



2016 Region 3 Membership Cycle Kick-off Call

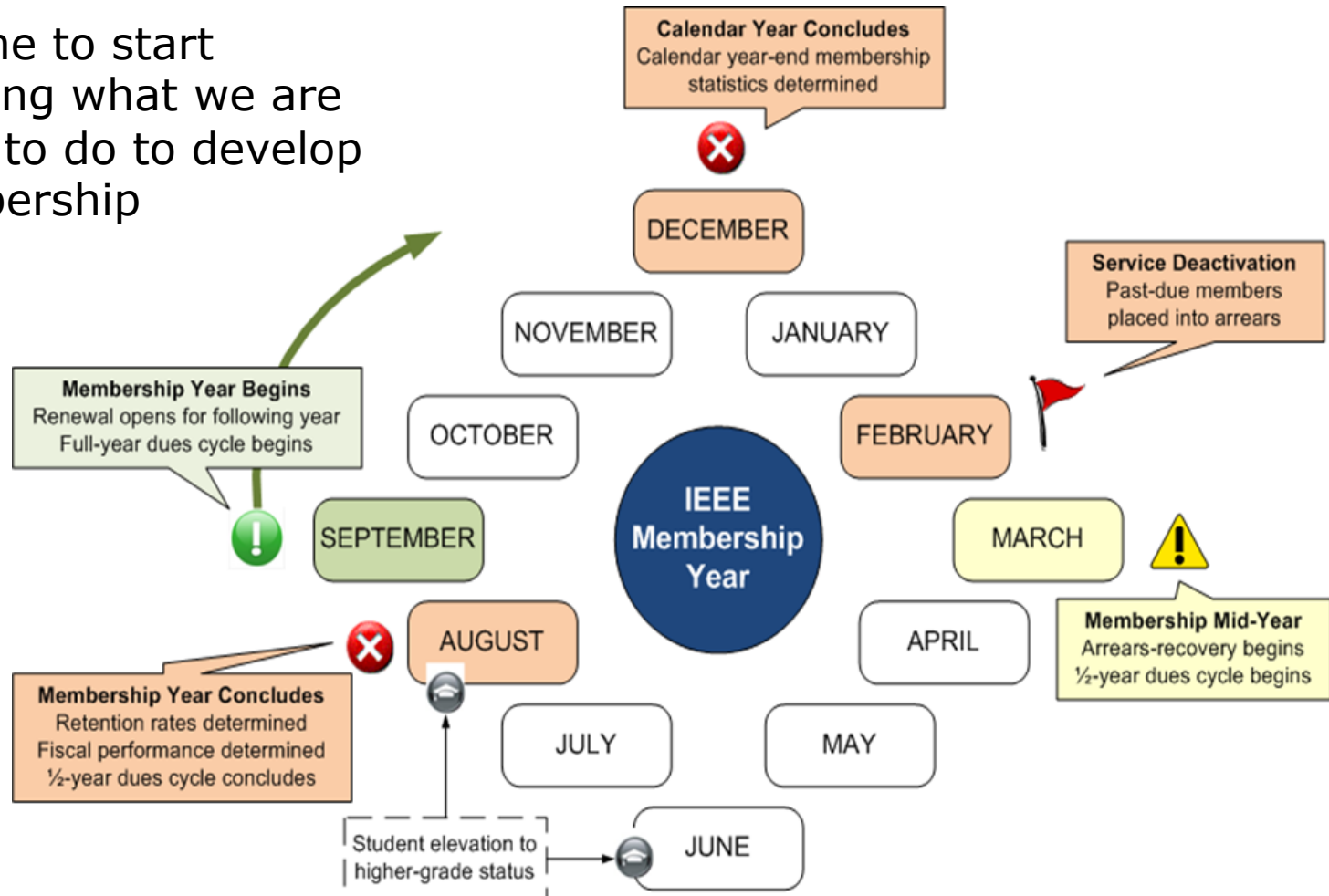
August 2015

Agenda

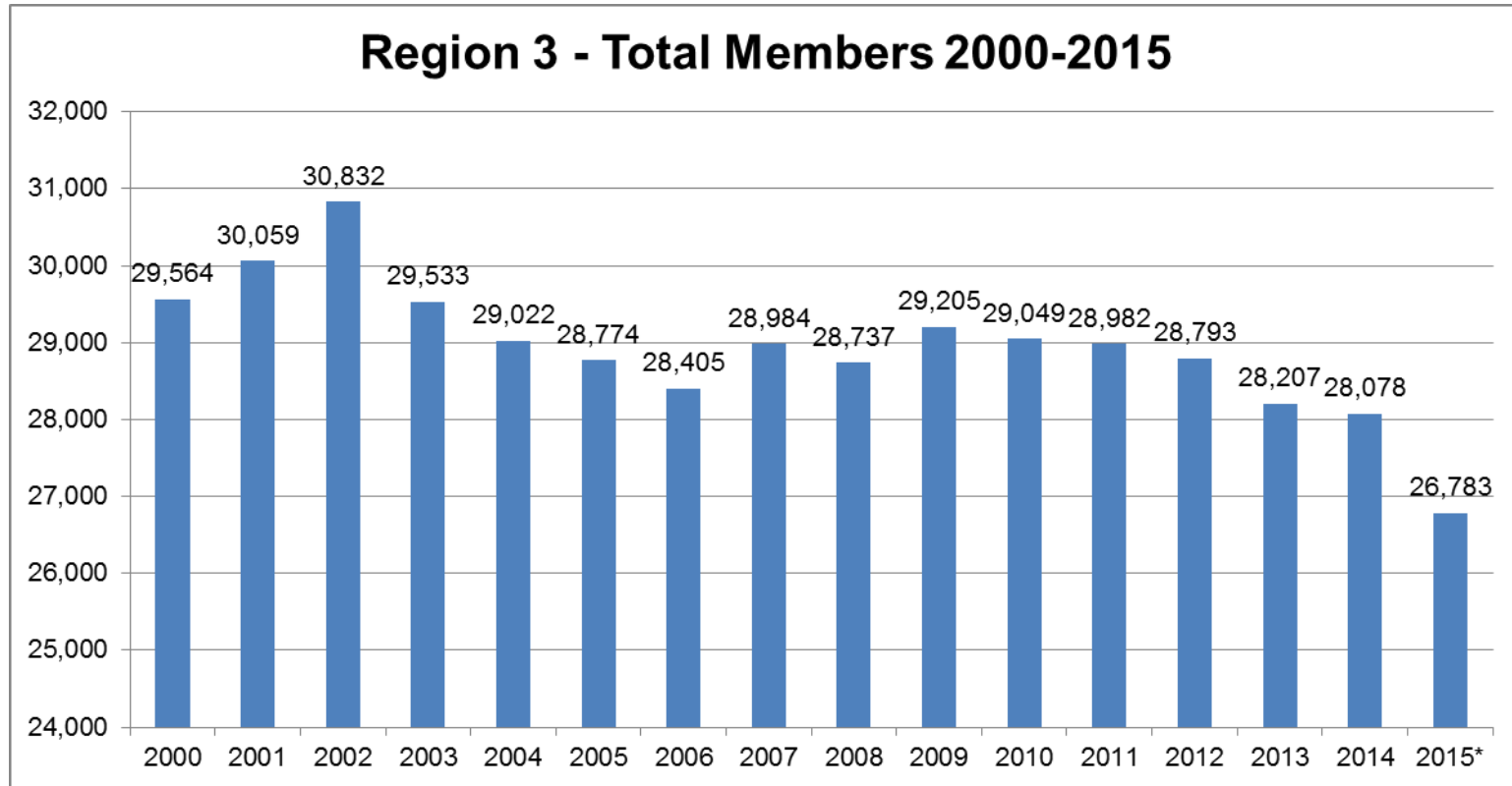
- ▶ 2016 Membership Development Cycle
- ▶ Where We Were
- ▶ Where We Are
- ▶ Where We Are Going
- ▶ Membership Cycle Action Plan
- ▶ Q&A

Membership Development Cycle

💡 Time to start planning what we are going to do to develop membership



The Past...



Notes: Based on Membership Development Year
2015 Total Members represents count through June
2000-2014 represents counts through August

The Present...

Region 3 Snapshot	This Month	'15 vs. '14	% Change
Total Membership	26,783	▼ -938	-3.4%
Higher-Grade	22,318	▼ -496	-2.2%
Students	4,465	▼ -442	-9.0%
IEEE Worldwide	376,074	▼ -6,734	-1.8%

