

# IEEE Membership Development Conference Call / Web Cast

3 December 2011



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## Today's Edition

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

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

**Open Floor Q&A**

Subject Appendix: Field Team Resources



# Today's Speakers



**John Day**  
Director, Membership Development



**Aleksandar Szabo**  
Chair, IEEE MRRC



# 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=cyc2buw&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 text 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.

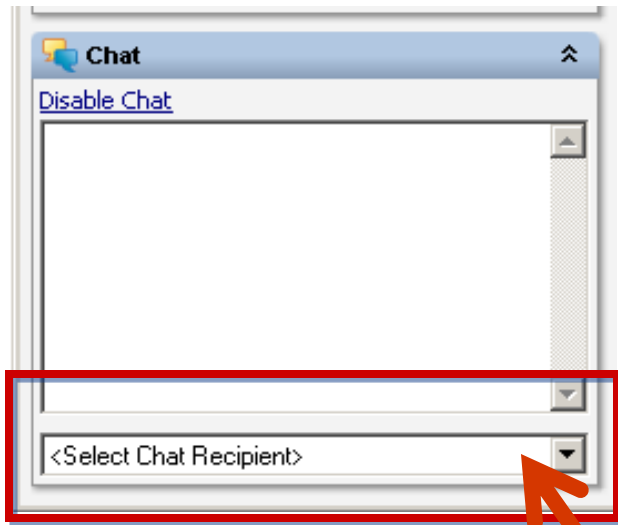
Introductions /  
Ask Questions



# Web Cast Attendance Roll Call

Use the Chat pod.

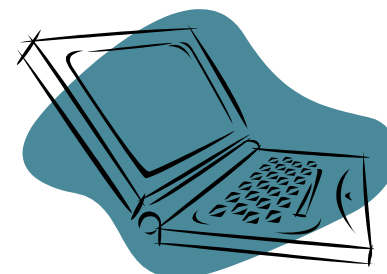
Please type in your name/  
title/location.



## Web Cast Notes

Webcast presentation will be available on new 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. You will need to use your IEEE web account for access. Once in, 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 – URL and announcement to be posted in the MD online community (please see access above).



## Webcast Notes – Raising Questions

- 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.
- Some questions in the Chat Box may be responded to during the webcast by presenters or Moderator.



# Membership Statistics & Goals Update

# November 2011

MEMBERSHIP REPORT-Page 1  
 Report is issued monthly on 1st of the month  
 Membership Statistics: Contact John Day, j.day@ieee.org

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

Category	April '11	% Change	Apr '09	Apr '08	Mar '09
Membership	6,642	+ 2.6%	336,167	327,025	326,499
New	1	+ 3.7%	25	27	26
Lost	162	+ 2.0%	6,344	6,182	6,307
Renewal Member	949	+ 3.2%	30,316	29,267	30,003
Member	1,985	+ 1.0%	204,700	202,715	200,368
Associate Member	2,501	+ 4.0%	14,705	17,200	14,295
Graduate Student	6,529	+ 19.3%	33,371	27,842	31,360
Undergraduate Student	2,517	+ 5.7%	48,793	44,186	43,138
Society Memberships	2,530	-0.3%	284,389	286,919	277,195
Societies up	5,253				
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>3-Year Due Cycle - IEEE MG            accepting to-prize bids for present year or service candidates and just IEEE MG member receive 6 months of membership for the price of 2            appropriate message and contact</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 just IEEE MG member receive 7 months of membership for the price of 2            appropriate message and contact</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>3-Year Due Cycle - IEEE MG            accepting to-prize bids for present year or service candidates and just IEEE MG member receive 7 months of membership for the price of 2            appropriate message and contact</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p>	<p>Section MD Officer - Real-time status of statistics members previous to 30-31-08 to all Region, Section, and Society MD officers. Develop and execute local communications to members in Areas, programs and activities</p> <p>4- Region working focus on recruitment programs and activities</p> <p>4- All focus should be on recruitment programs and activities</p> <p>4- All focus should be on recruitment programs and activities</p>	<p>MD Portal  <a href="http://www.ieee.org/membership">www.ieee.org/membership</a></p> <p>PowerPoint presentations            Membership Statistics            Reports            Virtual copies            IEEE Membership Manual            MD 5</p>



