

IEEE Membership Development
First-Year Member Experience
2010 Strategy & Plan

IEEE Region 10 Student Congress
Singapore
18 July 2009



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Celebrating 125 Years
of Engineering the Future

Today's Break-Out Session

Presentation

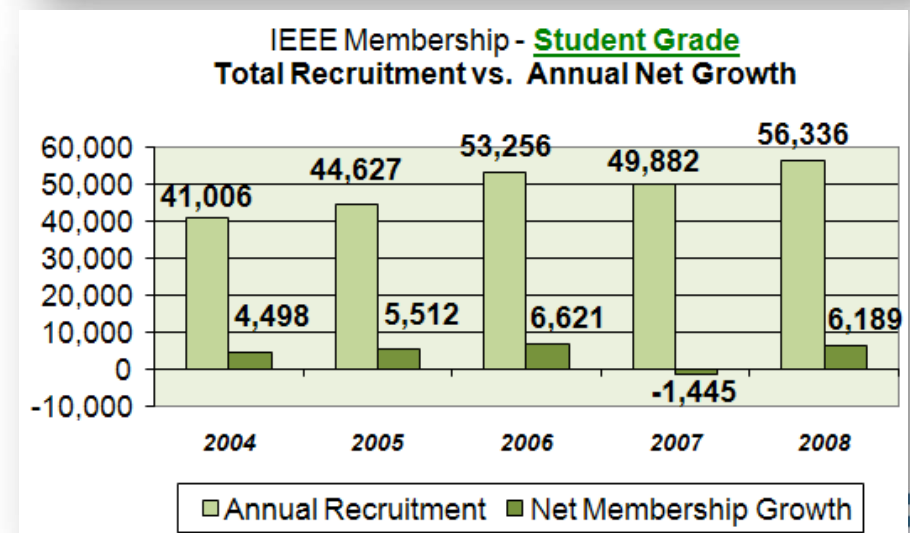
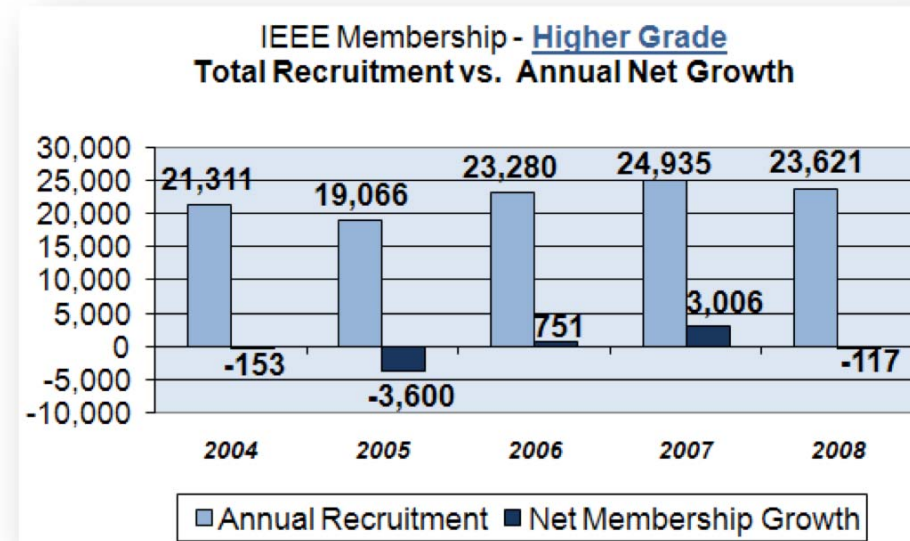
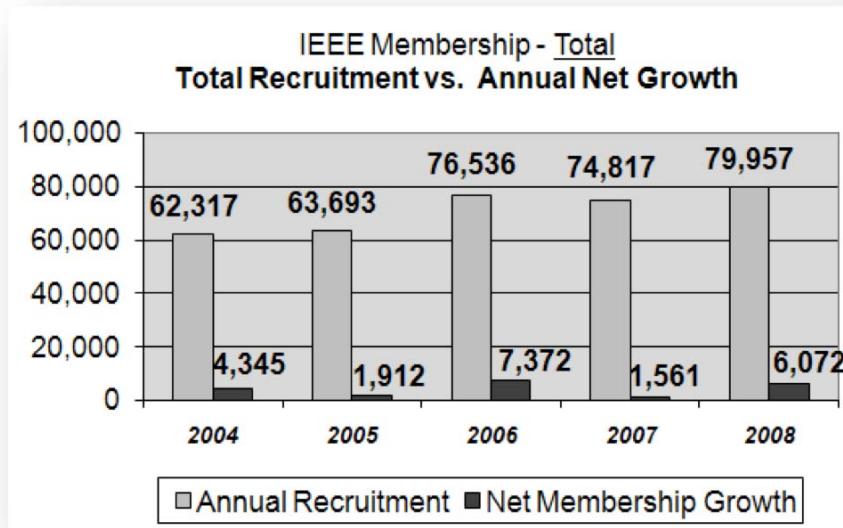
- Membership Situation & Trends
- First Year Strategy & Plan Considerations
- Strategy Execution

Group Exercise

- Developing a First-Year Student Member Experience

Membership Situation & Trends

Total Recruitment vs. Annual Net Growth (calendar year)



Annual Recruitment

The number of new members who joined IEEE.

