

Membership Development Overview

Region 3

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Agenda

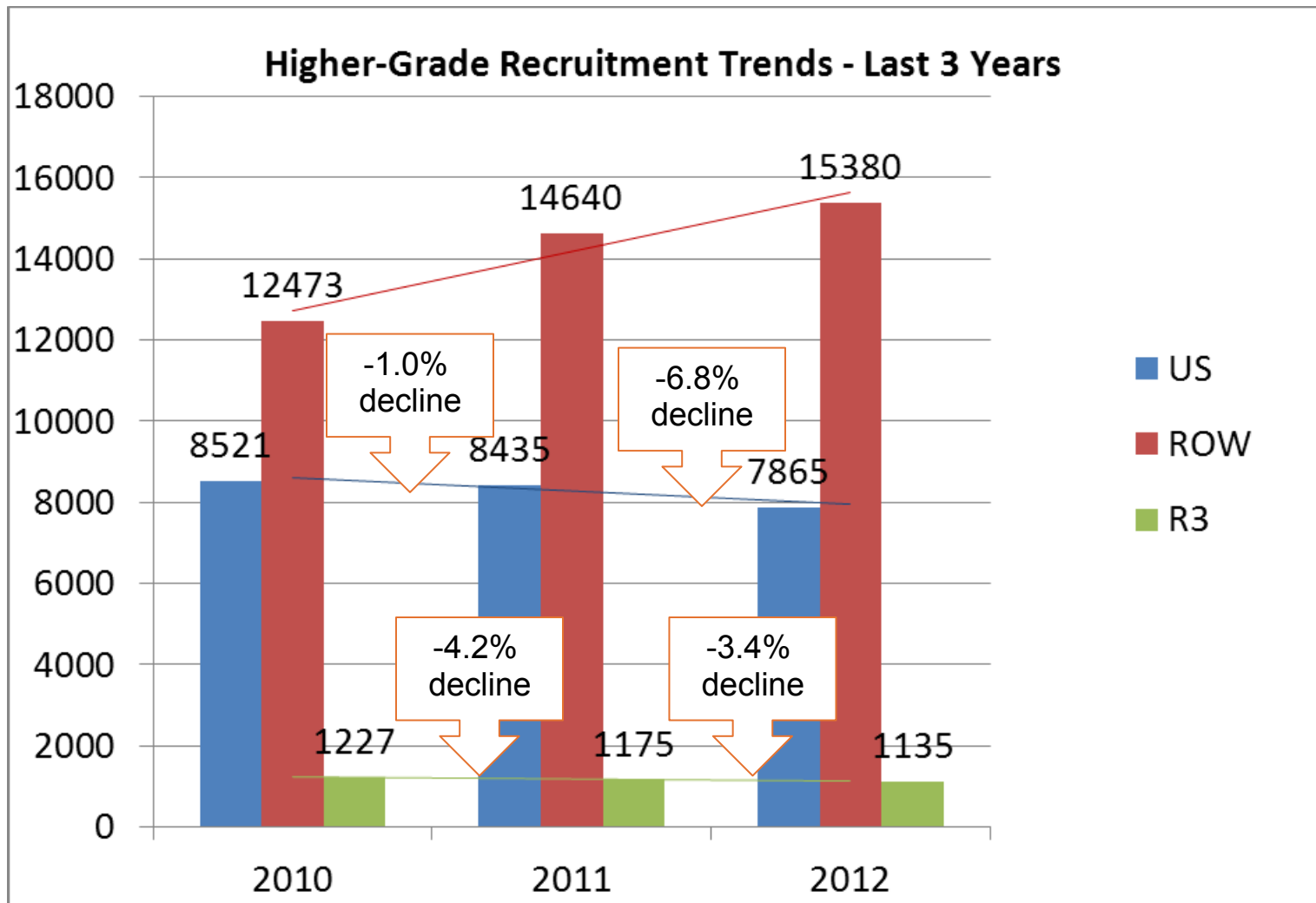
- Region 1-6 – Need for Focus
- Region 1-6 Marketing Strategy
- 1st Quarter Recruitment Efforts
- Arrears Recovery Efforts
- Membership Development Goals
- Questions / Ideas

