IEEE Membership Development Conference Call / Web Cast

17 April 2010

Thomas G. Habetler
Chair, IEEE Membership Recruitment and Recovery Committee
t.habetler@ieee.org

Cathy Downer
MGA Staff - Membership Development
c.downer@ieee.org
Today’s Edition …

Preview Topic
- IEEE Job Site 2010 – Michael J. Buryk

Business Cycle Spotlight
- Senior Member Program – Denise Howard

Membership Statistics and Goals Update – John Day

Updates / Wrap-Up / Direction – Tom Habetler

Open Floor Q&A
Subject Appendix: SAMIEEE and Arrears Recovery, Step by Step
Today’s Speakers …

Michael J. Buryk
Business Development Manager, Recruitment Advertising

John Day
Director, Membership Development

Tom Habetler
Chair, MRRC

Denise Howard
Associate, Admission & Advancement
Web Cast Notes

Webcast presentation available on MD virtual community at https://www.ieeecommunities.org/ieee.md.net in the files section

Attendee lines are muted, except for speakers. To un-mute your phone during the Q&A portion, press *6. To mute your phone again, press *6.

Please ask topical questions using the chat box

For technical-assistance, e-mail to web-conf@ieee.org any time during webcast

This webcast is recorded. Presentation and audio will be available as an “on-demand” resource – URL and announcement to be posted in the MD Virtual community
Web Cast Attendance Roll Call

Use the Chat box.

Please type in your name/title/location

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Preview Topic

IEEE Job Site 2010

Presented by:

Michael J. Buryk
Business Development Manager, Recruitment Advertising, IEEE Media
m.buryk@ieee.org
2009 Changes to IEEE Job Site

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
What's New

IEEE JobSite
The Right Candidate - Right Now!

IEEE USA Today's Engineer Online is a monthly Web publication devoted to the issues affecting U.S. IEEE members' careers.

IEEE Career Alert

The IEEE Career Alert delivers a free weekly e-mail report on jobs, education, management, and the engineering workplace from the editors of IEEE Spectrum.

* [Click here](#) to sign up for this newsletter.

Articles from The Engineer Online

April 2009 - Energy Talent Scheme - Finnish engineering and consultancy firm, Pöyry, has teamed up with five universities and a college in Scotland to offer 35 scholarships in the energy industry. [Read more]

February 2009 - Worldly Goods - With the number of job opportunities in recession-hit Britain decreasing, engineers are increasingly looking further afield for employment. [Read more]

February 2009 - Power Moves - Increased interest in Combined Heat and Power has had the effect of creating new engineering positions in the sector across a number of disciplines. [Read more]

January 2009 - Wave of Optimism - Scotland is faring relatively well compared with many areas of the UK despite the global economic downturn, with some areas even suffering from that increasingly rare syndrome — the labour shortage. [Read more]

January 2009 - Survival Training - Skills development can pay dividends even in tough times, with universities an often overlooked resource. [Read more]

IEEE USA Today's Engineer Online is a monthly Web publication devoted to the issues affecting U.S. IEEE members' careers.

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Employment Resources

Whether you are actively looking for employment, researching possible career changes, or looking for information to help you get the most out of your job search, this section is for you.

Job Openings Listings (click image to search jobs):

- **Search job listings** from more than 4,000 employers who have posted their open positions directly on the IEEE Job Site.

- **Search academic job listings** from institutions worldwide.

- **Search entry-level jobs** posted by employers, IEEE Student Branches & the AfterCollege job network.

- **Search internship opportunities** posted by employers, IEEE Student Branches & the AfterCollege job network.

- **Search job listings** from all U.S. and Canadian newspaper, niche, magazine, and TV station web sites powered by Adicio Inc.

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Employment Resources

Salary Information

An exclusive service to IEEE Job Site registered job seekers - get your free PayScale Salary Report and compare your salary with other like professionals in your market. Log into your IEEE Job Seeker Account and select the Resources tab.

From the IEEE-USA 2008 Salary Survey:

While median income from primary sources for IEEE U.S. members employed full-time in their technical field increased from $101,400 in 2002 to $110,610 in 2007, that change represented an actual decrease in purchasing power of almost 5.7 percent, when adjusted for inflation.

- **U.S. Members:** Find out what you're worth for free at the IEEE-USA Salary Service, Member Version.
- **Employers:** Access specialized benchmarking tools at the IEEE-USA Salary Service, Employee Version.
Job Seeker Tools

Resume/CV Building Tools

As a registered Job Seeker on the IEEE Job Site, you have the ability to build a resume or CV by following step-by-step instructions or simply upload an existing one into your IEEE Job Site account. This enables you to easily apply to jobs posted on the IEEE Job Site and to benefit from keyword matching – employers finding you based on key word searches of your resume.

Other Helpful Links

- IEEE-USA Employment & Career Services PowerPoint Presentations
  - Resume & Cover Letter Writing (.ppt)
  - Interviewing Types & Preparation (.ppt)
  - It's Time for the Interview (.ppt)

Participate in an online mentoring partnership with the IEEE Mentoring Connection™. Mentors use their career and life experiences to help IEEE members in their professional development. Click here for more information.

The US Cyber Challenge is looking for 10,000 young Americans with the skills to fill the ranks of cyber security practitioners, researchers, and analysts. Some will become the top guns in cyber security. Click here for more information.

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Job Seeker Tools

- Displaced Worker Training Program
  - The Mentor Graphics Displaced Worker program provides training and networking tools for EDA workers looking for work. [Click here for more information.]

- Autodesk Assistance Program
  - Autodesk Assistance Program now through December 2009 to access free software licenses, free online training, and more. [Click here for more information.]

- ELM
  - The following links contain tips that can help you in your job search process. These are compliments of Quintessential Careers—a career, job, and college site, offering comprehensive free expert career and job-hunting advice (through articles, tools, tips, samples, and tutorials).

Resume/CV Building Tips
- [Avoid These 10 Resume Mistakes]
- [Culturally Competent Resumes, for the Global Job Market]

Cover Letters
- [The Basics of a Dynamic Cover Letter]
- [Cover Letter: Do's and Don'ts]

Interviewing Tips
- [Job Interview Questions Database]

Helpful tips from Quintessential Careers

Resume/CV Building Tips
- How to Write a Cover Letter
- Interviewing Tips, etc., etc.
- Thank You Letters
- Tips for the Mature Job Seeker

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Webinars

Save the date! Below is a list of upcoming and archived career-related webinars created to help IEEE Members jumpstart their careers or enhance their existing ones. These webinars are hosted by the IEEE Job Site, IEEE Spectrum and IEEE USA.

**Upcoming Career Webinars**

Hosted by the IEEE Job Site – Wednesday, 28 October 2009 – 11:00 a.m. ET

**How to Obtain and Maintain Security Clearance**

Presented by James "Jim" Malley, Senior Human Resource Generalist at Raytheon Technical Services Company LLC and Peter Fickstein, Northrop Grumman Corp., this Webinar will address the benefits of acquiring security clearance, the process necessary to obtain security clearance and who determines the need to hire candidates with security clearance.

[Click here to register for this Webinar](#).

Hosted by the IEEE Job Site – Wednesday, 11 November 2009 – 11:00 a.m. ET

**European Mobility – In or Out of Crisis?**

The economic landscape has changed drastically around the world. But what are the consequences for technical occupations in the European labour market? This Webinar will be presented by European mobility expert Nanette Ripmeester and will address where are (still) opportunities and where are new opportunities emerging, which countries in Europe offer the best chance, and how best to make use of the available opportunities.

[Click here to register for this Webinar](#).

