

# IEEE Membership Development Conference Call / Web Cast

15 February 2012



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## Today's Edition

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

**IEEE Contact Center** – Marianne Schmidt

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

**Open Floor Q&A**

Subject Appendix: Field Team Resources



## Today's Speakers



**Marianne Schmidt**  
Director, IEEE Contact Center



**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=75rnr6simple=true&nmid=9203903&flashGk=cy2buw&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 IEEE logo and the text "IEEE Membership Development Conference Call / Web Cast" and "19 February 2011". Below this 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.

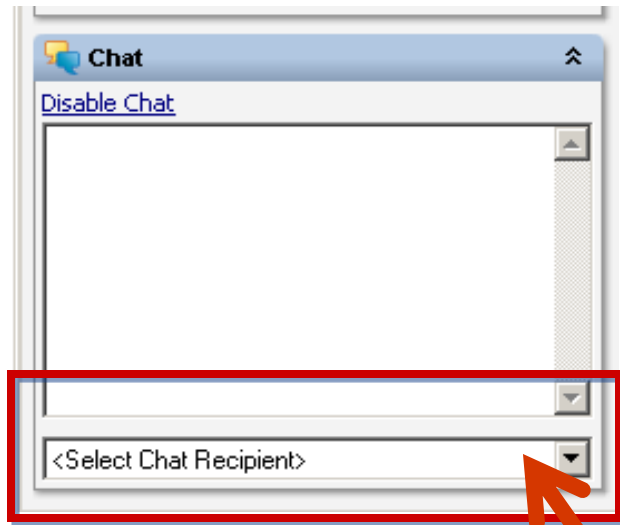
Introductions /  
Ask Questions



# 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. 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

# January 2012

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

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

	Jan '12	% Change	Apr '09	Apr '08	Mar '09
Membership	6,642	+ 2.6%	336,167	327,025	326,499
New	1	+ 3.7%	25	25	26
Lost	162	+ 2.0%	6,344	6,182	6,307
Transfer	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%	48,703	44,186	43,138
Society Memberships	2,530	-0.3%	284,389	286,919	277,195
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>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 library of USG membership cards 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 activity is "backlog" to all Region, Section, and Society MD officers. Develop and execute local communications to members in Areas, 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>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>

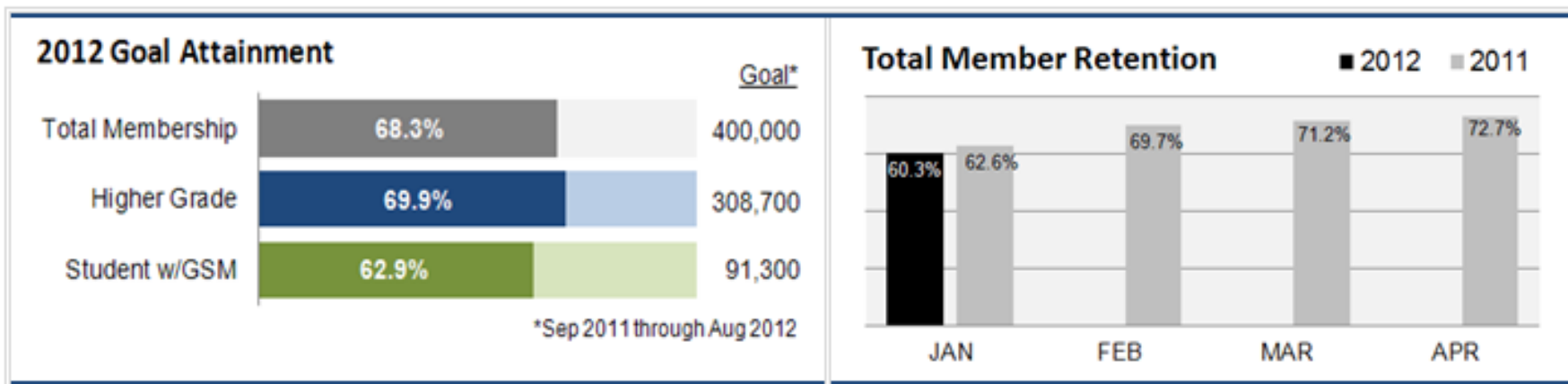


Presented by:  
**John Day**  
 Director, Membership Development  
 j.day@ieee.org





# January 2012 Dashboard – IEEE Membership



Monthly Census	YoY Variance		Jan '12	Jan '11	Dec '11	Jan '12 vs. Dec '11	
	Icon	Count	%				
<b>IEEE Membership</b>	+	<b>8,889</b>	<b>+ 2.1%</b>	<b>426,772</b>	<b>417,883</b>	<b>415,989</b>	<b>+ 2.6%</b>
• Honorary	^	1	+ 3.2%	32	31	32	-
• Fellow	^	172	+ 2.5%	7,022	6,850	6,692	+ 4.9%
• Senior Member	^	775	+ 2.4%	33,439	32,664	33,749	-0.9%
• Member	^	2,404	+ 1.0%	253,627	251,223	251,842	+ 0.7%
• Associate Member	v	(61)	-0.4%	15,967	16,028	15,862	+ 0.7%
• Graduate Student	v	(517)	-1.2%	43,390	43,907	39,895	+ 8.8%
• Undergraduate Student	^	6,115	+ 9.1%	73,295	67,180	67,917	+ 7.9%
<b>Society Memberships</b>	+	<b>1,805</b>	<b>+ 0.5%</b>	<b>331,384</b>	<b>329,579</b>	<b>348,360</b>	<b>-4.9%</b>
• 16 Societies up > 1%	^	6,616					
• 9 Societies +/- 1%	⚡	(186)					
• 13 Societies down > 1%	v	(4,620)					

*Societies Note:* Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 2,663 or +0.9%.



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

**Aleksandar's Challenge** 🏆 400,000 members in Aug 2012 

JAN 2012

Chart Key: % of Challenge Achieved:

■ Higher Grade ■ Student Grade ■ Total Members



= best higher-grade progress to date

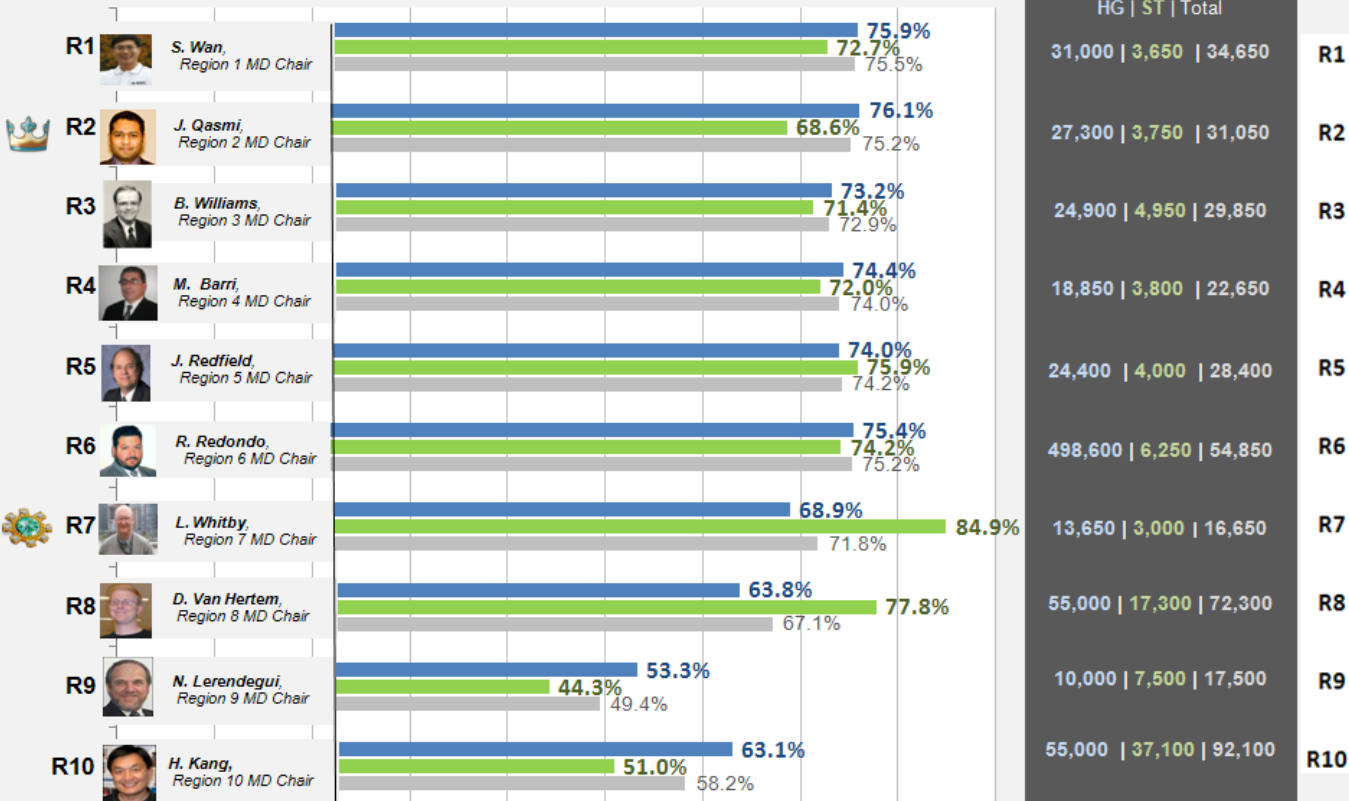


= best student grade progress to date

**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

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



## Active Membership by Region

Geographic IEEE Membership Summary - January 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>	31,274	31,965	(691)	-2.2%	2,167	2,297	(130)	-5.7%	2,421	2,296	125	5.4%	35,862	36,558	(696)	-1.9%
<b>2</b>	27,647	28,284	(637)	-2.3%	2,080	2,145	(65)	-3.0%	2,459	2,289	170	7.4%	32,186	32,718	(532)	-1.6%
<b>3</b>	25,104	25,448	(344)	-1.4%	2,625	2,763	(138)	-5.0%	3,518	3,201	317	9.9%	31,247	31,412	(165)	-0.5%
<b>4</b>	18,877	19,166	(289)	-1.5%	2,120	2,141	-21	-1.0%	2,609	2,552	57	2.2%	23,606	23,859	(253)	-1.1%
<b>5</b>	24,756	25,082	(326)	-1.3%	2,060	2,138	(78)	-3.6%	3,007	2,830	177	6.3%	29,823	30,050	(227)	-0.8%
<b>6</b>	49,835	50,493	(658)	-1.3%	3,475	3,717	(242)	-6.5%	4,333	3,947	386	9.8%	57,643	58,157	(514)	-0.9%
<b>R 1-6</b>	177,493	180,438	(2,945)	-1.6%	14,527	15,201	(674)	-4.4%	18,347	17,115	1,232	7.2%	210,367	212,754	(2,387)	-1.1%
<b>7</b>	13,360	13,425	(65)	-0.5%	2,159	2,086	73	3.5%	1,706	1,698	8	0.5%	17,225	17,209	16	0.1%
<b>8</b>	54,629	52,681	1,948	3.7%	12,087	11,958	129	1.1%	11,378	10,499	879	8.4%	78,094	75,138	2,956	3.9%
<b>9</b>	9,593	8,653	940	10.9%	1,727	1,821	(94)	-5.2%	7,315	6,955	360	5.2%	18,635	17,429	1,206	6.9%
<b>10</b>	55,012	51,599	3,413	6.6%	12,890	12,841	49	0.4%	34,549	30,913	3,636	11.8%	102,451	95,353	7,098	7.4%
<b>R 7-10</b>	132,594	126,358	6,236	4.9%	28,863	28,706	157	0.5%	54,948	50,065	4,883	9.8%	216,405	205,129	11,276	5.5%
<b>TOTAL</b>	310,087	306,796	3,291	1.1%	43,390	43,907	(517)	-1.2%	73,295	67,180	6,115	9.1%	426,772	417,883	8,889	2.1%

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



# Member Renewals – 2012

“Minding the Gap” reporting ...

