

IEEE Membership Development Conference Call / Web Cast

15 October 2011



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Today's Edition

Region 10 MD Report – Hang-Bong Kang

Region 1-6 Strategy Update: Computer Society – Sorel Reisman

Business Cycle Spotlight

Improving IEEE's Engagement with Industry – Ashutosh Dutta

Membership Statistics and Goals Update – John Day

Updates / Wrap-Up / Direction - Aleksandar Szabo

Open Floor Q&A

Subject Appendix: Field Team Resources, International Phone Numbers



Today's Speakers



Ashutosh Dutta
Chair, IEEE MGA Industry Relations



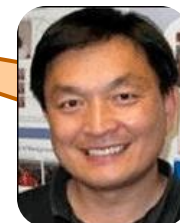
Sorel Reisman
President, IEEE Computer Society



John Day
Director, Membership Development



Aleksandar Szabo
Chair, IEEE MRRC



Hang-Bong Kang
Region 10 MD Chair



Web Cast Interface – ReadyTalk®

Hide Chat Raise Hand Full Screen

The screenshot shows a web browser window with the URL <https://lax6.readytalk.com/interface/flashView.jsp?uri=services/lax6/core&uid36=75rnr6simple=true&nmid=9203903&flashGk=cy2buw&flashDL=pond0-core&signed=fab&vfm=>. The interface features a chat window on the left with a message from John Day: "This is a test of the chat feature." and a "Send" button. The main content area has a blue header with the title "IEEE Membership Development Conference Call / Web Cast" and the date "19 February 2011". Below this, there are two speaker profiles: Aleksandar Szabo, Chair of the 2011 IEEE Membership Recruitment and Recovery (MRR) Committee, with email a.szabo@ieee.org; and Cathy Downer, MGA Staff - Membership Development, with email c.downer@ieee.org. The IEEE logo and tagline "Advancing Technology for Humanity" are at the bottom.

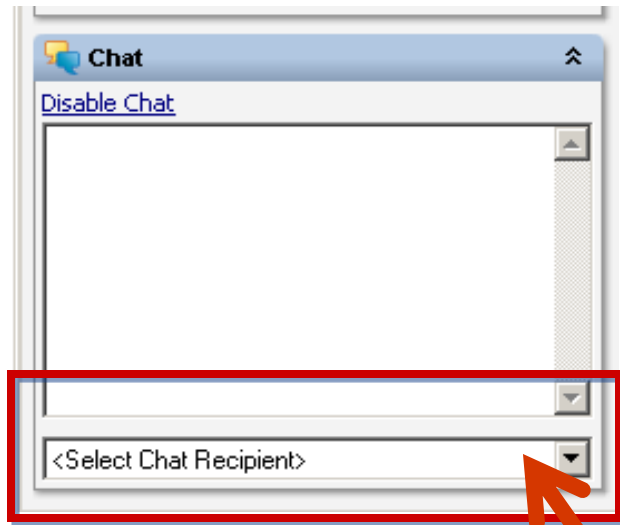
Introductions /
Ask Questions



Web Cast Attendance Roll Call

Use the Chat pod.

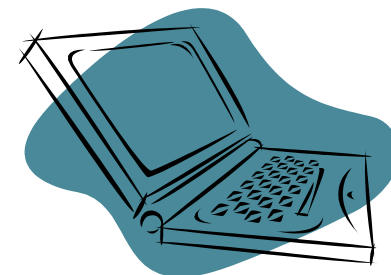
Please type in your name/
title/location.



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.



Region MD Reports

Region 10 - Demographics and Activities



Hang-Bong Kang
Region 10 MD Chair



R10 Geographic Units





	2009	2010	Diff
Sections	56	57	1
Sub Sections	12	21*	9
Technical Chapters	433	490*	57
Affinity Groups	44	49	5
Geographic Councils	6	6	0
Student Branches	672	749	77
Student Branch Chapters	74	98	24
Student Branch Affinity Groups	53	53	0
Total	1350	1523	173

* 7 Subsections had been dissolved as at 19 February 2011 by MGA Board.

* 29 Chapters had been dissolved as at 19 February 2011 by MGA Board.



R10 Snapshot – Sept. 2011

Regional Snapshot	Total this Month	'11 vs. '10	% Change	2011 1 st Year HG Retention Goal	2011 1 st Year R10 Retention Achieved	2011 New Members (AUG)
Total Membership	86,892	 6,669	8.3%			37,484
• Higher-Grade	52,588	 3,772	9.0%	3,650	87.8%	7,268
• Students	34,304	 2,897	9.2%	-	-	30,216
IEEE Worldwide - Total	385,869	 8,104	2.1%	13,350	11,692	89,304

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	76.4%	49.1%	21.6%	57.6%
Region – 1 st -Year Members	35.6%	32.7%	17.6%	25.1%
IEEE – Total Members	82.2%	67.9%	32.4%	74.5%
IEEE – 1 st Year Members	37.5%	49.0%	25.9%	34.5%



Volunteer / Staff Partnership

Volunteer Mobilization



Staff Support



Goal: Develop and execute optimized Volunteer and Staff collaboration at all geographic levels of the organization

Strategy Summary

<i>Strategic Objectives</i>	<i>Goals for Asia/Pacific</i>	<i>Measures of Success within Asia/Pacific</i>
Member Development	<ul style="list-style-type: none"> • Differentiate products and services, and/or promotion of products and services, across the member life cycle based on the unique geographic needs • Develop and execute comprehensive strategy for member elevation 	<ul style="list-style-type: none"> • Increased member satisfaction • Improved awareness of member products, services, and opportunities • Increased member engagement with IEEE products, services, and opportunities • Increased recognition of member accomplishments
Market Development	<ul style="list-style-type: none"> • Develop and execute optimized Volunteer and Staff collaboration for membership development at all levels of the organization • If applicable, differentiate marketing messages for unique geographic needs 	<ul style="list-style-type: none"> • Increased membership growth • Increased MD Volunteer engagement in the programs and processes of membership development • Reduced costs of member acquisition
Volunteer Development	<ul style="list-style-type: none"> • Improve training and support for existing Volunteers • Develop and execute comprehensive recruitment strategy for IEEE Volunteers 	<ul style="list-style-type: none"> • Increased Volunteer satisfaction • More Volunteers to assume responsibilities • Increased Volunteer engagement in the development and understanding of member products, services, and opportunities
Partner Development	<ul style="list-style-type: none"> • Develop and execute comprehensive strategy for increasing engagement of industry, academia, and government in IEEE • Possible joint venture or agency partnerships for support if efficiency can be gained with this approach 	<ul style="list-style-type: none"> • Increased Partner satisfaction • Increased support of IEEE activities, members, and Volunteers by industry, academia, and government



What are the unique challenges?