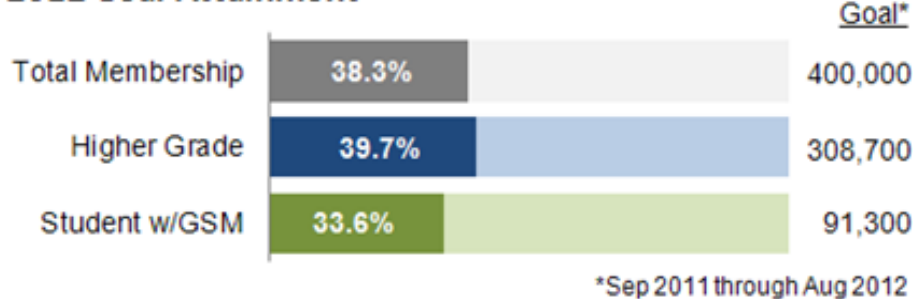
Presented by:  
**John Day**  
 Director, Membership Development  
 j.day@ieee.org



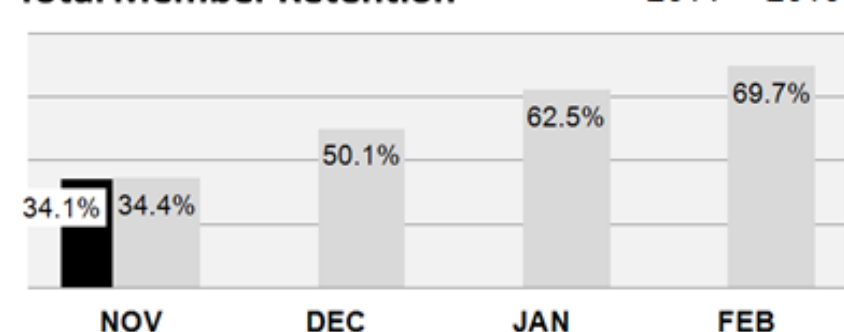


# November 2011 Dashboard – IEEE Membership

## 2012 Goal Attainment



## Total Member Retention



Monthly Census	YoY Variance		Nov '11	Nov '10	Oct '11	Nov '11 vs. Oct '11	
	Change	%					
<b>IEEE Membership</b>	<b>+</b>	<b>8,777</b>	<b>+ 2.2 %</b>	<b>407,704</b>	<b>398,927</b>	<b>401,585</b>	<b>+ 1.5%</b>
• Honorary	↑	2	+ 6.9%	31	29	30	+ 6.9%
• Fellow	↑	164	+ 2.5%	6,693	6,529	6,694	-
• Senior Member	↑	848	+ 2.6%	33,512	32,664	33,412	+ 0.2%
• Member	↑	3,109	+ 1.3%	251,162	248,053	251,259	-
• Associate Member	↓	(90)	-0.6%	15,724	15,814	15,631	+ 0.6%
• Graduate Student	↓	(254)	-0.7%	37,114	37,368	34,261	+ 8.3%
• Undergraduate Student	↑	4,998	+ 8.5%	63,468	58,470	60,298	+ 5.3%
<b>Society Memberships</b>	<b>+</b>	<b>1,578</b>	<b>+ 0.5%</b>	<b>339,551</b>	<b>337,973</b>	<b>334,138</b>	<b>+ 1.6%</b>
• 16 Societies up > 1%	↑	6,951					
• 10 Societies +/- 1%	↔	(92)					
• 12 Societies down > 1%	↓	(5,281)					

*Societies Note:* Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 4,069 or +1.3%.



## Active Membership by Region

### Geographic IEEE Membership Summary - November 2011

REGION	Higher Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
<b>1</b>	31,072	31,748	(676)	-2.1%	1,901	1,968	(67)	-3.4%	2,140	2,064	76	3.7%	35,113	35,780	(667)	-1.9%
<b>2</b>	27,516	28,067	(551)	-2.0%	1,779	1,814	(35)	-1.9%	2,231	2,070	161	7.8%	31,526	31,951	(425)	-1.3%
<b>3</b>	25,038	25,309	(271)	-1.1%	2,272	2,378	(106)	-4.5%	3,109	2,894	215	7.4%	30,419	30,581	(162)	-0.5%
<b>4</b>	18,821	19,118	(297)	-1.6%	1,849	1,836	13	0.7%	2,355	2,308	47	2.0%	23,025	23,262	(237)	-1.0%
<b>5</b>	24,574	24,849	(275)	-1.1%	1,738	1,843	(105)	-5.7%	2,732	2,554	178	7.0%	29,044	29,246	(202)	-0.7%
<b>6</b>	49,290	49,876	(586)	-1.2%	2,941	3,170	(229)	-7.2%	3,851	3,630	221	6.1%	56,082	56,676	(594)	-1.0%
<b>R 1-6</b>	176,311	178,967	(2,656)	-1.5%	12,480	13,009	(529)	-4.1%	16,418	15,520	898	5.8%	205,209	207,496	(2,287)	-1.1%
<b>7</b>	13,377	13,420	(43)	-0.3%	1,853	1,807	46	2.5%	1,569	1,559	10	0.6%	16,799	16,786	13	0.1%
<b>8</b>	54,377	52,334	2,043	3.9%	10,280	10,167	113	1.1%	9,945	9,172	773	8.4%	74,602	71,673	2,929	4.1%
<b>9</b>	9,399	8,440	959	11.4%	1,501	1,578	(77)	-4.9%	6,607	6,405	202	3.2%	17,507	16,423	1,084	6.6%
<b>10</b>	53,658	49,928	3,730	7.5%	11,000	10,807	193	1.8%	28,929	25,814	3,115	12.1%	93,587	86,549	7,038	8.1%
<b>R 7-10</b>	130,811	124,122	6,689	5.4%	24,634	24,359	275	1.1%	47,050	42,950	4,100	9.5%	202,495	191,431	11,064	5.8%
<b>TOTAL</b>	307,122	303,089	4,033	1.3%	37,114	37,368	(254)	-0.7%	63,468	58,470	4,998	8.5%	407,704	398,927	8,777	2.2%



