

# IEEE Membership Development Conference Call / Web Cast

16 October 2012



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



Cathy Downer  
MGA Staff - Membership Development  
[c.downer@ieee.org](mailto:c.downer@ieee.org)

## Today's Edition

**Membership Statistics and Goals Update** – Elyn Perez

**IEEE Educational Activities Offerings** – Mirelle White

**IEEE Computer Society: New Offering** – Prof. SV Sankaran, Vi Doan

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

**Open Floor Q&A**

Subject Appendix: Field Team Resources



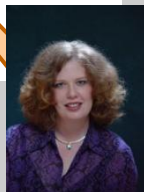
## Today's Speakers



**Vi Doan**  
Director, IEEE Computer Society  
Membership



**Elyn Perez**  
Manager, Membership Sales Operation



**Mirelle White**  
Manager, Educational Promotions



**Aleksandar Szabo**  
Chair, IEEE MRRC



**Prof. SV Sankaran**  
Vice President for IEEE Computer  
Society Member & Geographic  
Activities Board



# 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=75rnr6simple=true&nmid=9203903&flashGk=cx2buw&flashDL=pond0-core&signed=fab...`. 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, and Cathy Downer, MGA Staff - Membership Development. The IEEE logo and tagline "Advancing Technology for Humanity" are at the bottom.

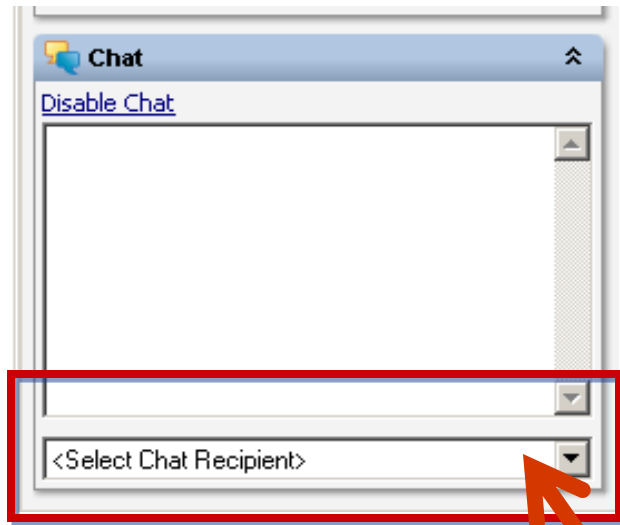
Introductions /  
Ask Questions



# 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

# September 2012

MEMBERSHIP REPORT-Page 1  
 This report is issued monthly on behalf of the IEEE Membership Department. Contact: John Cole, jcole@ieee.org

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

	April '12 vs '11	% Change	Apr '09	Apr '08	Mar '09	April '09
Membership	8,642	+ 2.6%	336,167	327,025	326,499	336,167
New	1	+ 3.7%	25	27	26	25
Renewal	162	+ 2.0%	6,344	6,182	6,307	6,344
Transfer Member	949	+ 3.2%	30,316	29,267	30,003	30,316
Member	1,985	+ 1.0%	204,700	202,715	200,368	204,700
Associate Member	2,501	+ 4.0%	14,705	17,200	14,295	14,705
Graduate Student	6,529	+ 19.3%	33,371	27,842	31,360	33,371
Undergraduate Student	2,517	+ 5.7%	48,793	44,186	43,138	48,793
Society Memberships	2,530	-0.3%	284,389	286,919	277,195	284,389
25 Societies up	5,253					
15 Societies down	7,783					

Sum of respective 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>10-Year Due Cycle - IEEE MG            accepting to-prize bids for present year or service candidates and join IEEE MG member receive 6 months of membership for the price of 2! appropriate message and outreach</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 MG member receive 7 months of membership for the price of 2! appropriate message and outreach</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events. Ensure a supply of MGU notices sent to your local volunteers.</p> <p>1-Year Due Cycle - IEEE MG            accepting to-prize bids for present year or service candidates and join IEEE MG member receive 8 months of membership for the price of 2! appropriate message and outreach</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p>	<p>Section MD Officer - Real-time status of salient members activity is available to all Regional, Section, and Society MD officers. Develop and execute local communications to members in Areas, Divisions and across local programs and activities.</p> <p>All focus should be on recruitment programs and activities.</p> <p>All focus should be on recruitment programs and activities.</p> <p>All focus should be on recruitment programs and activities.</p>	<p>MD Portal  <a href="http://www.ieee.org/membership">www.ieee.org/membership</a></p> <p>PowerPoint presentations  <a href="#">Memberships</a>  <a href="#">Statistics</a>  <a href="#">Reports</a>  <a href="#">Virtual copies</a>  <a href="#">IEEE Membership Manual</a></p> <p>MD 5  <a href="#">MD 5</a></p>



