

# IEEE Membership Development Conference Call / Web Cast

18 January 2012



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## Today's Edition

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

**IEEE Business Platform Overview** – Elyn Perez

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

### Open Floor Q&A

Questions raised prior to MD Webcast



Subject Appendix: Field Team Resources



# 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&vfm=>. The interface features a chat window on the left with a message from John Day: "This is a test of the chat feature." and a "Send" button. The main content area has a blue header with the text "IEEE Membership Development Conference Call / Web Cast" and "19 February 2011". Below this, there are two speaker profiles: Aleksandar Szabo, Chair of the 2011 IEEE Membership Recruitment and Recovery (MRR) Committee, with email [a.szabo@ieee.org](mailto:a.szabo@ieee.org); and Cathy Downer, MGA Staff - Membership Development, with email [c.downer@ieee.org](mailto:c.downer@ieee.org). The IEEE logo and tagline "Advancing Technology for Humanity" are at the bottom.

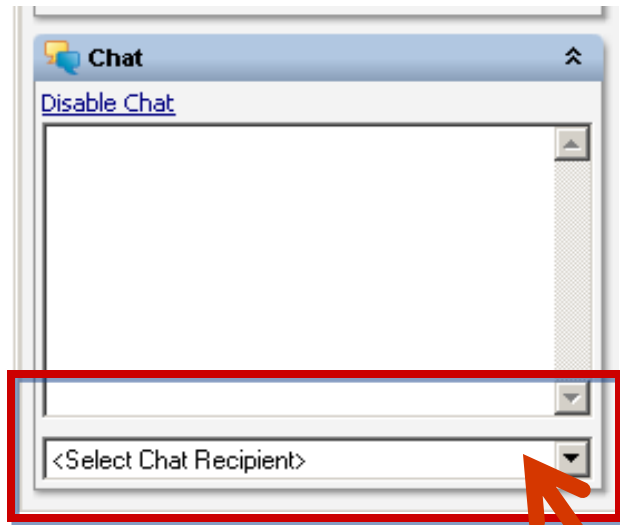
Introductions /  
Ask Questions



# Web Cast Attendance Roll Call

Use the Chat pod.

Please type in your name/  
title/location.



## Web Cast Notes

Webcast presentation will be available on *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

# December 2011

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

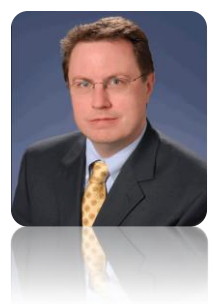
Page 2 Active Membership by Region  
 Page 5 Society & Special Interest Memberships  
 Page 6

	Jan '12	% Change vs '11	Apr '09	Apr '08	Mar '09
Membership	8,642	+ 2.6%	336,167	327,025	326,499
New	1	+ 3.7%	25	27	28
Lost	162	+ 2.0%	6,344	6,182	6,307
Renewal Member	849	+ 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				+ 2.6%
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

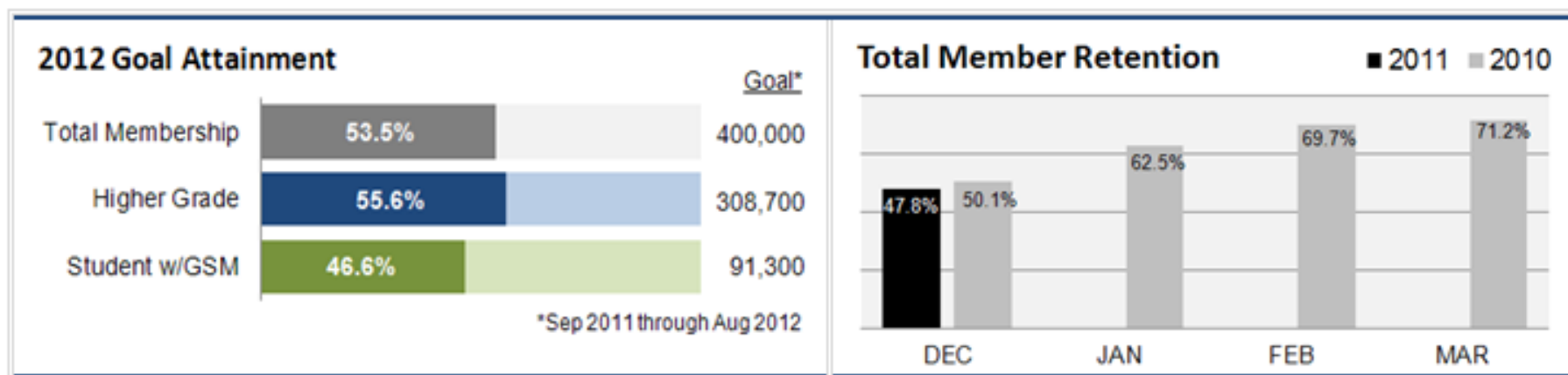
Month	RECRUITMENT ACTIVITIES	RECOVERY ACTIVITIES	RESOURCES
May	<p>3-Year Due Cycle - IEEE MG            accepting to-prize bids for present year or service candidates and just IEEE MG member receive 6 months of membership for the price of 2 (appropriate message and contact)</p> <p>Section MD Officer - 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 MGU materials exists in 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 received is available 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



## December 2011 Dashboard – IEEE Membership




Monthly Census	YoY Variance		Dec '11	Dec '10	Nov '11	Dec '11 vs. Nov '11	
<b>IEEE Membership</b>	<span style="color: green;">+</span>	<b>8,448</b>	<b>+ 2.1 %</b>	<b>415,989</b>	<b>407,541</b>	<b>407,704</b>	<b>+ 2.0%</b>
• Honorary	<span style="color: green;">^</span>	1	+ 3.2%	32	31	31	+ 3.2%
• Fellow	<span style="color: green;">^</span>	161	+ 2.5%	6,692	6,531	6,693	-
• Senior Member	<span style="color: green;">^</span>	1,046	+ 3.2%	33,749	32,703	33,512	+ 0.7%
• Member	<span style="color: green;">^</span>	2,346	+ 0.9%	251,842	249,496	251,162	+ 0.3%
• Associate Member	<span style="color: red;">v</span>	(123)	-0.8%	15,862	15,985	15,724	+ 0.9%
• Graduate Student	<span style="color: red;">v</span>	(551)	-1.4%	39,895	40,446	37,114	+ 7.5%
• Undergraduate Student	<span style="color: green;">^</span>	5,568	+ 8.9%	67,917	62,349	63,468	+ 7.0%
<b>Society Memberships</b>	<span style="color: green;">+</span>	<b>1,703</b>	<b>+ 0.5%</b>	<b>348,360</b>	<b>346,657</b>	<b>339,551</b>	<b>+ 2.6%</b>
• 16 Societies up > 1%	<span style="color: green;">^</span>	6,459		<i>Societies Note:</i> Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 2,526 or +0.8%.			
• 10 Societies +/- 1%	<span style="color: orange;">↔</span>	(96)					
• 12 Societies down > 1%	<span style="color: red;">v</span>	(4,660)					