## Member Renewals – 2012

IEEE Membership Renewal / Retention - November 2011																
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	30,800	13,442	43.6%	44.2%	1,470	563	38.3%	40.2%	1,629	304	18.7%	20.4%	33,899	14,309	42.2%	42.9%
2	27,262	11,950	43.8%	43.9%	1,389	481	34.6%	37.6%	1,696	321	18.9%	19.0%	30,347	12,752	42.0%	42.3%
3	24,855	10,524	42.3%	41.4%	1,718	674	39.2%	39.3%	2,293	355	15.5%	18.5%	28,866	11,553	40.0%	39.7%
4	18,819	8,007	42.5%	42.7%	1,452	536	36.9%	41.6%	1,755	359	20.5%	21.6%	22,026	8,902	40.4%	41.0%
5	24,361	9,983	41.0%	40.9%	1,312	547	41.7%	39.7%	1,924	355	18.5%	17.8%	27,597	10,885	39.4%	39.4%
6	48,494	20,990	43.3%	42.6%	2,275	888	39.0%	42.3%	2,756	558	20.2%	22.0%	53,525	22,436	41.9%	41.6%
<b>R 1-6</b>	<b>174,591</b>	<b>74,896</b>	<b>42.9%</b>	<b>42.7%</b>	<b>9,616</b>	<b>3,689</b>	<b>38.4%</b>	<b>40.3%</b>	<b>12,053</b>	<b>2,252</b>	<b>18.7%</b>	<b>20.0%</b>	<b>196,260</b>	<b>80,837</b>	<b>41.2%</b>	<b>41.3%</b>
7	13,377	5,099	38.1%	37.2%	1,343	711	52.9%	53.5%	1,125	329	29.2%	29.3%	15,845	6,139	38.7%	37.9%
8	53,968	16,155	29.9%	30.3%	8,053	3,087	38.3%	38.9%	7,678	1,107	14.4%	13.6%	69,699	20,349	29.2%	29.4%
9	9,151	2,201	24.1%	22.1%	1,156	331	28.6%	26.1%	5,519	290	5.3%	5.8%	15,826	2,822	17.8%	16.5%
10	52,421	17,763	33.9%	34.1%	8,965	2,104	23.5%	22.7%	24,941	959	3.8%	3.1%	86,327	20,826	24.1%	24.1%
<b>R 7-10</b>	<b>128,917</b>	<b>41,218</b>	<b>32.0%</b>	<b>32.0%</b>	<b>19,517</b>	<b>6,233</b>	<b>31.9%</b>	<b>31.8%</b>	<b>39,263</b>	<b>2,685</b>	<b>6.8%</b>	<b>6.5%</b>	<b>187,697</b>	<b>50,136</b>	<b>26.7%</b>	<b>26.7%</b>
<b>TOTAL</b>	<b>303,508</b>	<b>116,114</b>	<b>38.3%</b>	<b>38.3%</b>	<b>29,133</b>	<b>9,922</b>	<b>34.1%</b>	<b>34.7%</b>	<b>51,316</b>	<b>4,937</b>	<b>9.6%</b>	<b>9.7%</b>	<b>383,957</b>	<b>130,973</b>	<b>34.1%</b>	<b>34.4%</b>

- Additional renewal campaign initiated by MD Staff team in November
  - Total member retention, as of November, down (0.3)% YoY, compared to (3.5)% last month
- Regions 7-10 retention performance roughly the same as last year, within margin of comfort
- U.S. retention highlights ...
  - HG retention by Regions 3 and 6 outperforming same-period last year by > +0.5%
  - Region 6's weighted contribution (member counts) is driving YoY retention gains in U.S. HG membership
  - YoY Student retention across U.S. compromising total U.S. retention performance