- **China – Managing the growing membership**
Volunteer Development, Market development
- **India – Retaining the membership**
Member Development, Market development
- **Japan – Growing the membership**
Market Development, Member Development, Partner development



Volunteer Development

Unique to China

- GUs and officers affiliated with Universities
- Explosion of GU petitions in 2010
31 Dec 2010 : 7 Sections, 1 Council, 4 Subsections, 90 Chapters, 24 Student Branches
Dissolved in 2011 – 7 Subsections, 19 Chapters,
Not approved – 14 Subsections, 4 Chapters

Volunteer mobilization for Good Governance & Communications!

- Sustainable & Manageable growth of GUs
- Succession planning of officers
- Working with Section MD officers



Member Development

Unique to India

- Student retention
- Stagnated higher grade member nos.

Determine the Value Proposition for Students and HG members in India!

- Student and Member benefits
- Increase local activities
- Increase member engagement
- Increase recognition for members/volunteers
- Ease of membership payment



Market Development

Unique to Japan

- Saturated membership nos.
- Slow growth in higher grade members

Grow the market!

Break the language barrier!

- More Joint Publications in Japanese
- Translation services
- Technical writing skills in English
- Greater IEEE visibility and publicity in Japanese



SWOT – Region 10 Member Growth Program

Strengths

- High quality volunteers and staffs
- Strong interests in developing country
- IEEE branding as largest professional technical society
- Conferences, Standards, Educational products, webinars, many products and services

Weaknesses

- Various Cultures & languages
- Sparsely located
- Different needs
- Different stages of economic development

Opportunities

- e-membership promotion
- SNS-based communication
- Large population

Threats

- Global Economy crisis
- Declining interest in engineering



Region 10: Membership Development Goals

Market Development

- **High growth rate in overall Membership**
- **High growth rate in the number of higher grade members**
- **To promote e-Membership**



R10 Activities – 2011 Highlights

- **MD Publicity Project**
Encourage to create events for membership publicity

- **Senior Membership Elevating Project**
 - **Encourage to Sections**

- **Needs to promote e-membership more**



In Summary...

- Region 10 Membership Situation
 - Spread across a large area of the world, half the world's population
 - Countries with 1st world to 3rd world economies
 - Different cultures and languages
 - Different practices, mindset and values

- Region MD Plan – **Go Global, Act Local !**
 - Increase public visibility of the IEEE brand, products and services.
 - Work with the volunteers to identify challenges, and needs specific to their local members.
 - Work with the volunteers to develop localized MD strategies, products, services and activities.

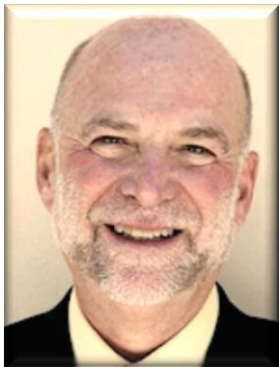


Thank you
Questions ?



IEEE MGA Region 1-6 Strategy

Software Engineering Membership Package



Sorel Reisman
*IEEE Computer Society
President*



IEEE MGA Region 1-6 Strategy

Goal: Reinvigorate membership in the United States

- Membership throughout the U.S. has been declining over the past several years.
- Increase the number of members in Regions 1-6, particularly software engineers.
- Software engineers are currently an underserved segment in IEEE.



IEEE MGA Region 1-6 Strategy

Software Engineering Membership Package

- Developed to help attract new members to IEEE and IEEE Computer Society.
- Includes all benefits of membership, plus additional content and resources.
- Value-added package to address information needs of software engineers.



Software Engineering Membership Package

 New in 2012!

- IEEE and Computer Society memberships
- Digital Editions of *Software* and *IT Professional* magazines
- Three EssentialSets
- Access to the CS Webinar Library
- \$100 savings coupon toward CSDA or CSDP certification



Practical answers.
Technical insights.
Invaluable content...
all in one place

NEW! Software Engineering Membership Package

Even MORE ways to put membership to work for you today.

Join IEEE and IEEE Computer Society today and become a member of the largest global technical community. In addition to the many benefits of membership, you will also receive the following resources at no additional cost:

- **Digital Editions** of our most wanted publications by software engineers
- **Three EssentialSets**—unique anthologies worth over \$85
- **Complimentary access** to all IEEE Computer Society Webinars
- **\$100 off** CSDA and CSDP certification programs

Through this exclusive membership offer, you receive additional resources—over \$200 in value—giving you the technical content you want and need.

Details inside...

Software Engineering Membership Package



Software Engineering Membership Package

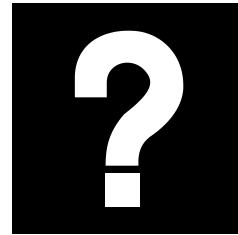
Marketing

- Direct mail campaign sent to approximately 72,000 individuals in the United States.
- Brochure included in mailings to Chapter Chairs and Membership Development Chairs.
(promote to potential new members and benefit from the Member-Get-a-Member program)
- Promote to nonmembers at IEEE Smart Tech: Metro Area Workshops.



Software Engineering Membership Package

Questions



Thank You!



Business Cycle Spotlight

Improving IEEE's Engagement with Industry

IEEE Section Congress 2011



Presented by:
Ashutosh Dutta
Chair, IEEE MGA Industry Relations



Presented by:
John Day
Director, Membership Development

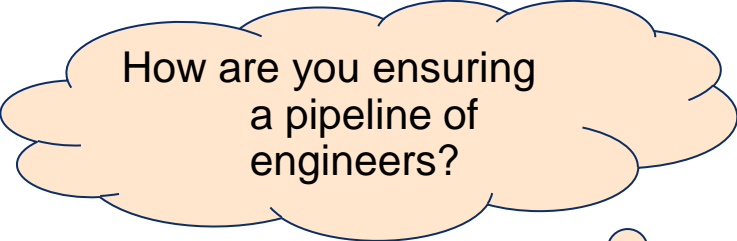


Presented by:
Fred Mintzer
VP-Elect, IEEE Technical Activities

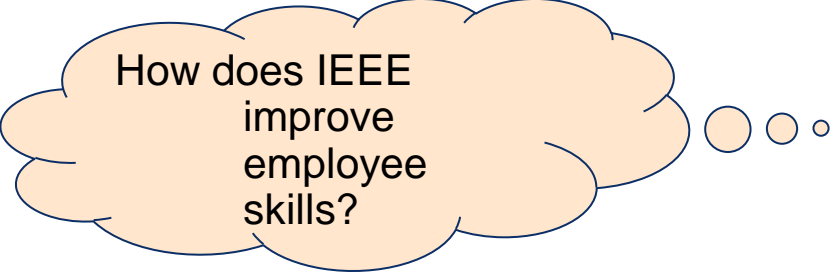
Existing Charter – Are we delivering on industry's questions?

Existing Charter ...

