

IEEE Membership Development Conference Call / Web Cast

19 March 2011



Aleksandar Szabo
Chair, 2011 IEEE Membership Recruitment and
Recovery (MRR) Committee

a.szabo@ieee.org



Cathy Downer
MGA Staff - Membership Development

c.downer@ieee.org

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



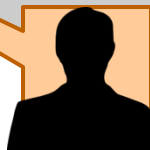
Today's Speakers



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®

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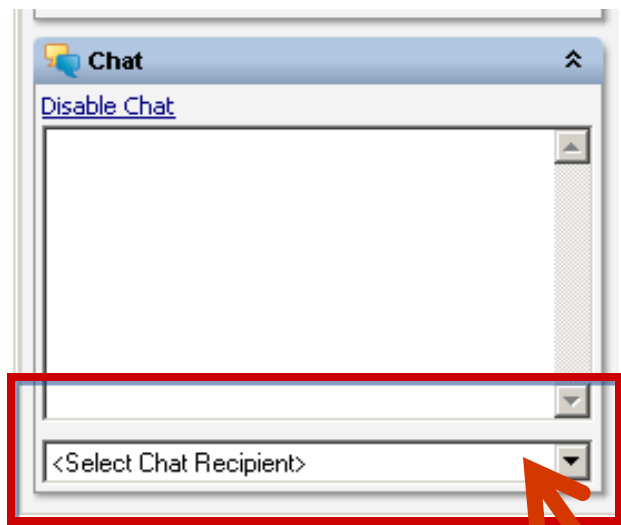
Introductions /
Ask Questions



Web Cast Attendance Roll Call

Use the Chat pod.

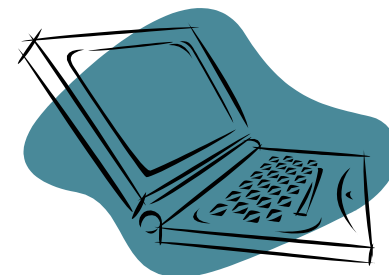
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Web Cast Notes

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).



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.



Preview Topic

First Year Experience *new member alerts*



Adrienne Hahn
Membership Marketing
& Communications Manager
Membership Development
a.hahn@ieee.org



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



What else does a new member receive (automatically)?

- Welcome email the 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 the 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



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.



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.

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

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	85.5%	74.3%	50.2%	83.2%
Region – 1 st -Year Members	40.0%	53.7%	41.2%	42.7%
IEEE – Total Members	82.8%	70.4%	35.5%	76.1%
IEEE – 1 st Year Members	39.2%	52.3%	28.0%	36.9%

2011 YTD 1st year membership retention

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	81.1%	67.2%	43.7%	78.5%
Region – 1 st -Year Members	34.4%	47.9%	36.3%	37.2%
IEEE – Total Members	77.7%	61.5%	26.6%	69.7%
IEEE – 1 st Year Members	32.7%	42.7%	20.5%	29.1%

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



Region 6 MD Goal # 2

Increase Higher Grade Members (by at least 1)



Using the August 2010 HG membership number as the reference base

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

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R6	Northern Nevada Section		
R6	Oakland-East Bay Section	8	\$ 80.0
R6	Orange County Section		
R6	Oregon Section	25	\$ 250.0
R6	Palouse Section		
R6	Phoenix Section		
R6	Richland Section	3	\$ 30.0
R6	Sacramento Valley Section	9	\$ 90.0
R6	San Diego Section		
R6	San Fernando Valley Section		
R6	San Francisco Section		
R6	Santa Clara Valley Section		
R6	Seattle Section		
R6	Spokane Section		
R6	Tucson Section		
R6	Utah Section		
R6	Western Montana Section		



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=dFRDdjlUdUdpZ1VOYW1keUdYNGdObUE6MQ>

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

Membership Development Report-Page 1

Report is issued monthly on behalf of the IEEE Membership Department. Contact: John Cio, jcio@ieee.org

Pages 2 Active Membership by Region
Pages 3-5 Society & Special Interest Memberships
Pages 6-7

	Apr '10	% Change	Apr '09	Apr '08	Mar '09
Membership	8,642	+ 2.6%	336,167	327,625	326,499
New	1	+ 3.7%	28	27	36
Renewal	162	+ 2.0%	6,344	6,182	6,307
Transfer Member	949	+ 3.2%	30,316	29,387	30,003
Member	1,988	+ 1.0%	204,700	202,715	200,368
Associate Member	2,551	+ 4.5%	14,705	17,205	14,295
Graduate Student	6,529	+ 19.9%	33,371	27,842	31,360
Undergraduate Student	2,917	+ 8.7%	48,793	44,186	43,136
Society Memberships	2,530	- 0.9%	284,389	286,919	277,195
25 Societies up	5,253				
13 Societies down	7,783				

Sum of respective Societies gains and losses.

Reported by: John Cio

Recommended MD Volunteer Activity

Thank you to all volunteers committed to improving their MD success!

	RECRUITMENT ACTIVITIES	RECOVERY ACTIVITIES	RESOURCES
May	<p>10-Year Dues Cycle - IEEE HQ accepting online dues for present year of service; mail-based only; not IEEE HQ member receive 6 months of membership for the price of 1/2 appropriate message; no outreach</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p> <p>10-Year Dues Cycle - IEEE HQ accepting online dues for present year of service; mail-based only; not IEEE HQ member receive 6 months of membership for the price of 1/2 appropriate message; no outreach</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events; ensure a variety of MDG outreach to your local volunteers.</p> <p>10-Year Dues Cycle - IEEE HQ accepting online dues for present year of service; mail-based only; not IEEE HQ member receive 6 months of membership for the price of 1/2 appropriate message; no outreach</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events; ensure a variety of MDG outreach to your local volunteers.</p>	<p>Section MD Officer - Reaching a goal of 100% members Active & Available to all Regions, Section, and Society MD officers. Develop and execute local communications to members in Areas, Divisions and sections local programs and activities</p> <p>4- All focus should be on recruitment programs and activities</p>	<p>MD Portal www.ieee.org/membership</p> <ul style="list-style-type: none">> PowerPoint presentations> Membership Statistics> Virtual community> IEEE HQ Membership Manual> MD Officer's Guide



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

REGION	# Service Deactivations Feb '11	Total Membership Jan '11	Deactivation % of Jan '11	% of '10	% of '09	% of '08	% of '07	% of '06
R-1	6,978	36,558	19.1%	17.7%	18.9%	19.6%	18.3%	18.5%
R-2	6,387	32,718	19.5%	18.4%	18.0%	19.6%	18.0%	18.2%
R-3	6,693	31,412	21.3%	20.2%	20.1%	22.0%	19.5%	20.6%
R-4	4,926	23,859	20.6%	19.1%	19.3%	21.7%	20.0%	19.9%
R-5	6,194	30,050	20.6%	19.6%	20.4%	20.8%	20.3%	20.5%
R-6	11,734	58,157	20.2%	19.4%	20.4%	20.2%	19.7%	20.1%
R 1-6	42,912	212,754	20.2%	19.0%	19.6%	20.5%	19.3%	19.6%
R-7	3,846	17,209	22.3%	20.2%	20.7%	20.6%	22.2%	20.7%
R-8	21,039	75,138	28.0%	26.0%	25.8%	24.3%	25.5%	26.0%
R-9	7,743	17,429	44.4%	44.4%	48.0%	48.3%	47.9%	50.3%
R-10	37,792	95,353	39.6%	37.7%	37.2%	34.5%	36.3%	37.0%
R 7-10	70,420	205,129	34.3%	32.2%	32.2%	30.5%	31.8%	32.4%
TOTAL	113,332	417,883	27.1%	25.2%	25.4%	24.9%	24.7%	24.9%