Net Membership Growth

The year-over-year difference in total membership.

First-Year Members – Inflows & Outflows, 2006-2007

TOTAL New Recruits: **78,189**

Total Outflow:

46,789

New Recruits

Did Not Renew / _____
% of New Recruits

% of Total Outflow

24,986 →



→ 11,658 (47%)

25%

Higher-Grade

→ 7,879 (54%)

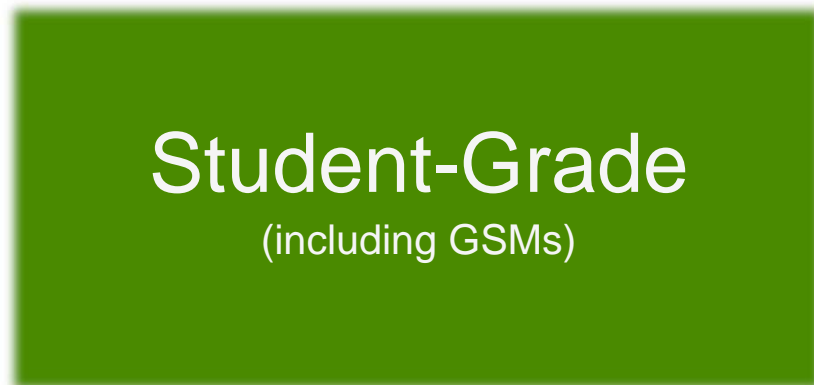
17%



Elevations – automatic for graduates

14,560 (27%)

53,203 →



→ 27,252 (51%)

58%

Student-Grade

(including GSMs)



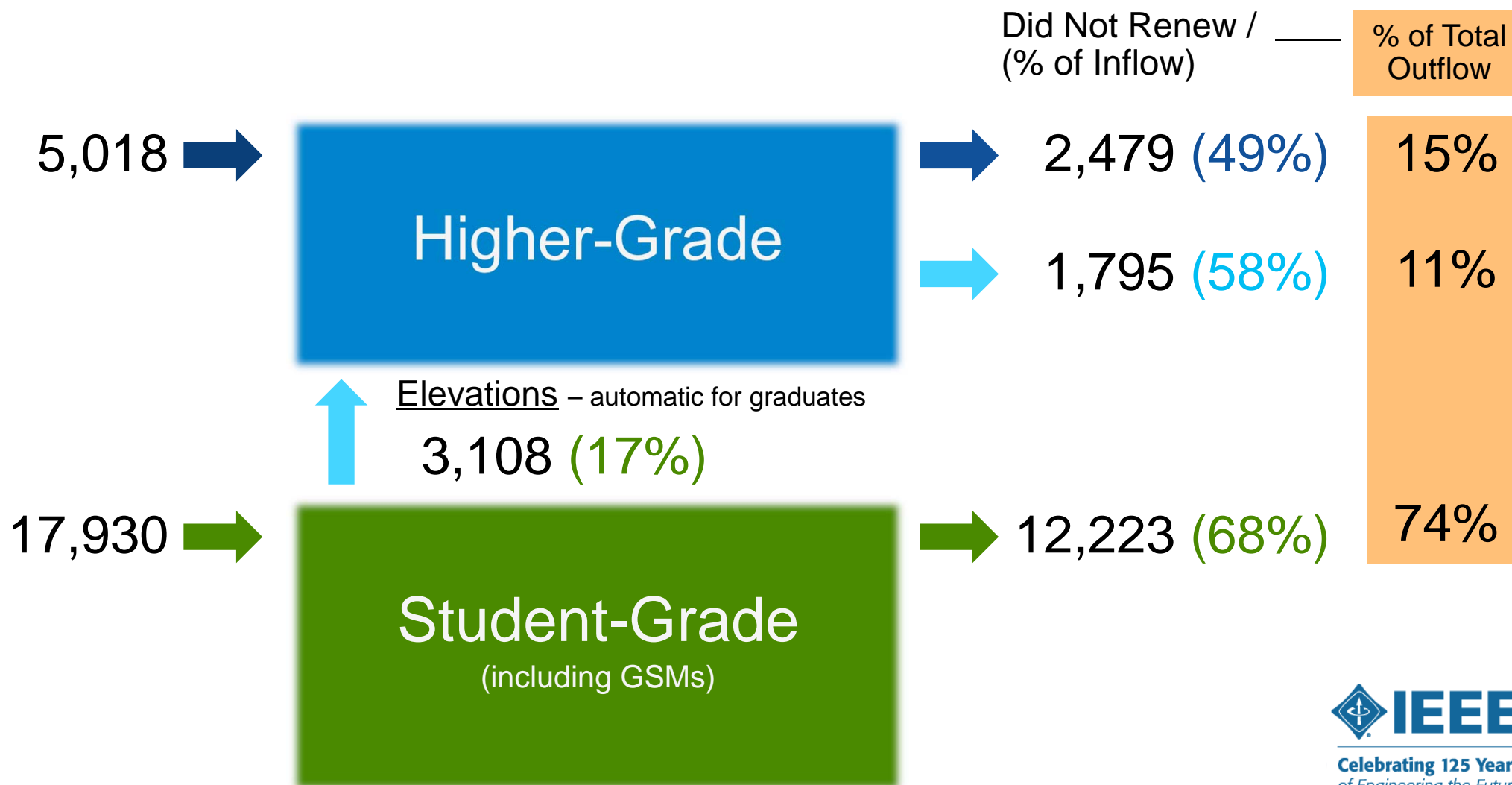
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First-Year Members – Inflows & Outflows, 2006-2007

