IEEE Membership Development Conference Call / Web Cast

19 March 2011

Aleksandar Szabo
Chair, 2011 IEEE Membership Recruitment and Recovery (MRR) Committee
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Cathy Downer
MGA Staff - Membership Development
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Today’s Edition …

Preview Topic
- First Year Experience, new member alerts – Adrienne Hahn

Region MD Reports
- Region 1 from Soon Wan
- Region 6 from Randall Redondo
- Region 8 from Dirk Van Hertem

Membership Statistics and Goals Update – Jaime Moesch

Updates / Wrap-Up / Direction - Aleksandar Szabo

Business Cycle Spotlight
- SAMIEEE Overview/Predefined Queries – Helen Shiminsky

Open Floor Q&A
Subject Appendix: SAMIEEE and Arrears Recovery, Step by Step

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Today’s Speakers

Adrienne Hahn  
MGA Membership Marketing & Communications Manager

Jaime Moesch  
Director, Member Strategy

Helen Shiminsky  
MGA Information Specialist

Aleksandar Szabo  
Chair, IEEE MRRC
Web Cast Interface – ReadyTalk®

- Hide Chat
- Raise Hand
- Full Screen

Introductions / Ask Questions

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Web Cast
Attendance
Roll Call

Use the Chat pod.

Please type in your name/title/location

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Web Cast Notes

Webcast presentation will be available on new MD online community at http://oc.ieee.org (general access page) or http://ieee-md-net.oc.ieee.org/main for the MD Community/Group. You will need to use your IEEE web account for access. Once in, the presentation will be posted under the “Content” Tab. If you wish to join, please send email to c.downer@ieee.org for an invite.

Attendees will hear the broadcast via their computer, or dial into the phone using the dial-in numbers provided. An Operator will assist during the 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 online community (please see access above).

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Webcast Notes – Raising Questions

- When we reach the Q&A portion of the webcast, the Operator will announce any attendees who have a question, may place their question in queue.
- Place your question in queue by pressing 1, then 4 on your phone. The Operator will announce them in the order received.
- You can continue to ask topical questions using the chat box during the entire webcast. They will be presented by our Moderator to the appropriate presenter for response.
- Some questions in the Chat Box may be responded to during the webcast by presenters or Moderator.

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First Year Experience

new member alerts
New Member Alerts

What is it?
- Monthly E-mail message, notifying that a list of new members in your section is available
- Embedded link to sign into SAMIEEE (through Siebel)
- Upon successful login, automatically opens the dashboard for new member lists

Who receives the message and who has access to lists?
- MD Chairs
- Section Chairs

What content is in the list?
- Name, grade, contact information, GOLD flag
When will I get the alert?
- The email goes out the 4th Monday of the month:
  - March 28
  - April 24
  - May 23
  - June 27
  - July 25

Who does the message come from?
- As with most of our membership renewal messages and reminders, it will come from IEEEService

What is the subject line?
- List of New Members in Your Section Available
Audience and usage

Audience

- From October 2010 through January 2011, 250 MD Chairs received the alert message
- In February, that number increased to 565, when we expanded the list to include all Section Chairs

Usage

- Approximately 30% of the emails are opened and most of those who open the email, do click on the link to SAMIEE
- Since the launch of the emails (in October), there have been 206 logins and 105 unique users
What do I do with this information?

- Welcome your new members
  - Invite them to your next meeting
  - Introduce yourself
  - Remind them of the new member orientation webinar (held monthly on the 4th Thursday of the month) – register at www.ieee.org/start
  - Use templates from the MD progress report
  - Talk to other MD Chairs to find out what has worked for them

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What else does a new member receive (automatically)?

- Welcome email during the first month, directing them to the start page (www.ieee.org/start) with links to new member orientation webinar registration.
- Invitation to register for new member orientation.
- New member welcome package brochure explaining how to get started with their membership (with membership card).
- Designated phone line for new members.
Coming soon…

- List of members who didn’t renew at the end of their first year of membership
- Interactive welcome page with tutorials on how to use their benefits
- First year strategy for students

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Questions?
Region MD Reports

Region 1 MD Goals & Plans

Soon Wan
Region 1 MD Chair
Section MD Goals

- IEEE-USA Recruitment Incentive
  - To maintain its higher-grade members, and gain at least 1 new additional member by end of August 2011.

- Year-Over-Year: Members Renewal (Cumulative)
  - To achieve >80% of the total arrears members (opportunity) to renew their membership by end of 2011.

- Year-Over-Year: Recruitment (Cumulative)
  - To recruit >10% of new members by end of 2011.

Section MD Action Plan

- Failure to Plan is Planning to Fail
- Goals, Action Items, Milestones
2011 Region 1 MD Goals

- To fill Section MD Chair position vacancies.
- To increase the partnership between Region 1 MD and Section MD Chairs.
  - Provide Training
  - Provide Support at Section Membership drive events
- To encourage Section to Members Communication
- To support and focus on new members recruitment.
- To continue maintain high or to improve members retention rate.
- To pilot and implement new initiatives to improve Region 1 Membership.
- To increase Region 1 Membership by 3% at 2011 year-end.
2011 Region 1 MD Plan

Section MD Chairs Training

- Introduction to IEEE Membership Development Webinar
- All new MD Chairs should attend one of the 3 offered sessions.
- Region 1 Conference Calls

To develop a long term (2 to 3 years) vision and strategic plan of Region 1 to meet the needs of the professional and student members in Region 1, while also aligning with MGA objectives.

- Create an innovative program to engage members to attend meetings and activities.
- "Wow" the first year memberships (higher grade and student). To have an amazing experience with their first year membership, feel the values and the worth of their membership due. Then, they will renew their membership for next year, and more years to come.
- Create a strategy to enhance the Industries Relationship
- Create a strategy to increase the Public Visibility of Region 1 IEEE.

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2011 Region 1 MD Plan (continued)

- Region 1 MD Conference Calls (Quarterly).