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

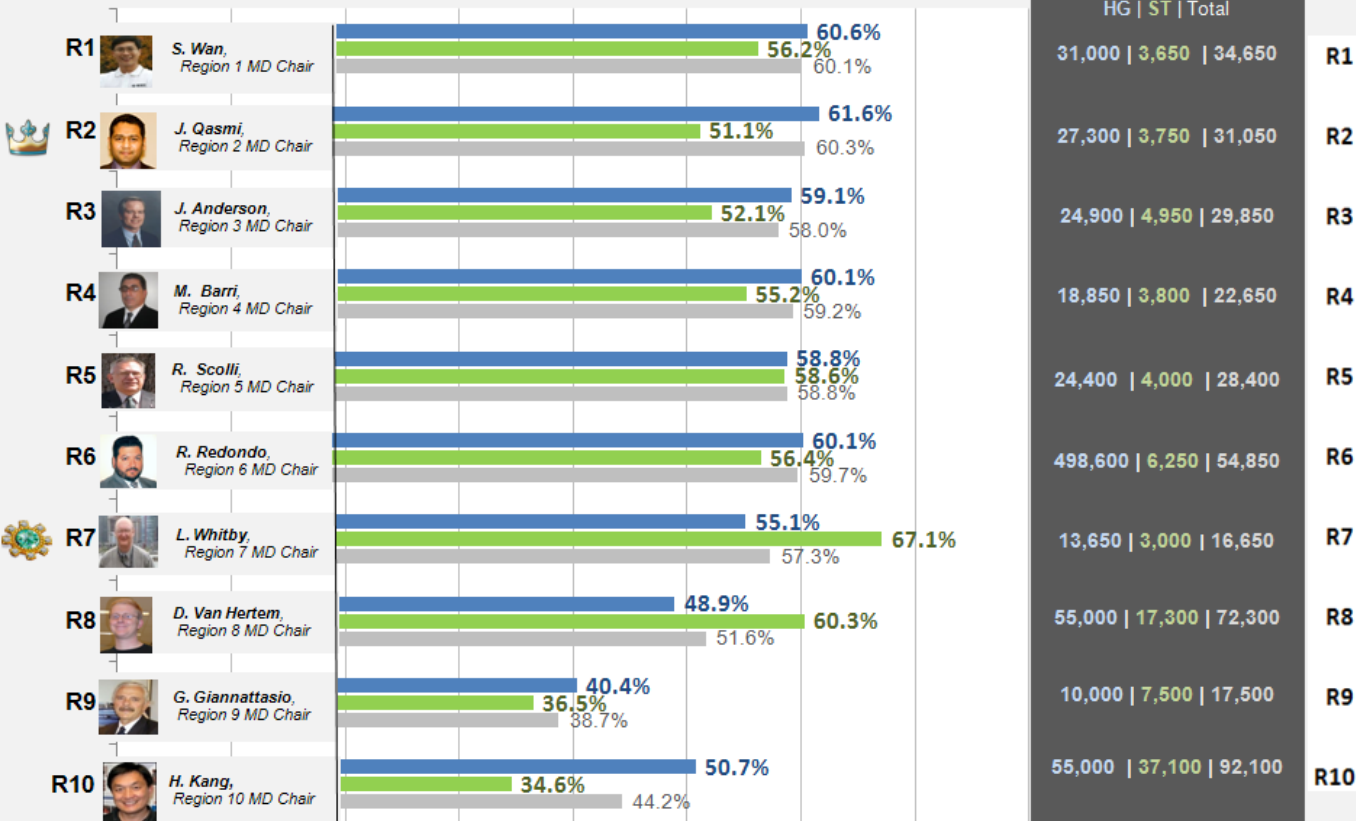
 **Aleksandar's Challenge** 🏆 400,000 members in Aug 2012 


DEC 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



 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



## Active Membership by Region

Geographic IEEE Membership Summary - December 2011																		
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS					
	2011		2010		Change		2011		2010		Change		2011		2010		Change	
			#	%			#	%			#	%			#	%	#	%
<b>1</b>	31,126	31,867	(741)	-2.3%	2,028	2,124	(96)	-4.5%	2,270	2,181	89	4.1%	35,424	36,172	(748)	-2.1%		
<b>2</b>	27,548	28,183	(635)	-2.3%	1,893	1,967	(74)	-3.8%	2,332	2,162	170	7.9%	31,773	32,312	(539)	-1.7%		
<b>3</b>	25,038	25,367	(329)	-1.3%	2,407	2,547	(140)	-5.5%	3,235	3,014	221	7.3%	30,680	30,928	(248)	-0.8%		
<b>4</b>	18,817	19,168	(351)	-1.8%	1,962	1,961	1	0.1%	2,442	2,401	41	1.7%	23,221	23,530	(309)	-1.3%		
<b>5</b>	24,623	24,934	(311)	-1.2%	1,891	1,965	(74)	-3.8%	2,821	2,651	170	6.4%	29,335	29,550	(215)	-0.7%		
<b>6</b>	49,461	50,121	(660)	-1.3%	3,166	3,408	(242)	-7.1%	4,036	3,744	292	7.8%	56,663	57,273	(610)	-1.1%		
<b>R 1-6</b>	176,613	179,640	(3,027)	-1.7%	13,347	13,972	(625)	-4.5%	17,136	16,153	983	6.1%	207,096	209,765	(2,669)	-1.3%		
<b>7</b>	13,334	13,398	(64)	-0.5%	1,986	1,950	36	1.8%	1,623	1,607	16	1.0%	16,943	16,955	(12)	-0.1%		
<b>8</b>	54,442	52,435	2,007	3.8%	11,119	11,036	83	0.8%	10,761	9,826	935	9.5%	76,322	73,297	3,025	4.1%		
<b>9</b>	9,487	8,518	969	11.4%	1,638	1,700	(62)	-3.6%	7,110	6,713	397	5.9%	18,235	16,931	1,304	7.7%		
<b>10</b>	54,301	50,755	3,546	7.0%	11,805	11,788	17	0.1%	31,287	28,050	3,237	11.5%	97,393	90,593	6,800	7.5%		
<b>R 7-10</b>	131,564	125,106	6,458	5.2%	26,548	26,474	74	0.3%	50,781	46,196	4,585	9.9%	208,893	197,776	11,117	5.6%		
<b>TOTAL</b>	308,177	304,746	3,431	1.1%	39,895	40,446	(551)	-1.4%	67,917	62,349	5,568	8.9%	415,989	407,541	8,448	2.1%		

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



## Member Renewals – 2012

“Minding the Gap” reporting ...