- Succinct and portrayal of the YoY MD situation (cuts through the data clutter) – updated monthly
- De-emphasis of attention on sum totals, as total performance is an outcome / roll-up of activity within the Sections
- Actionable intelligence - enables MD optimization

Member Retention YoY	Jan '12			
	HG	GSM	ST	Tot
Region 1	-1.7%	-1.4%	-5.2%	-1.9%
Berkshire	-2.3%	-50.0%	-50.0%	-3.1%
Binghamton Section	2.7%	-5.7%	-17.6%	-0.1%
Boston Section (L)	-2.1%	-3.1%	-13.9%	-2.7%
Buffalo Section	1.5%	-17.0%	-10.9%	-1.4%
Connecticut Section (L)	0.0%	0.1%	-21.2%	-1.9%
Green Mountain Section	-6.4%	15.8%	-19.1%	-6.7%
Ithaca Section	-3.2%	1.5%	14.4%	-0.4%
Long Island Section	-1.8%	9.4%	6.0%	-1.4%
Maine Section	2.6%	19.2%	20.5%	4.9%
Mid-Hudson Section	0.1%	-26.6%	-17.9%	-2.0%
Mohawk Valley Section	-1.7%	10.4%	-12.2%	-2.8%
New Hampshire Section	-1.3%	9.5%	3.2%	-0.7%
New Jersey Coast Section	-1.1%	-2.5%	8.2%	-0.7%
New York Section (L)	-1.1%	3.0%	-2.8%	-0.9%
North Jersey Section (L)	-2.5%	-1.5%	-0.8%	-2.6%
Princeton/C. Jersey Section (L)	-2.7%	2.1%	0.2%	-2.1%
Providence Section	-3.1%	-12.7%	10.5%	-2.9%
Rochester Section	-4.9%	-13.9%	-5.3%	-5.3%
Schenectady Section	-1.2%	-2.0%	-11.2%	-1.0%
Springfield Section	7.3%	8.3%	-4.8%	7.0%
Syracuse Section	-3.0%	1.1%	11.4%	-1.9%
Worcester County Section	-1.3%	-10.7%	-10.2%	-2.3%

L = Five largest sections in Region (total members)



RETENTION YoY - All Members				
Jan '12				
Region	HG	GSM	ST	Tot
1	-1.7%	-1.4%	-5.2%	-1.9%
2	-1.4%	-3.1%	-3.3%	-1.7%
3	-1.5%	-3.5%	-5.2%	-2.3%
4	-1.9%	-5.8%	-5.4%	-2.7%
5	-2.2%	0.1%	-1.3%	-2.2%
6	-1.3%	-3.9%	-4.0%	-1.7%
7	-1.2%	-2.6%	-3.2%	-1.4%
8	-2.5%	-1.5%	0.7%	-1.9%
9	-1.8%	-2.3%	-0.5%	-0.8%
10	-3.0%	-0.4%	0.1%	-2.0%

Detail by Section Now Available -- Appended to end of stats update

## RETENTION YoY - All Members

Jan '12				
Region	HG	GSM	ST	Tot
1	-1.7%	-1.4%	-5.2%	-1.9%
2	-1.4%	-3.1%	-3.3%	-1.7%
3	-1.5%	-3.5%	-5.2%	-2.3%
4	-1.9%	-5.8%	-5.4%	-2.7%
5	-2.2%	0.1%	-1.3%	-2.2%
6	-1.3%	-3.9%	-4.0%	-1.7%
7	-1.2%	-2.6%	-3.2%	-1.4%
8	-2.5%	-1.5%	0.7%	-1.9%
9	-1.8%	-2.3%	-0.5%	-0.8%
10	-3.0%	-0.4%	0.1%	-2.0%

*Note: First-year member retention is presently fairing better than the YoY retention momentum for all members*

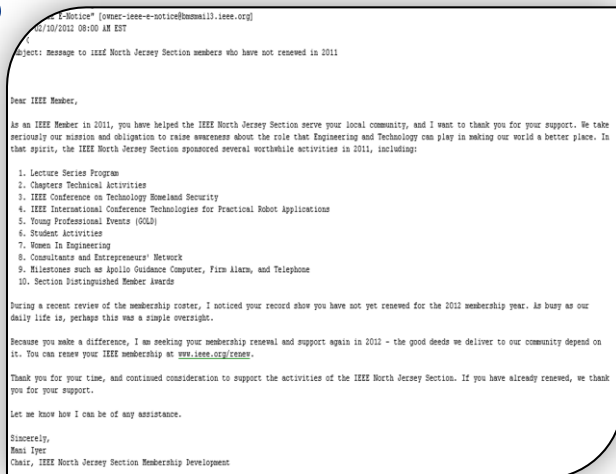


# 'Minding the Gap' – Actionable Intelligence (ex. Arrears Recovery)

- Awareness enables optimization of Volunteer time and effort
- Optimization of MGA MD budget, i.e., precision outreach instead of 'canvassing the world'
  - Print campaigns can range in cost from \$0.45 to \$1.00 each... multiplied by the # of HG members in Arrears worldwide (two-color piece, nothing fancy)
- Local mobilization / outreach works!
  - Case Study: North Jersey Section. On 10 February, issued a renewal reminder message using the MD letter template

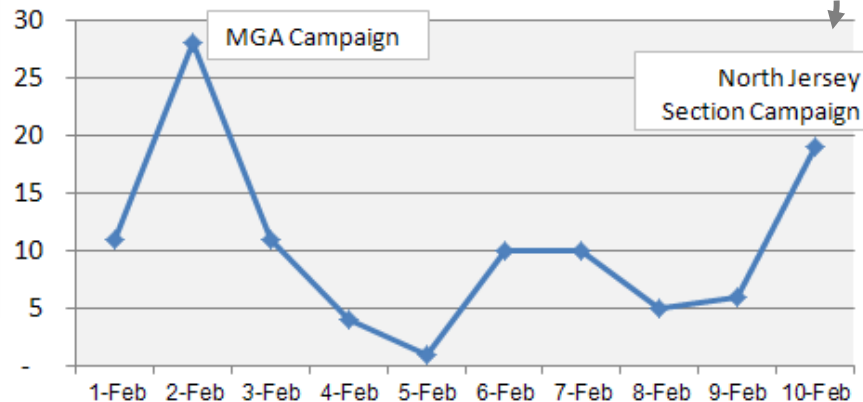
HG Recovery Strategy : 1 March – 31 July				
Campaigns to Members in Arrears	Sections' YoY Retention Situation			
	Decline > 3%	Decline 1% - 3%	+/- 1%	Gain > 1%
Cover wrap – 'IEEE Spectrum'	1	1	1	1
IEEE e-Mail Campaigns (per month)	2	2	1	1
IEEE Print Campaigns (total)	2	1	1	1
IEEE Contact Center Calls (total)	1	1	-	-
Section Outreach (recommended)	-	1	1	-

*Kudos to Mani Iyer,  
North Jersey MD  
Chair*



## North Jersey Section - Renewals

1 Feb through 10 Feb 2012



## Reminder - Arrears Recovery Resources & Tools

- Letter template for renewal reminder / arrears recovery (used by Mani Iyer, of North Jersey Section)
- Data via SAMIEEE, pre-defined queries
- E-notice
- IEEE Contact Center

### SAMIEEE DATA / PRE-DEFINED QUERIES

Through end of Feb	(MD) 2011 Last Renewal Year for Active Members – Name, Grade, Email (MD) First Year Members Not Renewed*
1 March and beyond	(MD) Members in Arrears
	*for 2012 membership year

In parallel, from the MGA staff ...

- ‘Last Issue’ cover wrap on Spectrum magazine (Mar)
- E-mail and print-based campaigns (Mar – Jul)
- Contact Center courtesy calls (Feb – May)

#### SAMPLE LETTER ARREARS RECOVERY

< customized to the Section >

Dear < member > ,

As an IEEE member in 2011, you have helped the IEEE < Section > serve your local community, and I want to thank you for your support. We take seriously our mission and obligation to raise awareness about the role that engineering and technology can play in making our world a better place. In that spirit, the IEEE < Section / Chapter > sponsored several worthwhile activities in 2011, including:

- < Section / Chapter activity >
- < Section / Chapter activity >
- < Section / Chapter activity >

During a recent review of the membership roster, I noticed your name missing from our list of current members. With the busy pace of everyday life, perhaps this was a simple oversight.

Because you make a difference, I am seeking your membership renewal and support again in 2012 - the good deeds we deliver to our community depend on it. You can renew your IEEE membership at [www.ieee.org/renew](http://www.ieee.org/renew).

Thank you for your time, and continued consideration to support the activities of the IEEE < Section / Chapter >. If you have already renewed, we thank you for your support.

Let me know how I can be of any assistance.

Sincerely,

< Name >

Chair, IEEE < Section / Chapter >

< e-mail address >

P.S. Your renewal consideration during these tough economic times is greatly appreciated. If you have become unemployed, IEEE will help by discounting your annual membership dues 50%.



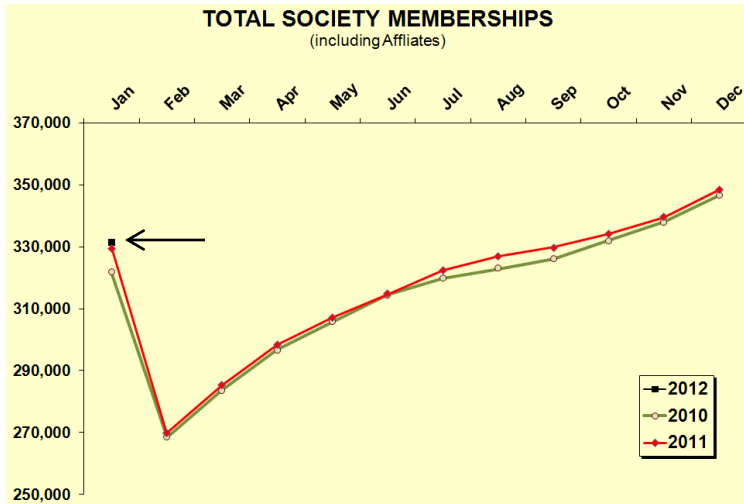
## Member Recruitment – 2012 Membership Year, Cumulative YoY

Cumulative Recruitment -- January 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	440	520	(80)	-15.4%	308	286	22	7.7%	724	645	79	12.2%	1,472	1,451	21	1.4%
2	439	508	(69)	-13.6%	275	283	(8)	-2.8%	691	599	92	15.4%	1,405	1,390	15	1.1%
3	378	428	(50)	-11.7%	331	407	(76)	-18.7%	1,104	1,060	44	4.2%	1,813	1,895	(82)	-4.3%
4	317	362	(45)	-12.4%	260	290	(30)	-10.3%	793	804	(11)	-1.4%	1,370	1,456	(86)	-5.9%
5	415	480	(65)	-13.5%	311	300	11	3.7%	979	930	49	5.3%	1,705	1,710	-5	-0.3%
6	862	956	(94)	-9.8%	433	479	(46)	-9.6%	1,481	1,196	285	23.8%	2,776	2,631	145	5.5%
R 1-6	2,851	3,254	(403)	-12.4%	1,918	2,045	(127)	-6.2%	5,772	5,234	538	10.3%	10,541	10,533	8	0.1%
7	288	310	(22)	-7.1%	284	253	31	12.3%	522	473	49	10.4%	1,094	1,036	58	5.6%
8	1,764	1,881	(117)	-6.2%	1,983	2,048	(65)	-3.2%	3,381	2,603	778	29.9%	7,128	6,532	596	9.1%
9	494	484	10	2.1%	252	331	(79)	-23.9%	1,589	1,429	160	11.2%	2,335	2,244	91	4.1%
10	2,704	2,847	(143)	-5.0%	2,786	3,056	(270)	-8.8%	9,127	8,005	1,122	14.0%	14,617	13,908	709	5.1%
R 7-10	5,250	5,522	(272)	-4.9%	5,305	5,688	(383)	-6.7%	14,619	12,510	2,109	16.9%	25,174	23,720	1,454	6.1%
TOTAL	8,101	8,776	(675)	-7.7%	7,223	7,733	(510)	-6.6%	20,391	17,744	2,647	14.9%	35,715	34,253	1,462	4.3%

- MD Staff-initiated campaigns for U.S./ HG recruitment campaigns have gone out
- 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)



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



**Total Society Memberships: 331,384**  
 YoY +0.5% (last month, +0.5%)

Society MD Disposition	YoY	
<b>Total Memberships Across 38 Societies</b>	<b>+ 1,805</b>	Influence of Larger Societies
Growth > 1%: 16 Societies	+ 6,616	Power & Energy + 1,025 Communications + 1,400 37% of the gains
+ / - 1%: 10 Societies	(186)	
Decline > 1%: 12 Societies	(4,620)	Computer (3,181) 69% of the declines



