



IEEE Membership Development Conference Call / Web Cast

18 June 2012



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Today's Edition

Membership Statistics and Goals Update – John Day

Getting the “Non-Joiner” to Join – Peter Zilahy Ingerman

Updates / Wrap-Up / Direction - Aleksandar Szabo

Updates: Student competitions

Open Floor Q&A

Subject Appendix: Field Team Resources



Today's Speakers



Peter Zilahy Ingerman
Member, IEEE Society on the
Social Implications of Technology



Aleksandar Szabo
Chair, IEEE MRRC



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=fab&vfm=>. 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; and Cathy Downer, MGA Staff - Membership Development, with email c.downer@ieee.org. The IEEE logo and tagline "Advancing Technology for Humanity" are at the bottom.

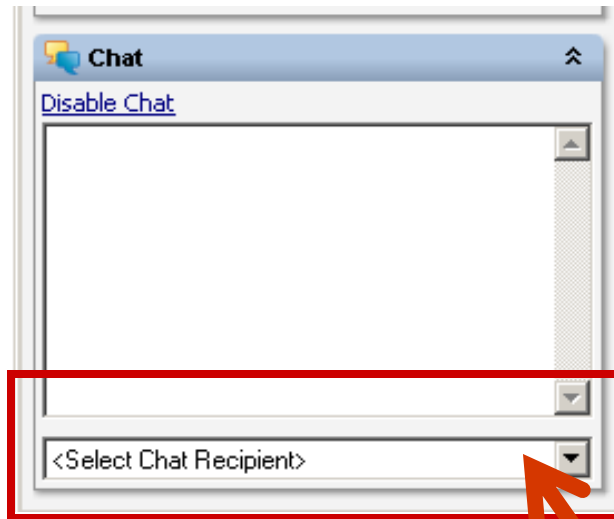
Introductions /
Ask Questions



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 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.

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

May 2012

April 2009
Membership Report - Page 1
Membership report is issued monthly on behalf of the IEEE Member & Group Development Committee. Contact: John Day, jday@ieee.org

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

Snapshot	April '09 vs. '08	% Change	Apr '09	Apr '08	Mar '09	% Change
Memberships	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	200,358	+ 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%
Society Memberships	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.

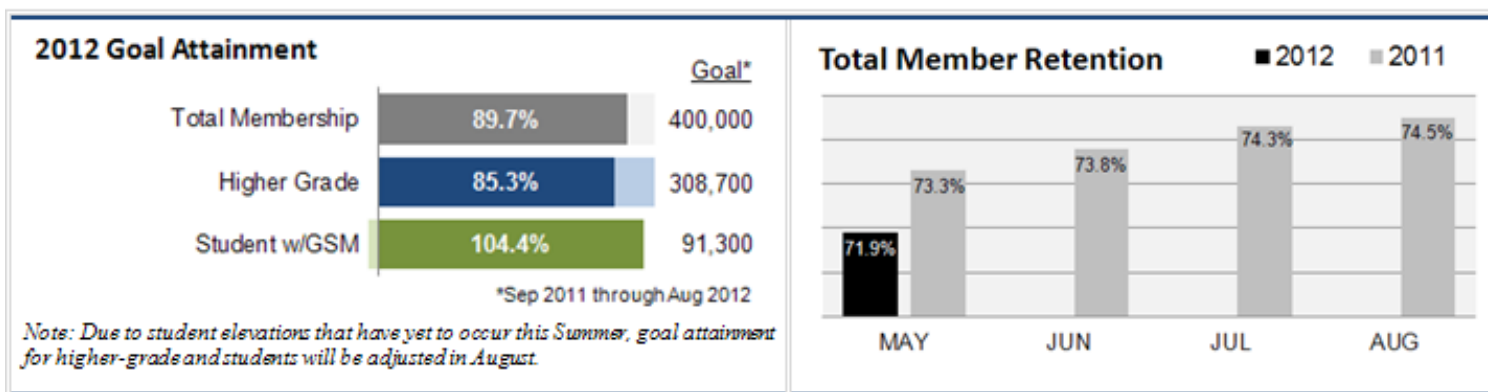
Recommended MD Volunteer Activity
Thank you to all volunteers committed to improving their MD success!

Membership Development Calendar	RECRUITMENT ACTIVITIES	RECOVERY ACTIVITIES	RESOURCES
May	<p>10-Year Dues Cycle - IEEE MD accepting 10-price dues for present year of service. Members who join IEEE this month receive 8 months of membership for the price of 6. Response message into outreach.</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p>	<p>Section MD Officer - Re-engage status of inactive members in areas of IEEE to all Region, Section, and Society MD officers. Develop and execute local communications to members in Areas.</p>	<p>MD Portal</p> <ul style="list-style-type: none"> ► Positioning presentation on Membership ► Statistical Reports ► Virtual opportunity ► IEEE MD Manual
June	<p>10-Year Dues Cycle - IEEE MD accepting 10-price dues for present year of service. Members who join IEEE this month receive 7 months of membership for the price of 6. Response message into outreach.</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events. Ensure a supply of MGM business cards to your local volunteers.</p>	<p>All focus should be on recruitment programs and activities.</p>	<p>MD Supply</p> <ul style="list-style-type: none"> ► Virtual opportunity ► IEEE MD Manual
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Presented by:
John Day
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May 2012 Dashboard – IEEE Membership