Presented by:  
**Elyn Perez**  
 Manager, Membership Sales Operations  
 elyn.perez@ieee.org



## September 2012 Dashboard – IEEE Membership

Monthly Census	YoY Variance		Sep '12	Sep '11	Aug '12	Sep '12 vs. Aug '12	
<b>IEEE Membership</b>	<b>+</b>	<b>9,130</b>	<b>+ 2.3%</b>	<b>403,613</b>	<b>394,483</b>	<b>393,226</b>	<b>+ 2.6%</b>
• Honorary	↑	2	+ 6.7%	32	30	32	-
• Fellow	↑	177	+ 2.6%	6,876	6,699	6,876	-
• Senior Member	↑	801	+ 2.4%	34,049	33,248	33,789	+ 7.7%
• Member	↑	3,934	+ 1.6%	254,851	250,917	252,706	+ 0.8%
• Associate Member	↓	-661	- 4.3%	14,888	15,549	14,910	- 0.1%
• Graduate Student	↑	1,190	+ 3.8%	32,832	31,642	31,020	+ 5.8%
• Undergraduate Student	↑	3,687	+ 6.5%	60,085	56,398	53,893	+ 11.5%
<b>Society Memberships</b>	<b>-</b>	<b>(2,929)</b>	<b>- 0.9%</b>	<b>326,940</b>	<b>329,869</b>	<b>322,691</b>	<b>+ 1.3%</b>
• 5 Societies up > 1%	↑	1,819	<i>Societies Note:</i> Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are down year-over-year by (619) or -0.2%.				
• 11 Societies +/- 1%	↑	439					
• 22 Societies down > 1%	↓	(10,414)					

- We surpassed the 400,000 member mark!
- 2013 membership year end goals to be determined





## Active Membership by Region – September

Geographic IEEE Membership Summary - September 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	
			#	%			#	%			#	%			#	%
<b>1</b>	30,442	31,028	(586)	-1.9%	1,712	1,627	85	5.2%	1,822	1,860	-38	-2.0%	33,976	34,515	(539)	-1.6%
<b>2</b>	26,766	27,438	(672)	-2.4%	1,701	1,521	180	11.8%	1,836	1,975	-139	-7.0%	30,303	30,934	(631)	-2.0%
<b>3</b>	24,811	25,066	(255)	-1.0%	1,999	1,921	78	4.1%	2,747	2,732	15	0.5%	29,557	29,719	(162)	-0.5%
<b>4</b>	18,713	18,895	(182)	-1.0%	1,498	1,570	(72)	-4.6%	1,946	2,070	(124)	-6.0%	22,157	22,535	(378)	-1.7%
<b>5</b>	24,233	24,561	(328)	-1.3%	1,480	1,459	21	1.4%	2,530	2,469	61	2.5%	28,243	28,489	(246)	-0.9%
<b>6</b>	48,454	48,984	(530)	-1.1%	2,509	2,480	29	1.2%	3,467	3,282	185	5.6%	54,430	54,746	(316)	-0.6%
<b>R 1-6</b>	173,419	175,972	(2,553)	-1.5%	10,899	10,578	321	3.0%	14,348	14,388	-40	-0.3%	198,666	200,938	(2,272)	-1.1%
<b>7</b>	13,696	13,494	202	1.5%	1,659	1,486	173	11.6%	1,413	1,336	77	5.8%	16,768	16,316	452	2.8%
<b>8</b>	55,710	54,551	1,159	2.1%	8,843	8,663	180	2.1%	8,141	8,154	-13	-0.2%	72,694	71,368	1,326	1.9%
<b>9</b>	10,136	9,332	804	8.6%	1,201	1,280	(79)	-6.2%	6,165	6,011	154	2.6%	17,502	16,623	879	5.3%
<b>10</b>	57,735	53,094	4,641	8.7%	10,230	9,635	595	6.2%	30,018	26,509	3,509	13.2%	97,983	89,238	8,745	9.8%
<b>R 7-10</b>	137,277	130,471	6,806	5.2%	21,933	21,064	869	4.1%	45,737	42,010	3,727	8.9%	204,947	193,545	11,402	5.9%
<b>TOTAL</b>	<b>310,696</b>	<b>306,443</b>	<b>4,253</b>	<b>1.4%</b>	<b>32,832</b>	<b>31,642</b>	<b>1,190</b>	<b>3.8%</b>	<b>60,085</b>	<b>56,398</b>	<b>3,687</b>	<b>6.5%</b>	<b>403,613</b>	<b>394,483</b>	<b>9,130</b>	<b>2.3%</b>