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

Society	YoY	
	Percent	Count
Robotics & Automation	16.6%	1,345





## 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



# 'Minding the Gap' YoY Retention by Section



“Minding the Gap” – Retention – January ‘12

# Region 1

Member Retention YoY	Jan '12			
	HG	GSM	ST	Tot
<b>Region 1</b>	<b>-1.7%</b>	<b>-1.4%</b>	<b>-5.2%</b>	<b>-1.9%</b>
Berkshire	-2.3%	-50.0%	-50.0%	-3.1%
Binghamton Section	2.7%	-5.7%	-17.6%	-0.1%
Boston Section (L)	-2.1%	-3.1%	-13.9%	-2.7%
Buffalo Section	1.5%	-17.0%	-10.9%	-1.4%
Connecticut Section (L)	0.0%	0.1%	-21.2%	-1.9%
Green Mountain Section	-6.4%	15.8%	-19.1%	-6.7%
Ithaca Section	-3.2%	1.5%	14.4%	-0.4%
Long Island Section	-1.8%	9.4%	6.0%	-1.4%
Maine Section	2.6%	19.2%	20.5%	4.9%
Mid-Hudson Section	0.1%	-26.6%	-17.9%	-2.0%
Mohawk Valley Section	-1.7%	10.4%	-12.2%	-2.8%
New Hampshire Section	-1.3%	9.5%	3.2%	-0.7%
New Jersey Coast Section	-1.1%	-2.5%	8.2%	-0.7%
New York Section (L)	-1.1%	3.0%	-2.8%	-0.9%
North Jersey Section (L)	-2.5%	-1.5%	-0.8%	-2.6%
Princeton/C. Jersey Section (L)	-2.7%	2.1%	0.2%	-2.1%
Providence Section	-3.1%	-12.7%	10.5%	-2.9%
Rochester Section	-4.9%	-13.9%	-5.3%	-5.3%
Schenectady Section	-1.2%	-2.0%	-11.2%	-1.0%
Springfield Section	7.3%	8.3%	-4.8%	7.0%
Syracuse Section	-3.0%	1.1%	11.4%	-1.9%
Worcester County Section	-1.9%	-10.7%	-10.2%	-2.3%
L = Five largest sections in Region (total members)				

# Region 2

Member Retention YoY	Jan '12			
	HG	GSM	ST	Tot
<b>Region 2</b>	<b>-1.4%</b>	<b>-3.1%</b>	<b>-3.3%</b>	<b>-1.7%</b>
Akron Section	-2.0%	-13.9%	5.7%	-0.4%
Baltimore Section (L)	-2.2%	-6.1%	-5.3%	-2.4%
Central Pennsylvania Section	-1.1%	-12.1%	-3.5%	-3.4%
Cincinnati Section	1.2%	-9.4%	3.9%	1.7%
Cleveland Section	-2.3%	-10.4%	-7.0%	-3.5%
Columbus Section	-1.2%	2.3%	3.9%	0.2%
Dayton Section	-5.7%	-10.0%	1.0%	-5.7%
Delaware Bay Section	-5.3%	-16.6%	16.8%	-5.4%
Erie Section	-12.6%	35.0%	-51.1%	-17.3%
Johnstown Section	1.5%	-15.0%	-17.6%	-2.0%
Lehigh Valley Section	-0.3%	13.8%	-1.3%	0.3%
Lima Section	-0.4%	0.0%	3.9%	2.3%
Northern Virginia Section (L)	-0.1%	-2.6%	-16.5%	-0.9%
Philadelphia Section (L)	-0.2%	4.1%	-10.3%	-0.8%
Pittsburgh Section (L)	-0.1%	-3.3%	-2.9%	-0.9%
Southern New Jersey Section	6.5%	50.0%	26.5%	9.3%
Susquehanna Section	-2.3%	15.2%	-9.8%	-2.6%
Washington Section (L)	-3.0%	-6.7%	1.2%	-3.4%
West Virginia Section	-4.5%	12.8%	0.8%	-1.9%
Youngstown Section	-1.5%	32.1%	22.7%	5.0%
L = Five largest sections in Region (total members)				

**\* KEY \***

- YoY Retention Gains > 1%
- YoY Retention Plus/Minus 1%
- YoY Retention Decline 1% - 3%
- YoY Retention Decline > 3%





\* KEY \*

YoY Retention Gains > 1%
YoY Retention Plus/Minus 1%
YoY Retention Decline 1% - 3%
YoY Retention Decline > 3%

# "Minding the Gap" – Retention – January '12

## Region 4

## Region 5

Member Retention YoY	Jan '12			
	HG	GSM	ST	Tot
<b>Region 4</b>	<b>-1.9%</b>	<b>-5.8%</b>	<b>-5.4%</b>	<b>-2.7%</b>
Arrowhead Section	1.7%	-8.3%	-23.1%	-3.3%
Calumet Section	-3.6%	-9.8%	-6.1%	-4.2%
Cedar Rapids Section	-1.6%	-16.7%	-13.4%	-2.3%
Central Illinois Section	-1.5%	0.4%	-7.1%	-3.1%
Central Indiana Section (L)	-3.0%	-9.8%	-5.7%	-4.0%
Central Iowa Section	-4.6%	4.3%	-7.3%	-3.7%
Chicago Section (L)	-2.3%	-5.4%	-1.4%	-2.8%
Fort Wayne Section	-0.8%	-27.4%	25.5%	0.2%
Iowa-Illinois Section	1.8%	-28.6%	3.5%	0.0%
Madison Section	1.0%	-4.3%	1.2%	-0.1%
Milwaukee Section (L)	-0.2%	-11.9%	-12.0%	-2.1%
Missouri Slope Section	-6.1%	-100.0%	-20.0%	-4.0%
Nebraska Section	-3.3%	-15.5%	-1.1%	-3.4%
Northeast Michigan Section	-3.8%	-14.4%	3.8%	-4.1%
Northeastern Wisconsin Section	-1.7%	-2.2%	-9.8%	-2.5%
Red River Valley Section	-1.4%	36.7%	12.8%	3.8%
Rock River Valley Section	-2.4%	-54.5%	-12.8%	-5.5%
Siouxland Section	0.2%	-4.6%	-12.8%	-2.8%
Southeastern Michigan Section (L)	-3.0%	-4.0%	-10.3%	-4.1%
Southern Minnesota Section	-2.1%	-24.1%	24.3%	-1.2%
Toledo Section	-3.1%	2.0%	0.6%	0.1%
Twin Cities Section (L)	-0.6%	-7.9%	-1.4%	-1.1%
West Michigan Section	-2.1%	-8.3%	-27.4%	-4.2%
L = Five largest sections in Region (total members)				

Member Retention YoY	Jan '12			
	HG	GSM	ST	Tot
<b>Region 5</b>	<b>-2.2%</b>	<b>0.1%</b>	<b>-1.3%</b>	<b>-2.2%</b>
Arkansas River Valley Section	-12.0%	0.0%	0.0%	-8.1%
Arkansas Section	3.2%	-4.9%	10.8%	4.2%
Baton Rouge Section	-0.5%	20.9%	-14.5%	-0.2%
Beaumont Section	1.9%	-5.4%	5.5%	1.9%
Central Texas Section (L)	-2.6%	-4.1%	-4.6%	-3.2%
Corpus Christi Section	-3.8%	-4.2%	-6.7%	-3.0%
Dallas Section (L)	-1.7%	-2.0%	-1.2%	-2.0%
Denver Section (L)	-1.2%	-3.1%	-10.3%	-1.9%
El Paso Section	-0.3%	20.3%	-13.6%	-0.9%
Fort Worth Section	-0.8%	25.8%	-1.7%	0.4%
Galveston Bay Section	-9.6%	-9.3%	-19.4%	-10.0%
High Plains Section	76.3%	64.7%	47.0%	73.3%
Houston Section (L)	-2.4%	9.0%	3.5%	-1.4%
Kansas City Section	-2.0%	-3.6%	-2.4%	-1.6%
Lafayette Section	-1.6%	-17.3%	-14.1%	-4.8%
New Orleans Section	-2.0%	2.9%	4.2%	-1.3%
Oklahoma City Section	-5.0%	-4.5%	-4.5%	-6.9%
Ozark Section	-7.5%	-8.3%	-4.3%	-5.8%
Panhandle Section	-6.8%	100.0%	13.3%	-4.9%
Pikes Peak Section	0.7%	19.5%	-5.9%	2.4%
Saint Louis Section (L)	-2.9%	-9.8%	1.3%	-2.6%
Shreveport Section	-4.4%	-25.5%	3.9%	-5.6%
South Plains Section	-3.9%	6.8%	-11.3%	-6.7%
Southwest Missouri Section	-4.4%	0.0%	41.7%	-0.4%
Tulsa Section	-6.8%	-0.9%	-23.5%	-8.3%
Wichita Section	-0.1%	15.6%	0.3%	0.2%



“Minding the Gap” – Retention – January ‘12

# Region 6

\* KEY \*

YoY Retention Gains > 1%
YoY Retention Plus/Minus 1%
YoY Retention Decline 1% - 3%
YoY Retention Decline > 3%

Member Retention YoY	Jan '12			
	HG	GSM	ST	Tot
<b>Region 6</b>	<b>-1.3%</b>	<b>-3.9%</b>	<b>-4.0%</b>	<b>-1.7%</b>
Alamogordo-Holloman Section	-10.2%	-16.7%	0.0%	-9.8%
Alaska Section	0.3%	-28.9%	-10.6%	-2.1%
Albuquerque Section	-1.0%	-7.6%	-25.2%	-2.7%
Boise Section	-3.0%	22.9%	-12.9%	-3.6%
Buenaventura Section	-4.2%	-35.4%	2.2%	-4.8%
Central Coast Section	0.2%	11.0%	4.2%	1.8%
Central Washington Section	3.5%	0.0%	-6.3%	2.1%
China Lake Section	-2.4%	-41.7%	-3.8%	-4.2%
Coastal Los Angeles Section	-1.2%	0.0%	-14.8%	-1.9%
Eastern Idaho Section	2.1%	-5.7%	17.2%	2.9%
Eastern Montana Section	7.5%	0.0%	0.0%	8.1%
Foothill Section	-0.8%	-4.2%	5.3%	-1.0%
Fort Huachuca Section	-1.6%	-50.0%	10.0%	-1.4%
Hawaii Section	-1.2%	-12.4%	-7.4%	-2.9%
Las Vegas Section	4.0%	0.2%	5.4%	2.2%
Los Alamos/Northern New Mexico	1.3%	44.4%	-20.5%	0.8%
Metropolitan Los Angeles Section	-3.1%	-10.5%	-3.2%	-4.3%
Montana Section	-4.6%	-18.2%	-13.5%	-4.8%
Northern Nevada Section	-7.2%	-20.6%	-3.1%	-8.8%
Oakland-East Bay Section (L)	-1.9%	-4.1%	-6.9%	-2.6%
Orange County Section	-1.4%	1.4%	-4.2%	-1.5%
Oregon Section (L)	-0.3%	-16.9%	-2.9%	-0.7%
Palouse Section	-5.4%	-4.9%	-13.3%	-6.6%
Phoenix Section	-0.8%	9.5%	-5.5%	-0.8%

Richland Section	0.8%	-8.9%	-1.2%	0.6%
Sacramento Valley Section	0.0%	-11.6%	0.1%	0.7%
San Diego Section (L)	0.1%	1.0%	-3.3%	-0.4%
San Fernando Valley Section	-1.5%	11.3%	-5.2%	-1.4%
San Francisco Section	-3.2%	15.4%	6.3%	-2.2%
Santa Clara Valley Section (L)	-1.9%	-5.4%	-10.3%	-2.3%
Seattle Section (L)	-1.9%	-10.9%	-9.5%	-2.6%
Spokane Section	-3.3%	-20.0%	-23.6%	-3.8%
Tucson Section	1.4%	3.5%	-23.4%	1.2%
Utah Section	-1.2%	-14.0%	10.9%	-0.8%
Western Montana Section	-1.5%	22.2%	8.3%	6.8%
L = Five largest sections in Region (total members)				



# “Minding the Gap” – Retention – January ’12

## Region 7

**\* KEY \***

YoY Retention Gains > 1%
YoY Retention Plus/Minus 1%
YoY Retention Decline 1% - 3%
YoY Retention Decline > 3%

