



# IEEE Membership Development Conference Call / Web Cast

16 July 2012



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## Today's Edition

**Membership Statistics and Goals Update** – John Day

**IEEE Center for Leadership Excellence** – Daniel Coode

**Updates / Wrap-Up / Direction** - Aleksandar Szabo

**Updates: Student competitions**

**Open Floor Q&A**

Subject Appendix: Field Team Resources

Create or Recover Your Username & Password



## Today's Speakers



**Daniel Coode**  
Chair, IEEE Center for Leadership  
Excellence Committee



**Aleksandar Szabo**  
Chair, IEEE MRRRC



**John Day**  
Director, Membership Development



## Web Cast Interface – ReadyTalk®

Hide Chat      Raise Hand      Full Screen

The screenshot shows a web browser window with the URL <https://lax6.readytalk.com/interface/flashView.jsp?uri=services/lax6/core&uid36=75rnr&simple=true&nmid=9203903&flashGk=cy2buw&flashDL=pond0-core&signed=fa&...>. The interface features a top navigation bar with buttons for "Hide Chat", "Raise Hand", and "Full Screen". On the left is a chat window with a message from "John Day: This is a test of the chat feature." and a "Send" button. The main content area has a blue header with the text "IEEE Membership Development Conference Call / Web Cast" and "19 February 2011". Below this, there are two speaker profiles: Aleksandar Szabo, Chair of the 2011 IEEE Membership Recruitment and Recovery (MRR) Committee, with email [a.szabo@ieee.org](mailto:a.szabo@ieee.org); and Cathy Downer, MGA Staff - Membership Development, with email [c.downer@ieee.org](mailto:c.downer@ieee.org). The IEEE logo and tagline "Advancing Technology for Humanity" are at the bottom.

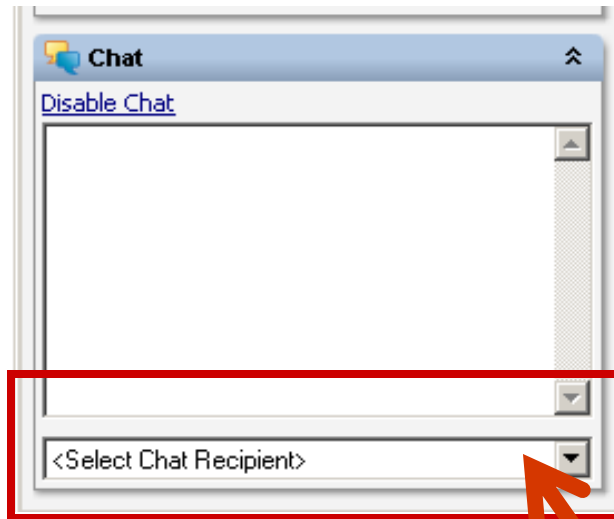
Introductions /  
Ask Questions



# Web Cast Attendance Roll Call

Use the Chat pod.

Please type in your name/  
title/location.



## Web Cast Notes

Webcast presentation will be available on MD online community at <http://oc.ieee.org> (general access page) or <http://ieee-md-net.oc.ieee.org/main> for the MD Community/Group. The presentation will be posted under the “Content” Tab. If you wish to join, please send email to [c.downer@ieee.org](mailto:c.downer@ieee.org) for an invite.

Attendees will hear the broadcast via their computer.

This webcast is recorded. Presentation and audio will be available as an “on-demand” resource from the IEEE MD Archive pages linked at [www.ieee.org/md](http://www.ieee.org/md).

You can continue to ask topical questions using the chat box during the entire webcast. They will be presented by our Moderator to the appropriate presenter for response.



# Membership Statistics & Goals Update

## June 2012

April 2009  
Membership Development Report - Page 1  
This membership report is issued monthly on behalf of the IEEE Member & Group Development Committee. For more information on membership statistics, contact: john.day@ieee.org

Page 2 Active Membership by Region  
Page 3-5 Society & Special Interest Memberships  
Page 6-7

Snapshot	April '09 vs. '08	% Change	Apr '09	Apr '08	Mar '09	% Change
<b>Memberships</b>	6,642	+ 2.6%	336,167	327,025	329,499	+ 2.6%
Honorary	1	+ 3.7%	28	27	28	-
Fellow	162	+ 2.0%	6,344	6,182	6,307	+ 0.6%
Senior Member	949	+ 3.2%	30,319	29,207	30,003	+ 1.0%
Member	1,985	+ 1.0%	204,700	202,715	200,368	+ 1.0%
Associate Member	2,501	+ 4.6%	14,705	17,200	14,295	+ 2.9%
Graduate Student	6,529	+ 19.9%	33,271	27,842	31,390	+ 6.4%
Undergraduate Student	2,517	+ 5.7%	45,703	44,186	43,138	+ 3.3%
<b>Society Memberships</b>	2,530	-0.9%	284,389	286,919	277,193	+ 2.6%
Including affiliates	5,253					
25 Societies up	7,783					
13 Societies down						

Note: Sum of inactive Societies gains and losses.

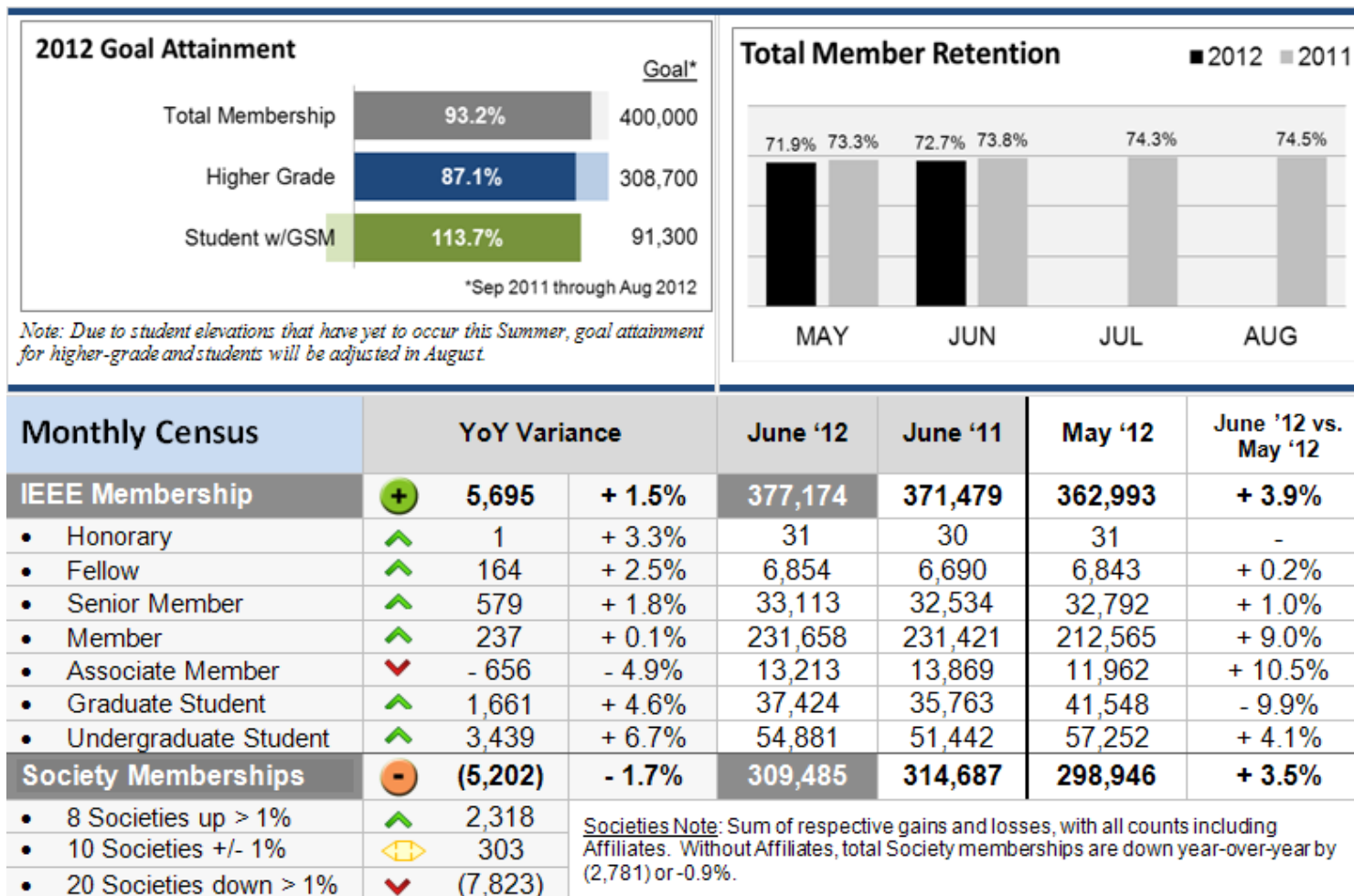
Recommended MD Volunteer Activity  
Thank you to all volunteers committed to improving their MD success!