- All categories – recruitment, reinstatement and recovery - are up YoY
  - US higher-grade YoY decline held steady from August



## Member Recruitment – 2013 Membership Year, Cumulative YoY

Cumulative Recruitment -- September 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	98	83	15	18.1%	87	93	(6)	-6.5%	245	203	42	20.7%	430	379	51	13.5%
2	86	74	12	16.2%	89	66	23	34.8%	233	246	(13)	-5.3%	408	386	22	5.7%
3	84	82	2	2.4%	117	106	11	10.4%	412	371	41	11.1%	613	559	54	9.7%
4	80	73	7	9.6%	100	66	34	51.5%	316	291	25	8.6%	496	430	66	15.3%
5	104	84	20	23.8%	87	93	-6	-6.5%	455	471	-16	-3.4%	646	648	(2)	-0.3%
6	189	162	27	16.7%	142	115	27	23.5%	516	474	42	8.9%	847	751	96	12.8%
<b>R 1-6</b>	<b>641</b>	<b>558</b>	<b>83</b>	<b>14.9%</b>	<b>622</b>	<b>539</b>	<b>83</b>	<b>15.4%</b>	<b>2,177</b>	<b>2,056</b>	<b>121</b>	<b>5.9%</b>	<b>3,440</b>	<b>3,153</b>	<b>287</b>	<b>9.1%</b>
7	69	64	5	7.8%	104	69	35	50.7%	222	184	38	20.7%	395	317	78	24.6%
8	315	390	(75)	-19.2%	454	328	126	38.4%	391	373	18	4.8%	1,160	1,091	69	6.3%
9	140	99	41	41.4%	68	71	(3)	-4.2%	446	362	84	23.2%	654	532	122	22.9%
10	558	454	104	22.9%	816	439	377	85.9%	1,780	1,259	521	41.4%	3,154	2,152	1,002	46.6%
<b>R 7-10</b>	<b>1,082</b>	<b>1,007</b>	<b>75</b>	<b>7.4%</b>	<b>1,442</b>	<b>907</b>	<b>535</b>	<b>59.0%</b>	<b>2,839</b>	<b>2,178</b>	<b>661</b>	<b>30.3%</b>	<b>5,363</b>	<b>4,092</b>	<b>1,271</b>	<b>31.1%</b>
<b>TOTAL</b>	<b>1,723</b>	<b>1,565</b>	<b>158</b>	<b>10.1%</b>	<b>2,064</b>	<b>1,446</b>	<b>618</b>	<b>42.7%</b>	<b>5,016</b>	<b>4,234</b>	<b>782</b>	<b>18.5%</b>	<b>8,803</b>	<b>7,245</b>	<b>1,558</b>	<b>21.5%</b>

- US HG recruitment swung positive for the first time this year
  - 4 Metro Area Workshops in Sept/Oct
- 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)



## Member Retention – 2013 Membership Year

- Retention detailed reporting will begin next month
- Early renewals (through end of September) are up over 400% YoY
  - HG renewals are up more than 750%, Students up 85%
  - Impact of recent security incident
  - Metro Area Workshops in US (specifically Santa Clara Valley)
  - Improved member experience in IBP
  - Early renewal drawing deadline moved up to 31 October this year