- To attend Section / Area meetings.
  - Meet Section Officers – MD Chair, Student Activities Chair
  - Talk about Region 1 MD efforts, best practices and issues
  - Scout good volunteers for IEEE and Region 1

- To setup Membership Drive Booth at local Conferences, Seminars, and Events.

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Region MD Reports

Region 6 - Goals

Randall Redondo
Region 6 MD Chair
### Region 6 MD Goal # 1
**Improve YOY 1st year membership retention**

#### 2010 1st year membership retention

<table>
<thead>
<tr>
<th>2010 Retention Dashboard / Benchmark</th>
<th>Professionals</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region – Total Members</td>
<td>85.5%</td>
<td>74.3%</td>
<td>50.2%</td>
<td>83.2%</td>
</tr>
<tr>
<td>Region – 1st-Year Members</td>
<td>40.0%</td>
<td>53.7%</td>
<td>41.2%</td>
<td>42.7%</td>
</tr>
<tr>
<td>IEEE – Total Members</td>
<td>82.8%</td>
<td>70.4%</td>
<td>35.5%</td>
<td>76.1%</td>
</tr>
<tr>
<td>IEEE – 1st Year Members</td>
<td>39.2%</td>
<td>52.3%</td>
<td>28.0%</td>
<td>36.9%</td>
</tr>
</tbody>
</table>

#### 2011 YTD 1st year membership retention

<table>
<thead>
<tr>
<th>2011 Retention Dashboard / Benchmark</th>
<th>Cumulative – Through This Month</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Professionals</td>
</tr>
<tr>
<td>Region – Total Members</td>
<td>81.1%</td>
</tr>
<tr>
<td>Region – 1st-Year Members</td>
<td>34.4%</td>
</tr>
<tr>
<td>IEEE – Total Members</td>
<td>77.7%</td>
</tr>
<tr>
<td>IEEE – 1st Year Members</td>
<td>32.7%</td>
</tr>
</tbody>
</table>

**Best Section Total Retention**

- 88.2% - Alamogordo-Holloman Section
- 83.7% - Albuquerque Section
- 83.5% - Buenaventura Section
- 81.7% - Eastern Montana Section
- 81.5% - China Lake Section
- 81.3% - Oregon Section

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Region 6 MD Goal # 2
Increase Higher Grade Members (by at least 1)

Using the August 2010 HG membership number as the reference base

<table>
<thead>
<tr>
<th>Region</th>
<th>Section Name</th>
<th>Qualifying Recruitment Gains</th>
<th>Qualified Incentive Payout</th>
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</thead>
<tbody>
<tr>
<td>R6</td>
<td>Alamogordo-Holloman Section</td>
<td>2</td>
<td>$20.0</td>
</tr>
<tr>
<td>R6</td>
<td>Alaska Section</td>
<td>6</td>
<td>$60.0</td>
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<td>Albuquerque Section</td>
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<tr>
<td>R6</td>
<td>Boise Section</td>
<td>3</td>
<td>$30.0</td>
</tr>
<tr>
<td>R6</td>
<td>Buenaventura Section</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R6</td>
<td>Central Coast Section</td>
<td></td>
<td></td>
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<tr>
<td>R6</td>
<td>Central Washington Section</td>
<td>3</td>
<td>$30.0</td>
</tr>
<tr>
<td>R6</td>
<td>China Lake Section</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R6</td>
<td>Coastal Los Angeles Section</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R6</td>
<td>Eastern Idaho Section</td>
<td>5</td>
<td>$50.0</td>
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<tr>
<td>R6</td>
<td>Eastern Montana Section</td>
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<tr>
<td>R6</td>
<td>Foothill Section</td>
<td></td>
<td></td>
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<tr>
<td>R6</td>
<td>Fort Huachuca Section</td>
<td></td>
<td></td>
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<tr>
<td>R6</td>
<td>Hawaii Section</td>
<td></td>
<td></td>
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<tr>
<td>R6</td>
<td>Las Vegas Section</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R6</td>
<td>Los Alamos/Northern New Mexico Section</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R6</td>
<td>Metropolitan Los Angeles Section</td>
<td></td>
<td></td>
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<tr>
<td>R6</td>
<td>Montana Section</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Section Name</th>
<th>Qualifying Recruitment Gains</th>
<th>Qualified Incentive Payout</th>
</tr>
</thead>
<tbody>
<tr>
<td>R6</td>
<td>Northern Nevada Section</td>
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<td></td>
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<tr>
<td>R6</td>
<td>Oakland-East Bay Section</td>
<td>8</td>
<td>$80.0</td>
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<tr>
<td>R6</td>
<td>Orange County Section</td>
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<td></td>
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<tr>
<td>R6</td>
<td>Oregon Section</td>
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<td>$250.0</td>
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<tr>
<td>R6</td>
<td>Palouse Section</td>
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</tr>
<tr>
<td>R6</td>
<td>Phoenix Section</td>
<td></td>
<td></td>
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<tr>
<td>R6</td>
<td>Richland Section</td>
<td>3</td>
<td>$30.0</td>
</tr>
<tr>
<td>R6</td>
<td>Sacramento Valley Section</td>
<td>9</td>
<td>$90.0</td>
</tr>
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<td>R6</td>
<td>San Diego Section</td>
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<td>San Fernando Valley Section</td>
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<td>San Francisco Section</td>
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<td>R6</td>
<td>Santa Clara Valley Section</td>
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<tr>
<td>R6</td>
<td>Seattle Section</td>
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<td>R6</td>
<td>Spokane Section</td>
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<tr>
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<td>Tucson Section</td>
<td></td>
<td></td>
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<tr>
<td>R6</td>
<td>Utah Section</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R6</td>
<td>Western Montana Section</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Region MD Reports

Region 8 - Renewal Action

Dirk Van Hertem
Region 8 MD Chair
Retention is essential to membership, so why do members not renew?

- Ask the member why
  - You get input and might learn something
  - There might be a problem you can solve
  - The member feels that his opinion matters
  - You might convince him/her to join (through providing extra information)
  - We shouldn't send too many “Please renew” emails...