**Archived Career Webinars**

**June 2009**

**Colleges are Transitioning for the Future - Are You?**

This Webinar will help you set your future educational goals. Learn what opportunities are available to you as undergraduates and working engineers. Great schools have done their homework, take advantage of what they have learned that could translate into new opportunities that could work for you.

[Register to view via On-Demand](#).

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Career Fairs

Meet Top Employers Face-To-Face

Mark your calendar to meet top employers looking for the best candidates to fill their open science and engineering positions. For more information and to register for the Career Fairs, please click on the event links below.

Sponsored Links

11 May – 12 May 2010
Careers in Europe Berlin Event
Location: Berlin – Exact location announce upon registration
Application deadline: 16 March 2010

15 December – 16 December 2009
Careers in Europe Brussels Event
Location: Brussels – Exact location announce upon registration
Application deadline: 25 October 2009

9 December – 5 December 2009
IEEE Student Branch Leuven Career Fair
Location: Universitatsklinikum of the K.U. Leuven in the citycenter of Leuven (12:30 p.m. - 5:00 p.m.)

4 December – 5 December 2009
AtmelCareers Event
Location: Brussels – Exact location announced upon registration
Application deadline: 31 October 2009

24 November 2009
Careers in Europe Budapest Event
Location: Budapest – Exact location announced upon registration
Application deadline: 11 October 2009

Other Helpful Career Fair Links

TechExpoUSA.com – The leading technology industry career center and home of TECHEXPO Top Secret Career Fairs.
IEE Job Site Widget

Get the convenience of conducting job searches right from your desktop!
Download the IEEE Job Site Widget and search for jobs posted by more than 4,000 organizations in fields ranging from ASIC design to weapons system development. The IEEE Job Site is regularly updated with exclusive job postings from companies and industries — Northrop Grumman, BP Solar, Freescale Semiconductor, Microsoft, and many more.

Download IEEE Job Site Desktop Widget Here (Yahoo for PC and Mac)
For Yahoo Widget engine and requirements, click here.

Download Apple Dashboard Desktop IEEE Job Site Widget Here
Mac OS X 10.4 Tiger or 10.5 Leopard is required. If you're using Safari, click the download link to display the Widget. If you're using Safari, click the download link to display the Widget.

If you're using a browser other than Safari, click the download link. When the widget is complete, unarchive it and place it in /Library/Widgets/ in your home folder. Show Dashboard, click the Plus sign to display the Widget Bar, click the widget's icon in the Widget Bar to open it.

Share the IEEE Job Site Widget!
Use the links below to share the IEEE Job Site Widget on your own web page, blog, Facebook page, etc.

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
The IEEE Job Site named a top 100 Web Site by Weddle’s - the world’s largest publisher of print guides to 100,000+ job boards now operating on the Internet.
New in 2010! – Browse Jobs

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
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New in 2010! – Browse Jobs

Aerospace and Electronic Systems Jobs

Looking for Aerospace and Electronic Systems jobs? Whether you are looking for jobs by category, company, location, or job title; find the perfect Aerospace and Electronic Systems jobs on IEEE.

Browse By:
- Experience
- Location
- Company

Recently posted jobs

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Location</th>
<th>Post Date</th>
<th>Company Name</th>
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</thead>
<tbody>
<tr>
<td>Supplier Quality Engineer</td>
<td>Torrance, California</td>
<td>2010-01-21</td>
<td>Moog Inc.</td>
</tr>
<tr>
<td>Supplier Quality Engineer</td>
<td>Are you looking for a Supplier Quality Engineer job that includes evaluating supplier performance and taking action to improve cost effectiveness and reduce cycle time?...</td>
<td>More Details</td>
<td></td>
</tr>
<tr>
<td>Sr Electrical Engineer</td>
<td>McKinney, TX</td>
<td>2010-01-20</td>
<td>Raytheon</td>
</tr>
<tr>
<td>Sr Electrical Engineer</td>
<td>Set a mission and accomplish it with Raytheon. As a world-leading supplier of defense and aerospace systems, Raytheon is your partner for achieving professional success. Our Space and Airborne Systems...</td>
<td>More Details</td>
<td></td>
</tr>
</tbody>
</table>

European Career Fair

January 19–February 1, 2010
MTI, Cambridge, MA, USA
Submit your resume now!
The United States Patent and Trademark Office
Addressing the Challenges of the 21st Century

John Doll
Acting Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the USPTO

IEEE Webinar
November 17, 2008

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Career-Related Webinar

Security Clearance: A Briefing for IEEE

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Virtual Career Fair

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Thank you!

Questions ???
Business Cycle Spotlight

Senior Member Program

Denise Howard
Associate, Admissions & Advancement
IEEE Member & Geographic Activities
d.howard@ieee.org
Requirements for Senior Member Elevation …

- 10 years of Professional Experience
  - Education plus Experience total
- 5 years of Significant Performance
  - over a period of at least 5 of their years in professional practice
Requirements for Senior Member Elevation, Cont’d……

- References:
  - 3 references are needed
  - Nominator counts as 1 reference if they are qualified
  - Qualified Reference: active IEEE Senior Member, Fellow, Honorary Member, Life Senior Member or Life Fellow
Application to include:

Professional Experience:
- Provide a detailed resume with dates
- Years working and going to school are counted once

Significant Performance:
- Provide a bulleted list with dates that clearly defines 5 years
Application Facts

- There is NO additional fee to apply if you currently hold IEEE Member grade
  - If Affiliate, Student or GSM grade – IEEE Member dues applies prior to elevation
- Applicants are responsible to contact and follow-up with their references
- Applicants OR a nominator can complete the application form

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Application Facts Cont’d

- Applicant, reference and nominator’s membership status must be active.
- Application, reference forms and resume/CV must be received at the IEEE Operations Center **10 days** before a review panel meeting for processing.
- References need not reside in the applicants local geographic area.
- Life Members are eligible to apply.
Finding Qualified References

- Attend local Section meeting
- Attend a Senior Member drive
- Log into memberNet
  - Locate Senior Members & Fellows
- Log into myIEEE
  - View your Sections Officer’s contact info
Current Process…

- Applications, references, resume/CV are received on a daily basis
- Applicants' grade and status is checked
- The status of all applications is posted to the web every Friday:
  
  http://www.ieee.org/membership_services/membership/senior/status.html

- Completed applications are sent to an Admission and Advancement Review Panel meeting

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Current Process, Cont’d.

- Approved applicants are elevated
- Letter is mailed and a engraved plaque is ordered
- Approved applicants are posted to the web in the Senior Member Update
  http://www.ieee.org/membership_services/membership/senior/new_senior_members.html
- Applicants not approved for elevation are notified by email
- Nominator is also notified by email
Reviewers Decision: Qualified, Pending, Unqualified

- **Qualified**: The applicant meets the requirements and is approved by the reviewer. Reviewers comments are not necessary.

- **Pending**: The applicant is close to meeting the requirements. Additional information is needed for another Panel to consider. The reviewer should provide helpful comments.

- **Unqualified**: The requirements for at least 10 years of professional experience and 5 years of significant performance have not been met. Additional information is not likely to change that result. The reviewer should provide explanatory comments.