Monthly Census	YoY Variance		May '12	May '11	Apr '12	May '12 vs. Apr '12	
	IEEE Membership	+	1,620	+ 0.4%	362,993	361,373	350,392
• Honorary	-	-	-	31	31	31	-
• Fellow	▲	167	+ 2.5%	6,843	6,676	6,822	+ 0.3%
• Senior Member	▲	737	+ 2.3%	32,792	32,055	32,607	+ 0.6%
• Member	▼	(994)	-0.5%	212,565	213,559	207,491	+2.4%
• Associate Member	▼	(489)	-3.9%	11,962	12,451	11,892	+ 0.6%
• Graduate Student	▲	348	+ 0.8%	41,548	41,200	38,859	+ 6.9%
• Undergraduate Student	▲	1,851	+ 3.3%	57,252	55,401	52,690	+ 8.7%
Society Memberships	○	(8,156)	-2.7%	298,946	307,102	289,084	+ 3.4%
• 5 Societies up > 1%	▲	1,819	<small>Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by (5,897) or -2.0%.</small>				
• 11 Societies +/- 1%	◀▶	439					
• 22 Societies down > 1%	▼	(10,414)					



Active Membership by Region

Geographic IEEE Membership Summary - May 2012																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	27,697	28,473	(776)	-2.7%	2,143	2,180	(37)	-1.7%	2,198	2,122	76	3.6%	32,038	32,775	(737)	-2.2%
2	24,273	25,026	(753)	-3.0%	2,120	2,083	37	1.8%	2,163	2,168	-5	-0.2%	28,556	29,277	(721)	-2.5%
3	21,575	21,962	(387)	-1.8%	2,650	2,668	(18)	-0.7%	3,214	3,105	109	3.5%	27,439	27,735	(296)	-1.1%
4	16,437	16,743	(306)	-1.8%	2,037	2,088	(51)	-2.4%	2,143	2,349	(206)	-8.8%	20,617	21,180	(563)	-2.7%
5	21,388	21,918	(530)	-2.4%	2,043	2,076	(33)	-1.6%	2,753	2,593	160	6.2%	26,184	26,587	(403)	-1.5%
6	43,618	44,451	(833)	-1.9%	3,324	3,522	(198)	-5.6%	3,848	3,532	316	8.9%	50,790	51,505	(715)	-1.4%
R 1-6	154,988	158,573	(3,585)	-2.3%	14,317	14,617	(300)	-2.1%	16,319	15,869	450	2.8%	185,624	189,059	(3,435)	-1.8%
7	11,409	11,379	30	0.3%	2,234	2,151	83	3.9%	1,609	1,525	84	5.5%	15,252	15,055	197	1.3%
8	44,663	44,523	140	0.3%	11,893	11,909	(16)	-0.1%	9,495	9,201	294	3.2%	66,051	65,633	418	0.6%
9	7,460	6,899	561	8.1%	1,538	1,697	(159)	-9.4%	5,243	5,239	4	0.1%	14,241	13,835	406	2.9%
10	45,673	43,398	2,275	5.2%	11,566	10,826	740	6.8%	24,586	23,567	1,019	4.3%	81,825	77,791	4,034	5.2%
R 7-10	109,205	106,199	3,006	2.8%	27,231	26,583	648	2.4%	40,933	39,532	1,401	3.5%	177,369	172,314	5,055	2.9%
TOTAL	264,193	264,772	(579)	-0.2%	41,548	41,200	348	0.8%	57,252	55,401	1,851	3.3%	362,993	361,373	1,620	0.4%

- 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
- Without widespread corrective action, membership growth for both 2012 and 2013 will be jeopardized
 - ‘Corrective action’ also includes jumpstarting recruitment efforts

RETENTION YoY - All Members				
Mar '12				
Region	HG	GSM	ST	Tot
1	-0.6%	0.7%	-4.0%	-0.7%
2	-0.4%	-1.6%	-4.7%	-0.9%
3	-0.4%	-1.0%	-3.0%	-1.0%
4	-0.1%	-2.2%	-4.7%	-0.9%
5	-1.0%	1.2%	-1.0%	-1.0%
6	-0.5%	-1.7%	-2.1%	-0.7%
R 1-6	-0.5%	-0.8%	-3.1%	-0.8%
7	0.3%	-1.8%	-1.0%	0.0%
8	-1.6%	-0.6%	-0.7%	-1.3%
9	-0.3%	-0.7%	-0.8%	0.1%
10	-1.9%	1.6%	-1.0%	-1.5%
R 7-10	-1.6%	0.1%	-1.3%	-1.4%
TOTAL	-1.1%	-0.4%	-1.7%	-1.4%