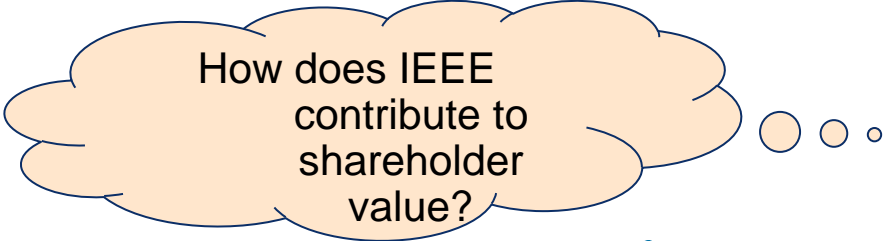
1. Promote and inform the concept of IEEE as a progressive technical information provider to industry and its employees.
2. Promote and inform the relevance of support of IEEE in developing/ changing technologies.
3. Work with industry to establish an understanding of their needs, to determine their further needs and to demonstrate how IEEE can help address their needs.
4. Encourage the establishment of Leadership Training within the Regions and Sections.



How are you ensuring a pipeline of engineers?



How does IEEE improve employee skills?



How does IEEE contribute to shareholder value?



Re-assessing Industry Engagement

- How does collaboration with IEEE advance the mission, goals, and values of industry?
- How do we use an industry perspective in packaging engagement opportunities with IEEE?
- How would industry measure success?



Embracing Industry's Interests / Objectives

Employee Development

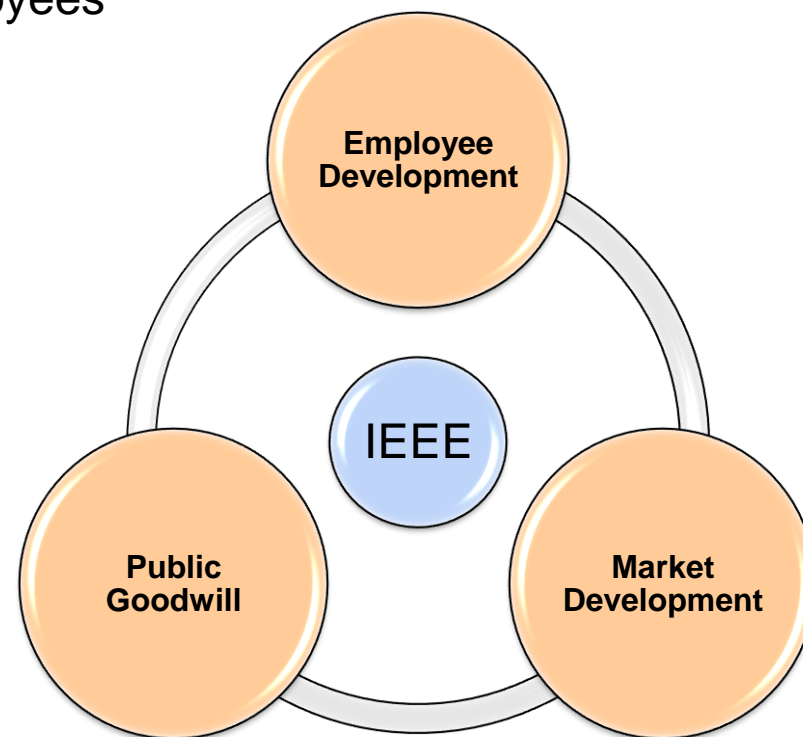
- Recruiting and retaining skilled employees
- Increasing technical proficiency
- Improving 'soft' and leadership skills

Market Development

- Expanding brand recognition
- Increasing sales
- Making a profit

Public Goodwill

- Supporting the local community
- Assisting government initiatives
- Contributing to philanthropic causes



Integrating MGA Objectives

Member Development

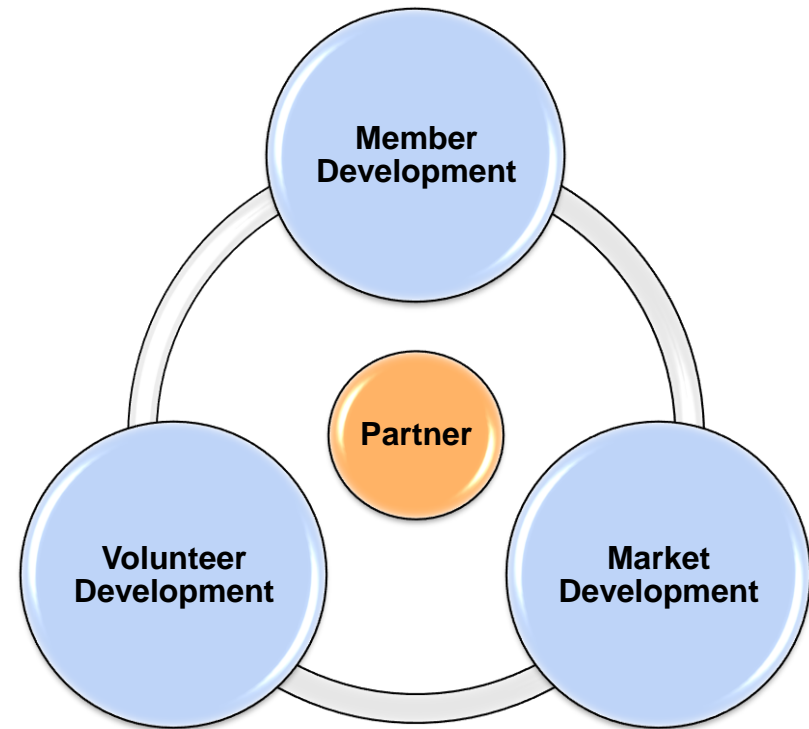
- Increasing technical proficiency
- Improving 'soft' and leadership skills
- Providing professional recognition
- Encouraging service to the public

Market Development

- Expanding IEEE brand awareness in technical fields of interest
- Recruiting and retaining members

Volunteer Development

- Recruiting and retaining talented individuals to lead IEEE
- Fulfilling IEEE's mission to the public



Where Do Goals Intersect ?

Industry

- ⑩ Employee Development
- ⑩ Market Development
- ⑩ Public Goodwill

IEEE

- ⑩ Member Development
- ⑩ Volunteer Development
- ⑩ Market Development



Mobilizing the Team

Tools & Resources

- Developing an Industry-relations Volunteer support portal, and manual
- Developing Industry-focused messaging, and promotional fliers / brochures

Peer-to-Peer Collaboration

- Creating a committee charter
- Dedicated e-mail alias, “Industry Relations Alert-All”
- Assembling the industry relations Volunteer team worldwide
- Establishing virtual collaboration tools, and scheduling periodic webcasts

Reporting / Evaluation

- Developing a strategy / operations progress report, and disseminating periodically to the entire Industry-relations team worldwide



Key Deliverables – 2011 / 2012

Tools & Resources

- Industry-focused messaging, and promotional fliers / brochures
- Industry-relations Volunteer support portal, and manual

Peer-to-Peer Collaboration

- Dedicated e-mail alias, “Industry Relations Alert-All”
- Assembling the industry relations Volunteer team worldwide
- Establishing virtual collaboration tools, and scheduling periodic webcasts

Reporting / Evaluation

- Developing a strategy / operations progress reporting framework, and disseminating periodically to the entire Industry-relations team worldwide



Industry Days (www.ieee-industry.org)