Region 3 Total Membership by Section

Total Active Members by Region: July 2015

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Columbia Section	354	332	6.6%	133	83	60.2%	487	415	17.3%
Central Savannah River Section	164	158	3.8%	23	18	27.8%	187	176	6.3%
Jamaica Section	138	131	5.3%	45	42	7.1%	183	173	5.8%
Brow ard Section	415	421	-1.4%	98	77	27.3%	513	498	3.0%
Gainesville Section	319	322	-0.9%	106	98	8.2%	425	420	1.2%
Canaveral Section	160	164	-2.4%	14	8	75.0%	174	172	1.2%
Orlando Section	1015	987	2.8%	233	251	-7.2%	1248	1,238	0.8%
Miami Section	455	481	-5.4%	219	189	15.9%	674	670	0.6%
Central Virginia Section	508	517	-1.7%	79	68	16.2%	587	585	0.3%
Daytona Section	171	161	6.2%	43	53	-18.9%	214	214	0.0%
Palm Beach Section	614	615	-0.2%	64	63	1.6%	678	678	0.0%
Northw est Florida Section	271	275	-1.5%	39	36	8.3%	310	311	-0.3%
Piedmont Section	472	482	-2.1%	121	115	5.2%	593	597	-0.7%
Charlotte Section	611	618	-1.1%	146	146	0.0%	757	764	-0.9%
Savannah Section	175	176	-0.6%	38	39	-2.6%	213	215	-0.9%
Evansville-Ow ensboro Section	162	174	-6.9%	31	22	40.9%	193	196	-1.5%
Western North Carolina Section	282	296	-4.7%	74	66	12.1%	356	362	-1.7%
Eastern North Carolina Section	2415	2443	-1.1%	368	389	-5.4%	2783	2,832	-1.7%
Huntsville Section	964	990	-2.6%	103	96	7.3%	1067	1,086	-1.7%
Winston-Salem Section	131	120	9.2%	18	32	-43.8%	149	152	-2.0%
East Tennessee Section	780	773	0.9%	127	155	-18.1%	907	928	-2.3%

Region 3 Total Membership by Section (cont.)

Total Active Members by Region: July 2015									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Florida West Coast Section	1585	1624	-2.4%	198	207	-4.3%	1783	1,831	-2.6%
Alabama Section	751	790	-4.9%	201	193	4.1%	952	983	-3.2%
Richmond Section	656	693	-5.3%	85	75	13.3%	741	768	-3.5%
Coastal South Carolina Section	372	364	2.2%	53	77	-31.2%	425	441	-3.6%
Melbourne Section	550	580	-5.2%	58	51	13.7%	608	631	-3.6%
Central North Carolina Section	255	258	-1.2%	35	44	-20.5%	290	302	-4.0%
Chattanooga Section	295	298	-1.0%	38	49	-22.4%	333	347	-4.0%
Tallahassee Area Section	252	244	3.3%	81	103	-21.4%	333	347	-4.0%
Central Tennessee Section	629	625	0.6%	133	172	-22.7%	762	797	-4.4%
Jacksonville Section	329	333	-1.2%	53	68	-22.1%	382	401	-4.7%
Atlanta Section	3237	3350	-3.4%	674	767	-12.1%	3911	4,117	-5.0%
Louisville Section	316	321	-1.6%	69	85	-18.8%	385	406	-5.2%
Hampton Roads Section	591	625	-5.4%	106	118	-10.2%	697	743	-6.2%
Lexington Section	310	339	-8.6%	83	80	3.8%	393	419	-6.2%
Central Georgia Section	222	230	-3.5%	33	43	-23.3%	255	273	-6.6%
Memphis Section	370	387	-4.4%	119	141	-15.6%	489	528	-7.4%
Tri Cities Section	89	100	-11.0%	10	7	42.9%	99	107	-7.5%
Mobile Section	150	161	-6.8%	45	54	-16.7%	195	215	-9.3%
Virginia Mountain Section	419	434	-3.5%	164	213	-23.0%	583	647	-9.9%
Mississippi Section	364	422	-13.7%	105	314	-66.6%	469	736	-36.3%
Grand Total	22,318	22,814	-2.2%	4,465	4,907	-9.0%	26783	27,721	-3.4%

The Future...

- ▶ WE WILL DO BETTER THAN BREAKEVEN IN 2016
- ▶ Why Does it Matter?
 - More Budget
 - Larger Pool of Potential Volunteers
- ▶ How will we get there?
 - Planning Earlier in the 2016 MD Cycle
 - Personalized Communication



2016 Planning

- ▶ Read the Region 3 Monthly MD Report
- ▶ Review the 2015 Membership Planning Workbook
- ▶ 3 Step Planning Process
 - Get to Know Your Section
 - Use the Available Member Data
 - Analyze the Data
- ▶ NEW SAMIEEE Queries!!!
- ▶ Work on this with your Section ExCom

Know Your Members (KYM)

- ▶ The average member:
 - Interacts Locally through
 - Societies
 - Section
 - Won't commit to projects:
 - Without knowing details
 - "Administrative" Duties
 - Will participate in activities that:
 - Have practical applications
 - Benefit their community
 - Provide a benefit to them individually



Talk to Your Members - Email is not enough

Step 1: Learn About Your Section

- ▶ Research Your Section
 - During an ExCom
 - Reach out to Affinity Groups/Chapters
 - Use the Meeting Finders
 - vTools Meetings
 - IEEE Events and Conferences Page
- ▶ Generate a List of:
 - What is Happening?
 - When?
 - Where?