## Member Recruitment – 2012 Membership Year, Cumulative YoY

Cumulative Recruitment -- November 2011																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
1	250	317	(67)	-21.1%	199	156	43	27.6%	466	441	25	5.7%	915	914	1	0.1%
2	240	316	(76)	-24.1%	159	156	3	1.9%	483	410	73	17.8%	882	882	0	0.0%
3	206	245	(39)	-15.9%	217	277	(60)	-21.7%	724	770	(46)	-6.0%	1,147	1,292	(145)	-11.2%
4	176	223	(47)	-21.1%	163	181	(18)	-9.9%	552	577	(25)	-4.3%	891	981	(90)	-9.2%
5	217	268	(51)	-19.0%	189	198	(9)	-4.5%	720	675	45	6.7%	1,126	1,141	(15)	-1.3%
6	460	542	(82)	-15.1%	236	286	(50)	-17.5%	1,025	904	121	13.4%	1,721	1,732	(11)	-0.6%
R 1-6	1,549	1,911	(362)	-18.9%	1,163	1,254	(91)	-7.3%	3,970	3,777	193	5.1%	6,682	6,942	(260)	-3.7%
7	174	180	(6)	-3.3%	170	171	(1)	-0.6%	402	342	60	17.5%	746	693	53	7.6%
8	984	1,010	(26)	-2.6%	981	1,083	(102)	-9.4%	2,035	1,368	667	48.8%	4,000	3,461	539	15.6%
9	269	288	(19)	-6.6%	157	226	(69)	-30.5%	909	905	4	0.4%	1,335	1,419	(84)	-5.9%
10	1,369	1,384	(15)	-1.1%	1,330	1,446	(116)	-8.0%	3,591	3,001	590	19.7%	6,290	5,831	459	7.9%
R 7-10	2,796	2,862	(66)	-2.3%	2,638	2,926	(288)	-9.8%	6,937	5,616	1,321	23.5%	12,371	11,404	967	8.5%
TOTAL	4,345	4,773	(428)	-9.0%	3,801	4,180	(379)	-9.1%	10,907	9,393	1,514	16.1%	19,053	18,346	707	3.9%

- Assess opportunities to build awareness and interest in membership at Section, Chapter, and Branch-sponsored events and activities
- 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)



Volunteers of Region 6 ... A half-dozen MD Kit orders from across the Region over the past week – about the same volume of MD Kit orders from across the entire U.S. for an entire month



# Goals – 2012 Membership Year (Aleksandar's Challenge)



## Aleksandar's Challenge 400,000 members in Aug 2012



NOV 2011

Chart Key: % of Challenge Achieved:   
■ Higher Grade ■ Student Grade ■ Total Members