» IEEE Industry Relation



Region 1
IEEE Industry Day 2010



Region 1
IEEE Industry Day 2009



Region 10
IEEE India Industry Day



Industry Relations Tools



Industry Day Tools



Region 1
IEEE Innovation Day



Region 1
Entrepreneurs Day



Region 1
Industry Day 2011



IEEE Region 1 Industry Day 2009

http://ewh.ieee.org/r1/princetoncentraljersey/ieee_industry_day.htm

ORGANIZATION	SPEAKER	POSITION	TALK TITLE	Presentation						
	Ashutosh Dutta TK Srinivas Dr. Adam Drobot		Introduction and Logistics				Dr. Jaime Moreno	Senior Manager, Microprocessor Architecture	Transformational Hybrid Systems	
		Director, Corporate and Foundation Partnerships	The IEEE - Industry Relationship				Dr. John A. Kosinski	Principal Deputy for Technology US Army RDECOM CERDEC I2WD	Advanced Electronics in the Fight Against Terror: The US Army Intelligence and Information Warfare Directorate	
		CTO	What Keeps a CTO Up at Night				Dr. Lew Terman	2008 IEEE President		
		Construction Administrator (Wireless)	Advanced Communication Systems for Public Safety				Dr. Paul Ranky	Professor	Sustainable Green Design & Manufacturing Engineering	
		Deputy Speaker	How Engineers can bring about policy changes in a Green Economy				Dr. Clinton Andrews	Associate Professor Director Program in Urban Planning & Policy Development IEEE President's Sustainability Initiative	Smarter Buildings	
TELECOM TRACK										
		President ATS and CTO	Telecommunications Futures				Dr. Dagnachew Birru PH.D	Principal Member Research Staff, Philips Research Laboratories	Considerations for Integrated Energy Management and Control in Buildings and Initial Experimental Results	
		VP Architecture	The Future of Unified Communications				Ed Liberty	VP, Energy Advisors, Procurement Consulting & Asset Development	Application of Solar PV Technology from a Business Perspective	
		Professor and Chair, Department of Computer Science	Location-Based Services		PM TRACK					
		CTO	DTV & PSIP - What, Why & How: AKA - What You Really Need to Understand About Digital Television		PANEL		Speaker Panel		Peter Sobel (Moderator) Dr. Rich Chernock Dr. John A. Kosinski Dr. Dagnachew Birru PH.D Dr. Adam Drobot Prof. Henning Schulzrinne	
		Professor, ECE Dept & Director, WINLAB	Emerging Wireless Technologies and the Future Internet		Seminar Sponsors		Region 1 Director	Region 1 Director Elect.	Southern Area Chair	Using IEEE To Engineer Your Future
							Professor Howard Michel	Professor Charles Rubenstein	Professor Durga Misra	



Pioneering Industry Day – February 2009

- On the eve of 125th year anniversary of IEEE, first event of its kind
- IEEE Region 1 Industry Day – Southern Area
 - Dr. Howard Michel – Region 1 Director (2007- 2009)
 - Dr. Charles Rubenstein – Region 1 Director (1010-2011)
 - Dr. Durga Misra – Southern Area Chair
- Hosted by Telcordia Technologies in front of IEEE HQ, sponsored by Region 1
- Extraordinary support from IEEE MGA and HQ
- Program Chair – Dr. TK Srinivas
- Industry Day dynamics
 - 350 people attended
 - Dr. Lew Terman 2008 IEEE president presided
 - Featured in IEEE.tv
 - Green Track, Telecom Track, Panel Discussion
 - Governor of New Jersey Jon S. Corzine sent a letter or proclamation



IEEE Region 1 Industry Day 2009



IEEE Sections Congress 2011 ■ 19-22 August

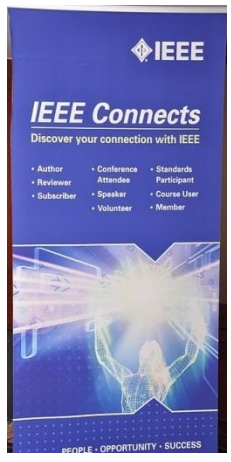


Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com

India Industry Day-March 10-11; Bangalore (<http://iee-industry.org/india/>)



IEEE Region 10 – India Industry Day March 2011



IEEE North Eastern Industry Day 2010

IEEE Region 1 Northeast Industry Day

NID Article: [IEEE Institute Online article](#)

Date: Friday, September 24, 2010
 Venue: Portsmouth Harbor Events and Conference Center
 Residence Inn by Marriott Portsmouth
 100 Deer Street
 Portsmouth, NH 03801
[View Regional Map](#)
[Driving Directions](#)

Time: 8:00 AM to 6:00 PM
 Contact: +1-603-672-3991
nido@ieee.org

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ID 2010 Pictures & Presentations

Typical World Café Session

John Viga, IEEE Past President

Welcome to Northeast Industry Day 2010

Participate with industry experts, innovators, inventors, entrepreneurs, researchers, academics, legislators and engineering leaders in a synergistic approach to match technological solutions to industry's needs through keynote speakers, panel discussions and informative breakout and workshop sessions. Learn how




Keynote



World Cafe



IEEE Region 1 Innovation Day May 17 2011



Opportunities

IEEE opportunities to serve industrial interests

- Building pools of capable new employees
- Building employee technical skills
- Building employee leadership skills
- Building a technological “world view” for the future
- Building employee technical skills – in new areas of interest

Industrial engagement

- Better service to their IEEE-member employees
- Better access to IEEE-nonmember employees

A synergy between corporate and employee interests

- “Good projects” lead to corporate success
- “Good projects” lead to employee success
- “Good projects” often feature **emerging future technologies** that will enter a corporation’s product space or offer new efficiencies to its operation



Opportunities

Some examples of emerging future technologies

- “Smart grid”* entering the power and energy space
- “Computational biology” entering the pharmaceutical space
- “Cloud computing”* impacting the operation of many compute-reliant businesses

The suite of emerging future technologies

- Similarity for all participants in an industry – enables industry-wide offerings
- Benefits from broad IEEE technical scope

* Future Directions topics



Challenges

Different corporate interests

- Building pools of capable new employees
- Building employee technical skills
- Building employee leadership skills
- Building a technological “world view” for the future
- Building employee technical skills – in new areas of interest

Working with individual companies

- Companies compete with each other. A close relationship with Company A can inhibit a relationship with its competitors
- Need to be fair to all competitors in an industry
- Scalable offerings that can serve all in an industry – a special challenge for emerging future technologies



Challenges

Multidisciplinary suite of emerging technologies for an industry

- A challenge for TA ... as the organizational leadership tends to be technology-centric

Finding and attracting excellent speakers on emerging future technologies

- Many speakers are needed
- S/C “Distinguished Lecturers” may not be the best fit
- Incenting volunteers
- Corporate competition limits the pool of speakers



Industry Day SWOT Analysis

UK & RI Section Senior Industry Team SWOT Analysis – the Industry Relevance of IEEE