Step 2: 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...

NEW SAMIEEE QUERIES!!!!

- ▶ Under MD Pre-Defined Queries
 - (MD) Member Interest Profile – Publication Subscriptions
 - (MD) Member Interest Profile – Society Membership Pivot
 - (MD) Member Interest Profile – Tech Community Membership
 - (MD) Member Interest Profile – Tech Council Membership
 - (MD) Member Interest Profile - TIPS
- ▶ Section Vitality Dashboard

www.ieee.org/samieee

www.ieee.org/vitalitydb

Step 3: Analyze 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
 - Use it to plan event topics



Event/Activity “Best Practices”

- ▶ Identify members/non-members prior to event
 - Example: Mark name badges with status indicator
- ▶ Employ volunteer greeters to welcome attendees
- ▶ Welcome first year members
- ▶ Have a method for attendees to renew/join
 - Application Process Document
- ▶ Rotating Slide shows at meetings/events
 - Display upcoming meetings, contact info, etc.

Event/Activity “Best Practices”

- ▶ 2016 Annual Membership Development Kits
 - In process to ship
 - Sent to Section MD Chair, Chair is the Secondary
- ▶ Member Referral Programs
 - Use as incentive to get members to volunteer
 - Generic Member-Get-Member (MGM) Program
 - www.ieee.org/mgm
 - IEEE-USA MGM Program
 - <http://ieee.fluidsurveys.com/s/ieee-usa/>

Engagement Event/Activity Ideas



- ▶ IEEE Day 2015
 - 6 October 2015
 - www.ieeeday.org
- ▶ Senior Member Upgrade events
- ▶ Technical Event with a Local Company
- ▶ Socials/Happy Hour
- ▶ Have members bring a friend



Questions?

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Appendix

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

Advocate Data Update

- ▶ Ask Members to keep Their Profile Data Current
- ▶ Ask tenured members to fill it out
- ▶ Personal Profile and Technical Interests
 - Handled through myIEEE
 - www.ieee.org/myieee
 - Need user name and password
- ▶ Technical Communities
 - Subscription Needed – Most have No Reqs or Fees
 - <https://www.ieee.org/membership-catalog/technicalCommunities.html?N=4294925450>

Communication to Active Members

- ▶ Now is a great time for member outreach
- ▶ Focus on:
 - Active Members
 - Content should cover:
 - Benefits of your local organization
 - Upcoming Events/Activities
 - Recognize key members/volunteers



Personalized Communication

- ▶ Do Not Hesitate to Add the Personal Touch
 - Why do you Remain an IEEE Member?
 - What Do You Value in Your Membership?
 - Be Sincere – You Know How You Want to be Treated
- ▶ Use data to target the messages by:
 - Member Interests
 - Member Grade
 - Affinity Group

Cover Benefits of Membership

- ▶ Networking opportunities
- ▶ Employment opportunities
- ▶ STEM Opportunities
- ▶ **ASK** members if there is something they want
 - Offer a means for them to send feedback
- ▶ Need a refresher on all the IEEE benefits?
 - Visit the Benefits page: www.ieee.org/benefits
 - Take the [New Member Orientation](#)

Alternative Communication Ideas

- ▶ Go beyond the typical email
- ▶ Collabratec™
 - Encourage members to join
 - Push messages through the moderators
- ▶ Try Social Media – Set up a Section Account
- ▶ Try making a few calls – you might be surprised

Three Actions/Takeaways

- ▶ **ENGAGE** your Current MEMBERS...
 - Get to know them (likes, dislikes, interests, etc)
 - Assess whether your Section is delivering
 - Use this information to **DEVELOP NEW VOLUNTEERS**
- ▶ **ENGAGE** with New and Non Members
 - Welcome 1st year members to your Section
 - Recruit with ½ year dues offer through August
 - Reach out to non-renewing
- ▶ **ENGAGE** with your Region MD Chair and I