Member Retention YoY	Jan '12			
	HG	GSM	SI	Tot
<b>Region 7</b>	<b>-1.2%</b>	<b>-2.6%</b>	<b>-3.2%</b>	<b>-1.4%</b>
Canadian Atlantic Section	2.9%	-5.1%	26.2%	3.4%
Hamilton Section	0.8%	12.0%	-12.7%	0.8%
Kingston Section	0.5%	-15.5%	-29.0%	-5.8%
Kitchener-Waterloo Section	-0.4%	8.4%	11.5%	1.9%
London Section	2.4%	1.7%	-26.5%	-0.5%
Montreal Section (L)	-2.0%	-1.6%	4.2%	-1.7%
New Brunswick Section	2.7%	21.8%	33.2%	7.8%
Newfoundland-Labrador Section	-7.4%	7.7%	3.8%	-3.0%
North Saskatchewan Section	-0.2%	0.5%	-12.6%	-3.3%
Northern Canada Section	-2.6%	-15.7%	0.4%	-3.5%
Ottawa Section (L)	-2.7%	-7.5%	-10.6%	-3.3%
Peterborough Section	5.9%	16.7%	16.7%	7.4%
Quebec Section	-3.9%	4.4%	8.4%	-2.0%
Saint Maurice Section	13.0%	20.0%	-35.7%	5.3%
South Saskatchewan Section	1.8%	-7.1%	-18.3%	-0.6%
Southern Alberta Section (L)	-0.8%	3.0%	2.4%	0.3%
Toronto Section (L)	-1.8%	-4.0%	-2.9%	-2.0%
Vancouver Section (L)	1.0%	-2.6%	-8.4%	0.0%
Victoria Section	-6.1%	-3.0%	2.3%	-4.7%
Winnipeg Section	-3.4%	-21.9%	-4.3%	-5.8%
L = Five largest sections in Region (total members)				



# “Minding the Gap” – Retention – January ’12

## Region 8

Member Retention YoY	Jan '12			
	HG	GSM	ST	Tot
<b>Region 8</b>	<b>-2.5%</b>	<b>-1.5%</b>	<b>0.7%</b>	<b>-1.9%</b>
Austria Section	-1.2%	-1.6%	-1.4%	-1.2%
Bahrain Section	-0.6%	-16.7%	-52.4%	-9.6%
Belarus Section (E)	-22.1%	41.7%	-44.6%	-17.9%
Benelux Section	-3.3%	-4.3%	-10.8%	-4.3%
Bosnia And Herzegovina Section (E)	-15.6%	-1.2%	-8.9%	-12.4%
Bulgaria Section (E)	26.7%	23.1%	46.5%	27.7%
Croatia Section (E)	-1.1%	2.8%	-7.8%	-0.3%
Cyprus Section	-9.0%	4.5%	-22.3%	-11.5%
Czechoslovakia Section	0.5%	1.9%	1.1%	0.5%
Denmark Section	-4.4%	-9.0%	30.0%	-3.8%
Egypt Section (E)	-0.1%	4.6%	-1.2%	-0.1%
Estonia Section	-5.7%	4.9%	37.8%	0.3%
Finland Section	0.5%	0.4%	14.8%	1.8%
France Section (L)	-0.5%	-5.3%	-3.1%	-1.1%
Germany Section (L)	-2.5%	-5.4%	5.4%	-2.7%
Ghana Section (E)	21.8%	-8.3%	17.1%	19.7%
Greece Section	-6.2%	-5.5%	-6.4%	-6.7%
Hungary Section (E)	-17.6%	-13.9%	3.1%	-16.4%
Iceland Section	9.7%	12.7%	0.6%	8.4%
Iran Section (E)	1.9%	0.8%	10.8%	4.8%
Iraq Section (E)	13.7%	2.0%	-2.1%	7.5%
Israel Section	-1.6%	-7.4%	10.1%	-1.8%
Italy Section (L)	-4.8%	0.3%	1.5%	-3.9%
Jordan Section (E)	2.6%	2.8%	0.9%	-1.4%

Kenya Section (E)	-3.0%	6.7%	0.0%	-2.8%
Kuwait Section	1.7%	13.6%	2.4%	10.9%
Latvia Section (E)	-1.2%	8.6%	-35.4%	-4.4%
Lebanon Section (E)	-5.6%	11.0%	4.8%	2.9%
Lithuanian Section (E)	-3.1%	-9.9%	-21.4%	-6.0%
Malta Section	-2.5%	-0.9%	-9.4%	-1.0%
Morocco Section (E)	18.6%	7.5%	11.7%	18.9%
Nigeria Section (E)	3.0%	8.8%	7.5%	4.8%
Norway Section	-0.2%	2.4%	1.5%	0.1%
Oman Section	5.5%	-19.0%	3.6%	10.1%
Poland Section (E)	-4.4%	16.8%	25.0%	2.8%
Portugal Section	-6.3%	-12.6%	-5.2%	-8.0%
Qatar Section	-5.2%	21.4%	-2.2%	-4.5%
Reg 8-Countries Outside Sections	-1.7%	-15.5%	5.1%	-0.4%
Region 8 - Apo/Fpo (E)	-4.0%	-22.2%	23.1%	-6.8%
Republic Of Macedonia Section (E)	-4.6%	4.2%	-8.4%	-11.2%
Romania Section (E)	-1.3%	2.8%	2.9%	-0.6%
Russia (Northwest) Section (E)	-14.9%	20.0%	7.7%	-7.2%
Russia (Siberia) Section (E)	-13.6%	-0.2%	-5.7%	-7.5%
Russia Section (E)	-6.8%	7.1%	-12.0%	-6.3%
Saudi Arabia Section	-1.9%	16.9%	-8.2%	-2.3%
Serbia And Montenegro Section (E)	-12.4%	-8.2%	7.8%	-8.4%
Slovenia Section (E)	-2.5%	1.7%	-15.6%	-2.2%
South Africa Section (E)	-3.8%	3.9%	-7.6%	-6.2%
Spain Section (L)	-1.1%	-4.5%	-0.3%	-1.3%
Sweden Section	-3.2%	0.9%	-2.8%	-2.3%
Switzerland Section	-2.3%	4.8%	-8.5%	-1.7%
Tunisia Section (E)	1.1%	1.5%	-8.4%	-2.0%
Turkey Section (E)	-2.3%	-3.5%	0.2%	-0.1%
U.K. & Rep Of Ireland Section (L)	-1.6%	-2.4%	-2.5%	-1.9%
Ukraine Section (E)	-2.3%	4.5%	-7.1%	-4.6%
United Arab Emirates Section	-2.0%	-3.2%	-6.3%	-5.0%
Western Saudi Arabia Section	10.0%	0.5%	0.8%	9.1%
Zambia Section (E)	-46.5%	0.0%	-66.7%	-46.3%

L = Five largest sections in Region (total members)

E = Higher-grade members eligible for e-Membership





# “Minding the Gap” – Retention – January ‘12

## Region 9

**\* KEY \***

YoY Retention Gains > 1%
YoY Retention Plus/Minus 1%
YoY Retention Decline 1% - 3%
YoY Retention Decline > 3%

Member Retention YoY	Jan '12			
	HG	GSM	ST	Tot
<b>Region 9</b>	<b>-1.8%</b>	<b>-2.3%</b>	<b>-0.5%</b>	<b>-0.8%</b>
Aguascalientes Section (E)	3.6%	20.0%	6.7%	-12.9%
Argentina Section (L,E)	-3.6%	0.9%	2.0%	-0.7%
Bahia Section (E)	-7.8%	-2.3%	3.7%	2.7%
Bolivia Section (E)	-7.8%	-2.2%	-13.7%	-12.2%
Brasilia Section (E)	7.2%	5.0%	-14.2%	4.6%
Centro Occidente Section (E)	0.9%	11.8%	-3.3%	-2.0%
Chile Section (E)	-8.2%	5.7%	-5.4%	-4.2%
Colombia Section (L,E)	2.1%	2.0%	2.9%	3.8%
Costa Rica Section (E)	-4.5%	4.5%	-0.2%	-3.0%
Ecuador Section (E)	-7.9%	-4.1%	-2.9%	-5.5%
El Salvador Section (E)	1.0%	-6.7%	4.2%	6.2%
Guadalajara Section (E)	3.6%	-19.8%	-5.1%	-2.8%
Guanajuato Section (E)	7.0%	1.6%	-25.4%	-5.0%
Guatemala Section (E)	-7.4%	0.0%	-4.2%	-6.4%
Honduras Section (E)	-11.9%	66.7%	14.3%	-1.2%
Mexico Section (L,E)	3.9%	-6.9%	0.1%	4.7%
Minas Gerais Section (E)	-7.4%	-1.5%	-10.8%	-8.9%
Monterrey Section (E)	0.1%	17.1%	-8.4%	-1.2%
Morelos Section (E)	-16.4%	-26.7%	-0.2%	-12.2%
Nicaragua Section (E)	-21.5%	-16.7%	-12.0%	-21.2%
Panama Section (E)	2.2%	-7.1%	3.4%	14.1%
Paraguay Section (E)	-21.1%	15.0%	16.0%	1.9%
Peru Section (L,E)	-4.8%	3.1%	3.9%	-5.5%
Puebla Section	-13.5%	-21.4%	-17.2%	-27.1%

Puerto Rico & Caribbean Section	0.2%	12.1%	-21.2%	-4.9%
Queretaro Section (E)	-2.0%	87.5%	-16.8%	-1.0%
Reg 9-Countries Outside Sections	0.0%	0.0%	0.0%	-34.7%
Region 9 - Apo/Fpo	0.0%	0.0%	0.0%	0.0%
Rio De Janeiro Section (E)	0.5%	-9.1%	4.8%	-0.9%
South Brazil Section (L,E)	-4.7%	-5.9%	-6.3%	-4.4%
Trinidad And Tobago Section	-3.2%	-25.0%	-9.5%	-6.7%
Uruguay Section (E)	3.4%	-12.5%	-7.4%	2.6%
Venezuela Section (E)	0.0%	-25.4%	8.2%	2.1%
Veracruz Section (E)	7.8%	8.3%	1.6%	1.6%
Western Puerto Rico Section	4.3%	27.9%	-2.1%	3.5%

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



# “Minding the Gap” – Retention – January ’12 Region 10

Member Retention YoY	Jan '12			
	HG	GSM	ST	Tot
<b>Region 10</b>	<b>-3.0%</b>	<b>-0.4%</b>	<b>0.1%</b>	<b>-2.0%</b>
Australian Capital Terr Section	-10.3%	4.8%	-15.9%	-9.0%
Bangalore Section (L,E)	-1.4%	-0.2%	-1.5%	-1.1%
Bangladesh Section	-2.0%	-4.7%	-13.7%	-8.3%
Beijing Section (E)	2.8%	4.3%	-0.5%	2.6%
Bombay Section (L,E)	-3.2%	4.9%	0.5%	-0.1%
Calcutta Section (E)	-1.5%	-8.9%	6.1%	5.4%
Changwon Section (E)	-6.1%	-8.6%	-27.1%	-9.6%
Chengdu Section (E)	7.7%	8.8%	6.7%	8.4%
Daejeon Section (E)	-5.3%	-7.8%	-18.7%	-7.1%
Delhi Section (E)	-7.2%	-1.5%	-0.2%	-2.4%
Fukuoka Section	-3.4%	-13.8%	-9.0%	-4.6%
Gujarat Section (E)	-4.7%	-6.2%	2.7%	-1.1%
Harbin Section (E)	-1.7%	-1.7%	-12.2%	-2.0%
Hiroshima Section	3.1%	12.6%	8.3%	4.1%
Hong Kong Section (E)	-0.7%	2.2%	10.6%	-0.3%
Hyderabad Section (E)	-4.1%	6.9%	0.9%	-0.5%
Indonesia Section (E)	-1.3%	0.1%	7.6%	2.2%
Islamabad Section (E)	-3.8%	-2.4%	2.4%	1.2%
Kansai Section	-2.5%	3.8%	-10.9%	-3.3%
Karachi Section (E)	9.2%	28.4%	-1.3%	2.0%
Kerala Section (L,E)	-2.0%	-5.9%	-0.7%	-1.8%
Kharagpur Section (E)	-3.0%	-19.3%	-11.0%	-24.0%
Kwangju Section (E)	1.4%	-18.0%	-13.6%	-5.0%
Lahore Section (E)	2.4%	-6.7%	-0.3%	0.4%
Macau Section	-4.6%	22.4%	-23.7%	-5.0%
Madras Section (L,E)	-6.7%	2.2%	0.9%	-0.6%
Malaysia Section (E)	-3.9%	8.4%	3.9%	1.4%

