IEEE
Membership Growth
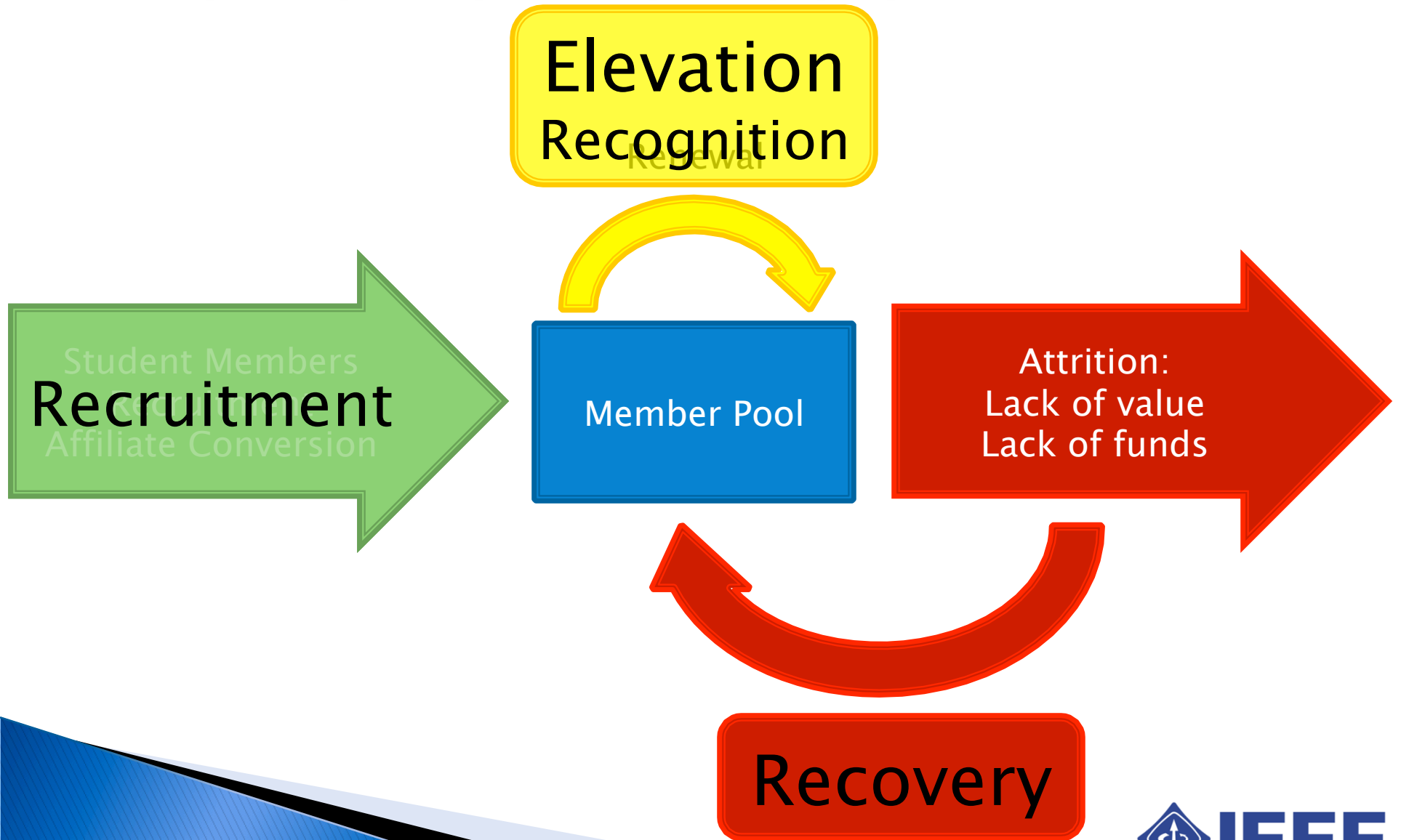
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Student Congress 2008 – Mississauga, Ontario, Canada – Sept 13, 2008

We Need Your Help!

- Student Membership
  - Down more than 10% this year
  - Down more than 5% last year
- We must reverse the trend!
- Student membership is the gateway to full membership
- GOAL:
  - Student membership chair @ each student branch

10%

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The Flow of Members

The Recruitment/Recovery Calendar

| Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Send reminders, invitations, and surveys to members											
		Hit up conferences, advertise half–year dues, hold lots of events						Recruit on campuses, hold lots of events			
		Get students to change contact info	Encourage members to apply for senior membership – especially at events					Recognize volunteers and members at your AGM, other major meetings			

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Understanding the Market

- Fears of a slowing economy
  - IEEE becomes a "safety network"
  - IEEE enables lateral movement
  - IEEE *involvement* becomes a differentiator
- Enrolment in technology programs is down
  - Must focus on retaining student members
  - Reach out to colleges
  - Should we start earlier (e.g. high school outreach)?
- Hot tech topics:
  - Clean technology (power, vehicular, RoHS)
  - Wireless (new spectrum, WiMax)

