



# Senior Member 2020

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# Senior Member 2020

*Making the case for Senior Member 2020 - An analysis of the Senior Member Grade and what the results tell us for new member applications.*

# Senior Member 2020

## *Introduction*

This session will seek to engage a substantive analysis and discussion of the IEEE Senior Member Grade, the goal being results that will lead to the strategic redesign and reintroduction of the Senior Member Program by Year 2020. This initiative is Senior Member 2020.

# Senior Member 2020

## *Why 2020?*

- ▶ As IEEE Strategic Plan 2015-2020 ends and a new plan becomes due, 2018-2020 (now) is the opportunity to **reposition IEEE as a forward-looking association of members.**
- ▶ In the year 2020, members will **make and vote on recommendations for future directions and constitutional changes** at Sections Congress 2020.
- ▶ Modeling the Program by **2020 will have major implications for new membership applications for all grades.**
- ▶ The year 2020 is a leap year, which is a perfect tag for realigning, marketing and rebranding IEEE for greater member satisfaction!

# Senior Member 2020

*Why redesign and reintroduction are necessary?*

- ▶ “The percentage and number of IEEE Senior members reflect the competence and prestige of IEEE and its products and services.” Source: [IEEE - Benefits to IEEE Sections and Societies](#)
- ▶ IEEE is critical to advancing and sustaining innovations around the world.
- ▶ IEEE inspired a global community in 1963 by becoming a “trusted voice” for engineering, computing, and technology knowledge.

# Senior Member 2020

*Yet, more than 40 years since its formation...*

In Fall 2006, Elya Joffe wrote the following: “Hundreds (if not more) EMC Society members are eligible for elevation to Senior Member grade, and yet, when you ask them “why are you not Senior members” their reply is “Why should we?” Indeed, why should you want to be a senior member of the IEEE? Doesn’t that designation indicate I’m getting old? Do I have to be a professor to qualify? Must I pass some kind of exam?”



Joffe, E. (2006). Senior Membership: Recognition of Your Career Achievements. IEEE Electromagnetic Compatibility Society website. <http://emcs.org/acstrial/newsletters/fall06/seniormembership.pdf>

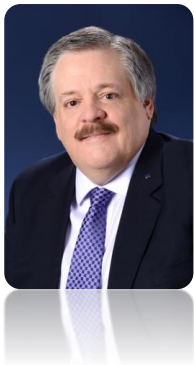
Elya Joffe (Senior Member, Region 8), Vice-President, Member Services, IEEE Electromagnetic Compatibility Society .

# Senior Member 2020

*Some 50 years later...*

In Fall 2015, Senior Member Don Wright was quoted in *The Institute* as saying: “Not all members are aware of the requirements for elevation.”

In the same article, *The Institute* reported: “At the end of last year [2014], 8 percent or 37,100 of IEEE’s total members were senior members.” **That was, 37,100 of 463,750.**



Rozenfeld, M. (2015, October 2). The Perks of Senior Membership. *The Institute*.

Don Wright (Senior Member, Region 3), 2015 Chair, IEEE Admission and Advancement (A&A) Committee, which reviews nominations for Senior and Life Senior Member elevations.

# Senior Member 2020

*Today, there are many pitfalls to Senior membership growth...*





# Value

*The critical value of Senior Members*

# Senior Member 2020

*Today's IEEE Senior Member is...*

- ▶ A professional at the highest grade in IEEE as conferred by the Admissions and Advancement Review Panel of IEEE Senior, Life Senior and Fellow members.
- ▶ An engineer, scientist, educator, technical executive, or originator in an IEEE-designated field.
- ▶ The professional has a combination of education and practice of 10 or more years
- ▶ Significant performance in practice is at least 5 years

- Engineering
- Computer sciences and information technology
- Physical sciences
- Biological and medical sciences
- Mathematics
- Technical communications, education, management, law and policy

## Senior Members



# Senior Member 2020

*They are at the core of IEEE ...*

- ▶ Senior members have an average membership retention rate of 98%.
- ▶ A greater percentage of Senior members belong to IEEE Societies than do other IEEE member grades.
- ▶ Senior members volunteer at a higher percentage rate than do other grades of IEEE members.