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
## 2010 A&A Panel Meetings

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>09 January</td>
<td>San Diego, CA, USA</td>
<td>6</td>
</tr>
<tr>
<td>13 February</td>
<td>Atlanta, GA, USA</td>
<td>3</td>
</tr>
<tr>
<td>10 April</td>
<td>Washington, DC, USA</td>
<td>2</td>
</tr>
<tr>
<td>22 May</td>
<td>Houston, TX, USA</td>
<td>5</td>
</tr>
<tr>
<td>26 June</td>
<td>Montreal, Canada</td>
<td>7</td>
</tr>
<tr>
<td>24 July</td>
<td>Pretoria, South Africa</td>
<td>8</td>
</tr>
<tr>
<td>14 August</td>
<td>Chicago, IL, USA</td>
<td>4</td>
</tr>
<tr>
<td>2 October</td>
<td>Kowloon, Hong Kong</td>
<td>10</td>
</tr>
<tr>
<td>21 November</td>
<td>New Brunswick, NJ, USA</td>
<td>1</td>
</tr>
</tbody>
</table>
Benefits of Senior Membership…

- Recognition
- Engraved Senior Member Plaque
- US $25 Voucher—To join 1 new Society
  - expires 31 Dec 2010
- Letter of Commendation
- Leadership Eligibility
- Reference for Senior Member Candidates
Program Incentive Reward Structure & Administration

- **Section / Society Bonus**
  - Nominate at least 5 members for Senior Member grade
  - Receive $10 for each applicant that is nominated and elevated to Senior Member grade by the nominating entity
  - Payout is early 2010 or in conjunction with the Section Rebate Program

- [http://www.ieee.org/web/volunteers/membership_dev/senior_member.html](http://www.ieee.org/web/volunteers/membership_dev/senior_member.html)
WHAT’S NEW

- Applications can be saved in Draft form
- Education will automatically populate into application
- Applicant can edit application
  - attach resume/CV
  - see which references have been received
- Applicant and reference status is validated upon entering application
WHAT’S NEW, Cont’d…..

- Applicant needs valid web account to apply
- References will receive an email to complete form
- References will receive up to three email reminders to submit form
- Roll Out date To Be Determined
COMING SOON…
Senior Member Toolkit

Self Serve on the web:
- How to Guide: running a Senior Member Drive
- Invitation to attend Senior Member Event
- Sample Flyer
- How to Qualify
- Benefits of Senior Membership
- Senior Member Application
- Resume or CV tips

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
COMING SOON, Cont’d..

- Guidelines for references
- Reference form
- Image of Senior Member Plaque
- Sample Newsletter Article
- Sample Newspaper Press Release
- Thank You Note

Roll out date: End of 2nd Quarter 2010
Senior Member Links…

- Links direct applicant, reference and nominator:
  - Application Form:
    http://www.ieee.org/membership_services/membership/senior/senior_application.html
  - Reference Form:
    http://www.ieee.org/membership_services/membership/senior/refer.html
QUESTIONS?

Thank You

d.howard@ieee.org
senior-member@ieee.org
Membership Statistics & Goals Update

March 2010

Presented by:
John Day
Director, Membership Development
j.day@ieee.org
March 2010 Snapshot

<table>
<thead>
<tr>
<th>Snapshot</th>
<th>March '10</th>
<th>% Change</th>
<th>Mar '10</th>
<th>Mar '09</th>
<th>Feb '10</th>
<th>% Change Feb '10 - Mar '10</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Membership</td>
<td>10,738</td>
<td>3.3%</td>
<td>336,237</td>
<td>325,499</td>
<td>313,109</td>
<td>7.4%</td>
</tr>
<tr>
<td>Honorary</td>
<td>1</td>
<td>3.6%</td>
<td>29</td>
<td>28</td>
<td>29</td>
<td>-</td>
</tr>
<tr>
<td>Fellow</td>
<td>183</td>
<td>2.9%</td>
<td>6,490</td>
<td>6,306</td>
<td>6,406</td>
<td>1.3%</td>
</tr>
<tr>
<td>Senior Member</td>
<td>697</td>
<td>2.3%</td>
<td>30,700</td>
<td>30,003</td>
<td>30,235</td>
<td>1.5%</td>
</tr>
<tr>
<td>Member</td>
<td>3,256</td>
<td>1.6%</td>
<td>203,624</td>
<td>200,368</td>
<td>194,989</td>
<td>4.4%</td>
</tr>
<tr>
<td>Associate Member</td>
<td>(2,186)</td>
<td>(15.2%)</td>
<td>12,127</td>
<td>14,295</td>
<td>11,212</td>
<td>8.2%</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>4,972</td>
<td>15.9%</td>
<td>36,332</td>
<td>31,360</td>
<td>32,354</td>
<td>12.3%</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>3,797</td>
<td>8.8%</td>
<td>46,935</td>
<td>43,138</td>
<td>37,904</td>
<td>23.8%</td>
</tr>
<tr>
<td>Society Memberships</td>
<td>6,455</td>
<td>2.3%</td>
<td>283,650</td>
<td>277,195</td>
<td>268,397</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

Society Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 6,651, or +2.2%.

2010 Member Renewal / Recovery

- Total Member Retention
  - January: 65.2%
  - February: 70.7%
  - March: 73.70%

- Higher Grade w/o GSMEs: 81%
- Grad Students: 67%
- Undergrad Students: 32%
Membership Development Web Cast

Year-over-Year Monthly Growth – Total Membership

**TOTAL IEEE MEMBERSHIP**

- March Forecast: 334,000 – 336,000 total

![Graph showing total membership growth from January to December with a YoY rebound slope.](image)

- **336,237** YoY + 3.3%

### Development Venue

<table>
<thead>
<tr>
<th></th>
<th>'10</th>
<th>'09</th>
<th>'08</th>
<th>'07</th>
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<tr>
<td>Recruitment</td>
<td>13,031</td>
<td>12,036</td>
<td>8,183</td>
<td>9,942</td>
</tr>
<tr>
<td>Reinstatement</td>
<td>2,143</td>
<td>2,145</td>
<td>1,134</td>
<td>733</td>
</tr>
<tr>
<td>Recovery</td>
<td>7,976</td>
<td>9,423</td>
<td>4,543</td>
<td>7,236</td>
</tr>
<tr>
<td>Subtotal</td>
<td>23,150</td>
<td>23,804</td>
<td>13,860</td>
<td>17,911</td>
</tr>
</tbody>
</table>

### 2010 Renewals (cumulative)

- Higher-Grade: 232,990
- Student/GSM: 33,457

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Year-over-Year Monthly Growth – Higher-Grade Membership (including GSM)

**TOTAL HIGHER GRADE MEMBERSHIP**
(Not including Graduate Students)

- **252,970 YoY + 0.8%**

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<th>Mar '09</th>
<th>Mar '08</th>
<th>Mar '07</th>
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<td><strong>subtotal</strong></td>
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<td><strong>17,911</strong></td>
</tr>
</tbody>
</table>

**2010 Renewals**
- Cumulative: 262,372 (73.9%)
- Higher-Grade: 232,980
- Student / GSM: 35,392

**Web Cast Etiquette:** Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Year-over-Year Monthly Growth – Student-Grade Membership (including GSM)