IEEE Membership Renewal / Retention -May 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	25,946	85.2%	85.7%	1,788	1,307	73.1%	72.4%	1,647	708	43.0%	47.0%	33,899	27,961	82.5%	83.2%
2	26,865	22,740	84.6%	85.1%	1,768	1,268	71.7%	73.3%	1,714	764	44.6%	49.3%	30,347	24,772	81.6%	82.5%
3	24,339	20,040	82.3%	82.7%	2,197	1,629	74.1%	75.2%	2,330	1,041	44.7%	47.7%	28,866	22,710	78.7%	79.6%
4	18,456	15,419	83.5%	83.7%	1,797	1,307	72.7%	74.9%	1,773	793	44.7%	49.4%	22,026	17,519	79.5%	80.4%
5	23,961	19,817	82.7%	83.7%	1,687	1,279	75.8%	74.6%	1,949	889	45.6%	46.6%	27,597	21,985	79.7%	80.7%
6	47,893	40,050	83.6%	84.1%	2,851	2,033	71.3%	73.0%	2,781	1,289	46.4%	48.5%	53,525	43,372	81.0%	81.8%
R 1-6	171,978	144,012	83.7%	84.2%	12,088	8,823	73.0%	73.8%	12,194	5,484	45.0%	48.1%	196,260	158,319	80.7%	81.5%
7	12,893	10,452	81.1%	80.8%	1,805	1,429	79.2%	81.0%	1,147	630	54.9%	55.9%	15,845	12,511	79.0%	79.0%
8	51,999	39,530	76.0%	77.7%	9,893	7,250	73.3%	73.9%	7,807	2,898	37.1%	37.9%	69,699	49,678	71.3%	72.6%
9	8,811	5,951	67.5%	67.8%	1,456	945	64.9%	65.6%	5,559	1,347	24.2%	25.1%	15,826	8,243	52.1%	52.0%
10	51,407	37,579	73.1%	75.0%	9,907	4,904	49.5%	47.9%	25,013	4,939	19.7%	20.8%	86,327	47,422	54.9%	56.4%
R 7-10	125,110	93,512	74.7%	76.3%	23,061	14,528	63.0%	62.9%	39,526	9,814	24.8%	26.1%	187,697	117,854	62.8%	64.2%
TOTAL	297,088	237,524	80.0%	81.0%	35,149	23,351	66.4%	66.8%	51,720	15,298	29.6%	31.3%	383,957	276,173	71.9%	73.3%



Member Renewals – 2012 (cont'd)

→ = HG retention is positive YoY
 18 of 50 largest Sections worldwide, 12 of 30 in U.S.