R-10 New Recruits: **22,948**

Total Outflow:

16,497



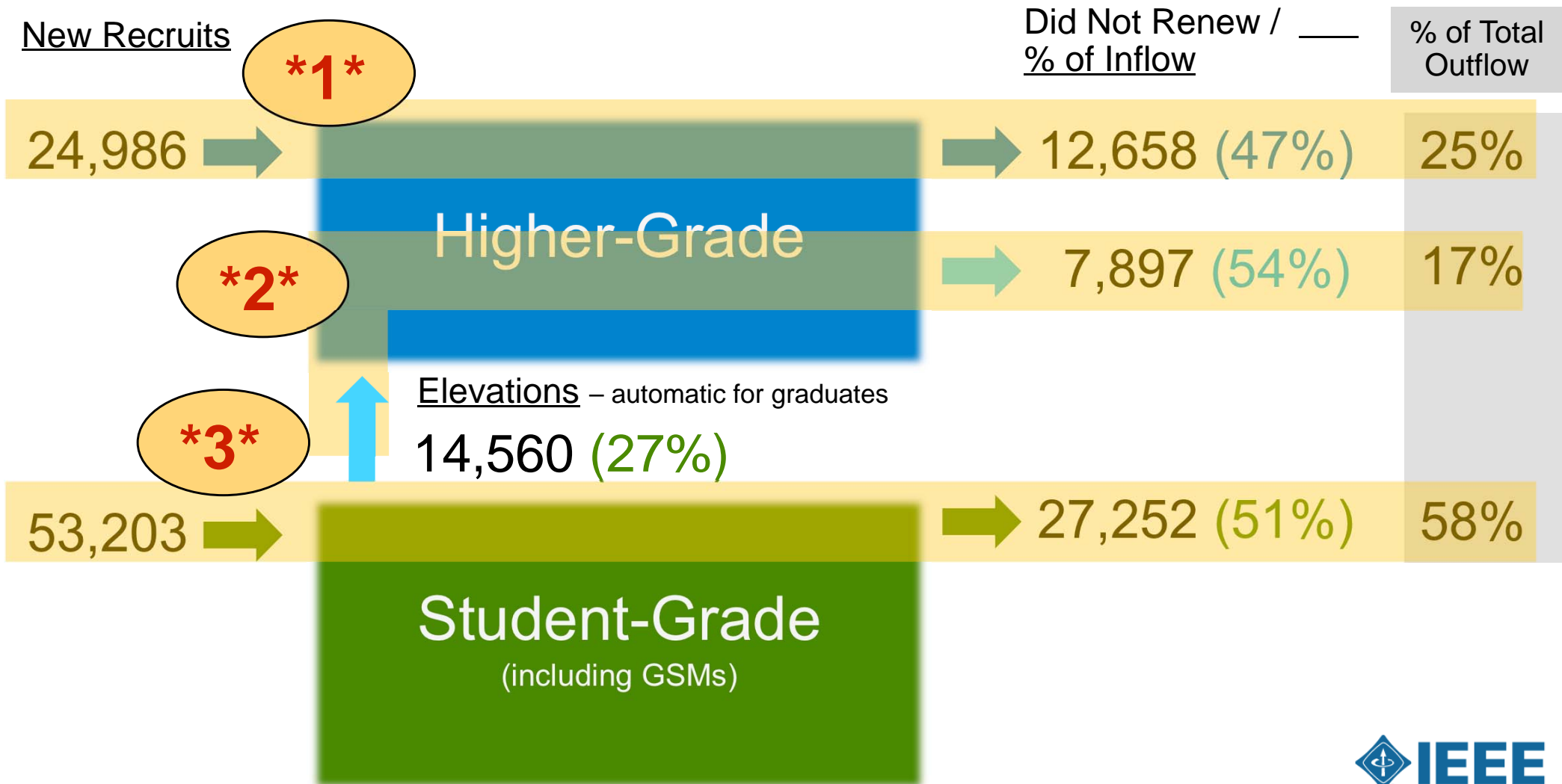
First-Year Members – Inflows & Outflows, 2006-2007