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



**Total Society Memberships: 326,940**  
 YoY (0.9%) ... last month, (1.3%)

Society MD Disposition	YoY	
<b>Total Memberships Across 38 Societies</b>	<b>(2,929)</b>	Influence of Larger Societies
Growth > 1%: 5 Societies	+ 1,819	<i>Power &amp; Energy</i> 460 25% of the growth
+ / - 1%: 11 Societies	(439)	
Decline > 1%: 22 Societies	(10,414)	<i>Communications Computer</i> (5,815) 50% of the declines 71% last month



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

Society	YoY	
	Percent	Count
Robotics & Automation	+20.2%	+ 1,767



Thank you  
Questions ?

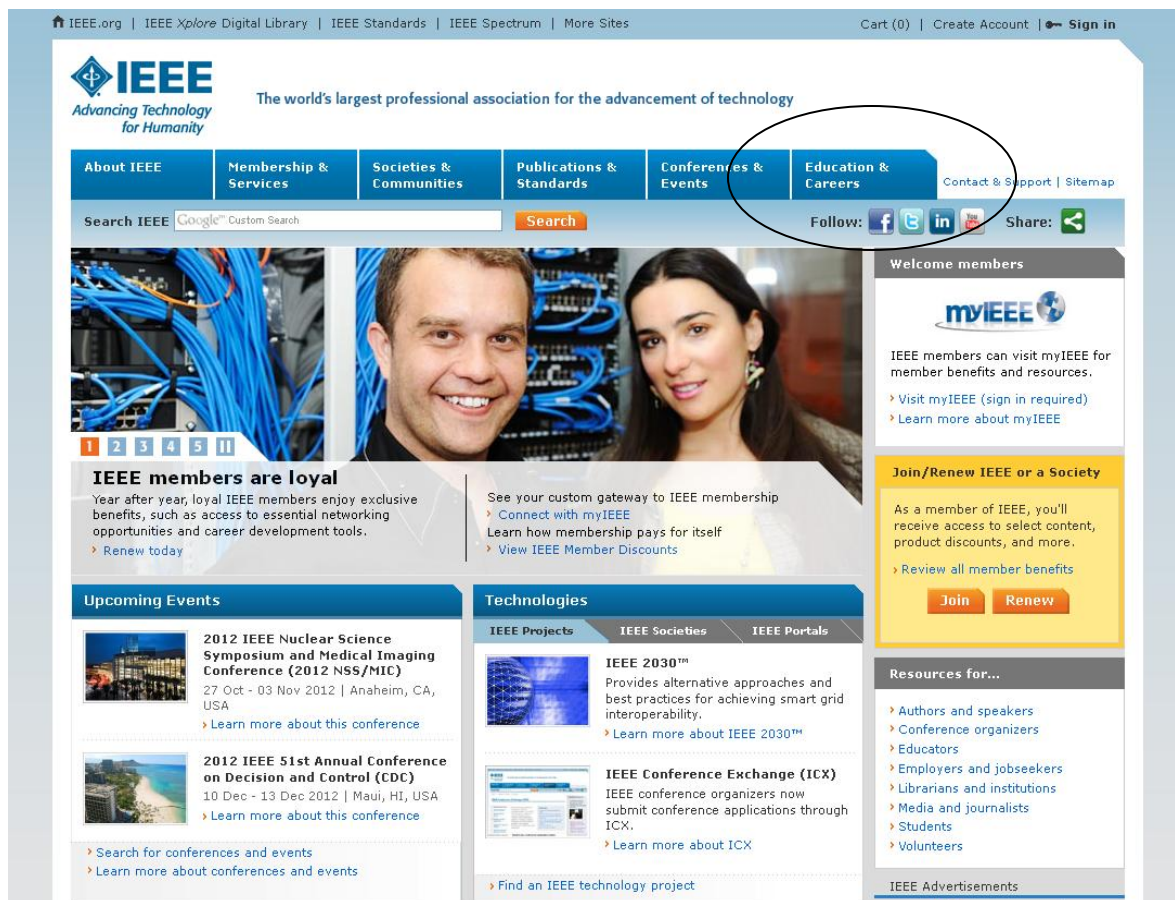


# IEEE Educational Activities



**Presented by:**  
*Mirelle White, Promotion Manager*  
*IEEE Educational Activities*

# Where to Find EA on the Web



The screenshot shows the IEEE website's main page. At the top, there is a navigation bar with links for 'About IEEE', 'Membership & Services', 'Societies & Communities', 'Publications & Standards', 'Conferences & Events', and 'Education & Careers'. The 'Education & Careers' tab is circled in red. Below the navigation bar is a search bar and social media links. The main content area features a large banner with a man and a woman, and several sections including 'IEEE members are loyal', 'Upcoming Events', 'Technologies', and 'Join/Renew IEEE or a Society'.

From IEEE's main page

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

Click on the tab  
"Education & Careers"

OR

Use URL

[www.ieee.org/education](http://www.ieee.org/education)

EA's programs can be  
located on this page



# IEEE Educational Activities “Buckets”

- Pre-University Programs
- University Programs
- Continuing Education Programs
- IEEE Eta Kappa Nu
- IEEE EAB Awards
- IEEE Biometric Professional Certification





# IEEE EAB Section Outreach Committee *(IEEE EAB SEOC)*

- 2012 Chair – Prof. Mini Thomas
- Representatives from all 10 Regions are on the Committee
- Committee Representatives communicate to either Section Educational Activities Chair or the Section Chair



## IEEE EAB Section Outreach Committee Webinar Series Presents...

**Date:**  
18 October 2012

**Time:**  
9:00AM to 10:00AM  
*Pacific Time*

**Your Hosts:**  
Prof. Mini Thomas,  
Chair IEEE EAB SEOC

Mr. Prasanna Venkatesen  
MGA Representative to  
the IEEE EAB SEOC

**Featured Speaker and  
Distinguished Guest:**

S.K. Ramesh, Ph.D.,  
Dean, College of  
Engineering and  
Computer Science  
CSUN

