

- IEEE Membership Statistics
- IEEE Volunteer Queries

Section 1

(MD) Members Joining in P... (MD) Members Joining in Past 30 Days

In order to "download" the results of the completed query, properties must be properly set.

Click on the Properties Link on each "specific" query.

Dashboard Editor

Drag and drop Dashboard Objects and Saved Content onto your current Dashboard. Save Cancel

My Dashboard Page Page 1 Allow Personal Saved Selections

- (GEO) Active Members Contact
- (GEO) Active Member Counts by...
- (GEO) Active Society Memberst
- (GEO) Address Label Fields - A
- (GEO) Arrears - Member Contac
- (GEO) Current IEEE Life Member
- (GEO) Email Addresses - Active
- (GEO) New IEEE Members - last
- (GEO) Society Member Counts k
- (GEO) Volunteer History for Act
- (GEO) Active Members with no
- (GEO) Current IEEE Life Member
- (GEO) Postal Code Counts for A
- (GEO) SM Upgrade - 1st Level F
- (GEO) White File - Active Membe
- (GEO) White File - All Members
- (GEO) All Members - Grade, Sta
- (GEO) Members Moved into Sec
- (GEO) Renewal Year for All Mei
- (GEO) Current Society Chapter
- (GEO) Current Life Members wil
- (GEO) Active IEEE Women In En
- (GEO) Current Student Branch C
- (GEO) 2008 Last Renewal Year
- (GEO) Current Educational Activ
- (GEO) Active Student Member C
- (GEO) Current Student Branchs
- (GEO) Active Student Members,
- (GEO) Active Society Memberst
- (GEO) Current Section and Subs
- (GEO) Inactive Members (includi
- (MD) Members Joining in Past 30
- (MD) All Members Joining Since
- (MD) Members in Arrears (cont
- (MD) Inactive Members (contact

Society Predefined Queries

- IEEE Membership Statistics
- IEEE Volunteer Queries

Section 1

(MD) Members Joining in P...

Properties | Delete

Properties | Rename | Delete

Properties | Rename | Delete

Display Results

Report Links...

Show View

Modify Request

Click on Properties and select Report Links.

- Select “Reports Link”
- Select “Download” option
- Click on OK

This will make the “Download” option available for this Dashboard Query. It must be repeated for each individual query being selected.

Completing the Query Download

The screenshot shows the 'Dashboard Editor' interface. On the left is a list of query objects, including '(GEO) Active Members Contact', '(GEO) Active Member Counts by...', '(GEO) Active Society Members', '(GEO) Address Label Fields - A...', '(GEO) Arrears - Member Contac...', '(GEO) Current IEEE Life Member', '(GEO) Email Addresses - Active', '(GEO) New IEEE Members - last', '(GEO) Society Member Counts k...', '(GEO) Volunteer History for Act...', '(GEO) Active Members with no...', '(GEO) Current IEEE Life Member', '(GEO) Postal Code Counts for A...', '(GEO) SM Upgrade - 1st Level F...', '(GEO) White File - Active Membr...', '(GEO) White File - All Members', '(GEO) All Members - Grade, Sta...', '(GEO) Members Moved into Sec...', '(GEO) Renewal Year for All Mei...', '(GEO) Current Society Chapter...', '(GEO) Current Life Members wil...', '(GEO) Active IEEE Women In En...', '(GEO) Current Student Branch C...', '(GEO) 2008 Last Renewal Year', '(GEO) Current Educational Activ...', '(GEO) Active Student Member C...', '(GEO) Current Student Branches', '(GEO) Active Student Members,', '(GEO) Active Society Memberst', '(GEO) Current Section and Subs...', '(GEO) Inactive Members (includi...', '(MD) Members Joining in Past 3...', '(MD) All Members Joining Since', '(MD) Members in Arrears (conta...', and '(MD) Inactive Members (contact...'. Below this list are 'Society Predefined Queries', 'IEEE Membership Statistics', and 'IEEE Volunteer Queries'. The main workspace shows a 'Section 1' containing a query titled '(MD) Members Joining in P...'. A 'Report Links' dialog box is open over this query, with the following options: 'Modify' (unchecked), 'Refresh' (unchecked), 'Printer Friendly' (unchecked), 'Download' (checked), and 'Add to Briefing Book' (unchecked). A red arrow points from the text 'Select Download' to the 'Download' checkbox, and another red arrow points from the text 'Then click on OK' to the 'OK' button.