Nagoya Section	0.1%	-7.4%	-6.8%	-1.5%
Nanjing Section (E)	-7.4%	0.2%	9.0%	-4.7%
New South Wales Section	-1.4%	1.6%	16.3%	0.0%
New Zealand Central Section	-3.9%	26.6%	26.9%	0.9%
New Zealand North Section	-3.3%	-10.7%	-6.7%	-3.3%
New Zealand South Section	3.4%	4.9%	7.6%	5.2%
Northern Australia Section	-1.2%	-15.4%	22.2%	5.4%
Pune Section (E)	36.6%	2.8%	2.8%	14.7%
Queensland Section	-0.2%	6.1%	5.4%	1.6%
Reg 10-Countries Outside Sections	5.1%	-0.2%	-80.0%	-5.4%
Region 10 - Apo/Fpo	-3.2%	-9.5%	0.0%	-6.7%
Republic Of Philippines Section (E)	-9.2%	-6.3%	-7.5%	-9.2%
Sapporo Section	-0.9%	2.3%	7.7%	0.1%
Sendai Section	-0.7%	-15.3%	-4.3%	-2.1%
Seoul Section	-9.6%	-4.6%	2.5%	-7.4%
Shanghai Section (E)	-1.5%	6.5%	21.4%	1.6%
Shikoku Section	-1.8%	1.9%	-33.9%	-6.1%
Shin-Etsu Section	-5.1%	0.0%	-7.9%	-4.8%
Singapore Section	-1.1%	14.0%	14.2%	2.7%
South Australia Section	2.7%	-1.2%	-3.9%	1.8%
Sri Lanka Section (E)	-3.3%	-0.6%	-5.1%	-7.4%
Taegu Section	2.0%	-11.5%	-0.5%	-1.8%
Tainan Section	-4.6%	-1.8%	-3.4%	-3.2%
Taipei Section	-4.3%	-5.6%	2.7%	-2.6%
Thailand Section (E)	-6.7%	5.4%	-3.4%	-4.9%
Tokyo Section (L)	1.0%	-4.3%	-5.8%	0.5%
Uttar Pradesh Section (E)	-5.0%	6.0%	1.1%	0.8%
Victorian Section	-1.1%	1.1%	7.3%	0.0%
Vietnam Section (E)	-29.4%	-21.2%	-8.3%	-27.8%
Western Australia Section	-2.0%	8.0%	-4.5%	-1.0%
Wuhan Section (E)	-6.2%	25.8%	-14.2%	2.1%
Xian Section (E)	8.6%	-11.4%	1.0%	4.4%

L = Five largest sections in Region (total members)

E = Higher-grade members eligible for e-Membership



thank you  
questions ?



# IEEE Contact Center



## **Marianne Schmidt**

**Director IEEE Contact Center**

**445 Hoes Lane, Piscataway, NJ 08854**

**m.schmidt@ieee.org, +1.732.562.5546**

# Agenda

- Contact Center - Profile of Service
- Outreaches and Campaigns
  - 2011 Outreaches
  - Arrears Outreach Trends
  - New Member Welcome Campaign
- Globalization & Growth
- IEEE Support Center

## Appendix:

- Managing Quantity & Quality
- Social Media



# Who we serve

Members  
Prospective Members  
Loyal Customers  
One time shoppers  
Vendors  
Professional Partners  
IEEE OU's

~

We are an information source  
for all who call on us.



# When we serve

Hours of Operations are 24/5  
Sunday 4:30pm – Friday 5:00pm ET  
We are available 120 hour a week

~

The extended hours allow our members and customers in Region 8 and 10 to do business with us during their work day.



# How we serve

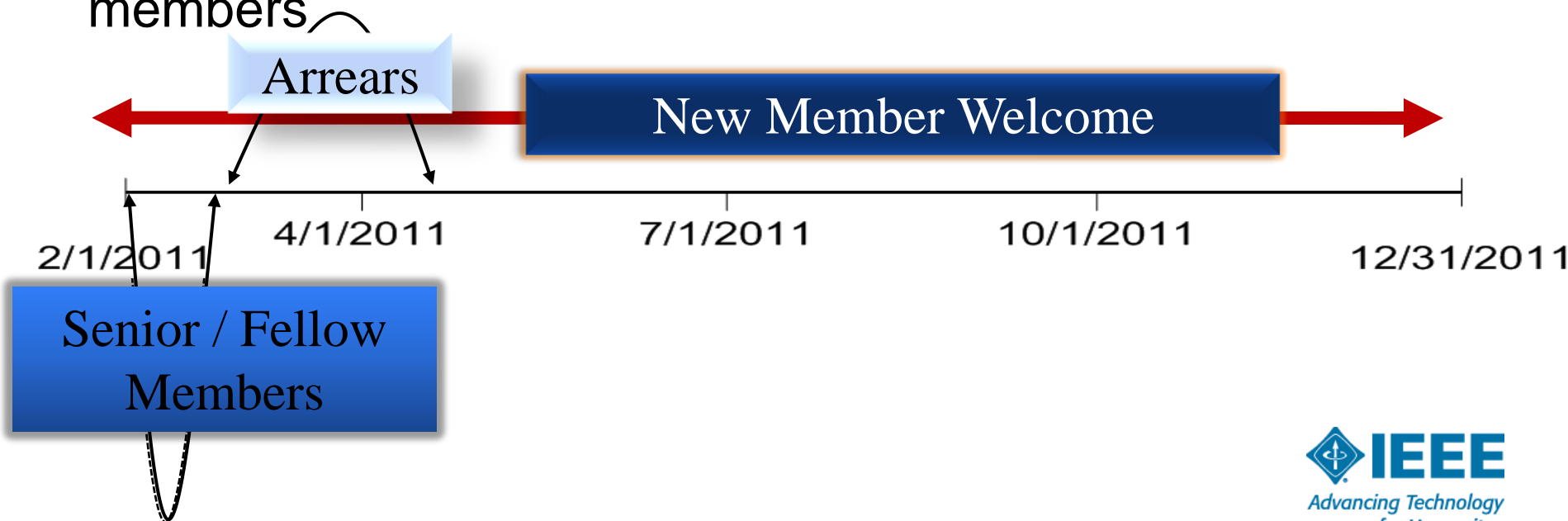
- IEEE Contact Center 3-5 Year Vision Aligned with IEEE 5 Year Aspiration.
- Eager to assist Members and Customers get the most from their relationship with the IEEE.
- Facilitate a coordinated strategy to present a “One IEEE” to all we serve.
- Inform prospective members of the benefits of membership and the professional value of joining the IEEE.
- Help existing members obtain the most value from their IEEE membership experience.
- Strive to provide a professional IEEE Home for members and customers.



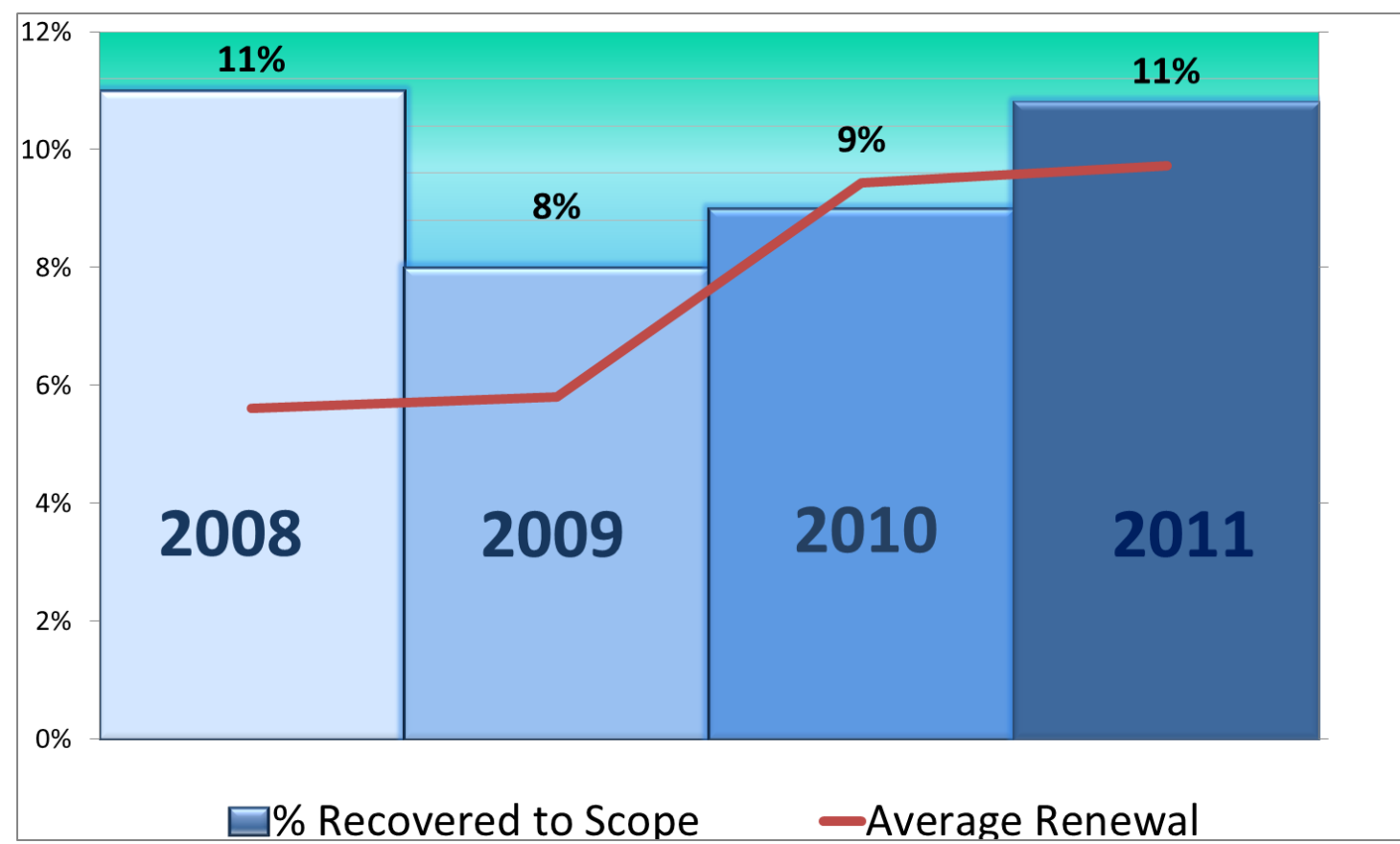


# 2011 Outreach Campaigns

- Arrears Outreach recovered 1,324 Members
- Senior Member Outreach recovered 230 Members
- Fellow Member Outreach recovered 50 Members
- New Member -Welcome Calling Campaign reached 60K members



# Arrears Outreach Trend



# Arrears Outreach Campaign

- 2011 Original Arrears List: almost 60K
- Recovered 1,324 Members
- All 10 Regions, 24/5 Outreach
- Higher Grade IEEE Members & Computer Society
- Trends & Reason for non-renewal:
  - Economy definite impact on results
  - “Pay IEEE Dues or Feed my Family?”
  - Employer no longer paying for dues
  - Change in profession or status



# New Member Welcome Calls

- Reached out to 60,000 New Members in 2011
- Personal call/email to welcome our new members
- Offer information driven by their reason for joining
- Contact Center Associate presents information about interested products and services

~

- The Goal - personally connect with 50% worldwide
- The Benefit – they are thankful and impressed that IEEE called to welcome them as a member
- The Result - Increased engagement