First-Year Paths	% of Outflow by Region										
	Total IEEE	R-1	R-2	R-3	R-4	R-5	R-6	R-7	R-8	R-9	R-10
In HG → out HG	47%	51%	51%	51%	48%	48%	37%	45%	46%	60%	49%
In ST → out HG	54%	53%	49%	55%	53%	52%	52%	45%	53%	66%	58%
In ST → out ST	51%	42%	40%	36%	37%	37%	37%	32%	44%	71%	68%
Combined In ST → out HG/ST	69%	62%	58%	59%	63%	59%	59%	52%	62%	82%	78%
	Total	R-1	R-2	R-3	R-4	R-5	R-6	R-7	R-8	R-9	R-10

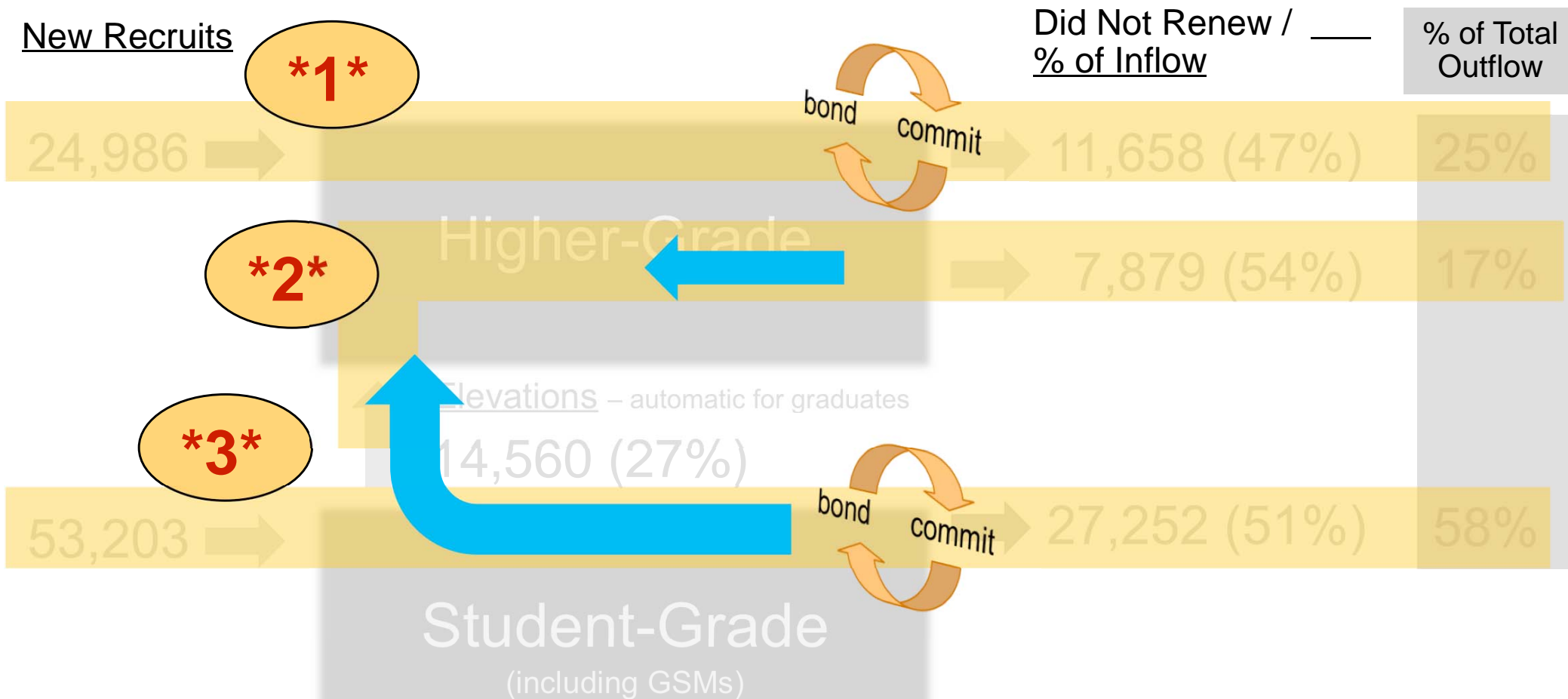


First-Year Experience Plan Considerations

Distinct & Different Challenges

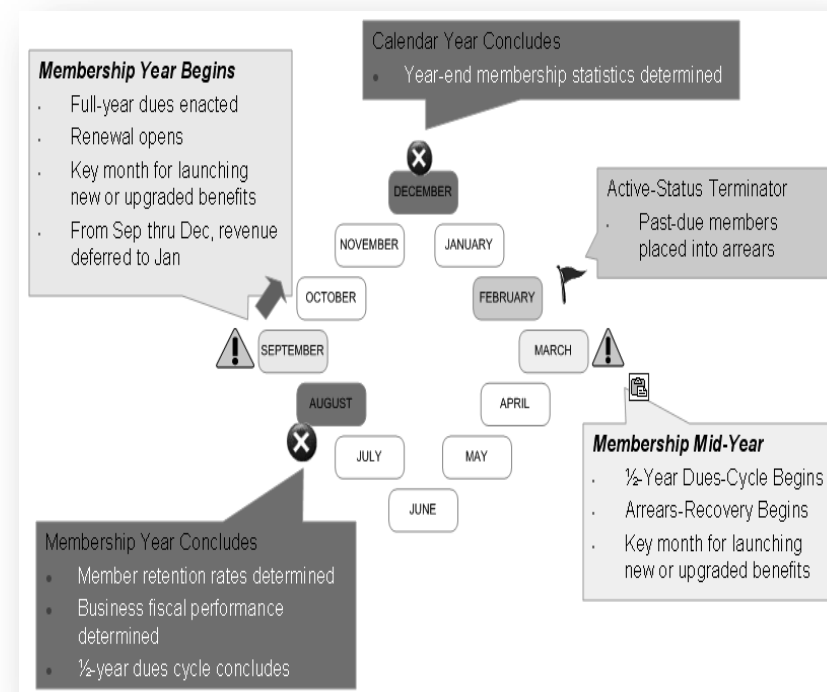