**TOTAL STUDENT MEMBERSHIP**
(Including Graduate Students)

- **2008**
- **2009**
- **2010**

83,267  YoY + 11.8%
## Active Membership by Region

<table>
<thead>
<tr>
<th>REGION</th>
<th>HIGHER GRADE w/o GSM</th>
<th>GRADUATE STUDENTS</th>
<th>UNDERGRADUATE STUDENTS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>28,411</td>
<td>29,000</td>
<td>(589)</td>
<td>-2.0%</td>
</tr>
<tr>
<td>2</td>
<td>24,864</td>
<td>25,033</td>
<td>(169)</td>
<td>-0.7%</td>
</tr>
<tr>
<td>3</td>
<td>21,837</td>
<td>21,904</td>
<td>(67)</td>
<td>-0.3%</td>
</tr>
<tr>
<td>4</td>
<td>16,610</td>
<td>16,777</td>
<td>(167)</td>
<td>-1.0%</td>
</tr>
<tr>
<td>5</td>
<td>21,530</td>
<td>21,626</td>
<td>(96)</td>
<td>-0.4%</td>
</tr>
<tr>
<td>6</td>
<td>43,971</td>
<td>44,734</td>
<td>(763)</td>
<td>-1.7%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>157,223</td>
<td>159,074</td>
<td>(1,851)</td>
<td>-1.2%</td>
</tr>
<tr>
<td>7</td>
<td>11,073</td>
<td>10,997</td>
<td>76</td>
<td>0.7%</td>
</tr>
<tr>
<td>8</td>
<td>41,499</td>
<td>40,070</td>
<td>1,429</td>
<td>3.6%</td>
</tr>
<tr>
<td>9</td>
<td>5,602</td>
<td>5,285</td>
<td>317</td>
<td>6.0%</td>
</tr>
<tr>
<td>10</td>
<td>37,573</td>
<td>35,571</td>
<td>1,998</td>
<td>5.6%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>95,747</td>
<td>91,927</td>
<td>3,820</td>
<td>4.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>252,970</td>
<td>251,001</td>
<td>1,969</td>
<td>0.8%</td>
</tr>
<tr>
<td>% R1-6</td>
<td>62%</td>
<td>63%</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>% R7-10</td>
<td>38%</td>
<td>37%</td>
<td></td>
<td>62%</td>
</tr>
</tbody>
</table>

---

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MD Scatter Plot by Region – Higher-Grade Membership through March

Note: Average retention: 80.6%
2010 Retention Challenge: +0.5% higher-grade, +1.0% student

2010 Retention Goals & Progress - MAR 2010

Renewals (% of Goal): HG 232,980 (93.3%)  ST 33,550 (105.8%)  Total 268,477 (94.8%)

Progress key: Higher Grade - % Goal Achieved  Students - % Goal Achieved  Total Members - % Goal Achieved

R1  S. Wan, Region MD Chair
   HG 96.1%  ST 103.1%  Total 96.5%

R2  W. Akpose, Region MD Chair
   HG 95.1%  ST 100.4%  Total 95.5%

R3  J. Anderson, Region MD Chair
   HG 94.9%  ST 102.4%  Total 94.9%

R4  T. Laadhibi, Region MD Chair
   HG 95.8%  ST 101.0%  Total 95.8%

R5  R. Scollit, Region MD Chair
   HG 94.7%  ST 105.1%  Total 95.5%

R6  R. Rodondo, Region MD Chair
   HG 96.0%  ST 95.6%  Total 95.5%

R7  L. Whitby, Region MD Chair
   HG 91.2%  ST 125.2%  Total 95.5%

R8  A. Szabo, Region MD Chair
   HG 89.7%  ST 118.7%  Total 94.3%

R9  G. Giannattasio, Region MD Chair
   HG 82.8%  ST 116.5%  Total 90.3%

R10 Z. Niu, Region MD Chair
   HG 90.7%  ST 98.1%  Total 92.1%

Note: All student counts combine graduate and undergraduate members.

2010 Retention Goals
HG  /  ST  /  Total
249,775 /  33,550 /  283,325

Goals by Region
Higher-Grade/Student / Total
R1 28,045 / 1,950 / 30,000
R2 24,550 / 2,050 / 26,600
R3 21,650 / 2,450 / 24,100
R4 16,450 / 1,975 / 18,425
R5 21,225 / 1,850 / 23,075
R6 42,825 / 3,575 / 46,400
R7 11,350 / 1,650 / 13,000
R8 41,975 / 8,050 / 50,025
R9 5,650 / 1,625 / 7,275
R10 36,050 / 8,375 / 44,425
## 2010 Renewals

### IEEE Membership Renewal / Retention - March 2010

<table>
<thead>
<tr>
<th>REGION</th>
<th>HIGHER GRADE w/o GSM</th>
<th>GRADUATE STUDENTS</th>
<th>UNDERGRADUATE STUDENTS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Opportunity</td>
<td>Renewal</td>
<td>Opportunity</td>
<td>Renewal</td>
</tr>
<tr>
<td></td>
<td>#</td>
<td>%</td>
<td>#</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>31,686</td>
<td>26,945</td>
<td>1,853</td>
<td>1,304</td>
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<tr>
<td>2</td>
<td>27,650</td>
<td>23,349</td>
<td>1,715</td>
<td>1,232</td>
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<tr>
<td>3</td>
<td>24,687</td>
<td>20,358</td>
<td>2,191</td>
<td>1,596</td>
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<tr>
<td>4</td>
<td>18,820</td>
<td>15,751</td>
<td>1,715</td>
<td>1,228</td>
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<td>5</td>
<td>24,199</td>
<td>20,104</td>
<td>1,647</td>
<td>1,188</td>
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<tr>
<td>6</td>
<td>49,318</td>
<td>41,110</td>
<td>2,959</td>
<td>2,079</td>
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<td>176,360</td>
<td>147,617</td>
<td>12,080</td>
<td>8,627</td>
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<tr>
<td>7</td>
<td>12,822</td>
<td>10,349</td>
<td>1,707</td>
<td>1,393</td>
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<tr>
<td>8</td>
<td>48,696</td>
<td>37,639</td>
<td>8,938</td>
<td>6,644</td>
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<tr>
<td>9</td>
<td>7,148</td>
<td>4,673</td>
<td>1,186</td>
<td>819</td>
</tr>
<tr>
<td>10</td>
<td>44,099</td>
<td>32,697</td>
<td>8,363</td>
<td>4,076</td>
</tr>
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<td>R 7-10</td>
<td>112,765</td>
<td>85,363</td>
<td>20,194</td>
<td>12,932</td>
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<tr>
<td>TOTAL</td>
<td>289,125</td>
<td>232,980</td>
<td>32,274</td>
<td>21,559</td>
</tr>
</tbody>
</table>

March Gains / Top 5

- + 2.4%
- + 2.6%
- + 2.5%
- + 2.4%
- + 2.5%

March Last Year > 73.9%

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2010 Renewals – First-Year Members

First-Year Member Renewal / Retention - March 2010

<table>
<thead>
<tr>
<th>REGION</th>
<th>HIGHER GRADE w/o GSM</th>
<th>GRADUATE STUDENTS</th>
<th>UNDERGRADUATE STUDENTS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#</td>
<td>%</td>
<td>#</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>2,079</td>
<td>37.6%</td>
<td>735</td>
<td>50.5%</td>
</tr>
<tr>
<td>2</td>
<td>2,040</td>
<td>36.5%</td>
<td>614</td>
<td>52.4%</td>
</tr>
<tr>
<td>3</td>
<td>2,124</td>
<td>33.4%</td>
<td>794</td>
<td>54.2%</td>
</tr>
<tr>
<td>4</td>
<td>1,561</td>
<td>40.6%</td>
<td>680</td>
<td>53.4%</td>
</tr>
<tr>
<td>5</td>
<td>2,089</td>
<td>38.9%</td>
<td>637</td>
<td>51.8%</td>
</tr>
<tr>
<td>6</td>
<td>3,468</td>
<td>37.2%</td>
<td>1,066</td>
<td>48.7%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>13,361</td>
<td>37.2%</td>
<td>4,526</td>
<td>51.6%</td>
</tr>
<tr>
<td>7</td>
<td>1,376</td>
<td>41.4%</td>
<td>569</td>
<td>69.1%</td>
</tr>
<tr>
<td>8</td>
<td>6,944</td>
<td>38.1%</td>
<td>2,646</td>
<td>60.8%</td>
</tr>
<tr>
<td>9</td>
<td>1,388</td>
<td>24.1%</td>
<td>335</td>
<td>55.0%</td>
</tr>
<tr>
<td>10</td>
<td>7,639</td>
<td>34.0%</td>
<td>2,598</td>
<td>33.3%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>17,347</td>
<td>35.4%</td>
<td>10,254</td>
<td>46.7%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>30,708</td>
<td>36.2%</td>
<td>14,780</td>
<td>48.2%</td>
</tr>
</tbody>
</table>