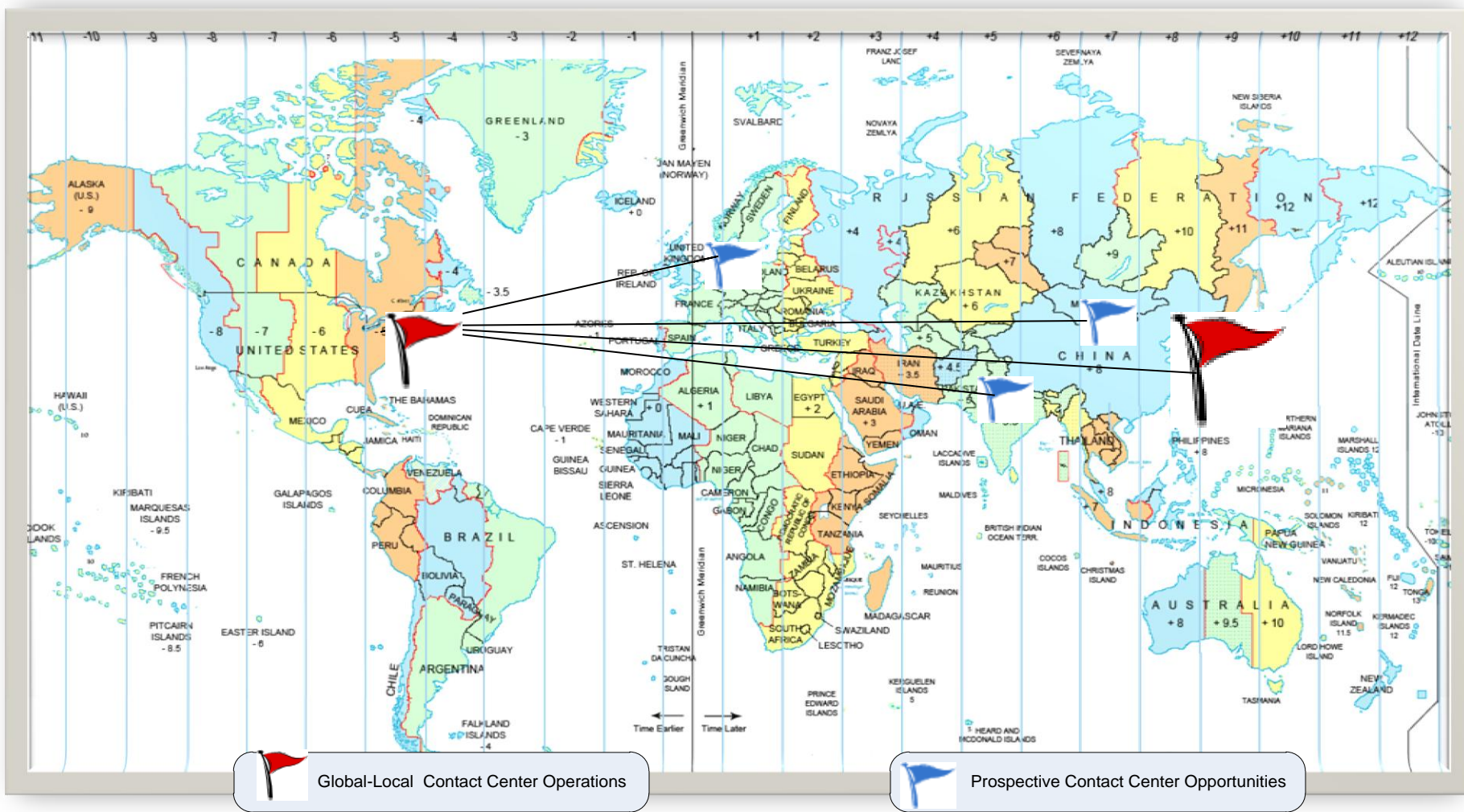


# Moving Forward

- Leveraging technology to positively impact global growth
- Providing our members, volunteers and staff with the tools they need to be successful.
- Integrating knowledge and information into easily accessible solutions



# IEEE Contact Center Global Expansion



# IEEE Contact Center Globalization and Growth Expands to Singapore Operation

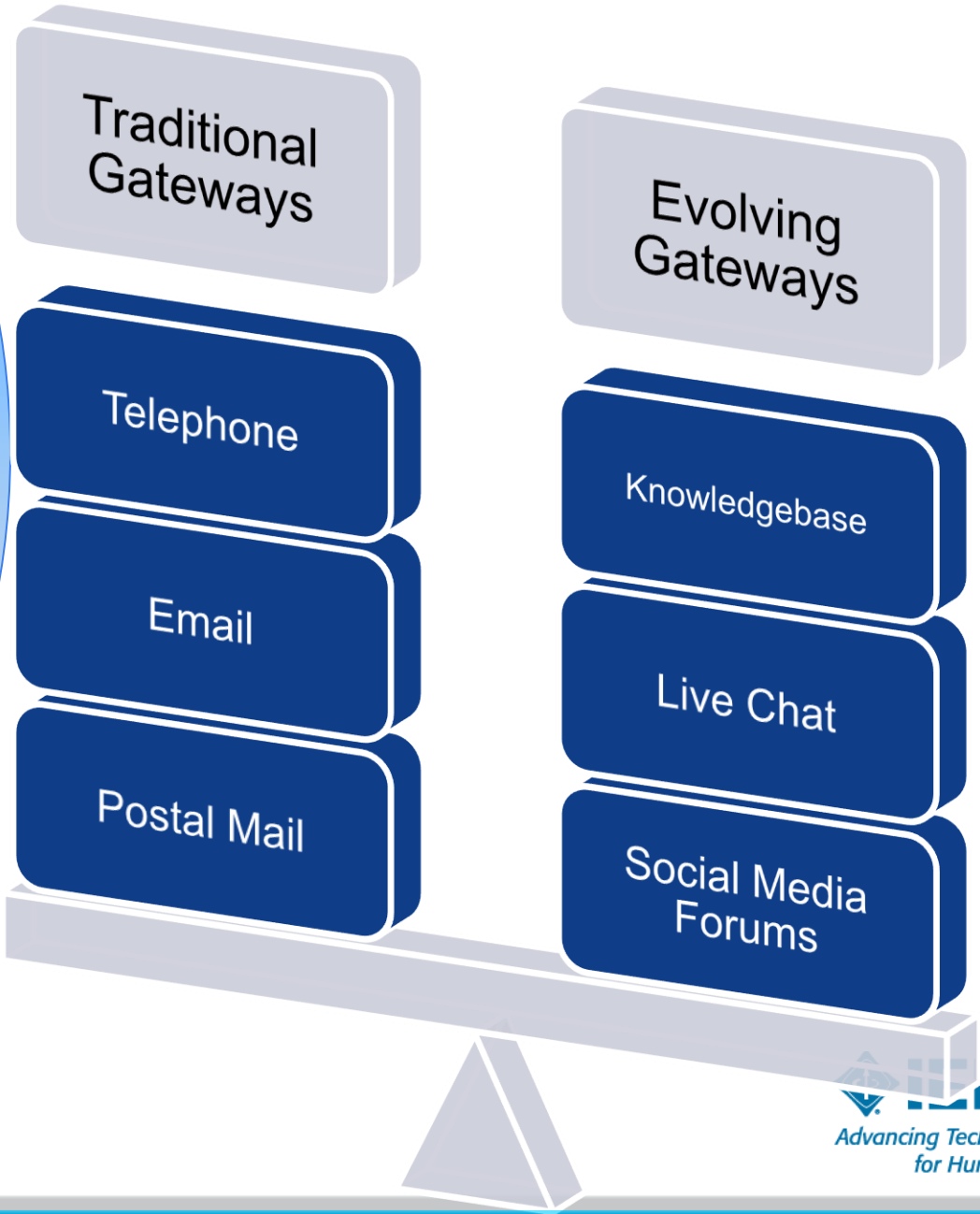
*To provide greater support for IEEE growing membership and customer activities worldwide*



*To present a Global Presence at Regional locations servicing our members, customers, volunteers and employees worldwide.*

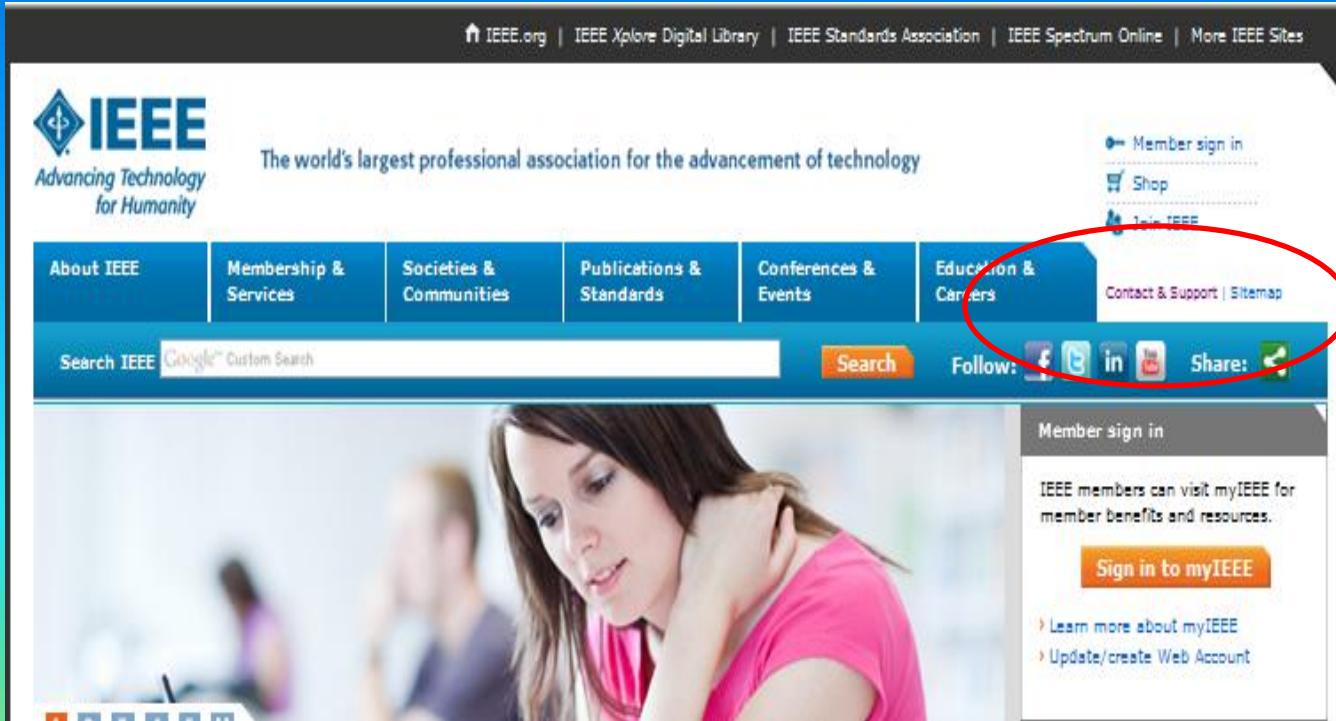


**Adding  
Communication  
Gateways  
to  
connect  
with  
IEEE Members  
&  
Customers  
Worldwide**





# IEEE Support Center

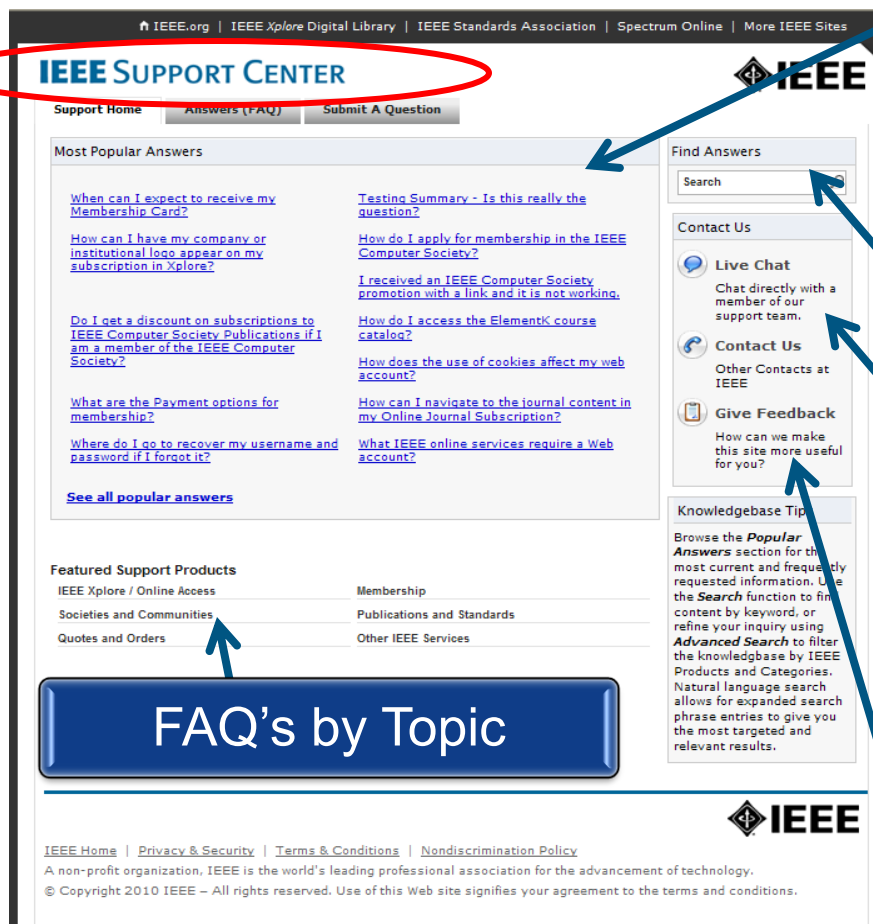


Link to the  
New IEEE  
Contact  
and  
Support  
Page

- members and customers can reach information quickly - improving their experience through ease of use
- IEEE Support Center icon can be positioned at critical locations, time sensitive offerings - to drive awareness
- Over 100,500 visitors since deployment, 1 Aug 2011



