IEEE Membership Development Conference Call / Web Cast

16 July 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

Region MD Reports
- Region 2 Demographics, Activities & Goals – Javvad Qasimi
- Region 3 MD Activities & Plans – Jim Anderson
- Region 5 MD Activities, Actions, & Plans – Bob Scolli

Business Cycle Spotlight
- myIEEE 1.85 - Volunteer Desktop Enhancements – Mark David

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

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Web Cast Interface – ReadyTalk®

- Hide Chat
- Raise Hand
- Full Screen

Introductions / Ask Questions

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Web Cast Attendance Roll Call

Use the Chat pod.

Please type in your name/title/location
Web Cast Notes

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

Attendees will hear the broadcast via their computer, or dial into the phone using the dial-in numbers provided. An Operator will assist during the webcast.

This webcast is recorded. Presentation and audio will be available as an “on-demand” resource – URL and announcement to be posted in the MD online community (please see access above).

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Webcast Notes – Raising Questions

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

Region 2 - Demographics, activities and goals

Javvad Qasimi
Region 2 MD Chair
Region 2: Geography - States, Sections, Councils and Subsections

Region 2 (Eastern USA)
- Delaware
- District of Columbia
- Maryland
- New Jersey (Southern)
- Ohio (Except Toledo)
- Pennsylvania
- Virginia (Northern)
- West Virginia

<table>
<thead>
<tr>
<th>Councils, Sections &amp; Subsections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron</td>
</tr>
<tr>
<td>Annapolis Subsection</td>
</tr>
<tr>
<td>Baltimore</td>
</tr>
<tr>
<td>Central Pennsylvania</td>
</tr>
<tr>
<td>Cincinnati</td>
</tr>
<tr>
<td>Cleveland</td>
</tr>
<tr>
<td>Columbus</td>
</tr>
<tr>
<td>Dayton</td>
</tr>
<tr>
<td>Delaware Bay</td>
</tr>
<tr>
<td>Erie</td>
</tr>
<tr>
<td>Johnstown</td>
</tr>
<tr>
<td>Youngstown</td>
</tr>
</tbody>
</table>
R2 Snapshot – May 2011

### Regional Snapshot

<table>
<thead>
<tr>
<th>Regional Snapshot</th>
<th>Total this Month</th>
<th>'11 vs. '10</th>
<th>% Change</th>
<th>2011 1st Year HG Retention Goal</th>
<th>2011 1st Year HG R2 Retention Achieved</th>
<th>2011 New Members (MAY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Membership</td>
<td>29,277</td>
<td>(750)</td>
<td>- 2.5%</td>
<td>2838</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Higher-Grade</td>
<td>25,026</td>
<td>(542)</td>
<td>- 2.1%</td>
<td>825</td>
<td>86.1%</td>
<td>972</td>
</tr>
<tr>
<td>Students</td>
<td>4,251</td>
<td>(208)</td>
<td>- 4.6%</td>
<td></td>
<td></td>
<td>1866</td>
</tr>
<tr>
<td>IEEE Worldwide - Total</td>
<td>361,373</td>
<td>4,406</td>
<td>1.2%</td>
<td>13,350</td>
<td>11,237</td>
<td>71,447</td>
</tr>
</tbody>
</table>

### 2011 Retention Dashboard / Benchmark

<table>
<thead>
<tr>
<th>Region – Total Members</th>
<th>Professionals 85.1%</th>
<th>Graduate Students 73.3%</th>
<th>Undergraduate Students 49.3%</th>
<th>Total 82.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region – 1st -Year Members</td>
<td>36.8%</td>
<td>52.4%</td>
<td>42.5%</td>
<td>41.3%</td>
</tr>
<tr>
<td>IEEE – Total Members</td>
<td>81.0%</td>
<td>66.8%</td>
<td>31.3%</td>
<td>73.3%</td>
</tr>
<tr>
<td>IEEE – 1st Year Members</td>
<td>35.9%</td>
<td>47.4%</td>
<td>24.8%</td>
<td>33.1%</td>
</tr>
</tbody>
</table>

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## Year-over-Year – Renewal: 2011
### Membership Year – May 2011

<table>
<thead>
<tr>
<th>REGION 2</th>
<th>HIGHER GRADE MEMBERS</th>
<th>STUDENT MEMBERS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Opportunity</td>
<td># Renewal</td>
<td>% Renewal</td>
</tr>
<tr>
<td>Erie Section</td>
<td>128</td>
<td>114</td>
<td>89.1%</td>
</tr>
<tr>
<td>Baltimore Section</td>
<td>4157</td>
<td>3657</td>
<td>88.0%</td>
</tr>
<tr>
<td>Dayton Section</td>
<td>863</td>
<td>764</td>
<td>88.5%</td>
</tr>
<tr>
<td>Delaware Bay Section</td>
<td>467</td>
<td>403</td>
<td>86.3%</td>
</tr>
<tr>
<td>Philadelphia Section</td>
<td>3903</td>
<td>3346</td>
<td>85.7%</td>
</tr>
<tr>
<td>Northern Virginia Section</td>
<td>5299</td>
<td>4497</td>
<td>84.9%</td>
</tr>
<tr>
<td>Susquehanna Section</td>
<td>667</td>
<td>572</td>
<td>85.8%</td>
</tr>
<tr>
<td>Washington Section</td>
<td>4292</td>
<td>3628</td>
<td>84.5%</td>
</tr>
<tr>
<td>Cleveland Section</td>
<td>986</td>
<td>833</td>
<td>84.5%</td>
</tr>
<tr>
<td>Lehigh Valley Section</td>
<td>1037</td>
<td>862</td>
<td>83.1%</td>
</tr>
<tr>
<td>Pittsburgh Section</td>
<td>2090</td>
<td>1742</td>
<td>83.3%</td>
</tr>
<tr>
<td>Johnstown Section</td>
<td>148</td>
<td>123</td>
<td>83.1%</td>
</tr>
<tr>
<td>Akron Section</td>
<td>588</td>
<td>505</td>
<td>85.9%</td>
</tr>
<tr>
<td>Central Pennsylvania Section</td>
<td>365</td>
<td>300</td>
<td>82.2%</td>
</tr>
<tr>
<td>Cincinnati Section</td>
<td>811</td>
<td>669</td>
<td>82.5%</td>
</tr>
<tr>
<td>Columbus Section</td>
<td>1100</td>
<td>901</td>
<td>81.9%</td>
</tr>
<tr>
<td>Southern New Jersey Section</td>
<td>182</td>
<td>144</td>
<td>79.1%</td>
</tr>
<tr>
<td>West Virginia Section</td>
<td>128</td>
<td>104</td>
<td>81.3%</td>
</tr>
<tr>
<td>Lima Section</td>
<td>83</td>
<td>64</td>
<td>77.1%</td>
</tr>
<tr>
<td>Youngstown Section</td>
<td>121</td>
<td>94</td>
<td>77.7%</td>
</tr>
</tbody>
</table>