- 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

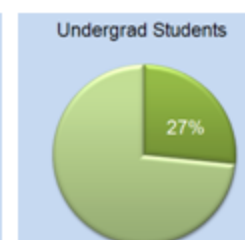
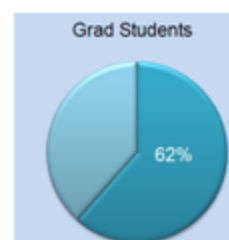
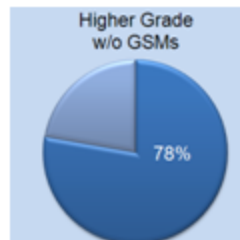
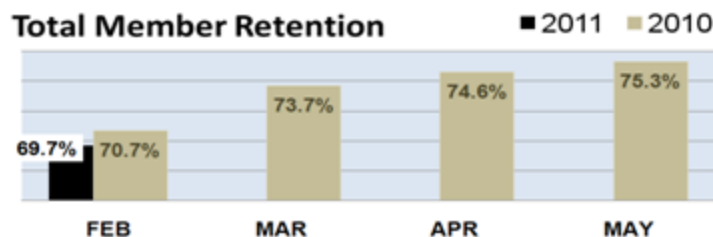


Februrary 2011 Dashboard – IEEE Membership

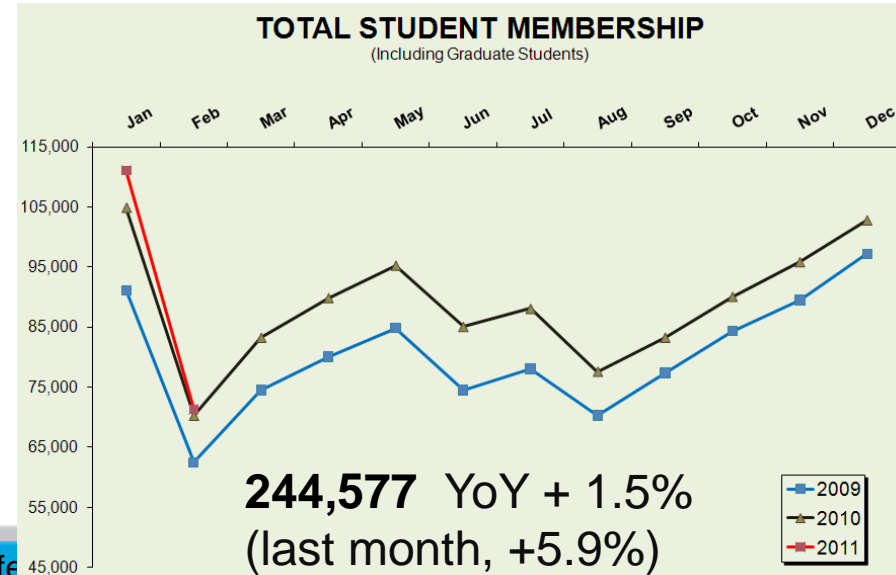
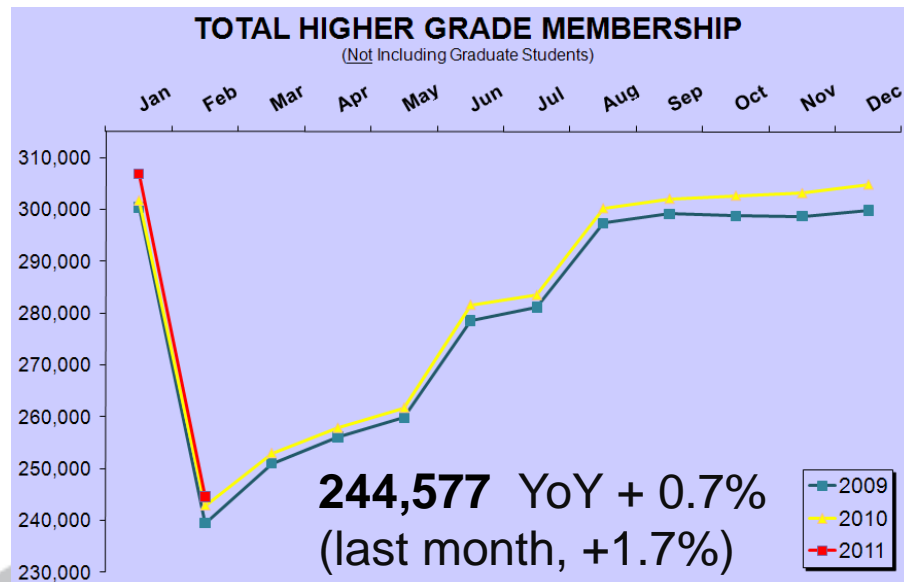
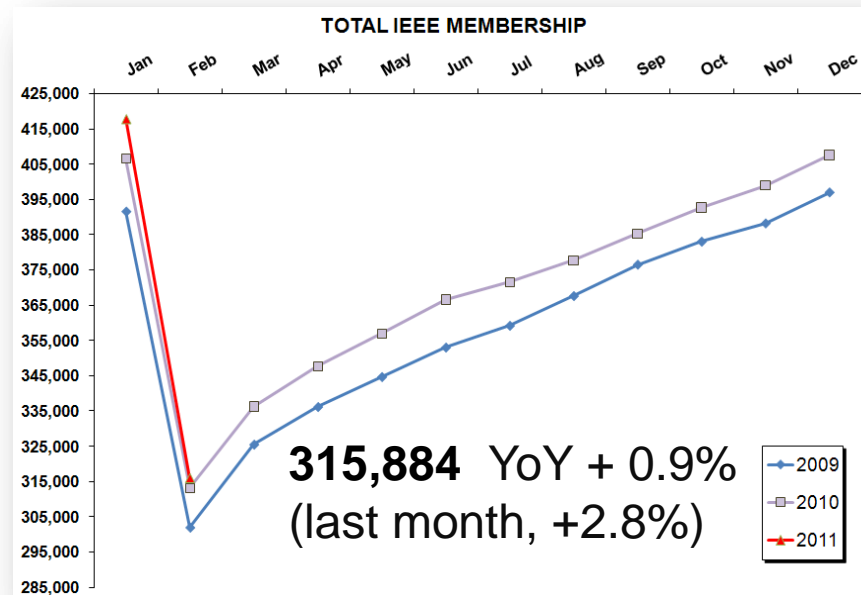
Snapshot		Feb '11 vs. '10	% Change	Feb '11	Feb '10	Jan '11	% Change Jan '11 - Feb '11
IEEE Membership	+	2,775	+ 0.9%	315,884	313,109	417,883	-24.4%
• Honorary	^	2	+ 6.9%	31	29	31	-
• Fellow	^	102	+ 1.6%	6,508	6,406	6,850	-5.0%
• Senior Member	^	587	+ 1.9%	30,822	30,235	32,664	-5.6%
• Member	^	1,373	+ 0.7%	196,342	194,969	251,223	-21.8%
• Associate Member	v	(338)	-3.0%	10,874	11,212	16,028	-32.2%
• Graduate Student	^	579	+ 1.8%	32,933	32,354	43,907	-25.0%
• Undergraduate Student	^	470	+ 1.2%	38,374	37,904	67,180	-42.9%
Society Memberships	+	1,437	+ 0.5%	269,834	268,397	309,199	-12.7%
• 16 Societies up > 1%	^	5,096	<u>Societies Note:</u> 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%.				
• 10 Societies +/- 1%	↔	72					
• 12 Societies down > 1%	v	(3,731)					