R1-6 NEED FOR FOCUS

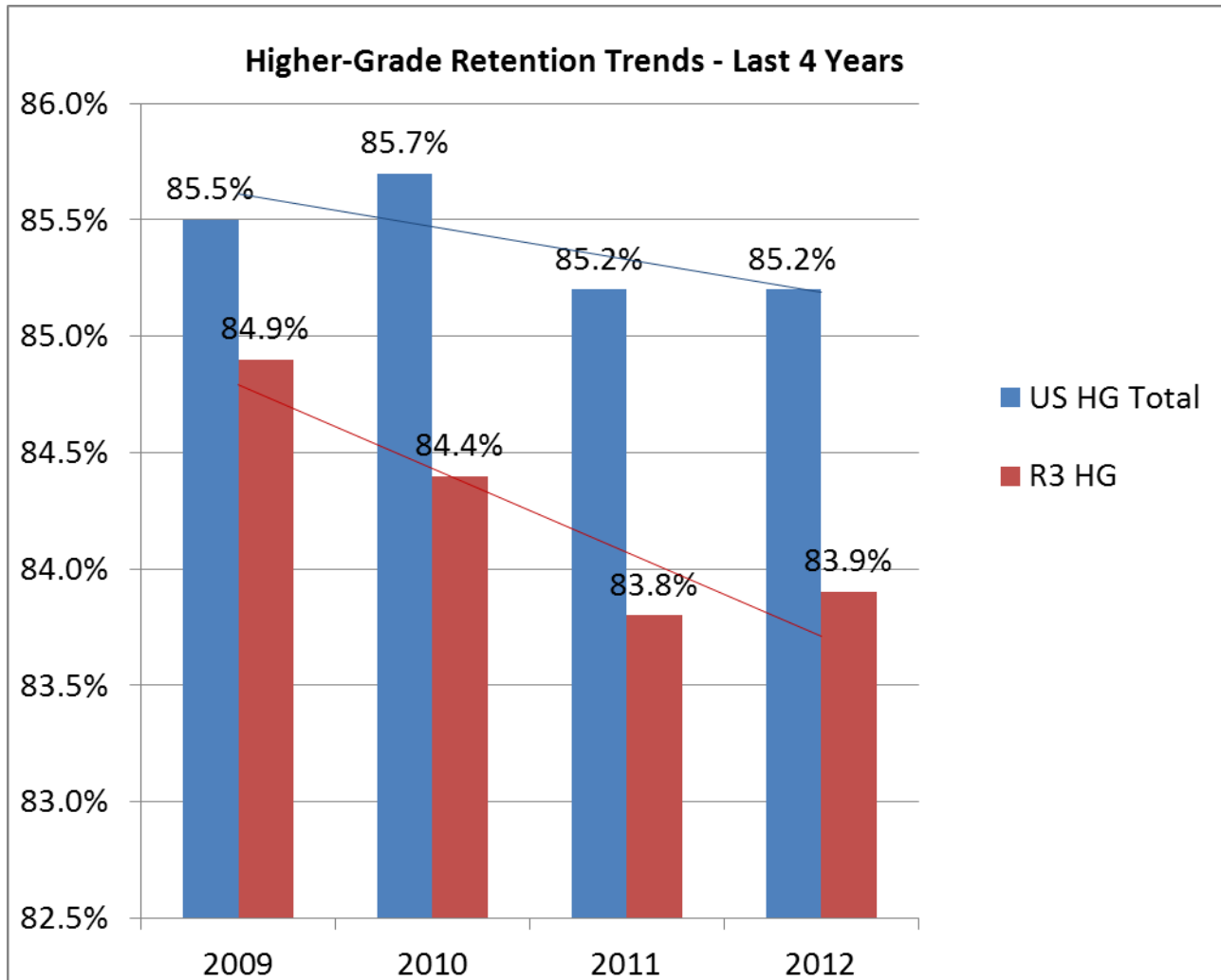
Region 1-6 – The Need for Focus

- IEEE members in the U.S.
 - Drive 58% of the total IEEE member dues revenue
 - Represent 50% of the total member count
- Market penetration in the US just 7.5%
- US HG member retention is 85.2%
 - Compared to HG average 73.4%
- Recruitment is the challenge