Distinct yet Interdependent



First-Year Members Every Day of the Year

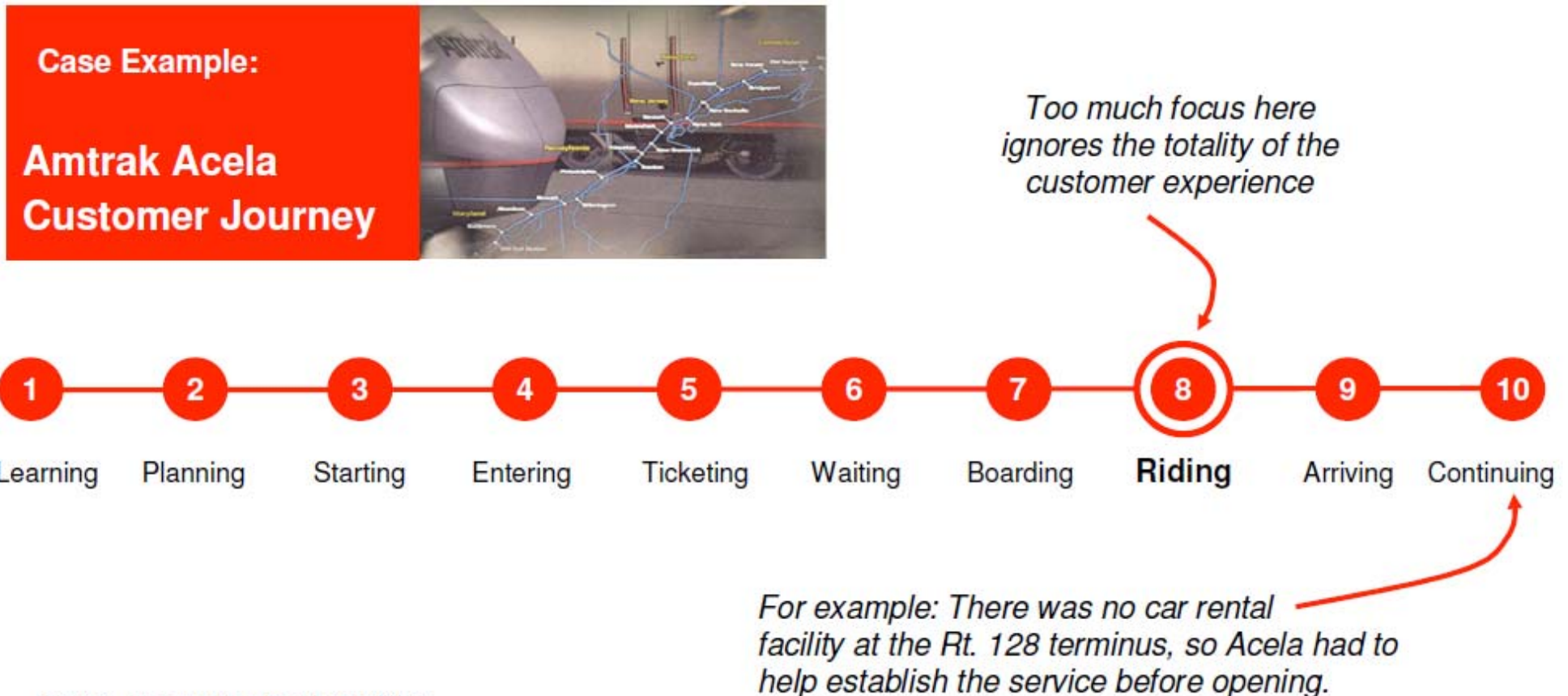
- The 1st-year experience begins 365 days per year
 - There's no single begin date
 - There is a common end-date (31 Dec)
- Annually, IEEE recruits 75k-80k new members worldwide, 70% students
 - 150-300 new members daily
 - Dues rates are seasonal, e.g. full vs. 1/2-year



Plan Execution

Thinking Holistically

For the Acela, all 10 points on the customer journey had to be mapped and designed... Not just #8, Riding