Month	RECRUITMENT ACTIVITIES	RECOVERY ACTIVITIES	RESOURCES
May	<ul style="list-style-type: none"> <li>10-Year Dues Cycle - IEEE MD accepting 10-price dues for present year or service recipients and just IEEE MD must receive 8 months of membership for the price of 10 corporate message into outreach</li> <li>Section MD Officer - Disseminate membership materials at all section meetings and local events.</li> </ul>	<ul style="list-style-type: none"> <li>Section MD Officer - Re-engage status of inactive members actively at IEEE MD to all Region, Section, and Society MD officers. Develop and execute local communications to members in arrears.</li> </ul>	<ul style="list-style-type: none"> <li>MD Portal</li> <li>PowerPoint presentation on Membership Statistics</li> <li>Virtual opportunity</li> <li>IEEE MD Manual</li> </ul>
June	<ul style="list-style-type: none"> <li>10-Year Dues Cycle - IEEE MD accepting 10-price dues for present year or service recipients and just IEEE MD must receive 7 months of membership for the price of 10 corporate message into outreach</li> <li>Section MD Officer - Disseminate membership materials at all section meetings and local events. Ensure a supply of MGM business cards to your local volunteers.</li> <li>10-Year Dues Cycle - IEEE MD accepting 10-price dues for present year of 10.</li> <li>Section MD Officer - Disseminate membership materials at all section meetings. Ensure a supply of MGM business cards to your local volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>All focus should be on recruitment programs and activities.</li> </ul>	<ul style="list-style-type: none"> <li>MD Portal</li> <li>Virtual opportunity</li> <li>IEEE MD Manual</li> </ul>



Presented by:  
**John Day**  
 Director, Membership Development  
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# June 2012 Dashboard – IEEE Membership





## Active Membership by Region

### Geographic IEEE Membership Summary - June 2012

REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2012		2011		2012		2011		2012		2011		2012		2011	
	Change		Change		Change		Change		Change		Change		Change			
	#	%	#	%	#	%	#	%	#	%	#	%	#	%		
<b>1</b>	29,288	30,030	(742)	-2.5%	1,731	1,682	49	2.9%	1,672	1,642	30	1.8%	32,691	33,354	(663)	-2.0%
<b>2</b>	25,716	26,432	(716)	-2.7%	1,729	1,635	94	5.7%	1,693	1,724	-31	-1.8%	29,138	29,791	(653)	-2.2%
<b>3</b>	23,212	23,575	(363)	-1.5%	2,194	2,157	37	1.7%	2,582	2,546	36	1.4%	27,988	28,278	(290)	-1.0%
<b>4</b>	17,671	17,984	(313)	-1.7%	1,670	1,712	(42)	-2.5%	1,684	1,920	(236)	-12.3%	21,025	21,616	(591)	-2.7%
<b>5</b>	22,808	23,395	(587)	-2.5%	1,672	1,646	26	1.6%	2,262	2,083	179	8.6%	26,742	27,124	(382)	-1.4%
<b>6</b>	46,094	46,904	(810)	-1.7%	2,662	2,686	(24)	-0.9%	3,107	2,898	209	7.2%	51,863	52,488	(625)	-1.2%
<b>R 1-6</b>	164,789	168,320	(3,531)	-2.1%	11,658	11,518	140	1.2%	13,000	12,813	187	1.5%	189,447	192,651	(3,204)	-1.7%
<b>7</b>	12,449	12,407	42	0.3%	2,008	1,853	155	8.4%	1,290	1,181	109	9.2%	15,747	15,441	306	2.0%
<b>8</b>	48,488	48,128	360	0.7%	10,962	10,790	172	1.6%	8,997	8,803	194	2.2%	68,447	67,721	726	1.1%
<b>9</b>	8,259	7,650	609	8.0%	1,407	1,535	(128)	-8.3%	5,631	5,639	-8	-0.1%	15,297	14,824	473	3.2%
<b>10</b>	50,884	48,039	2,845	5.9%	11,389	10,067	1,322	13.1%	25,963	23,006	2,957	12.9%	88,236	81,112	7,124	8.8%
<b>R 7-10</b>	120,080	116,224	3,856	3.3%	25,766	24,245	1,521	6.3%	41,881	38,629	3,252	8.4%	187,727	179,098	8,629	4.8%
<b>TOTAL</b>	284,869	284,544	325	0.1%	37,424	35,763	1,661	4.6%	54,881	51,442	3,439	6.7%	377,174	371,749	5,425	1.5%

- Active membership counts are an outcome, not a driver
- Drivers are YoY recruitment, retention, and reinstatement



## Member Renewals – 2012

### YoY Member Retention ...

- Member retention is the primary driver of year-over-year membership growth
- Congratulations to Regions 4, 7, and 9 – through June, have matched / exceeded their 2011 higher-grade retention rate

RETENTION YoY - All Members				
Mar '12				
Region	HG	GSM	ST	Tot
1	-0.4%	1.0%	-3.7%	-0.6%
2	-0.3%	-1.3%	-4.2%	-0.7%
3	-0.2%	-0.7%	-3.5%	-0.8%
4	0.0%	-1.8%	-4.7%	-0.7%
5	-0.9%	1.8%	-0.8%	-0.8%
6	-0.4%	-1.1%	-2.0%	-0.6%
R 1-6	-0.4%	-0.4%	-3.0%	-0.7%
7	0.4%	-1.9%	-0.7%	0.1%
8	-1.5%	-0.6%	-0.7%	-1.2%
9	0.1%	0.0%	-1.0%	0.3%
10	-1.8%	2.5%	-1.3%	-1.4%
R 7-10	-1.4%	0.5%	-1.4%	-1.3%
<b>TOTAL</b>	<b>-0.9%</b>	<b>0.0%</b>	<b>-1.8%</b>	<b>-1.3%</b>