Region 1-6 – The Need for Focus



Region 1-6 – The Need for Focus



Region 1-6 – The Need for Focus

- Outside our control:
 - Economic factor
 - Unemployment
- In our control:
 - Provide relevant benefits
 - Volunteer engagement
 - Effective marketing strategies

Region 1-6 Team

- Two dedicated staff members in a new position: Member Market Development Specialist



Adrienne Hahn (Regions 1,2,4)



Lisa Kluberspies (Regions 3,5,6)

- Goal: Grow US HG membership
 - Double US HG membership recruitment in the next 5 years
 - Average of 8,200 over past 3 years
 - Increase US HG retention, specifically first-year members (and graduate students)
 - 2012 HG: 85.2% (38.8% first-year)
 - 2012 GSM: 74.0% (58.2% first-year)

Region 1-6 Strategy

MD Volunteer Support

- Regional MD Chairs
- Section MD Officers
- Region meeting attendance
- Region webcasts
- Outreach coordination and collaboration (recruitment, renewal and recovery)
- First Year Member Experience

List/Lead Development

- E-mail
- Direct mail
- Online advertising
- Social media/viral programs
- Peer-to-peer referral

Events and Conferences

- Metro Area Workshops
- Large Society conferences
- Industry conferences
- Meeting & Conference Management Collaboration

Affinity Marketing Partnerships

- IEEE Products
- Non-IEEE Products
- Joint membership agreements

1ST QUARTER RECRUITMENT EFFORTS

Internal Recruitment Campaigns

Monthly Emails to:

- IEEE authors
- IEEE product purchasers
- Incomplete applicants
- Inactive/reinstatement



3-4K new members/month



External Recruitment Campaigns

Jan / Feb

Integrated effort targeting US Higher Grade members with a combination of online advertising and email

- \$25 off through Feb 28th
- Landing page w/ three separate promotion codes

The screenshot shows the IEEE website's membership page. At the top, the IEEE logo is displayed with the tagline 'Advancing Technology for Humanity' and the text 'The world's largest professional association for the advancement of technology'. Below the logo is a navigation menu with categories: About IEEE, Membership & Services, Societies & Communities, Publications & Standards, Conferences & Events, and Education & Careers. A search bar is located below the navigation menu, and social media links for Facebook, Twitter, LinkedIn, and YouTube are visible. The main content area features a heading 'Join IEEE and Save US\$25' and a 'Begin join process' button. A sidebar on the left contains a 'Membership Menu' with links to 'IEEE Membership', 'Societies and Special Interest Groups', 'myIEEE', 'Member-Get-a-Member', and 'Student Resources'. A sidebar on the right is titled 'Benefits & Testimonials' and includes a photo of people and text describing the benefits of IEEE membership, such as connecting with colleagues and saving on products and services. A footer note at the bottom of the page states: '* Annual, professional membership ranges from US\$184 to US\$188 in the United States, depending on where you live. Discount only applies to first-year membership dues. Promotion is valid only for new, professional members (students and graduate students are not eligible). Void where prohibited. Discount offer expires 28 February 2013.'

External Recruitment Campaigns

Online Advertising



Estimated Impressions:
30-50M/Day

IEEE Official Site
Association of Engineers.
Save \$25 with Code.

Community of Engineers
Keep Up With Industry News and Trends.
Save \$25 When you Signup Today.



facebook

Audience: 3.3M

IEEE Membership Signup
Networking, Articles,
Newsletters & More! Join
The Association of
Engineers Now & Save
\$25

LinkedIn

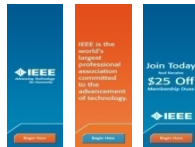
Est Target Audience: 2.1M

Join IEEE Today
Save \$25 When You Join IEEE
Association of Professional Engineers.