# 1 Aug 2011 Deployed the IEEE Support Center



Access a knowledgebase of IEEE products, services and processes with Smart Assist feature for self managed results

Generate a search query

Conduct a live online chat with a Contact Center representative

Submit a Question

Give us Feedback

FAQ's by Topic

<https://supportcenter.ieee.org>



# IEEE Knowledgebase

## IEEE SUPPORT CENTER



- Support Home
- Answers (FAQ)
- Submit A Question

### Most Popular Answers

[When can I expect to receive my Membership Card?](#)

[How can I have my company or institutional logo appear on my subscription in Xplore?](#)

[Do I get a discount on subscriptions to IEEE Computer Society Publications if I am a member of the IEEE Computer Society?](#)

[What are the Payment options for membership?](#)

[Where do I go to recover my username and password if I forgot it?](#)

[Testing Summary - Is this really the question?](#)

[How do I apply for membership in the IEEE Computer Society?](#)

[I received an IEEE Computer Society promotion with a link and it is not working.](#)

[How do I access the ElementK course catalog?](#)

[How does the use of cookies affect my web account?](#)

[How can I navigate to the journal content in my Online Journal Subscription?](#)

[What IEEE online services require a Web account?](#)

[See all popular answers](#)

### Featured Support Products

IEEE Xplore / Online Access	Membership
Societies and Communities	Publications and Standards
Quotes and Orders	Other IEEE Services

### Find Answers

### Contact Us

**Live Chat**  
Chat directly with a member of our support team.

**Contact Us**  
Other Contacts at IEEE

**Give Feedback**  
How can we make this site more useful for you?

### Knowledgebase Tips

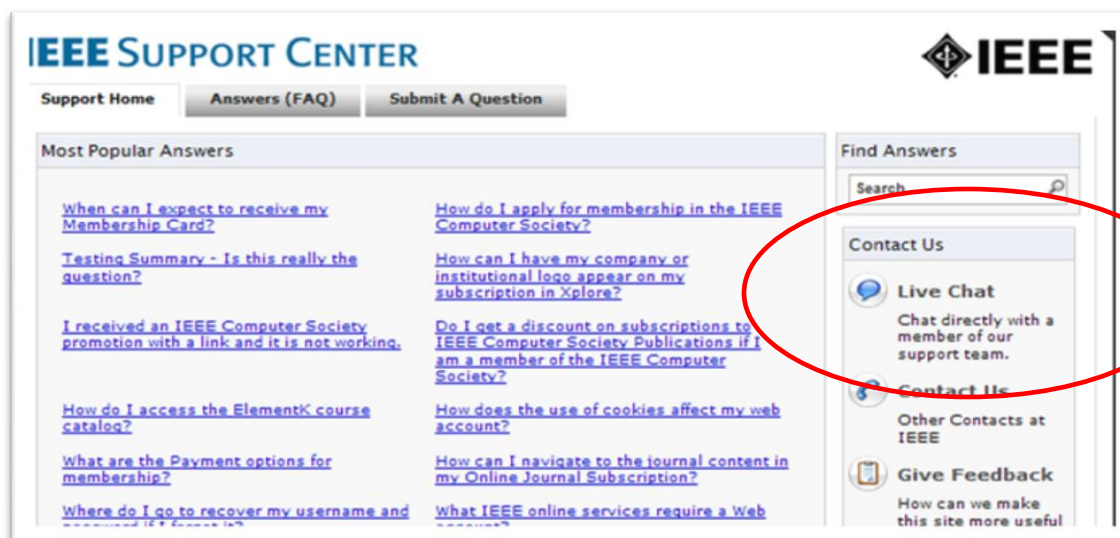
Browse the **Popular Answers** section for the most current and frequently requested information. Use the **Search** function to find content by keyword, or refine your inquiry using **Advanced Search** to filter

- Most Popular Answers
- Search
- Chat
- Contact Us
- Feedback
- Topics



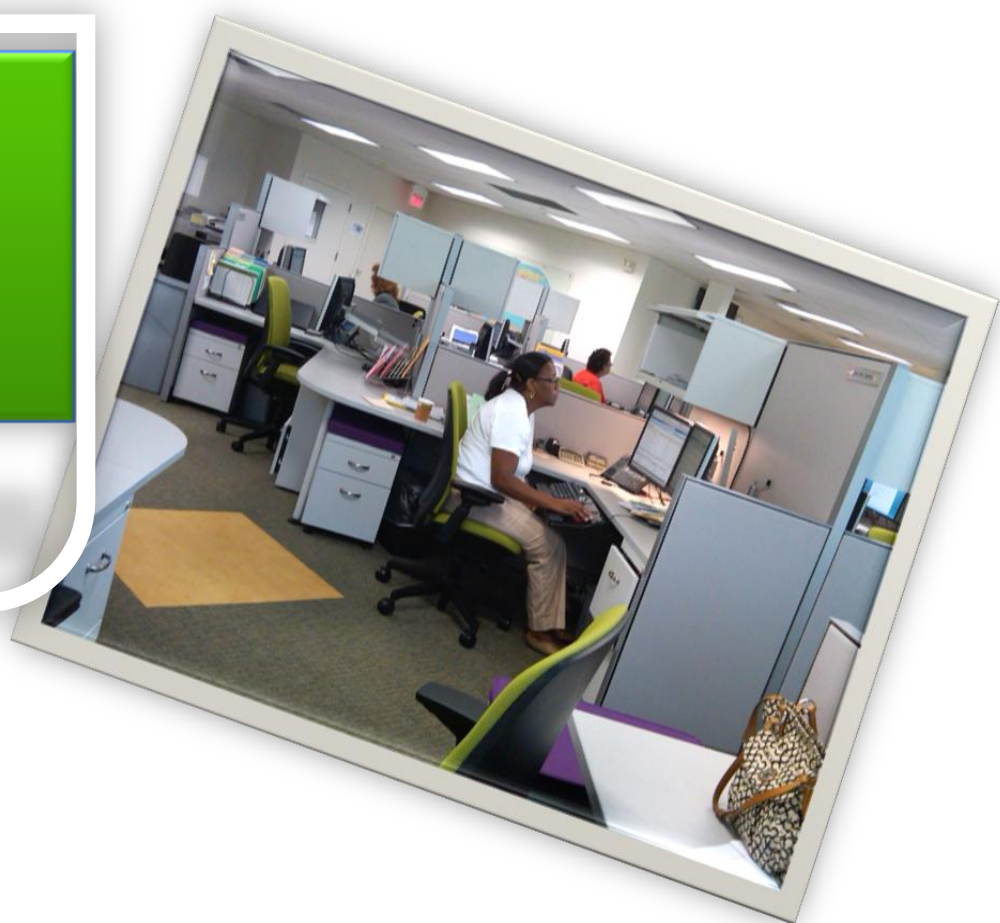
# Live Chat

- Supports Global expansion across IEEE
- Google translate allows Members can interact in their native language
- Chat minimizes the need for costly international and domestic telephone calls
- Chat Associates are available 24/5, during the global business day
- Provides real time interactions between members and Contact Center
- Over 2,000 Live Chats since launch 1 Aug 2011
- Over 100,000 visitors to the Knowledgebase



# IEEE Contact Center

Moving to the next level of service.



# QUESTIONS?

[m.schmidt@ieee.org](mailto:m.schmidt@ieee.org)

[contactcenter@ieee.org](mailto:contactcenter@ieee.org)



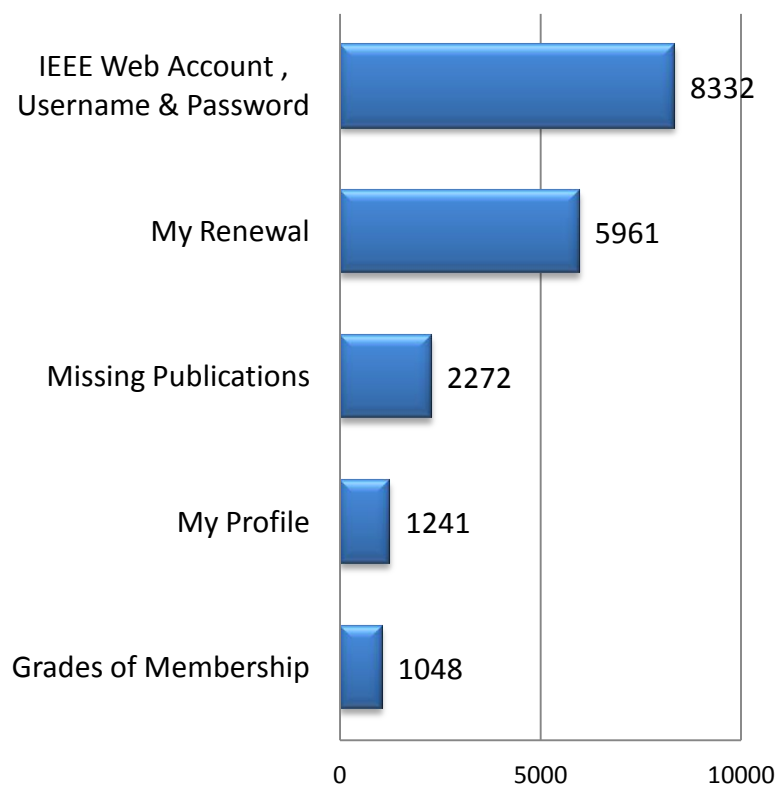
# IEEE Contact Center

## Appendix

# Quantitative Management

## Top 5 Inquiry Topics Received since SMS deployment

(6 months, 1 Aug 2011- 31 Jan 2012 )



- Managing the reasons our members contact us

- Striving to make on-line support, Knowledgebase, IEEE Support Center a values source

- Make it easier to interact with the Contact Center and IEEE

## 2011 Member Interactions

Telephone Incoming	40K
Email & White Mail	75K
Chat Sessions	2K
Outreaches	70K
Bulk Correspondence	20K
Surveys Sent	6K





# Qualitative Management

*Success is measured against 22 data points & Metrics are driven by industry standard - best practices.*

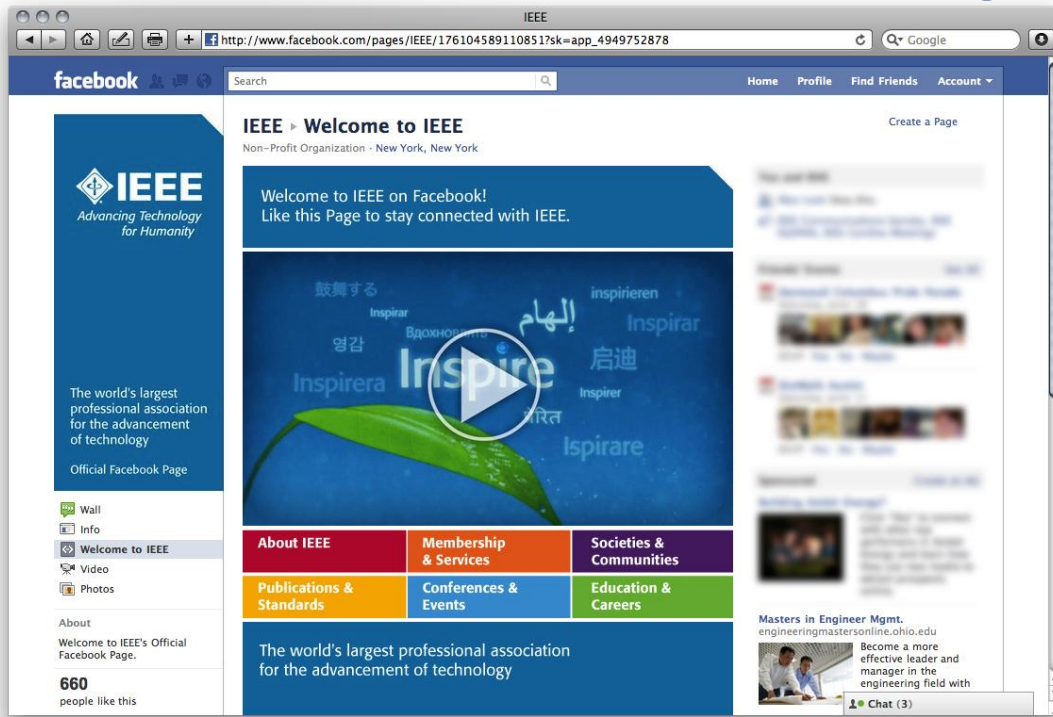
## *Quality, Responsiveness, Availability, Productivity and First Contact Resolution*

