

# Thoughts on IEEE Member and Geographic Activities for 2010

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**2010 IEEE Vice President**  
**Member & Geographic Activities**

**Region 10 Annual Meeting**  
**Shangri-La Mactan Resort & Spa**  
**Cebu, Philippines**

**27 February 2010**

# Outline

- MGA Mission & Vision
- Membership
- 2010 MGA Priorities
- How You Can Help
- Concluding Thoughts

# MGA Mission & Vision

**Vision:** Ensure Quality Member Opportunities Through Continuous Engagement

**Mission:** **I**nspire, **E**nable, **E**mpower and **E**ngage Members of **IEEE**

For the purpose of...

- Fulfilling the mission of **IEEE**
- Enhancing the member's growth and development through their life cycle
- Providing a professional home

## Principles

- The member is **IEEE** and **IEEE** is the member.
- Members shape **IEEE**'s future.
- Members collaborate to create **IEEE**'s future.
- **IEEE** enhances members' future.

## Goals

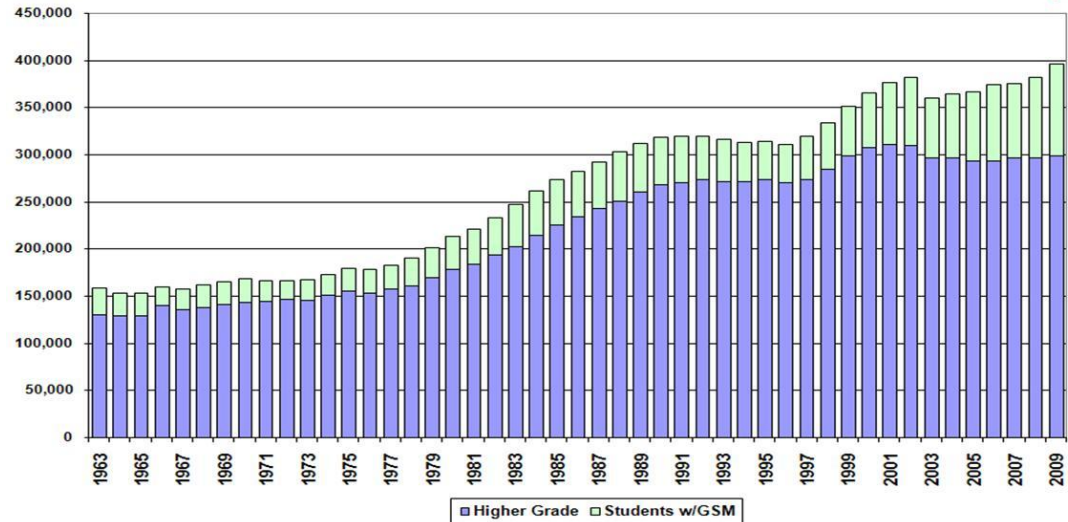
- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness.
- Enhance collaboration with other business units.
- Increase membership.

# IEEE Membership

Historical IEEE Membership Trends - 1963 to 2009

397,001

2009 YEAR END



JANUARY 2010 SNAPSHOT

Snapshot	January '10 vs. '09	% Change	Jan '10	Jan '09	Dec '09	% Change Dec '09 - Jan '10
<b>IEEE Membership</b>	<span style="color: green;">+</span> 15,015	3.8%	406,575	391,560	397,001	2.4%
• Honorary	<span style="color: green;">^</span> 1	3.6%	29	28	29	-
• Fellow	<span style="color: green;">^</span> 180	2.8%	6,694	6,514	6,383	4.9%
• Senior Member	<span style="color: green;">^</span> 720	2.3%	31,762	31,042	31,880	(0.4%)
• Member	<span style="color: green;">^</span> 3,229	1.3%	246,612	243,383	245,064	0.6%
• Associate Member	<span style="color: red;">v</span> (2,873)	(14.8%)	16,580	19,453	16,470	0.7%
• Graduate Student	<span style="color: green;">^</span> 7,577	22.3%	41,495	33,918	38,261	8.5%
• Undergraduate Student	<span style="color: green;">^</span> 6,181	10.8%	63,403	57,222	58,914	7.6%
<b>Society Memberships</b>	<span style="color: green;">+</span> 2,138	0.7%	321,769	319,631	334,804	(3.9%)
• 22 Societies up > 1%	<span style="color: green;">^</span> 6,786		Sum of respective Societies' gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 3,732, or +1.3%			
• 2 Societies +/- 1%	<span style="color: yellow;">=</span> (65)					
• 14 Societies down > 1%	<span style="color: red;">v</span> (4,583)					