Source: IEEE

# Senior Member 2020

*Senior Members work in a global society*

You've moved beyond entry-level and reflect professional maturity and experience



You engage professionals beyond your own organizations

You receive IEEE validation for your interdisciplinary work

You receive professional recognition from your peers

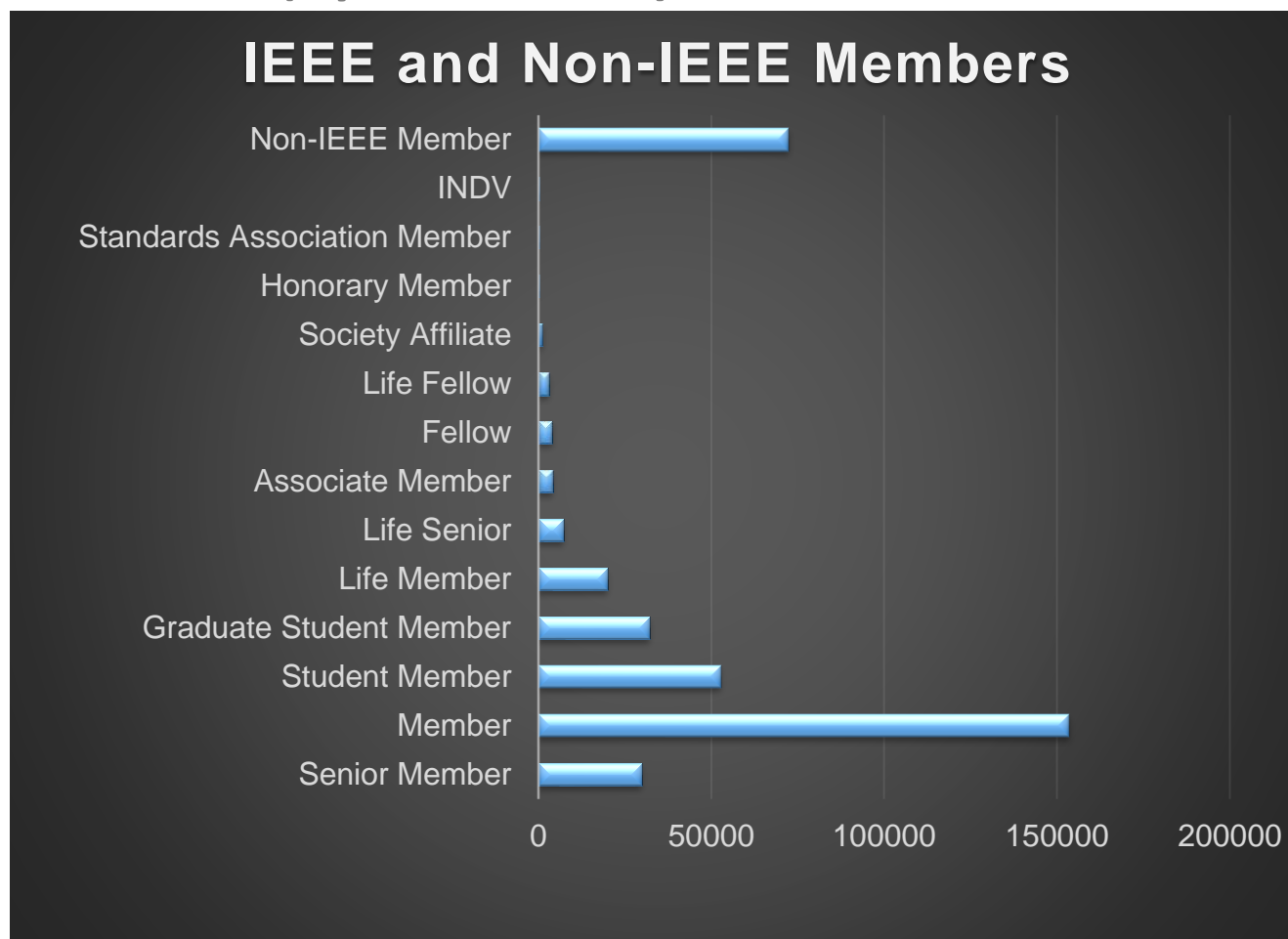
You embrace opportunities for serving in IEEE and non-IEEE high-level positions