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
## Year-over-Year – Recruitment: 2011 Membership Year

<table>
<thead>
<tr>
<th>Section</th>
<th>May 2011</th>
<th>May 2010</th>
<th># Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erie Section</td>
<td>42</td>
<td>18</td>
<td>24</td>
<td>133.33%</td>
</tr>
<tr>
<td>Delaware Bay Section</td>
<td>78</td>
<td>54</td>
<td>24</td>
<td>44.44%</td>
</tr>
<tr>
<td>Washington Section</td>
<td>411</td>
<td>391</td>
<td>20</td>
<td>5.12%</td>
</tr>
<tr>
<td>Pittsburgh Section</td>
<td>304</td>
<td>289</td>
<td>15</td>
<td>5.19%</td>
</tr>
<tr>
<td>Dayton Section</td>
<td>101</td>
<td>87</td>
<td>14</td>
<td>16.09%</td>
</tr>
<tr>
<td>Central Pennsylvania Section</td>
<td>83</td>
<td>76</td>
<td>7</td>
<td>9.21%</td>
</tr>
<tr>
<td>Susquehanna Section</td>
<td>80</td>
<td>75</td>
<td>5</td>
<td>6.67%</td>
</tr>
<tr>
<td>Johnstown Section</td>
<td>23</td>
<td>22</td>
<td>1</td>
<td>4.55%</td>
</tr>
<tr>
<td>Cleveland Section</td>
<td>123</td>
<td>125</td>
<td>-2</td>
<td>-1.60%</td>
</tr>
<tr>
<td>Lehigh Valley Section</td>
<td>115</td>
<td>119</td>
<td>-4</td>
<td>-3.36%</td>
</tr>
<tr>
<td>Southern New Jersey Section</td>
<td>23</td>
<td>31</td>
<td>-8</td>
<td>-25.81%</td>
</tr>
<tr>
<td>Lima Section</td>
<td>17</td>
<td>25</td>
<td>-8</td>
<td>-32.00%</td>
</tr>
<tr>
<td>Youngstown Section</td>
<td>32</td>
<td>46</td>
<td>-14</td>
<td>-30.43%</td>
</tr>
<tr>
<td>Cincinnati Section</td>
<td>98</td>
<td>116</td>
<td>-18</td>
<td>-15.52%</td>
</tr>
<tr>
<td>West Virginia Section</td>
<td>24</td>
<td>43</td>
<td>-19</td>
<td>-44.19%</td>
</tr>
<tr>
<td>Philadelphia Section</td>
<td>369</td>
<td>396</td>
<td>-27</td>
<td>-6.82%</td>
</tr>
<tr>
<td>Northern Virginia Section</td>
<td>410</td>
<td>440</td>
<td>-30</td>
<td>-6.82%</td>
</tr>
<tr>
<td>Akron Section</td>
<td>54</td>
<td>97</td>
<td>-43</td>
<td>-44.33%</td>
</tr>
<tr>
<td>Baltimore Section</td>
<td>284</td>
<td>344</td>
<td>-60</td>
<td>-17.44%</td>
</tr>
<tr>
<td>Columbus Section</td>
<td>167</td>
<td>233</td>
<td>-66</td>
<td>-28.33%</td>
</tr>
</tbody>
</table>

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# Senior Member Elevation status

## 2011 Regional Statistics of Senior Member Elevations

<table>
<thead>
<tr>
<th>Region</th>
<th>Member Grade Count Year end 2010</th>
<th>2011 Senior Member Goal</th>
<th>YTD SM Elevations as of June 2011</th>
<th>Percentage of Goal achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>21,987</td>
<td>200</td>
<td>127</td>
<td>64%</td>
</tr>
<tr>
<td>2</td>
<td>20,245</td>
<td>175</td>
<td>114</td>
<td>65%</td>
</tr>
<tr>
<td>3</td>
<td>17,991</td>
<td>190</td>
<td>58</td>
<td>31%</td>
</tr>
<tr>
<td>4</td>
<td>14,537</td>
<td>130</td>
<td>53</td>
<td>41%</td>
</tr>
<tr>
<td>5</td>
<td>18,724</td>
<td>205</td>
<td>113</td>
<td>55%</td>
</tr>
<tr>
<td>6</td>
<td>36,766</td>
<td>420</td>
<td>168</td>
<td>40%</td>
</tr>
<tr>
<td>7</td>
<td>10,239</td>
<td>155</td>
<td>56</td>
<td>36%</td>
</tr>
<tr>
<td>8</td>
<td>42,834</td>
<td>445</td>
<td>335</td>
<td>75%</td>
</tr>
<tr>
<td>9</td>
<td>6,910</td>
<td>65</td>
<td>36</td>
<td>55%</td>
</tr>
<tr>
<td>10</td>
<td>42,149</td>
<td>415</td>
<td>279</td>
<td>67%</td>
</tr>
<tr>
<td>Total</td>
<td>232,382</td>
<td>2400</td>
<td>1339</td>
<td>56%</td>
</tr>
</tbody>
</table>
High Grade membership count at least or more than last year – May 2011

<table>
<thead>
<tr>
<th>Region</th>
<th>Section Name</th>
<th>Qualifying Recruitment Gains</th>
<th>Qualified Incentive Payout</th>
</tr>
</thead>
<tbody>
<tr>
<td>R2</td>
<td>Dayton Section</td>
<td>1</td>
<td>$10</td>
</tr>
<tr>
<td>R2</td>
<td>Delaware Bay Section</td>
<td>6</td>
<td>$60</td>
</tr>
<tr>
<td><strong>R2 Qualifying Gains &amp; Payout</strong></td>
<td><strong>7</strong></td>
<td><strong>$70.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

IEEE-USA Recruitment Incentive Pilot – May 2011
Baltimore Section

MD Chair : Virgilio Arafiles

Activities so far:
- Nov 2010 - Senior Member Drive, Interviewed more than 70 eligible members and got them elevated.
- Feb 2011 - Sent more than 250 e-mails to members who have not renewed.
- Apr 2011 - Conducted with the Section Gold Affinity Group
  - A dinner party with student members who are graduating. John Dentler, past R2 Chair, and Bill Semancik, past Baltimore Section Chair presented on DoD Security Clearance Process, and Non Engineering Career Competencies. More than 20 students attended.