IEEE Membership Renewal / Retention -June 2012																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11
1	30,464	26,139	85.8%	86.2%	1,788	1,333	74.6%	73.5%	1,647	726	44.1%	47.8%	33,899	28,198	83.2%	83.7%
2	26,865	22,898	85.2%	85.5%	1,768	1,291	73.0%	74.4%	1,714	783	45.7%	49.8%	30,347	24,972	82.3%	83.0%
3	24,339	20,201	83.0%	83.2%	2,197	1,664	75.7%	76.5%	2,330	1,056	45.3%	48.8%	28,866	22,921	79.4%	80.2%
4	18,456	15,518	84.1%	84.1%	1,797	1,336	74.3%	76.1%	1,773	808	45.6%	50.3%	22,026	17,662	80.2%	80.9%
5	23,961	19,958	83.3%	84.1%	1,687	1,301	77.1%	75.3%	1,949	906	46.5%	47.2%	27,597	22,165	80.3%	81.2%
6	47,893	40,345	84.2%	84.6%	2,851	2,080	73.0%	74.1%	2,781	1,304	46.9%	48.9%	53,525	43,729	81.7%	82.3%
<b>R 1-6</b>	<b>171,978</b>	<b>145,059</b>	<b>84.3%</b>	<b>84.7%</b>	<b>12,088</b>	<b>9,005</b>	<b>74.5%</b>	<b>74.9%</b>	<b>12,194</b>	<b>5,583</b>	<b>45.8%</b>	<b>48.8%</b>	<b>196,260</b>	<b>159,647</b>	<b>81.3%</b>	<b>82.0%</b>
7	12,893	10,541	81.8%	81.3%	1,805	1,453	80.5%	82.4%	1,147	642	56.0%	56.7%	15,845	12,636	79.7%	79.6%
8	51,999	39,898	76.7%	78.3%	9,893	7,373	74.5%	75.2%	7,807	2,943	37.7%	38.4%	69,699	50,214	72.0%	73.3%
9	8,811	6,047	68.6%	68.6%	1,456	970	66.6%	66.6%	5,559	1,397	25.1%	26.1%	15,826	8,414	53.2%	52.9%
10	51,407	38,052	74.0%	75.8%	9,907	5,085	51.3%	48.8%	25,013	4,985	19.9%	21.2%	86,327	48,122	55.7%	57.1%
<b>R 7-10</b>	<b>125,110</b>	<b>94,538</b>	<b>75.6%</b>	<b>77.0%</b>	<b>23,061</b>	<b>14,881</b>	<b>64.5%</b>	<b>64.0%</b>	<b>39,526</b>	<b>9,967</b>	<b>25.2%</b>	<b>26.7%</b>	<b>187,697</b>	<b>119,386</b>	<b>63.6%</b>	<b>64.9%</b>
<b>TOTAL</b>	<b>297,088</b>	<b>239,598</b>	<b>80.6%</b>	<b>81.6%</b>	<b>35,149</b>	<b>23,887</b>	<b>68.0%</b>	<b>67.9%</b>	<b>51,720</b>	<b>15,550</b>	<b>30.1%</b>	<b>31.9%</b>	<b>383,957</b>	<b>279,035</b>	<b>72.7%</b>	<b>73.9%</b>



# Member Renewals – 2012 (cont'd)

→ = HG retention is positive YoY  
20 of 50 largest Sections worldwide, 13 of 30 in U.S.

YoY RETENTION - 50 Largest Sections										Jun '12
Region 1						Region 7				
Boston Section (L)	HG	GSM	ST	Tot	→	Toronto Section (L)	HG	GSM	ST	Tot
New York Section (L)	-1.1%	-3.0%	-9.5%	-2%	→	Vancouver Section (L)	1.1%	-1.6%	2.0%	1%
North Jersey Section (L)	-0.2%	6.2%	-3.6%	0%		Montreal Section (L)	1.1%	-3.6%	0.7%	1%
Princeton/C. Jersey Section (L)	0.2%	3.6%	-0.5%	0%		Ottawa Section (L)	-1.0%	-4.8%	0.3%	-2%
Connecticut Section (L)	-0.3%	2.4%	4.0%	0%		Southern Alberta Section (L)	-0.4%	-2.3%	-7.1%	-1%
Region 2						Region 8				
Northern Virginia Section (L)	HG	GSM	ST	Tot		U.K. & Rep Of Ireland Section (L)	HG	GSM	ST	Tot
Washington Section (L)	0.9%	-7.7%	-10.4%	-1%	→	Germany Section (L)	-1.0%	-0.8%	-5.2%	-1%
Baltimore Section (L)	0.5%	-0.9%	-6.3%	0%		Italy Section (L)	-1.9%	-4.0%	4.1%	-2%
Philadelphia Section (L)	-0.4%	-3.0%	-2.3%	-1%		Spain Section (L)	-2.2%	-2.3%	3.4%	-2%
Pittsburgh Section (L)	-1.2%	-2.7%	-0.6%	-1%		France Section (L)	-1.9%	-2.4%	-1.9%	-2%
Region 3						Region 9				
Atlanta Section (L)	HG	GSM	ST	Tot	→	Colombia Section (L,E)	HG	GSM	ST	Tot
Eastern North Carolina Section (L)	-0.7%	-3.7%	-6.6%	-2%		South Brazil Section (L,E)	1.4%	2.1%	3.6%	4%
Florida West Coast Section (L)	1.2%	-7.7%	-0.8%	0%	→	Mexico Section (L,E)	-4.4%	-2.5%	-2.8%	-3%
Orlando Section (L)	2.2%	5.0%	10.7%	3%	→	Peru Section (L,E)	11.1%	0.4%	3.8%	11%
Huntsville Section (L)	0.5%	-2.7%	6.6%	1%	NEW →	Argentina Section (L,E)	0.6%	-5.3%	-1.5%	-2%
Region 4						Region 10				
Chicago Section (L)	HG	GSM	ST	Tot		Madras Section (L,E)	HG	GSM	ST	Tot
Southeastern Michigan Section (L)	0.9%	-3.4%	-6.8%	0%	→	Tokyo Section (L)	-2.7%	2.7%	-2.7%	-2%
Twin Cities Section (L)	-0.4%	-4.7%	0.8%	-1%		Bangalore Section (L,E)	0.8%	0.1%	-2.0%	1%
Central Indiana Section (L)	-1.6%	-0.4%	-9.4%	-2%		Bombay Section (L,E)	-1.2%	5.4%	-1.0%	0%
Milwaukee Section (L)	2.0%	-3.4%	-2.4%	1%		Kerala Section (L,E)	-0.5%	5.5%	-1.2%	0%
Region 5										
Dallas Section (L)	HG	GSM	ST	Tot		<b>* KEY *</b>				
Central Texas Section (L)	-0.5%	-0.6%	3.4%	-1%		YoY Retention Gains > 1%				
Houston Section (L)	NEW →	-1.3%	-0.8%	-5.1%	-2%	YoY Retention Plus/Minus 1%				
Denver Section (L)	0.3%	9.8%	0.6%	1%		YoY Retention Decline 1% - 3%				
Saint Louis Section (L)	-1.0%	-3.8%	-5.9%	-2%		YoY Retention Decline > 3%				
Region 6										
Santa Clara Valley Section (L)	HG	GSM	ST	Tot						
Seattle Section (L)	-2.0%	-1.5%	0.7%	-1%						
Oakland-East Bay Section (L)	-1.0%	-0.6%	-8.6%	-1%						
San Diego Section (L)	-0.6%	-5.3%	-8.9%	-1%						
Oregon Section (L)	-1.1%	-3.1%	-5.2%	-2%						
	0.9%	1.2%	-4.6%	0%						
	-1.9%	-11.0%	9.5%	-1%						

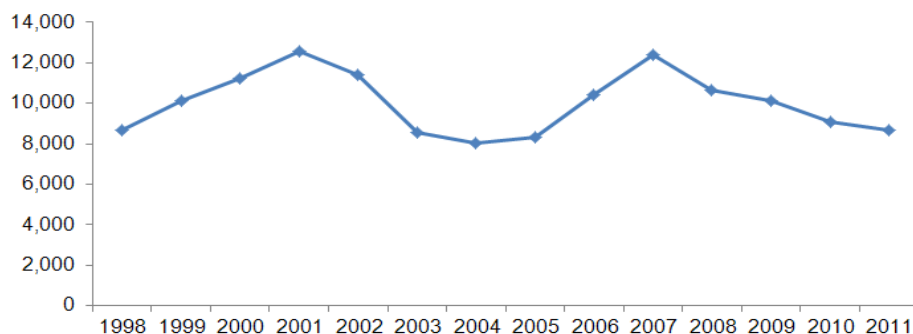
(L) = Five largest sections in Region (total members)  
(E) = Higher-grade members eligible for e-Membership



