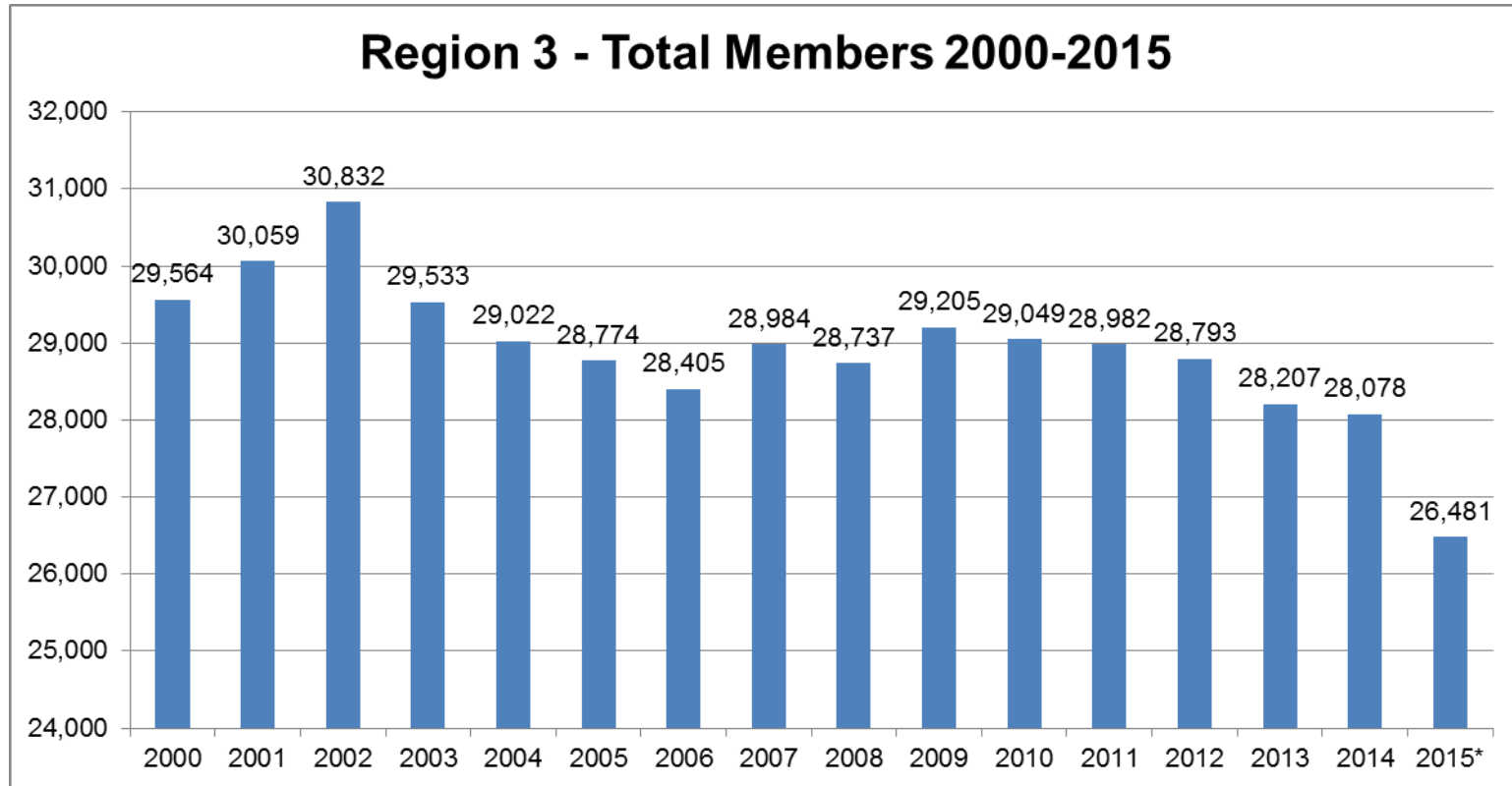# Region 3 – First Year Member Experience

July 13, 2015

Presented by: Lee Stogner, Region 3 Membership Development Chair
                       Chris Wright, IEEE Staff Resource for Region 3 Volunteers

Why are we here ?