- Last year email questionnaire in Benelux and Spain
  (probably made in Google docs)
- This year online form
Questionnaire:

https://spreadsheets.google.com/viewform?formkey=dFRDdjluNUdpZ1VOYW1keUdYNGdObUE6MQ

5 pages with simple questions
Non obligated
Anonymous (unless they want to be contacted by us)

Implementation:
Google docs has an extremely simple interface, matter of minutes to set it up
Preliminary results

- Sent to about 20,000 arrears on March 3
- 596 responses so far online
- About 30 additional via email
- In general very good responses
  - Some persons required help, which we were able to provide (also thanks to HQ!)
- Quite easy and relatively little work (only answering emails is a task)
- Short report is here:
  http://homes.esat.kuleuven.be/~dvherten/results_questionnaire2.pdf
Membership Statistics & Goals Update

February 2011

Presented by:
Jamie Moesch
Director, Member Strategy
j.moesch@ieee.org
Some changes in monthly Webcast stats update …

To provide more time for other topics / speakers, and in light of membership stat details being published monthly in MD Reports

Webcast reporting …

- Addition of ‘business cycle priority’ slide – first slide of stats update
- Consolidation of month-over-month tracking
- Consolidation of retention reporting, total and first-year
- Abridging Society stats update to high-level overview
  - Individual Societies detail are published in ‘MD Monthly’ Rpt.

Thank you to Aleksandar for sharing feedback – welcome continuous input from webcast attendees
Business Cycle Priority: Arrears Recovery Post Service-Deactivation

Historically, recover 18%-20% of members whose service is deactivated

Multi-prong strategy – electronic, print, telemarketing

Section / Region participation highly encouraged to reinforce IEEE’s commitment to local communities

Through 14 March (2 of 5 weeks in fiscal month), 6,500 members recovered. Last year, 8,000 members recovered during 5 weeks of March
February 2011 Dashboard – IEEE Membership

<table>
<thead>
<tr>
<th>Snapshot</th>
<th>Feb ‘11 vs. ‘10</th>
<th>% Change</th>
<th>Feb ‘11</th>
<th>Feb ‘10</th>
<th>Jan ‘11</th>
<th>% Change Jan ‘11 - Feb ‘11</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Membership</td>
<td>+ 2,775</td>
<td>+ 0.9%</td>
<td>315,884</td>
<td>313,109</td>
<td>417,883</td>
<td>-24.4%</td>
</tr>
<tr>
<td>• Honorary</td>
<td>↑ 2</td>
<td>+ 6.9%</td>
<td>31</td>
<td>29</td>
<td>31</td>
<td>-</td>
</tr>
<tr>
<td>• Fellow</td>
<td>↑ 102</td>
<td>+ 1.6%</td>
<td>6,508</td>
<td>6,406</td>
<td>6,850</td>
<td>-5.0%</td>
</tr>
<tr>
<td>• Senior Member</td>
<td>↑ 587</td>
<td>+ 1.9%</td>
<td>30,822</td>
<td>30,235</td>
<td>32,664</td>
<td>-5.6%</td>
</tr>
<tr>
<td>• Member</td>
<td>↑ 1,373</td>
<td>+ 0.7%</td>
<td>196,342</td>
<td>194,969</td>
<td>251,223</td>
<td>-21.8%</td>
</tr>
<tr>
<td>• Associate Member</td>
<td>↓ (338)</td>
<td>-3.0%</td>
<td>10,874</td>
<td>11,212</td>
<td>16,028</td>
<td>-32.2%</td>
</tr>
<tr>
<td>• Graduate Student</td>
<td>↑ 579</td>
<td>+ 1.8%</td>
<td>32,933</td>
<td>32,354</td>
<td>43,907</td>
<td>-25.0%</td>
</tr>
<tr>
<td>• Undergraduate Student</td>
<td>↑ 470</td>
<td>+ 1.2%</td>
<td>38,374</td>
<td>37,904</td>
<td>67,180</td>
<td>-42.9%</td>
</tr>
</tbody>
</table>

| Society Memberships     | + 1,437          | + 0.5%   | 269,834   | 268,397   | 309,199   | -12.7%                   |

- 16 Societies up > 1%
- 10 Societies +/- 1%
- 12 Societies down > 1%

Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 1,617 or +0.6%.

2011 Member Retention

<table>
<thead>
<tr>
<th>Total Member Retention</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB 69.7%</td>
<td>70.7%</td>
<td></td>
</tr>
<tr>
<td>MAR 73.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APR 74.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY 75.3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Higher Grade w/o GSMs: 78%
Grad Students: 62%
Undergrad Students: 27%
Monthly Growth, YoY - February

**TOTAL IEEE MEMBERSHIP**

- **February 2011:** 315,884 (YoY + 0.9%, last month, +2.8%)
- **February 2010:** 244,577 (YoY + 1.5%, last month, +1.7%)

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

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

- **February 2011:** 244,577 (YoY + 1.5%, last month, +5.9%)
Active Membership by Region