Nihal Sinnadurai
 Chair-Elect IEEE UK&RI Section
 Chief Executive ATTAC

The SWOT analyses sought observations from senior leaders in industry in UK and RI and then in R8, on how IEEE can better serve the industry community. We set up teams of senior leaders from industry, first in the UK & RI and then elsewhere in R8. The SWOT was one the outputs from the teams. The intention is to influence and help change IEEE to serve its industry members better.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Accessible and Affordable to engineers • Digital Library is a valuable technical source • More relevant to research engineers than to commercial industry • Is global • Initiator and owner of International Standards • Opportunity to co-operate with other standards bodies to create cohesive international standards • Forum and global initiator of discussion and debate on relevant issues • Professional community to excite, motivate and energise action • US centricity provides access and awareness of US technology developments 	<ul style="list-style-type: none"> ◦ Increasingly esoteric publications ◦ How to track down industry relevant content/journals? ◦ Insufficient industry relevant publications, particularly extracts ◦ Too much academic dominance ◦ Irrelevant to industry. Must rebalance towards industry ◦ Must increase industrial content into conferences (e.g. product development analyses and results, market research) ◦ IEEE Copyright requirement is draconian and not acceptable to industry who will not relinquish to IEEE the IPR they have generated and paid for ◦ US centric
Opportunities	Threats
<ul style="list-style-type: none"> • To create professional & vocational qualification and recognition (e.g. in UK: ONC, HNC, HND) • Opportunity for individuals and companies to gain international recognition • To provide industry relevant reviews of articles (cf, Amazon reviews on books and DVDs) • To identify problems and issues to be tackled – need real industry oriented problems • To provide/facilitate industry experience for students • To encourage young people into engineering. • Create IEEE Clubs to involve school children and interest them in IEEE. Involve student chapters • Create IEEE mentoring for professional development • Proactively promote and make visible IEEE CPDs and educational software. • To create continuity in professional development for non-lifetime jobs of today • Provide appetite-whetting 6-month free subscription • Revive journal "IEEE Tutorial" • To have IEEE sponsored industry lectures and visits to schools and universities • To help develop engineers to compete with global competition threats (outsourcing, relocation) • To get inputs of why and why not IEEE from newcomers to industry • Recruit for IEEE actively on industry sites • International nature of IEEE to enable global job opportunities for IEEE members • Demonstrate that IEEE is special and desirable to join 	<ul style="list-style-type: none"> ◦ Industry people are too busy ◦ Industry employees have to be at workplace, not conferences ◦ Industry requires immediate/short-term returns ◦ IEEE could become irrelevant to industry <p>(need statistics of declining IEEE industry and academic membership vs actual qualified engineers)</p>



thank you!
questions?



Membership Statistics & Goals Update

September 2011

MEMBERSHIP REPORT-Page 1
 Report is issued monthly on basis of the IEEE Membership Statistics. Contact: John Day, j.day@ieee.org

Page 2 Active Membership by Region
 Page 5 Society & Special Interest Memberships
 Page 6

Category	April '11	% Change vs '10	Apr '09	Apr '08	Mar '09
Membership	6,642	+ 2.6%	336,167	327,025	326,499
New	1	+ 3.7%	25	27	28
Lost	162	+ 2.0%	6,344	6,182	6,307
Regular Member	949	+ 3.2%	30,316	29,267	30,003
Member	1,985	+ 1.0%	204,700	202,715	200,368
Associate Member	2,501	+ 4.0%	14,705	17,200	14,295
Graduate Student	6,529	+ 19.3%	33,371	27,842	31,360
Undergraduate Student	2,517	+ 5.7%	48,703	44,186	43,138
Society Memberships	2,530	-0.3%	284,389	286,919	277,195
Societies up	5,253				
Societies down	7,783				

Sum of respective Societies gains and losses.

Recommended MD Volunteer Activity
 Thank you to all volunteers committed to improving their MD success

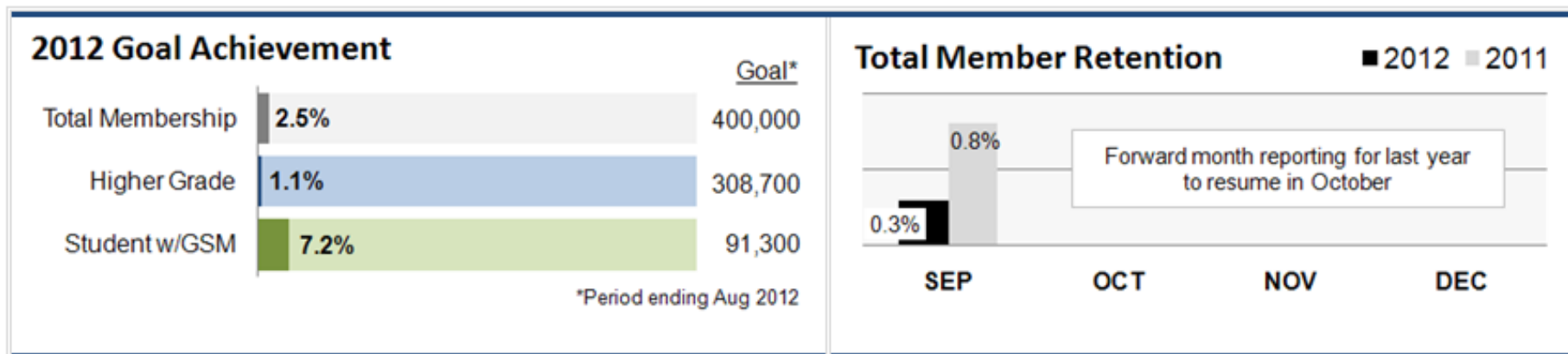
Month	RECRUITMENT ACTIVITIES	RECOVERY ACTIVITIES	RESOURCES
May	<p>3-Year Due Cycle - IEEE MG accepting to-prize bids for present year or service candidates and join IEEE and receive 6 months of membership for the price of 2 appropriate message and contact</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p> <p>3-Year Due Cycle - IEEE MG accepting to-prize bids for present year or service candidates and join IEEE and receive 7 months of membership for the price of 2 appropriate message and contact</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events. Ensure a library of USG membership cards to your local volunteers.</p> <p>3-Year Due Cycle - IEEE MG accepting to-prize bids for present year or service candidates and join IEEE and receive 7 months of membership for the price of 2 appropriate message and contact</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p>	<p>Section MD Officer - Real-time status of statistics members provided to all Regional, Section, and Society MD officers. Develop and execute local communications to members in Areas, Programs and activities.</p> <p>4- All focus should be on recruitment programs and activities.</p> <p>4- All focus should be on recruitment programs and activities.</p> <p>4- All focus should be on recruitment programs and activities.</p>	<p>MD Portal www.ieee.org/membership</p> <p>PowerPoint presentations Membership Statistics Reports Virtual copies IEEE Membership Manual MD 5</p>