Total Retention: 80.6%  66.8%  32.4%  73.7%

March Gains / Top 5:
- + 2.7%
- + 2.9%
- + 2.7%
- + 2.1%
- + 2.7%
- + 2.3%
- + 1.9%
- + 3.5%
- + 4.0%
- + 4.0%

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## Society Memberships Dashboard

<table>
<thead>
<tr>
<th>Society MD Disposition</th>
<th>Respective Sum Totals</th>
<th>Influence of Large Societies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregate Total Memberships Across 38 Societies</td>
<td>+ 6,455</td>
<td></td>
</tr>
<tr>
<td>Growth &gt; 1%: 20 Societies</td>
<td>+ 7,654</td>
<td>Computer + 1,786</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Communications + 1,010</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Power &amp; Energy + 2,037</td>
</tr>
<tr>
<td>+ / - 1%: 8 Societies</td>
<td>(111)</td>
<td></td>
</tr>
<tr>
<td>Decline &gt; 1%: 10 Societies</td>
<td>(1,088)</td>
<td></td>
</tr>
</tbody>
</table>

### Double-Digit Percentage Gains

<table>
<thead>
<tr>
<th>Society Top Gains</th>
<th>YoY Gains Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Safety Eng.</td>
<td>16.9%</td>
<td>100</td>
</tr>
<tr>
<td>Industrial Electronics</td>
<td>11.9%</td>
<td>478</td>
</tr>
</tbody>
</table>

63% of the gains
### Year-over-Year Society Membership, Detail

<table>
<thead>
<tr>
<th>SOCIETY / DIVISION</th>
<th>IEEE Higher Grade Members (including GSIs)</th>
<th>Change</th>
<th>IEEE Student Members</th>
<th>Change</th>
<th>Society Affiliates</th>
<th>Change</th>
<th>Society Totals (with affiliates)</th>
<th>Change</th>
<th>Society Totals (without affiliates)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IEEE Societies</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>2009</td>
<td>%</td>
<td>2010</td>
<td>2009</td>
<td>%</td>
<td>2010</td>
<td>2009</td>
<td>%</td>
<td>2010</td>
<td>2009</td>
</tr>
<tr>
<td>Circuits &amp; Systems</td>
<td>8,501</td>
<td>-46</td>
<td>-0.5%</td>
<td>381</td>
<td>373</td>
<td>8</td>
<td>2.1%</td>
<td>40</td>
<td>39</td>
<td>1</td>
</tr>
<tr>
<td>Electron Devices</td>
<td>8,900</td>
<td>-103</td>
<td>-1.1%</td>
<td>247</td>
<td>234</td>
<td>-37</td>
<td>-13.0%</td>
<td>-6</td>
<td>-13.3%</td>
<td></td>
</tr>
<tr>
<td>Solid-State Circuits</td>
<td>8,998</td>
<td>-369</td>
<td>-3.9%</td>
<td>188</td>
<td>216</td>
<td>-28</td>
<td>-13.0%</td>
<td>61</td>
<td>60</td>
<td>1</td>
</tr>
<tr>
<td>Div I Subtotal</td>
<td>26,399</td>
<td>-519</td>
<td>-1.9%</td>
<td>816</td>
<td>873</td>
<td>-57</td>
<td>-6.5%</td>
<td>140</td>
<td>144</td>
<td>-4</td>
</tr>
<tr>
<td>Components, Packaging &amp; Mfg Tech</td>
<td>2,109</td>
<td>-34</td>
<td>-1.5%</td>
<td>45</td>
<td>57</td>
<td>-12</td>
<td>-21.1%</td>
<td>15</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>Dielectrics &amp; Electrical Insulation</td>
<td>1,836</td>
<td>39</td>
<td>2.2%</td>
<td>38</td>
<td>39</td>
<td>-1</td>
<td>-2.6%</td>
<td>29</td>
<td>38</td>
<td>11</td>
</tr>
<tr>
<td>Industry Applications</td>
<td>8,825</td>
<td>-11</td>
<td>-0.1%</td>
<td>131</td>
<td>98</td>
<td>33</td>
<td>33.7%</td>
<td>40</td>
<td>32</td>
<td>8</td>
</tr>
<tr>
<td>Instrumentation &amp; Measurements</td>
<td>3,787</td>
<td>-228</td>
<td>-5.7%</td>
<td>92</td>
<td>101</td>
<td>-9</td>
<td>-8.9%</td>
<td>18</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>Power Electronics</td>
<td>5,859</td>
<td>205</td>
<td>3.6%</td>
<td>213</td>
<td>224</td>
<td>-11</td>
<td>-4.9%</td>
<td>37</td>
<td>35</td>
<td>2</td>
</tr>
<tr>
<td>Ultrasonics, Ferroelectrics, Freq Ctrl</td>
<td>1,982</td>
<td>-8</td>
<td>-0.4%</td>
<td>37</td>
<td>48</td>
<td>-11</td>
<td>-22.9%</td>
<td>25</td>
<td>27</td>
<td>-1</td>
</tr>
<tr>
<td>Div II Subtotal</td>
<td>24,398</td>
<td>-37</td>
<td>-0.2%</td>
<td>556</td>
<td>557</td>
<td>-11</td>
<td>-1.9%</td>
<td>165</td>
<td>143</td>
<td>22</td>
</tr>
<tr>
<td>Communications</td>
<td>28,251</td>
<td>20</td>
<td>0.1%</td>
<td>2,412</td>
<td>1,439</td>
<td>973</td>
<td>67.6%</td>
<td>354</td>
<td>337</td>
<td>17</td>
</tr>
</tbody>
</table>

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### Year-over-Year Society Membership, Detail (cont.)