## Member Recruitment – 2012 Membership Year, Cumulative YoY

Cumulative Recruitment -- Sept through June 2012																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	1,044	1,180	(136)	-11.5%	675	644	31	4.8%	1,526	1,386	140	10.1%	3,245	3,210	35	1.1%
2	994	1,118	(124)	-11.1%	712	626	86	13.7%	1,427	1,372	55	4.0%	3,133	3,116	17	0.5%
3	966	993	(27)	-2.7%	849	798	51	6.4%	2,156	2,119	37	1.7%	3,971	3,910	61	1.6%
4	741	792	(51)	-6.4%	607	695	(88)	-12.7%	1,349	1,510	(161)	-10.7%	2,697	2,997	(300)	-10.0%
5	962	1,073	(111)	-10.3%	646	623	23	3.7%	1,843	1,720	123	7.2%	3,451	3,416	35	1.0%
6	1,971	2,124	(153)	-7.2%	957	948	9	0.9%	2,546	2,262	284	12.6%	5,474	5,334	140	2.6%
R 1-6	6,678	7,280	(602)	-8.3%	4,446	4,334	112	2.6%	10,847	10,369	478	4.6%	21,971	21,983	(12)	-0.1%
7	782	682	100	14.7%	676	611	65	10.6%	1,000	882	118	13.4%	2,458	2,175	283	13.0%
8	4,040	4,512	(472)	-10.5%	4,551	4,629	(78)	-1.7%	6,919	6,559	360	5.5%	15,510	15,700	(190)	-1.2%
9	1,181	1,113	68	6.1%	553	717	(164)	-22.9%	4,266	4,251	15	0.4%	6,000	6,081	(81)	-1.3%
10	7,093	6,264	829	13.2%	7,356	6,505	851	13.1%	22,495	19,592	2,903	14.8%	36,944	32,361	4,583	14.2%
R 7-10	13,096	12,571	525	4.2%	13,136	12,462	674	5.4%	34,680	31,284	3,396	10.9%	60,912	56,317	4,595	8.2%
TOTAL	19,774	19,851	(77)	-0.4%	17,582	16,796	786	4.7%	45,527	41,653	3,874	9.3%	82,883	78,300	4,583	5.9%

United States, Higher Grade Recruitment

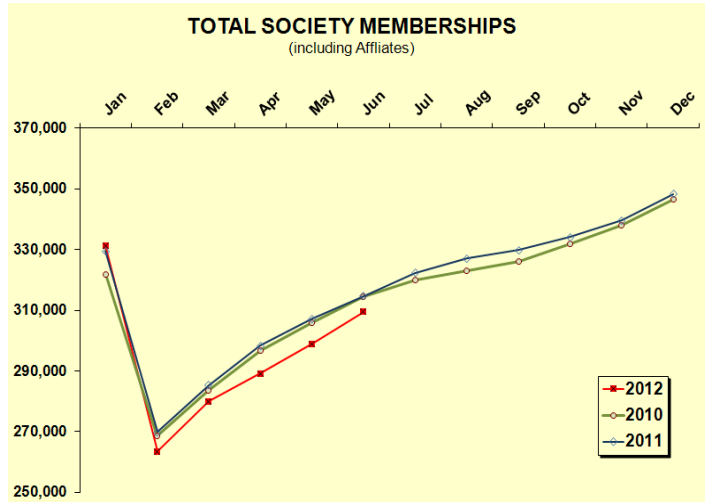


- Reminder – Have membership brochures / handouts present at all events
- Order online MD Kits (no cost to your OU) from [www.ieee.org/md](http://www.ieee.org/md)
  - Look for link to order MD Kits (right column)

IEEE has 7% market share for higher-grade membership in the U.S.



# Society Memberships (including Affiliates) – Monthly YoY & Drivers



**Total Society Memberships: 309,485**  
 YoY (1.7%) ... last month, (2.7%)

Society MD Disposition	YoY	
<b>Total Memberships Across 38 Societies</b>	<b>(5,202)</b>	Influence of Larger Societies
Growth > 1%: 8 Societies	+ 2,318	N/A
+ / - 1%: 10 Societies	303	Power & Energy 239
Decline > 1%: 20 Societies	(7,823)	Communications Computer (4,879)

62% of the declines  
71% last month



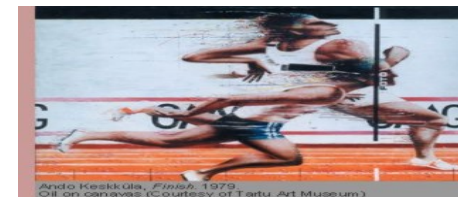
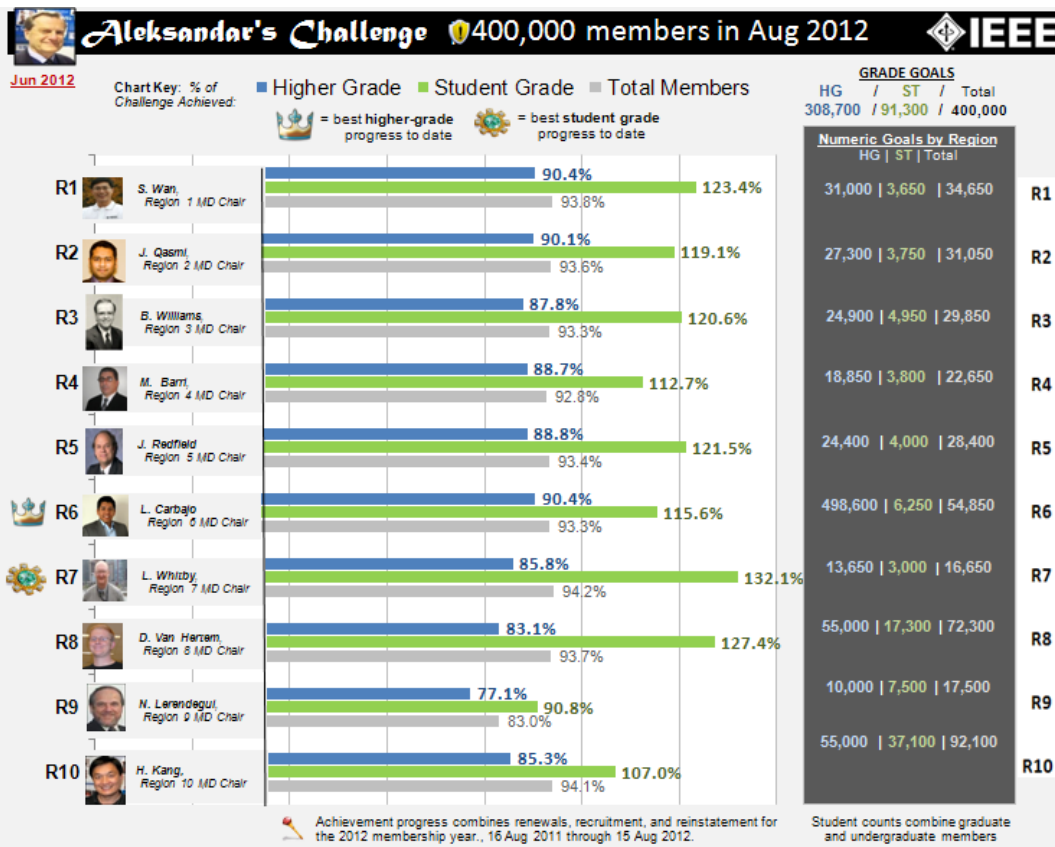
**Double-Digit Percentage Gains**  
**Year-over-Year**