# Data

*What does the data tell us?*

# Senior Member 2020

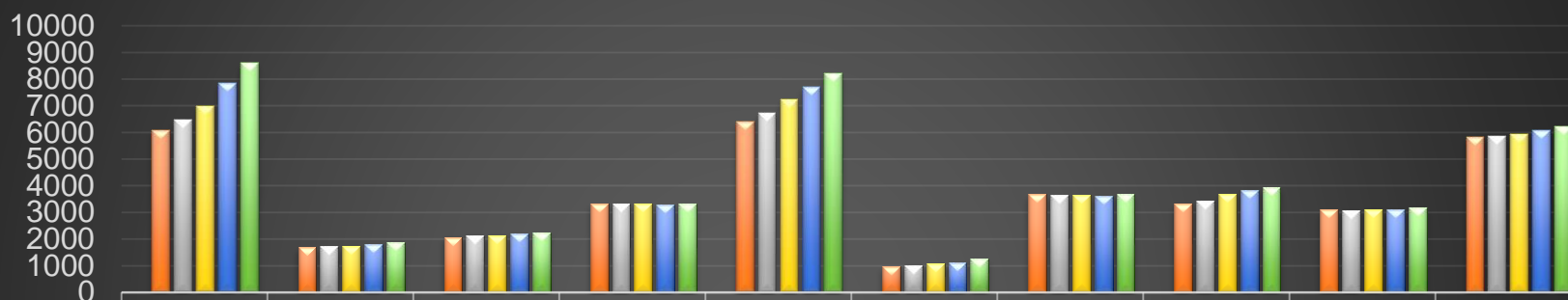
*Collabratec (April 15, 2018)*



# Senior Member 2020

**IEEE Senior Members** (SAMIEEE December Data for Years 2013 – 2017)

## IEEE Senior Members

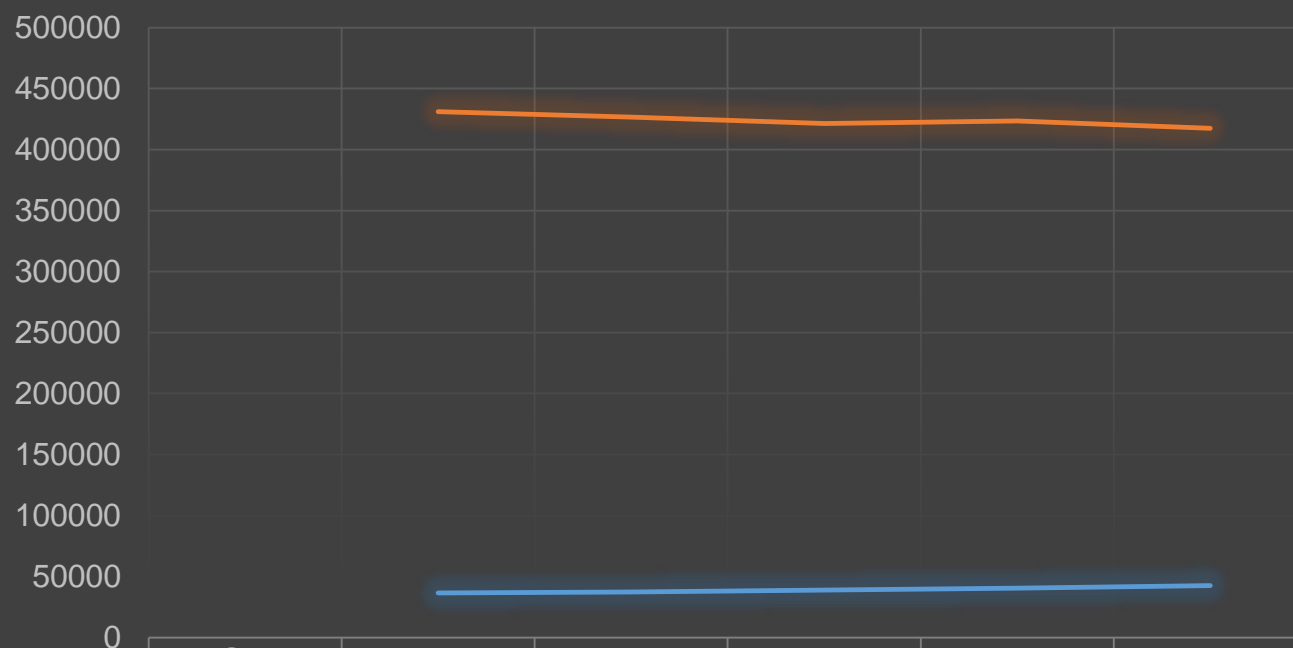


REGNUM	10	7	4	2	8	9	1	3	5	6
SMY2013	6057	1679	2068	3317	6389	960	3679	3318	3104	5823
SMY2014	6469	1718	2137	3331	6718	1012	3649	3421	3076	5840