2011 Member Retention

Total Member Retention



Monthly Growth, YoY - February



Active Membership by Region

Geographic IEEE Membership Summary - February 2011

	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
REGION	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
1	26,663	27,504	(841)	-3.1%	1,759	1,843	(84)	-4.6%	1,491	1,763	(272)	-15.4%	29,913	31,110	(1,197)	-3.8%
2	23,538	23,991	(453)	-1.9%	1,677	1,783	(106)	-5.9%	1,530	1,842	(312)	-16.9%	26,745	27,616	(871)	-3.2%
3	20,670	21,087	(417)	-2.0%	2,194	2,333	(139)	-6.0%	2,406	2,413	(7)	-0.3%	25,270	25,833	(563)	-2.2%
4	15,753	16,064	(311)	-1.9%	1,665	1,762	(97)	-5.5%	1,791	1,961	(170)	-8.7%	19,209	19,787	(578)	-2.9%
5	20,577	20,790	(213)	-1.0%	1,700	1,775	(75)	-4.2%	1,961	2,018	-57	-2.8%	24,238	24,583	(345)	-1.4%
6	41,614	42,396	(782)	-1.8%	2,875	2,955	(80)	-2.7%	2,689	2,916	(227)	-7.8%	47,178	48,267	(1,089)	-2.3%
R 1-6	148,815	151,832	(3,017)	-2.0%	11,870	12,451	(581)	-4.7%	11,868	12,913	(1,045)	-8.1%	172,553	177,196	(4,643)	-2.6%
7	10,616	10,678	(62)	-0.6%	1,753	1,810	(57)	-3.1%	1,208	1,428	(220)	-15.4%	13,577	13,916	(339)	-2.4%
8	40,429	39,695	734	1.8%	9,672	9,243	429	4.6%	6,127	6,613	(486)	-7.3%	56,228	55,551	677	1.2%
9	5,986	5,209	777	14.9%	1,316	1,085	231	21.3%	3,054	2,857	197	6.9%	10,356	9,151	1,205	13.2%
10	38,731	35,437	3,294	9.3%	8,322	7,765	557	7.2%	16,117	14,093	2,024	14.4%	63,170	57,295	5,875	10.3%
R 7-10	95,762	91,019	4,743	5.2%	21,063	19,903	1,160	5.8%	26,506	24,991	1,515	6.1%	143,331	135,913	7,418	5.5%
TOTAL	244,577	242,851	1,726	0.7%	32,933	32,354	579	1.8%	38,374	37,904	470	1.2%	315,884	313,109	2,775	0.9%
% R1-6	61%	63%			36%	38%			31%	34%			55%	57%		
% R7-10	39%	37%			64%	62%			69%	66%			45%	43%		



Member Renewals – 2011

★ Top Region to date 😊 Runners up

IEEE Membership Renewal / Retention - February 2011												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,029	25,586	82.5%★	1,874	1,238	66.1%	1,597	691	43.3%	34,500	27,515	79.8%★
2	27,429	22,511	82.1%😊	1,769	1,189	67.2%	1,639	717	43.7%	30,837	24,417	79.2%😊
3	24,581	19,601	79.7%	2,293	1,584	69.1%😊	2,037	910	44.7%😊	28,911	22,095	76.4%
4	18,703	15,127	80.9%😊	1,734	1,196	69.0%😊	1,676	758	45.2%😊	22,113	17,081	77.2%
5	24,145	19,496	80.7%	1,735	1,190	68.6%	1,817	771	42.4%	27,697	21,457	77.5%
6	48,494	39,309	81.1%	3,001	2,018	67.2%	2,646	1,156	43.7%	54,141	42,483	78.5%😊
R 1-6	174,381	141,630	81.2%	12,406	8,415	67.8%	11,412	5,003	43.8%	198,199	155,048	78.2%
7	12,965	10,106	77.9%	1,760	1,342	76.3%★	1,193	627	52.6%★	15,918	12,075	75.9%
8	50,155	37,148	74.1%	9,586	6,551	68.3%	7,711	2,527	32.8%	67,452	46,226	68.5%
9	7,828	4,980	63.6%	1,415	842	59.5%	5,324	1,038	19.5%	14,567	6,860	47.1%
10	47,682	33,910	71.1%	9,442	4,141	43.9%	22,616	3,657	16.2%	79,740	41,708	52.3%
R 7-10	118,630	86,144	72.6%	22,203	12,876	58.0%	36,844	7,849	21.3%	177,677	106,869	60.1%
TOTAL	293,011	227,774	77.7%	34,609	21,291	61.5%	48,256	12,852	26.6%	375,876	261,917	69.7%
Last Year			77.2%			68.2%			28.1%			70.7%



Comparative Retention – Total vs. First-Year Members

REGION	Higher-Grade Members		Graduate Student Members		Undergraduate Student Members	
	<i>Total</i>	<i>First-Year</i>	<i>Total</i>	<i>First-Year</i>	<i>Total</i>	<i>First-Year</i>
R1	82.5%	34.7%	66.1%	47.0%	43.3%	34.6%
R2	82.1%	34.1%	67.2%	46.9%	43.7%	37.4%
R3	79.7%	31.6%	69.1%	54.8%	44.7%	39.2%
R4	80.9%	33.4%	69.0%	54.4%	45.2%	38.9%
R5	80.7%	34.3%	68.6%	52.4%	42.4%	36.0%
R6	81.1%	34.4%	67.2%	47.9%	43.7%	36.3%
R7	77.9%	36.8%	76.3%	60.0%	52.6%	42.4%
R8	74.1%	34.4%	68.3%	53.3%	32.8%	23.3%
R9	63.6%	24.5%	59.5%	39.8%	19.5%	15.4%
R10	71.1%	31.1%	43.9%	28.5%	16.2%	12.8%
Feb '11	77.7%	32.7%	61.5%	42.7%	26.6%	20.5%
<i>Feb '10</i>	<i>77.2%</i>	<i>33.2%</i>	<i>68.2%</i>	<i>46.4%</i>	<i>28.1%</i>	<i>21.0%</i>