#### IEEE Society Membership Totals as of March 2010

<table>
<thead>
<tr>
<th>SOCIETY / DIVISION</th>
<th>IEEE Higher Grade Members (including GSms)</th>
<th>Change</th>
<th>IEEE Student Members</th>
<th>Change</th>
<th>Society Affiliates</th>
<th>Change</th>
<th>Society Totals (with affiliates)</th>
<th>Change</th>
<th>Society Totals (without affiliates)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIVISION IV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Antennas &amp; Propagation</td>
<td>7,203</td>
<td>7,118</td>
<td>0.1%</td>
<td>249</td>
<td>230</td>
<td>19</td>
<td>8.3%</td>
<td>49</td>
<td>48</td>
<td>1</td>
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<tr>
<td>Broadcast Technology</td>
<td>1,689</td>
<td>1,705</td>
<td>-0.9%</td>
<td>66</td>
<td>54</td>
<td>12</td>
<td>22.2%</td>
<td>25</td>
<td>27</td>
<td>-2</td>
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<td>Consumer Electronics</td>
<td>2,658</td>
<td>2,579</td>
<td>3.1%</td>
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<td>141</td>
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<td>-0.7%</td>
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<td>35</td>
<td>-8</td>
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<td>Electromagnetic Compatibility</td>
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<td>3,633</td>
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<td>74</td>
<td>-17</td>
<td>-23.0%</td>
<td>29</td>
<td>25</td>
<td>4</td>
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<td>Magnetics</td>
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<td>2,667</td>
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<td>68</td>
<td>6</td>
<td>8.3%</td>
<td>48</td>
<td>45</td>
<td>3</td>
</tr>
<tr>
<td>Microwave Theory &amp; Techniques</td>
<td>10,313</td>
<td>10,365</td>
<td>-0.5%</td>
<td>350</td>
<td>352</td>
<td>-12</td>
<td>-3.3%</td>
<td>38</td>
<td>40</td>
<td>-2</td>
</tr>
<tr>
<td>Nuclear &amp; Plasma Sciences</td>
<td>2,679</td>
<td>2,582</td>
<td>3.8%</td>
<td>51</td>
<td>66</td>
<td>-15</td>
<td>-22.7%</td>
<td>51</td>
<td>44</td>
<td>7</td>
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<td>Div IV Subtotal</td>
<td>30,815</td>
<td>30,849</td>
<td>0.1%</td>
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<td>995</td>
<td>-8</td>
<td>-0.8%</td>
<td>267</td>
<td>264</td>
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<td>DIVISION VIII</td>
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<td></td>
</tr>
<tr>
<td>Computer</td>
<td>46,485</td>
<td>45,456</td>
<td>0.1%</td>
<td>3,849</td>
<td>2,795</td>
<td>1,054</td>
<td>37.7%</td>
<td>14,079</td>
<td>13,376</td>
<td>703</td>
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<td>DIVISION VI</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Education</td>
<td>2,945</td>
<td>2,912</td>
<td>1.1%</td>
<td>57</td>
<td>74</td>
<td>-17</td>
<td>-23.0%</td>
<td>27</td>
<td>32</td>
<td>-5</td>
</tr>
<tr>
<td>Industrial Electronics</td>
<td>4,256</td>
<td>3,814</td>
<td>11.9%</td>
<td>186</td>
<td>170</td>
<td>16</td>
<td>9.4%</td>
<td>28</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Product Safety Engineering</td>
<td>872</td>
<td>580</td>
<td>52</td>
<td>15.9%</td>
<td>5</td>
<td>8</td>
<td>-3</td>
<td>-37.5%</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Professional Communication</td>
<td>841</td>
<td>876</td>
<td>-4.0%</td>
<td>46</td>
<td>57</td>
<td>-11</td>
<td>-19.3%</td>
<td>83</td>
<td>92</td>
<td>-9</td>
</tr>
<tr>
<td>Reliability</td>
<td>1,608</td>
<td>1,638</td>
<td>-1.8%</td>
<td>36</td>
<td>27</td>
<td>9</td>
<td>33.3%</td>
<td>15</td>
<td>17</td>
<td>-2</td>
</tr>
<tr>
<td>Social Implications of Technology</td>
<td>1,554</td>
<td>1,453</td>
<td>7.6%</td>
<td>45</td>
<td>43</td>
<td>2</td>
<td>4.7%</td>
<td>22</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>Div VI Subtotal</td>
<td>11,895</td>
<td>11,273</td>
<td>5.5%</td>
<td>375</td>
<td>379</td>
<td>-4</td>
<td>-1.1%</td>
<td>190</td>
<td>181</td>
<td>9</td>
</tr>
<tr>
<td>DIVISION VII</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power &amp; Energy</td>
<td>22,207</td>
<td>20,735</td>
<td>7.1%</td>
<td>1,071</td>
<td>585</td>
<td>506</td>
<td>89.6%</td>
<td>223</td>
<td>164</td>
<td>59</td>
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</table>
### Year-over-Year Society Membership, Detail (cont.)

<table>
<thead>
<tr>
<th>SOCIETY / DIVISION</th>
<th>IEEE Higher Grade Members (including GSMS)</th>
<th>Change</th>
<th>IEEE Student Members</th>
<th>Change</th>
<th>Society Affiliates</th>
<th>Change</th>
<th>Society Totals (with affiliates)</th>
<th>Change</th>
<th>Society Totals (without affiliates)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IEEE Societies</strong></td>
<td>2010</td>
<td>2009</td>
<td>#</td>
<td>%</td>
<td>2010</td>
<td>2009</td>
<td>#</td>
<td>%</td>
<td>2010</td>
<td>2009</td>
</tr>
<tr>
<td><strong>DIVISION IX</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aerospace &amp; Electronic Systems</td>
<td>4,298</td>
<td>4,325</td>
<td>-117</td>
<td>-2.7%</td>
<td>175</td>
<td>159</td>
<td>-16</td>
<td>10.1%</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Geoscience &amp; Remote Sensing</td>
<td>2,522</td>
<td>2,418</td>
<td>108</td>
<td>4.4%</td>
<td>132</td>
<td>112</td>
<td>20</td>
<td>17.9%</td>
<td>179</td>
<td>234</td>
</tr>
<tr>
<td>Information Theory</td>
<td>3,087</td>
<td>3,007</td>
<td>60</td>
<td>2.0%</td>
<td>104</td>
<td>133</td>
<td>-29</td>
<td>-21.8%</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>Intelligent Transportation Systems</td>
<td>899</td>
<td>915</td>
<td>-16</td>
<td>-1.7%</td>
<td>29</td>
<td>31</td>
<td>-2</td>
<td>-6.5%</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Oceanic Engineering</td>
<td>1,483</td>
<td>1,444</td>
<td>39</td>
<td>2.7%</td>
<td>47</td>
<td>47</td>
<td>0</td>
<td>0.0%</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Signal Processing</td>
<td>13,058</td>
<td>12,536</td>
<td>522</td>
<td>4.2%</td>
<td>397</td>
<td>468</td>
<td>-71</td>
<td>-15.2%</td>
<td>111</td>
<td>79</td>
</tr>
<tr>
<td>Vehicular Technology</td>
<td>3,655</td>
<td>3,683</td>
<td>-3</td>
<td>-0.1%</td>
<td>107</td>
<td>121</td>
<td>-14</td>
<td>-11.6%</td>
<td>21</td>
<td>17</td>
</tr>
<tr>
<td><strong>Div X Subtotal</strong></td>
<td>28,902</td>
<td>28,311</td>
<td>591</td>
<td>2.1%</td>
<td>991</td>
<td>1,071</td>
<td>-80</td>
<td>-7.5%</td>
<td>398</td>
<td>409</td>
</tr>
<tr>
<td><strong>DIVISION X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computational Intelligence</td>
<td>5,236</td>
<td>5,067</td>
<td>169</td>
<td>3.3%</td>
<td>301</td>
<td>354</td>
<td>-53</td>
<td>-15.0%</td>
<td>106</td>
<td>106</td>
</tr>
<tr>
<td>Control Systems</td>
<td>7,298</td>
<td>7,203</td>
<td>95</td>
<td>1.3%</td>
<td>325</td>
<td>341</td>
<td>-15</td>
<td>-4.7%</td>
<td>62</td>
<td>57</td>
</tr>
<tr>
<td>Engineering in Medicine &amp; Biology</td>
<td>7,172</td>
<td>6,811</td>
<td>361</td>
<td>5.3%</td>
<td>394</td>
<td>487</td>
<td>-93</td>
<td>-19.1%</td>
<td>134</td>
<td>133</td>
</tr>
<tr>
<td>Photonics</td>
<td>5,772</td>
<td>5,691</td>
<td>81</td>
<td>1.4%</td>
<td>282</td>
<td>440</td>
<td>-158</td>
<td>-35.9%</td>
<td>84</td>
<td>85</td>
</tr>
<tr>
<td>Robotics &amp; Automation</td>
<td>5,611</td>
<td>5,254</td>
<td>357</td>
<td>6.8%</td>
<td>631</td>
<td>577</td>
<td>54</td>
<td>9.4%</td>
<td>76</td>
<td>71</td>
</tr>
<tr>
<td>Systems, Man &amp; Cybernetics</td>
<td>3,759</td>
<td>3,699</td>
<td>160</td>
<td>4.4%</td>
<td>145</td>
<td>171</td>
<td>-25</td>
<td>-15.2%</td>
<td>35</td>
<td>39</td>
</tr>
<tr>
<td><strong>Div X Subtotal</strong></td>
<td>34,848</td>
<td>33,625</td>
<td>1,223</td>
<td>3.6%</td>
<td>2,078</td>
<td>2,370</td>
<td>-292</td>
<td>-12.3%</td>
<td>497</td>
<td>491</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>254,202</td>
<td>250,632</td>
<td>3,570</td>
<td>1.4%</td>
<td>13,135</td>
<td>11,054</td>
<td>2,081</td>
<td>18.8%</td>
<td>16,313</td>
<td>15,509</td>
</tr>
</tbody>
</table>