SMY2015	6989	1745	2147	3317	7220	1081	3645	3675	3109	5931
SMY2016	7845	1787	2209	3284	7689	1119	3631	3839	3110	6059
SMY2017	8597	1871	2255	3328	8209	1256	3696	3937	3183	6232

# Senior Member 2020

## *IEEE Senior Members to Member*

**IEEE Senior Members to Members**



— IEEE Regions 1 - 10 SM (5yrs)  
— IEEE Regions 1 - 10 MEM (5yrs)

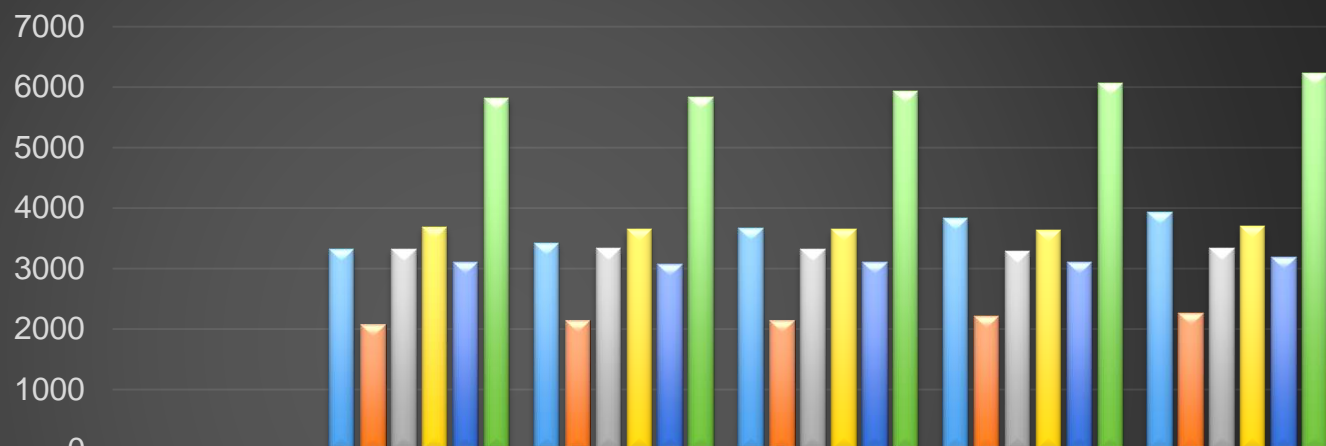
REGNUM	Y2013	Y2014	Y2014	Y2016	Y2017
	36394	37371	38859	40572	42564
	431191	426488	421355	423566	417429