Planned activities:
- SM drive late Oct/Early Nov 2011
Erie Section

MD Chair: Frank Xu

Activities so far:
- March 2011 - sponsored Gannon University and Penn State undergraduate paper Competitions.
- April 2011 - Supported IEEE Student Activity Conference at Bayfront Convention Center.
- April 2011 – Conducted Senior Member Drive
- May 2011 – Presentation on “Solving Technical Problems with a Dictionary”
- May 2011 – Presentation on “Lean Manufacturing Implementation Project at Welch’s”

Planned activities:
- September - VISTA Plant visit in Niagara Falls
- November – New member dinner gathering

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Northern Virginia Section

**MD Chair:** Murty Polavarapu

**Activities so far:**
- Welcome E-Mail to New Members
  - Invitation to Summer Picnic
- Publicity in Newsletter for New Senior Members

**Planned activities:**
- Senior Membership Invitation Campaign
- Lunchtime Membership Promotion at Lockheed Martin, Manassas, VA
- Welcome Reception for New Members
- Special Reminder for First-year Members at Renewal cycle

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Columbus Section

MD Chair : Sol L. Black

Activities so far:
- Apr 2011: Presentation – “NASA Human Missions to Asteroids and Other Fine Places”
- Apr 2011: Presentation – “Volt Var control technology being applied on AEP operating company distribution systems”
- 2010 – Senior Member Upgrade meeting. Attendee count ~ 25.
- 2010 – First year member experience. Attendee count ~ 8

Planned activities:
- July 19, 2011 - Senior Membership Drive
- Q4, 2011 – First year membership experience
- Oct, 2011 – Programmable Logic Controller (PLC) training course
Cincinnati Section

**MD Chair**: Xuefu (Frank) Zhou

**Activities so far:**
- Jan 2011 - Tour of Imaging Research Center at the Cincinnati Children’s Research Foundation (CCRF)
- Apr 2011 – Technical Presentation – “GPS Technology”
- May 2011 – Senior Design Project awards
Cincinnati Section – Senior design awards night

Title: Project HINTERNET

Students: Benjamin Jones (EE), Ed Kimball (CS), Adam Styinski (CompE), Stephen Zeisler (EE)
Advisor: Howard Fan
Description: This project implements a wireless modulation scheme over the amateur radio bands using a custom built wireless interface card and driver to communicate data over long distances.

Title: Real-time Stereo Vision Controller

Students: Jeffrey Hamm (EE), Ian Larkin (EE), Benjamin Michels (EE), Jeffrey Overbeck (EE), Advisor: Howard Fan
Description: This project receives and demodulates an AIS signal, then displays the location of the ship that the signal is received from on a map application using Google Earth.
Goals for 2011/2012

• Engage MD Chairs from all the sections in Region 2

• Quarterly conference calls with R2 Section MD Chairs to share best practices, discuss issues, roadblocks and possible solutions

• Open communications channels between section MD Chair by leveraging social media sites such as face book, twitter, etc

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Region MD Reports

Region 3 - MD Activities & Plans

Jim Anderson
Region 3 MD Chair
Region 3 MD Activities: Who, What, Where, How?

MD Team:
- 40 Sections x 2
- 9 Student Branches

Challenges:
- SAMIEEE info not up-to-date
  - Who’s in office?
  - Email address?
- Student branches not identified separately

Deleted and then reloaded R3 MD mailing list
Create master database
Run SAMIEEE, send emails
Make Calls

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Region 3 MD Activities: What Works?

- Use new Section member report to send a greeting to all new members.

- Update Section member list on a monthly basis, create Chapter member lists & provide to Chapter chairs prior to events.

- Create a LinkedIn group for Section members to join, become aware of other members, and as another way to stay updated.

- Attend and deliver a “Join IEEE elevator pitch” before every event.

- Move meetings to different locations to meet all members' needs

- Joint meetings with student branches

- Add Senior Member application button to Section web site

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Thank you

Any Questions?
Region MD Reports

Region 5 - MD Activities, Actions & Plans

Bob Scolli
Region 5 MD Chair
Agenda

1. Intro to the R5 MD Team
2. IEEE focus on the Member
3. Opportunities and Travel that can help focus the Member and Volunteers
4. Region 5 Goals and Action Plan
5. Volunteer Resources available to Sections/Chapters
MD Team / Network

Region 5

- Robert Scolli, Region 5 - MD Chair
  r.scolli@ieee.org
  - Joe Redfield, Supporting Regional MD Chair, MD Chair - Central Texas Section
    j.redfield@swri.org

- Ross Anderson, LM Coordinator
  r.c.anderson@ieee.org

- Jim Leonard, Industry Relations Coordinator
  j.leonard@ieee.org

- Ina Marie Vera Angeles, WIE Coordinator
  iangeles@mail.smu.edu

- Kheng Swee Goh, GOLD Coordinator
  goh@ieee.org

- Thomas Grimm, Society Liaison & Industry Activities
  t.grim@ieee.org

IEEE MGA

- Aleksandar Szabo
  Chair, IEEE Member Recruitment & Recovery Committee (MRR)
  a.szabo@ieee.org

- Cathy Downer
  Membership Development Manager
  c.downer@ieee.org

- John Day
  Director, Membership Development
  j.day@ieee.org

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Timing is Everything – Know the Membership Calendar

Membership Year Begins
Full-year dues enacted
Renewal opens
Key month for launching new or upgraded benefits
From Sep thru Dec, revenue deferred to next year

Calendar Year Concludes
Year-end membership statistics determined

Active-Status Terminator
Past-due members placed into arrears

Membership Mid-Year
½-Year Dues-Cycle Begins
Arrears-Recovery Begins
Key month for launching new or upgraded benefits

Membership Year Concludes
Member retention rates determined
Business fiscal performance determined
½-year dues cycle concludes

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Opportunities and Travel that can help focus the Member and Volunteers
Engagement for Continue Commitment

Network Members
Awareness is a two-way street:
Leaders need to Understand Members’ knowledge of IEEE, and IEEE’s knowledge of member needs

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Membership is An Individual Journey … throughout a Career

 Guarantees
 – Members will start their career
 – Members will finish their career
 – There’s a path in between
 – Some experiences are unique… many are similar

 How does membership to the IEEE influence “the path in between”?

 Where does IEEE fit (at local and global level?)… where do the members fit in each other’s lives?
When we focus on “Membership” the member and their needs get lost in the crowd.

If we focus on the “Member” they can become Inspired, Enabled, Empowered, and Engaged.

“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.
The Continuum & Member Experience

- Where does the member want to go?
- What data / intelligence do we have to help guide the member?
- What paths are common, unique?
- What’s / who’s there to receive them when they join?
- How do we ensure a quality experience at every step of the continuum?
- Everyday, how do we make the member experience more valuable within the time our members allocate to us? – how do we increase their commitment of time?