Society	YoY	
	Percent	Count
Robotics & Automation	+17.3%	+ 1,436





# Goals – 2012 Membership Year (Aleksandar’s Challenge)\*



**R6** **L. Carbajo**  
Region 6 MD Chair **90.38%**

**R1** **S. Wan,**  
Region 1 MD Chair **90.36%**

## Reminder

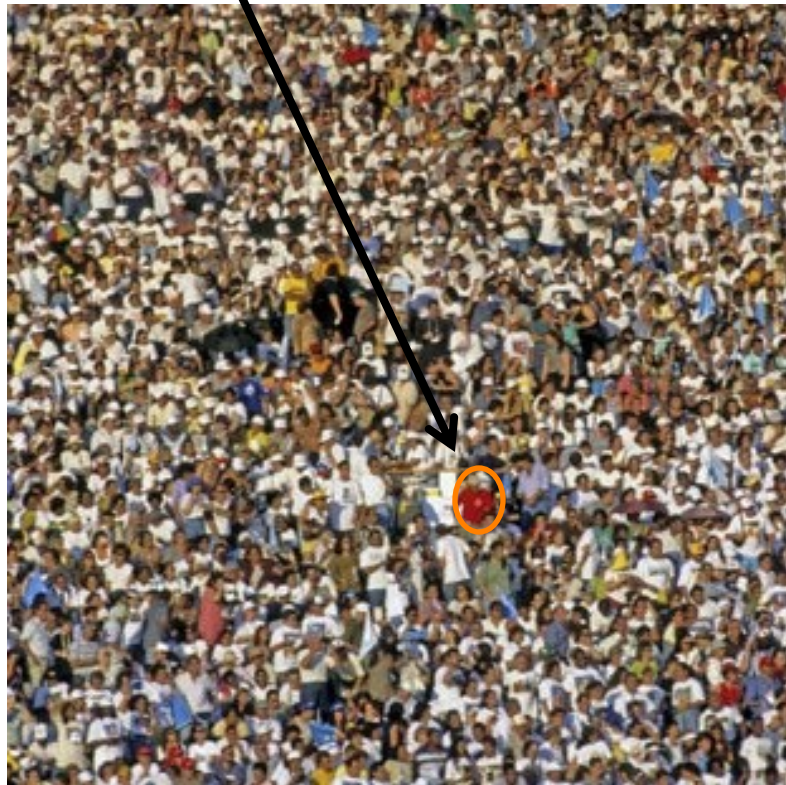
Progress against goals combine renewals, recruitment, and reinstatement for the 2012 membership year

**Important note:** \*The present status reporting for 2012 goal attainment has not reconciled student member elevations, yet to occur in June and August. Consequently, until August, progress bars for student-goal attainment will be overstated, and higher-grade-goal attainment understated. Student member elevations have no impact on goal attainment reporting for total membership.



## In Closing ... Membership Always Begins with the Individual Member

When we focus on “Membership” the member and their needs get lost in the crowd.



If we focus on the “Member” we strive to satisfy them, on their terms



“I feel welcome”

“My needs are met”

“I make a difference”

“I am the IEEE”

“I am a part of something great”

Truly satisfied members renew; truly satisfied members refer others to IEEE



thank you  
questions ?





# Center for Leadership Excellence

July 2012



Presented by:

***Dan Coode***

*Chair, MGA Center for Leadership Excellence*

*dan.coode@ieee.org*

# CLE Vision Statement

- The IEEE Center for Leadership Excellence is the members' resource for volunteer training and world-class leadership development.



# What is the CLE

- CLE Currently Consists of:
  - Learning Library has 80 training material
  - 22 Customized Volunteer Training Pages
  
- Each Volunteer Position Training Page has a:
  - Quick Start - First 30-days on the job
  - Job Description & Responsibilities
  - Important Dates
  - Recommended Training Modules



# Types of Training

- Training material is multimedia rich
  - Video
  - PowerPoint with recorded audio
  - Camtasia formats
  - Written text
- Training falls into 9 categories
  - Leadership
  - Management
  - Finance
  - Vitality
  - Program
  - Membership
  - Career
  - Communication
  - Tools



# Technical Capabilities

- Calendar to advertise upcoming training
- Ability to track course history
- Feedback mechanisms are present
- Ask the expert\*
- Reporting Functionality\*



# What's the Value?

- Learn if a position is right for you
- Learn what's expected of you
- Find out what you need to know in the first 30-days
- Take training over the year to learn, grow, and improve as a volunteer and professional
- Run into an issue or a question, come check our training
- Use the CLE to provide local training for your other officers



# Use Case #1

**Let's say you're just elected Section MD Chair, Where to you start ...**



# Use Case #2

**Let's say you want to understand the benefits of Membership...**





# Use Case #3

**Let's say you want to understand current and potential IEEE members and what they're looking for...**



# Use Case #4

**What's in the CLE for non-volunteer IEEE members...**



# CLE Future Plans

- Training Page for each Section Volunteer Position
- Expand to include other Organizational Units
  - Regions
  - Technical Societies
- Additional training material
- Professional Leadership focused training
- Tailored training module
  - For IEEE member & volunteer suggestions
  - For alternative training formats



# Appendix

(Additional Slides if required)

# Use Case #1

IEEE Training Program

## IEEE Center for Leadership Excellence

### Volunteer Training

1 **Section Membership Development Chair**

Welcome and Congratulations on becoming the Membership Development (MD) Chair of your Section!

The MD Chair is one of the most important positions in your Section and is responsible for working together as a team with the rest of the Section Executive Committee in planning, organizing and coordinating activities for the growth, engagement and retention of existing members, recruitment of new members, as well as promoting the grade elevation of your members within your Section.

This training page is meant to provide information regarding resources to help you provide effective counsel to your student branch officers and volunteers.

If you're a new MD Chair and unfamiliar with the position, our Quick Start guide will provide you a step-by-step journey through what you need to know for your first 30-days on the job.

[Membership Development Chair Quick Start Guide](#)

[Please provide feedback on this Quick Start Guide](#)

The Membership Development Chair official job description and responsibilities are available here:

A list of important dates that a MD Chair must be aware of is listed below. The majority of your schedule will be focused around Section events as well as communicating with actual and potential members at events such as conferences, presentation, symposiums, seminars, social functions, awards night, contests and other such events.

Due to the diversity of the IEEE you should look to create your own MD events calendar in cooperation with your Section, Chapters, Affinity Groups and Student Branches but here is a list to get you started.

Key Dates	Description
January	<ul style="list-style-type: none"> <li>Focus on retention, plan for local pre-arrears recovery check list in SAMIEEE and contact those members <a href="http://www.ieee.org/samieee">www.ieee.org/samieee</a></li> <li>Check inventory of MD supplies order your MD development Kit</li> <li>Send welcome notes to new members (IMPORTANT: This Welcome Letter is a monthly recurring activity ( see <a href="http://www.ieee.org/md">www.ieee.org/md</a> )</li> <li>Join the monthly MD webcast</li> </ul>
February	<ul style="list-style-type: none"> <li>Recruitment: distribute membership materials at all section meetings and local events. ( see <a href="http://www.ieee.org/md">www.ieee.org/md</a> )</li> <li>Retention: keep doing what you have started in January.</li> <li>Remember sending welcome letters and participating in the MD monthly webcast</li> <li>Promote nomination of <a href="#">Senior member upgrades</a></li> </ul>
March	<ul style="list-style-type: none"> <li>Promote half year membership option, inform local officers members and prospective members that in March starts "pay 6 months and get 10 months of membership"</li> <li>Plan for student elevation to <a href="#">GOLD members</a></li> <li>Check SAMIEEE and start executing your plan for local arrears recovery</li> <li>Remember sending welcome letters and participating in the MD monthly webcast</li> <li>Promote nomination of <a href="#">Senior member upgrades</a></li> </ul>
April	<ul style="list-style-type: none"> <li>Keep promoting half year promotion, now new renewals or joins get 9 months for the price of 6.</li> </ul>



# Use Case #2

**IEEE**  
Advancing Technology  
for Humanity

Jump to...