Source: Jeneanne Rae, Peer Insight/IDEO

MELCC Brainstorming – Engagement Venues & Concepts

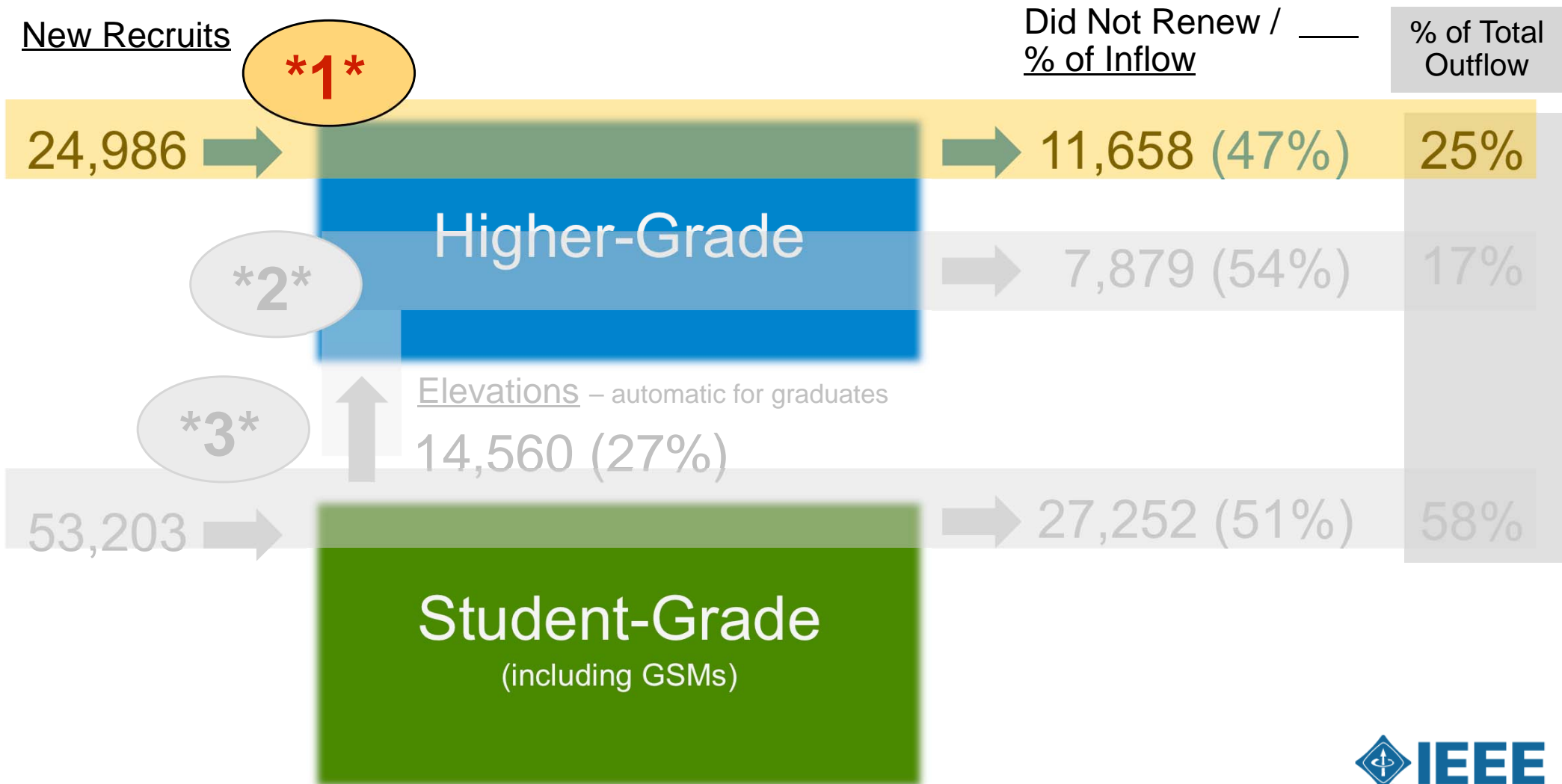
(MGA Member Engagement & Lifecycle Committee)

Engagement Venue	Prospecting & Modeling	Messaging	Events & Service	Measurements
Local OU (Section, Chapter, Branch)	<ul style="list-style-type: none"> Membership collateral 	<ul style="list-style-type: none"> Newsletter recognition 	<ul style="list-style-type: none"> New member welcome social Designated ‘first-year responders’ STEP receptions 	<ul style="list-style-type: none"> New member attendance
Peer-to-Peer (individual members)	<ul style="list-style-type: none"> MGM program 	<ul style="list-style-type: none"> Life Member postcards 	<ul style="list-style-type: none"> Greet-a-member drives 	<ul style="list-style-type: none"> MGM recruitment Postcard mailings Life member participation
MGA Operations & Processes (operations ctr.)	<ul style="list-style-type: none"> Membership website Join process IEEE.org/start 	<ul style="list-style-type: none"> Welcome kit Contact center courtesy calls Renewal 	<ul style="list-style-type: none"> Orientation webcast ‘Concierge Service’ Elevation / Grade advancement 	<ul style="list-style-type: none"> Member data acquisition Webcast attendance Benefit utilization ‘Early-warning’ detection / remediation
Interactive Benefits	<ul style="list-style-type: none"> myIEEE / memberNet 	<ul style="list-style-type: none"> Next-Gen Membership card 	<ul style="list-style-type: none"> Collectors Cards (MOH winner) 	<ul style="list-style-type: none"> “Engagement recognition points”