= best higher-grade progress to date



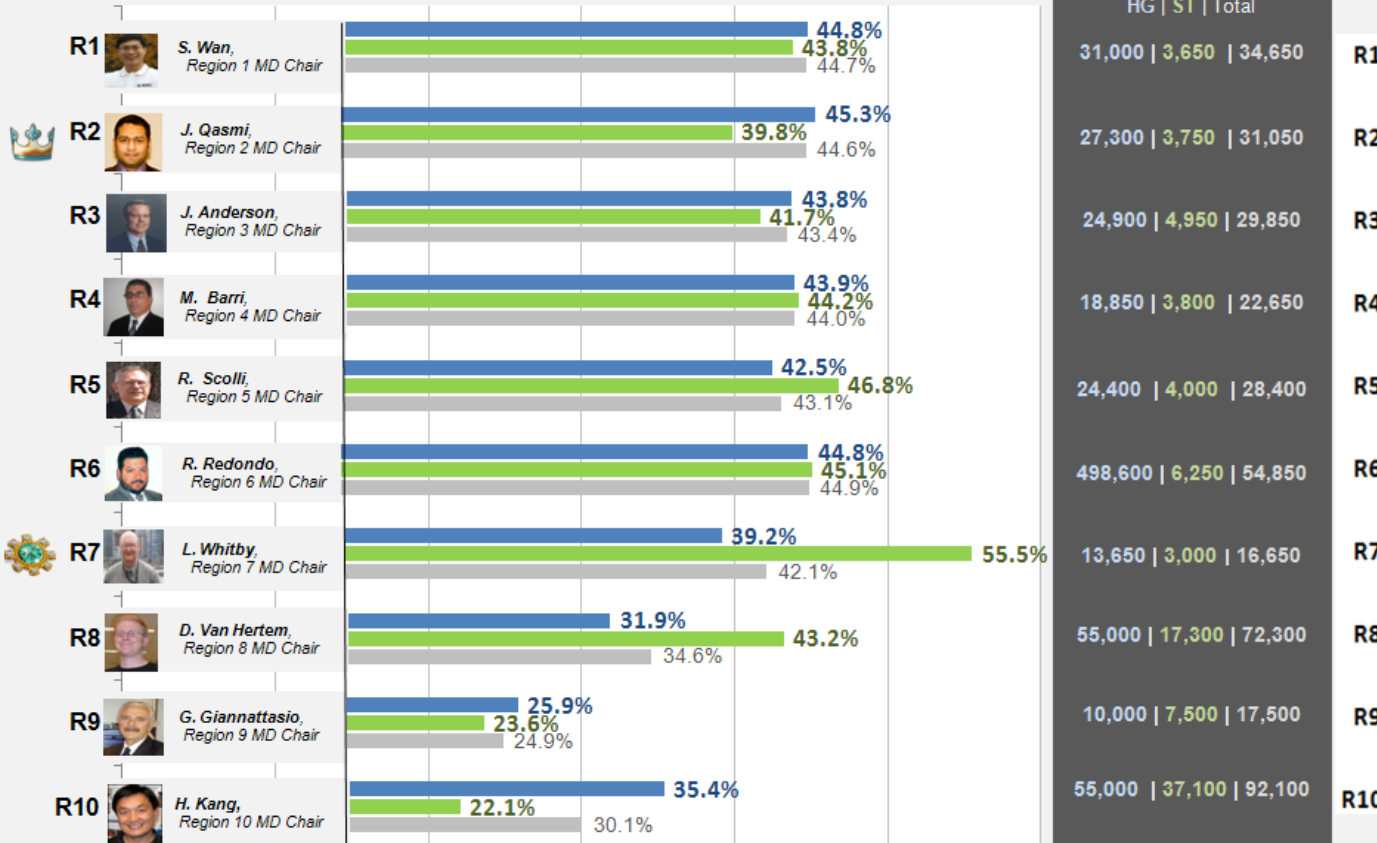
= best student grade progress to date

**GRADE GOALS**

HG / ST / Total  
 308,700 / 91,300 / 400,000

**Numeric Goals by Region**

HG | ST | Total



Achievement progress combines renewals, recruitment, and reinstatement for the 2012 membership year., 16 Aug 2011 through 15 Aug 2012.

Student counts combine graduate and undergraduate members



## Region 1–6 Strategy Update: “First-Year Focus”

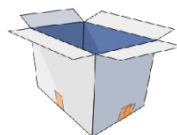
- Large Section support
- Last membership year, these 18% of the U.S. Sections accounted for 60% of the total HG recruitment
- Probability > Without doing something, 18% of the Sections will account for 60% of first-year member attrition in the U.S.
  - 60% of last year’s HG recruitment in the U.S. = 5,000 members



Dedicated MGA Staff support to this targeted effort:  
**Adrienne Hahn,**  
 a.hahn@ieee.org

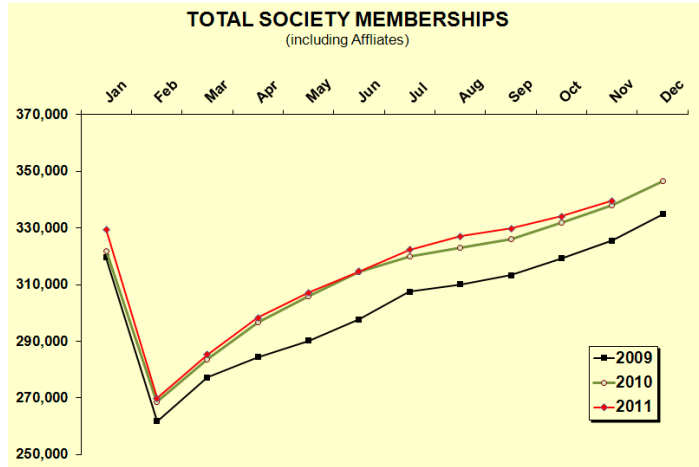
- Adrienne is establishing direct contact with the MD Volunteers in these Sections—strategy development, execution, progress reporting
- Opportunity to pilot new tactics and tools, for eventual expanded roll-out

First-Year Focus	
United States– Five Largest Sections per Region	
Boston	Chicago
New York	Twin Cities
North Jersey	Southeastern Michigan
Princeton	Central Indiana
Connecticut	Milwaukee
Northern Virginia	Dallas
Washington	Central Texas
Baltimore	Houston
Philadelphia	Denver
Pittsburgh	Saint Louis
Atlanta	Santa Clara Valley
Eastern North Carolina	Seattle
Florida West Coast	Oakland-East Bay
Huntsville	San Diego
Orlando	Oregon