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>26,663</td>
<td>27,504</td>
<td>(841)</td>
<td>-3.1%</td>
<td>1,759</td>
<td>1,843</td>
<td>(84)</td>
<td>-4.6%</td>
<td>1,491</td>
<td>1,763</td>
<td>(272)</td>
<td>-15.4%</td>
</tr>
<tr>
<td>2</td>
<td>23,538</td>
<td>23,991</td>
<td>(453)</td>
<td>-1.9%</td>
<td>1,677</td>
<td>1,783</td>
<td>(106)</td>
<td>-5.9%</td>
<td>1,530</td>
<td>1,842</td>
<td>(312)</td>
<td>-16.9%</td>
</tr>
<tr>
<td>3</td>
<td>20,670</td>
<td>21,087</td>
<td>(417)</td>
<td>-2.0%</td>
<td>2,194</td>
<td>2,333</td>
<td>(139)</td>
<td>-6.0%</td>
<td>2,406</td>
<td>2,413</td>
<td>(7)</td>
<td>-0.3%</td>
</tr>
<tr>
<td>4</td>
<td>15,753</td>
<td>16,064</td>
<td>(311)</td>
<td>-1.9%</td>
<td>1,665</td>
<td>1,762</td>
<td>(97)</td>
<td>-5.5%</td>
<td>1,791</td>
<td>1,961</td>
<td>(170)</td>
<td>-8.7%</td>
</tr>
<tr>
<td>5</td>
<td>20,577</td>
<td>20,790</td>
<td>(213)</td>
<td>-1.0%</td>
<td>1,700</td>
<td>1,775</td>
<td>(75)</td>
<td>-4.2%</td>
<td>1,961</td>
<td>2,018</td>
<td>-57</td>
<td>-2.8%</td>
</tr>
<tr>
<td>6</td>
<td>41,614</td>
<td>42,396</td>
<td>(782)</td>
<td>-1.8%</td>
<td>2,875</td>
<td>2,955</td>
<td>(80)</td>
<td>-2.7%</td>
<td>2,689</td>
<td>2,916</td>
<td>(227)</td>
<td>-7.8%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>148,815</td>
<td>151,832</td>
<td>(3,017)</td>
<td>-2.0%</td>
<td>11,870</td>
<td>12,451</td>
<td>(581)</td>
<td>-4.7%</td>
<td>11,888</td>
<td>12,913</td>
<td>(1,045)</td>
<td>-8.1%</td>
</tr>
<tr>
<td>7</td>
<td>10,616</td>
<td>10,678</td>
<td>(62)</td>
<td>-0.6%</td>
<td>1,753</td>
<td>1,810</td>
<td>(57)</td>
<td>-3.1%</td>
<td>1,208</td>
<td>1,428</td>
<td>(220)</td>
<td>-15.4%</td>
</tr>
<tr>
<td>8</td>
<td>40,429</td>
<td>39,695</td>
<td>734</td>
<td>1.8%</td>
<td>9,672</td>
<td>9,243</td>
<td>429</td>
<td>4.6%</td>
<td>6,127</td>
<td>6,613</td>
<td>(486)</td>
<td>-7.3%</td>
</tr>
<tr>
<td>9</td>
<td>5,986</td>
<td>5,209</td>
<td>777</td>
<td>14.9%</td>
<td>1,316</td>
<td>1,085</td>
<td>231</td>
<td>21.3%</td>
<td>3,054</td>
<td>2,857</td>
<td>197</td>
<td>6.9%</td>
</tr>
<tr>
<td>10</td>
<td>38,731</td>
<td>35,437</td>
<td>3,294</td>
<td>9.3%</td>
<td>8,322</td>
<td>7,765</td>
<td>557</td>
<td>7.2%</td>
<td>16,117</td>
<td>14,093</td>
<td>2,024</td>
<td>14.4%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>95,762</td>
<td>91,019</td>
<td>4,743</td>
<td>5.2%</td>
<td>21,063</td>
<td>19,903</td>
<td>1,160</td>
<td>5.8%</td>
<td>26,506</td>
<td>24,991</td>
<td>1,515</td>
<td>6.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>244,577</td>
<td>242,851</td>
<td>1,726</td>
<td>0.7%</td>
<td>32,933</td>
<td>32,354</td>
<td>579</td>
<td>1.8%</td>
<td>38,374</td>
<td>37,904</td>
<td>470</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

- **% R1-6**: 61% / 63%
- **% R7-10**: 39% / 37%

---

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
### Member Renewals – 2011

#### IEEE Membership Renewal / Retention - February 2011

<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>#</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>31,029</td>
<td>25,586</td>
<td>82.5%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>27,429</td>
<td>22,511</td>
<td>82.1%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>24,581</td>
<td>19,601</td>
<td>79.7%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>18,703</td>
<td>15,127</td>
<td>80.9%</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>24,145</td>
<td>19,496</td>
<td>80.7%</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>48,494</td>
<td>39,309</td>
<td>81.1%</td>
<td></td>
</tr>
<tr>
<td>R 1-6</td>
<td>174,381</td>
<td>141,630</td>
<td>81.2%</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>12,965</td>
<td>10,106</td>
<td>77.9%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>50,155</td>
<td>37,148</td>
<td>74.1%</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>7,828</td>
<td>4,980</td>
<td>63.6%</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>47,682</td>
<td>33,910</td>
<td>71.1%</td>
<td></td>
</tr>
<tr>
<td>R 7-10</td>
<td>118,630</td>
<td>86,144</td>
<td>72.6%</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>293,011</td>
<td>227,774</td>
<td>77.7%</td>
<td></td>
</tr>
</tbody>
</table>

**Last Year**

<table>
<thead>
<tr>
<th></th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher Grade</td>
<td>25,586</td>
<td>77.2%</td>
</tr>
<tr>
<td>Graduate Students</td>
<td>1,238</td>
<td>68.2%</td>
</tr>
<tr>
<td>Undergraduate Students</td>
<td>691</td>
<td>28.1%</td>
</tr>
</tbody>
</table>

- Top Region to date
- Runners up

---

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
### Comparative Retention – Total vs. First-Year Members

