

# Thoughts on IEEE Member and Geographic Activities for 2010

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**Member & Geographic Activities**

**IEEE Region 3 Meeting**  
**and SoutheastCon 2010**  
**Charlotte, NC**

**20 March 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.

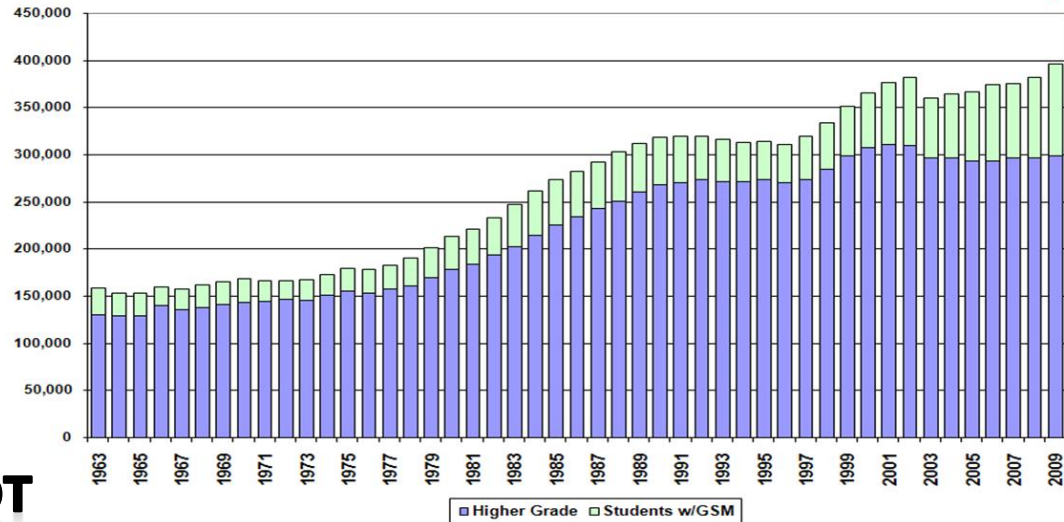


# IEEE Membership

Historical IEEE Membership Trends - 1963 to 2009

397,001

**2009 YEAR END**



**FEBRUARY 2010 SNAPSHOT**

Snapshot	February '10 vs. '09	% Change	Feb '10	Feb '09	Jan '10	% Change Jan '10 - Feb '10
<b>IEEE Membership</b>	<b>+ 11,149</b>	<b>3.7%</b>	<b>313,109</b>	<b>301,960</b>	<b>406,575</b>	<b>(25.7%)</b>
• Honorary	▲ 1	3.6%	29	28	29	-
• Fellow	▲ 267	4.3%	6,406	6,139	6,694	(4.3%)
• Senior Member	▲ 1,029	3.5%	30,235	29,206	31,762	(4.8%)
• Member	▲ 4,306	2.3%	194,969	190,663	246,612	(20.9%)
• Associate Member	▼ (2,266)	(16.8%)	11,212	13,478	16,580	(32.4%)
• Graduate Student	▲ 4,544	16.3%	32,354	27,810	41,495	(22.2%)
• Undergraduate Student	▲ 3,266	9.4%	37,904	34,636	63,403	(40.2%)
<b>Society Memberships</b>	<b>+ 6,738</b>	<b>2.6%</b>	<b>268,397</b>	<b>261,659</b>	<b>321,769</b>	<b>(16.6%)</b>
• 22 Societies up > 1%	▲ 7,803					
• 7 Societies +/- 1%	↔ 25					
• 9 Societies down > 1%	▼ (1,090)					

Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 6,387, or +2.6%



# IEEE Membership Summary

Membership by Region				February '10				Color Key: Green shading = year-over-year growth; Orange shading = year-over-year decline (!) All ten (10) Regions posted year-over-year gains in total members.								
Geographic IEEE Membership Summary - February 2010																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2010	2009	Change	% Change	2010	2009	Change	% Change	2010	2009	Change	% Change	2010	2009	Change	% Change
<b>1</b>	27,504	27,773	(269)	-1.0%	1,843	1,512	331	21.9%	1,763	1,511	252	16.7%	31,110	30,796	314	1.0%
<b>2</b>	23,991	24,076	(85)	-0.4%	1,783	1,466	317	21.6%	1,842	1,561	281	18.0%	27,616	27,103	513	1.9%
<b>3</b>	21,087	21,118	(31)	-0.1%	2,333	1,939	394	20.3%	2,413	2,316	97	4.2%	25,833	25,373	460	1.8%
<b>4</b>	16,064	16,127	(63)	-0.4%	1,762	1,487	275	18.5%	1,961	1,673	288	17.2%	19,787	19,287	500	2.6%
<b>5</b>	20,790	20,695	95	0.5%	1,775	1,361	414	30.4%	2,018	1,710	308	18.0%	24,583	23,766	817	3.4%
<b>6</b>	42,396	42,747	(351)	-0.8%	2,955	2,564	391	15.2%	2,916	2,438	478	19.6%	48,267	47,749	518	1.1%
<b>R 1-6</b>	151,832	152,536	(704)	-0.5%	12,451	10,329	2,122	20.5%	12,913	11,209	1,704	15.2%	177,196	174,074	3,122	1.8%
<b>7</b>	10,678	10,498	180	1.7%	1,810	1,587	223	14.1%	1,428	1,276	152	11.9%	13,916	13,361	555	4.2%
<b>8</b>	39,695	38,110	1,585	4.2%	9,243	8,221	1,022	12.4%	6,613	6,761	(148)	-2.2%	55,551	53,092	2,459	4.6%
<b>9</b>	5,209	4,878	331	6.8%	1,085	919	166	18.1%	2,857	2,720	137	5.0%	9,151	8,517	634	7.4%
<b>10</b>	35,437	33,492	1,945	5.8%	7,765	6,754	1,011	15.0%	14,093	12,670	1,423	11.2%	57,295	52,916	4,379	8.3%
<b>R 7-10</b>	91,019	86,978	4,041	4.6%	19,903	17,481	2,422	13.9%	24,991	23,427	1,564	6.7%	135,913	127,886	8,027	6.3%
<b>TOTAL</b>	242,851	239,514	3,337	1.4%	32,354	27,810	4,544	16.3%	37,904	34,636	3,268	9.4%	313,109	301,960	11,149	3.7%
<b>% R1-6</b>	63%	64%			38%	37%			34%	32%			57%	58%		
<b>% R7-10</b>	37%	36%			62%	63%			66%	68%			43%	42%		

# 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

Proposals are due by Friday, 2 April 2010

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

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



# 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

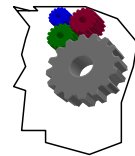
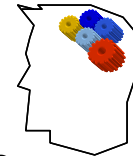
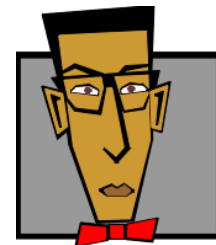
**Goal:** Meetings that better serve our member's needs.

**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**