IEEE Membership Development Conference Call / Web Cast

16 October 2012

Aleksandar Szabo
Chair, 2012 IEEE Membership Recruitment and Recovery (MRR) Committee
a.szabo@ieee.org

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

Membership Statistics and Goals Update – Elyn Perez

IEEE Educational Activities Offerings – Mirelle White

IEEE Computer Society: New Offering – Prof. SV Sankaran, Vi Doan

Updates / Wrap-Up / Direction - Aleksandar Szabo

Open Floor Q&A

Subject Appendix: Field Team Resources
Today’s Speakers

Vi Doan
Director, IEEE Computer Society
Membership

Aleksandar Szabo
Chair, IEEE MRRC

Elyn Perez
Manager, Membership Sales Operation

Prof. SV Sankaran
Vice President for IEEE Computer
Society Member & Geographic
Activities Board

Mirelle White
Manager, Educational Promotions

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

Use the Chat pod.

Please type in your name/title/location.
Webcast presentation will be available on 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. 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.

This webcast is recorded. Presentation and audio will be available as an “on-demand” resource from the IEEE MD Archive pages linked at www.ieee.org/md.

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.
Membership Statistics & Goals Update

September 2012

Presented by:
Elyn Perez
Manager, Membership Sales Operations
elyn.perez@ieee.org
### September 2012 Dashboard – IEEE Membership

#### Monthly Census

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>YoY Variance</th>
<th>Sep ‘12</th>
<th>Sep ‘11</th>
<th>Aug ‘12</th>
<th>Sep ‘12 vs. Aug ‘12</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Membership</td>
<td>+</td>
<td>9,130</td>
<td>403,613</td>
<td>394,483</td>
<td>393,226</td>
</tr>
<tr>
<td>Honorary</td>
<td>+</td>
<td>2</td>
<td>32</td>
<td>30</td>
<td>32</td>
</tr>
<tr>
<td>Fellow</td>
<td>+</td>
<td>177</td>
<td>6,876</td>
<td>6,699</td>
<td>6,876</td>
</tr>
<tr>
<td>Senior Member</td>
<td>+</td>
<td>801</td>
<td>34,049</td>
<td>33,248</td>
<td>33,789</td>
</tr>
<tr>
<td>Member</td>
<td>+</td>
<td>3,934</td>
<td>254,851</td>
<td>250,917</td>
<td>252,706</td>
</tr>
<tr>
<td>Associate Member</td>
<td>-</td>
<td>-661</td>
<td>14,888</td>
<td>15,549</td>
<td>14,910</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>+</td>
<td>1,190</td>
<td>32,832</td>
<td>31,642</td>
<td>31,020</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>+</td>
<td>3,687</td>
<td>60,085</td>
<td>56,398</td>
<td>53,893</td>
</tr>
</tbody>
</table>

#### Society Memberships

<table>
<thead>
<tr>
<th>Society Type</th>
<th>YoY Variance</th>
<th>Sep ‘12</th>
<th>Sep ‘11</th>
<th>Aug ‘12</th>
<th>Sep ‘12 vs. Aug ‘12</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Society Memberships)</td>
<td>(2,929)</td>
<td>326,940</td>
<td>329,869</td>
<td>322,691</td>
<td>+ 1.3%</td>
</tr>
<tr>
<td>5 Societies up &gt; 1%</td>
<td>+</td>
<td>1,819</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 Societies +/- 1%</td>
<td>+</td>
<td>439</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 Societies down &gt; 1%</td>
<td>-</td>
<td>(10,414)</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 down year-over-year by (619) or -0.2%.