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



September 2011 Dashboard – IEEE Membership

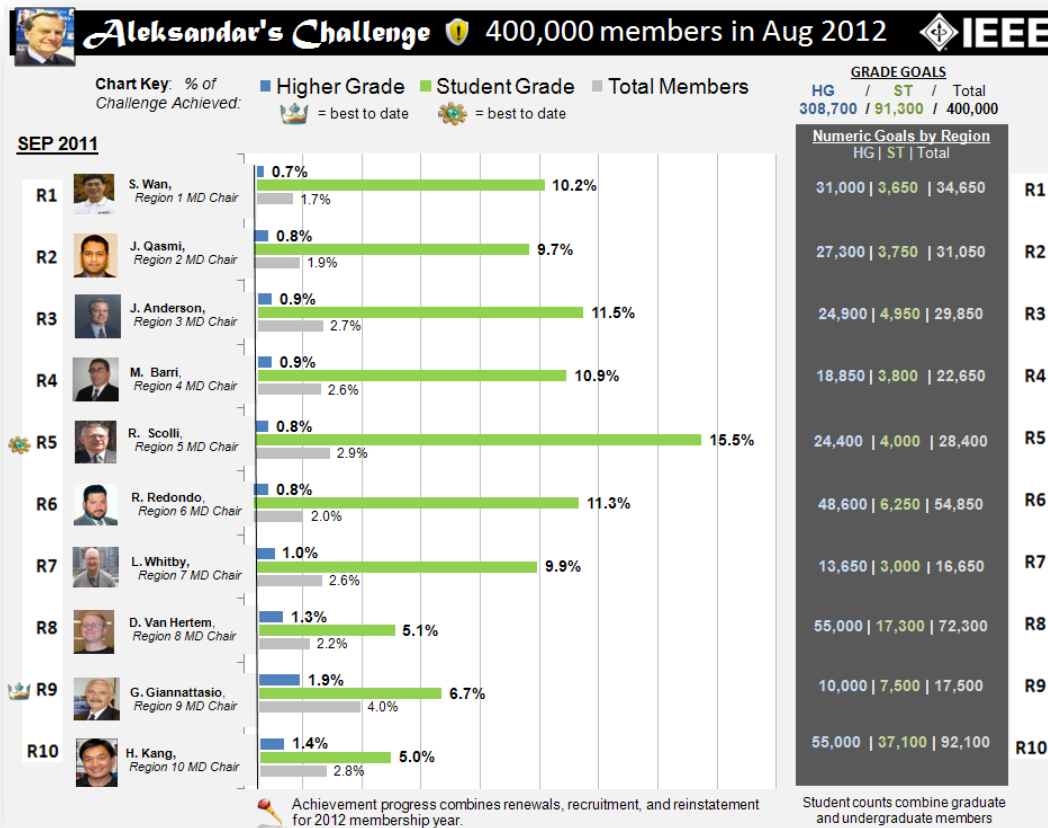


Monthly Census	YoY Variance		Sep '11	Sep '10	Aug '11	Sep '11 vs. Aug '11	
	Icon	Count	%				
IEEE Membership	+	9,220	+ 2.4 %	394,483	385,263	385,869	+ 2.2 %
• Honorary	^	1	+ 3.4 %	30	29	30	-
• Fellow	^	160	+ 2.4 %	6,699	6,539	6,695	-
• Senior Member	^	1,123	+ 3.5 %	33,248	32,125	32,966	+ 0.9 %
• Member	^	3,245	+ 1.3 %	250,917	247,672	249,241	+ 0.7%
• Associate Member	v	(83)	-0.5 %	15,549	15,632	15,372	+ 1.2 %
• Graduate Student	^	460	+ 1.5 %	31,642	31,182	29,614	+ 6.8 %
• Undergraduate Student	^	4,314	+ 8.3 %	56,398	52,084	51,951	+ 8.6 %
Society Memberships	+	3,856	+ 1.2 %	329,869	326,013	327,031	+ 0.9 %
• 16 Societies up > 1%	^	7,591					
• 11 Societies +/- 1%	↔	29					
• 11 Societies down > 1%	v	(3,764)					

Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 4,069 or +1.3%.



Goals – 2012 Membership Year (Aleksandar’s Challenge)



400,000 members in August 2012

Approach

- All Regions should contribute to achieve the goal
 - Realistic consideration to historical MD performance / momentum
 - Dovetail with MGA geographic strategies
- Emphasis on goals by grade, which rolls-up to total
- Aligned with 2012 MGA dues budget



Region 1–6 Strategy Update: “First-Year Focus”

- Large Section support
- Last membership year, these 18% of the U.S. Sections accounted for 60% of the total HG recruitment
- Probability > Without doing something, 18% of the Sections will account for 60% of first-year member attrition in the U.S.
 - 60% of last year’s HG recruitment in the U.S. = 5,000 members



Dedicated MGA Staff support to this targeted effort:
Adrienne Hahn,
 a.hahn@ieee.org

- Adrienne is establishing direct contact with the MD Volunteers in these Sections—strategy development, execution, progress reporting
- Opportunity to pilot new tactics and tools, for eventual expanded roll-out

First-Year Focus	
United States– Five Largest Sections per Region	
Boston	Chicago
New York	Twin Cities
North Jersey	Southeastern Michigan
Princeton	Central Indiana
Connecticut	Milwaukee
Northern Virginia	Dallas
Washington	Central Texas
Baltimore	Houston
Philadelphia	Denver
Pittsburgh	Saint Louis
Atlanta	Santa Clara Valley
Eastern North Carolina	Seattle
Florida West Coast	Oakland-East Bay
Huntsville	San Diego
Orlando	Oregon

Active Membership by Region

Geographic IEEE Membership Summary - September 2011

REGION	Higher Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
1	31,028	31,664	(636)	-2.0%	1,627	1,639	(12)	-0.7%	1,860	1,810	50	2.8%	34,515	35,113	(598)	-1.7%
2	27,438	27,971	(533)	-1.9%	1,521	1,534	(13)	-0.8%	1,975	1,837	138	7.5%	30,934	31,342	(408)	-1.3%
3	25,066	25,290	(224)	-0.9%	1,921	1,965	(44)	-2.2%	2,732	2,481	251	10.1%	29,719	29,736	(17)	-0.1%
4	18,895	19,186	(291)	-1.5%	1,570	1,516	54	3.6%	2,070	1,979	91	4.6%	22,535	22,681	(146)	-0.6%
5	24,561	24,735	(174)	-0.7%	1,459	1,523	(64)	-4.2%	2,469	2,246	223	9.9%	28,489	28,504	(15)	-0.1%
6	48,984	49,576	(592)	-1.2%	2,480	2,595	(115)	-4.4%	3,282	3,063	219	7.1%	54,746	55,234	(488)	-0.9%
R 1-6	175,972	178,422	(2,450)	-1.4%	10,578	10,772	(194)	-1.8%	14,388	13,416	972	7.2%	200,938	202,610	(1,672)	-0.8%
7	13,494	13,538	(44)	-0.3%	1,486	1,443	43	3.0%	1,336	1,338	(2)	-0.1%	16,316	16,319	(3)	0.0%
8	54,551	52,437	2,114	4.0%	8,663	8,447	216	2.6%	8,154	7,944	210	2.6%	71,368	68,828	2,540	3.7%
9	9,332	8,313	1,019	12.3%	1,280	1,292	(12)	-0.9%	6,011	5,764	247	4.3%	16,623	15,369	1,254	8.2%
10	53,094	49,287	3,807	7.7%	9,635	9,228	407	4.4%	26,509	23,622	2,887	12.2%	89,238	82,137	7,101	8.6%
R 7-10	130,471	123,575	6,896	5.6%	21,064	20,410	654	3.2%	42,010	38,668	3,342	8.6%	193,545	182,653	10,892	6.0%
TOTAL	306,443	301,997	4,446	1.5%	31,642	31,182	460	1.5%	56,398	52,084	4,314	8.3%	394,483	385,263	9,220	2.4%