# Region 10 Membership

Geographic IEEE Membership Summary - January 2010																
REGION	PROFESSIONALS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2010	2009	Change		2010	2009	Change		2010	2009	Change		2010	2009	Change	
<b>1</b>	32,603	33,493	(890)	-2.7%	2,321	1,883	438	23.3%	2,457	2,156	301	14.0%	37,381	37,532	(151)	-0.4%
<b>2</b>	28,601	28,735	(134)	-0.5%	2,213	1,749	464	26.5%	2,548	2,113	435	20.6%	33,362	32,597	765	2.3%
<b>3</b>	25,669	25,981	(312)	-1.2%	2,796	2,212	584	26.4%	3,276	2,925	351	12.0%	31,741	31,118	623	2.0%
<b>4</b>	19,333	19,592	(259)	-1.3%	2,193	1,712	481	28.1%	2,595	2,214	381	17.2%	24,121	23,518	603	2.6%
<b>5</b>	25,074	25,405	(331)	-1.3%	2,183	1,607	576	35.8%	2,731	2,218	513	23.1%	29,988	29,230	758	2.6%
<b>6</b>	51,244	52,763	(1,519)	-2.9%	3,725	3,049	676	22.2%	4,114	3,328	786	23.6%	59,083	59,140	(57)	-0.1%
<b>R 1-6</b>	182,524	185,969	(3,445)	-1.9%	15,431	12,212	3,219	26.4%	17,721	14,954	2,767	18.5%	215,676	213,135	2,541	1.2%
<b>7</b>	13,338	13,116	222	1.7%	2,078	1,761	317	18.0%	1,824	1,656	168	10.1%	17,240	16,533	707	4.3%
<b>8</b>	51,047	49,378	1,669	3.4%	10,914	9,364	1,550	16.6%	10,299	10,307	(8)	-0.1%	72,260	69,049	3,211	4.7%
<b>9</b>	7,726	7,489	237	3.2%	1,443	1,329	114	8.6%	6,119	6,846	(727)	-10.6%	15,288	15,664	(376)	-2.4%
<b>10</b>	47,042	44,468	2,574	5.8%	11,629	9,252	2,377	25.7%	27,440	23,459	3,981	17.0%	86,111	77,179	8,932	11.6%
<b>R 7-10</b>	119,153	114,451	4,702	4.1%	26,064	21,706	4,358	20.1%	45,682	42,268	3,414	8.1%	190,899	178,425	12,474	7.0%
<b>TOTAL</b>	301,677	300,420	1,257	0.4%	41,495	33,918	7,577	22.3%	63,403	57,222	6,181	10.8%	406,575	391,560	15,015	3.8%
<b>% R1-6</b>	61%	62%			37%	36%			28%	26%			53%	54%		
<b>% R7-10</b>	39%	38%			63%	64%			72%	74%			47%	46%		

Region 10 Represents 21.2% of IEEE's Total Membership



# 2010 Priorities

In 2010 we will ...

**1. Deliver Tangible Products, Services & Value**

- ... deliver tangible and measurable products, services and value to our members.  
⇒ **The 2010 MGA Challenge.**

**2. IEEE Center for Leadership Excellence**

- ... expand content and the influence of the IEEE Center for Leadership Excellence.

**3. The IEEE Member Message**

- ... engage in a strategic communication campaign to export the member message to our geographic units and other IEEE OUs.

**4. Regional Geographic Strategies and Globalization**

- ... be a valued partner in the development of regional geographic strategies and focus on being a model global organization.

**5. Conferences, Conference Proceedings, and Publications**

- ... develop a proactive and comprehensive approach to conferences, conference proceedings and publications.

**6. Operational Alignment & Efficiency**

- ... improve the operational alignment and efficiency of the MGA.

# 2010 MGA Challenge

The 2010 MGA Challenge solicits proposals for projects that will deliver tangible member products, services, and increase the value of IEEE membership in 2010. Proposals are solicited from committees, Regions, Sections, Chapters, Student Branches and individuals. The proposal should:

- describe the overall project concept
- clearly identify the value to the member and how the project deliverable will increase the value of IEEE membership
- outline an implementation plan
- include a detailed budget

Proposal evaluation criteria:

- Ability to increase the value of IEEE membership
- Pilot project can be implemented in 2010
- Breadth of member impact
- Budget  $\leq$  \$25k

[2010MGACHallenge@ieee.org](mailto:2010MGACHallenge@ieee.org)

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

Proposals are due by Friday, 2 April 2010



# Other Initiatives

- MGA Industry Relations Coordinator
  - Since transformation, lack of focus at the MGA-level
  - Ashutosh Dutta appointed as 2010 MGA Industry Relations Coordinator
    - Assist with the development of an industry relations Kit
    - Catalog existing industry relations and practices
    - Export Region 1 Industry Day success to other Regions
- Membership Recruitment and Recovery Ad Hoc Committee
  - Tom Habetler, Chair – Past Division II Director
- Collaboration on IEEE Center for Leadership Excellence content
- Global Professional Activities Ad Hoc
- Career Services Committee – PSPB – IEEE-USA – MGA
- Pre-University Committee
  - Multiple committees – EAB, IEEE-USA, MGA, TAB, ...
  - Vince Socci appointed as 2010 MGA Pre-University Coordinator

# What I Need You to Do ...

## Focus on the Member, the Result will be Membership Growth

When we focus on “Membership” the member and their needs get lost in the crowd.



If we focus on the “Member” they can become Inspired, Enabled, Empowered, and Engaged



“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**

# Engaging the Member

## ■ Previous Model

**Goal:** More meetings during the year.

**Process:** Program Committee schedules more meetings.

**Result:** More meetings with the same attendees.

## ■ New Model ... Changed Paradigm

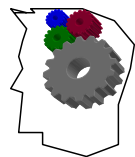
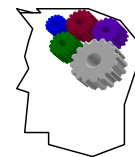
**Goal:** Meetings that better serve our member's needs.

**Process:**

- Engage the member.
  - Survey the members or use existing member segmentation data
- Use member data to identify topics of common interest within the member life-cycle.
  - Student, Graduate Student, GOLD, Member, Life Member
  - Meeting model – traditional, webinar, Dim-Dim, ...

**Result:** More meetings with increased member attendance.

- Meetings are focused on member interest.



# Concluding Thoughts

- You are critical to delivering value to our members at the local level.
- Think about how we can better serve our member.
- Submit your ideas for the 2010 MGA Challenge!
- **Thank you for your service to the IEEE and our profession**