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Looking Ahead …

Growth:  
Apr – Aug

- Determined by the months’ year-over-year results in (1) Recovery, (2) Recruitment, and (3) Reinstatement

- April Forecast: 346,500 – 348,500 total

Growth:  
Sep – Dec

- Determined by the months’ year-over-year results in (1) Recruitment, and (2) Reinstatement

Member retention, ergo member engagement, is the most effective (and efficient) way to grow membership

Our success is determined by serving the member, not the statistics
thank you

questions?
Updates & Reminders / Direction

Presented by:
Thomas G. Habetler
Chair, IEEE MRRC
Call for Case Studies – IEEE Societies

- IEEE Societies call to action!
- Bring forward your success stories or best practices
- We want to highlight what societies are doing to inspire others
- Upcoming MD Webcast
Wrap Up / Direction – MD Prioritization

- January through April
  - 85% effort - Retention / Arrears Recovery
  - 15% effort - Recruitment

- May through August
  - 10% effort - Arrears Recovery
  - 90% effort - Recruitment

- September through December
  - 85% Recruitment
  - 15% Renewal monitoring

All the while … MD Staff support:
- Retention / arrears recovery campaigns, electronic and print (through August)
- Recruitment / incomplete applications / reinstatement campaigns (monthly)
- Recruitment / authors outreach (May timeframe)
Sustaining our accomplishments …

Member Attrition

- 1st-Year Members
- 2nd-Year Members
- 3rd-Year Members
- 4th through 71st

2009 membership accomplishments

2010 membership year

first-year member experience strategy implementation

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Coming in May … Deployment of myIEEE™ Upgrades

**myDesktop**
- Customizable selection of any myIEEE modules/gadgets
- Layout selection, 2 or 3 columns, with drag-and-drop gadget placement
- RSS tools to import feeds from IEEE or other content sources
- Choice of several technology-based themes for the interface

**memberNet**
Improved e-mail messaging capabilities to facilitate member-to-member communications, while insuring member privacy

*Upgrade overview to be delivered on future MD webcast*

---

**Web Cast Etiquette:** Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Future MD Webcast Topics & Speakers – Tentative Schedule

**MAY**
- Region 1 MD Strategy
- Recruitment – Campaigns and MGM Program

**JUNE**
- Student Elevation & Opportunities
- GOLD Strategy Update
Wrap Up / Direction – Next Webcast

Saturday, 15 MAY 2010
Thank you!
Open Floor Q&A
APPENDIX
Appendix

Field Team Resources

Presented by:

Thomas G. Habetler
Chair, IEEE MRRC
If the MGA is Successful …

- IEEE member satisfaction & relevance is growing and reflected in improved retention and total membership
- The MGA is a data-driven organization that proactively anticipates and reacts to the needs of the member and the profession
- The MGA facilitates recruitment, training, development of IEEE volunteer leaders
- The MGA facilitates successful regions, sections, chapters, and affinity groups
- The MGA is responsible for all aspects of member and membership activities with the IEEE
- The MGA ensures a “home(s)” for every member
- Technology professionals will understand IEEE membership’s importance in their careers
- The MGA will develop sections, and regions and reward them based on their measured success
- The MGA facilitates communications and engagement opportunities for IEEE members in multiple ways
- IEEE and its members’ achievements are universally recognized
The Regional “Field Team” (2010)

R1 - Gim Soon Wan
R2 - Wole Akpose
R3 - Jim Anderson
R4 - Tarek Lahdhiri
R5 - Robert Scolli
R6 - Randall G. Redondo
R7 - Lawrence Whitby
R8 - Aleksandar Szabo
R9 - Gustavo Giannattasio
R10 - Zhisheng Niu

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
### The Regional “Field Team”

- **Thomas G. Habetler**  | **IEEE MGA** | t.habetler@ieee.org
- **Gim Soon Wan**       | **R1**       | gimsoon@ieee.org
- **Wole Akpose**        | **R2**       | wole@ieee.org
- **James M. Anderson**  | **R3**       | jim.anderson@ieee.org
- **Tarek Lahdhiri**    | **R4**       | lahdhiri@ieee.org
- **Robert Scolli**     | **R5**       | r.scolli@ieee.org
- **Randall G. Redondo** | **R6**       | rredondo@ieee.org
- **Lawrence Whitby**   | **R7**       | lwhitby@ieee.org
- **Aleksandar Szabo**  | **R8**       | a.szabo@ieee.org
- **Gustavo A. Giannattasio** | **R9** | gianna@ieee.org
- **Zhisheng Niu**      | **R10**      | niuzhs@tsinghua.edu.cn
- **Cathy Downer**      | **IEEE Staff** | c.downer@ieee.org
- **John Day**          | **IEEE Staff** | j.day@ieee.org
Membership Development Portal – www.ieee.org/md

- Membership Reports
- MD Virtual Community
- SAMIEEE access
- Membership Development Manual
- Member benefits at a glance
- Recruitment programs and tools
- MD Kits – online order form
- Benefit Development Toolkit: Regions 7-10
# Online Order Form – www.ieee.org/mdsupplies

## IEEE Membership Development Supply Order Form

A useful resource to membership development officers is the online order form for membership recruitment materials. The form is accessible at [www.ieee.org/mdsupplies](http://www.ieee.org/mdsupplies).

- **Prepackaged Recruitment Kit (Professional Grade Membership)**
- **Prepackaged Recruitment Kit (Student-Grade Membership)**

### Items

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Brochure/Application (E21)</td>
<td></td>
</tr>
<tr>
<td>Student Membership Brochure (E248)</td>
<td></td>
</tr>
<tr>
<td>IEEE Special Interest Membership &amp; Subscriptions Catalog (E149)</td>
<td></td>
</tr>
<tr>
<td>IEEE Special Interest Membership &amp; Subscriptions for Students Catalog (E145T)</td>
<td></td>
</tr>
<tr>
<td>Senior Member Evaluation Packet (E169)</td>
<td></td>
</tr>
<tr>
<td>Promotional Poster for IEEE Membership (11&quot; x 17&quot;)</td>
<td></td>
</tr>
<tr>
<td>Promotional Poster for Student Membership (11&quot; x 17&quot;)</td>
<td></td>
</tr>
<tr>
<td>IEEE Bookmark (2&quot;)</td>
<td></td>
</tr>
<tr>
<td>GOLD Poster (9&quot; x 13&quot;)</td>
<td></td>
</tr>
<tr>
<td>MMA Kit (5&quot;) *t (32)</td>
<td></td>
</tr>
</tbody>
</table>