- Succinct portrayal of the YoY MD situation (cuts through the data clutter)
- De-emphasis on the total column, as the total is an outcome not a driver
- Scaling the reporting format, eventually to the Section-level
- Enables MD optimization, i.e. isolates quickly where we need to focus

### Retention – All Members

RETENTION YoY - All Members				
Dec '11				
Region	HG	GSM	ST	Tot
1	-2.2%	-1.4%	-3.6%	-2.3%
2	-1.6%	-4.6%	-1.4%	-1.9%
3	-1.6%	-2.5%	-4.8%	-2.2%
4	-2.3%	-4.9%	-3.4%	-2.8%
5	-2.1%	2.1%	-0.2%	-1.9%
6	-1.8%	-3.6%	-3.7%	-2.0%
R 1-6	-1.9%	-2.6%	-3.0%	-2.2%
7	-1.6%	-3.2%	-1.9%	-1.7%
8	-2.3%	-1.3%	0.6%	-1.8%
9	-1.6%	-1.2%	-0.2%	-0.6%
10	-2.6%	-0.2%	0.1%	-1.7%
R 7-10	-2.4%	-1.1%	-0.2%	-1.9%
<b>TOTAL</b>	-2.3%	-1.7%	-0.9%	-2.3%

### Retention – 1<sup>st</sup> Year Members

RETENTION YoY - First Year Members				
Dec '11				
Region	HG	GSM	ST	Tot
1	-0.2%	2.3%	-0.7%	-0.1%
2	1.6%	-4.5%	-1.5%	-0.6%
3	-0.9%	1.0%	-5.2%	-2.8%
4	-0.3%	-3.5%	-4.0%	-2.2%
5	-2.4%	3.1%	0.6%	-0.8%
6	1.2%	-1.2%	-1.8%	-0.3%
R 1-6	-0.1%	-0.5%	-2.2%	-1.1%
7	0.1%	-4.2%	-0.6%	-0.9%
8	-0.3%	-0.2%	1.6%	0.3%
9	4.8%	0.2%	-0.7%	1.1%
10	0.6%	0.4%	0.4%	0.3%
R 7-10	0.6%	-0.2%	0.2%	0.2%
<b>TOTAL</b>	0.3%	-0.5%	-0.3%	-0.3%

*Note:*

*First-year member retention is presently fairing better than the retention rate for all members*



## Member Renewals – 2012

“Minding the Gap” reporting format (cont’d) – Scaling to the Section-level reporting ...

Example (work in progress)

YoY Performance RETENTION (all members)	DEC '11			
	HG	GSM	ST	Tot
<b>Region 7</b>	<b>-1.6%</b>	<b>-3.2%</b>	<b>-1.9%</b>	<b>-1.7%</b>
Canadian Atlantic Section	1.2%	-0.3%	6.4%	1.7%
Hamilton Section	1.4%	9.9%	-12.6%	1.0%
Kingston Section	-1.8%	-10.2%	-27.6%	-6.1%
Kitchener-Waterloo Section	-1.8%	6.6%	21.1%	1.2%
London Section	-1.6%	3.1%	-24.3%	-3.1%
Montreal Section	-1.7%	-1.2%	9.2%	-1.1%
New Brunswick Section	4.6%	38.9%	30.3%	10.9%
Newfoundland-Labrador Section	-0.2%	-0.2%	8.9%	1.4%
North Saskatchewan Section	0.8%	3.3%	-12.8%	-1.9%
Northern Canada Section	-4.4%	-10.5%	-6.9%	-5.0%
Ottawa Section	-3.0%	-5.4%	-3.8%	-3.1%
Peterborough Section	-3.7%	0.0%	16.7%	-2.0%
Quebec Section	-8.0%	4.2%	15.5%	-4.9%
Saint Maurice Section	4.6%	20.0%	-2.4%	1.9%
South Saskatchewan Section	0.6%	-9.5%	-1.7%	-0.1%
Southern Alberta Section	0.8%	0.8%	-1.5%	1.0%
Toronto Section	-1.7%	-8.1%	-4.4%	-2.4%
Vancouver Section	-0.5%	-2.7%	-3.5%	-0.7%
Victoria Section	-4.4%	-7.2%	0.0%	-4.1%
Winnipeg Section	-5.6%	-28.1%	-10.4%	-8.7%

RETENTION YoY - All Members				
Dec '11				
Region	HG	GSM	ST	Tot
1	-2.2%	-1.4%	-3.6%	-2.3%
2	-1.6%	-4.6%	-1.4%	-1.9%
3	-1.6%	-2.5%	-4.8%	-2.2%
4	-2.3%	-4.9%	-3.4%	-2.8%
5	-2.1%	2.1%	-0.2%	-1.9%
6	-1.8%	-3.6%	-3.7%	-2.0%
R 1-6	-1.9%	-2.6%	-3.0%	-2.2%
7	-1.6%	-3.2%	-1.9%	-1.7%
8	-2.3%	-1.3%	0.6%	-1.8%
9	-1.6%	-1.2%	-0.2%	-0.6%
10	-2.6%	-0.2%	0.1%	-1.7%
R 7-10	-2.4%	-1.1%	-0.2%	-1.9%
<b>TOTAL</b>	<b>-2.3%</b>	<b>-1.7%</b>	<b>-0.9%</b>	<b>-2.3%</b>