*Auxiliary MD Kit also to be sent to these Sections to support recruitment efforts*

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



**Total Society Memberships: 339,551**  
 YoY +0.5% (last month, +0.7%)

Society MD Disposition	YoY	
<b>Total Memberships Across 38 Societies</b>	<b>+ 1,578</b>	Influence of Larger Societies
Growth > 1%: 16 Societies	+ 6,951	Power & Energy + 1,414 Communications + 1,013 35% of the gains
+ / - 1%: 10 Societies	(92)	
Decline > 1%: 12 Societies	(5,281)	Computer (3,928) 74% of the declines

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

Society	YoY	
	Percent	Count
Robotics & Automation	20.4%	1,578



## 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 ?



# Updates & Reminders / Direction



Aleksandar Szabo  
Chair, 2011 IEEE Membership  
Recruitment and Recovery (MRR)  
Committee  
[a.szabo@ieee.org](mailto:a.szabo@ieee.org)



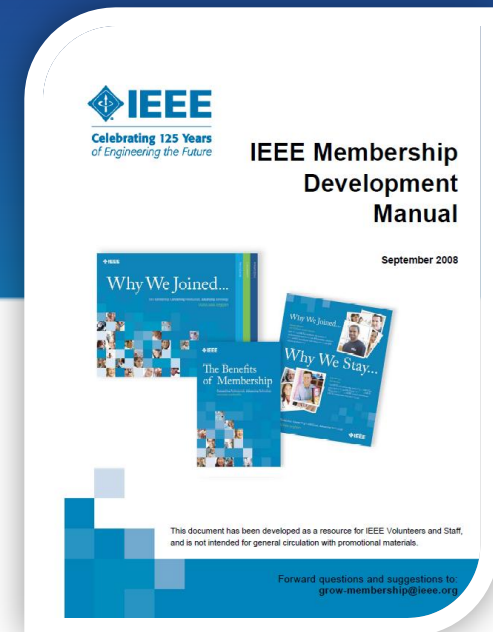
# Use of SAMIEE for Renewal Data

1 December 2011

Presented by:

**Aleksandar Szabo**

IEEE MGAB MRRC Chair



**IMPORTANT: User access to SAMIEE is limited by organizational unit and to the following IEEE volunteer positions (names must be in the Geographic Roster!)**

- Region Directors, Director Elects, Past Directors, Treasures, Secretaries
- Region MD Chairs
- Section/Council/Subsection Chairs, Vice Chairs, Treasures and Secretaries
- Section/Council/Subsection MD Chairs
- Chapter and Joint Chapter Chairs
- Student Branch Chairs and Counselors
- Society Presidents, President Elects, Past Presidents, Vice Presidents, Treasures, Secretaries, Executive Directors, Administrators, Chapter Coordinators
- Society MD Chairs



# Every MD Officer should use SAMIEEE

- Only by using SAMIEEE, MD Officers can get the data about the members in their organizational units
- Only by using these data MD Officers can efficiently do their job
- MD Officers should be familiar with SAMIEEE
- MD Officers should use SAMIEEE regularly
- MD Officers should use the Predefined Queries and if they want to modify them
- MD Officers can possibly prepare and use their own queries
- MD Officers not familiar with SAMIEEE should visit [www.ieee.org/samieeee](http://www.ieee.org/samieeee) and/or ask for help volunteers using SAMIEEE

# Past Due Members – Pre-Arrears and Deactivated Members - Arrears

- Members who will not renew for 2012 till the end of 2011 will continue to have all the member benefits during the two months grace period (January and February 2012). Such members are named Non-Renewed Members, Past Due Members or “Pre-Arrears”
- At the end of February, after the Terminator Action, all the Pre-Arrears who didn't renew are sorted out, their member benefits, rights and privileges are deactivated (they don't receive the journals anymore) and they are named Deactivated Members or “Arrears”
- Starting from the beginning of March 2012 all members renewing for 2012 are transfered from the list of Arrears to the list of Active Members and their member benefits, rights and privileges are activated again instantaneously (they receive again the journals)



## PRE-ARREARS - MEMBERS WHO DID NOT RENEW FOR 2012

### \*ACCESS BEFORE THE END OF FEBRUARY 2012 ONLY\*

- Go to SAMIEEE [www.ieee.org/samieee](http://www.ieee.org/samieee)
- Click Access SAMIEEE
- Insert you User ID and Password and click Login
- Click SAMIEEE in Shared Folders
- Click Geographic Predefined Queries and you will get the list of Predefined Queries
  
- From the list of Predefined Queries select
  - (GEO) 2011 Last Renewal Year for Active Members - Name, Grade, Email  
Results show information only about members in your geographic unit who paid for 2011, but didn't renew for 2012 along with Name, Grade, Membership Status and Email Contact. You can download the table to Excel and sort the data as you like.
  
