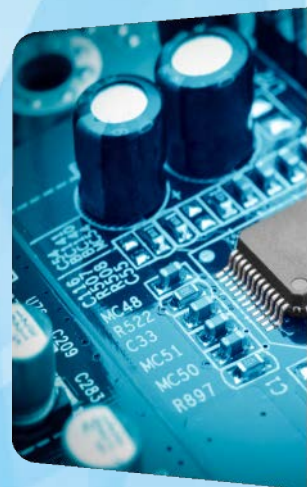


“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption to our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.”

- Mahatma Gandhi



Region 3 Section Support Committee Forum

July 2018 – Enhancing First Year Member Experience



Agenda

Region 3 Section Support Committee Forum

- ▶ Review the Membership Cycle Calendar - 5 minutes
- ▶ Overview of the R3 Section Support Committee – 10 minutes
- ▶ Volunteer Training – Enhancing First Year Member Experience - 30 minutes
- ▶ Open Discussion - 10-15 minutes

IEEE Membership Development Cycle



R3 Membership Statistics

Through June 2018

Region Snapshot	This Month	'18 vs. '17		% Change
Total Membership	25,216	▲	43	0.2%
Higher-Grade	21,161	▼	(272)	-1.3%
Students	4,055	▲	315	8.4%

Total Membership			Change	
Region	2018	2017	#	%
1	27,597	28,129	(532)	-1.9%
2	23,569	24,273	(704)	-2.9%
3	25,216	25,173	43	0.2%
4	18,355	18,419	(64)	-0.3%
5	23,267	23,563	(296)	-1.3%
6	46,891	47,311	(420)	-0.9%
R 1-6	164,895	166,868	(1,973)	-1.2%
Worldwide	366,884	363,725	3,159	0.9%

Retention	Opportunity	# Renewed	% Renewed	% 2017
Higher Grade	22,262	18,464	82.9%	82.8%
Student	3,391	1,725	50.9%	46.8%
Total	25,653	20,189	78.7%	77.6%
IEEE Worldwide	377,336	261,217	69.2%	68.2%

Recruitment	YoY Change			
	2018	2017	#	%
Higher Grade	882	759	123	16.2%
Student	2,902	2,533	369	14.6%
Total	3,784	3,292	492	14.9%
IEEE Worldwide	85,414	82,293	3,121	3.8%

Reinstatement	YoY Change			
	2018	2017	#	%
Region 3	1,096	1,141	-45	-3.9%
IEEE Overall	19,119	18,045	1,074	6.0%



R3 Section Support Committee (SSC) Overview

Vision & Mission

- ▶ Region 3 Vision: Engage every Member through Communities of Interest
- ▶ Fundamental Position
 - The Member IS IEEE
 - The Section OWNS the Member RELATIONSHIP and IS IEEE to the Member
 - The Region is the ENABLER of full member ENGAGEMENT
- ▶ Section Support Committee Mission: Assist the Sections to:
 - To stimulate the interest of IEEE members
 - To motivate members to volunteer
 - To encourage professional and technical growth of all members
 - To share best practices with other Sections
 - To form Engineering Affinity Groups.
- ▶ For Full details, visit the [R3 Southeastcon Repository](#) and access Presentation #19

Reference: [IEEE MGA Vision, Mission, Guiding Principles, Goals, and Strategies](#)



Region 3 Section Support Committee Members



Mark Torres
Committee Chair



Bill Ratcliff
Committee Mentor



Daniel Diaz
Young Professionals



Allison Mercer
Women in Engineering



Tom Bellarmine
Life Member



Grayson Randall
Projects



Jacquelyn Cunningham
Senior Member
Elevation



Charles Lord
Operations Specialist



Bill Marshall
Operations Specialist



Glenn Parker
Technical Activities



Enhancing First Year Member Experience

Why is this important?