### Select Kit

**Select Kit**

<table>
<thead>
<tr>
<th>Kit</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Prepackaged Recruitment Kit (Student-Grade Membership)

**Prepackaged Recruitment Kit (Student-Grade Membership)**

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Brochure/Application (E21)</td>
<td></td>
</tr>
<tr>
<td>Student Membership Brochure (E248)</td>
<td></td>
</tr>
<tr>
<td>Promotional Poster for IEEE Membership (11&quot; x 17&quot;)</td>
<td></td>
</tr>
<tr>
<td>Promotional Poster for Student Membership (11&quot; x 17&quot;)</td>
<td></td>
</tr>
<tr>
<td>IEEE Bookmark (2&quot;)</td>
<td></td>
</tr>
<tr>
<td>GOLD Poster (9&quot; x 13&quot;)</td>
<td></td>
</tr>
<tr>
<td>Membership Brochure (Professional Grade Membership)</td>
<td></td>
</tr>
</tbody>
</table>

**Select Kit**

<table>
<thead>
<tr>
<th>Kit</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Slide 75**

*Web Cast Etiquette:* Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Online MD Resources

- The web page to join the IEEE: www.ieee.org/join
- The web page for MD volunteers: www.ieee.org/md
- The web page for IEEE benefits: www.ieee.org/benefits
  - www.ieee.org/benefits
- Your Region web page: www.ieee.org/??
- Your Section web page: www.ieee.org/??
- Your Chapter web page: www.ieee.org/??
- Your Conference web page: www.ieee.org/??
- Your Student Branch web page: www.ieee.org/??

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Appendix

The SAMIEE / MD Dashboard – Step-by-Step Configuration

Prepared by:
Helen Shiminsky
MGA Information Process Specialist
Contact: h.shiminsky@ieee.org

Cathy Downer
MGA MD Manager
Contact: c.downer@ieee.org
MD Dashboard Access

- Open SAMIEEE home page at www.ieee.org/samieee
- Click on “Access Geographical Membership Statistics”, sign-in using your IEEE web account

WEB CAST ETIQUETTE: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org

WEB CAST ETIQUETTE: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org

WEB CAST ETIQUETTE: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org

WEB CAST ETIQUETTE: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Opening Dashboard

This is an empty Dashboard Page.

Click here to add content.

Click to add content at middle of screen
Selecting Queries available from “My Folder” or “Shared Folders” to pull into the dashboard.
Find “Shared Folders”, Click on SAMIEEE to open, Click on Subfolder “Geographic Predefined Queries”
**NEW** Files in Predefined Queries – labeled (MD)

- (MD) Members Joining in Past 30 days
- (MD) All Members Joining since beginning of membership year
- (MD) Members in Arrears (contact info)
- (MD) Inactive Members (contact info)

**New Web Cast Etiquette:** Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Find the document(s) you want to select. Left mouse click and drag (individually) to the blue shaded area on right and drop the file.
Dashboard Set up

Dashboard Editor

Drag and drop Dashboard Objects and Saved Content onto your current Dashboard.

My Dashboard

(GEO) Active Members Contact
(GEO) Active Member Counts by
(GEO) Active Society Members
(GEO) Address Label Fields - A
(GEO) Arrears - Member Contact
(GEO) Current IEEE Life Member
(GEO) Email Addresses - Active
(GEO) New IEEE Members - last
(GEO) Society Member Counts
(GEO) Volunteer History for Act
(GEO) Active Members with no
(GEO) Current IEEE Life Member
(GEO) Postal Code Counts for A
(GEO) SM Upgrade - 1st Level F
(GEO) White File - Active Member
(GEO) White File - All Members
(GEO) All Members - Grade, Sta
(GEO) Members Moved into Sec
(GEO) Renewal Year for All Men
(GEO) Current Society Chapters
(GEO) Current Life Members w/inl
(GEO) Active IEEE Women In En
(GEO) Current Student Branch C
(GEO) 2008 Last Renewal Year
(GEO) Current Educational Activ
(GEO) Active Student Member C
(GEO) Current Student Branch
(GEO) Active Student Members
(GEO) Active Society Members
(GEO) Current Section and Subs
(GEO) Inactive Members (inclui
(MD) Members Joining in Past 31
(MD) All Members Joining Since
(MD) Members in Arrears (cont)
(MD) Inactive Members (contac

Society Predefined Queries
IEEE Membership Statistics
IEEE Volunteer Queries

Section 1

Properties/Rename Delete

(MD) Members Joining in Past

Query now appears as
"Section 1" of the
Dashboard setup.

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
In order to "download" the results of the completed query, properties must be properly set.

Click on the Properties Link on each "specific" query.
Select “Reports Link”
Select “Download” option
Click on OK

This will make the “Download” option available for this Dashboard Query. It must be repeated for each individual query being selected.

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Completing the Query Download

Dashboard Editor
Drag and drop Dashboard Objects and Saved Content onto your current Dashboard.

My Dashboard

Select Download
Then click on OK

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Complete the query selection and set properties, time to **SAVE!**

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Queries will run/refresh each time you open your dashboard. Once the queries have completed pulling the data, they will all appear in your dashboard.

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
When completed, each report will appear, one below the other. Scroll down to view each.

Reports will appear with first 25 lines showing. The option of "next 25" or "full view" appears as necessary.

Each report can be downloaded individually.
To add, change or delete selected reports

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Completing changes and save

Dashboard Editor

Drop and drop Dashboard Objects and Saved Content onto your current Dashboard.

My Dashboard

Dashboard Objects
- Section
- Link or Image
- Embedded Content
- HTML
- Folder
- Guided Fav. Link
- Briefing Book Fav. Link
- Advanced Report

Saved Content
- Dashboards
  - My Dashboard
  - Geographic Membership Statistics
- My Folder
  - Current Society Members with Contact
  - Active EEE Members - Current GOLD
  - (SOC) Current Society Members by Sec
  - (ME) Inactive Members (contact informer)
  - (ME) Members Joining in Past 30 Days
- Shared Folders
  - SAMBoard
  - IEEE Membership Statistics
  - IEEE Volunteer Queries

Save
Cancel

Dashboard setup area appears. Select Properties, Rename or Delete as required to modify.

Save after changes are complete.
Re-entering the Dashboard

Queries will run/refresh each time you open your dashboard. Note: refresh can complete at different times for each query selected. Once the queries have completed pulling data, they will all appear in your dashboard.

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Printing your queries

- Queries can be printed to a HTML or PDF formatted page.
- To pull into Excel, user must highlight and copy each report individually and paste into an Excel spreadsheet.
- From Excel you can then sort the data and rearrange columns as you wish.
- Any refining of the process to print will be forwarded.
Appendix

International Phone Numbers

MD Webcast
<table>
<thead>
<tr>
<th>Country</th>
<th>Local Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia, Sydney</td>
<td>+61 (0) 2 8207 3481</td>
</tr>
<tr>
<td>Austria, Graz</td>
<td>+43 (0) 316 218 875 089</td>
</tr>
<tr>
<td>Austria, Vienna</td>
<td>+43 (0) 1 274 872 5021</td>
</tr>
<tr>
<td>Belgium, Brussels</td>
<td>+32 (0) 2 300 1147</td>
</tr>
<tr>
<td>Belgium, Liege</td>
<td>+32 (0) 4 244 10 39</td>
</tr>
<tr>
<td>Brazil, Sao Paulo</td>
<td>+55 11 5582 6544</td>
</tr>
<tr>
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<td>+353 (0) 1 437 0818</td>
</tr>
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