# Member Renewals – 2012 (cont'd)

IEEE Membership Renewal / Retention - December 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	30,593	18,188	59.5%	61.7%	1,666	755	45.3%	46.7%	1,640	381	23.2%	26.8%	33,899	19,324	57.0%	59.3%
2	27,051	16,265	60.1%	61.8%	1,589	661	41.6%	46.2%	1,707	422	24.7%	26.2%	30,347	17,348	57.2%	59.1%
3	24,571	14,234	57.9%	59.5%	1,982	896	45.2%	47.7%	2,313	477	20.6%	25.4%	28,866	15,607	54.1%	56.2%
4	18,601	10,947	58.9%	61.1%	1,658	726	43.8%	48.7%	1,767	452	25.6%	29.0%	22,026	12,125	55.0%	57.8%
5	24,129	13,825	57.3%	59.4%	1,532	754	49.2%	47.1%	1,936	471	24.3%	24.6%	27,597	15,050	54.5%	56.5%
6	48,130	28,152	58.5%	60.3%	2,622	1,172	44.7%	48.3%	2,773	710	25.6%	29.3%	53,525	30,034	56.1%	58.1%
<b>R 1-6</b>	<b>173,075</b>	<b>101,611</b>	<b>58.7%</b>	<b>60.6%</b>	<b>11,049</b>	<b>4,964</b>	<b>44.9%</b>	<b>47.5%</b>	<b>12,136</b>	<b>2,913</b>	<b>24.0%</b>	<b>27.0%</b>	<b>196,260</b>	<b>109,488</b>	<b>55.8%</b>	<b>57.9%</b>
7	13,083	7,216	55.2%	56.7%	1,625	891	54.8%	58.0%	1,137	399	35.1%	36.9%	15,845	8,506	53.7%	55.4%
8	52,841	24,977	47.3%	49.6%	9,112	4,239	46.5%	47.8%	7,746	1,659	21.4%	20.8%	69,699	30,875	44.3%	46.1%
9	8,963	3,480	38.8%	40.4%	1,322	495	37.4%	38.7%	5,541	530	9.6%	9.8%	15,826	4,505	28.5%	29.1%
10	51,785	25,322	48.9%	51.5%	9,555	2,961	31.0%	31.2%	24,987	1,794	7.2%	7.1%	86,327	30,077	34.8%	36.6%
<b>R 7-10</b>	<b>126,672</b>	<b>60,995</b>	<b>48.2%</b>	<b>50.5%</b>	<b>21,614</b>	<b>8,586</b>	<b>39.7%</b>	<b>40.8%</b>	<b>39,411</b>	<b>4,382</b>	<b>11.1%</b>	<b>11.3%</b>	<b>187,697</b>	<b>73,963</b>	<b>39.4%</b>	<b>41.3%</b>
<b>TOTAL</b>	<b>299,747</b>	<b>162,606</b>	<b>54.2%</b>	<b>56.5%</b>	<b>32,664</b>	<b>13,550</b>	<b>41.5%</b>	<b>43.2%</b>	<b>51,547</b>	<b>7,295</b>	<b>14.2%</b>	<b>15.0%</b>	<b>383,957</b>	<b>183,451</b>	<b>47.8%</b>	<b>50.1%</b>

(difference)      (difference)      (difference)

RETENTION YoY - All Members				
Dec '11				
Region	HG	GSM	ST	Tot
1	-2.2%	-1.4%	-3.6%	-2.3%
2	-1.6%	-4.6%	-1.4%	-1.9%
3	-1.6%	-2.5%	-4.8%	-2.2%
4	-2.3%	-4.9%	-3.4%	-2.8%
5	-2.1%	2.1%	-0.2%	-1.9%
6	-1.8%	-3.6%	-3.7%	-2.0%
<b>R 1-6</b>	<b>-1.9%</b>	<b>-2.6%</b>	<b>-3.0%</b>	<b>-2.2%</b>
7	-1.6%	-3.2%	-1.9%	-1.7%
8	-2.3%	-1.3%	0.6%	-1.8%
9	-1.6%	-1.2%	-0.2%	-0.6%
10	-2.6%	-0.2%	0.1%	-1.7%
<b>R 7-10</b>	<b>-2.4%</b>	<b>-1.1%</b>	<b>-0.2%</b>	<b>-1.9%</b>
<b>TOTAL</b>	<b>-2.3%</b>	<b>-1.7%</b>	<b>-0.9%</b>	<b>-2.3%</b>

*'Minding the Gap'*  
reporting format →



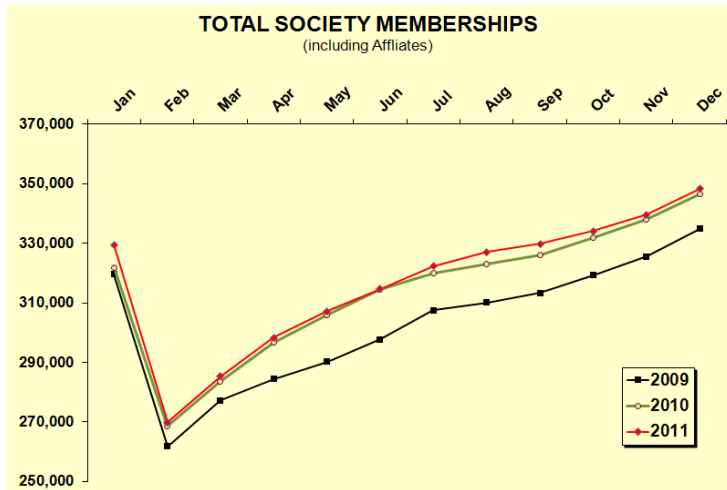
## Member Recruitment – 2012 Membership Year, Cumulative YoY

Cumulative Recruitment -- December 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	336	423	(87)	-20.6%	243	211	32	15.2%	588	539	49	9.1%	1,167	1,173	(6)	-0.5%
2	334	418	(84)	-20.1%	195	211	(16)	-7.6%	573	483	90	18.6%	1,102	1,112	(10)	-0.9%
3	281	321	(40)	-12.5%	257	328	(71)	-21.6%	838	879	(41)	-4.7%	1,376	1,528	(152)	-9.9%
4	244	291	(47)	-16.2%	201	230	(29)	-12.6%	634	659	(25)	-3.8%	1,079	1,180	(101)	-8.6%
5	304	355	(51)	-14.4%	239	234	5	2.1%	805	765	40	5.2%	1,348	1,354	-6	-0.4%
6	643	710	(67)	-9.4%	311	363	(52)	-14.3%	1,203	1,004	199	19.8%	2,157	2,077	80	3.9%
<b>R 1-6</b>	<b>2,142</b>	<b>2,518</b>	<b>(376)</b>	<b>-14.9%</b>	<b>1,446</b>	<b>1,577</b>	<b>(131)</b>	<b>-8.3%</b>	<b>4,641</b>	<b>4,329</b>	<b>312</b>	<b>7.2%</b>	<b>8,229</b>	<b>8,424</b>	<b>(195)</b>	<b>-2.3%</b>
7	214	247	(33)	-13.4%	216	203	13	6.4%	447	385	62	16.1%	877	835	42	5.0%
8	1,382	1,448	(66)	-4.6%	1,390	1,490	(100)	-6.7%	2,809	1,971	838	42.5%	5,581	4,909	672	13.7%
9	396	387	9	2.3%	212	276	(64)	-23.2%	1,395	1,204	191	15.9%	2,003	1,867	136	7.3%
10	2,069	2,120	(51)	-2.4%	1,891	2,179	(288)	-13.2%	5,924	5,190	734	14.1%	9,884	9,489	395	4.2%
<b>R 7-10</b>	<b>4,061</b>	<b>4,202</b>	<b>(141)</b>	<b>-3.4%</b>	<b>3,709</b>	<b>4,148</b>	<b>(439)</b>	<b>-10.6%</b>	<b>10,575</b>	<b>8,750</b>	<b>1,825</b>	<b>20.9%</b>	<b>18,345</b>	<b>17,100</b>	<b>1,245</b>	<b>7.3%</b>
<b>TOTAL</b>	<b>6,203</b>	<b>6,720</b>	<b>(517)</b>	<b>-7.7%</b>	<b>5,155</b>	<b>5,725</b>	<b>(570)</b>	<b>-10.0%</b>	<b>15,216</b>	<b>13,079</b>	<b>2,137</b>	<b>16.3%</b>	<b>26,574</b>	<b>25,524</b>	<b>1,050</b>	<b>4.1%</b>