- ▶ Retaining first year members is one of our biggest gaps in membership
 - Based on the previous slide:
 - We recruit a lot of members
 - Region 3 has retained only 35.6% of our new members from 2017
 - That's means we've **LOST** 64.4% of them
 - We need to be engaging these members so they want to stay
 - Since new members join all year round, we need to tackle this issue sooner than later.
- ▶ If IEEE is to live up to its mission, it will members driving it
 - Their belonging matters, as does their membership
- ▶ How?
 - Reach out to your new members and get them actively involved with your IEEE Section
 - Identify each member's Community of Interest and get them plugged into that group
 - Ask new members: What is your interest or need? AND How can we assist you?



Enhancing the First Year Member Experience

Proposed Framework

- ▶ Step 1: Use available data to:
- ▶ Step 2: Welcome them
- ▶ Step 3: Determine how they would like to be communicated with
- ▶ Step 4: Provide support with their membership
- ▶ Step 5: Keep up the dialogue



Step 1: Use Available First Year Member Data

Key elements/ideas:

- ▶ Analyze first year members
 - Who are they?
 - What are they interested in?
- ▶ Identify segments to speak to

Available Resources:

- ▶ OU Analytics:
 - Membership, Subscriptions & More Dashboard
 - Use the following two tabs:
 - Renewal Category Tab (3rd Tab)
 - Renewal Summary Tab (4th tab)
 - Each provides different ways to filter the data

Step 2: Welcome Your New Members

Key elements/ideas:

- ▶ Speak to the audience:
 - Section to HG members
 - Student Branches to students
 - YP, WIE, etc.
- ▶ Give them a point of contact for questions, etc.
- ▶ Create a Section level “welcome” team
- ▶ Invite them to upcoming events of interest
 - Be sure to recognize them when they attend events

Available Resources:

- ▶ [Membership Development Portal](#):
 - Email Templates
 - Speaking points
- ▶ [New Member Getting Started Webpage](#)
 - Access the New Member Orientation
 - Repository of helpful links
- ▶ Point of Contact Resources: Section-level volunteer



Step 3: Determine How They Would Like to be Communicated With

Key elements:

- ▶ The “standards” of communication
 - Email
 - Calls
 - But is this enough?
- ▶ What other communications do your members use?
 - Facebook
 - Instagram
 - LinkedIn
 - Collabratec

Available Resources:

- ▶ Survey your new members
 - MGA offers an online tool: Checkbox
 - [Request access to MGA's Survey Tools](#)
- ▶ When speaking/communicating with them, use the opportunity to ask
 - Create a plan based on their feedback

Step 4: Provide Support with Their Membership

Key elements:

- ▶ Did they find what they are looking for?
- ▶ Help direct them to resources based on their interests
 - Its OK to not have the answer
 - Acknowledge their issue/concern
 - Let them know you'll get back to them
- ▶ **WHEN** you provide a point of contact, make sure he/she is answering

Available Resources:

- ▶ [IEEE Benefits Finder](#)
- ▶ Section Support Committee
 - Your Region volunteers
 - IEEE Staff contacts
 - Contact info is in the appendix
- ▶ Point of Contact Resources:
 - Life Members
 - Students
 - Young Professionals



Step 4: Provide Support with Their Membership

Continued

The **Affinity Group Chair** is the senior executive of the Affinity Group and is **responsible for ensuring that the Affinity Group is engaging members...**