Time is the currency of engagement
How Do We Improve our Value …

- Knowing when members join IEEE
- Knowing member interests
- Welcoming new members
- Acting on member interests
- Continuously inviting members to influence IEEE

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

-August 19 - 22 2011, starts Friday 2:00PM - This year we have a Sections Congress in San Francisco, California at the San Francisco Marriott Marquis to set goals and objectives for IEEE national. Sending a new person or second person to the meeting helps volunteers understand what IEEE is about. Most people going to the Section Congress are impressed. Section Congress has tours for Spouses. Again one persons travel is funded by MGA through your Region and Section. Here is an opportunity to reward a hard working section volunteer in train future volunteers.

Archie Holtan, PE Senior Consultant; C. H. GUERNSEY & COMPANY Engineers · Architects · Consultants attended the last one in Canada. He said, “It was very impressive and our Section certainly wants to be represented there. Besides the meetings, they had booths from every staff organization at IEEE and it was an education of all the things IEEE does, and how it can relate to our members. They had an awards ceremony for some very distinguished engineers, and it was neat that we too can have our “Rock Stars”.

The meetings last time were about things that IEEE can do to encourage membership and be useful to the members. These were distilled down to the top 10 tasks by the delegates. I am not sure of the topic this year, but some thought will be needed both before and at the meetings. Once you are designated as the section delegate, there will be e-mails on the topics and preparation guidelines, I think.

Last time they kept telling us to get out and see the sites, but then worked us from morning until late at night. On the last day, they broke by lunch, and so there was some opportunity.”

Deadline for Section Congress Registration is July 22. To find more information on the Section Congress use website at www.ieee.org/SC2011. In addition to the IEEE registration you will need to make hotel reservations if you are the chosen Section Volunteer or Alternate.
MD Webcast

Time
- Third Saturday, 10:00am Eastern
- Beginning this year – Wednesday evening, follow-on session

Objectives
- Inform
- Clarify
- Collaborate

Standing Agenda
- Preview Topic
- Business Cycle Spotlight
- Membership Stats/Trends Update
- Wrap-up / Direction

Participation
- 40-60 Volunteers per webcast, global representation

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
MD Webcast (cont).

- Announcements of webcasts via ‘MD-Alert-All’ alias
  - Contact Cathy Downer to be added to this alias
  - c.downer@ieee.org

- Archive of MD webcasts accessible from MD web portal, at www.ieee.org/md
MD Goals & Action Plan
MD Action Plan and Goals – 2010 & 2011

- Support members in finding value and enjoyment through their IEEE involvement, understanding that
  - Volunteerism delivers on goals, benefiting humanity as well as oneself.
  - Volunteerism develops valuable management and leadership skills
  - Leaders network with others in our profession for activities
  - Leaders develop a Strategic Plan and work the plan
- Communicate MD programs
  - Increase the understanding within Industry professionals and their employers to the value of IEEE as a major resource in achieving success.
  - Promote IEEE Careers and Employment
  - Support Member Development and Membership Growth

- Recruit MD Section and Chapter Chairs to Support member advancement, nurturing volunteerism and recruiting new Members
- Develop LM Assistant Area Chair Support
- Network with Local Engineering and Universities with Computer and Engineering Medicine Programs for Student Branches
- Attend Monthly MD (MRR) conference calls
- Support LM, WIE and Gold activities
- Involve Industrial leadership in Professional Activities
- Check websites to insure they list current Section and Chapter officers and Executive Committee chairs.

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Where do we go from here?

- Continue to Develop Regional MD Network
- Support Graduate Students Retention
- Support Associate, Senior Member and Fellow Elevations
- Support Sections and Chapters Contacting Members
- Reach Out to Universities
  - Know your Counselors and Student Chairs
  - Recruit new University Student Branches and Student Branch Chapters
  - Use V-tools available to help on Branch Reporting
- Help organize new WIE, GOLD and Life Member Chapters
- Support IEEE-USA Recruitment Incentive Pilot

In an effort to drive U.S. membership growth IEEE-USA is offering a financial incentive that rewards year-over-year improvements in recruitment of higher-grade (HG), dues-paying members in IEEE’s U.S.
Volunteer Resources from
www.ieee.org/about/volunteers/index.html
Volunteer Resources

- EACH OTHER, www.ieeeR5.org, e-mail and Facebook
- myIEEE member portal
- Elevate your member grade
- IEEE Fellows Program
- IEEE e-mail alias
- The Institute newsletter
- Employment resources on the IEEE Job Site
- Financial Advantage Programs
- Meeting and conference management services
- Societies and affinity groups
- Purchase IEEE merchandise
- MD Portal → www.ieee.org/md/
- MD Guide
- MD Supplies (ordering online)
- MD Virtual Community http://ieee-md-net.oc.ieee.org/
- Region 5 VC ieee-region5.oc.ieee.org
- Monthly MD Webcasts

Services available to volunteers

- e-Notice Electronic Newsletter Distribution Service
- Electronic Mail and Listserv Services
- Entity Web Hosting (EWH) Service
- IEEE Web Conferencing
- Meeting and Conference Management
- SAMieee (Section Access to Membership Information)
- Strategic Research
- Teleconferencing
- Travel Services
- vTools (Electronic Tools for Volunteers)

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
vTools  ewh.ieee.org/mu/vTools/

vTools are developed and made possible by IEEE volunteers. The toolbox simplifies administration by offering web based software, reduces time spent managing activities, and assists in member development. vTools toolkit contains tools in various phases of development, from production, to pilots, to active development:

Meetings – tool for managing section and chapter meetings. Officers can create meeting announcements with no dependence on webmaster availability and show them on your website. Members and the public may see and register for the upcoming meetings.

WebInABox – wizard to assist officers generate simple section websites in an automated fashion with no dependence on webmaster availability.

Voting – tool to allow members submit votes in their Section officer elections online (please note that this is different from the general IEEE elections).

Dim Dim – a Web Conferencing service to Geographic Organizational Units for online meetings, webinars, training, demos and presentations. The service is available to MGA Board members and MGA Board Committees as well as Region and Section EXCOM officers.

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

vTools.StudentBranchReporting – tool for collecting and searching reports submitted by student branch volunteers such as annual plan and report of activities.

vTools.GeoView – project to provide a knowledge base with examples of how various mapping software (MS Street Maps, Yahoo!Maps, etc.) can be used to create demographic views of IEEE units such as sections and chapters. Showing membership distribution on a map assists officers decide where to hold meetings, form new chapters, have conferences, etc.

FluidSurveys – a Survey tool available to MGA Board members and MGA Board Committees as well as Region and Section EXCOM officers. Tool can be used to quickly create online surveys using intuitive interface and distribute them via Email, Web link, etc. Collected results can be easily analyzed and graphical reports can be shared with others. Contact us for more information.