<table>
<thead>
<tr>
<th>REGION</th>
<th>Higher-Grade Members</th>
<th>Graduate Student Members</th>
<th>Undergraduate Student Members</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>First-Year</td>
<td>Total</td>
</tr>
<tr>
<td>R1</td>
<td>82.5%</td>
<td>34.7%</td>
<td>66.1%</td>
</tr>
<tr>
<td>R2</td>
<td>82.1%</td>
<td>34.1%</td>
<td>67.2%</td>
</tr>
<tr>
<td>R3</td>
<td>79.7%</td>
<td>31.6%</td>
<td>69.1%</td>
</tr>
<tr>
<td>R4</td>
<td>80.9%</td>
<td>33.4%</td>
<td>69.0%</td>
</tr>
<tr>
<td>R5</td>
<td>80.7%</td>
<td>34.3%</td>
<td>68.6%</td>
</tr>
<tr>
<td>R6</td>
<td>81.1%</td>
<td>34.4%</td>
<td>67.2%</td>
</tr>
<tr>
<td>R7</td>
<td>77.9%</td>
<td>36.8%</td>
<td>76.3%</td>
</tr>
<tr>
<td>R8</td>
<td>74.1%</td>
<td>34.4%</td>
<td>68.3%</td>
</tr>
<tr>
<td>R9</td>
<td>63.6%</td>
<td>24.5%</td>
<td>59.5%</td>
</tr>
<tr>
<td>R10</td>
<td>71.1%</td>
<td>31.1%</td>
<td>43.9%</td>
</tr>
<tr>
<td>Feb '11</td>
<td>77.7%</td>
<td>32.7%</td>
<td>61.5%</td>
</tr>
<tr>
<td>Feb '10</td>
<td>77.2%</td>
<td>33.2%</td>
<td>68.2%</td>
</tr>
</tbody>
</table>
## Member Recruitment – 2011 Membership Year, Cumulative YoY

### Cumulative Recruitment -- 16 Aug '10 through Feb '11

<table>
<thead>
<tr>
<th>REGION</th>
<th>HIGHER GRADE w/o GSMs</th>
<th>GRADUATE STUDENTS</th>
<th>UNDERGRADUATE STUDENTS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>602</td>
<td>620</td>
<td>(18) -2.9%</td>
<td>358</td>
</tr>
<tr>
<td>2</td>
<td>604</td>
<td>614</td>
<td>(10) -1.6%</td>
<td>361</td>
</tr>
<tr>
<td>3</td>
<td>523</td>
<td>613</td>
<td>(90) -14.7%</td>
<td>479</td>
</tr>
<tr>
<td>4</td>
<td>427</td>
<td>398</td>
<td>29 7.3%</td>
<td>352</td>
</tr>
<tr>
<td>5</td>
<td>566</td>
<td>572</td>
<td>(6) -1.0%</td>
<td>369</td>
</tr>
<tr>
<td>6</td>
<td>1,147</td>
<td>1,042</td>
<td>105 10.1%</td>
<td>573</td>
</tr>
<tr>
<td>R 1-6</td>
<td>3,869</td>
<td>3,859</td>
<td>10 0.3%</td>
<td>2,492</td>
</tr>
<tr>
<td>7</td>
<td>363</td>
<td>333</td>
<td>30 9.0%</td>
<td>298</td>
</tr>
<tr>
<td>8</td>
<td>2,332</td>
<td>2,049</td>
<td>283 13.8%</td>
<td>2,731</td>
</tr>
<tr>
<td>9</td>
<td>604</td>
<td>471</td>
<td>133 28.2%</td>
<td>400</td>
</tr>
<tr>
<td>10</td>
<td>3,397</td>
<td>2,521</td>
<td>876 34.7%</td>
<td>3,805</td>
</tr>
<tr>
<td>R 7-10</td>
<td>6,696</td>
<td>5,374</td>
<td>1,322 24.6%</td>
<td>7,234</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>10,565</strong></td>
<td><strong>9,233</strong></td>
<td><strong>1,332 14.4%</strong></td>
<td><strong>9,726</strong></td>
</tr>
<tr>
<td>% R1-6</td>
<td>37%</td>
<td>42%</td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>% R7-10</td>
<td>63%</td>
<td>58%</td>
<td></td>
<td>74%</td>
</tr>
</tbody>
</table>
**Society Memberships (including Affiliates) – Monthly YoY & Drivers**

- **Total Society Memberships** (including Affiliates)
  - [Graph showing membership trends over time]

- **Society MD Disposition YoY**
  - **Total Memberships Across 38 Societies**: + 1,437
  - **Growth > 1%**: 16 Societies, + 5,096
  - **+ / - 1%**: 10 Societies, 72
  - **Decline > 1%**: 12 Societies, (3,731)

- **Influence of Larger Societies**
  - **Communications**: + 1,529 (51% of the gains)
  - **Power & Energy**: + 1,088
  - **Computer**: (2,633) (71% of the declines)

- **Double-Digit Percentage Gains Year-over-Year**
  - **Robotics & Automation**: 14.9% (874)

- **Arrears-recovery also very important to the health of Society memberships**
Developing Nations / e-Membership Update

Cumulative through February

### 2011 e-Membership by Region
(Cumulative through Present Month)

<table>
<thead>
<tr>
<th>Region</th>
<th>R3*</th>
<th>R8</th>
<th>R9</th>
<th>R10</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Membership Count</td>
<td>36</td>
<td>2,859</td>
<td>2,760</td>
<td>6,838</td>
<td>12,493</td>
</tr>
<tr>
<td>% of Eligible Higher Grade Members</td>
<td>37%</td>
<td>38%</td>
<td>51%</td>
<td>51%</td>
<td>47%</td>
</tr>
<tr>
<td>% of All Higher Grade Members</td>
<td>0%</td>
<td>7%</td>
<td>46%</td>
<td>18%</td>
<td>12%</td>
</tr>
</tbody>
</table>

*R3 denotes Jamaica

### 2011 MD Drivers - e-Membership

By category, the % of eligible members who have selected e-Membership

<table>
<thead>
<tr>
<th>Category</th>
<th>R3*</th>
<th>R8</th>
<th>R9</th>
<th>R10</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cumulative Through Present Month</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Recruits (new members)</td>
<td>50%</td>
<td>66%</td>
<td>77%</td>
<td>76%</td>
<td>74%</td>
</tr>
<tr>
<td>&gt; Renewals (existing members)</td>
<td>28%</td>
<td>30%</td>
<td>45%</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>&gt; Reinstates (former members)</td>
<td>71%</td>
<td>61%</td>
<td>70%</td>
<td>66%</td>
<td>65%</td>
</tr>
</tbody>
</table>

*R3 denotes Jamaica
Renewal will likely begin waning as a percentage of total counts

½-year dues a tremendous opportunity for jump-starting recruitment

Regardless of any price (e-Membership or ½-year), individuals need to be convinced about the value of being a member
When we focus on “Membership” the member and their needs get lost in the crowd. If we focus on the “Member” we strive to satisfy them, on their terms.