- IEEE AG Chair Description



Step 5: Keep up the Dialogue

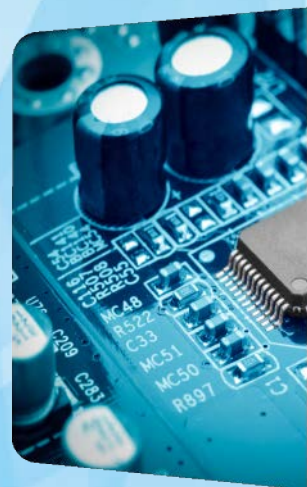
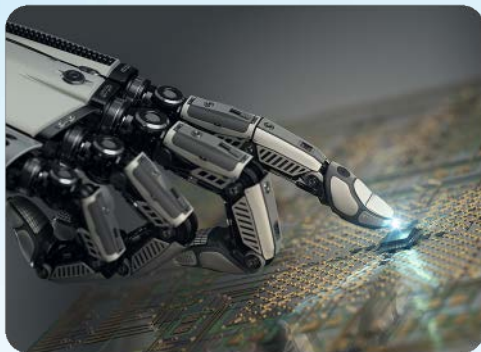
Key elements:

- ▶ You must have regular contact with your members
- ▶ Keep track of your members needs
 - Have they changed over time?
- ▶ Schedule regular touchpoints:
 - Some ideas include:
 - Calls to check in
 - Series of meet ups/events geared to first year members

Available Resources:

- ▶ [Region 3's "Cookbook"](#)
 - Steps for hosting an event
- ▶ [IEEE Young Professionals How-to Guides](#)
 - Event Guide For Meet-ups
 - Event ideas
 - And more...





Thank you!

** Access to past training content TBD.*

Appendix

R3 Section Support Committee (SSC) Overview

Responsibilities

- ▶ Encourage and enable Sections to engage members through Communities of Interest with Affinity Groups and Society Chapters with emphasis on Young Professionals, Women in Engineering and Life Affinity programs
- ▶ Encourage Sections to sponsor member grade elevation programs
- ▶ Assist Sections in the use of collaborative tools and other technologies that support Section and Region activities with ongoing training events
- ▶ Encourage Sections to sponsor projects to facilitate the active involvement of members in IEEE activities.
- ▶ Assist sections in developing technical programs for their members and accessing other technical activities in the Institute.
- ▶ Provide assistance and support to those Sections and Chapters that are having problems in meeting the requirements to remain active and viable.



Region 3 Section Support Committee

Committee Member Contact Information

Committee Position	Name	Email Address
Section Support Committee Chair	Mark Torres	mgtorres@ieee.org
Life Member Coordinator	Tom Bellarmine	gnanasigamani.bellar@famu.edu
Young Professional Coordinator	Danial Diaz	d.diaz@ieee.org
Women in Engineering Coordinator	Allison Mercer	Allison.Mercer@gtri.gatech.edu
Senior Member Elevation Coordinator	Jacquelyn Cunningham	jdnc@ieee.org
Sections Operations Specialists (Position 1)	Charles Lord	c.j.lord@ieee.org
Sections Operations Specialists (Position 2)	Bill Marshall	bill.marshall@gtri.gatech.edu
Project Coordinator	Grayson Randall	g.randall@ieee.org
Technical Activities Coordinator	Glenn Parker	Glenn.Parker@gtri.gatech.edu
Section Support Committee Mentor	William (Bill) Ratcliff	w.ratcliff@ieee.org

The [IEEE Support Center](#) is a great online resource.



Region 3 Section Support Committee

Support Team Contact Information

Support Team	Name	Email Address
Member Activity Committee Chair	Sonya Dillard	sonya.dillard@ieee.org
Student Activities Coordinator	Victor Basantes	victor.basantes@ieee.org
Region 3 Director	Gregg Vaughn	g.vaughn@ieee.org
Region 3 Director Elect	Jill Gostin	Jill.Gostin@gtri.gatech.edu
Region 3 Past Director	Jim Conrad	jmconrad@uncc.edu
IEEE HQ Region 3 Staff Contact	Chris Wright	wright.c@ieee.org
IEEE HQ Region 3 Staff Contact	Adrienne Hahn	a.hahn@ieee.org
IEEE HQ Young Professional Staff Coordinator	Kristen Mahan (YP)	k.mahan@ieee.org
IEEE HQ Women in Engineering Staff Coordinator	Paola Bringas (WIE)	p.bringas@ieee.org

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