More vTools projects – we are planning to introduce more tools in the next few years. Among the tools we will have: Awards, Section Dashboard, Communicate, Prospective Members, Membership Development, Off-line join, Agendas, and more.
Thank you!
myIEEE 1.85 – Volunteer Desktop Enhancements

Presented by:
Mark David
Manager, Member Products
m.david@ieee.org
The major goal of this project is to improve the volunteer interaction with IEEE web-based services by providing efficient access to all necessary volunteer “doing business” tools.

Presents personalized views to volunteers of each Section, Societies, and Boards (and their Committees).

Offers a centralized repository to IEEE volunteers for accessing meeting information, agendas, rosters, forms, tools, and more.

Consolidates publicly accessible volunteer tools under common, personalized network-based pages.

This project will indirectly improve retention rates among members since volunteers can work in a more efficient manner. Increased retention rates translate to increased dues revenues and have an indirect impact on other revenue streams associated with growing membership.

IEEE Volunteers at all levels have asked for one centralized area\interface to provide volunteers access to information and tools. When put to a vote, myIEEE was chosen by IEEE staff and volunteers as an area that could best fulfill the volunteer portal need.
**myIEEE 1.8 - Current Volunteer DT**

**Current state:**
- One page, no sub navigation

**Gadgets:**
- IEEE Vtools
- My Positions
- Volunteer Resources
- SAMIEEE Access
- Volunteer News & Updates
- IEEE memberNet Spotlight Volunteer
- IEEE.tv – IEEE.tv Specials

**Web Cast Etiquette:** Ask questions using the online chat feature. Technical help: help@readytalk.com
myIEEE 1.85 – New Volunteer DT

New: Two Sub Navigation Areas

myVolunteer Networks

- Top subNavigation is personalized based on positions held

Major Boards

- Lower subNavigation provides links to top level board committee directories

Gadgets:

- My Volunteer Networks
- Major Boards
- Forms
- SAMIEEE Access
- Volunteer News & Updates
- Volunteer Resources
- IEEE memberNet Spotlight – Volunteer
- IEEE.tv – IEEE.tv Specials
- IEEE vTools

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Geo Units are accessible via myVolunteer Networks subNavigation, personalized based on positions held.

Default Gadgets:
- Executive Officers
- Section on MemberNet
- Officer Training
- Meetings (Vtools)
- Officer Elections (Vtools)
- Finance Links
- Membership Development
- Governance Docs
- Volunteer Networks Boards

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Societies are accessible via myVolunteer Networks subNavigation, personalized based on positions held.

Default Gadgets:
- Officers
- Finance Links
- Membership Development
- Society on MemberNet
- Governance Docs Training

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
To qualify for a given entry in “myVolunteer Networks” a given user account must have an associated ACTIVE “Officer Level” position.

Network missing is provided so users can send a request if they feel a network is missing.

This follows the officer designation process.
Major Boards Navigation - Directory

Board of Directors

Major board directory pages are accessible to all volunteers with an active designation. These are accessible via the Major boards sub navigation. The directory pages provide links to top level board committee directories.

Top level OU Directory
Subpage, Board of Directors

Persistent Sub navigation
- My Volunteer Networks
- Major Boards

Core Content:
- Standing Committees
- IEEE Ad Hoc Committees

*Please Note: BOD is a special case since it has Standing and Ad Hoc committees. All other “Major Boards” only contain sub committees.

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Major Board directory pages are accessible to all volunteers with an active designation. These are accessible via the Major boards sub navigation. The directory pages provide links to top level board committee directories.

All Top Level OU’s

Persistent Sub navigation

- My Volunteer Networks
- Major Boards

Core Content:

- Additional Sub-Committees

*Please Note: BOD is a special case since it has Standing and Ad Hoc committees. All other “Major Boards” only contain sub committees.

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

All pages in the volunteer desktop are customizable by admin users based on what page it is. All societies and sections can be customized by any volunteer; top level boards and committee pages are only customizable by designated admins.

Gadgets can be added from:
- myDesktop
- Knowledge
- Community
- Profession
- Volunteer
- User Generated

Custom gadgets can be added:
- Add a Link Gadget
- Import an RSS Feed

Custom gadgets are added to the User Generated Gadgets area for use in other areas in myIEEE.
Static link gadgets can be added to a page in a few moments by visiting the customize area on a given page.

Only designated admins have this level of access.

Gadgets created here can be added to the user-generated area so gadgets can be shared with other networks across myIEEE.
RSS feed gadgets can be added to a page in a few moments by visiting the customize area on a given page.

Only designated admins have this level of access.

Gadgets created here can be added to the user generated area so gadgets can be shared with other networks across myIEEE.
Administrative Features
Editing Gadgets – Link Example

- Static link gadgets can be customized on a page in a few moments by visiting the gadget or customize area on a given page.
- Only designated admins have this level of access.
- Gadgets created here can be added to the user-generated area so gadgets can be shared with other networks across myIEEE.
- Gadgets can also be hidden to specific user groups or customizable by specific user groups depending upon the gadget.
RSS feed gadgets can be customized on a page in a few moments by visiting the gadget or customize area on a given page.

Only designated admins have this level of access.

Gadgets created here can be added to the user-generated area so gadgets can be shared with other networks across myIEEE.

Gadgets can also be hidden to specific user groups or customizable by specific user groups depending upon the gadget.

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

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

Questions??
Membership Statistics & Goals Update

June 2011

Presented by:
John Day
Director, Membership Development
j.day@ieee.org
## June 2011 Dashboard – IEEE Membership