“I feel welcome”
“My needs are met”
“I make a difference”
“I am the IEEE”
“I am a part of something great”

Truly satisfied members renew; truly satisfied members refer others to IEEE.
thank you

questions ?
Updates & Reminders / Direction

Aleksandar Szabo
Chair, 2011 IEEE Membership Recruitment and Recovery (MRR) Committee
a.szabo@ieee.org
Reminders / Updates

- Outreach to members in arrears and new members – use SAMIEEE pre-defined queries
- Half-Year Dues began 1 March – use for recruitment
- Report new officers via the online reporting at http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html
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 (switching gears)
  - 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)
Future MD Webcast Topics & Speakers – Tentative Schedule

APRIL
- IEEE Member Discounts (previously IEEE Financial Advantage Program)
- Life Member Committee

MAY
- Corporate Workgroups
Wrap Up / Direction – Next Webcast

Saturday, 16 April 2011
Business Cycle Spotlight

SAMIEEE Overview / Predefined Queries

Helen Shiminsky, 
Information Management Specialist, MGA 
h.shiminsky@ieee.org 
Phone: +1 732 562 5517
SAMIEEE and Predefined Queries

Introduction to SAMIEEE

Information available and position view limitations.
Logging in and screen breakdown

Shared Folders – Effective ways to use

Shared folders available for use for all SAMIEEE Users.
Types of shared folders.
Sets of saved reports.

Running Arrears Queries

Modify queries to achieve more results.
Information available in SAMIEEE

Volunteers can select, print and/or download their organizational unit’s data. Predefined (prewritten) queries are provided but users can create customized queries and download results into a Microsoft Excel spreadsheet, HTML or CSV file.

The data included in SAMIEEE contains active IEEE members as well as members in arrears or inactive for up to three years. Society membership is available for active and inactive member information for the last three years.

Also available are Society Affiliates. Affiliates are not members of IEEE, but are members of an IEEE Society.

Data Retrieved

Data retrieved in SAMIEEE is for “your” organizational unit only. It is also limited by your position. For example:

- **Regional MD Chair** – will retrieve all members associated with their Region.
- **Section MD Chair** – will retrieve all members associated with their Section.
- **Society MD Chair** – will retrieve only members and affiliates of their Society.

**Web Cast Etiquette:** Ask questions using the online chat feature. Technical help: help@readytalk.com
Logging into SAMIEEE

Open an Internet Browser – log onto the SAMIEEE home page.
http://www.ieee.org/samieee

Links for:
- MD Stats
- SAMIEEE Online Community
- Reference Materials
- Volunteer positions with automatic access

To enter SAMIEEE:
- Select Access SAMIEEE link

Enter your IEEE Web Account Username and Password.
Click on Log In button.

Important Note: On the SAMIEEE homepage, click on “Reference Materials”. Select and print out “Quick Guide For SAMIEEE/Analytics.pdf” This is a two page reference sheet that will give you step-by-step instructions for how to begin using SAMIEEE. It describes how to use pre-defined queries, how to make simple modifications, how to download and how to begin developing your own ad-hoc query.

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Areas of the SAMIEEE Screen

SAMIEEE uses a tool called Analytics. Analytics is divided into several areas.

SAMIEEE opens in the Answers Area. On the Home Screen, users can view their Saved Document Folder, Shared Folders, and Subject Area. We use the “SAMIEEE – for Volunteers” Subject Area.

On the top right blue header, there is also a link to Dashboards which is another area of Analytics.

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Three sub-folders are available:

- Geographic Predefined Queries (Geographic Unit specific)
- Society Predefined Queries (Society specific)
- MD Predefined Queries (Membership Development specific)

Predefined queries have been developed and are available within these three subfolders. Users can open SAMIEEE Shared Folder and subfolders to view selections.

Although queries are placed in a folder that are more defined for that use, they can be used by any Organizational Unit and/or SAMIEEE user.
Selecting predefined queries

Predefined Queries are built to assist users in pulling information regarding their members. For example “(MD) Members in Arrears (contact information)”

Geographic Units (including Student Branches) using this query will automatically obtain results for members of their organizational unit.

Click on the Query Name and the report will automatically run.

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Once the query is completed, results will appear on screen. The results can be downloaded into an Excel Spreadsheet.

If more defined information from query is required, users can easily modify the query.
The Student Member view was enhanced in August 2009 by request of volunteers.

As part of this enhancement, views include any Student Member that attends a school within the Section regardless of what Section the Students preferred address places them.

For example: The above list was created for the Savannah Section. List was created to pull all “Active” Student and Graduate Student Members displaying the schools they are currently “Attending”.

Completed query shows Students currently attending Schools within Savannah Section, but membership is affiliated with another Section.

In addition it can also show Members who go to school outside the Section, but have their preferred address listed as Savannah Section.