# Senior Member 2020

## IEEE Regions 1 – 6 Senior Members (USA)

### IEEE Regions 1 – 6 (USA) Senior Members

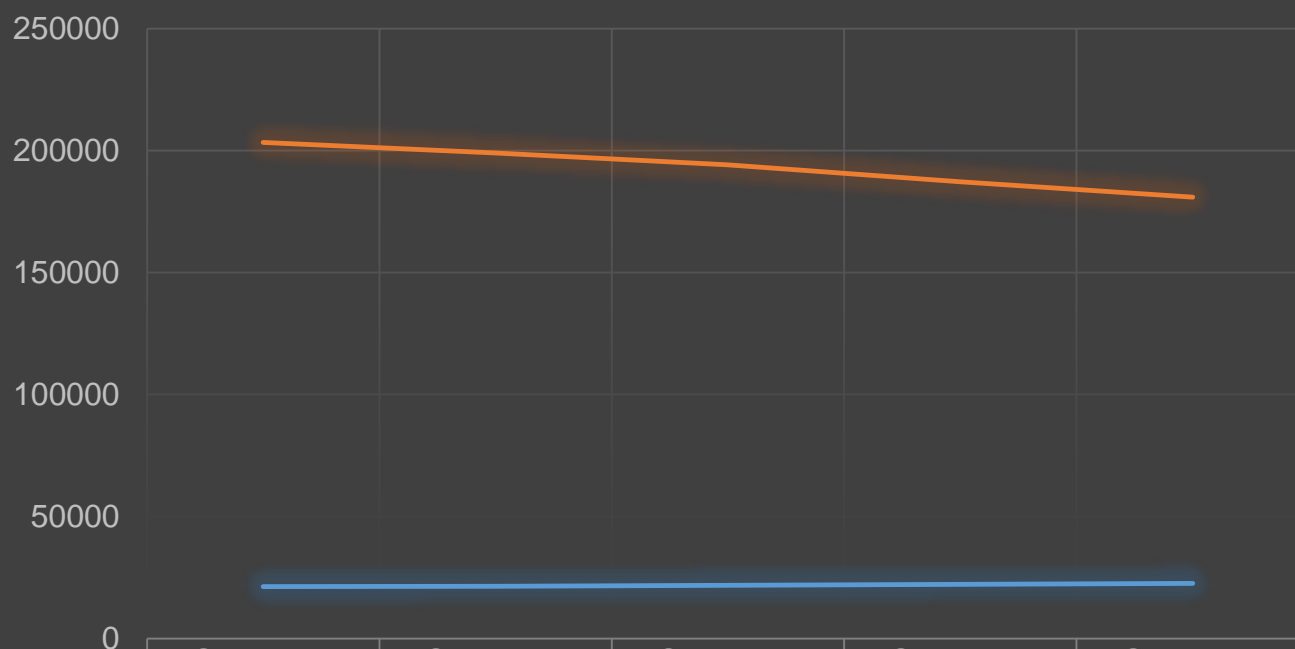


	REGNUM	SMY2013	SMY2014	SMY2015	SMY2016	SMY2017
■ Southeastern USA - Region 3	3	3318	3421	3675	3839	3937
■ Central USA - Region 4	4	2068	2137	2147	2209	2255
■ Eastern USA - Region 2	2	3317	3331	3317	3284	3328
■ Northeastern USA - Region 1	1	3679	3649	3645	3631	3696
■ Southwestern USA - Region 5	5	3104	3076	3109	3110	3183
■ Western USA - Region 6	6	5823	5840	5931	6059	6232