**IEEE Educational Activities Section Outreach Committee (IEEE EAB SEOC)** has developed a series of webinars to provide information about the IEEE Educational Activities products and services to **IEEE Section Educational Activities Chairs and IEEE Section Chairs**. The goal is to keep the local volunteers up-to-date on the many programs and topics which are of importance to IEEE members as well as the global engineering and technology community.

The webinar topic is:

### IEEE EAB Awards and Recognition

**Dr. S.K. Ramesh**, IEEE Sr. Member, 2012 Chair of the IEEE EAB Awards and Recognition Committee and Dean, College of Engineering and Computer Science at California State University, Northridge will be presenting information on the IEEE EAB Awards and Recognition program.

**Presentation Topics:**

- EAB Awards Program Overview
- Nuts and Bolts of the Nomination Process
- How does the Review Process work?
- And much more...

**Join the webinar by visiting:**

<https://ieeemeetings.webex.com/ieeemeetings/onstage/q.php?d=254559100&t=a>

Or use this link to find local call-in numbers:

<https://www.tconline.com/offSiteOffSiteController.jsp?cc=9389097044>

Conference Code is: 938 909 7044



IEEE EAB SEOC  
started monthly  
webinars on  
EA programs

**Next webinar:**  
Thursday  
18 October 2012  
9:00 AM *Pacific Time*



# IBM/IEEE Smarter Planet Challenge

*Region 1- 10*

***Projects Due: 1 November 2012***

IBM and IEEE are in search of creative team-based student projects for the Smarter Planet Challenge. The purpose of the competition is to identify student developed projects that solve real world problems. These projects should help students at any level learn about applying engineering, science and other disciplines. It's a great opportunity to put your engineering skills to use...and earn cash prizes too!

The competition is open to college/university students from all geographic locations. Student teams should have three to five members in any year of university study. At least one team member must be an IEEE member. To out more about this exciting learning opportunity, visit: [www.ieee.org/go/smarter\\_planet\\_challenge](http://www.ieee.org/go/smarter_planet_challenge) or email [smartplanetchallenge@ieee.org](mailto:smartplanetchallenge@ieee.org)



# IEEE First International Symposium on Cost Effective Museum Exhibits in Engineering and Applied Science

*Regions 1 - 10*

***Event Date: 30 November - 2 December 2012***

***Registration Deadline: 10 November 2012***

***For more information visit: <http://sites.ieee.org/exhibits2012>***

The IEEE Educational Activities Board, IEEE Hyderabad Section, and the B.M. Birla Science Centre in Hyderabad, Andhra Pradesh, India are hosting an international symposium on the creation, development, implementation and dissemination of museum exhibits on engineering, computing, applied science and technology. These exhibits are targeted for audiences age 8 to 18.