- From the list of Predefined Queries you can also select
  - (MD) First Year Members not Renewed  
Results show information only about first year members in your geographic unit who joined for 2011, but didn't renew for 2012, showing Name, Grade, Membership Status and Email Contact. You can download the table to Excel and sort the data as you like.



## MEMBERS WHO RENEWED FOR 2012

- Go to SAMIEEE [www.ieee.org/samieee](http://www.ieee.org/samieee)
- Click Access SAMIEEE
- Insert you User ID and Password and click Login
- Click SAMleee in Shared Folders
- Click MD Predefined Queries and you will get the list of Predefined MD Queries
  
- From the list of MD Predefined Queries select
  - (MD) 2012 Renewal Year for Active Members - Name, Grade, Email

Results show members in your geographic unit who renewed for 2012, info includes Name, Grade, Membership Status and Email Contact. You can download the table to Excel and sort the data as you like.





# SELECTING THE **ARREARS** USING SAMIEEE

Use SAMIEEE to get the list of **Arrears** in your Organizational Unit

**Before 28 Feb 2012** – Deactivated members who didn't renew for 2011

**After 1 March 2012** – Members deactivated at the end of February 2012 who didn't renew for 2012

- Go to SAMIEEE [www.ieee.org/samieee](http://www.ieee.org/samieee)
- Click Access SAMIEEE
- Insert you User ID and Password and Login
- Click SAMleee in Shared Folders
- Click Geographic Predefined Query and you will get the list of Predefined Queries
- From the list of Predefined Queries select **(GEO) Arrears: Member Contact Info By Section-By Grade**
- Download the list to Excel and sort the data as you like...



To learn more about SAMIEEE  
visit [www.ieee.org/samieee](http://www.ieee.org/samieee)

## Select

- the Quick Training Guide – a two page document giving step-by-step instructions on the basic SAMIEEE use
- Online Video Training Modules
- Reference Materials



## Reminders / Updates



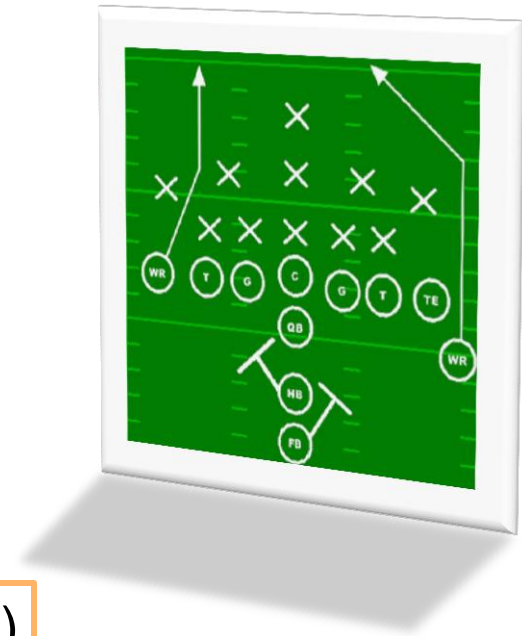
- Report new officers via the online reporting at [http://www.ieee.org/societies\\_communities/geo\\_activities/required\\_reporting/officer\\_forms.html](http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html)
- Begin to review members who have not yet renewed – use SAMIEEE pre-defined queries for reports.
- Continue to reach out to new joined members.



## 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

### January

- IEEE Job Site Update
- IEEE Contact Center Services
- Arrears Planning

### February

- Arrears Actions



## Wrap Up / Direction – Next Webcast

Schedule for 2012 is being determined.

<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





## Webcast Notes – Raising Questions

- 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.
- Some questions in the Chat Box may be responded to during the webcast by presenters or moderator.



Question raised by Vernon Price on Payment Options: outside of the U.S., information on IEEE web site, currency conversion.