Member Renewals – 2012

... w/ YoY comparisons (very early results)

IEEE Membership Renewal / Retention - September 2011																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10
1	30,800	65	0.2%	0.5%	1,470	13	0.9%	2.2%	1,629	31	1.9%	2.1%	33,899	109	0.3%	0.6%
2	27,262	71	0.3%	0.4%	1,389	11	0.8%	1.9%	1,696	7	0.4%	2.2%	30,347	89	0.3%	0.6%
3	24,855	66	0.3%	0.4%	1,718	17	1.0%	2.6%	2,293	20	0.9%	3.1%	28,866	103	0.4%	0.7%
4	18,819	56	0.3%	0.4%	1,452	7	0.5%	3.3%	1,755	21	1.2%	2.8%	22,026	84	0.4%	0.8%
5	24,361	55	0.2%	0.4%	1,312	10	0.8%	2.7%	1,924	18	0.9%	3.1%	27,597	83	0.3%	0.7%
6	48,494	107	0.2%	0.5%	2,275	26	1.1%	2.2%	2,756	37	1.3%	2.7%	53,525	170	0.3%	0.6%
R 1-6	174,591	420	0.2%	0.4%	9,616	84	0.9%	2.4%	12,053	134	1.1%	2.7%	196,260	638	0.3%	0.7%
7	13,377	39	0.3%	0.4%	1,343	13	1.0%	3.3%	1,125	9	0.8%	4.7%	15,845	61	0.4%	1.0%
8	53,968	157	0.3%	0.9%	8,053	64	0.8%	3.5%	7,678	26	0.3%	1.4%	69,699	247	0.4%	1.2%
9	9,151	38	0.4%	0.6%	1,156	11	1.0%	1.4%	5,519	13	0.2%	0.5%	15,826	62	0.4%	0.6%
10	52,421	142	0.3%	0.7%	8,965	33	0.4%	1.3%	24,941	18	0.1%	0.2%	86,327	193	0.2%	0.6%
R 7-10	128,917	376	0.3%	0.7%	19,517	121	0.6%	2.4%	39,263	66	0.2%	0.7%	187,697	563	0.3%	0.9%
TOTAL	303,508	796	0.3%	0.5%	29,133	205	0.7%	2.4%	51,316	200	0.4%	1.1%	383,957	1,201	0.3%	0.8%

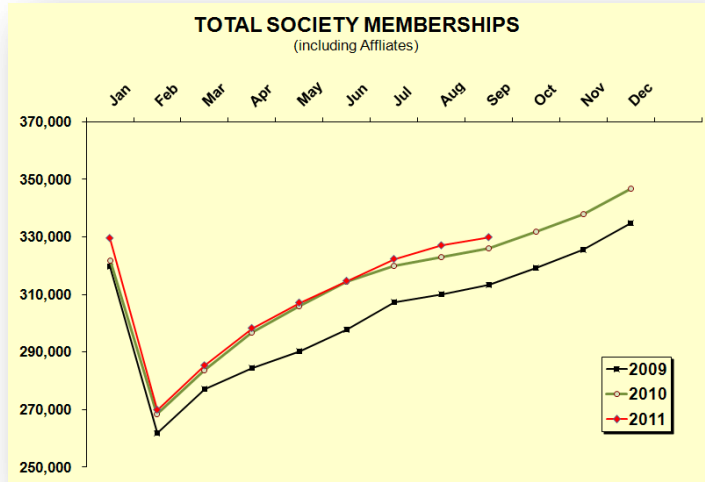


Member Recruitment – 2012 Membership Year, Cumulative YoY

Cumulative Recruitment -- September																
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	83	105	(22)	-21.0%	93	64	29	45.3%	203	199	4	2.0%	379	368	11	3.0%
2	74	96	(22)	-22.9%	66	72	(6)	-8.3%	246	188	58	30.9%	386	356	30	8.4%
3	82	106	(24)	-22.6%	106	118	(12)	-10.2%	371	379	(8)	-2.1%	559	603	(44)	-7.3%
4	73	73	0	0.0%	66	79	(13)	-16.5%	291	270	21	7.8%	430	422	8	1.9%
5	84	102	(18)	-17.6%	93	87	6	6.9%	471	383	88	23.0%	648	572	76	13.3%
6	162	174	(12)	-6.9%	115	127	(12)	-9.4%	474	377	97	25.7%	751	678	73	10.8%
R 1-6	558	656	(98)	-14.9%	539	547	(8)	-1.5%	2,056	1,796	260	14.5%	3,153	2,999	154	5.1%
7	64	60	4	6.7%	69	70	(1)	-1.4%	184	141	43	30.5%	317	271	46	17.0%
8	390	332	58	17.5%	328	368	(40)	-10.9%	373	245	128	52.2%	1,091	945	146	15.4%
9	99	102	(3)	-2.9%	71	64	7	10.9%	362	311	51	16.4%	532	477	55	11.5%
10	454	427	27	6.3%	439	449	(10)	-2.2%	1,259	870	389	44.7%	2,152	1,746	406	23.3%
R 7-10	1,007	921	86	9.3%	907	951	(44)	-4.6%	2,178	1,567	611	39.0%	4,092	3,439	653	19.0%
TOTAL	1,565	1,577	(12)	-0.8%	1,446	1,498	(52)	-3.5%	4,234	3,363	871	25.9%	7,245	6,438	807	12.5%
% R1-6	36%	42%			37%	37%			49%	53%			44%	47%		
% R7-10	64%	58%			63%	63%			51%	47%			56%	53%		



Society Memberships (including Affiliates) – Monthly YoY & Drivers



Total Society Memberships: 329,869
 YoY +1.2% (last month, +1.3%)

Society MD Disposition	YoY	
Total Memberships Across 38 Societies	+ 3,856	Influence of Larger Societies
Growth > 1%: 16 Societies	+ 7,591	Power & Energy + 1,478 Communications + 1,104 34% of the gains
+ / - 1%: 11 Societies	29	
Decline > 1%: 11 Societies	(3,764)	Computer (2,608) 70% of the declines

★ **Double-Digit Percentage Gains Year-over-Year**

Society	YoY	
	Percent	Count
Robotics & Automation	22.5%	1,608



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



*Empowering Members
to Create the Future*

IEEE Day
6 October 2011

Global Program Update



Background:

- Launched in 2010 on the anniversary of the first technical meeting of the AIEE in 1884
- IEEE Day is organized by a team of IEEE student volunteers, young professionals and staff
- Local entities were encouraged to organize events aimed to spread knowledge about advancements in technology, while also recognizing historical engineering milestones
- In 2010, 75 events took place



2011 😊

- More than 120 events took place in 20+ countries
- New website included map of those who registered their event
 - www.ieeeday.org
- Participants were encouraged to submit images for a photo contest to be awarded at the end of 2011 - leave a message and/or view the photos at www.facebook/ieeeday
- Used the 2011 Sections Congress Theme



Reminders / Updates



❑ Report new officers via the online reporting at http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html



IEEEXtreme Programming Competition 5.0 is scheduled for 22 October 2011, registration has closed with more than 1500 teams registered.
Engage your student population!