Held at the B.M. Birla Science Centre in Hyderabad, the workshop will concentrate on development of museum exhibits that, in addition to their intrinsic intellectual and educational value, are modular, replicable, transportable and affordable.



# IEEE EPICS Around the Globe Virtual Conference

*Regions 1- 10*

***Event Date: 27 October 2012***

***To register visit: [registration.ieee-elearning.org](http://registration.ieee-elearning.org)***

EPICS in IEEE is a program that brings together IEEE student branches with high school students to work with nonprofit organizations to effect profound humanitarian changes in four areas: Education and Outreach; Human Services; Environment; Access & Abilities.

This no-cost virtual conference will highlight some of the completed projects in areas around the globe. The event will include distinguished speakers such as Dr. Michael Lightner, IEEE EAB VP, Dr. Moshe Kam, IEEE Past President and Dr. William Oakes, Dean, Purdue University.



# IEEE EA Meeting In A Box

*Available to Sections in R 1-10*

Ever wonder what to do for your next  
Section meeting?  
IEEE Educational Activities has the answer.

## IEEE EA Meeting In A Box

For more information contact Mirelle White at [m.s.white@ieee.org](mailto:m.s.white@ieee.org)



# New! 2013 Membership Focus Packages

## IEEE Computer Society

**SV Sankaran, Vice President  
IEEE Computer Society Member &  
Geographic Activities**



# Member value

- Computer Society is addressing member value by delivering more content than ever before
- Annual member surveys continue to show that members engage the most around publications products and specific content areas delivered in new media formats
- For 2013, renewing and new Computer Society members will be able to select a membership package in their focus area and receive more targeted content relevant to their technical interests





# Technical Areas

- The 4 options are
  - Software & Systems focus
  - ICT focus
  - Security & Privacy focus
  - Computer Engineering focus



# Who is Eligible?

- **RENEWING PROFESSIONAL MEMBERS** will be offered these packages through "Welcome Back" campaigns (\$123 USD Society Affiliates, \$54 USD Members)
- **HIGHER GRADE IEEE MEMBERS** can select any of the bundles when they add Computer Society to their IEEE membership (\$54 USD)
- **NEW SOCIETY AFFILIATES** Non-members who want to try Computer Society at a discounted price of \$99 can join as Society Affiliates and receive a subset of the focus package. They choose 1 additional e-pub in their focus area and receive a welcome gift. In Year 2, they will be offered the full Welcome Back member focus packages.



# Membership Package Components

## Standard IEEE-CS benefits:

- *Computer* magazine
- 600 Safari tech e-books
- >400 tech & leadership e-learning courses
- newsletters on society activities
- computer.org email alias
- member discounts
- membership in technical committees

## **PLUS new FOCUS area benefits:**

- **1 additional, relevant e-pub**
- **custom monthly digital newsletter**
- **3 free webinars from the extensive IEEE-CS library**
- **12 free article downloads from the most recent 3 years in the IEEE-CS digital library**
- **special discounts on relevant training courses in their focus area**



# Each focus area package contains a popular, most-requested Computer Society magazine

## *Practice-oriented publications*

- *Software*
- *IT Professional*
- *Security & Privacy*
- *Micro*



# Example: Software & Systems Focus

- Standard CS membership bundle
- *Software* magazine (digital)
- Monthly software development digital newsletter
- 3 free webinars
- 12 free article downloads
- discounts on training courses



IEEE *Software* offers pioneering ideas, expert analyses, and thoughtful insights for software professionals who need to keep up with rapid technology change. It's the authority on translating software theory into practice.