Activity Mapping, Sequencing the Engagement (select examples)

Engagement Venues & Sequencing	1Q (Jan – Mar)	2Q (Apr – Jun)	3Q (Jul – Sep)	4Q (Oct – Dec)
MGA Operations & Processes				
New Joins	Daily	Daily	Daily	Daily
Welcome E-mails, IEEE.org/start	Daily	Daily	Daily	Daily
Welcome Kit Mailings	Weekly	Weekly	Weekly	Weekly
New Member Orientation Webcast	Monthly ?	Monthly ?	Monthly ?	Monthly ?
Local OU				
New Member Social	Quarterly ?	Quarterly ?	Quarterly ?	Quarterly ?
Newsletter Recognition of new members	Varies by OU	Varies by OU	Varies by OU	Varies by OU
Member Peer-to-Peer				
Life Member Postcard Mailings	Quarterly ?	Quarterly ?	Quarterly ?	Quarterly ?
New Member Greeting Drives	Quarterly ?	Quarterly ?	Quarterly ?	Quarterly ?

Pilot Presently Underway



Underway ...

New Recruits

24,986 →

Higher-Grade

2

Elevations – automatic for graduates

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53,203 →

Student-Grade
(including GSMs)

Did Not Renew / _____
% of Inflow

% of Total
Outflow

→ 11,658 (47%)

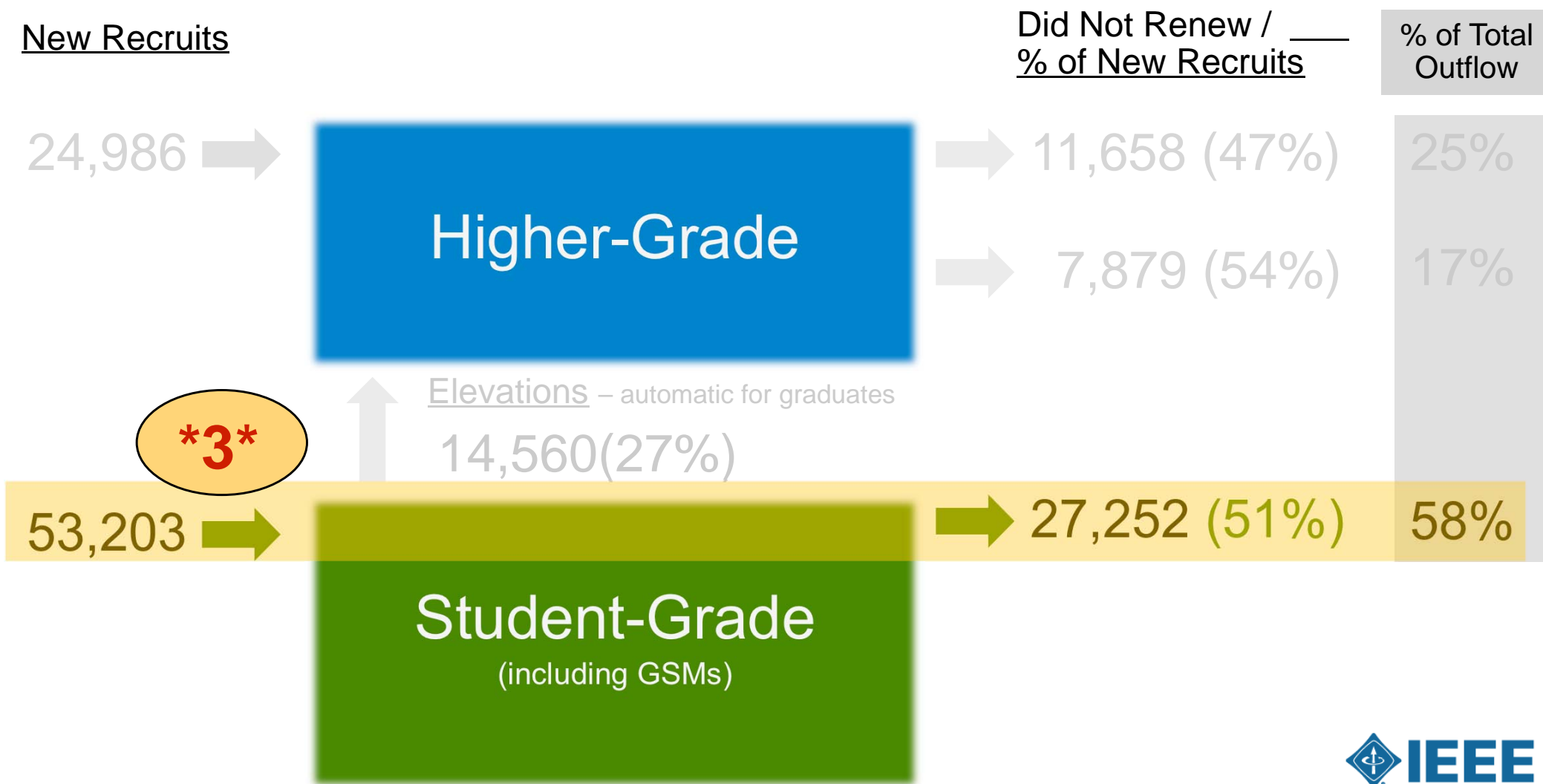
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→ 7,879 (54%)