<table>
<thead>
<tr>
<th>Snapshot</th>
<th>Jun '11 vs. '10</th>
<th>% Change YoY</th>
<th>Jun '11</th>
<th>Jun '10</th>
<th>May '11</th>
<th>% Change May '11 - Jun '11</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IEEE Membership</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honorary</td>
<td>+ 1</td>
<td>+ 3.4%</td>
<td>30</td>
<td>29</td>
<td>31</td>
<td>(3.2%)</td>
</tr>
<tr>
<td>Fellow</td>
<td>+ 159</td>
<td>+ 2.4%</td>
<td>6,690</td>
<td>6,531</td>
<td>6,676</td>
<td>+ 0.2%</td>
</tr>
<tr>
<td>Senior Member</td>
<td>+ 757</td>
<td>+ 2.4%</td>
<td>32,534</td>
<td>31,777</td>
<td>32,055</td>
<td>+ 1.5%</td>
</tr>
<tr>
<td>Member</td>
<td>+ 2,436</td>
<td>+ 1.1%</td>
<td>231,421</td>
<td>228,985</td>
<td>213,559</td>
<td>+ 8.4%</td>
</tr>
<tr>
<td>Associate Member</td>
<td>- (367)</td>
<td>(2.6%)</td>
<td>11,386</td>
<td>14,236</td>
<td>12,451</td>
<td>+ 11.4%</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>+ 994</td>
<td>+ 2.9%</td>
<td>53,763</td>
<td>41,200</td>
<td>41,200</td>
<td>(13.2%)</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>+ 1,146</td>
<td>+ 2.3%</td>
<td>51,442</td>
<td>50,296</td>
<td>55,401</td>
<td>(7.1%)</td>
</tr>
<tr>
<td><strong>Society Memberships</strong></td>
<td>+ 222</td>
<td>+0.1%</td>
<td>314,687</td>
<td>314,465</td>
<td>307,102</td>
<td>+ 2.5%</td>
</tr>
<tr>
<td>18 Societies up &gt; 1%</td>
<td>+ 6,056</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 Societies +/- 1%</td>
<td>+ 118</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 Societies down &gt; 1%</td>
<td>- (5,952)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 503 or +0.2%.

### 2011 IEEE Member Retention Status – Total & by Grade

<table>
<thead>
<tr>
<th>Total Member Retention</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>73.3%</td>
<td>75.3%</td>
</tr>
<tr>
<td>Jun</td>
<td>73.9%</td>
<td>75.8%</td>
</tr>
<tr>
<td>Jul</td>
<td>75.9%</td>
<td>76.9%</td>
</tr>
<tr>
<td>Aug</td>
<td>76.1%</td>
<td>76.1%</td>
</tr>
</tbody>
</table>

- **Higher Grade w/o GSMS**: 32%
- **Grad Students**: 68%
- **Undergrad Students**: 82%
Arrears Recovery Update

Goal: Recover 20% of the total members deactivated in February ... 22,925 globally

First-Year Members

- Direct correlation between first-year member retention and progress with improving recovery
- Recovery increases the renewal opportunity for the 2012 membership year

- HQ runs arrears-recovery campaigns and courtesy calls through June
- Regions 8, 9, 10 have e-Membership option to promote for arrears-recovery

- Total recovery / retention results impacted by the proportion of students to total membership
- Regions with larger student member populations usually have lower results for their recovery goals
# Active Membership by Region

<table>
<thead>
<tr>
<th>REGION</th>
<th>HIGHER GRADE w/o GSMs</th>
<th>GRADUATE STUDENTS</th>
<th>UNDERGRADUATE STUDENTS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
<td>2010</td>
<td>Change</td>
<td>#</td>
</tr>
<tr>
<td>1</td>
<td>30,030</td>
<td>30,698</td>
<td>(668)</td>
<td>-2.2%</td>
</tr>
<tr>
<td>2</td>
<td>26,432</td>
<td>27,037</td>
<td>(605)</td>
<td>-2.2%</td>
</tr>
<tr>
<td>3</td>
<td>23,575</td>
<td>23,954</td>
<td>(379)</td>
<td>-1.6%</td>
</tr>
<tr>
<td>4</td>
<td>17,984</td>
<td>18,327</td>
<td>(343)</td>
<td>-1.9%</td>
</tr>
<tr>
<td>5</td>
<td>23,395</td>
<td>23,516</td>
<td>(121)</td>
<td>-0.5%</td>
</tr>
<tr>
<td>6</td>
<td>46,904</td>
<td>47,748</td>
<td>(844)</td>
<td>-1.8%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>168,320</td>
<td>171,280</td>
<td>(2,960)</td>
<td>-1.7%</td>
</tr>
<tr>
<td>7</td>
<td>12,407</td>
<td>12,485</td>
<td>(78)</td>
<td>-0.6%</td>
</tr>
<tr>
<td>8</td>
<td>48,128</td>
<td>46,564</td>
<td>1,564</td>
<td>3.4%</td>
</tr>
<tr>
<td>9</td>
<td>7,650</td>
<td>6,790</td>
<td>860</td>
<td>12.7%</td>
</tr>
<tr>
<td>10</td>
<td>48,039</td>
<td>44,439</td>
<td>3,600</td>
<td>8.1%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>116,224</td>
<td>110,278</td>
<td>5,946</td>
<td>5.4%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>284,544</td>
<td>281,558</td>
<td>2,986</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

| % R1-6 | 59% | 61% |
| % R7-10 | 41% | 39% |
## Member Renewals – 2011

... w/ YoY comparisons

<table>
<thead>
<tr>
<th>REGION</th>
<th>HIGHER GRADE w/o GSM</th>
<th>GRADUATE STUDENTS</th>
<th>UNDERGRADUATE STUDENTS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#</td>
<td>%,'11</td>
<td>%,'10</td>
<td>#</td>
</tr>
<tr>
<td>1</td>
<td>31,015</td>
<td>26,741</td>
<td>86.2%</td>
<td>86.6%</td>
</tr>
<tr>
<td>2</td>
<td>27,415</td>
<td>23,436</td>
<td>85.5%</td>
<td>86.1%</td>
</tr>
<tr>
<td>3</td>
<td>24,565</td>
<td>20,433</td>
<td>83.2%</td>
<td>83.9%</td>
</tr>
<tr>
<td>4</td>
<td>18,682</td>
<td>15,721</td>
<td>84.1%</td>
<td>85.0%</td>
</tr>
<tr>
<td>5</td>
<td>24,124</td>
<td>20,299</td>
<td>84.1%</td>
<td>84.7%</td>
</tr>
<tr>
<td>6</td>
<td>48,471</td>
<td>41,029</td>
<td>84.6%</td>
<td>85.1%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>174,282</td>
<td>147,361</td>
<td>84.7%</td>
<td>85.3%</td>
</tr>
<tr>
<td>7</td>
<td>12,952</td>
<td>10,535</td>
<td>81.3%</td>
<td>82.3%</td>
</tr>
<tr>
<td>8</td>
<td>50,063</td>
<td>39,179</td>
<td>78.3%</td>
<td>79.0%</td>
</tr>
<tr>
<td>9</td>
<td>7,819</td>
<td>5,360</td>
<td>68.6%</td>
<td>68.5%</td>
</tr>
<tr>
<td>10</td>
<td>47,629</td>
<td>36,102</td>
<td>75.8%</td>
<td>76.9%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>118,463</td>
<td>91,176</td>
<td>77.0%</td>
<td>77.9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>252,745</td>
<td>238,837</td>
<td>81.6%</td>
<td>82.4%</td>
</tr>
</tbody>
</table>

**Congratulations to IEEE Region 9 - the only region with improved HG member retention YoY**
## Comparative Retention – Total vs. First-Year Members – Through June