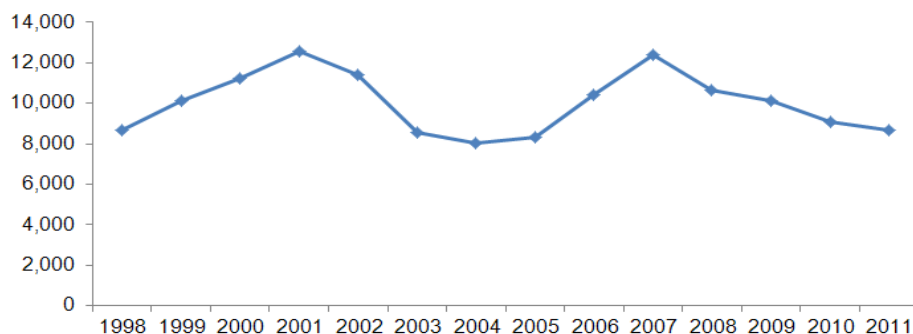
YoY RETENTION - 50 Largest Sections						Feb '12				
Region 1	HG	GSM	ST	Tot		Region 7	HG	GSM	ST	Tot
Boston Section (L)	-1.3%	-2.9%	-9.6%	-2%	→	Toronto Section (L)	0.8%	-1.8%	1.2%	1%
New York Section (L)	-0.5%	6.3%	-3.5%	0%	→	Vancouver Section (L)	1.2%	-3.6%	-1.2%	1%
→ North Jersey Section (L)	0.0%	5.1%	-0.4%	0%		Montreal Section (L)	-1.4%	-4.3%	-0.6%	-2%
→ Princeton/C. Jersey Section (L)	-0.6%	2.4%	3.4%	0%		Ottawa Section (L)	-0.9%	-3.9%	-4.5%	-1%
→ Connecticut Section (L)	0.7%	-7.1%	-11.4%	-1%	→	Southern Alberta Section (L)	0.5%	-0.8%	7.0%	1%
Region 2	HG	GSM	ST	Tot		Region 8	HG	GSM	ST	Tot
→ Northern Virginia Section (L)	0.3%	-1.3%	-7.0%	0%		U.K.& Rep Of Ireland Section (L)	-1.0%	-0.7%	-4.3%	-1%
Washington Section (L)	-0.7%	-2.1%	-4.0%	-1%		Germany Section (L)	-1.8%	-3.9%	3.8%	-2%
Baltimore Section (L)	-1.3%	-3.3%	-1.4%	-1%		Italy Section (L)	-2.3%	-2.5%	3.8%	-2%
→ Philadelphia Section (L)	0.3%	-1.0%	-13.8%	-1%		Spain Section (L)	-2.0%	-2.0%	-2.2%	-2%
→ Pittsburgh Section (L)	0.5%	0.8%	-1.4%	0%		France Section (L)	-1.9%	-4.0%	-9.0%	-2%
Region 3	HG	GSM	ST	Tot		Region 9	HG	GSM	ST	Tot
Atlanta Section (L)	-1.0%	-4.1%	-7.0%	-2%	→	Colombia Section (L,E)	1.4%	2.9%	3.2%	4%
→ Eastern North Carolina Section (L)	0.8%	-6.9%	-0.7%	0%		South Brazil Section (L,E)	-4.3%	-4.0%	-2.8%	-3%
→ Florida West Coast Section (L)	2.0%	4.2%	11.4%	3%	→	Mexico Section (L,E)	10.3%	-1.9%	3.2%	10%
→ Orlando Section (L)	0.1%	-4.1%	3.8%	0%		Peru Section (L,E)	-0.2%	-5.8%	-0.1%	-1%
→ Huntsville Section (L)	1.2%	-1.3%	-2.7%	1%		Argentina Section (L,E)	-4.3%	-1.3%	-3.9%	-2%
Region 4	HG	GSM	ST	Tot		Region 10	HG	GSM	ST	Tot
Chicago Section (L)	-0.6%	-5.0%	1.5%	-1%		Madras Section (L,E)	-2.6%	2.5%	-2.2%	-2%
→ Southeastern Michigan Section (L)	-2.0%	-0.8%	-10.1%	-3%	→	Tokyo Section (L)	0.6%	-0.8%	-1.4%	0%
Twin Cities Section (L)	1.8%	-3.7%	-3.4%	1%		Bangalore Section (L,E)	-1.6%	-2.3%	-1.0%	-1%
Central Indiana Section (L)	-1.3%	-3.0%	0.2%	-1%		Bombay Section (L,E)	-0.3%	5.5%	-1.0%	0%
→ Milwaukee Section (L)	1.4%	-10.8%	-7.8%	0%		Kerala Section (L,E)	-2.5%	-5.4%	-4.1%	-4%
Region 5	HG	GSM	ST	Tot		* KEY *				
Dallas Section (L)	-0.8%	-1.2%	1.8%	-1%		YoY Retention Gains > 1%				
Central Texas Section (L)	-1.6%	0.1%	-5.4%	-2%		YoY Retention Plus/Minus 1%				
Houston Section (L)	-0.1%	9.4%	0.6%	0%		YoY Retention Decline 1% - 3%				
Denver Section (L)	-1.2%	-4.7%	-8.0%	-2%		YoY Retention Decline > 3%				
Saint Louis Section (L)	-1.9%	-3.4%	1.0%	-1%						
Region 6	HG	GSM	ST	Tot		(L) = Five largest sections in Region (total members)				
Santa Clara Valley Section (L)	-1.2%	-1.7%	-9.4%	-2%		(E) = Higher-grade members eligible for e-Membership				
Seattle Section (L)	-0.5%	-5.0%	-8.8%	-1%						
Oakland-East Bay Section (L)	-1.3%	-2.6%	-6.7%	-2%						
→ San Diego Section (L)	1.2%	1.0%	-4.6%	0%						
Oregon Section (L)	-2.1%	-12.0%	8.9%	-2%						



Member Recruitment – 2012 Membership Year, Cumulative YoY

Cumulative Recruitment -- Sept through May 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	941	1,033	(92)	-8.9%	609	592	17	2.9%	1,420	1,296	124	9.6%	2,970	2,921	49	1.7%
2	879	972	(93)	-9.6%	639	583	56	9.6%	1,320	1,283	37	2.9%	2,838	2,838	0	0.0%
3	851	872	(21)	-2.4%	762	750	12	1.6%	2,044	1,991	53	2.7%	3,657	3,613	44	1.2%
4	639	690	(51)	-7.4%	547	623	(76)	-12.2%	1,292	1,417	(125)	-8.8%	2,478	2,730	(252)	-9.2%
5	837	915	(78)	-8.5%	593	573	20	3.5%	1,753	1,625	128	7.9%	3,183	3,113	70	2.2%
6	1,763	1,872	(109)	-5.8%	867	885	(18)	-2.0%	2,393	2,107	286	13.6%	5,023	4,864	159	3.3%
R 1-6	5,910	6,354	(444)	-7.0%	4,017	4,006	11	0.3%	10,222	9,719	503	5.2%	20,149	20,079	70	0.3%
7	664	591	73	12.4%	597	552	45	8.2%	924	814	110	13.5%	2,185	1,957	228	11.7%
8	3,505	3,971	(466)	-11.7%	4,031	4,213	(182)	-4.3%	6,350	6,050	300	5.0%	13,886	14,234	(348)	-2.4%
9	1,024	999	25	2.5%	490	652	(162)	-24.8%	3,688	3,656	32	0.9%	5,202	5,307	(105)	-2.0%
10	6,188	5,567	621	11.2%	6,205	5,811	394	6.8%	19,189	18,492	697	3.8%	31,582	29,870	1,712	5.7%
R 7-10	11,381	11,128	253	2.3%	11,323	11,228	95	0.8%	30,151	29,012	1,139	3.9%	52,855	51,368	1,487	2.9%
TOTAL	17,291	17,482	(191)	-1.1%	15,340	15,234	106	0.7%	40,373	38,731	1,642	4.2%	73,004	71,447	1,557	2.2%