- MD Staff-initiated campaigns for U.S./ HG recruitment going out over next couple weeks
- 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: 348,360**  
 YoY +0.5% (last month, +0.5%)

Society MD Disposition	YoY	
<b>Total Memberships Across 38 Societies</b>	<b>+ 1,703</b>	Influence of Larger Societies
Growth > 1%: 16 Societies	+ 6,459	Power & Energy + 1,252 Communications + 937
+ / - 1%: 10 Societies	(96)	
Decline > 1%: 12 Societies	(4,660)	Computer (3,261)

34% of the gains

70% of the declines

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

Society	YoY	
	Percent	Count
Robotics & Automation	18.5%	1,506



## 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 ?



# IEEE Business Platform Overview



**Presented by:**

***Elyn Perez***

*Manager, Membership Sales & Operations*

*[elyn.perez@ieee.org](mailto:elyn.perez@ieee.org)*

# Agenda

- IBP Overview
- Key Enhancements
- Path Forward
- Questions



# IEEE Business Platform (IBP)

## ■ What is IBP?

- Is the business platform that will replace the current front-end user experience for members and customers and leverage the backend business systems, providing key enhancements to both.

## ■ IBP includes:

- Membership (Join, Renew), Membership and Subscriptions Catalog (Add Services), Profile Management, IEEE *Xplore*<sup>®</sup> (Shop), Enterprise Cart and the staff interface.



# IBP User Experience

## A Unified, Cohesive Online Customer Experience

- **IEEE Membership Application** provides functions that allow users to configure and manage their various IEEE and IEEE society memberships.
- **IEEE Membership and Subscriptions Catalog**, houses renewable products such as society memberships and digital library subscriptions.
- **Profile Management** allows our members and customers to maintain preference and profile information.



# IBP Core Promises

## ■ Intuitive User Experience

- User-centered design approach
- Simple, fast experience for purchases and membership activities
- Emphasis on usability & accessibility

## ■ Robust Technical Architecture

- A service-oriented architecture (SOA) that provides reusable enterprise services
- Leverages already built, validated and stabilized functions in use today
- Establishes an extensible platform for future growth and development



# Key Enhancements



# Key Enhancements - Membership

- **Significantly improved member experience**
  - One page process
  - Improved search
  - Easy to browse societies and subscriptions
  - More relevant recommendations
  - Easy to change media options for membership subscriptions
  - Fully integrated, searchable membership and subscriptions catalog
  
- **Better experience for life members**
  - Annual confirmation of services
  - Customized donation request
  
- **Society-specific Join**
  - Shows the URL and logo of the referring society
  - Highlights society-specific publications





# Key Enhancements - Profile Management

- **Easy** to update addresses
- **More** communication options and preferences
- **Integrated** with other applications
- **Improved** IEEE account creation
  - User is no longer forced to leave current site
  - Simpler, easier and faster process
  - Single sign on access
    - IEEE *Xplore*
    - vTools
    - SAMIEEE
    - myIEEE

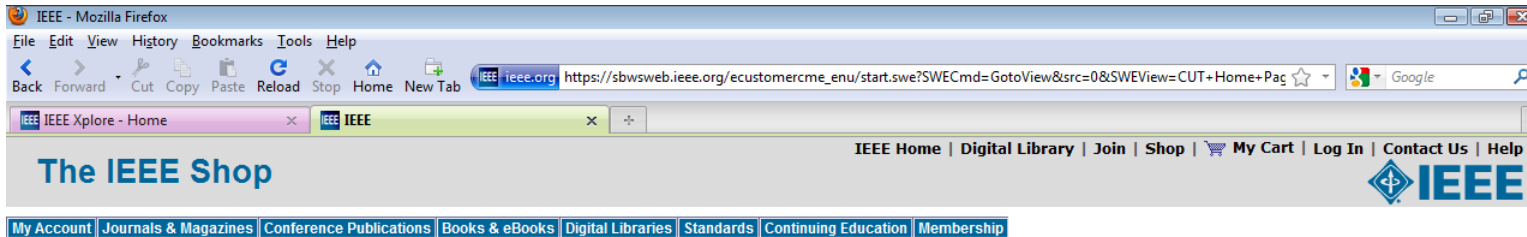


# Before and after comparison

## Register for a new account



# Current Experience – Account Creation



All IEEE Members have an IEEE account. Use it to:

- Get member discounts
- Manage your profile
- Renew your membership

Not an IEEE Member? Create an IEEE Account for purchases and subscriptions from IEEE.

[IEEE Privacy Policy](#)

**Please Log in**

Username:

Password:

**Login**

*(Usernames and passwords are case sensitive)*

[Forgot your username?](#)

[Forgot your password?](#)

New to IEEE?

**Create an IEEE account**





## Create your IEEE Account

Use your IEEE account to make purchases in the IEEE store, and to keep your profile information online.

If you are an IEEE member, you already have an IEEE account. Do not use this form to create a new account. If you are having trouble accessing your account, please [visit IEEE Contact Center](#) or [log in](#)

Title:

\*First/Given Name:

Middle Name:

\*Last/Family/Surname:

\*Email:

Date of Birth:  Enter as: dd-mon-yyyy (31-Dec-1960)

Gender:

**Username and password**

\*Username (UPPER CASE):  Username must be 6-20 characters. Numbers, dashes and underscores are allowed.

\*Password:  Password must be 8-20 characters.

\*Verify Password:  Make note of your password for later use.

\*Select Security Identifier Hint:  To be used if you forget your Username and/or Password.