Complete the query selection and set properties, time to **SAVE!**

Dashboard Editor

Drag and drop Dashboard Objects and Saved Content onto your current Dashboard.

My Dashboard Page Page 1 Allow Personal Saved Selections

- (GEO) Active Members Contact
- (GEO) Active Member Counts by
- (GEO) Active Society Members
- (GEO) Address Label Fields - A
- (GEO) Arrears - Member Contac
- (GEO) Current IEEE Life Member
- (GEO) Email Addresses - Active
- (GEO) New IEEE Members - last
- (GEO) Society Member Counts k
- (GEO) Volunteer History for Act
- (GEO) Active Members with no
- (GEO) Current IEEE Life Member
- (GEO) Postal Code Counts for A
- (GEO) SM Upgrade - 1st Level F
- (GEO) White File - Active Membe
- (GEO) White File - All Members
- (GEO) All Members - Grade, Sta
- (GEO) Members Moved into Sec
- (GEO) Renewal Year for All Mem
- (GEO) Current Society Chapter
- (GEO) Current Life Members wil
- (GEO) Active IEEE Women In En
- (GEO) Current Student Branch C
- (GEO) 2008 Last Renewal Year
- (GEO) Current Educational Activ
- (GEO) Active Student Member C
- (GEO) Current Student Branchs
- (GEO) Active Student Members,
- (GEO) Active Society Members
- (GEO) Current Section and Subs
- (GEO) Inactive Members (includi
- (MD) Members Joining in Past 30
- (MD) All Members Joining Since
- (MD) Members in Arrears (cont
- (MD) Inactive Members (contact
- Society Predefined Queries
- IEEE Membership Statistics
- IEEE Volunteer Queries

Properties | Delete

Properties | Rename | Delete

Section 1

Properties | Rename | Delete

(MD) Members Joining in P...

Properties | Rename | Delete

Properties | Rename | Delete

Section 2

Properties | Rename | Delete

(MD) All Members Joining ...

Properties | Rename | Delete

Properties | Rename | Delete

Section 3

Properties | Rename | Delete

(MD) Members in Arrears (...)

Properties | Rename | Delete

Properties | Rename | Delete

Section 4

Properties | Rename | Delete

(MD) Inactive Members (co...

Continue dragging and dropping selected queries into Section Area.

Set Properties Link to select Download option for each report.



Queries will run/refresh each time you open your dashboard. Once the queries have completed pulling the data, they will all appear in your dashboard.

Siebel Intelligence Dashboards - Microsoft Internet Explorer provided by IEEE

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

My Web Search Search Address <http://bmsanalytics.ieee.org/Analytics/saw.dll?Dashboard&PortalPath:> Go Links SnagIt

IEEE My Dashboard Geographic Membership Statistics

My Dashboard Welcome, Vera Lee Sharoff! Dashboards - Answers - Disconnected - My Account - Log Out Page Options

Searching... To cancel, click [here](#).

Searching... To cancel, click [here](#).

Queries will run and as they complete will display in Dashboard.

Searching... To cancel, click [here](#).

Searching... To cancel, click [here](#).

powered by SIEBEL

Done Trusted sites



(MD) Members Joining in Past 30 Days

Join Date	Membership or Pub Code	Section Name	Member Number	Last Name	First Name	Middle Initial	Email Address	IEEE Current Grade Description	Primary Company Or Attn	Primary Address Line 1	Primary Address Line 2	Primary Address Line 3	Primary Address City	Primary Ad State/Provin
06-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90598784	Balbuena-Guzman	Francisco		francisco.balbuena@gmail.com	Graduate Student Member	Savannah State University	268 Longleaf Cir			Pooler	GA
02-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90596578	Clark	Dominique		clarkd84@hotmail.com	Student Member		2005 E 50th St			Savannah	GA
02-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90596587	Gast						3616 Duane Ct	Apt A		Savannah	GA
08-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90599926	He						1827 Osprey Point Cir			Pooler	GA
23-Mar-09 0:00:00	MEMIEEE500	Savannah Section	90590542	jacks						3219 College St	PO Box 21408		Savannah	GA
27-Mar-09 0:00:00	MEMIEEE500	Savannah Section	90593038	Murr						10 Falligant Ave			Savannah	GA
30-Mar-09 0:00:00	MEMIEEE500	Savannah Section	90595030	Phar						10609 Gray Fox Way			Savannah	GA
02-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90596666	Phar						10609 Gray Fox Way			Savannah	GA
02-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90596665	Willie						609 Wild Turkey Rd			Savannah	GA

When completed, each report will appear, one below the other. Scroll down to view each.