# 3 webinars included

- Cutting edge content, customized
- Access to the thought leaders in our industry
- Live with audio, slides, Q&A



# Sample Webinar Topics

- Artificial Intelligence
- Career Management
- Chip Design
- Cloud Computing
- Cybersecurity
- Data Management
- Design & Test
- Gaming
- Graphics and Multimedia
- Green Computing
- High Performance Computing
- Human-Centered Computing
- Information Technology
- Internet/Web
- Mobile/Wireless
- Multi-core
- Nanoarchitecture
- Networking & Communications
- RFID
- Scientific computing
- Security & Privacy
- Smart Grid
- Software Quality Assurance
- Software Testing
- Standards & Best Practices
- Systems Design



## Some of our Distinguished Speakers



**Grady Booch**, Chief Scientist for Software Engineering at IBM  
Thomas J. Watson Research Center



**Mary Poppendieck**, Lecturer and award-winning author for her  
book “Lean Software Development”



**Walker Royce**, Chief Software Economist at IBM



**Kent Beck**, founder and director of Three Rivers Institute (TRI)





# How to access the new packages

- Renewing and new members need to enter a code in the online shopping cart to receive the focus area benefits
  
- See: [www.computer.org/membership](http://www.computer.org/membership)



# STUDENT MEMBERSHIP PACKAGES AND SCHOLARSHIPS



# Special Student Member Package

**Bundled membership in IEEE and IEEE Computer Society plus FREE access to the Computer Society Digital Library, \$40.00 USD\***



***Most popular student member benefits are***

- Access to the CS Digital library
- Free development software from Microsoft
- 600 Safari Online computing & IT e-books
- Scholarships

**\*Current IEEE students can add Computer Society membership for just \$8.00 USD in the U.S. and Canada and \$13 USD in the Rest of the World.**



# IEEE Computer Society Student Leadership Scholarship

Target audience: active IEEE students in computing & IT program areas

Awards: \$40,000 in student scholarships annually from \$2,000 and up to recognize and reward active student volunteer leaders who show promise in their academic and professional efforts.

Winners serve as IEEE CS Student Ambassadors with Volunteer Mentor for the particular IEEE region to which they belong.

[www.computer.org/scholarships](http://www.computer.org/scholarships)



# Inform your Regions, Sections, and Chapters of these new member value packages from IEEE Computer Society

- For brochures, MD Kits, and other information, email Vi Doan, Computer Society's Membership Director

**[vdoan@computer.org](mailto:vdoan@computer.org)**



# 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)





## Reminders / Updates

☐ Renewal process has begun

☐ IEEE Student Competitions – IEEE*Xtreme* 6.0 is scheduled for 20 October: 00:00:00 UTC, [www.ieee.org/xtreme](http://www.ieee.org/xtreme). A global challenge in which teams of student members supported by an IEEE Student Branch, and advised & proctored by a higher-grade IEEE Member, compete in a 24-hour time span against each other to solve a set of programming problems.

The screenshot displays the IEEE website's page for the IEEE Xtreme 6.0 registration. The page features a navigation menu with categories like 'About IEEE', 'Membership & Services', 'Societies & Communities', 'Publications & Standards', 'Conferences & Events', and 'Education & Careers'. A search bar is located at the top, and social media links for Facebook, Twitter, LinkedIn, and YouTube are provided. The main content area is titled 'IEEE Xtreme 24-Hour Programming Competition' and includes a description of the challenge, a list of links for registration and results, and a section for promotional materials. The IEEE logo and tagline 'Advancing Technology for Humanity' are visible at the top left of the page.

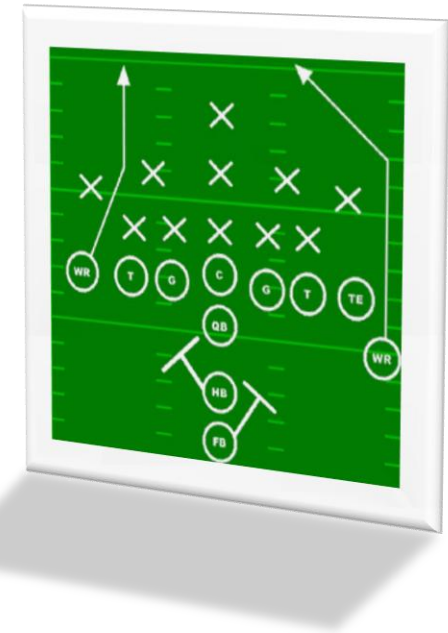




## Wrap Up / Direction – MD Prioritization

- ❑ 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)