\*Security Identifier Answer:

Check this box to skip the next screen if you do not want to add your address information to your account:

Note: Address information will be required if you make a purchase through IEEE Shop.

\* Required Information

# New IEEE Account Creation Experience...



## Register for an IEEE Account

\* Required field

### Provide your personal information

\* Given/First name:

Middle name:

\* Last/Family/Surname:

### Enter e-mail address & password

The e-mail address provided here will be user name of your account

\* E-mail address:

\* Re-enter e-mail address:

\* Password:

\* Confirm Password:

Password Strength

Passwords must contain at least eight characters and at least one numeric digit or symbol. [More...](#)

### Set security questions

For your security, IEEE Accounts are required to have two security questions and answers.

\* Security question 1:

\* Type your answer:


\* Security question 2:

\* Type your answer:

[Create Account and Continue Joining](#) >Cancel

# New Join Process

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Home > Memberships & Services > Join

## Join

\* required fields

**Thank you for your interest in membership.**

You have indicated interest in the following:

- IEEE Membership
- IEEE Vehicular Technology Society Membership

Please provide your contact, professional, and education information in the application below. To enhance your membership, consider adding additional societies, special interest groups, and subscriptions.

[View benefits](#) [View qualifications](#)

---


**Contact information**

Your primary address will only be used for membership mailings, subscriptions, and IEEE regional assignment. You can provide additional addresses and telephone numbers to your profile once your membership is established.

**\* Address Type:**  Home  Work  University/College  Other

**\* Name:**  Remaining Characters : 29

**\* Country:**



IEEE Vehicular Technology Society

My Cart

**Membership**

**IEEE Membership**

[Remove](#) US\$138.00

**IEEE Vehicular Technology Society Membership**

[Remove](#) US\$18.00

**Subtotal\*** US\$156.00

\* Sales tax, if applicable, and shipping charges are calculated during Checkout

Proceed to checkout

**⚠ You must complete all required fields before proceeding to checkout.**

[Which sections are incomplete?](#)



# New Renewal Process

**The IEEE Shop**

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**Welcome Back**  
 Thank you for visiting IEEE to renew your membership.  
 These are the details that IEEE has on file for you, and will use for your renewal - please check that they are correct.

**Vera Lee Sharoff**  
 Member / Account: 80510125  
 Grade: Member  
 Region: R1 -Northeastern USA

**Your Current Memberships and Subscriptions**  
 You can make changes on the next page.  
 IEEE Membership

**E-mail Address**  
 Used for subscriptions and member communications  
 v.sharoff@ieee.org

**Address**  
 Used to mail membership publications and other materials  
 IEEE, 445 Hoes Ln  
 Piscataway, NJ 08854-4141  
 USA

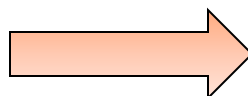
**Credit Card**  
 Use this credit card to pay for your renewal. You may also add or select another card now and confirm  
 You will also have an option to pay without a credit card, if you wish.  
 Card Type: MasterCard  
 Card Number: xxxxxxxx00009187

By proceeding with renewal, you acknowledge that you have read, understand and agree to the IEEE Code of Ethics

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Home > Memberships & Services > Renew

**Renew**

Thank you for renewing your membership.  
 Below are the item(s) that are eligible for renewal. Please confirm that this is correct.

- IEEE Membership
- IEEE Computer Society Membership

Also, so that we may better serve you, please verify and correct the contact, professional, and education information listed below. To enhance your membership, consider adding additional societies, special interest groups, and subscriptions.

**Contact information**  
 This is the address that IEEE uses for membership mailings, subscriptions, and IEEE regional assignment. If you would like to change your primary mailing address, you may do so below. This will replace your existing primary mailing address. If you wish to add additional addresses to your profile, you may do so in your profile after you renew.

**Nitesh Jangid**  
 P.No. : 8-B, Madan Bani  
 Naya Khara  
 Near Bright Moon School  
 Jandpur, Rajasthan 302023  
 India

**Professional and education information**  
 Professional and education information is used to personalize your membership experience.

**Professional Information**  
 Total years in profession: 6  
 Current technology focus:  
 Employer:  
 Employment type/business:

**My Cart**

**Membership**

- IEEE Membership US\$55.00
- IEEE Computer Society Membership US\$53.00

**Subtotal\*** US\$108.00  
 \* Sales tax, if applicable, and shipping charges are calculated during Checkout

[Proceed to checkout](#)

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- Buzz
- Starred
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- Drafts
- Spam (7)
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- Billy Court
- Personal
- 2 more
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IEEE.org to me show details May 1 Reply



- Member receives email renewal campaign
- Clicks link

Your 2012 IEEE Membership

Dear Alexander Pasik,

Thank you for your membership in IEEE. You are a valuable part of the IEEE community. Your dedication to the profession and commitment to IEEE is greatly appreciated as it helps to increase the visibility and recognition of engineers and technologists worldwide. The 2011 membership year has begun, and you can renew your IEEE membership online at any time.

- Log in to your IEEE Account. For quick reference, your user name is alexanderpasik1.
- Update your contact information.
- Your current memberships and subscriptions will be shown in the Item Summary
- Browse and select any additional memberships and subscriptions.
- Complete Renewal and add payment information by selecting Proceed to Checkout.

If you renew your membership by 15 November 2011, you will be entered to win one of five Apple iPad™'s\*.

As a member of IEEE, you have access to worldwide resources and contacts. IEEE offers you a network of more than 400,000 students and professionals - an association unparalleled in its scope and depth of technical expertise. As your professional association, IEEE is committed to providing the information, tools and opportunities to help you achieve your technical, professional, and humanitarian goals.







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## Sign in ?

E-mail address (or username):

a.pasik@ieee.org

Password:

••••••••

> [Forgot username or password](#)

Sign in

> [Cancel](#)

Signs in with email address and password.\*

Home > Membership & Services > Renew

## Renew \* required fields

Thank you for visiting IEEE to renew your membership.

### Contact information

This is the address that IEEE uses for member communications. If you change this address, the new address provided will replace the old one.

### IEEE terms of membership

\*I have read and agree to the [IEEE terms of membership](#).

You may access the most up-to-date versions of the Governing Documents at: <http://www.ieee.org/about/corporate/governance>. Updated versions of the Governing Documents shall be effective upon posting.

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IEEE collects information about your professional and educational background to enhance your membership experience. [Have you returned to school?](#)

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## Renew \* required fields

Thank you for visiting IEEE to renew your membership.

Listed below is what IEEE has on file for you to renew. Please check that

- IEEE Membership
- IEEE Computer Society
- IEEE Transactions on Computers

Also, so that we may better serve you, please verify and correct the contact, professional and educational information listed.