Reports will appear with first 25 lines showing. The option of "next 25" or "full view" appears as necessary.

Each report can be downloaded individually.

[Download](#)

(MD) All Members Joining Since Beginning of Membership Year

Join Date	Membership or Pub Code	Section Name	Member Number	Last Name	First Name	Middle Initial	Email Address	IEEE Current Grade Description	Primary Company Or Attn	Primary Address Line 1	Primary Address Line 2	Primary Address Line 3	Primary Address City	Primary Ad State/Provin
-----------	------------------------	--------------	---------------	-----------	------------	----------------	---------------	--------------------------------	-------------------------	------------------------	------------------------	------------------------	----------------------	-------------------------



To add, change or delete selected reports

Siebel Intelligence Dashboards - Microsoft Internet Explorer provided by IEEE

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail News RSS Bluetooth Local Area Network

My Web Search Search Address http://bmsanalytics.ieee.org/Analytics/saw.dll?Dashboard Go Links SnagIt

IEEE My Dashboard Geographic Membership Statistics

My Dashboard Welcome, Vera Lee Sharoff! Dashboards - Answers - Disconnected - My Account - Log Out Page Options

(MD) Members Joining in Past 30 Days

Join Date	Membership or Pub Code	Section Name	Member Number	Last Name	First Name	Middle Initial	Email Address	IEEE Current Grade Description	Primary Address Line 1	Primary Address Line 2	Primary Address Line 3	Address City	Primary Ad State/Provin
06-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90598784	Balbuena-Guzman	Francisco		francisco.balbuena@gmail.com	Graduate Student Member	University	Cir		Pooler	GA
02-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90596578	Clark	Dominique		clarkd84@hotmail.com	Student Member		2005 E 50th St		Savannah	GA
02-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90596587	Gaskin	Riccardo	A	rag_400d@yahoo.com	Student Member	IEEE, Savannah State Univ., Engineering	3616 Duane Ct	Apt A	Savannah	GA
08-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90599926	He	Zhengyu		zhengyu.he@gatech.edu	Graduate Student Member		1827 Osprey Point Cir		Pooler	GA
23-Mar-09 0:00:00	MEMIEEE500	Savannah Section	90590542	jackson	steve		tyj21@yahoo.com	Student Member	Savannah State Univ	3219 College St	PO Box 21408	Savannah	GA
27-Mar-09 0:00:00	MEMIEEE500	Savannah Section	90593038	Murrell	Elizabeth		the.sneaky.panther@gmail.com	Student Member		10 Falligant Ave		Savannah	GA
30-Mar-09 0:00:00	MEMIEEE500	Savannah Section	90595030	Phan	Christopher	Anh	fujj831@yahoo.com	Student Member	Savannah State University	10609 Gray Fox Way		Savannah	GA
02-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90596666	Phan	Brandon	A	fujj216@yahoo.com	Student Member	Savannah State	10609 Gray Fox Way		Savannah	GA
02-Apr-09 0:00:00	MEMIEEE500	Savannah Section	90596665	Williams	Jared	M	jared21927@yahoo.com	Student Member	Savannah State University	609 Wild Turkey Rd		Savannah	GA

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javascript:void(null) Trusted sites

To add, change or delete selected reports, click on Page Options/Edit Dashboard.