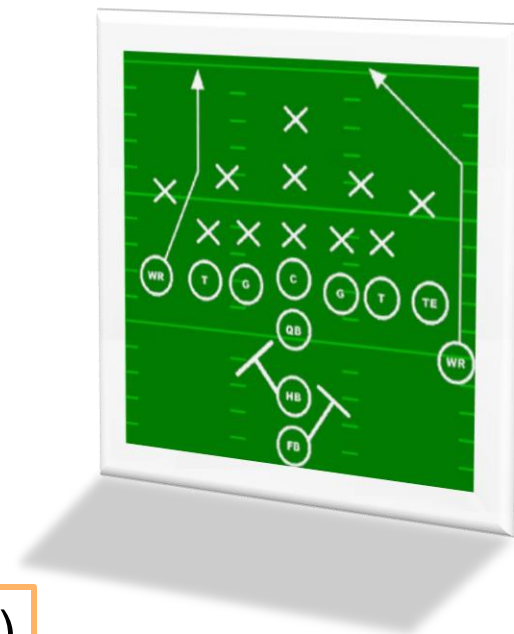


Wrap Up / Direction – MD Prioritization

- ❑ 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

November

- IEEE Job Site Update

December

- tbd



Wrap Up / Direction – Next Webcast

Saturday, 19 November 2011

January	February	March
April	May	June
July	August	September
October	November	December



Thank you
Questions ?



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

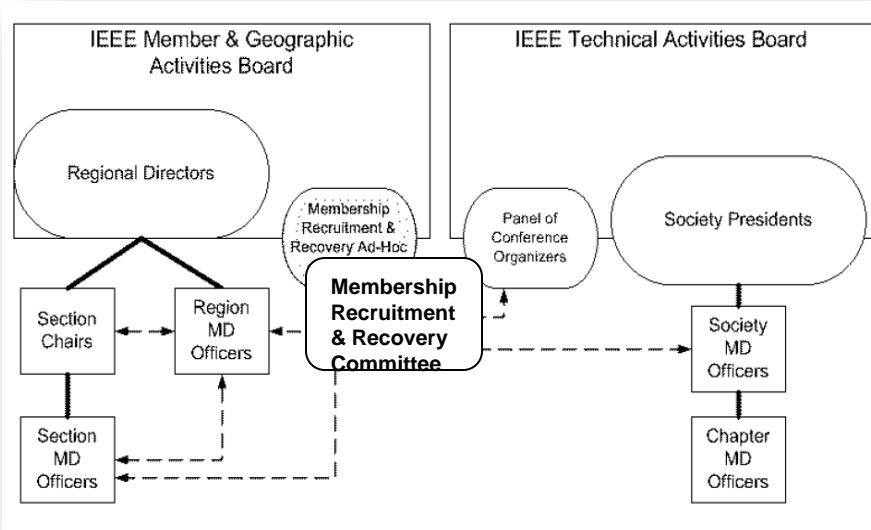
Team Resources



The image shows the cover of the IEEE Membership Development Manual for September 2010. The cover features the IEEE logo at the top left. The main title is "IEEE Membership Development Manual" and the date is "2010 September". The cover art includes several smaller images: a group of people, a woman at a computer, a man in a white lab coat, and two people in a field with wind turbines. The text on the cover includes "Engineering a Brighter Future with IEEE" and "Accelerate your plans with IEEE." Below the cover, there is a disclaimer: "This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials." At the bottom right, it says "Forward questions and suggestions to: grow-membership@ieee.org".

MRRC 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 voting members of the MRRC (2011)



R1 - Gim Soon Wan
gimsoon@ieee.org



R2 - Javvad Qasimi
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R3 - Jim Anderson
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R4 - Mohamad Berri
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R5 - Robert Scolli
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R6 - Randall G. Redondo
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R7 - Lawrence Whitby
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R8 - Dirk Van Hertem
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R9 - Gustavo Giannattasio
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R10 - Hang-Bong Kang
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TA Representative
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MGA 2011
Membership
Recruitment &
Recovery (MRR)
Committee Chair
a.szabo@ieee.org



The Regional Team

■ Gim Soon Wan	R1	gimsoon@ieee.org
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■ 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
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■ Aleksandar Szabo	MRRC	a.szabo@ieee.org
■ Cathy Downer	IEEE Staff	c.downer@ieee.org
■ John Day	IEEE Staff	j.day@ieee.org



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Membership Development Portal – www.ieee.org/md

IEEE.org | IEEE Xplore Digital Library | IEEE Standards Association | IEEE Spectrum Online | More IEEE Sites



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[Member-Get-a-Member](#)

[Societies & Special Interests](#)

This web portal supports IEEE volunteers who are engaged in membership development activities.

On this Page:

- [The "Elevator" Pitch for Membership Committee and Contacts](#)

♦ 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 systems to communications, robotics and healthcare. To maximize

MD Key Resources (Web Account required)

- [MD Manual \(PDF, 1046 KB\)](#)
- [SAMIEEE Online](#)
- [MD Webcast Archive Guide for 2010](#)
- [MD Webcast Archive Guide for 2009](#)
- [Monthly Progress Reports and Statistics August 2004 - Present](#)
- [Regional and Section Membership Statistics Dec 2005 - July 2007](#)
- [Guide to reading the IEEE Membership Statistics Reports](#)
- [Membership Development Online Community](#) - Login is required for access to the community/group.
- [Order MD Kit](#) - Includes brochures, posters, and flyers. Login is required to access form.

Membership Promotion

- [IEEE Membership Flyer \(PDF, 6.94 MB, 1 page\)](#)
- [PowerPoint Presentations on](#)

- 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

Home
> Volunteering
> 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 n/a-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 800 897 3316 Participant Dial in Code: 5625506
Toll-free numbers for 2011 MD Webcast

Argentina (2): 08006663397

Australia (2): 1800701937

Austria (2): 800293053

Brazil (2): 08008916997

Bulgaria (2): 008001171111

Chile (2): 12300208970

China Unified (2): 8008190030

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: 020796588

Switzerland: 0800896799

Taiwan: 0809090672

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United Kingdom: 08004961447

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