To enhance your memberships consider adding additional societies, special interest groups and subscriptions.

### ◆ Contact information

This is the address that IEEE uses for membership mailings, subscriptions, and IEEE regional assignment. If you choose to edit this address, the new address provided will replace the previous primary address.

**Alexander Pasik**  
16 Nancy Ct  
Piscataway, NJ 08673  
United States

[Edit](#)

[Verify / edit address](#)

### Quick renewal possible

- Confirm memberships
- Verify address
- Checkout

### My cart

#### Membership and subscriptions

##### IEEE Membership

[Remove](#) US\$180.00

##### IEEE Computer Society

[Remove](#) US\$52.00

##### IEEE Transactions on Computers

Format: Electronic

[Remove](#) US\$49.00

**Subtotal\*** US\$281.00

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### Professional and educational information

IEEE collects information about your professional and educational background to enhance your membership experience.  
[Have you returned to school?](#)

#### Professional Information:

**Total years in profession:** 21 years or more  
**Professional field:** Computing and processing  
**Employer:** IEEE  
**Employer's primary business:** Other  
**Principal job function:** Other  
**Principal responsibility:** Management other than engineering  
**Title:** Chief information officer

View / edit professional and education information.

#### Educational Information:

**Did you graduate from a 3-5 year program at a university level:** Yes  
**Undergraduate field of study:** Computer Sciences and Information Technologies  
**Undergraduate program accredited:** Yes

Edit

#### My cart

##### Membership and subscriptions

- IEEE Membership**  
 Remove US\$180.00
- IEEE Computer Society**  
 Remove US\$52.00
- IEEE Transactions on Computers**  
 Format: Electronic  
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**Subtotal\*** US\$281.00

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range of technology and professional interest areas.

**All societies, special interest groups, and subscriptions**      **Featured memberships and subscriptions**

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<p>IEEE Computer Society Membership</p> <p>Includes Computer Magazine.</p>	<p><b>Price</b></p> <p><b>IEEE Member Prices</b></p> <p><b>Professional Member</b></p> <p><b>Student Member</b></p>
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The highlighted price is estimated based on the selected membership and may be adjusted when added to the cart.

- View society description
- View research collections
- View journals and magazines

**Subscriptions offered at special discount for members**

Research Collections <span style="font-size: small;">(?)</span>	IEEE Professional Member	Society Member Price
<input type="checkbox"/> IEEE Biometrics Compendium	US\$30.00	US\$30.00
<input type="checkbox"/> IEEE Computer Society Digital Library	US\$230.00	US\$131.00

Journals & Magazines <span style="font-size: small;">(?)</span>	IEEE Professional Member	Society Member Price
<input type="checkbox"/> Computing in Science and Engineering Magazine Print Subscription Select format to view prices: <span>Print</span>	n/a	n/a
<input type="checkbox"/> IEEE Annals of the History of Computing Magazine Electronic Subscription Select format to view prices: <span>Electronic</span>	n/a	n/a
<input type="checkbox"/> IEEE Computer Architecture Letters Electronic and Print Subscription Select format to view prices: <span>Electronic and Print</span>	US\$65.00	US\$35.00

**My Cart**

**Membership**

IEEE Membership  
> Remove      **US 180.00**

IEEE Computer Society

---

**Subt US 291.00**

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Includes subscription to IEEE Spectrum, access to Job Site, Membernet, exclusive IEEE.tv programming, e-mail alias, and many more benefits.

#### Subscription options

Spectrum Magazine	Print and Electronic
Institute Newsletter	Print and Electronic
	PDF and Digital Magazine
	Print and Digital Magazine (+\$9.95)

[Save](#) [Cancel](#)

Easy to change media type for subscriptions included with membership.

**IEEE Computer Society:** US\$52.00

Includes access to Computer Magazine via IEEE Xplore. Professional members may also choose to receive Computer Magazine via traditional print subscription or the digital edition, sent via e-mail each month, for an additional fee. IEEE Student members also receive the IEEE Computer Society Digital Library.

[Edit membership media options](#)

[Checkout](#) [Cancel](#)

Applicable promotion codes for national society members are available at checkout.

#### My cart

Item(s) have been added to your cart

#### Membership and subscriptions

IEEE Membership US\$180.00

IEEE Computer Society US\$52.00

IEEE Transactions on Computers US\$49.00

Subtotal\* US\$281.00

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## My Cart

### Memberships and subscriptions ?

Description	
IEEE Membership	US\$180.00
IEEE Computer Society	US\$52.00
IEEE Transactions on Computers	US\$49.00

Your subscriptions will be mailed to your primary address on file.

### Promotion code entry:

Apply

[View national, computer or engineering society discounts](#)

[+ Donate to IEEE](#)

### Make a donation

- Link personalized by grade and region

### View Enterprise Cart

- Confirm items in cart
- Enter promotion codes or national society agreement codes

**Subtotal:** US\$281.00

Tax: US\$0.00

**Total:** US\$281.00

### Have questions?

Have a question about your order?

Current cart ID# 0000567

+1 800 678 4333  
(USA & Canada)

+1 732 981 0060  
(Worldwide)

or [Ask a question](#)

## Payment

Alexander Pasik

VISA \*\*\*\*4141 exp. 01/2016



Advancing Technology  
for Humanity



## Shipping ?

Alexander Pasik

16 Nancy Ln Piscataway, New Jersey 08854-1724 USA

Edit

## Payment ?

Alexander Pasik

Visa xxxxxxxxxxxxxx1111 3/2013

16 Nancy Ln

Piscataway , NJ 08854-1724 USA

Edit

**View and accept IEEE terms of membership and terms & conditions.**

[View the IEEE Terms of Membership](#)

\* I have read and agree to the IEEE Terms of Membership

[View the IEEE Terms & Conditions](#)

\* I have read and agree to the IEEE Terms & Conditions

Please read and agree to the IEEE terms of membership

Place My Order

\*Your credit card will be billed US \$281.00

\*Items that require shipping will not be billed to your credit card until they are actually shipped

Have a question about your order?

Current cart ID#  
1-WZU06Y

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(USA & Canada)

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# Payment ?

Alexander Pasik

Visa xxxxxxxxxxxxxx1111 3/2013  
16 Nancy Ln  
Piscataway , NJ 08854-1724 USA

Place My Order is enabled.

Edit

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\* I have read and agree to the IEEE Terms of Membership

[View the IEEE Terms & Conditions](#)

\* I have read and agree to the IEEE Terms & Conditions

Place My Order

\*Your credit card will be billed US \$281.00

\*Items that require shipping will not be billed to your credit card until they are actually shipped

or Ask a question

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## Welcome to IEEE Alexander Pasik!