- Overall 90% of Members and Customers are Satisfied/Highly Satisfied with their interaction with CC
- First Contact Resolutions (FCR) is the prime indicator driving customer satisfaction. FCR industry standard goal is 60%. IEEE CC is achieving 73.9%
- Quality Monitoring resulted in a Score of 86% against a metric of 100%



Social Media  
and  
IEEE Contact  
Center

We are meeting our members  
where they are today,  
by partnering to provide  
Social Media Support



# Updates & Reminders / Direction

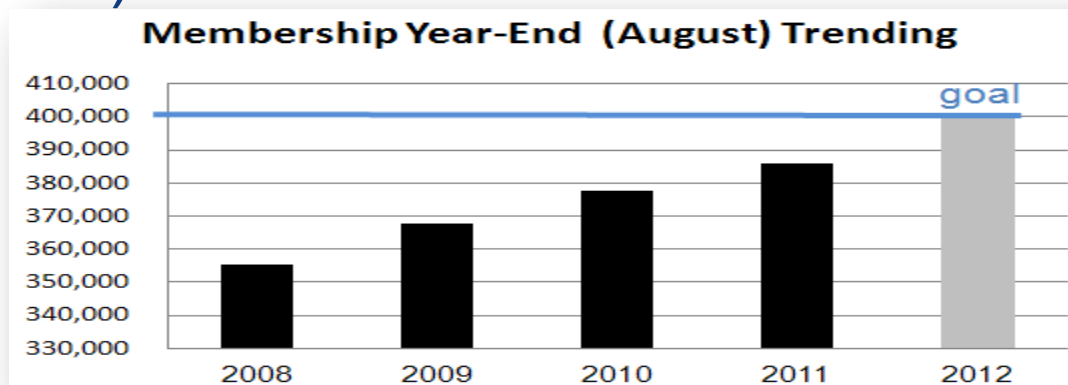


Aleksandar Szabo  
Chair, 2012 IEEE Membership  
Recruitment and Recovery (MRR)  
Committee  
[a.szabo@ieee.org](mailto:a.szabo@ieee.org)



# Keep in Mind Our 2012 Goal

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



## 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)
- ❑ Reach out to members who have not yet renewed
- ❑ New MD Officer Orientation scheduled for February 2012:  
Friday, 17 February at 1:00pm Eastern or 18:00:00 UTC  
Tuesday, 21 February at 7:00am Eastern or 12:00:00 UTC

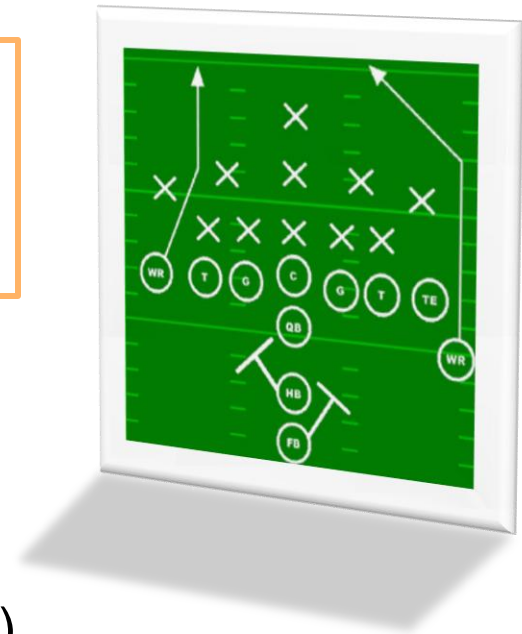
Registration is still open, if you would like an invitation, please contact Cathy Downer at [c.downer@ieee.org](mailto:c.downer@ieee.org).

Sessions are scheduled for one hour.



## 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)



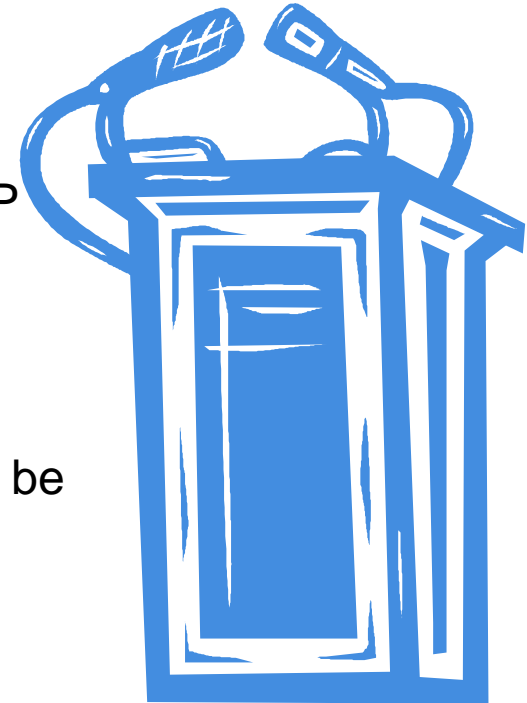
## Future MD Webcast Topics & Speakers – Tentative Schedule

### March

- Post-Arrears Actions
- Special webcast sessions to be scheduled for IBP orientation, watch for announcements

### April

- *New SAMIEEE Overview* – Specific sessions will be offered for *new SAMIEEE Training*



## Wrap Up / Direction – Next Webcast

Wednesday, 14 March 2012  
1:00pm Eastern (New York) or  
18:00:00 UTC





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.



# APPENDIX



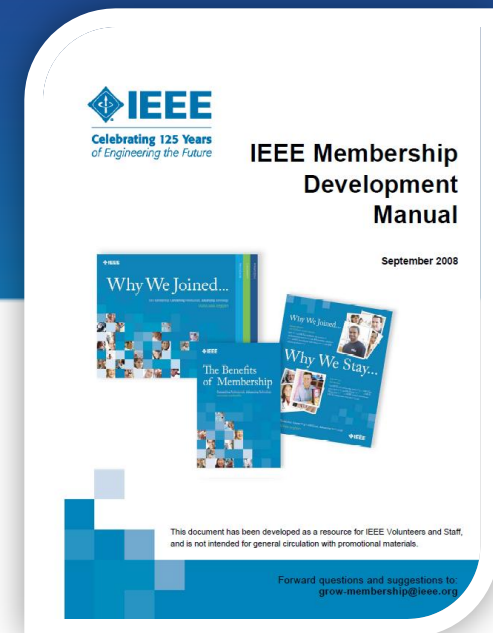
# Use of SAMIEE Predefined Queries for Renewal Data

15 January 2012

Presented by:

**Aleksandar Szabo**

IEEE MGAB MRRC Chair



# Grace Period and Recovery Period

- Past Due Members (Pre-Arrears) who have not renewed for 2012 till the end of 2011 continue to have all the member benefits during the **two months grace period** (January and February 2012).
- During the grace period they are still in the list of active members.
- Members who have not renewed for 2012 till the end of February 2012 are deactivated and transferred to the list of Arrears.
- For those deactivated members (Arrears) the **recovery period** begins on 1 March.



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

- Members who have not renewed for 2012 till the end of 2011 are continuing to have all the member benefits during the **two months grace period** (January and February 2012) and they 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 (**recovery period**) all deactivated members renewing for 2012 are transferred 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)



# Members who have not renewed - SAMIEEE helps to find them

- To be efficient MD officers need the data about members in their organizational units, especially during the renewal period.
- If they want to contact members who have not renewed, they need to know who are those members.
- Fortunately they have access to a powerful tool known as SAMIEEE, where all the data about members can be found.
- Let us see how we can use SAMIEEE Predefined Queries for renewal data.





## 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 SAMleee 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. Download the table to Excel and sort the data as you like.



## MEMBERS WHO RENEWED FOR 2012

(instead of members who have not renewed you can get the list of members who renewed)

- 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, EmailResults 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.



**From 1 March 2012**  
**Use SAMIEEE to get the list of **Arrears** in your  
Organizational Unit**  
**Members deactivated at the end of February 2012**  
**who didn't renew for 2012**

- Go to SAMIEEE [www.ieee.org/samieeee](http://www.ieee.org/samieeee)
- 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...



**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 has the opportunity to use SAMIEEE

- By using SAMIEEE, MD Officers can get the data about the members in their organizational units any time!
- By using these data MD Officers can efficiently perform their job.
- Be familiar with SAMIEEE.
- Use SAMIEEE regularly.
- For your convenience use the Predefined Queries. You can easily modify them if needed.
- You have the possibility to prepare and use your own queries.
- If you are not familiar with SAMIEEE, visit [www.ieee.org/samieee](http://www.ieee.org/samieee) and/or ask for help volunteers already using SAMIEEE.



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



# Appendix Team Resources



**IEEE Membership Development Manual**

**September 2012 Membership Year**

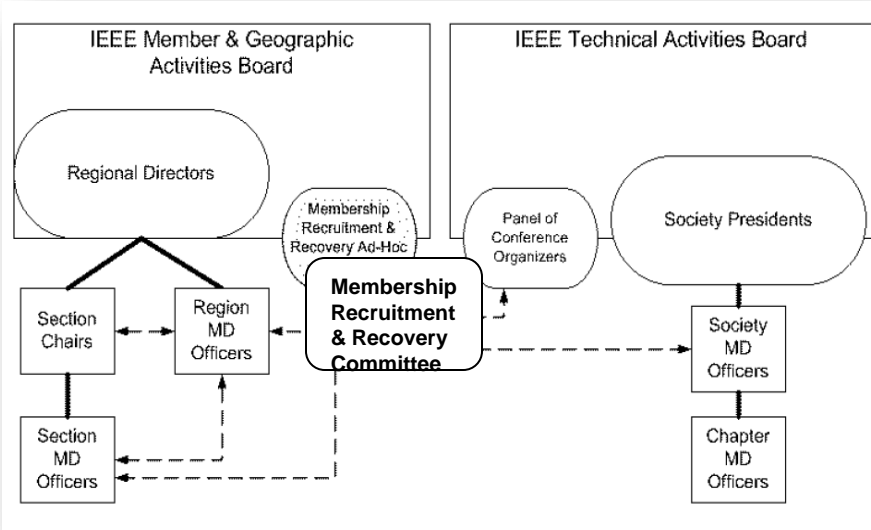


This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials.

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

## MRRC Team Development – Engagement

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



### If the MGA is Successful ...

IEEE member satisfaction & relevance is growing and reflected in improved retention and total membership

The MGA is a data-driven organization that proactively anticipates and reacts to the needs of the member and the profession

The MGA facilitates recruitment, training, development of IEEE volunteer leaders

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

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

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

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

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

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

IEEE and its members’ achievements are universally recognized





# The voting members of the MRRC (2012)



R1 - Gim Soon Wan  
gimsoon@ieee.org



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

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



R3 - Bill Williams  
billwill@ieee.org

NEW



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



R4 - Mohamad Berri  
mberri@ieee.org



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



R5 - Joe Redfield  
j.redfield@ieee.org



TA Representative  
Robin Sarah Bradbeer  
eersbrad@cityu.edu.hk



R6 - Randall G. Redondo  
rredondo@ieee.org

NEW



## 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>
■ Randall G. Redondo	R6	<a href="mailto:rredondo@ieee.org">rredondo@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>
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# Membership Development Portal – www.ieee.org/md

The screenshot shows the IEEE Membership Development Portal. At the top, there is a navigation bar with links to IEEE.org, IEEE Xplore Digital Library, IEEE Standards Association, IEEE Spectrum Online, and More IEEE Sites. The IEEE logo is prominently displayed on the left, with the tagline "Advancing Technology for Humanity". The main header includes the text "The world's largest professional association for the advancement of technology". On the right, there are links for "Member sign in", "Shop", and "Join IEEE". Below the header is a navigation menu with categories: About IEEE, Membership & Services, Societies & Communities, Publications & Standards, Conferences & Events, and Education & Careers. A search bar is located below the menu, and a "Search" button is to its right. Social media icons for Facebook, Twitter, LinkedIn, and YouTube are also present. The main content area is titled "Membership Development" and features a "Membership Menu" on the left with links to "IEEE Membership", "Societies and Special Interest Groups", "myIEEE", "Member-Get-a-Member", and "Student Resources". The main text area contains a description of the page's purpose and a section titled "The 'elevator' pitch for membership" with sub-sections for "The 1-line Response:", "The 15-second Response:", and "The 30-second Response:". A right-hand sidebar titled "Membership Development Key Resources (Web Account Required)" lists various resources such as "MD Webcast Archive Guide for 2012", "Order MD Kit", "IEEE Membership Development Training for New MD Officers", and "Monthly Progress Reports and Statistics August 2004 - Present".

- 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
> Volunteering
> 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 give-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/??)  
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