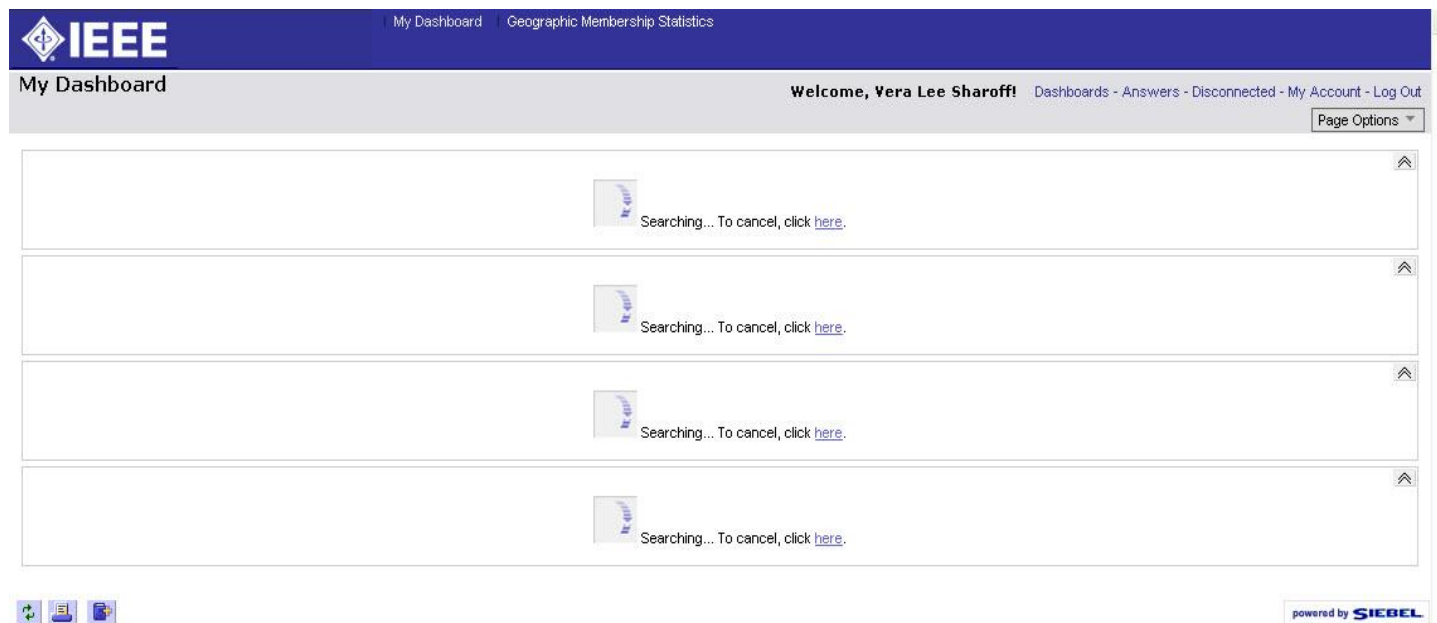
Completing changes and save

The screenshot shows the 'Dashboard Editor' interface. At the top, there is a header bar with the text 'Dashboard Editor' and a 'Save' button highlighted with a red box. Below the header, there is a toolbar with various icons and a 'Page 1' dropdown. The main area is divided into two columns. The left column contains 'Dashboard Objects' and 'Saved Content'. The right column displays the dashboard layout with four sections: 'Section 1', 'Section 2', 'Section 3', and 'Section 4'. Each section has a 'Properties: Rename: Delete' link. A red box highlights the 'Properties: Rename: Delete' link for 'Section 2'. A red arrow points from the 'Save' button to the 'Properties: Rename: Delete' link. Another red arrow points from the 'Properties: Rename: Delete' link to the 'Save' button.

Dashboard setup area appears.
 Select Properties, Rename or Delete
 as required to modify.
 Save after changes are complete.



Re-entering the Dashboard



The screenshot displays the IEEE My Dashboard interface. At the top, the IEEE logo is on the left, and navigation links for 'My Dashboard' and 'Geographic Membership Statistics' are on the right. Below the header, the text 'My Dashboard' is on the left, and a welcome message 'Welcome, Vera Lee Sharoff!' is in the center, followed by links for 'Dashboards - Answers - Disconnected - My Account - Log Out'. A 'Page Options' dropdown menu is on the right. The main content area contains four identical search bars, each with a small icon and the text 'Searching... To cancel, click [here](#)'. At the bottom left, there are three small icons (refresh, print, and help). At the bottom right, it says 'powered by SIEBEL'.

Queries will run/refresh each time you open your dashboard.
Note: refresh can complete at different times for each query selected. Once the queries have completed pulling data, they will all appear in your dashboard.



Printing your queries

- Queries can be printed to a HTML or PDF formatted page
- To pull into Excel, user must highlight and copy each report individually and paste into an Excel spreadsheet.
- From Excel you can then sort the data and rearrange columns as you wish
- Any refining of the process to print will be forwarded