United States, Higher Grade Recruitment

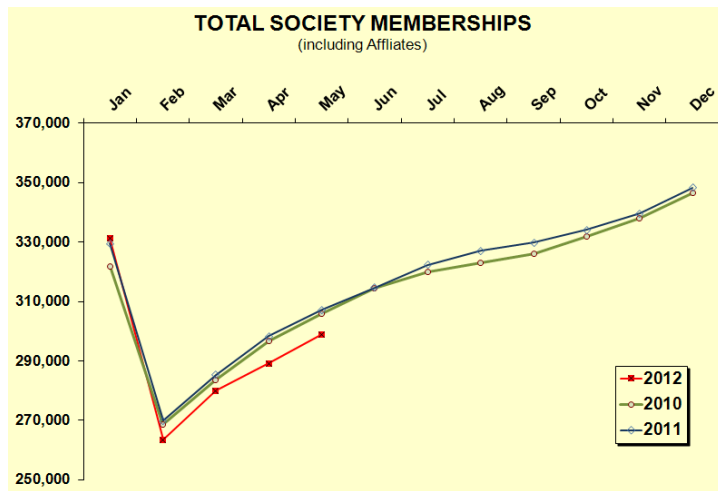


- Reminder – Have membership brochures / handouts present at all events
- Order online MD Kits (no cost to your OU) from www.ieee.org/md
 - Look for link to order MD Kits (right column)

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



Society Memberships (including Affiliates) – Monthly YoY & Drivers



Total Society Memberships: 289,084
 YoY (2.7%) ... last month, (3.1%)

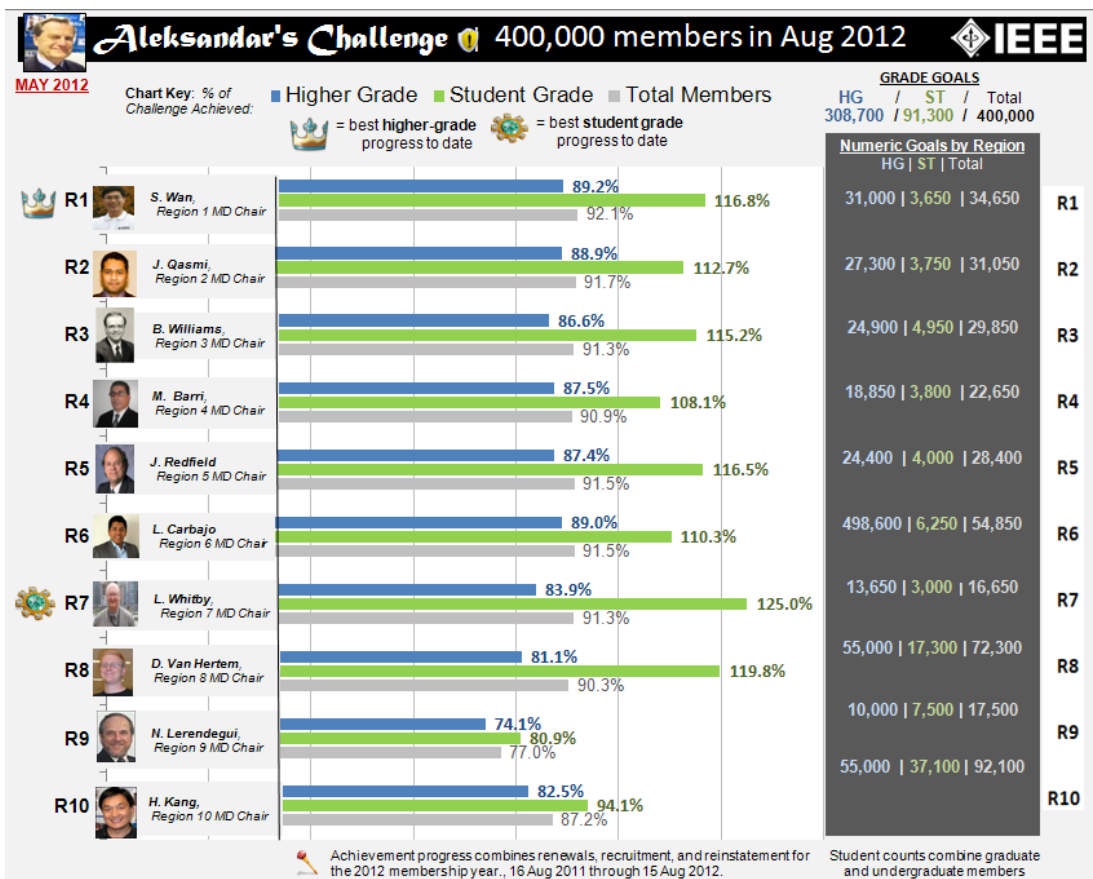
Society MD Disposition	YoY	
Total Memberships Across 38 Societies	(8,156)	Influence of Larger Societies
Growth > 1%: 5 Societies	+ 1,819	N/A
+ / - 1%: 6 Societies	439	Power & Energy 144
Decline > 1%: 27 Societies	(10,414)	Communications Computer (7,417) 71% of the declines