Member Recruitment – 2011 Membership Year, Cumulative YoY

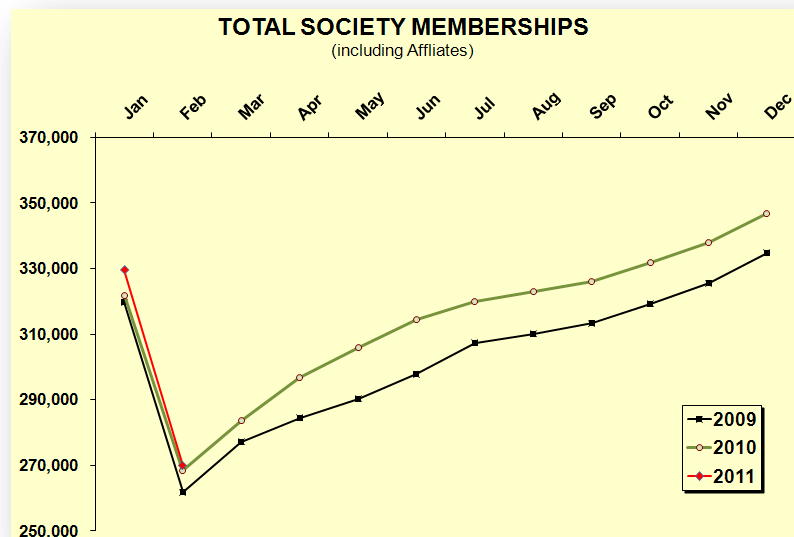
New data chart

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

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
1	602	620	(18)	-2.9%	358	404	(46)	-11.4%	744	957	(213)	-22.3%	1,704	1,981	(277)	-14.0%
2	604	614	(10)	-1.6%	361	427	(66)	-15.5%	761	929	(168)	-18.1%	1,726	1,970	(244)	-12.4%
3	523	613	(90)	-14.7%	479	586	(107)	-18.3%	1,368	1,303	65	5.0%	2,370	2,502	(132)	-5.3%
4	427	398	29	7.3%	352	422	(70)	-16.6%	950	1,083	(133)	-12.3%	1,729	1,903	(174)	-9.1%
5	566	572	(6)	-1.0%	369	465	(96)	-20.6%	1,102	1,146	(44)	-3.8%	2,037	2,183	(146)	-6.7%
6	1,147	1,042	105	10.1%	573	624	(51)	-8.2%	1,426	1,496	(70)	-4.7%	3,146	3,162	(16)	-0.5%
R 1-6	3,869	3,859	10	0.3%	2,492	2,928	(436)	-14.9%	6,351	6,914	(563)	-8.1%	12,712	13,701	(989)	-7.2%
7	363	333	30	9.0%	298	327	(29)	-8.9%	547	729	(182)	-25.0%	1,208	1,389	(181)	-13.0%
8	2,332	2,049	283	13.8%	2,731	2,497	234	9.4%	3,365	3,659	(294)	-8.0%	8,428	8,205	223	2.7%
9	604	471	133	28.2%	400	250	150	60.0%	1,837	1,733	104	6.0%	2,841	2,454	387	15.8%
10	3,397	2,521	876	34.7%	3,805	3,619	186	5.1%	12,067	10,188	1,879	18.4%	19,269	16,328	2,941	18.0%
R 7-10	6,696	5,374	1,322	24.6%	7,234	6,693	541	8.1%	17,816	16,309	1,507	9.2%	31,746	28,376	3,370	11.9%
TOTAL	10,565	9,233	1,332	14.4%	9,726	9,621	105	1.1%	24,167	23,223	944	4.1%	44,458	42,077	2,381	5.7%
% R1-6	37%	42%			26%	30%			26%	30%			29%	33%		
% R7-10	63%	58%			74%	70%			74%	70%			71%	67%		



Society Memberships (including Affiliates) – Monthly YoY & Drivers



269,834

YoY +0.9% (last month, +2.4%)

Double-Digit Percentage Gains
Year-over-Year

Double-Digit Gains	YoY	
	Percent	Count
Robotics & Automation	14.9%	874

Society MD Disposition	YoY	
Total Memberships Across 38 Societies	+ 1,437	<i>Influence of Larger Societies</i>
Growth > 1%: 16 Societies	+ 5,096	<i>Communications</i> + 1,529 <i>Power & Energy</i> + 1,088 51% of the gains
+ / - 1%: 10 Societies	72	
Decline > 1%: 12 Societies	(3,731)	<i>Computer</i> (2,633) 71% of the declines



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)

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

*R3 denotes Jamaica

2011 MD Drivers - e-Membership

February

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

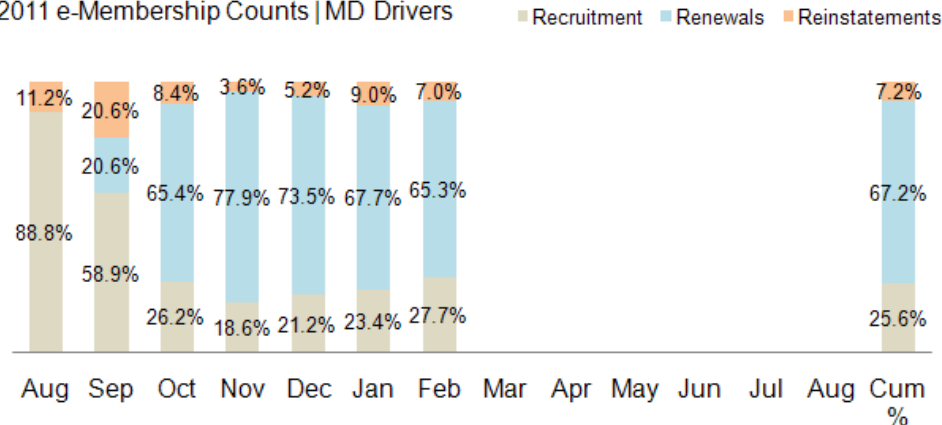
Cumulative Through Present Month	R3*	R8	R9	R10	total
> Recruits (new members)	50%	66%	77%	76%	74%
> Renewals (existing members)	28%	30%	45%	41%	38%
> Reinstates (former members)	71%	61%	70%	66%	65%

*R3 denotes Jamaica



Developing Nations / e-Membership Update (cont.)

2011 e-Membership Counts | MD Drivers



- 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

e-Membership Progress	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Cum %
Region 3 (Jamaica)	1	0	4	5	5	10	11	0	0	0	0	0	0	36
> Recruitment	1	0	2	0	0	2	4							9 25%
> Renewals	0	0	1	5	4	6	6							22 61%
> Reinstatement	0	0	1	0	1	2	1							5 14%
Region 8	21	107	313	433	720	586	679	0	0	0	0	0	0	2,859
> Recruitment	15	46	90	75	116	109	177							628 22%
> Renewals	0	34	199	342	567	431	446							2019 71%
> Reinstatement	6	27	24	16	37	46	56							212 7%
Region 9	63	133	350	481	671	557	505	0	0	0	0	0	0	2,760
> Recruitment	60	71	70	71	76	73	103							524 19%
> Renewal	0	30	244	391	559	419	371							2,014 73%
> Reinstatement	3	32	36	19	36	65	31							222 8%
Region 10	58	319	826	1,181	1,748	1360	1346	0	0	0	0	0	0	6,838
> Recruitment	51	212	229	244	475	403	419							2,033 30%
> Renewals	0	51	533	897	1182	845	836							4,344 64%
> Reinstatement	7	56	64	40	91	112	91							461 7%



In Closing ... Membership Always Begins with the Individual 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

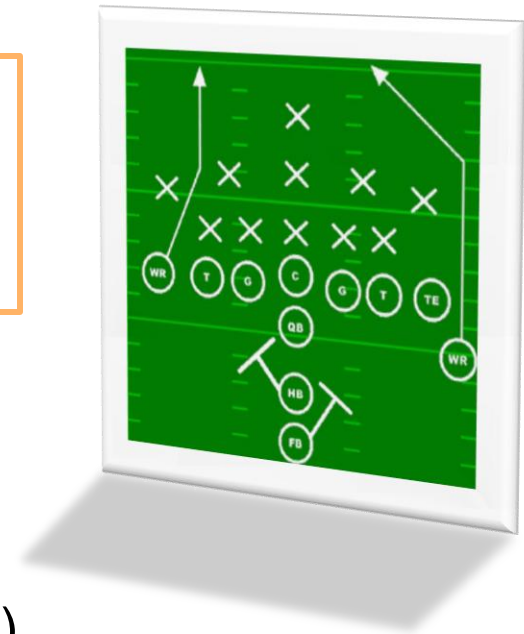


- ☐ Outreach to members in arrears and new members – use SAMIEEE pre-defined queries
- ☐ Half-Year Dues began 1 March – use for recruitment
- ☐ IEEE Annual Statistics, 2000 to 2009 year-end data is accessible with your IEEE Web Account at <http://www.ieee.org/organizations/corporate/secrpt/>
- ☐ Report 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