IEEE Membership Signup
Networking, Articles, Newsletters and
More! Join Now & Save \$25 At Checkout.

careerbuilder

Impressions: 1.25M



Email



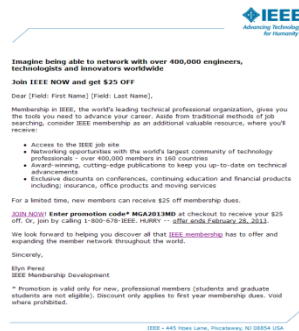
Electronics & Engineering
database from UBM

Target Audience:
104K emails x 2

careerbuilder

Target Audience:
125K emails x 2

4/16/13



Results by Region

Region	Total New HG Members
R1	16
R2	11
R3	12
R4	17
R5	14
R6	35
Grand Total	105

Total from Email = 79
Total from Advertising = 26



RECOVERY EFFORTS

GOAL – INCREASE 2013 RENEWALS

Pre-Deactivation Recovery Timeline (Worldwide)



Emails targeted by grade



Paper Invoice

Reminder Postcard

Paper Invoice

De-Activation



Oct 1

Nov 22

Jan 1

Feb 23

October

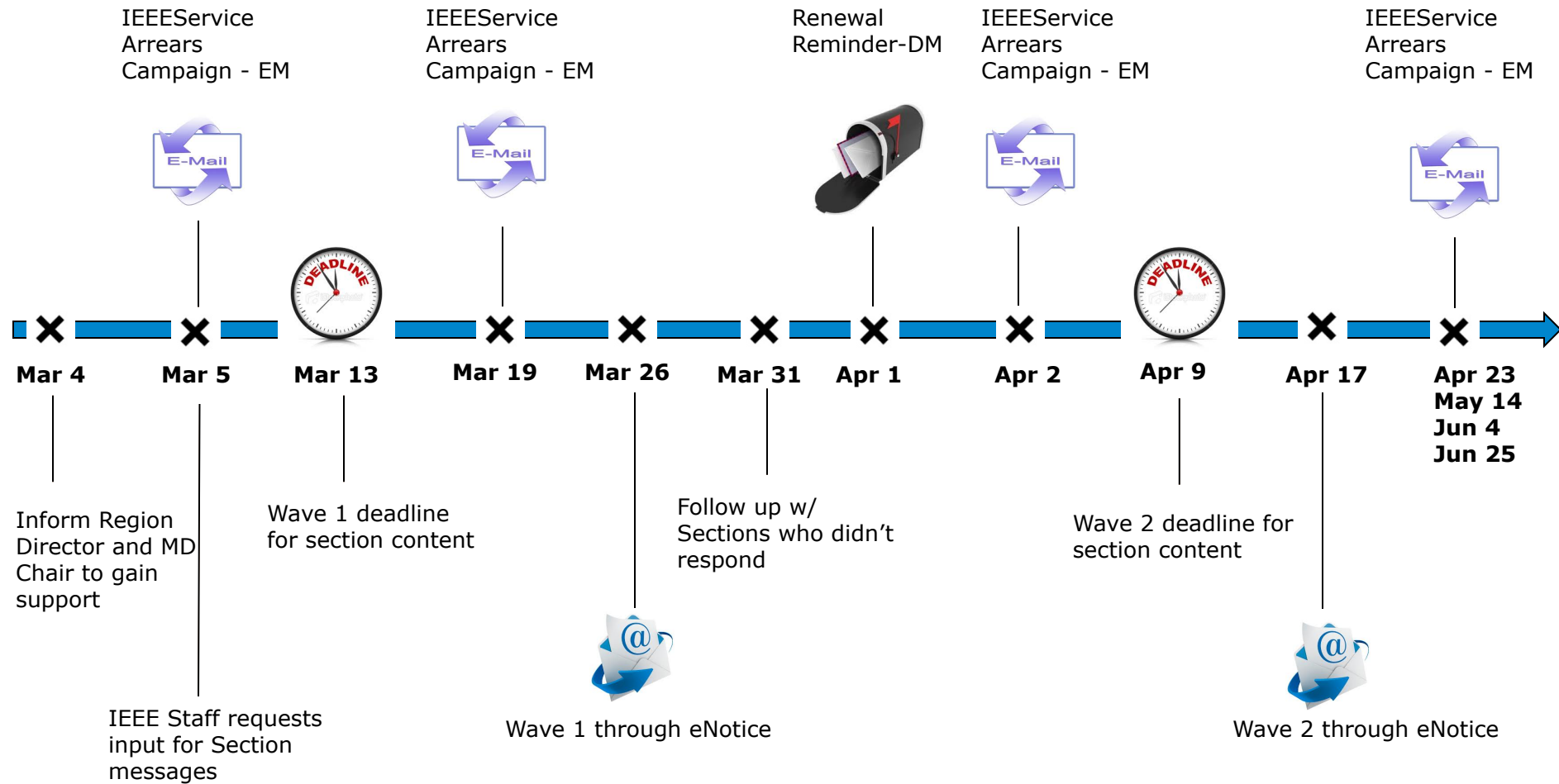
February

Service Deactivation 2013

Deactivation 2013																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2013	2012	Change		2013	2012	Change		2013	2012	Change		2013	2012	Change	
			#	%			#	%			#	%			#	%
1	5,627	5,584	43	0.8%	760	661	99	15.0%	1,025	1,040	15	1.4%	7,412	7,285	127	1.7%
2	5,256	4,951	305	6.2%	753	665	88	13.2%	1,048	1,065	17	1.6%	7,057	6,681	376	5.6%
3	5,375	5,120	255	5.0%	872	783	89	11.4%	1,431	1,416	15	1.1%	7,678	7,319	359	4.9%
4	3,828	3,889	189	5.2%	819	856	37	5.0%	992	1,002	100	12.2%	5,379	5,357	22	0.4%
5	5,174	4,904	270	5.5%	598	568	30	5.3%	1,270	1,172	98	8.4%	7,042	6,644	398	6.0%
6	10,271	9,649	622	6.4%	1,117	1,097	20	1.8%	1,794	1,670	124	7.4%	13,182	12,416	766	6.2%