- We surpassed the 400,000 member mark!
- 2013 membership year end goals to be determined
### Active Membership by Region – September

#### Geographic IEEE Membership Summary - September 2012

<table>
<thead>
<tr>
<th>REGION</th>
<th>Higher-Grade w/o GSM</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>30,442</td>
<td>31,028</td>
<td>(586)</td>
<td>-1.9%</td>
</tr>
<tr>
<td>2</td>
<td>26,766</td>
<td>27,438</td>
<td>(672)</td>
<td>-2.4%</td>
</tr>
<tr>
<td>3</td>
<td>24,811</td>
<td>25,066</td>
<td>(255)</td>
<td>-1.0%</td>
</tr>
<tr>
<td>4</td>
<td>18,713</td>
<td>18,895</td>
<td>(182)</td>
<td>-1.0%</td>
</tr>
<tr>
<td>5</td>
<td>24,233</td>
<td>24,561</td>
<td>(328)</td>
<td>-1.3%</td>
</tr>
<tr>
<td>6</td>
<td>48,454</td>
<td>48,984</td>
<td>(530)</td>
<td>-1.1%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>173,419</td>
<td>175,972</td>
<td>(2,553)</td>
<td>-1.5%</td>
</tr>
<tr>
<td>7</td>
<td>13,696</td>
<td>13,494</td>
<td>202</td>
<td>1.5%</td>
</tr>
<tr>
<td>8</td>
<td>55,710</td>
<td>54,551</td>
<td>1,159</td>
<td>2.1%</td>
</tr>
<tr>
<td>9</td>
<td>10,136</td>
<td>9,332</td>
<td>804</td>
<td>8.6%</td>
</tr>
<tr>
<td>10</td>
<td>57,735</td>
<td>53,094</td>
<td>4,641</td>
<td>8.7%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>137,277</td>
<td>130,471</td>
<td>6,806</td>
<td>5.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>310,696</td>
<td>306,443</td>
<td>4,253</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

- All categories – recruitment, reinstatement and recovery - are up YoY
- US higher-grade YoY decline held steady from August
Member Recruitment – 2013 Membership Year, Cumulative YoY

- US HG recruitment swung positive for the first time this year
  - 4 Metro Area Workshops in Sept/Oct

- Reminder – Have membership brochures / handouts present at all events

- Order online MD Kits (no cost to your OU) from [www.ieee.org/md](http://www.ieee.org/md)
  - Look for link to order MD Kits (right column)
Member Retention – 2013 Membership Year

- Retention detailed reporting will begin next month
- Early renewals (through end of September) are up over 400% YoY
  - HG renewals are up more than 750%, Students up 85%
  - Impact of recent security incident
  - Metro Area Workshops in US (specifically Santa Clara Valley)
  - Improved member experience in IBP
  - Early renewal drawing deadline moved up to 31 October this year
Society Memberships (including Affiliates) – Monthly YoY & Drivers

### Total Society Memberships: 326,940
YoY (0.9%) … last month, (1.3%)

**Society MD Disposition**

<table>
<thead>
<tr>
<th>Society MD Disposition</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Memberships Across 38 Societies</td>
<td>(2,929)</td>
</tr>
<tr>
<td>Growth &gt; 1%: 5 Societies</td>
<td>+ 1,819</td>
</tr>
<tr>
<td>+ / - 1%: 11 Societies</td>
<td>(439)</td>
</tr>
<tr>
<td>Decline &gt; 1%: 22 Societies</td>
<td>(10,414)</td>
</tr>
</tbody>
</table>

**Influence of Larger Societies**

- **Power & Energy 460**: 25% of the growth
- **Communications Computer (5,815)**: 50% of the declines
- 71% last month

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

<table>
<thead>
<tr>
<th>Society</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robotics &amp; Automation</td>
<td>+20.2% + 1,767</td>
</tr>
</tbody>
</table>

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

Questions ?
IEEE Educational Activities

Presented by:
Mirelle White, Promotion Manager
IEEE Educational Activities
Where to Find EA on the Web

From IEEE’s main page
www.ieee.org

Click on the tab “Education & Careers”

OR

Use URL
www.ieee.org/education

EA’s programs can be located on this page
IEEE Educational Activities

“Buckets”

- Pre-University Programs
- University Programs
- Continuing Education Programs
- IEEE Eta Kappa Nu
- IEEE EAB Awards
- IEEE Biometric Professional Certification

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IEEE EAB Section Outreach Committee *(IEEE EAB SEOC)*