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

Society	YoY	
	Percent	Count
Robotics & Automation	+17.7%	+ 1,426



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



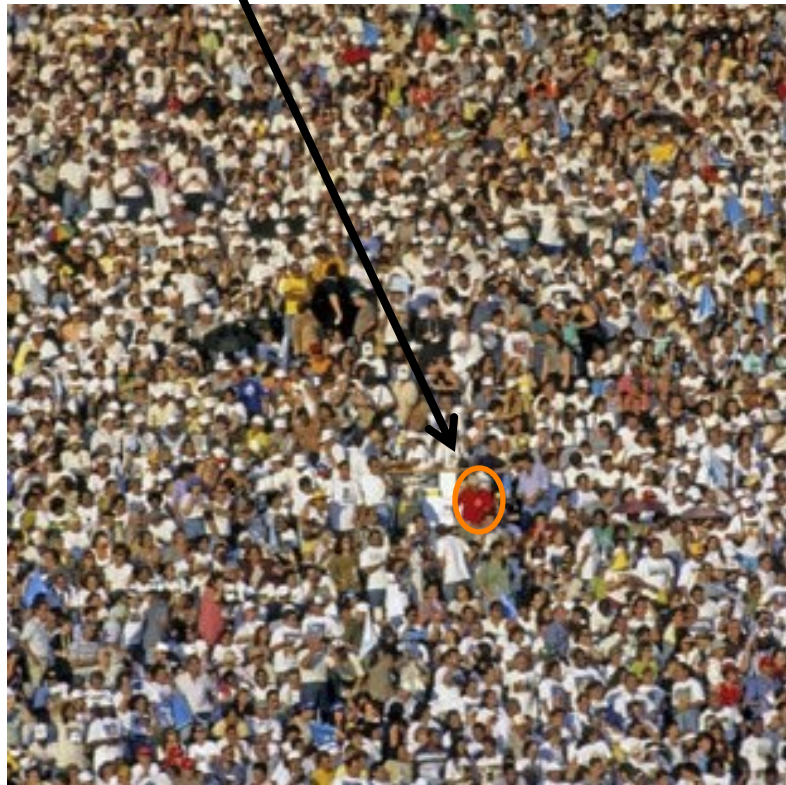
Reminder
 Progress against goals combine renewals, recruitment, and reinstatement for the 2012 membership year

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 ?



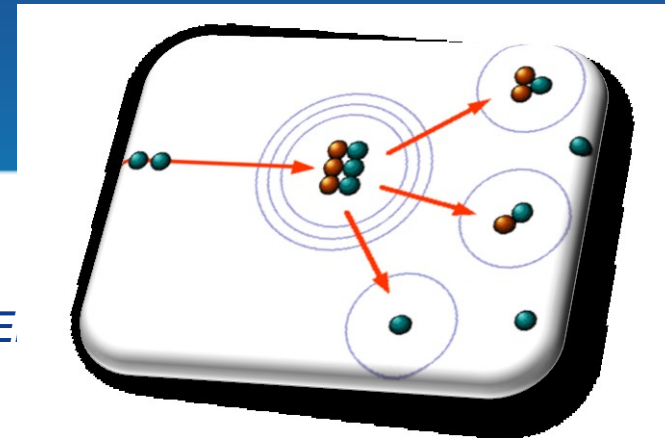
Getting the “Non-Joiner” to Join

Finding a Professional Home for the Asocial



Presented by:

*Peter Zilahy Ingerman, PhD, FBCS, LSMIE,
Member, IEEE Society on the
Social Implications of Technology*



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” (“or homes”) 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



Getting the “Non-Joiner” to Join...

“Asocial”

**Not given to internalizing
association with others**



Introduction – Peter Ingerman

Peter's concerns w/ IEEE MD ...

- Sales-oriented, great at what they do, clearly getting members
- But the prevailing approach as described on the MD webcast is not totally inclusive, because
- It ignores potential members who will likely be the advisors to the leaders (but who have no interest in being the leaders)
- Peter is one of these people, and thinks that there should be a recognized place for people like him in IEEE

Involvement in IEEE

- Past-MD Chair, Society on the Social Implications of Technology
- IEEE Computer Society

Involvement outside of IEEE

- British Computer Society (CITP)
- British Engineering Council (CEng)
- Sigma Xi (The National Research Society of North America) (Life Full member)
- International Transactional Analysis Association
- International Association of Forensic Linguistics



“Non-Joiner’s – Characteristics ?

- Introverts
- Loners
- Quiet
- Reserved
 - Not ‘wall-flowers’, but not people-oriented
- Not emotionally driven
 - Concerned, yes... caring, no
 - May well have a fear of the emotional unknown
- Want to do the job correctly and well
- Value one-on-one relationships



Interests of a “Non-Joiner”

What are they looking for?

- Data
- Facts
- Information
- Interesting individuals from whom they can learn
- Feeling welcomed on their own terms (even if they can't verbalize those terms)

What are they not looking for?