# Senior Member 2020

## *IEEE Regions 1 - 6 (USA) SM to MEM*

IEEE Regions 1 – 6 (USA) SM to MEM



— IEEE Regions 1 - 6 (USA) SM

— IEEE Regions 1 - 6 (USA) MEM

SMY2013

SMY2014

SMY2015

SMY2016

SMY2017

21309

21454

21824

22132

22631

203357

198950

194167

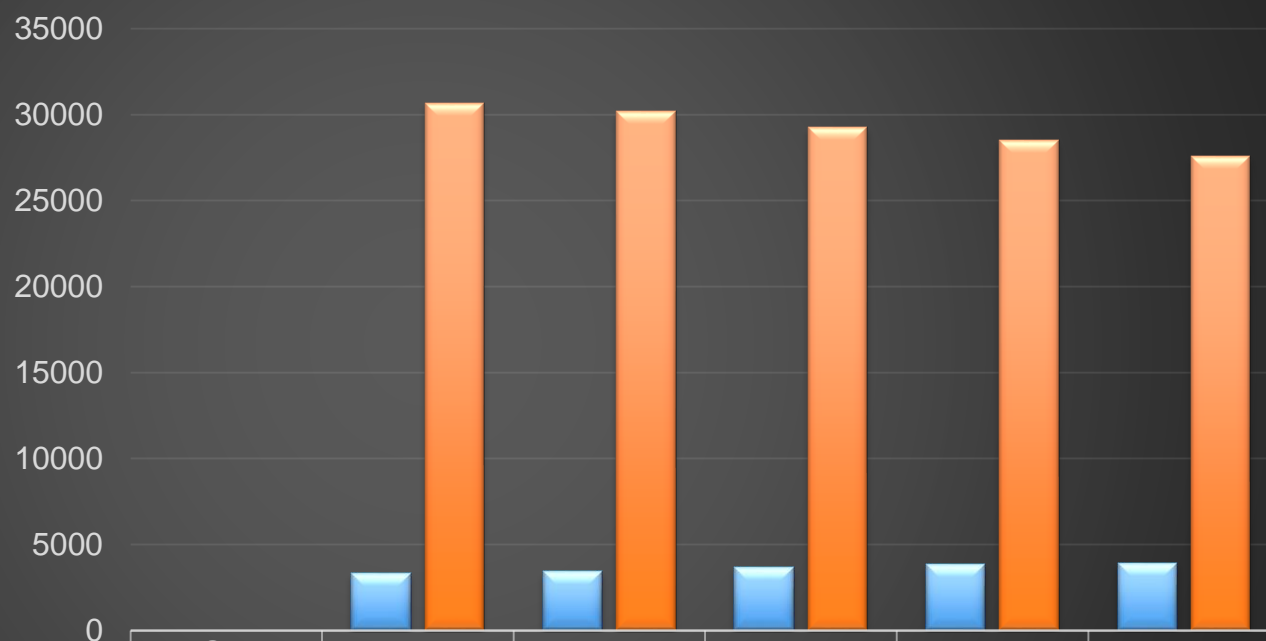
187215

180952

# Senior Member 2020

*IEEE Southeastern USA - Region 3 SM to MEM*

## Southeastern USA - Region 3 SM to MEM



■ Southeastern USA - Region 3 SM	3	3318	3421	3675	3839	3937
■ Southeastern USA - Region 3 MEM	3	30652	30198	29279	28502	27587

# Outward and Forward-Looking

*IEEE must look beyond itself for growth and to restructure to meet member needs; explore key terms and concepts for success; and explore new views for organizing Senior Members.*