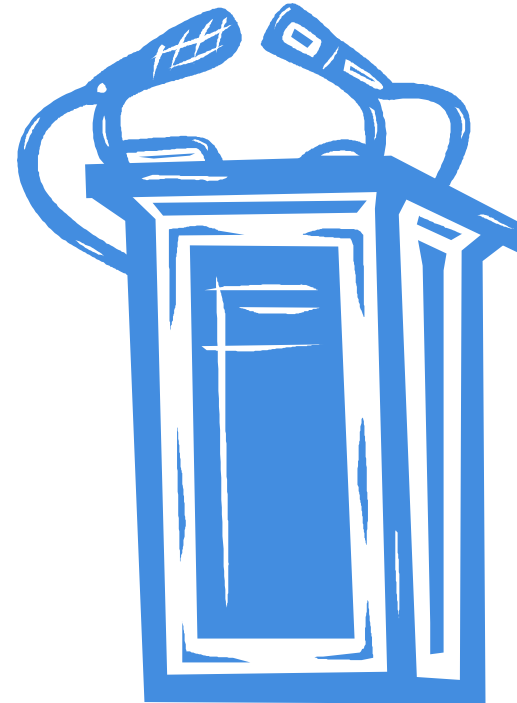
## Future MD Webcast Topics & Speakers – Tentative Schedule

### November

May be postponed & combined with early December webcast

### December

- ❑ Member-Get-A-Member Program



## Wrap Up / Direction – Next Webcast

November – TBD - may be early  
December date

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



Thank you  
Questions ?



# Open Floor Q&A



# Appendix Team Resources



**IEEE Membership Development Manual**

**September 2013 Membership Year**

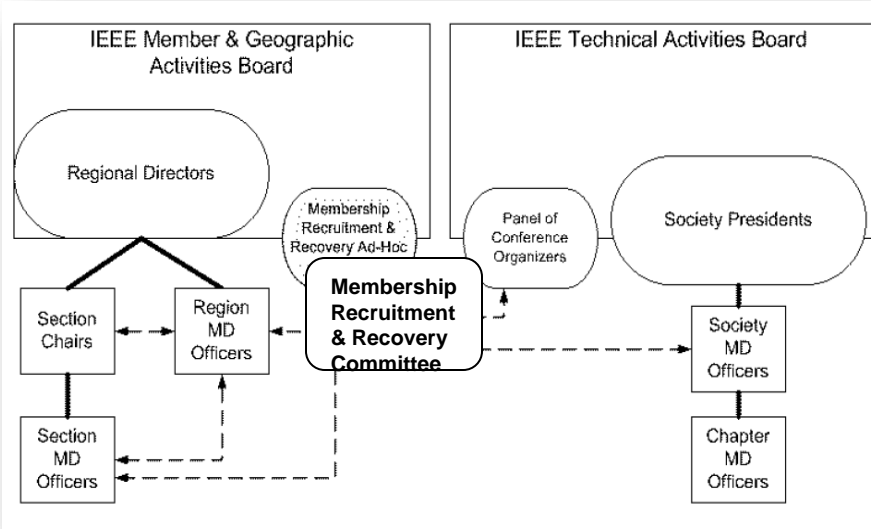


This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials.

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



R7 - Lawrence Whitby  
lwhitby@ieee.org



R2 - Javvad Qasimi  
javvad@ieee.org



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



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



R3 - Bill Williams  
billwill@ieee.org



R9 - Norberto Lerendegui  
nlerendegui@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:steuerm@my.uwstout.edu">steuerm@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**  
a.hahn@ieee.org



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 n/a-aways		

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: [help@readytalk.com](mailto:help@readytalk.com)

## 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

[www.ieee.org/??](http://www.ieee.org/??)  
[www.ieee.org/??](http://www.ieee.org/??)  
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[www.ieee.org/??](http://www.ieee.org/??)  
[www.ieee.org/??](http://www.ieee.org/??)





thank you  
questions ?