- Slaps on the back and hearty hand-shakes
 - Maybe, even any handshakes at all!
- Empty promises
- Hordes of acquaintances



Approaching a “Non-Joiner”

- Avoid ‘pigeon-holing’. Don’t presume you know the answers until you’re absolutely certain you understand the questions!
- Let them lead the discussion
- What does networking mean to them?
 - “Dealing” with people
- Not necessarily in a corner, sulking, but more likely just quietly observing rather than participating.
- May have to be taught how to network, because the social quid-pro-quo that is a customary part of networking may not be natural for them.



Recommendations

- Look for the person who is alone. Ask gently, “What brings you here.” (You don’t want to give the impression that you know the answer, because you don’t!)

- Again, don’t presume you know the answer
 - ... when you don’t even know if you know the question
 - As an inherently social member of IEEE, the value of your membership to you is not necessarily (more likely assuredly not) what might be the value of their membership to them, if they join!
 - And you want them to join!



If you're successful recruiting a non-joiner ...

There are many rooms in the “home” – we must challenge ourselves to not presume the room

Play to their strengths—doing the job correctly, one-on-one relationships, emphasis on ideas and ideals rather than on persons

- Ethics Panels
- Treasurers
- Contest Judges
- Mentoring

Membership Development: Getting the “Non-Joiner” to Engage You

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- 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

IEEE



Thank you !
Questions ???



Updates & Reminders / Direction



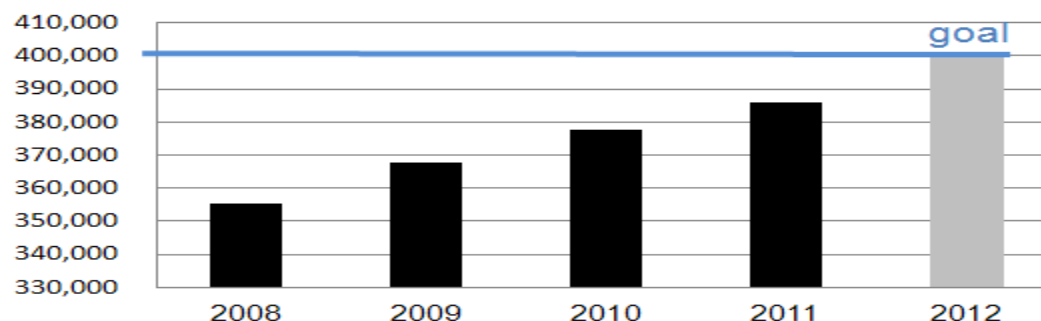
Aleksandar Szabo
Chair, 2012 IEEE Membership
Recruitment and Recovery (MRR)
Committee
a.szabo@ieee.org



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



Outreach Templates

- Now accessible on MD portal
- Secure sign in
- Word Files – easy to edit
- Customizable messages for IEEE subunits
- Recently used for arrears member outreaches by sections

The screenshot displays the IEEE Membership Development web portal. The navigation bar includes links for About IEEE, Membership & Services, Societies & Communities, Publications & Standards, Conferences & Events, and Education & Careers. A search bar is located below the navigation bar. The main content area is titled "Membership Development" and features a sidebar with a "Membership Menu" containing links for IEEE Membership, Societies and Special Interest Groups, myIEEE, Member-Get-a-Member, and Student Resources. The main content area includes a description of the page's purpose for IEEE volunteers and a list of outreach templates. A right-hand sidebar contains a "Membership Development Key Resources" section with various links and a "Membership Promotion" section at the bottom.

Membership Development

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

Membership Menu

- IEEE Membership
- Societies and Special Interest Groups
- myIEEE
- Member-Get-a-Member
- Student Resources

On this Page:

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

Region/Section/Chapter Communication Templates for Membership Development

The following membership development communication templates can be used by Region, Section or Chapter Membership Development Officers in outreaches to members who newly joined IEEE, are in arrears or are past members and could be reinstated. Areas in each letter are highlighted for customization by the IEEE geographic or technical unit.

- View the [Section/Chapter welcome outreach to new Members](#) (Word, 22.5 KB)
- View the [Section communications to Members in arrears and have lost services](#) (Word, 23.5 KB)
- View the [Section/Chapter outreach message during the renewal and recovery period](#) (Word, 25.0 KB)
- View the [Region Director message to region volunteers regarding recruiting and renewal](#) (Word, 29.5 KB)
- View the [Regional Membership Development \(MD\) Chair message on recruitment to Members](#) (Word, 28.5 KB)
- View the [Section communications message to Members in arrears](#) (Word, 24.0 KB)
- View the [Section communication response message to Member in arrears, Regions 1-7](#) (Word, 22.5 KB)
- View the [Section communication response message to Member in arrears](#)

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](#)
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- [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



Reminders / Updates

Half-year dues still viable for recruitment opportunities

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 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.