Appendix

International Phone Numbers MD Webcast





Toll free US & Canada:	1-866-546-3377
Toll US & Canada:	1-719-234-7872
Local - Australia, Sydney:	+61 (0) 2 8207 3481
Local - Austria, Graz:	+43 (0) 316 218 875 089
Local - Austria, Vienna:	+43 (0) 1 274 872 5021
Local - Belgium, Brussels:	+32 (0) 2 300 1147
Local - Belgium, Liege:	+32 (0) 4 244 10 39
Local - Brazil, Sao Paulo:	+55 11 5582 6544
Local - Denmark, Copenhagen:	+45 70 14 49 57
Local - Finland, Helsinki:	+358 (0) 9 2311 3376
Local - France, Lille:	+33 (0) 359 81 35 02
Local - France, Lyon:	+33 (0) 426 84 04 42
Local - France, Marseille:	+33 (0) 488 91 55 39
Local - France, Paris:	+33 (0) 1 72 69 79 27
Local - Germany, Berlin:	+49 302 555 5006 **NEW** FEB 2010
Local - Germany, Cologne:	+49 221 988 8014 **NEW** FEB 2010
Local - Germany, Frankfurt:	+49 (0) 69 12009 827
Local - Germany, Hamburg:	+49 402 999 9242 **NEW** FEB 2010
Local - Germany, Munich:	+49 891 436 7799 **NEW** FEB 2010
Local - Hong Kong:	+852 3008 0323
Local - Ireland, Dublin:	+353 (0) 1 437 0818
Local - Italy, Milan:	+39 02 897 819 55





Local - Italy, Rome:	+39 06 833 604 29
Local - Italy, Turin:	+39 011 2173 449
Local - Japan, Tokyo:	+81 (0) 3 4455 1494
Local - Netherlands, Amsterdam:	+31 (0) 20 262 9512
Local - Netherlands, Rotterdam:	+31 (0) 10 742 01 29
Local - Norway, Oslo:	+47 21 54 70 94
Local - Scotland, Glasgow:	+44 (0) 141 404 9909
Local - Singapore:	+65 6517 0632
Local - Spain, Barcelona:	+34 93 802 0297
Local - Spain, Madrid:	+34 91 829 8573
Local - Spain, Valencia:	+34 96 314 6027
Local - Sweden, Stockholm:	+46 (0) 8 5205 4929
Local - Switzerland, Geneva:	+41 (0) 22 555 0208
Local - Switzerland, Zurich:	+41 (0) 44 556 8420
Local - UK, Birmingham:	+44 (0) 121 260 4885
Local - UK, Leeds:	+44 (0) 113 322 2679
Local - UK, Liverpool:	+44 (0) 151 203 9907
Local - UK, London:	+44 (0) 20 7078 9148
Local - UK, Manchester:	+44 (0) 161 250 8004





International toll free - Argentina:	0800 222 0019
International toll free - Australia:	1 800 059 489
International toll free - Austria:	0800 295 592
International toll free - Belgium:	0 800 76 384
International toll free - Chile:	123 0020 9212
International toll free - China, Northern Region:	10 800 140 1338
International toll free - China, Southern Region:	10 800 714 1335
International toll free - Colombia:	01 800 518 1029
International toll free - Czech Republic:	800 700 493
International toll free - Denmark:	80 889 806
International toll free - Dominican Republic:	1 888 751 4719
International toll free - Ecuador:	1 800 020 314
International toll free - France:	0 800 915 011
International toll free - Germany:	0 800 181 6388
International toll free - Greece:	00 800 161 2205 9029
International toll free - Hong Kong:	800 930 332
International toll free - Hungary:	06 800 168 92
International toll free - India:	000 800 1007 431





International toll free - Indonesia:	001 803 017 9029
International toll free - Ireland:	1 800 949 042
International toll free - Israel:	1 80 925 9029
International toll free - Italy:	800 873 857
International toll free - Japan:	00531 16 0959
International toll free - Latvia:	8000 3326
International toll free - Lithuania:	8 800 3 08 34
International toll free - Luxembourg:	800 2 7158
International toll free - Malaysia:	1 800 814 391
International toll free - Mexico:	001 800 514 9029
International toll free - Monaco:	800 93 556
International toll free - Netherlands:	0 800 022 9387
International toll free - New Zealand:	0 800 449 692
International toll free - Norway:	800 107 00
International toll free - Panama:	00 800 226 9029
International toll free - Poland:	00 800 112 40 84
International toll free - Portugal:	800 827 501
International toll free - Russia:	810 800 2853 1012
International toll free - Singapore:	800 101 2176
International toll free - Slovenia:	0 800 80375
International toll free - South Africa:	0 800 981 808





International toll free - South Korea: 003 0813 2261
International toll free - Spain: 900 937 613
International toll free - Sweden: 02 079 9651
International toll free - Switzerland: 0 800 893 453
International toll free - Thailand: 001 800 156 205 9029
International toll free - Trinidad-
Tobago: 1 800 205 9029
International toll free - UK: 0 808 101 3382
International toll free - Uruguay: 0004 019 0305
International toll free - Venezuela: 0 800 100 8373