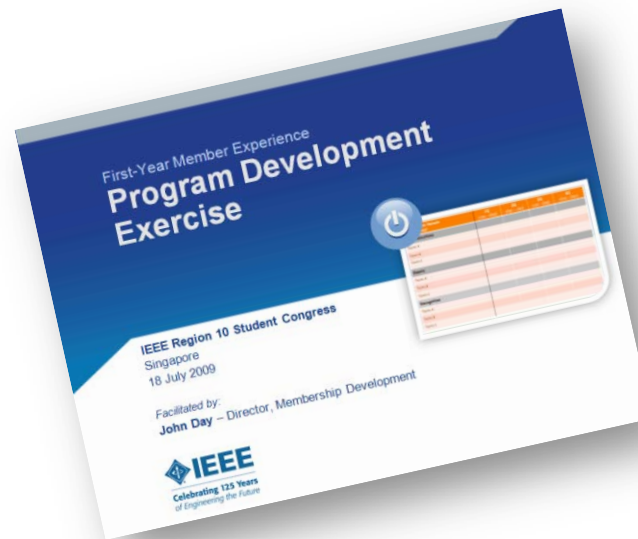
17%



First-Year Experience – *What should be done here ?*



thank you !
questions ?



First-Year Member Experience

Program Development Exercise



Event Venues Activity	1Q (Jan – Mar)	2Q (Apr – Jun)	3Q (Jul – Sep)	4Q (Oct – Dec)
Communications				
Tactic A				
Tactic B				
Tactic C				
Events				
Tactic A				
Tactic B				
Tactic C				
Recognition				
Tactic A				
Tactic B				
Tactic C				

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Facilitated by:

John Day – Director, Membership Development



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Today's Group Exercise

Objectives & Instruction ...

- Deliverables
- Completing the Templates
- Considerations for Tactics
- Time Management

Program Development Templates ...

- Opportunities for First-Year Member Engagement
- Activity Mapping of First-Year Member Engagement

Objectives & Instruction



Deliverables ...

- Draft strategy and documented plan for engaging first-year student members
- Presentation of your draft strategy & plan to the entire group



Completing the Templates ...

- Brainstorm opportunities for how Student volunteer leaders and the Student Branch can engage first-year student members

- Template A: Engagement Opportunities
 - Select 1 to 3 tactics for each engagement activity—communications, events, recognition—and document in the template

- Template B: Activity Mapping
 - Transpose tactics to second template
 - Brainstorm and document the frequency each activity should occur



Considerations for Tactics ...

- Student members feeling IEEE is their 'professional home'
- Member utilization of benefits
- First-year member participation in Branch-sponsored events
- First-year members becoming Branch Volunteers
- Improved first-year, student member retention
- Student Branch awareness and vitality
- Contribution to retention post-graduation



Time Management (75 minutes) ...

- Sub-Teams Brainstorming / Template Documentation (50 minutes)
- Sub-Teams Present Their Program (10 minutes)
- Group Reflections / Wrap-Up / Key Learnings (15 minutes)

Program Development Templates

Template A: Opportunities for Engaging First-Year Student Members

IEEE Entity	Communications	Events	Recognition	Evaluation Considerations
Student Branch	<ul style="list-style-type: none"> • Tactic A • Tactic B • Tactic C 	<ul style="list-style-type: none"> • Tactic A • Tactic B • Tactic C 	<ul style="list-style-type: none"> • Tactic A • Tactic B • Tactic C 	<ul style="list-style-type: none"> • Professional Home • Benefit Utilization • Event Participation • Volunteer Recruitment • Branch Vitality • Student Retention • Post-Graduation Retention

Template B: Activity Mapping the Engagement of a First-Year Student Member

Engagement Venues & Frequency*	1Q (Jan – Mar)	2Q (Apr – Jun)	3Q (Jul – Sep)	4Q (Oct – Dec)
Communications				
Tactic A				
Tactic B				
Tactic C				
Events				
Tactic A				
Tactic B				
Tactic C				
Recognition				
Tactic A				
Tactic B				
Tactic C				

* Frequency Examples: Weekly, Monthly, Quarterly, Bi-Annually, Annually. See next slide for example for how complete template

Example – Activity Mapping

Engagement Venues & Frequency*	1Q (Jan – Mar)	2Q (Apr – Jun)	3Q (Jul – Sep)	4Q (Oct – Dec)
Communications				
Tactic A	Monthly	Monthly	Monthly	Monthly
Tactic B	Bi-Annually	--	Bi-Annually	--
Tactic C	Quarterly	Quarterly	Quarterly	Quarterly
Events				
Tactic A	Weekly	Weekly	Weekly	Weekly
Tactic B	Quarterly	Quarterly	Quarterly	Quarterly
Recognition				
Tactic A	Quarterly	Quarterly	Quarterly	Quarterly
Tactic B	Annually	--	--	--

thank you !
questions ?