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 in June and August

Pre-defined queries in SAMIEEE/Analytics:

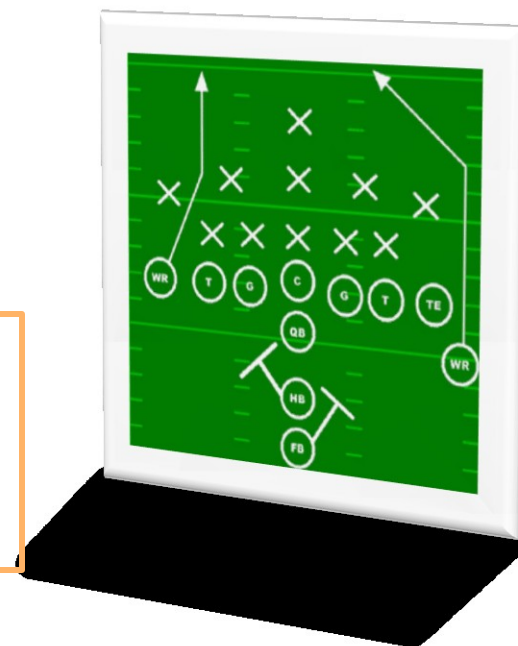
"(MD) Active Student Members with Graduation date in 2012"

"(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:

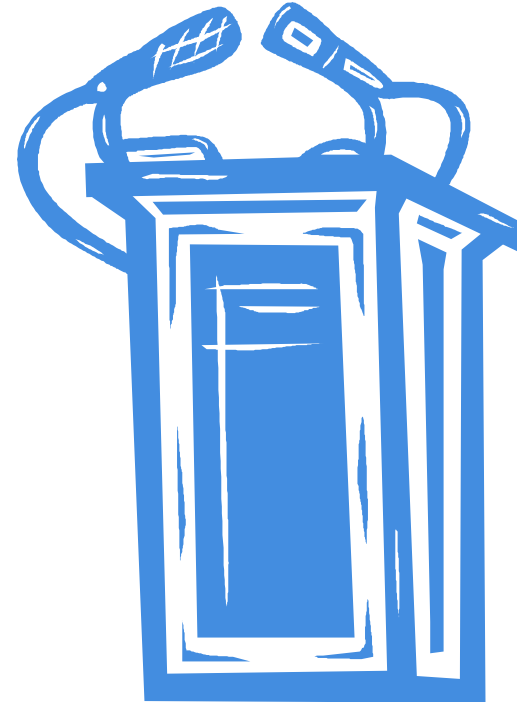
- Retention / arrears recovery campaigns, electronic and print (through August)
- Recruitment / incomplete applications / reinstatement campaigns (monthly)
- Recruitment / authors outreach (May timeframe)



Future MD Webcast Topics & Speakers – Tentative Schedule

July / August

- ❑ IEEE Center for Leadership Excellence
- ❑ Society & Senior Member Programs



Wrap Up / Direction – Next Webcast

Monday, 16 July 2012
2:00pm EDT (New York)
Time: 18:00:00 UTC




Thank you
Questions ?



Open Floor Q&A




Appendix Team Resources



IEEE Membership Development Manual

September 2012 Membership Year

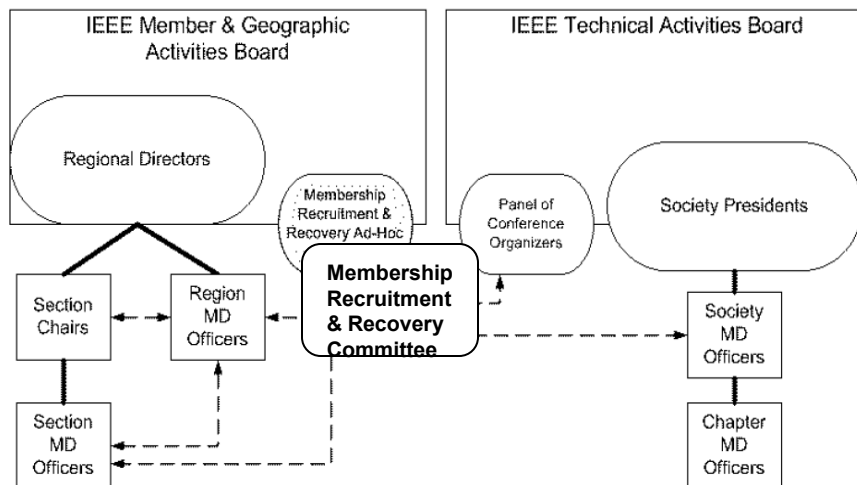


This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials.

Forward questions and suggestions to:
grow.membership@ieee.org

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



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The voting members of the MRRC (2012)



R1 - Gim Soon Wan
gimsoon@ieee.org



R7 - Lawrence Whitby
lwhitby@ieee.org



R2 - Javvad Qasimi
javvad@ieee.org



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



R9 - Norberto Lerendegui
nlerendegui@ieee.org



R3 - Bill Williams
billwill@ieee.org



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



R4 - Mohamad Berri
mberri@ieee.org



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



Regional Student Activities Chairs (RSACs)

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



Regional Student Representatives (RSRs)

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



Regional GOLD Representatives

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



Staff – Member & Geographic Activities (MGA) MD Staff



MGA MD Staff

John Day

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n.lehotzky@ieee.org



Membership Development Portal – www.ieee.org/md

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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 n/a-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

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/??