<table>
<thead>
<tr>
<th>Section Name</th>
<th>School Name</th>
<th>Current Grade Description</th>
<th>Last Name</th>
<th>First Name</th>
<th>Middle Initial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Section</td>
<td>Georgia Southern Univ</td>
<td>Student Member</td>
<td>Pay</td>
<td>Brandon</td>
<td>Bernard</td>
</tr>
<tr>
<td>Central Georgia Section</td>
<td>Georgia Southern Univ</td>
<td>Student Member</td>
<td>Gaedden</td>
<td>Taylor</td>
<td>Rachel</td>
</tr>
<tr>
<td>Central Savannah River Section</td>
<td>Savannah State Univ</td>
<td>Student Member</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Savannah River Section</td>
<td>Georgia Southern Univ</td>
<td>Student Member</td>
<td>Muhammad</td>
<td>Cameron</td>
<td></td>
</tr>
<tr>
<td>Central Savannah River Section</td>
<td>Georgia Southern Univ</td>
<td>Student Member</td>
<td>Fawle</td>
<td>Neil</td>
<td>P</td>
</tr>
<tr>
<td>Central Savannah River Section</td>
<td>Georgia Southern Univ</td>
<td>Student Member</td>
<td>Watson</td>
<td>Bradley</td>
<td>Ryan</td>
</tr>
<tr>
<td>Savannah Section</td>
<td>Savannah State Univ</td>
<td>Student Member</td>
<td>Hudson</td>
<td>Leodrick</td>
<td></td>
</tr>
<tr>
<td>Savannah Section</td>
<td>Armstrong State Univ</td>
<td>Graduate Stud</td>
<td>Fer</td>
<td>Zengyu</td>
<td></td>
</tr>
<tr>
<td>Savannah Section</td>
<td>Clemson Univ (C-03T, PE, J-03S)</td>
<td>Student Mentor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Savannah Section</td>
<td>Embry Riddle Aeronautical Univ-Daytona Beach</td>
<td>Student Ment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Savannah Section</td>
<td>Georgia Inst of Tech (CEMB, PE, CPMT, SP, XME)</td>
<td>Graduate Stud</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Savannah Section</td>
<td>Georgia Inst of Tech (CEMB, PE, CPMT, SP, XME)</td>
<td>Graduate Student Member</td>
<td>Sridharan</td>
<td>Shinoaman</td>
<td></td>
</tr>
<tr>
<td>Savannah Section</td>
<td>Georgia Inst of Tech (CEMB, PE, CPMT, SP, XME)</td>
<td>Graduate Student Member</td>
<td>Sun</td>
<td>Rui</td>
<td></td>
</tr>
<tr>
<td>Savannah Section</td>
<td>Georgia Inst of Tech (CEMB, PE, CPMT, SP, XME)</td>
<td>Graduate Student Member</td>
<td>Torres</td>
<td>Juan</td>
<td>F</td>
</tr>
<tr>
<td>Savannah Section</td>
<td>Georgia Inst of Tech (CEMB, PE, CPMT, SP, XME)</td>
<td>Student Member</td>
<td>Austin</td>
<td>Alicia</td>
<td></td>
</tr>
</tbody>
</table>

For example: The above list was created for the Savannah Section. List was created to pull all “Active” Student and Graduate Student Members displaying the schools they are currently “Attending”.

Completed query shows Students currently attending Schools within Savannah Section, but membership is affiliated with another Section.

In addition it can also show Members who go to school outside the Section, but have their preferred address listed as Savannah Section.

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Modify Predefined Queries

For example: To modify the Arrears Query to select “only” members designated to your Section
Click on Criteria Tab;
Click on the Add Filter icon;
Enter your section name in the Value field; click on OK.
Run new results by clicking on Results Tab.

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
The query is now limited to only members that appear in your organizational unit.

It can now be downloaded into an Excel Spreadsheet and/or saved into your My Folders.
Society Membership does not appear as Arrears. When dues are not paid, the Society Membership appears as “InActive”.

A Predefined Query is available in the MD Shared folder, but needs to be modified slightly in order to be used correctly.

Users need to add in the Membership Code of their Society in the Membership or Pub Code field. For example: MEMEMB018.

The Paid Year is included in the query in order to show the last year dues were paid for that Society Membership.
IEEE Volunteer Queries Shared Folder

IEEE Volunteer Queries folder is an open area where volunteers can save/write their queries. Other volunteers in their Organizational Unit can then go to one of these folders, open and then save the query to their own My Folder.

Any user opening one of these queries will automatically be limited to viewing “only” information pertaining to their Organizational Unit. This is regardless of who developed the query.

All queries saved to these folders have read/write access.

Availability of queries saved in these folders are limited to a 3 month period from the date of creation. At that time they are deleted by SAMIEEE Admin.
Thank you

Questions?

Helen Shiminsky,
Information Management Specialist, MGA
(SAMIEEE Coordinator)
h.shiminsky@ieee.org or samieee@ieee.org
Phone: +1 732 562 5517
Open Floor Q&A
Webcast Notes – Raising Questions

- When we reach the Q&A portion of the webcast, the Operator will announce any attendees who have a question, may place their question in queue.
- Place your question in queue by pressing 1, then 4 on your phone. The Operator will announce them in the order received.
- You can continue to ask topical questions using the chat box during the entire webcast. They will be presented by our Moderator to the appropriate presenter for response.
- Some questions in the Chat Box may be responded to during the webcast by presenters or moderator.

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
APPENDIX
Appendix

Field Team Resources
MRR Team Development – Engagement

- Alignment with the new MGA mission and values
- Volunteer & Staff partnership
- MD position vacancies
- Regional Training
- Partnering across IEEE
- MD Portal & Virtual Community

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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” (2011)

R1 - Gim Soon Wan
R2 - Javvad Qasimi
R3 - Jim Anderson
R4 - Mohamad Berri
R5 - Robert Scolli
R6 - Randall G. Redondo
R7 - Lawrence Whitby
R8 - Dirk Van Hertem
R9 - Gustavo Giannattasio
R10 - Hang-Bong Kang

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
### The Regional “Field Team”