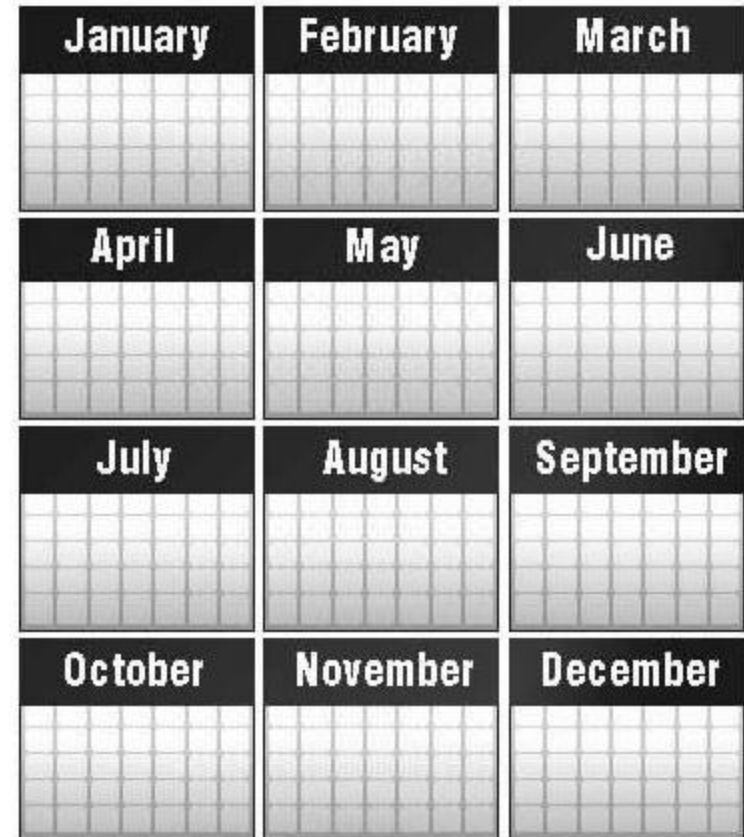
MAY

- 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.



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.

The screenshot displays the SAMIEEE website interface. On the left is a navigation menu with links: IEEE SAMIEEE, SAMIEEE Home, Terms & Conditions, Automatic Access Officer Positions, and Reference Materials. The main content area has a header 'SAMIEEE' and a description: 'SAMIEEE is a Web based ad hoc query tool that provides volunteers access to member data. It allows ad hoc querying, reporting, and downloading of IEEE's membership data.' Below this is a note: 'Access to this system is limited to registered users with designated or automatic access.' A section titled 'Announcements/new features' states: 'Video Training Modules have been created. Learn SAMIEEE at your own pace. Run a self-paced training video module to learn individualized SAMIEEE Functions. See Training below.' Another section, 'Accessing SAMIEEE/analy', explains: 'SAMIEEE is a Web enabled tool that allows downloading of IEEE's membership data. registered users with designated or automatic access to the IEEE Web Account. Upon accessing you agree to accept the terms and conditions of the IEEE Web Account.' A red button labeled 'Click here to Access SAMIEEE' is present. A 'top of page' link is also visible. On the right, a 'Siebel Analytics' login window is overlaid, showing fields for User ID and Password, a 'Remember my ID and password' checkbox, a 'Log In' button, and a language dropdown set to 'English'. Footer text at the bottom of the login window reads: 'Siebel Analytics 7.0.5 ANT164 © 1997 - 2006 Siebel Systems, Inc. All rights reserved. This program is protected by U.S. and international law, and, if provided to the U.S. Government, shall be provided with "Restricted Rights," as described in "About Siebel".'

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.



Areas of the SAMIEEE Screen

The screenshot shows the SAMIEEE web interface. The top navigation bar includes links for [Dashboards](#), [Answers](#), [My Account](#), and [Log Out](#). The left sidebar contains a **Catalog** section with a **My Folder** link circled in red. Below it, the **Shared Folders** section is also circled in red. The main content area features a **Subject Areas** section with links for [IEEE Society Aggregates](#) and [SAMIEEE - for Volunteers](#), both circled in red. A **Browse Saved Requests** section is visible, along with a **Create New Request** button. A **Manage Briefing Books** section is at the bottom. Several red callout boxes provide additional context: one points to the **My Folder** link, stating 'My Folders area - All user saved queries are displayed.'; another points to the **Shared Folders** link, stating 'Shared Folders selections - Contains all pre-defined queries available.'; a third points to the **SAMIEEE - for Volunteers** link, stating 'Link used to open Criteria area to create your own ad-hoc queries.'; and a fourth points to the **Dashboards link in the top header, stating 'Link to IEEE Geographic Membership Statistics and My Dashboard Area.'**

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.

SAMIEEE Shared Folder

The screenshot displays the IEEE SAMIEEE Shared Folder interface. On the left, a navigation sidebar lists various folders. The 'Shared Folders' section is expanded, showing the 'SAMIEEE' folder. Within 'SAMIEEE', three sub-folders are listed and highlighted with a red box: 'Geographic Predefined Queries', 'Society Predefined Queries', and 'MD Predefined Queries'. The main content area on the right shows the 'Shared Folders : SAMIEEE' section with links to these three sub-folders.

Three sub-folders are available:

- Geographic Predefined Queries (Geographic Unit use specific)

- Society Predefined Queries (Society use 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

The screenshot shows a web interface for 'Shared Folders : SAMleee : MD Predefined Queries'. A search bar is at the top. A list of predefined queries is displayed, each with a document icon, a title, a description, and links to 'Modify Criteria' and 'Modify Views'. The query '(MD) Members in Arrears (contact information)' is highlighted with a red box. A red speech bubble callout points to this query, containing the text: 'Arrears Query available that pulls all members currently in arrears for "your" organizational unit.' Other queries visible include '(MD) All Members Joining Since Beginning of Membership Year', '(MD) Inactive Members (contact information)', '(MD) New Member Interest Info for new IEEE Members - last 31 days', '(MD) New Member Interest Info for Active IEEE Members', '(MD) First Year Members Not Renewed', '(MD) Renewal Year for All Members - Name, Grade, Status, Email', '(MD) 2011 Last Renewal Year for Active SOCIETY Members - Name, Grade, Email', and '(MD) 2011 Last Renewal Year for Active Members - Name, Grade, Email'.

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.