Home ▶ Section Membership Development Chair ▶ Books ▶ Recommended Trainings

Table of Contents

- [Recommended Trainings](#)
- [Leadership Training](#)
- [Management Training](#)
- [Financial Training](#)
- [Communication Training](#)
- [Vitality Training](#)
- [Membership Training](#)
- [Tools Training](#)
- [Program Training](#)

## Membership Training

### The Benefits of Membership


As the MD Chair you will often be asked by members what additional member benefits are available. One of the IEEE member benefits of particular interest to Affinity Groups is the mentoring connection; this video presentation covers the IEEE mentoring connection.

You are logged in as [Daniel Coode](#) ([Logout](#))

Section Membership Development Chair



# Use Case #3


You are logged in as [Daniel Coode](#) ([Logout](#))

[Home](#) > [Learning Library](#) > [Membership](#)

Search courses:

Learning Library: Membership

<a href="#">Career Management Through the Member Lifecycle</a>	<p>How does IEEE membership follow career phases from precollege through retirement? In a competitive environment and changing economy, what skills are needed to further a member's career and keep it balanced? Learn how Sections can provide programs to assist its membership in career development from Student to Life Member.</p>
<a href="#">Developing a 360 Degree View of the Member: Member Segmentation</a>	<p>One of the benefits of our new Business Management System is the opportunity to get a better understanding of our members, allowing us to meet their needs in a more efficient and proactive manner. Attendees of this session will understand: What is meant by the 360 degree view of a member? Who are IEEE members? What are the members' needs, values and behaviors? Finally, they will learn how this information can be used to engage members at the local level.</p>
<a href="#">Driving Member Satisfaction Across the Member Life Cycle</a>	<p>IEEE research and satisfaction surveys clearly show that members have different reasons for valuing their membership at different life cycle stages. Understanding and communicating the value of membership begins with understanding the motivating drivers, and how we can tailor our message to different categories of members. This session reviews the market research on member satisfaction, and introduces attendees to tools and resources to help Sections better convey and target their communications and programs and measures of success. (SC'2011 Breakout Session)</p>
<a href="#">Engaging New Members: The First Year Member Experience</a>	<p>85% of the over 90,000 people who leave IEEE each year have 5 years or less of membership. 45,000 people drop IEEE membership after only one year of service. IEEE clearly can improve on the experience we provide our new members. In this session, participants will receive a detailed overview of the IEEE First Year Member Experience Program.</p> <p>This program involves key activities, including welcome messages, dedicated web pages, welcome phone calls, first year member webinars, and numerous opportunities for Sections and Chapters to connect with their new members. (SC'2011 Breakout Session)</p>
<a href="#">Engaging Students and Student Activities</a>	<p>IEEE student membership surpassed 100,000 in 2010, an extraordinary testimonial to the vibrancy of our membership. Student members bring energy, excitement, and a passion for getting things done. This session reviews student membership trends and challenges, but more importantly how the enthusiasm surrounding student contests and congresses can be a powerful engagement tools for all members, regardless of their stage in the career cycle. (SC'2011 Breakout Session)</p>
<a href="#">IEEE Members in a Global Workforce</a>	<p>Learn how you can leverage IEEE's resources to support its members to function best in a global workforce.</p>
<a href="#">Increasing Society Membership Through Chapter Engagement</a>	<p>Several initiatives are being worked on by MGA and IEEE Societies to increase Society membership. Attendees will learn about these programs, and how your Section can help promote and increase Society memberships through integration with local chapters.</p>



# Use Case #4

**IEEE**  
Advancing Technology  
for Humanity

You are logged in as [Daniel Coode](#) ([Logout](#))

[Home](#) > [Learning Library](#) > [Career](#)

Search courses:

Learning Library:

[Career Management Through the Member Lifecycle](#)

How does IEEE membership follow career phases from pre-college through retirement? In a competitive environment and changing economy, what skills are needed to further a member's career and keep it balanced? Learn how Section members can provide programs to assist its membership in career development from Student to Life Member.

[Doing Professional Activities in Your Sections Anywhere in the World](#)

We listened to your recommendations from IEEE Sections Congress 2008. Learn about the variety of products, services, programs, and activities that you can infuse within your own Section. These products and services were identified as being useful to a global audience by the IEEE Globalization of Professional Activities initiative.

Come hear how you can provide your Section members with professional development, career satisfaction, and employment skills. Many models for delivery of these products and services exist already. Find out how to get started in your Region or in your Section. (SC'2011 Breakout Session)

[Emotional Intelligence](#)

This webinar helps participants become aware of the business case for learning and applying Emotional Intelligence at work. Topics include the nature of emotional intelligence and how the brain works, the four dimensions of Emotional Intelligence (EQ), and developing and applying self-awareness, self-management, social awareness, and relationship management skills.

[Fearless Networking for Engineers](#)

This presentation will provide insight into why networking is important and provide tips on how to integrate networking into your professional development activity. The importance of networking goes beyond the job search. Networking is about building relationships for professional development, meeting new peers and having a network to fall back on when you are in a career transition. Professionals are consistently told the value and importance of networking, but most people are still uncomfortable putting themselves out there.

[Managing Your Career](#)

In an increasingly global and competitive job market, no one is going to help you manage your career other than you! Are you interested in taking greater control of your own learning, performance, career satisfaction, and employability? Are you a leader or manager and want to learn how to use career development as a vehicle for engaging and retaining top talent in both the workplace and your volunteer life? Then this session is for you. (SC'2011 Breakout Session)





thank you  
questions ?



# Updates & Reminders / Direction



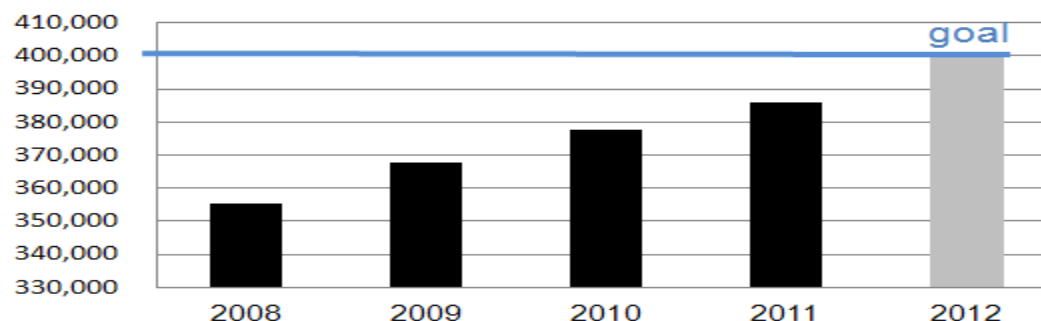
Aleksandar Szabo  
Chair, 2012 IEEE Membership  
Recruitment and Recovery (MRR)  
Committee  
[a.szabo@ieee.org](mailto:a.szabo@ieee.org)



# Keep in Mind Our 2012 Goal

- We have a goal for the 2012 Membership Year! We want to increase our membership to reach **400,000 members** at the end of the 2012 Membership Year (15 August 2012). It is a realistic consideration, but it will not be easy.
- Set retention and recruitment goals in your organizational units (Region, Society, Section, Chapter).

Membership Year-End (August) Trending



## Reminders / Updates



- ❑ Alert for General Volunteers for IEEE Xtreme 6.0.

IEEE is looking for volunteers for the annual computer programming student competition, IEEE Xtreme, scheduled for 20 October 2012. If you're interested in helping with Xtreme 6.0, please send an email to [ieeextreme@ieee.org](mailto:ieeextreme@ieee.org). Student members are not eligible to be judges, but all higher-grade members, including members and graduate student members, may apply. For more information or to volunteer, e-mail [ieeextreme@ieee.org](mailto:ieeextreme@ieee.org).