<table>
<thead>
<tr>
<th>REGION</th>
<th>Higher-Grade Members</th>
<th>Graduate Student Members</th>
<th>Undergraduate Student Members</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>First-Year</td>
<td>Total</td>
</tr>
<tr>
<td>R1</td>
<td>86.2%</td>
<td>38.7%</td>
<td>73.5%</td>
</tr>
<tr>
<td>R2</td>
<td>85.5%</td>
<td>37.8%</td>
<td>74.4%</td>
</tr>
<tr>
<td>R3</td>
<td>83.2%</td>
<td>35.6%</td>
<td>76.5%</td>
</tr>
<tr>
<td>R4</td>
<td>84.1%</td>
<td>37.0%</td>
<td>76.1%</td>
</tr>
<tr>
<td>R5</td>
<td>84.1%</td>
<td>38.6%</td>
<td>75.3%</td>
</tr>
<tr>
<td>R6</td>
<td>84.6%</td>
<td>37.8%</td>
<td>74.1%</td>
</tr>
<tr>
<td>R7</td>
<td>81.3%</td>
<td>☸️ 40.4%</td>
<td>82.4%</td>
</tr>
<tr>
<td>R8</td>
<td>78.3%</td>
<td>☹️ 38.9%</td>
<td>75.2%</td>
</tr>
<tr>
<td>R9</td>
<td>68.6%</td>
<td>27.2%</td>
<td>66.6%</td>
</tr>
<tr>
<td>R10</td>
<td>75.8%</td>
<td>35.1%</td>
<td>48.8%</td>
</tr>
<tr>
<td><strong>Total IEEE through June 2011</strong></td>
<td>81.6%</td>
<td>☹️ 36.7%</td>
<td>67.9%</td>
</tr>
<tr>
<td><strong>Same period 2010</strong></td>
<td>82.4%</td>
<td>38.7%</td>
<td>70.7%</td>
</tr>
</tbody>
</table>
# Member Recruitment – 2011 Membership Year, Cumulative YoY

<table>
<thead>
<tr>
<th>REGION</th>
<th>HIGHER GRADE w/o GSMs</th>
<th>GRADUATE STUDENTS</th>
<th>UNDERGRADUATE STUDENTS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
<td>2010</td>
<td>Change</td>
<td>#</td>
</tr>
<tr>
<td>1</td>
<td>1,180</td>
<td>1,207</td>
<td>(27)</td>
<td>-2.2%</td>
</tr>
<tr>
<td>2</td>
<td>1,118</td>
<td>1,203</td>
<td>(85)</td>
<td>-7.1%</td>
</tr>
<tr>
<td>3</td>
<td>993</td>
<td>1,095</td>
<td>(102)</td>
<td>-9.3%</td>
</tr>
<tr>
<td>4</td>
<td>792</td>
<td>805</td>
<td>(13)</td>
<td>-1.6%</td>
</tr>
<tr>
<td>5</td>
<td>1,073</td>
<td>1,081</td>
<td>(8)</td>
<td>-0.7%</td>
</tr>
<tr>
<td>6</td>
<td>2,124</td>
<td>2,032</td>
<td>92</td>
<td>4.5%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>7,280</td>
<td>7,423</td>
<td>(143)</td>
<td>-1.9%</td>
</tr>
<tr>
<td>7</td>
<td>682</td>
<td>642</td>
<td>40</td>
<td>6.2%</td>
</tr>
<tr>
<td>8</td>
<td>4,512</td>
<td>3,822</td>
<td>690</td>
<td>18.1%</td>
</tr>
<tr>
<td>9</td>
<td>1,113</td>
<td>917</td>
<td>196</td>
<td>21.4%</td>
</tr>
<tr>
<td>10</td>
<td>6,264</td>
<td>5,279</td>
<td>985</td>
<td>18.7%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>12,571</td>
<td>10,660</td>
<td>1,911</td>
<td>17.9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>19,851</td>
<td>18,083</td>
<td>1,768</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

% R1-6: 37% vs. 41%
% R7-10: 63% vs. 59%

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
**Society Memberships** (including Affiliates) – Monthly YoY & Drivers

**Total Society Memberships:**
314,687
YoY +0.1% (last month, +0.4%)

---

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

<table>
<thead>
<tr>
<th>Society</th>
<th>YoY Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robotics &amp; Automation</td>
<td>22.4%</td>
<td>1,522</td>
</tr>
</tbody>
</table>
Developing Nations / e-Membership Update

Cumulative through June

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

<table>
<thead>
<tr>
<th>Region</th>
<th>R3*</th>
<th>R8</th>
<th>R9</th>
<th>R10</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>53</td>
<td>3,678</td>
<td>3,413</td>
<td>9,059</td>
<td>16,203</td>
</tr>
<tr>
<td>% of Eligible Higher Grade Members</td>
<td>36%</td>
<td>37%</td>
<td>50%</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>% of All Higher Grade Members</td>
<td>0%</td>
<td>8%</td>
<td>45%</td>
<td>19%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*R3 denotes Jamaica

2011 MD Drivers - e-Membership
By category, the % of eligible members who have selected e-Membership

<table>
<thead>
<tr>
<th>Cumulative Through Present Month</th>
<th>R3*</th>
<th>R8</th>
<th>R9</th>
<th>R10</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Recruits (new members)</td>
<td>56%</td>
<td>66%</td>
<td>75%</td>
<td>75%</td>
<td>73%</td>
</tr>
<tr>
<td>&gt; Renewals (existing members)</td>
<td>23%</td>
<td>31%</td>
<td>45%</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>&gt; Reinstates (former members)</td>
<td>63%</td>
<td>62%</td>
<td>68%</td>
<td>65%</td>
<td>65%</td>
</tr>
</tbody>
</table>

*R3 denotes Jamaica
- Renewals / recovery have waned as a percentage of total counts
- ½-year dues a tremendous opportunity for jump-starting recruitment
- Regardless of any price (e-Membership or ½-year), individuals need to be convinced about the value of being a member
When we focus on “Membership” the member and their needs get lost in the crowd.

If we focus on the “Member” we strive to satisfy them, on their terms

“I feel welcome”

“My needs are met”

“I make a difference”

“I am the IEEE”

“I am a part of something great”

Truly satisfied members renew; truly satisfied members refer others to IEEE

In Closing … Membership Always Begins with the Individual Member
thank you

questions?
Updates & Reminders / Direction

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

- The MRRC shall inspire and coordinate volunteer activities worldwide, with the objective of increasing and improving member recruitment, and arrears-recovery of IEEE membership.