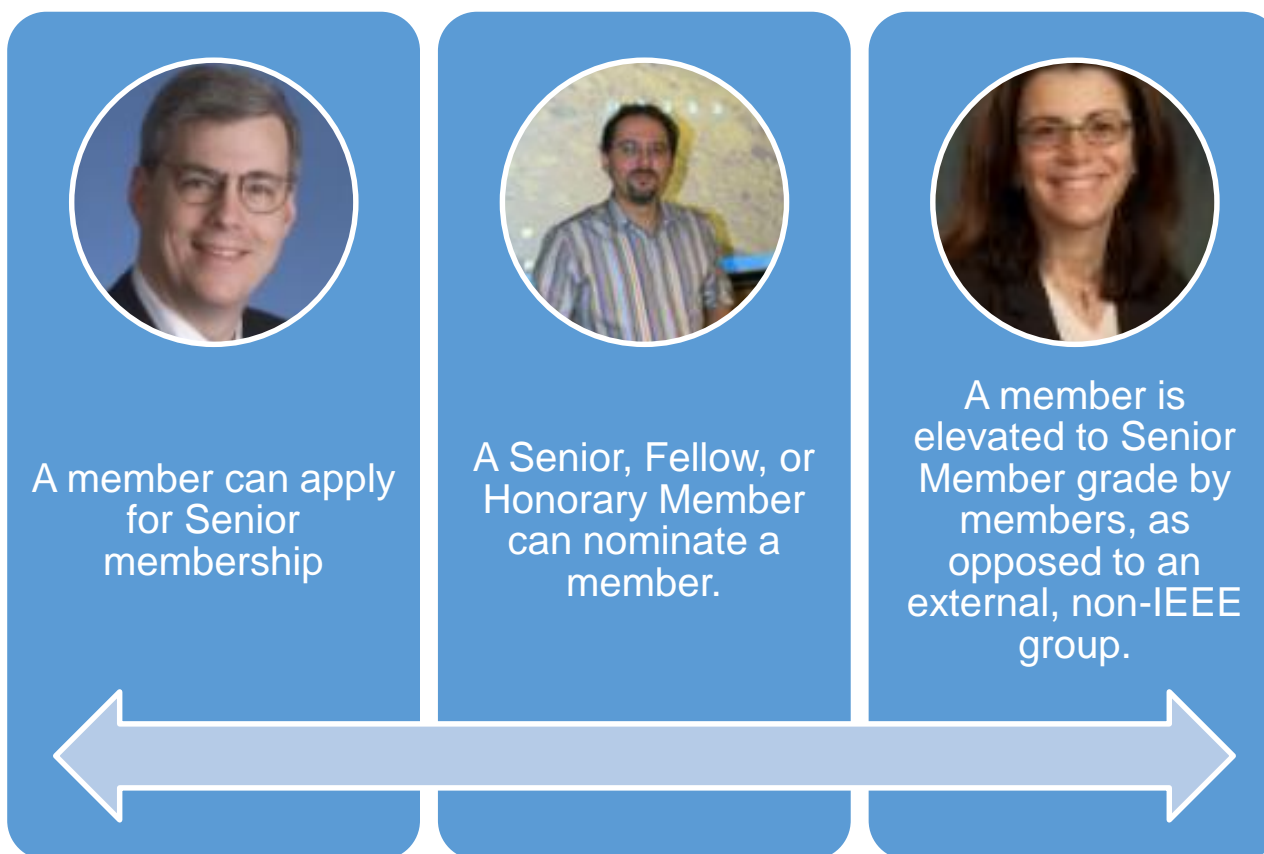
# Senior Member 2020

*Strategy. Look outward and forward to access new people and new portals for interdisciplinary Senior Member efforts.*