- ❑ Look for your annual election ballot package to arrive in August. Included with the paper ballot and a postage-paid reply envelope is information about how to access and return the ballot electronically, go to <https://www.ieee.org/about/corporate/election/index.html>

- ❑ Student elevations took place end of June

Pre-defined queries in SAMIEEE/Analytics:

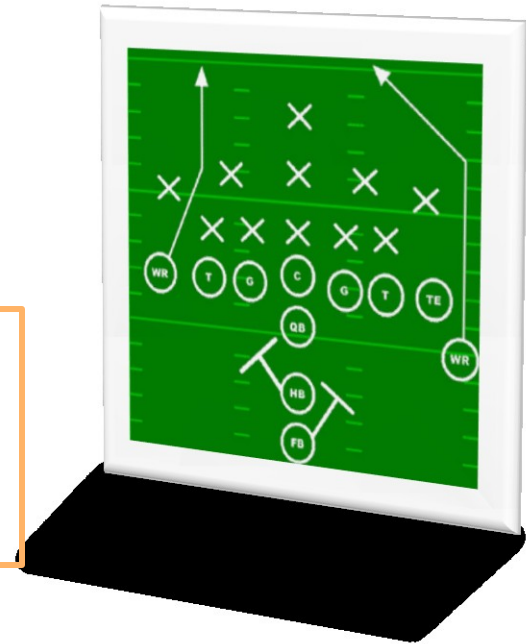
"(MD) Active Student Members with Graduation date in 2012"

"(GEO) Active Student Members with Graduation date in 2012"



## Wrap Up / Direction – MD Prioritization

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



All the while ... MD Staff support:

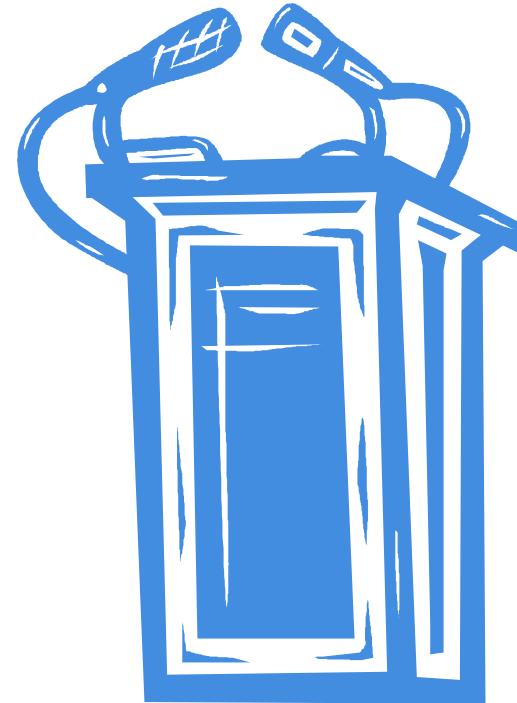
- Retention / arrears recovery campaigns, electronic and print (through August)
- Recruitment / incomplete applications / reinstatement campaigns (monthly)
- Recruitment / authors outreach (May timeframe)



## Future MD Webcast Topics & Speakers – Tentative Schedule

### August webcast - TBD

- Society & Senior Member Programs



## Wrap Up / Direction – Next Webcast

To be determined: August 2012

<b>January</b>	<b>February</b>	<b>March</b>
<b>April</b>	<b>May</b>	<b>June</b>
<b>July</b>	<b>August</b>	<b>September</b>
<b>October</b>	<b>November</b>	<b>December</b>



Thank you  
Questions ?






# Open Floor Q&A




# Appendix Team Resources



**IEEE Membership Development Manual**

**September 2012 Membership Year**

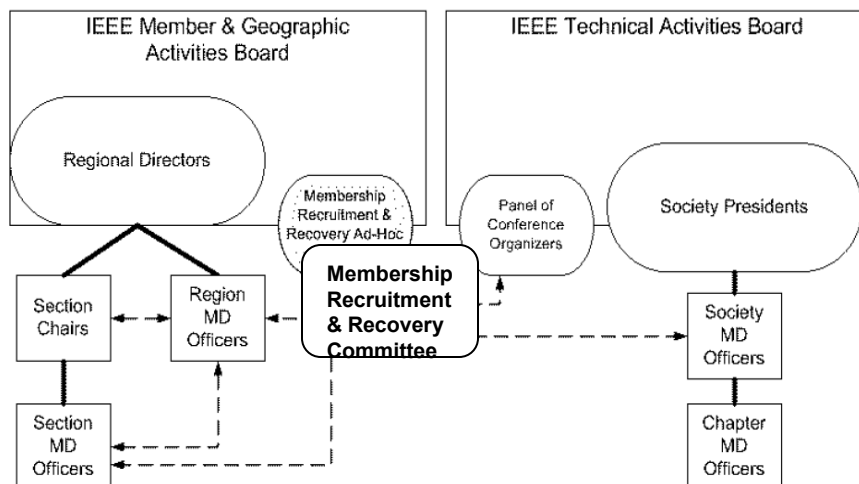


This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials.

Forward questions and suggestions to:  
[grow.membership@ieee.org](mailto:grow.membership@ieee.org)

## MRRC 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 voting members of the MRRC (2012)



R1 - Gim Soon Wan  
gimsoon@ieee.org



R2 - Javvad Qasimi  
javvad@ieee.org



R3 - Bill Williams  
billwill@ieee.org



R7 - Lawrence Whitby  
lwhitby@ieee.org



R8 - Dirk Van Hertem  
dirk.vanhertem@ieee.org



R9 - Norberto Lerendegui  
nlerendegui@ieee.org

MGA 2012  
Membership  
Recruitment &  
Recovery (MRR)  
Committee Chair  
a.szabo@ieee.org



R4 - Mohamad Berri  
mberri@ieee.org



R10 - Hang-Bong Kang  
hbkang@catholic.ac.kr



R5 - Joe Redfield  
j.redfield@ieee.org



TA Representative  
Antonio Luque  
aluque@gte.esi.us.es



R6 - Luis Carbajo  
luis.carbajo@ieee.org



TA Representative  
Robin Sarah Bradbeer  
rsbradbeer@gmail.com



## The Regional Team

### Region 1-10 MD Chairs

■ Gim Soon Wan	R1	<a href="mailto:gimsoon@ieee.org">gimsoon@ieee.org</a>
■ Javvad Qasimi	R2	<a href="mailto:javvad@ieee.org">javvad@ieee.org</a>
■ Bill Williams	R3	<a href="mailto:billwill@ieee.org">billwill@ieee.org</a>
■ Mohamad Berri	R4	<a href="mailto:mberri@ieee.org">mberri@ieee.org</a>
■ Joe Redfield	R5	<a href="mailto:j.redfield@ieee.org">j.redfield@ieee.org</a>
■ Luis Carbajo	R6	<a href="mailto:luis.carbajo@ieee.org">luis.carbajo@ieee.org</a>
■ Lawrence Whitby	R7	<a href="mailto:lwhitby@ieee.org">lwhitby@ieee.org</a>
■ Dirk Van Hertem	R8	<a href="mailto:dirk.vanhertem@ieee.org">dirk.vanhertem@ieee.org</a>
■ Norberto Lerendegui	R9	<a href="mailto:nlerendegui@ieee.org">nlerendegui@ieee.org</a>
■ Hang-Bong Kang	R10	<a href="mailto:hbkgang@catholic.ac.kr">hbkgang@catholic.ac.kr</a>
■ Aleksandar Szabo	MRRC	<a href="mailto:a.szabo@ieee.org">a.szabo@ieee.org</a>
■ Cathy Downer	IEEE Staff	<a href="mailto:c.downer@ieee.org">c.downer@ieee.org</a>
■ John Day	IEEE Staff	<a href="mailto:j.day@ieee.org">j.day@ieee.org</a>