R 1-6	35,531	33,847	1,684	5.0%	4,719	4,430	289	6.5%	7,500	7,425	75	1.0%	47,750	45,702	2,048	4.5%
7	3,371	2,899	472	16.3%	632	517	115	22.2%	636	574	62	10.8%	4,639	3,990	649	16.3%
8	16,725	14,498	2,227	15.4%	3,871	3,494	377	10.8%	5,537	5,241	296	5.6%	26,133	23,233	2,900	12.5%
9	4,037	3,345	692	20.7%	569	682	113	16.6%	4,767	4,519	248	5.5%	9,373	8,546	827	9.7%
10	19,794	16,033	3,761	23.5%	6,328	5,596	732	13.1%	24,441	21,118	3,323	15.7%	50,563	42,747	7,816	18.3%
R 7-10	43,927	36,775	7,152	19.4%	11,400	10,289	1,111	10.8%	35,381	31,452	3,929	12.5%	90,708	78,516	12,192	15.5%
TOTAL	79,458	70,622	8,836	12.5%	16,119	14,719	1,400	9.5%	42,881	38,877	4,004	10.3%	138,458	124,218	14,240	11.5%

- 2013 renewal opportunity was 2.3% larger than last year, and deactivations were 11.5% higher.
- In Region 3, to date, we have recovered 729 of the 7,678 that were deactivated (9.4%)

Post-Deactivation Recovery Timeline



Section Outreach to HG Members

- Partner with Section and MD Chairs to include 3 activities or value statements, unique to the particular section, in order to reinforce the value of IEEE membership
 - For example: Atlanta Section (Jill Gostin)
 - Provided three \$1600 college scholarships through the Georgia Engineering Foundation
 - Organized two elementary school science nights, for 1000+ students and their families
 - Held over 50 technical and professional meetings
- Participating Region 3 sections:

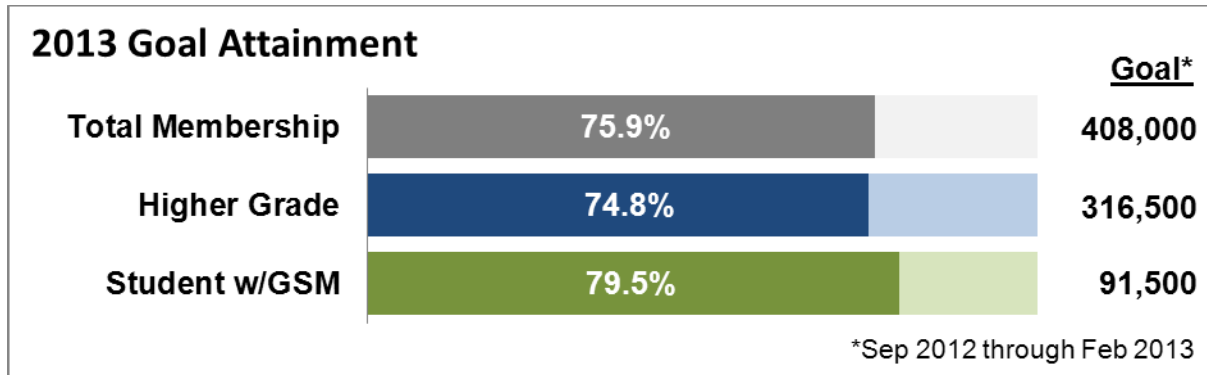
Atlanta
Canaveral
Columbia
Eastern No Carolina

Evansville-Owensboro
Florida West Coast
Hampton Roads
Lexington

Louisville
Virginia Mountain
Western No Carolina
Winston-Salem

29% response rate (12 out of 41)

2013 MD Goals



As of February 2013									
	HIGHER-GRADE			STUDENT-GRADE			TOTAL		
	GOAL	ACHIEVED #	ACHIEVED %	GOAL	ACHIEVED #	ACHIEVED %	GOAL	ACHIEVED #	ACHIEVED %
R1	30,273	25,141	83.0%	3,200	3,367	105.2%	33,473	28,508	85.2%
R2	26,639	21,885	82.2%	3,212	3,186	99.2%	29,851	25,071	84.0%
R3	24,657	19,502	79.1%	4,219	4,526	107.3%	28,876	24,028	83.2%
R4	18,631	15,023	80.6%	3,022	3,381	111.9%	21,653	18,404	85.0%
R5	24,043	19,366	80.5%	3,552	3,929	110.6%	27,595	23,295	84.4%
R6	48,077	39,229	81.6%	5,462	6,130	112.2%	53,539	45,359	84.7%
R1-6 Total	172,320	140,146	81.3%	22,667	24,519	108.2%	194,987	164,665	84.4%
R7	13,858	10,349	74.7%	2,972	3,423	115.2%	16,830	13,772	81.8%
R8	56,993	39,573	69.4%	16,746	15,600	93.2%	73,739	55,173	74.8%
R9	11,054	6,411	58.0%	7,162	4,318	60.3%	18,216	10,729	58.9%
R10	62,271	40,295	64.7%	41,968	24,856	59.2%	104,239	65,151	62.5%
TOTAL	316,500	236,774	74.8%	91,500	72,716	79.5%	408,000	309,490	75.9%

■ Feb 2012

- R3 was at 82.0% of total goal
- R3 was at 80.6% of HG goal

■ Year End (Aug 2012)

- R3 was at 96.0% of total goal
- R3 was at 89.4% of HG goal

We're here to support YOU...

■ MD Staff

- Elyn Perez, Senior Manager
 - elyn.perez@ieee.org
- Cathy Downer, Membership Development
 - c.downer@ieee.org
- Adrienne Hahn (Regions 1,2,4)
 - a.hahn@ieee.org
- Lisa Kluberspies (Regions 3,5,6)
 - l.kluberspies@ieee.org
- Denise Maestri, Membership Marketing
 - d.maestri@ieee.org

■ Volunteers

- R3 MD Chair: Bill Williams, billwill@ieee.org
- R3 MD Chair: Lee Stogner, l.stogener@ieee.org

THANK YOU!

QUESTIONS ?

IDEAS