Predefined Query Results

(MD) Members in Arrears (contact information)

Table

Section Name	Member Number	Last Name	First Name	Member Type	Arrears	Year	Primary Address	Primary Address City	Primary Address State/Province	Primary Address Postal Code	Primary Address Country	Primary City State Zip Address Line	
Atlanta Section	90685946	Ray	Brandon	Graduate Student Member	Arrears	2010	201 Kennedy St	Thomaston	GA	30286-2376	USA	Thomaston GA 30286-2376	
Baltimore Section	90615751	Grady	Altramesia	Graduate Student Member	Arrears	2010	Directorate of Public Works/Lowanda Pack	2212 Chisolm Ave Ste 5115	Fort Meade	MD	20755-7068	USA	Fort Meade MD 20755-7068
Savannah Section	00778142	Bacon	Benjamin	B	Member	Arrears	2010	139 McIntyre St	Savannah	GA	31415-1915	USA	Savannah GA 31415-1915
Savannah Section	03211570	Saad	Ashraf	S	Senior Member	Arrears	2010			31410-2216	USA	Savannah GA 31410-2216	
Savannah Section	03414869	Florance	D	A	Life Member	Arrears	2010	Riverside At Belfair	60 Oak Forest Rd	Apt 132	Bluffton	SC	29910-5003
Savannah Section	05662259	Long	T	R	Life Senior	Arrears	2010		608 Bellemeade		Saint Simons Island	GA	31522-5454
Savannah Section	05944533	Henderson	Robert	J	Life Member	Arrears	2010		106 Pelican Rd		Brunswick	GA	31523-9372
Savannah Section	06130553	Paulsen	A William		Member	Arrears	2010	South Univ- Savannah Dept Anesth Sci	709 Mall Blvd		Savannah	GA	31406-4805

Student View:

Members that appear out of your Section are Students or GSM's that currently attend schools within your section, but use a address that places them in a different Section.

Members for your Organizational Unit who are currently coded as Arrears will display in list.

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.



Student View in SAMIEEE: Release 9 Enhancement – August 2009

Title (GEO) Active Student Members by School

Table

Section Name	School Name	IEEE Current Grade Description	Last Name	First Name	Middle Initial
Atlanta Section	Georgia Southern Univ	Graduate Student Member	Ray	Brandon	Bernard
	Georgia Southern Univ	Student Member	Brogden	Taylor	Rachel
	Georgia Southern Univ	Student M			
	Georgia Southern Univ	Student M			
	Savannah State Univ	Student M			
Central Georgia Section	Georgia Southern Univ	Student M			
	Georgia Southern Univ	Student Member	Waller	Justin	
Central Savannah River Section	Georgia Southern Univ	Student Member	Muhammad	Cameron	
	Georgia Southern Univ	Student Member	Pawlak	Neil	P
	Georgia Southern Univ	Student Member	Willson	Bradley	Ryan
	Savannah State Univ	Student Member	Hudson	LeOdrick	
Savannah Section	Armstrong Atlantic State Univ	Graduate Stud			
	Clemson Univ (C-016, PE-031, PC-026)	Student Membr			
	Embry Riddle Aeronautical Univ-Daytona Beach	Student Membr			
	Georgia Inst Of Tech (C,EMB,PE,CPMT,SP,VME)	Graduate Stud			
	Georgia Inst Of Tech (C,EMB,PE,CPMT,SP,VME)	Graduate Student Member	ne	Zhengyu	
	Georgia Inst Of Tech (C,EMB,PE,CPMT,SP,VME)	Graduate Student Member	Sridharan	Sriraman	
	Georgia Inst Of Tech (C,EMB,PE,CPMT,SP,VME)	Graduate Student Member	Sun	Rui	
	Georgia Inst Of Tech (C,EMB,PE,CPMT,SP,VME)	Graduate Student Member	Torres	Juan	F
	Georgia Inst Of Tech (C,EMB,PE,CPMT,SP,VME)	Student Member	Austin	Aida	

Schools with the parent listed as "Savannah Section"

Schools with the parent "not" listed as Savannah Section

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

Modify Predefined Queries

The screenshot shows the 'Criteria' tab of the IEEE Membership Development Web Cast interface. The main window has a title bar with 'Criteria', 'Results', 'Prompts', and 'Advanced' tabs. Below the title bar is a toolbar with icons for 'Criteria', 'Results', 'Prompts', and 'Advanced'. The main content area is divided into two sections: 'Columns' and 'Filters'. The 'Columns' section has a table with two columns: 'Geographic Info' and 'Profile'. The 'Geographic Info' column contains 'Section Name' and 'Member Number'. The 'Profile' column contains 'Member Number'. The 'Filters' section has a text box with the text 'IEEE Membership Status Description is equal to' and buttons for 'Save Filter...', 'Remove Filters', and 'Combine with Similar Request'. A 'Create/Edit Filter' dialog box is open over the 'Filters' section. The dialog box has a title bar with 'Create/Edit Filter' and a 'Help' button. It contains a 'Column' dropdown set to 'Section Name', an 'Operator' dropdown set to 'is equal to / is in', and a 'Value' text box containing 'Savannah Section'. There are also 'Match:' and 'Value' fields, and buttons for 'All Choices', 'Limited Choices', 'Add', 'Clear Values', 'Advanced', 'OK', and 'Cancel'.

Criteria Results Prompts Advanced

(MD) Members in Arrears

Columns

Click on column names in the selection pane below its name. ?

Geographic Info	Profile
Section Name	Member Number

Display Results Remove All

Filters

Modify criteria by clicking on the filter button to the right of the filter text.

IEEE Membership Status Description is equal to

Save Filter... Remove Filters

Combine with Similar Request

Create/Edit Filter

Column: Section Name

Operator: is equal to / is in

Value: Savannah Section

Match: begins with

All Choices Limited Choices

Add Clear Values

Advanced

OK Cancel

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.

Completed Modified Query

(MD) Members in Arrears (contact information)

Table


Section Name	Member Number	Last Name	First Name	Middle Initial	IEEE Current Grade Description	IEEE Membership Status Description	Renew Year	Primary Company Or Attn	Primary Address Line 1	Primary Address Line 2	Primary Address Line 3	Primary Address City	Primary Address State/Province	Primary Address Postal Code	Primary Address Country	Primary City State Zip Address Line	Email
Savannah Section	00778142	Bacon	Benjamin	B	Member	Arrears	2010		139 McIntyre St			Savannah	GA	31415-1915	USA	Savannah GA 31415-1915	be_b
Savannah Section	03211570	Saad	Ashraf	S	Senior Member	Arrears	2010		14 Twelve Oaks Dr			Savannah	GA	31410-2216	USA	Savannah GA 31410-2216	ashr
Savannah Section	03414869	Florance	D	A	Life Member	Arrears	2010	Riverside At Belfair	60 Oak Forest Rd	Apt 132		Bluffton	SC	29910-5003	USA	Bluffton SC 29910-5003	
Savannah Section	05662259	Long	T	R	Life Senior	Arrears	2010		608 Bellemeade			Saint Simons Island	GA	31522-5454	USA	Saint Simons Island GA 31522-5454	tri30
Savannah Section	05944533	Henderson	Robert	J	Life Member	Arrears	2010		106 Pelican Rd			Brunswick	GA	31523-9372	USA	Brunswick GA 31523-9372	
Savannah Section	06130553	Paulsen	A William		Member	Arrears	2010	South Univ- Savannah Dept Anesth Sci	709 Mall Blvd			Savannah	GA	31406-4805	USA	Savannah GA 31406-4805	bpau
Savannah Section	07475361	Cook	Robert	P	Member	Arrears	2010		115 Pine Bluff Dr			Statesboro	GA	30458-9144	USA	Statesboro GA 30458-9144	bobc
Savannah Section									27 Elmore			Hilton Head		29926		Hilton Head	

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 & Chapter Inactive Predefined Query

 Shared Folders : SAMleee : MD Predefined Queries



[\(MD\) First Year Active Members](#)

Shows Active Members where records show they are in their first year - includes Join Date.