- After being an ad-hoc committee for more than a year, the MRRC is now a MGA standing committee commencing 2011.
The MGA MRR Committee responsibilities shall include:

- Building and expanding a worldwide team of IEEE volunteers to advance MR&R objectives
- Providing training and guidance to participating volunteers in cooperation with IEEE Center for Leadership Excellence
- Developing and promoting best-practices, and ensuring awareness of, and access to, forums and tools
- Mentoring volunteers on how to develop and optimize their MR&R activities in alignment with the IEEE membership calendar
- Setting goals for yearly IEEE membership increases in membership recruitment and recovery
- Providing recommendations for new or improved benefits
- Provide support to all committees that are involved with recruitment and recovery
- Incorporate the MGA Vision, Mission and Values and Principles in the performance of the MR&R functions and activities.
- Collaborating with the MGA MELC Committee and IEEE Staff to develop and execute membership marketing and sales plans, forums and tools, and benefit education campaigns
Implementing the MGA MRR Committee Responsibilities

The MGA MRR Committee shall implement these responsibilities by emphasizing the value and benefits of IEEE and Society membership, involving all IEEE organizational units and staff in coordinated membership development activities, encouraging, motivating and recognizing volunteerism and insuring that the needs and concerns of membership development are identified and understood.

MRRC located at:
http://www.ieee.org/about/volunteers/membership_development/region_md_officers.html
IEEE MGA MRR Committee Composition

VOTING MEMBERS
Chair (Appointed by the MGA Board based upon recommendation of MGA N&A Committee)
10 Regional MD Coordinators (Appointed by Region Directors)
Two representatives, appointed by the Vice President, Technical Activities

CORRESPONDING MEMBERS
All MD Chairs, Societies, Sections, and Chapters
Chair, MGA MELC Committee (Ex officio)
Chair, IEEE Marketing & Sales Committee (Ex officio)
Chair, IEEE Conferences Committee (Ex officio)
One Representative, appointed by the MGA Student Activities Committee
One Representative, appointed by the MGA GOLD Committee
One Representative, appointed by the IEEE Standards Association
One Representative, appointed by IEEE Woman in Engineering

STAFF SUPPORT
IEEE MGA staff lead, Membership Development

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
The voting members of the MRRC (2011)

R1 - Gim Soon Wan
gimsoon@ieee.org

R2 - Javvad Qasimi
javvad@ieee.org

R3 - Jim Anderson
jim.anderson@ieee.org

R4 - Mohamad Berri
mberri@ieee.org

R5 - Robert Scolli
r.scolli@ieee.org

R6 - Randall G. Redondo
rredondo@ieee.org

R7 - Lawrence Whitby
lwhitby@ieee.org

R8 - Dirk Van Hertem
dirk.vanhertem@ieee.org

R9 - Gustavo Giannattasio
gianna@ieee.org

R10 - Hang-Bong Kang
hbkang@catholic.ar.kr

MGA 2011
Membership Recruitment & Recovery (MRR) Committee Chair
a.szabo@ieee.org

TA Representative
Antonio Luque
aluque@gte.esi.us.es

TA Representative
Rangachar Kasturi
r1k@cse.usf.edu

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

Member & Geographic Activities (MGA) MD Staff

John Day
Director
j.day@ieee.org

Adrienne Hahn
a.hahn@ieee.org

Elyn Perez
elyn.perez@ieee.org

Nick Lehotzky
n.lehotzky@ieee.org

Cathy Downer
c.downer@ieee.org

Laura Durrett
l.durrett@ieee.org

Lisa Delventhal
gold@ieee.org

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

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

- Half-year Dues ends 15 August

- 2011 Membership year ends 15 August

- New 2012 Membership Year starts 1 September

- Reserve your 2012 Annual MD Kit now at www.ieee.org/go/2012annualkit
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

August
- Will be cancelled

September
- New Member Year Kick-off
- Senior Member Program
- MGA Industry Relations
Wrap Up / Direction – Next Webcast

Saturday, 17 September 2011
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.

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

Field Team Resources
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 …

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE member satisfaction &amp; relevance is growing and reflected in improved retention and total membership</td>
</tr>
<tr>
<td>The MGA is a data-driven organization that proactively anticipates and reacts to the needs of the member and the profession</td>
</tr>
<tr>
<td>The MGA facilitates recruitment, training, development of IEEE volunteer leaders</td>
</tr>
<tr>
<td>The MGA facilitates successful regions, sections, chapters, and affinity groups</td>
</tr>
<tr>
<td>The MGA is responsible for all aspects of member and membership activities with the IEEE</td>
</tr>
<tr>
<td>The MGA ensures a “home(s)” for every member</td>
</tr>
<tr>
<td>Technology professionals will understand IEEE membership's importance in their careers</td>
</tr>
<tr>
<td>The MGA will develop sections, and regions and reward them based on their measured success</td>
</tr>
<tr>
<td>The MGA facilitates communications and engagement opportunities for IEEE members in multiple ways</td>
</tr>
<tr>
<td>IEEE and its members’ achievements are universally recognized</td>
</tr>
</tbody>
</table>
The Regional “Field Team” (2011)

1. Gim Soon Wan
   MGA MRRC Member

2. Javvad Qasimi
   MGA MRRC Member

3. Jim Anderson
   MGA MRRC Member

4. Mohamad Berri
   MGA MRRC Member

5. Robert Scolli
   MGA MRRC Member

6. Randall G. Redondo
   MGA MRRC Member

7. Lawrence Whitby
   MGA MRRC Member

8. Dirk Van Hertem
   MGA MRRC Member

9. Gustavo Giannattasio
   MGA MRRC Member

10. Hang-Bong Kang
    MGA MRRC Member

R8 - Aleksandar Szabo
MGA MRRC Chair, 2011
### The Regional “Field Team”

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

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

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

On-Demand Kit Order Form: IEEE Membership Development

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

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Recruitment Brochure</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Higher Grade Membership Application Pad</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Promotional Poster for IEEE Membership</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>MGM Flyer</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>MGM Business Card</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>Assorted IEEE promotional items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Bumper Stickers</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>• Foam Puzzles</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>• Assorted Bookmarks</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>First Year Member Cards and Envelope</td>
<td>1 set</td>
<td>1 set</td>
</tr>
<tr>
<td>First Year Member Flyer</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>MyIEEE Information Sheet</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>IEEE.tv Information Sheet</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

**SELECT KIT**
- Small
- Large

**Event Kit** (e.g., Conferences, Congresses, trade shows, etc)

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

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

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

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Appendix

International Phone Numbers
MD Webcast
### Web Cast Etiquette
Ask questions using the online chat feature. Technical help: help@readytalk.com

### Toll-free numbers for 2011 MD Webcast

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>Dial-in Code</th>
</tr>
</thead>
<tbody>
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<td>Argentina (2)</td>
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