# IEEE Dues Payment Process Options

In place for Regions 8, 9 and 10 (where requested)

## Local Member Options:

- Collection can be handled by group: Student Branch, Society, Geographic Units
- Collect payments & send to IEEE as group only. One bank fee payment (\$15.00 for wire transfer) or group check (Bank Draft) may then apply
- Work with Geographic Unit if they have a Custody Account



# Additional information

## IEEE Support Center

- <https://supportcenter.ieee.org/>
- Most popular questions raised and responses
- Featured Support Topics

## Custody Accounts

- [http://www.ieee.org/societies\\_communities/geo\\_activities/resources/local\\_currencies.html](http://www.ieee.org/societies_communities/geo_activities/resources/local_currencies.html)

## Currency exchange rate

- <http://www.gocurrency.com/>



# APPENDIX



# Appendix Team Resources



The image shows the cover of the IEEE Membership Development Manual, dated September 2010. The cover features the IEEE logo at the top left. The main title is "IEEE Membership Development Manual" in bold black text. Below the title, there are several promotional cards with various headlines: "Engineering a Brighter Future with IEEE", "Accelerate your plans with IEEE", and "Build a better tomorrow with IEEE". Each card includes the IEEE logo and the website address www.ieee.org/join. The cards are arranged in a staggered, overlapping layout. To the right of the cards, the text "2010 September" is displayed. At the bottom of the manual cover, there is a disclaimer: "This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials." Below the disclaimer, it says "Forward questions and suggestions to: grow-membership@ieee.org".

**IEEE**

**IEEE Membership Development Manual**

2010  
September

Engineering a Brighter Future with IEEE  
IEEE Membership can be the catalyst of tomorrow.

Accelerate your plans with IEEE.

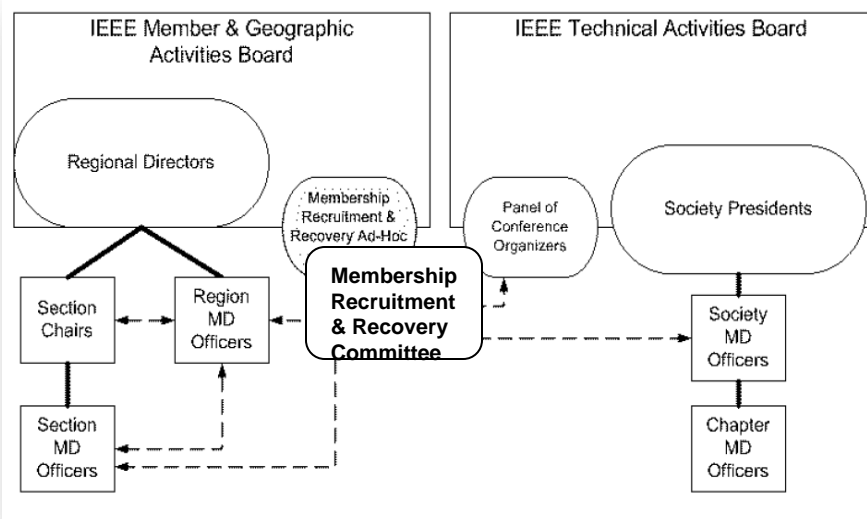
Build a better tomorrow with IEEE.

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 (2011)



R1 - Gim Soon Wan  
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R2 - Javvad Qasimi  
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R3 - Jim Anderson  
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R9 - Gustavo Giannattasio  
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MGA 2011  
Membership  
Recruitment &  
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## The Regional Team

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■ Gustavo A. Giannattasio	R9	<a href="mailto:gianna@ieee.org">gianna@ieee.org</a>
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■ John Day	IEEE Staff	<a href="mailto:j.day@ieee.org">j.day@ieee.org</a>



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



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

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



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

Member sign in  
Shop  
Join IEEE

About IEEE | Membership & Services | Societies & Communities | Publications & Standards | Conferences & Events | Education & Careers | Contact | Sitemap | Help

Search IEEE

Home > About IEEE > Volunteers > Membership Development

## Membership Development

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

This web portal supports IEEE volunteers who are engaged in membership development activities.

**On this Page:**

- The "Elevator" Pitch for Membership
- Committee and Contacts

### The "Elevator" Pitch for Membership

**The 1-line Response:**

IEEE is the world's largest professional association advancing technology for the benefit of humanity.

**The 15-second Response:**

IEEE is the world's largest professional association advancing technology for the benefit of humanity. We publish technical journals, sponsor conferences, develop technology standards, and support the professional interests of more than 375,000 members.

**The 30-second Response:**

IEEE is the world's largest professional association advancing technology for the benefit of humanity. We publish technical journals, sponsor conferences, develop technology standards, and support the professional interests of more than 375,000 members. IEEE creates an environment where members collaborate on world-changing technologies - from computing and sustainable energy

**MD Key Resources (Web Account required)**

- MD Manual (PDF, 1046 KB)
- SAMIEEE Online
- MD Webcast Archive Guide for 2010
- MD Webcast Archive Guide for 2009
- 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
- Membership Development Online Community
  - Login is required for access to the community/group.
- Order MD Kit
  - Includes brochures, posters, and flyers. Login is required to access form.


**Membership Promotion**

- IEEE Membership Flyer (PDF, 6.94 MB, 1 page)
- PowerPoint Presentations on

- 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 alive-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

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