[Modify Criteria](#) | [Modify Views](#)



[\(MD\) Active Members with 5 or 10 years IEEE Years of Service](#)

Active Members with 5 or 10 years of service as an IEEE Member

[Modify Criteria](#) | [Modify Views](#)

[Modify Criteria](#) | [Modify Views](#)



[\(MD\) Inactive Society Members with Contact Information](#)

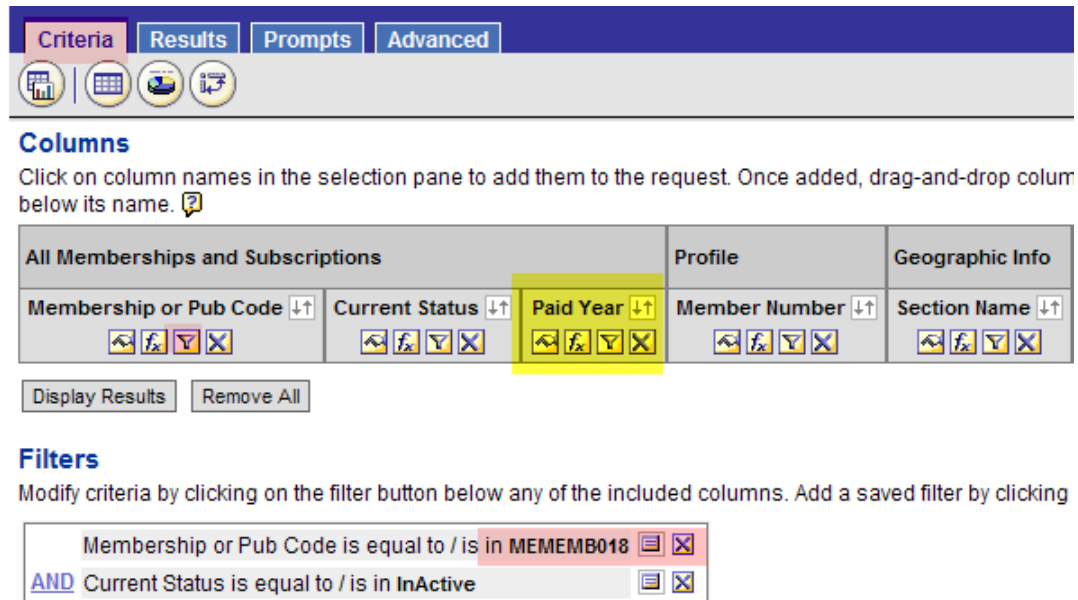
Produces a list of Society Members that are currently Inactive (Modify Society/Pub Code Name field to show specific Society - Example: MEMAES010)

[Modify Criteria](#) | [Modify Views](#)

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



Criteria Results Prompts Advanced

Columns

Click on column names in the selection pane to add them to the request. Once added, drag-and-drop column below its name.

All Memberships and Subscriptions			Profile	Geographic Info
Membership or Pub Code	Current Status	Paid Year	Member Number	Section Name

Display Results Remove All

Filters

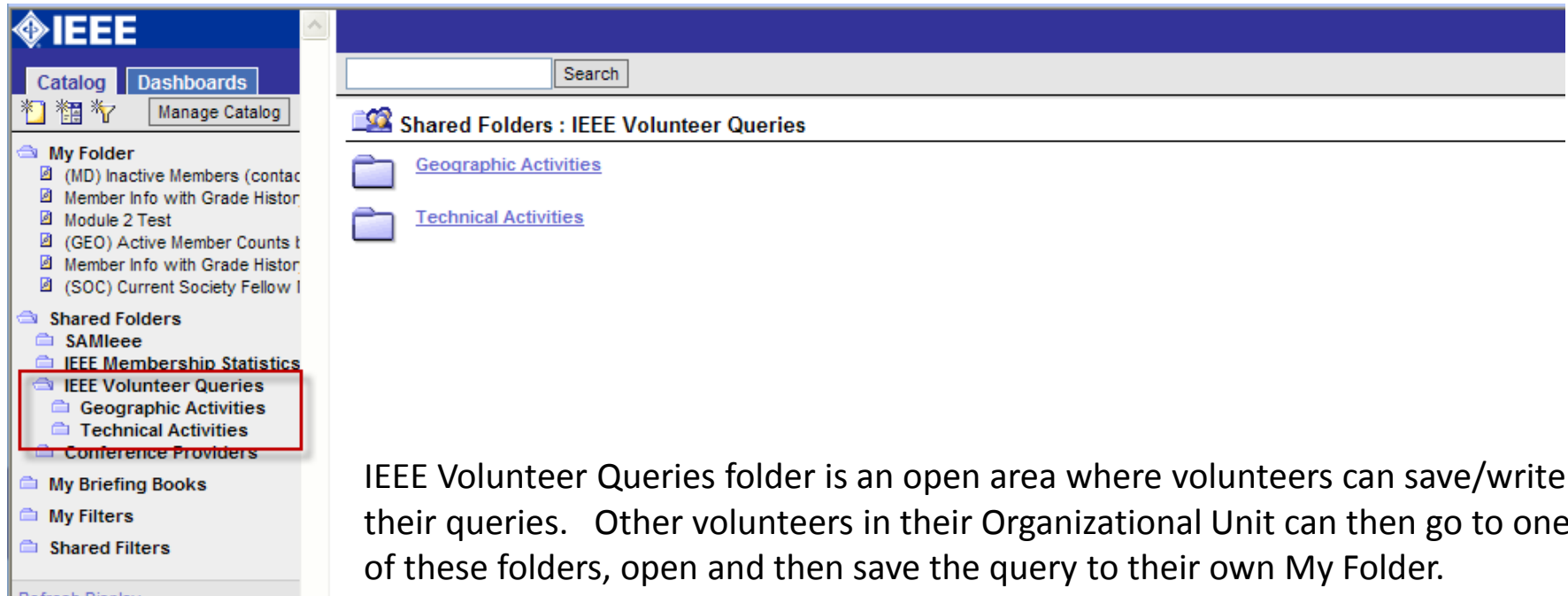
Modify criteria by clicking on the filter button below any of the included columns. Add a saved filter by clicking

Membership or Pub Code is equal to / is in MEMEMB018

AND Current Status is equal to / is in InActive

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



The screenshot displays the IEEE web interface. On the left, a sidebar contains a 'Catalog' tab and a 'Dashboards' tab. Under 'Catalog', there is a 'My Folder' section with a list of folders including '(MD) Inactive Members (contact)', 'Member Info with Grade History', 'Module 2 Test', '(GEO) Active Member Counts', 'Member Info with Grade History', and '(SOC) Current Society Fellow'. Below this is a 'Shared Folders' section with a list of folders including 'SAMIEEE', 'IEEE Membership Statistics', 'IEEE Volunteer Queries' (highlighted with a red box), 'Geographic Activities', 'Technical Activities', and 'Conference Providers'. The main content area on the right shows a search bar and a section titled 'Shared Folders : IEEE Volunteer Queries' with a list of folders including 'Geographic Activities' and 'Technical Activities'.

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.