Region 3 - Total Members 2000-2015

Year	Members
2000	29,564
2001	30,059
2002	30,832
2003	29,533
2004	29,022
2005	28,774
2006	28,405
2007	28,984
2008	28,737
2009	29,205
2010	29,049
2011	28,982
2012	28,793
2013	28,207
2014	28,078
2015*	26,481

*2015 Member Statistics are through June 2015

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Goals of R3 FYME

› To Grow and develop the member as an integral part of IEEE on a personal level by finding out:

– Who?

– What?

– Why?

– Where?

› Make personal contact with 1st year member

Not necessarily about going after the first year member as a group.

Treat them as individuals.

Realities of this Project

› Not a new concept – something EVERYONE should be doing

› "Membership Development" is really a function of networking.

   – Identify people who want to expand their network.

   – This project is **GREAT** for someone to practice their networking skills and to get to know members.

› Most Sections only draw a few new members a week.

› Can't find someone? **ASK** the members

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Who is Working on this Project?

› Project Lead: Lee Stogner

› Project Team:
  – Jim Howard
  – William Ratcliff
  – Mauricio Cano
  – Bill Williams
  – Chris Wright (IEEE Staff)

Pilot Programs in Progress

› Sections Participating
  – Piedmont Section
  – Savannah Section
  – Eastern North Carolina
  – Florida West Coast
  – Huntsville

Participation is needed from
ALL SECTIONS

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FYME Process Step 1

› Step 1: Prep for the Call

- Pull list of new members from the Section Vitality Dashboard

- Pull New Member Interest data using the pre-defined SAMIEEE query

  ▪ (MD) New Member Interest Info for Active IEEE Members

- Have a broad knowledge of what the Section has going on currently

  ▪ Use the meeting finders available via IEEE

    - Section Vitality Dashboard – Meeting Activity and Conferences Tab
    - These tabs pull directly from vTools Meetings and IEEE Events and Conferences

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FYME Process Step 2

> Step 2: MAKE CONTACT!!!
> – A phone call is always best
>
> – Welcome letter 2nd Option
>
> – Get an initial read on the member:
>
>   ▪ Back to the 4 W's
>
> – Invite them to:
>
>   ▪ Section activities
>
>   ▪ Volunteer for a project (**NOT AN EXCOM POSITION**)

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FYME Process Step 3

> Lay out an actionable plan for the new member:
>> – Fill member profile on myIEEE
>> – Review IEEE Getting Started Page
>> – Sign up for the New Member Orientation

> www.ieee.org/start

Pop Quiz

Q: How is this process relevant in other member engagement projects?

A: MEMBER INTEREST DATA IS AVAILABLE FOR MOST MEMBERS

Why Not Use the Available Data?

- › Collected via the Membership Application

- › Available via SAMIEEE/ Section Vitality Dashboard

- › Word of Caution:
  - – Profile data is self reported by the member
  - – Only good if it is updated

It is the Best We Have… For Now…

Available Member Interest Profile Data

Member Interests	Technical Interests	Subs & Pubs
Networking	TIPS Subjects	Society Memberships
Career Opportunities	TIPS Level of Interest	Tech Communities
Technical Info/Pubs	Line of Business	Technical Councils
Local Activities	Job Title	Publication Subscriptions
Humanitarian Programs	Job Function	
	Job Responsibility	
	Current Tech Focus	
	Other Tech Focus	

Export to Excel and Analyze

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Pre-Defined Queries and Reports

› Section Vitality Dashboard

  – Society Membership Counts

› (GEO) Active Society Memberships for Active IEEE Members

› (GEO) Potential Interest Profile of Member

› (MD) New Member Interest Info for Active IEEE Members

www.ieee.org/samieee

http://www.ieee.org/about/volunteers/samieee/ samieee_reference_materials.html

What to Do with the Data

› Gap Analysis for Section

  – What is offered vs. member interests

  – If needed:

    ▪ Add Data

    ▪ Zip code, city, school, education

› Use Data in Member Engagement Activities

  – Have it handy for calls

  – Research event attendees

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Questions?

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