<table>
<thead>
<tr>
<th>Name</th>
<th>Region</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gim Soon Wan</td>
<td>R1</td>
<td><a href="mailto:gimsoon@ieee.org">gimsoon@ieee.org</a></td>
</tr>
<tr>
<td>Javvad Qasimi</td>
<td>R2</td>
<td><a href="mailto:javvad@ieee.org">javvad@ieee.org</a></td>
</tr>
<tr>
<td>James M. Anderson</td>
<td>R3</td>
<td><a href="mailto:jim.anderson@ieee.org">jim.anderson@ieee.org</a></td>
</tr>
<tr>
<td>Mohamad Berri</td>
<td>R4</td>
<td><a href="mailto:mberri@ieee.org">mberri@ieee.org</a></td>
</tr>
<tr>
<td>Robert Scolli</td>
<td>R5</td>
<td><a href="mailto:r.scolli@ieee.org">r.scolli@ieee.org</a></td>
</tr>
<tr>
<td>Randall G. Redondo</td>
<td>R6</td>
<td><a href="mailto:rredondo@ieee.org">rredondo@ieee.org</a></td>
</tr>
<tr>
<td>Lawrence Whitby</td>
<td>R7</td>
<td><a href="mailto:lwhitby@ieee.org">lwhitby@ieee.org</a></td>
</tr>
<tr>
<td>Dirk Van Hertem</td>
<td>R8</td>
<td><a href="mailto:dirk.vanhertem@ieee.org">dirk.vanhertem@ieee.org</a></td>
</tr>
<tr>
<td>Gustavo A. Giannattasio</td>
<td>R9</td>
<td><a href="mailto:gianna@ieee.org">gianna@ieee.org</a></td>
</tr>
<tr>
<td>Hang-Bong Kang</td>
<td>R10</td>
<td><a href="mailto:hbkang@catholic.ac.kr">hbkang@catholic.ac.kr</a></td>
</tr>
<tr>
<td>Aleksandar Szabo</td>
<td>MRRC</td>
<td><a href="mailto:a.szabo@ieee.org">a.szabo@ieee.org</a></td>
</tr>
<tr>
<td>Cathy Downer</td>
<td>IEEE Staff</td>
<td><a href="mailto:c.downer@ieee.org">c.downer@ieee.org</a></td>
</tr>
<tr>
<td>John Day</td>
<td>IEEE Staff</td>
<td><a href="mailto:j.day@ieee.org">j.day@ieee.org</a></td>
</tr>
</tbody>
</table>

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**Web Cast Etiquette:** Ask questions using the online chat feature. Technical help: help@readytalk.com
Membership Development Portal – www.ieee.org/md

- Membership Reports
- MD Online Community
- SAMIEEE access
- Membership Development Manual
- Member benefits at a glance (One-page flyer)
- Recruitment programs and tools
- MD Kits – online order form
- Benefit Development Toolkit: Regions 7-10
- Presentation templates
- IEEE membership statistics

Membership Development

- The "Elevator" Pitch for Membership

The 1-line Response:
IEEE is the world’s largest professional association advancing technology for the benefit of humanity.

The 15-second Response:
IEEE is the world’s largest professional association advancing technology for the benefit of humanity. We publish technical journals, sponsor conferences, develop technology standards, and support the professional interests of more than 375,000 members.

The 30-second Response:
IEEE is the world’s largest professional association advancing technology for the benefit of humanity. We publish technical journals, sponsor conferences, develop technology standards, and support the professional interests of more than 375,000 members. IEEE creates an environment where members collaborate on world-changing technologies - from computing and sustainable energy solutions to healthcare, communications, industry, and healthcare.

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Online Order Form available

### On-Demand Kit Order Form: IEEE Membership Development

**Introduction:** This online ordering form is a resource for membership development officers. You can now select a Kit to complement your need of membership development materials either for a meeting or event.

#### Meeting Kit (e.g., Section, Regional, Society or Leadership meetings)

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
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</thead>
<tbody>
<tr>
<td>Membership Recruitment Brochure</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Higher Grade Membership Application Pad</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Promotional Poster for IEEE Membership</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>iMEM Business Card</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Assorted IEEE promotional items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Bumper Stickers</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>• Foam Puzzles</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>• Assorted Bookmarks</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>First Year Member Cards and Envelope</td>
<td>1 set</td>
<td>1 set</td>
</tr>
<tr>
<td>First Year Member Flyer</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>myIEEE Information Sheet</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>iIEEE.tv Information Sheet</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

**SELECT KIT**

- [ ] Small
- [ ] Large

#### Event Kit (e.g., Conferences, Congresses, tradeshows, etc.)

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Recruitment Brochure</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>1-Page Membership Flyer</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Professional Grade Membership Application Pad</td>
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<td>2</td>
</tr>
<tr>
<td>Promotional Poster for IEEE Membership</td>
<td>5</td>
<td>5</td>
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<tr>
<td>iMEM Flyer</td>
<td>10</td>
<td>15</td>
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<tr>
<td>iMEM Business Card</td>
<td>50</td>
<td>75</td>
</tr>
</tbody>
</table>

**Web Cast Etiquette:** Ask questions using the online chat feature. Technical help: help@readytalk.com
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
- 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 help: help@readytalk.com
Appendix

International Phone Numbers

MD Webcast
Toll-free numbers for March 2011 MD Webcast

Argentina (2): 08006663397
Australia (2): 1800701937
Austria (2): 0800293053
Brazil (2): 08008916997
Bulgaria (2): 008001171111
Chile (2): 12300208970
China Unified (2): 8008190031
Colombia (2): 018005180865
Croatia (2): 0800223264
Czech Republic (2): 800700965
Denmark (2): 80889269
Estonia (2): 8000100335
Finland (2): 0800116654
France (2): 0800911922
Germany (2): 08001807083
Hong Kong (2): 800968283
Hungary (2): 0680019056
India (2): 0008001007108
Indonesia (2): 0018030176654
Ireland (2): 1800949100
Israel (2): 1809457755
Italy (2): 800788945
Japan (2): 00531160882
Latvia (2): 80003911
Lithuania (2): 880031204
Malaysia (2): 1800813988
Mexico (2): 0018005146622
New Zealand (2): 0800451321
Norway (2): 80019903
Panama (2): 008002266830
Peru (2): 080054557
Poland (2): 008001124244
Portugal (2): 800819841
Russian Federation (2): 81080027371012
Singapore (2): 8001012058
South Africa (2): 0800983485
Spain 900947647
Sweden 20796588
Switzerland 800896799
Taiwan 809090672
Thailand 0018001562051400
Ukraine 800504799
United Kingdom 8004961447
Uruguay 40190457
Venezuela 8001029601