

R3-MELCC@IEEE.ORG
R3-MDC@IEEE.ORG

IEEE Member Life Cycle

Primary Member Organization

- Student || Branch
- Graduate Student ||
- GOLD || Section
- Member ||
 - Senior Member ||
 - Fellow ||
- Life Member ||

Key Issues for retention

- **Focus on the Member**
 - Members are partners, not customers or clients.
 - Many of our members are struggling to stay current.
- **Engaging industry members**
 - Bringing conferences and other products to the local level and the desktop
- **Cannot just be a knowledge community, but embrace other types of community.**
- **Engage volunteers more immediately**

Member Recruitment & Recovery Prioritization

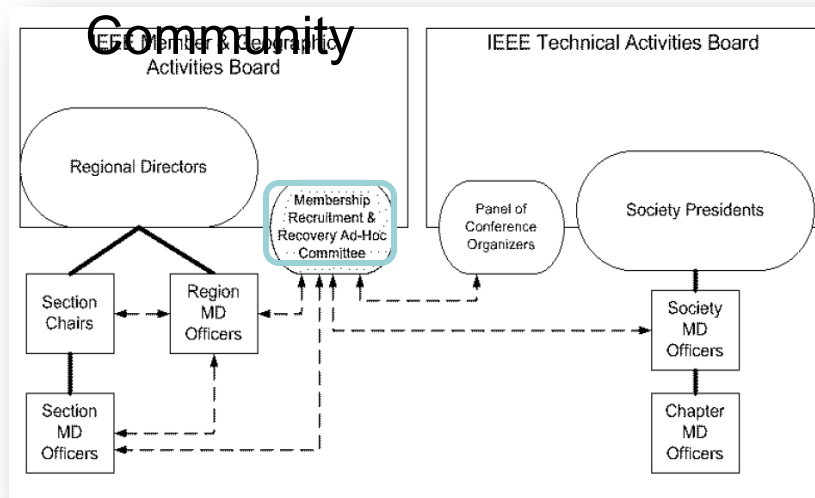
- January through April
 - 85% effort - Retention / Arrears Recovery
 - 15% effort - Recruitment
- May through August
 - 15% effort - Arrears Recovery
 - 85% effort - Recruitment
- September through December
 - 85% Recruitment
 - 15% Renewal monitoring

2010 Membership Year Renewal / Recovery Schedule

2010 Membership Year – IEEE HQ Renewal / Recovery Campaign Schedule		
<p><u>SEP</u></p> <p>< renewal opens for 2010 membership year ></p> <p>Print invoice mails to HG members</p>	<p><u>OCT</u></p> <p>E-mail renewal notice to all members</p>	<p><u>NOV</u></p> <p>E-mail renewal reminder notice to all members</p>
<p><u>DEC</u></p> <p>E-mail renewal reminder notice to all members</p>	<p><u>JAN '10</u></p> <p>< membership becomes past-due for un-renewed members ></p> <p>Print/postal past-due notice to all HG members un-renewed as of 1 Jan; E-mail past-due notice to all students un-renewed as of 1 Jan</p>	<p><u>FEB</u></p> <p>E-mail reminder(s) to all members un-renewed, alerting of pending service deactivation</p> <p>< service deactivation, 28 Feb ></p>
<p><u>MAR</u></p> <p>Print/postal recovery post cards to HG members in Arrears; E-mail deactivation notices to all members in Arrears.</p> <p>Telemarketing recovery outreach to all HG members in Arrears commences.</p>	<p><u>APR</u></p> <p>E-mail recovery outreach to all members in Arrears.</p> <p>Commencement of telemarketing recovery outreach to all HG members in Arrears</p>	<p><u>MAY</u></p> <p>E-mail recovery outreach to all members in Arrears.</p> <p>Telemarketing recovery outreach to all HG members in Arrears</p>
<p><u>JUN</u></p> <p>E-mail recovery outreach to all members in Arrears.</p> <p>Telemarketing recovery outreach to all HG members in Arrears</p>	<p><u>JUL</u></p>	<p><u>AUG</u></p> <p>< conclusion of 2010 membership year, 15 Aug ></p>

MRR 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



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

Membership Development Portal – www.ieee.org/md

The screenshot shows the IEEE Membership Development Portal. At the top, there is the IEEE logo and the tagline "The world's leading professional association for the advancement of technology". Below the logo is a navigation menu with links for "About Us", "Membership", "Publications", "Conferences", "Standards", "Careers", "Education", "Volunteers", "Societies", and "Geographic Activities". A search bar is located on the right side of the header. The main content area is titled "Membership Development" and includes a "Printer Friendly" link. The text describes the MRR Ad-Hoc Committee's role in increasing IEEE membership and lists five key functions: increasing membership by recruiting new members, increasing membership quality, promoting elevations in grade, increasing Society memberships, and increasing awareness of IEEE membership values. Below this text are three sections: "Committees & Contacts" listing "IEEE Region Membership Development Officers", "IEEE Admission & Advancement Committee", and "Membership Staff Contacts"; "LOG-IN (web account required)" with links for "Monthly Progress Reports", "Regional and Sectional Membership Statistics", "Membership Development Online Community", and "SAMIEEE Online"; "GUIDES" with links for "Guide to reading the IEEE Membership Statistics Reports", "IEEE Membership Development Manual (PDF, 650K)", and "Member Benefits at a Glance (PDF, 42 KB)"; "Benefit Development Toolkit Regions 7-10" with a link for "Toolkit Presentation (PDF, 225K)"; "RETENTION PROGRAMS & TOOLS" with links for "Member Grade Elevation" and "Retention Best Practices"; and "RECRUITMENT PROGRAMS & TOOLS" with links for "Place an order - Brochures, Posters, Flyers, etc.", "Powerpoint Presentation - IEEE Membership (PPT, 365K)", "Powerpoint Presentation - IEEE Student Membership (PPT, 475K)", and "Recruitment Best Practices".

- Membership Reports
- MD Virtual Community
- SAMIEEE access
- Membership Development Manual
- Member benefits at a glance
- Recruitment programs and tools
- MD Kits – online order form
- Benefit Development Toolkit: Regions 7-10