### Thank you for renewing your IEEE Membership

You will receive a confirmation e-mail shortly, including membership information.  
Your membership number is: 12345678.

- [View confirmation](#)
- [Print receipt](#)

### Your IEEE Membership details

Description	Dues
IEEE Membership	US\$180.00
IEEE Computer Society	US\$52.00
IEEE Transactions on Computers	US\$49.00

Your subscriptions will be mailed to your primary address on file.

#### Shipping details:

**Alexander Pasik**  
16 Nancy Ct  
Piscataway, NJ 08673 USA

#### Payment details:

**Alexander Pasik**  
VISA \*\*\*\*4141 exp. 12/2016  
16 Nancy Ct, Piscataway, NJ 08673 USA

Shipping: US\$0.00  
Tax: US\$0.00

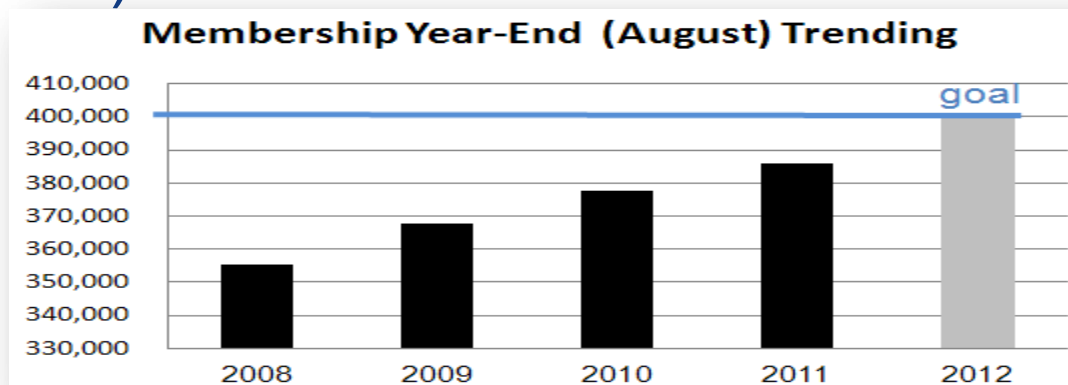
#### Tax information

Tax IDs for The Institute of Electrical & Electronics Engineers, Inc.:  
U.S. Taxpayer ID #: 13-1656633,  
Canadian business #: 12563 4188 RT0001,  
EU special scheme (digital goods only)  
Registration #: EU826000081



# 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



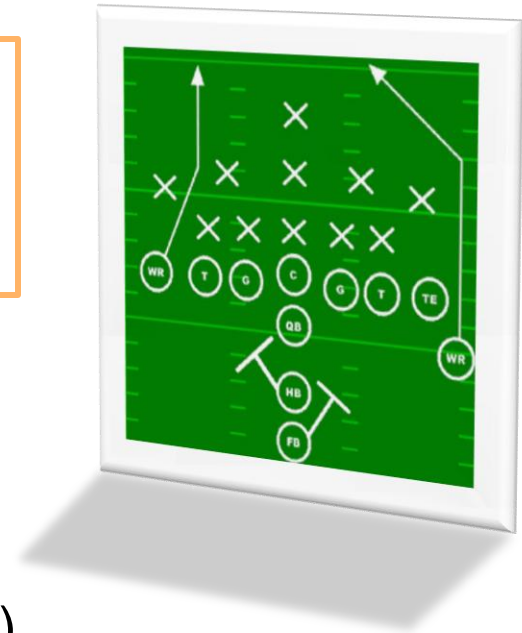
- ❑ Report new officers via the online reporting at [http://www.ieee.org/societies\\_communities/geo\\_activities/required\\_reporting/officer\\_forms.html](http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html)
  
- ❑ New MD Officer Training scheduled for February 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

Invitations will be sent out to register for either session. 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)



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.



# 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





# Payment in local currency - Rupees

- We are testing a solution to allow for payment in Rupees in India, [www.ieee.org/rupee](http://www.ieee.org/rupee). If this is successful, we may consider tests in other countries.

The screenshot displays the IEEE website's 'Indian Rupee Payment Option' page. The top navigation bar includes links for 'About IEEE', 'Membership & Services', 'Societies & Communities', 'Publications & Standards', 'Conferences & Events', and 'Education & Careers'. A search bar is located below the navigation, and social media links for Facebook, Twitter, LinkedIn, and YouTube are also present.

The main content area features a 'Membership Menu' on the left, with options for 'IEEE Membership', 'Societies and Special Interest Groups', 'myIEEE', 'Member-Get-a-Member', and 'Student Resources'. The central text area is titled 'Indian Rupee Payment Option' and contains the following information:

- Indian Rupee Payment Option**
- IEEE is now accepting payment of IEEE membership(s) in currencies other than the U.S. dollar. For the 2012 membership year IEEE will be accepting of Indian Rupee for student membership.
- Parameters of the program**
- The parameters of the program are as follows:
  - The program will run from 16 August 2011 through 15 August 2012.
  - The program is limited to the payment of IEEE student membership and/or student society membership(s) only.
  - The program will leverage existing IEEE online processes for joining and renewing.
- To fulfill this program, IEEE is partnering with an organization located in India called "MCI Management India" (MCI). MCI will be responsible for accepting payments by check or demand draft for IEEE student membership in rupees.
- Your participation in this program is welcomed. Please provide feedback for how the program and processes could be improved.
- [top of page](#)
- Membership options**
- Please select from the options below:
  - [Renew IEEE Student membership using Rupee payment](#)
  - [Join IEEE as a Student member using Rupee payment](#)
  - [Learn more about IEEE membership](#)

The right sidebar contains a 'Sign in to myIEEE' section with a login form (Username: , Password: ) and a 'Sign in' button. Below this is a 'Calendar of Events' section with two events: 'New Member Orientation' on 26 January 2012 at 9am EST and 3pm EST, both with 'Register now' links. At the bottom of the sidebar is a 'Need assistance?' section with 'Call IEEE's 24/5 support line:' and phone numbers: +1 800 678 4333 and +1 732 981 0060. It also includes a link for 'Visit the IEEE Support Center'.



# APPENDIX



## The Regional Team

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



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# Online Order Form available

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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 n/a-aways		



## Online MD Resources

- The web page to join the IEEE
- The web page for MD volunteers
- The web page for IEEE benefits
  - [www.ieee.org/benefits](http://www.ieee.org/benefits)

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

- Your Region web page
- Your Section web page
- Your Chapter web page
- Your Conference web page
- Your Student Branch web page

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