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Understanding Ourselves

- Knowledge:
  - Spectrum/ The Institute
  - IEEE.tv
  - xPlore and Digital Library
  - Expert Now! and online courses (Comp Soc)
  - Technical meetings and conferences
- Career:
  - Networking events
  - Mentorship connection
  - MemberNet
  - IEEE e-mail alias
- Community:
  - Women in Engineering
  - GOLD
  - Consultants
  - Other affinity groups
  - IEEE Foundation/Canadian Foundation

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Understanding Members – SAMIEEE
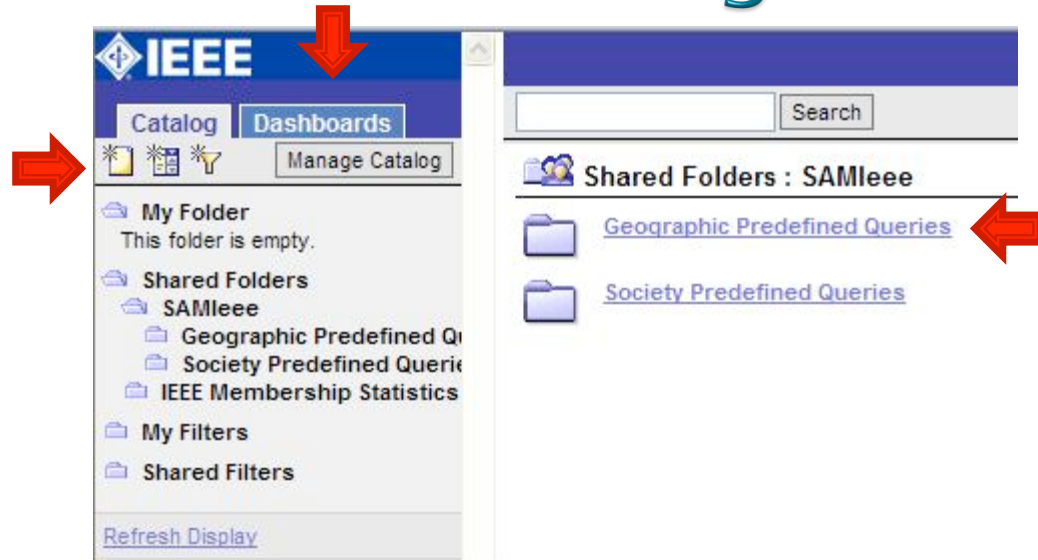
▸ Filters for yrs. of service job positions, technical interests, volunteer experience, etc.

▸ Quick lists for mass mailings

▸ Self-training, v.sharoff@ieee.org

Select the fields required for analysis

Variety of graphs and charts available!

Narrow results for better analysis

Filters

| My Dashboard | Automotive | Communications | Consumer Sector | ERM | Enterprise Visibility | Executive | Financial Services | Homeland Defense | IEEE Membership Statistics | IEEE Statistic Aggregates | IEEE Statistics | Incentive Compensation | Interactive Selling | Marketing | Partner | Pharma | Sales | Service | Usage Accelerator

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Geographic Membership Statistics

Welcome, Siebel Analytics Administrator!

Dashboards - Answers - Marketing - Delivers - Admin - Alerts! - My Account - Log Out

Page Options ▼

GL Month: 200612
GEO Level: Region
GEO Description: Northeastern Usa - Region 1   [Go]

Active Members Last Month

Membership Status	H	H Total	LF	F	F Total	LS	SM	SM Total	LM	M	M Total	LA	AM	AM Total	GSM	GSM Total	Higher Grade Total	StM	StM Total	Total Members
Active	5	5	10	25	35	27	24	51	7	89	96	39	45	84	49	49	320	94	94	414

Total Additions This Month

Membership Status	H	H Total	LF	F	F Total	LS	SM	SM Total	LM	M	M Total	LA	AM	AM Total	GSM	GSM Total	Higher Grade Total	StM	StM Total	Total Members
Arrears Paid	0	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0	0	0	0
Elections	0	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0	0	0	0
Grade Transfer To	0	0	2	0	2	2	0	2	3	0	3		0	0	0	0	7	0	0	7
Moved Into	0	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0	0	0	0
Reinstatements	0	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0	0	0	0
Grand Total	**0**	**0**	**2**	**0**	**2**	**2**	**0**	**2**	**3**	**0**	**3**		**0**	**0**	**0**	**0**	**7**	**0**	**0**	**7**

Total Additions YTD

Dashboard

Goals and Planning

▸ Set challenging, quantifiable goals:
  ◦ Number of members gained/retained/elevated
  ◦ Number of volunteers
  ◦ Number of events
▸ Create plans to achieve the goals:
  ◦ Establish committees
  ◦ Tap into underutilized resources
  ◦ Work with a strategic partner
▸ Show and Tell

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Moving Forward

- Make sure that students understand that there is a bigger IEEE out there to help them when they are professionals
- Make sure students enrol before their final year so they can be GOLD and pay half dues (it's cheaper)
- Use the MGM program
- CAN WE SET A MEMBERSHIP GROWTH TARGET BY THE END OF THE STUDENT MEMBERSHIP CYCLE (JUNE 2009)?

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