APPENDIX



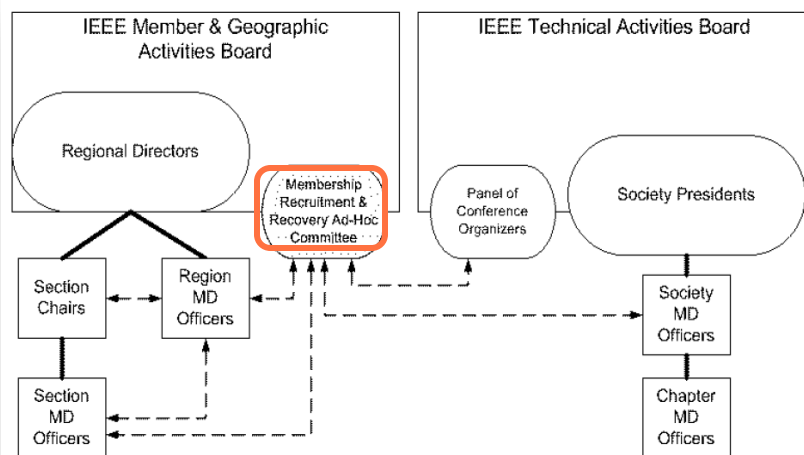
Appendix

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



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



R6 - Randall G. Redondo



R2 - Javvad Qasimi



R7 - Lawrence Whitby



R3 - Jim Anderson



R8 - Dirk Van Hertem



R4 - Mohamad Berri



R9 - Gustavo Giannattasio



R5 - Robert Scoll



R10 - Hang-Bong Kang

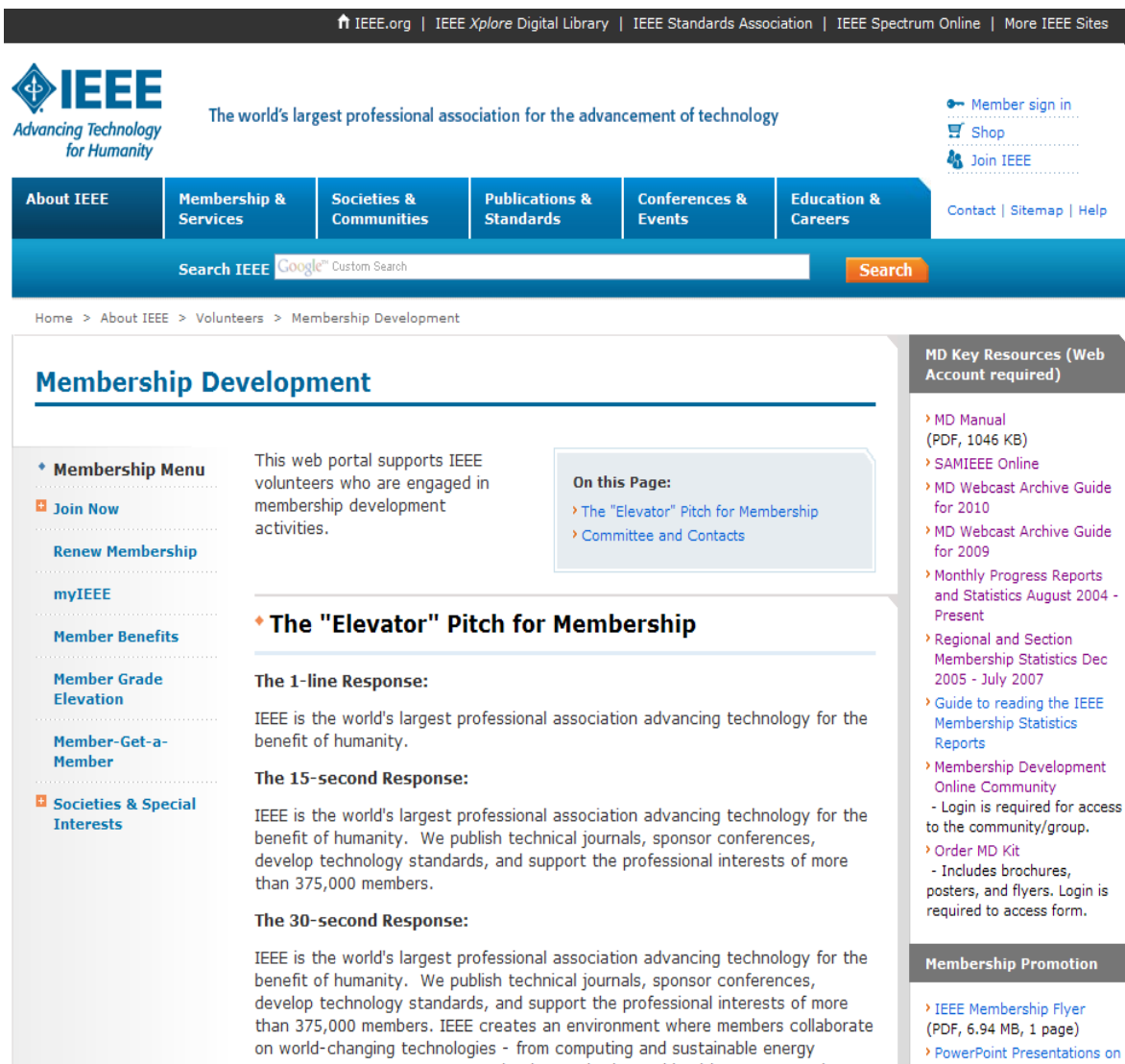


The Regional “Field Team”

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



Membership Development Portal – www.ieee.org/md




The screenshot shows the IEEE Membership Development Portal. At the top, there's a navigation bar with links to IEEE.org, IEEE Xplore Digital Library, IEEE Standards Association, IEEE Spectrum Online, and More IEEE Sites. Below this is the IEEE logo and tagline "Advancing Technology for Humanity". A search bar with "Google Custom Search" is present. The main navigation menu includes links for About IEEE, Membership & Services, Societies & Communities, Publications & Standards, Conferences & Events, and Education & Careers. There are also links for Member sign in, Shop, and Join IEEE. The page title is "Membership Development". On the left, a "Membership Menu" includes links for Join Now, Renew Membership, myIEEE, Member Benefits, Member Grade Elevation, Member-Get-a-Member, Societies & Special Interests, and The "Elevator" Pitch for Membership. The main content area features a section titled "The 'Elevator' Pitch for Membership" with a "1-line Response", a "15-second Response", and a "30-second Response". On the right, a "MD Key Resources (Web Account required)" section lists various documents and guides. At the bottom right, there's a "Membership Promotion" section with links to the IEEE Membership Flyer and PowerPoint Presentations.

- 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



Online Order Form available



The world's leading professional association
for the advancement of technology

[IEEE Home](#)
[Volunteers](#)
[Membership Development](#)

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 compliment your need of membership development materials – either for a meeting or event.

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

	Small	Large
Membership Recruitment Brochure	10	20
Higher Grade Membership Application Pad	1	1
Promotional Poster for IEEE Membership	2	5
MGM Flyer	5	10
MGM Business Card	25	50
Assorted IEEE promotional items		
• Bumper Stickers	15	25
• Foam Puzzles	5	10
• Assorted Bookmarks	10	15
First Year Member Cards and Envelope	1 set	1 set
First Year Member Flyer	1	1
myIEEE Information Sheet	5	10
IEEE.tv Information Sheet	5	10

SELECT KIT
☐ Small
 ☐ Large

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

	Small	Large
Membership Recruitment Brochure	20	0
1-Page Membership Flyer	0	100
Professional Grade Membership Application Pad	1	2
Promotional Poster for IEEE Membership	5	5
MGM Flyer	10	15
MGM Business Card	50	75
Assorted IEEE nite-aways		



Online MD Resources

- The web page to join the IEEE
- The web page for MD volunteers
- The web page for IEEE benefits
 - www.ieee.org/benefits

www.ieee.org/join
www.ieee.org/md

- Your Region web page
- Your Section web page
- Your Chapter web page
- Your Conference web page
- Your Student Branch web page

www.ieee.org/??
www.ieee.org/??
www.ieee.org/??
www.ieee.org/??
www.ieee.org/??



Appendix

International Phone Numbers MD Webcast





U.S. and Canada 800 926 4402 Participant Dial in Code: 5625506
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