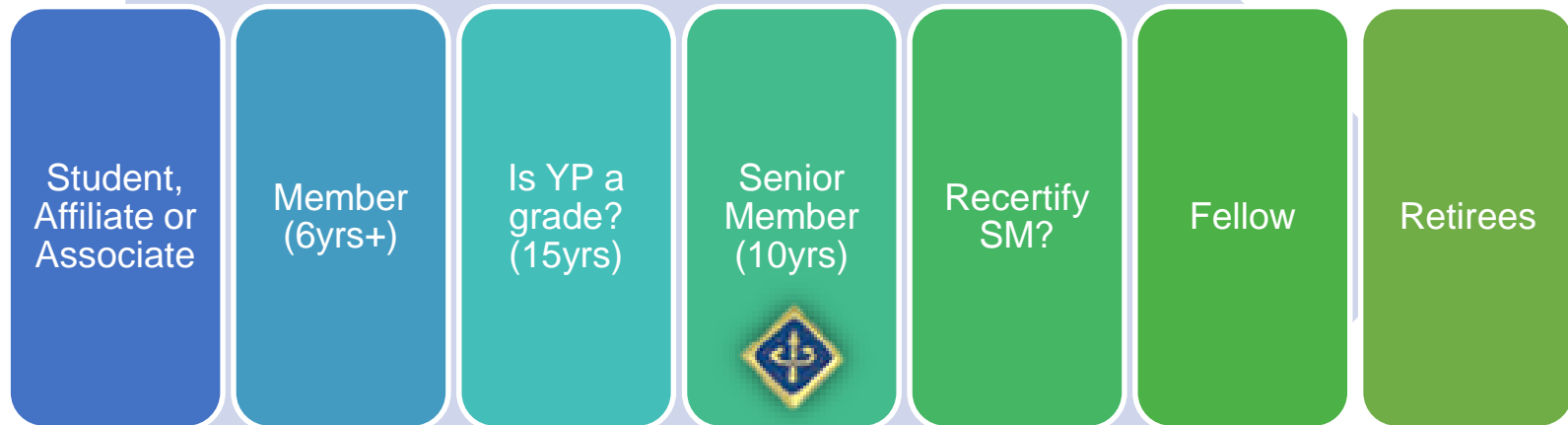
# Senior Member 2020

*Certification. Elevation is member-centered but does not link ongoing contributions to a re-certification of the Senior Member.*



# Senior Member 2020

*Career-Membership Alignment. IEEE membership enhances ones career but new grades are required. Build a natural process from entry-level to retirement.*



Is Senior Member an honor or a grade? **Separate “Honors” from Membership Grades and better define each.**

# Senior Member 2020

*Collabratec. It is key to Strategic Plan Goal #1 and Initiative #2 for Senior Members.*

- ▣ Goal #1 – “Expand and enable dynamic, nimble, flexible, diverse, communities to help individuals from around the world to share, collaborate, network, debate, and engage with one another.”
- ▣ Initiative #2 – “Ensure the vitality and relevance of our core activities in standards, conferences, education, and publications while providing increased value to our members.”





# Senior Member 2020

*Development.* *New marketing materials and tools are needed.*

- ▶ Provide new formats/approaches to training for Senior Member activities.
- ▶ Provide new queries and reports to support Senior Member activities.
- ▶ Promote Senior Member nominations by Sections and Societies.
- ▶ Determine and answer key questions for developing entry-level through professional members - **“What does your future look like?”**
- ▶ Millions of US STEM jobs are projected, so create new messaging for recruiting prospective professionals/Senior Members - **“Are you ready?”**
- ▶ **Use language that is inclusive:** “The world’s largest technical professional organization” has expanded to include many disciplines and new fields.
- ▶ Capture new insights from your Societies and Communities for Senior Member recruitment.

# Senior Member 2020

## *Next Steps*

- ▶ Contact Jacquelyn D. N. Cunningham at [jdnc@ieee.org](mailto:jdnc@ieee.org) with questions.
- ▶ Ensure your Section/Society has a POC for Senior Member Elevations.
- ▶ Watch for monthly updates on Senior Member Elevations.
- ▶ IEEE Resources: [Senior Member Program: Volunteer Resources](#) and [Requirements for Senior Member Grade](#)
- ▶ National Science Foundation: Science & Engineering Indicators 2018: <https://www.nsf.gov/statistics/2018/nsb20181/>
- ▶ National Academics of Sciences, Engineering and Medicine: [Advising the Nation. Advancing the Discussion. Connecting New Frontiers](#)
- ▶ US Bureau of Labor Statistics: [Projected growth rates for types of STEM occupations 2014 – 2024](#)

# Senior Member 2020

*THANK YOU!*