## Regional Student Activities Chairs (RSACs)

■ Ravi Todi	R1 RSAC	<a href="mailto:rtodi@ieee.org">rtodi@ieee.org</a>
■ F. Eugenio Villaseca	R2 RSAC	<a href="mailto:f.villaseca@csuohio.edu">f.villaseca@csuohio.edu</a>
■ Regina Hannemann	R3 RSAC	<a href="mailto:r.hannemann@ieee.org">r.hannemann@ieee.org</a>
■ Steven James	R4 RSAC	<a href="mailto:james@ieee.org">james@ieee.org</a>
■ Anil Mehta	R5 RSAC	<a href="mailto:anil@siu.edu">anil@siu.edu</a>
■ Mohamed Osman	R6 RSAC	<a href="mailto:osman@tricity.wsu.edu">osman@tricity.wsu.edu</a>
■ Maike Luiken	R7 RSAC	<a href="mailto:maike.luiken@ieee.org">maike.luiken@ieee.org</a>
■ Elias Nassar	R8 RSAC	<a href="mailto:enassar@ndu.edu.lb">enassar@ndu.edu.lb</a>
■ Ruben Barrera	R9 RSAC	<a href="mailto:rub_barrera@ieee.org">rub_barrera@ieee.org</a>
■ Takao Onoye	R10 RSAC	<a href="mailto:onoye@ist.osaka-u.ac.jp">onoye@ist.osaka-u.ac.jp</a>



## Regional Student Representatives (RSRs)

■ William Dorney	R1 RSR	<a href="mailto:wjd9033@rit.edu">wjd9033@rit.edu</a>
■ Andrew Thompson	R2 RSR	<a href="mailto:shetoru@gmail.com">shetoru@gmail.com</a>
■ Joshua Shank	R3 RSR	<a href="mailto:rgiskard3@gmail.com">rgiskard3@gmail.com</a>
■ Maxwell Steuer	R4 RSR	<a href="mailto:steuer@my.uwstout.edu">steuer@my.uwstout.edu</a>
■ David Macke	R5 RSR	<a href="mailto:dcmz9f@mst.edu">dcmz9f@mst.edu</a>
■ Alex Elizarraraz	R6 RSR	<a href="mailto:aelizarraraz-13@sandiego.edu">aelizarraraz-13@sandiego.edu</a>
■ Kanishka Jayawardene	R7 RSR	<a href="mailto:maike.luiken@ieee.org">maike.luiken@ieee.org</a>
■ Jorge Soares	R8 RSR	<a href="mailto:k.jayawardene@ieee.org">k.jayawardene@ieee.org</a>
■ Alejandra Camacho	R9 RSR	<a href="mailto:alejandra-camacho@ieee.org">alejandra-camacho@ieee.org</a>
■ Aby Kurian	R10 RSR	<a href="mailto:abykurian@ieee.org">abykurian@ieee.org</a>



## Regional GOLD Representatives

■ Brian Roberts	R1	<a href="mailto:brian.roberts@ieee.org">brian.roberts@ieee.org</a>
■ Michael Pearse	R2	<a href="mailto:mrpearse@gmail.com">mrpearse@gmail.com</a>
■ Nick Smith	R3	<a href="mailto:nvsmith@southernco.com">nvsmith@southernco.com</a>
■ Arun Kumar	R4	<a href="mailto:kumar16@gmail.com">kumar16@gmail.com</a>
■ Jennifer Kramer	R5	<a href="mailto:jenniferkramer@GMAIL.COM">jenniferkramer@GMAIL.COM</a>
■ Gigi Lau	R6	<a href="mailto:gigilau@IEEE.ORG">gigilau@IEEE.ORG</a>
■ Danoush Hosseinzadeh	R7	<a href="mailto:dan.zadeh@IEEE.ORG">dan.zadeh@IEEE.ORG</a>
■ Salima Kaissi	R8	<a href="mailto:ksalima@GMAIL.COM">ksalima@GMAIL.COM</a>
■ Carlos Rueda	R9	<a href="mailto:artunduaga@GMAIL.COM">artunduaga@GMAIL.COM</a>
■ Timothy Wong	R10	<a href="mailto:timothy.wong@IEEE.ORG">timothy.wong@IEEE.ORG</a>





## Staff – Member & Geographic Activities (MGA) MD Staff



MGA MD Staff  
**John Day**  
j.day@ieee.org



MGA MD Staff  
**Cathy Downer**  
c.downer@ieee.org



MGA MD Staff  
**Adrienne Hahn**  
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MGA MD Staff  
**Lisa Delventhal**  
l.delventhal@ieee.org



MGA MD Staff  
**Elyn Perez**  
elyn.perez@ieee.org



MGA MD Staff  
**Nick Lehotzky**  
n.lehotzky@ieee.org



# Membership Development Portal – www.ieee.org/md

**Membership Development**

This Web page supports IEEE volunteers who are engaged in membership development activities.

**On this Page:**

- Region/Section/Chapter Communication Templates for Membership Development
- The "elevator" pitch for membership
- Benefit promotion posters
- Committee and contacts

**Membership Development Key Resources (IEEE Account Required)**

- MD Webcast Archive Guide for 2012
- Order MD Kit
  - Includes brochures, posters, and flyers. Login is required to access form.
- IEEE Membership Development Training for New MD Officers (PPSX, 15 MB)
  - Presentation to help new officers learn about membership activities
- Membership Development Online Community
  - Login is required for access to the community/group.
- Monthly Progress Reports and Statistics August 2004 - Present
- Regional and Section Membership Statistics Dec 2005 - July 2007
- Guide to reading the IEEE Membership Statistics Reports
- SAMIEEE Online
- MD Webcast Archive Guide for 2011
- MD Webcast Archive Guide for 2010
- MD Webcast Archive Guide for 2009
- MD Manual (PDF, 1.28 MB)

**Membership Promotion**

- Communication templates
- Membership Reports
- MD Online Community
- SAMIEEE access
- Membership Development Manual
- Member benefits at a glance (One-page flyer)
- Recruitment programs and tools
- MD Kits – online order form
- Benefit Development Toolkit: Regions 7-10
- Presentation templates
- IEEE membership statistics



# Online Order Form available

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

Home
Volunteers
Membership Development

## On-Demand Kit Order Form: IEEE Membership Development

**Introduction:** This online ordering form is a resource for membership development officers. You can now select a Kit to compliment your need of membership development materials – either for a meeting or event.

**Meeting Kit** (e.g. Section, Regional, Society or Leadership meetings)

	Small	Large
Membership Recruitment Brochure	10	20
Higher Grade Membership Application Pad	1	1
Promotional Poster for IEEE Membership	2	5
MGM Flyer	5	10
MGM Business Card	25	50
Assorted IEEE promotional items		
• Bumper Stickers	15	25
• Foam Puzzles	5	10
• Assorted Bookmarks	10	15
First Year Member Cards and Envelope	1 set	1 set
First Year Member Flyer	1	1
myIEEE Information Sheet	5	10
IEEE.tv Information Sheet	5	10

**SELECT KIT**       Small     Large

**Event Kit** (e.g., Conferences, Congresses, tradeshows, etc)

	Small	Large
Membership Recruitment Brochure	20	0
1-Page Membership Flyer	0	100
Professional Grade Membership Application Pad	1	2
Promotional Poster for IEEE Membership	5	5
MGM Flyer	10	15
MGM Business Card	50	75
Assorted IEEE five-aways		



## 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](http://www.ieee.org/benefits)

[www.ieee.org/join](http://www.ieee.org/join)  
[www.ieee.org/md](http://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

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