- 2012 Chair – Prof. Mini Thomas
- Representatives from all 10 Regions are on the Committee
- Committee Representatives communicate to either Section Educational Activities Chair or the Section Chair

Web Cast Etiquette:  Ask questions using the online chat feature. Technical help: help@readytalk.com
IEEE EAB SEOC started monthly webinars on EA programs

Next webinar: Thursday 18 October 2012 9:00 AM Pacific Time

IEEE Educational Activities Section Outreach Committee (IEEE EAB SEOC) has developed a series of webinars to provide information about the IEEE Educational Activities products and services to IEEE Section Educational Activities Chairs and IEEE Section Chairs. The goal is to keep the local volunteers up-to-date on the many programs and topics which are of importance to IEEE members as well as the global engineering and technology community.

The webinar topic is:

IEEE EAB Awards and Recognition

Dr. S.K. Ramesh, IEEE Senior Member, 2012 Chair of the IEEE EAB Awards and Recognition Committee and Dean, College of Engineering and Computer Science at California State University, Northridge will be presenting information on the IEEE EAB Awards and Recognition program.

Presentation Topics:
- EAB Awards Program Overview
- Nuts and Bolts of the Nomination Process
- Review Process work?
- And much more...

Join the webinar by visiting:
https://ieeemeetings.webex.com/ieeemeetings/onstage/g.php?id=2945506100&=a

Or use this link to find local call-in numbers:
https://www.ngonline.com/m/isSiteOffSiteController.jsp?lc=3080097044

Conference Code is: 0380097044

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IBM/IEEE Smarter Planet Challenge

Region 1-10

Projects Due: 1 November 2012

IBM and IEEE are in search of creative team-based student projects for the Smarter Planet Challenge. The purpose of the competition is to identify student-developed projects that solve real-world problems. These projects should help students at any level learn about applying engineering, science, and other disciplines. It’s a great opportunity to put your engineering skills to use...and earn cash prizes too!

The competition is open to college/university students from all geographic locations. Student teams should have three to five members in any year of university study. At least one team member must be an IEEE member. To find out more about this exciting learning opportunity, visit: www.ieee.org/go/smarter_planet_challenge or email smartplanetchallenge@ieee.org
IEEE First International Symposium on Cost Effective Museum Exhibits in Engineering and Applied Science

*Regions 1 - 10*

**Event Date:** 30 November - 2 December 2012  
**Registration Deadline:** 10 November 2012  
**For more information visit:** [http://sites.ieee.org/exhibits2012](http://sites.ieee.org/exhibits2012)

The IEEE Educational Activities Board, IEEE Hyderabad Section, and the B.M. Birla Science Centre in Hyderabad, Andhra Pradesh, India are hosting an international symposium on the creation, development, implementation and dissemination of museum exhibits on engineering, computing, applied science and technology. These exhibits are targeted for audiences age 8 to 18.

Held at the B.M. Birla Science Centre in Hyderabad, the workshop will concentrate on development of museum exhibits that, in addition to their intrinsic intellectual and educational value, are modular, replicable, transportable and affordable.
IEEE EPICS Around the Globe Virtual Conference

Regions 1 - 10

Event Date: 27 October 2012

To register visit: registration.ieee-elearning.org

EPICS in IEEE is a program that brings together IEEE student branches with high school students to work with nonprofit organizations to effect profound humanitarian changes in four areas: Education and Outreach; Human Services; Environment; Access & Abilities.

This no-cost virtual conference will highlight some of the completed projects in areas around the globe. The event will include distinguished speakers such as Dr. Michael Lightner, IEEE EAB VP, Dr. Moshe Kam, IEEE Past President and Dr. William Oakes, Dean, Purdue University.
IEEE EA Meeting In A Box

Available to Sections in R 1-10

Ever wonder what to do for your next Section meeting?
IEEE Educational Activities has the answer.

IEEE EA Meeting In A Box

For more information contact Mirelle White at m.s.white@ieee.org
New! 2013 Membership Focus Packages

IEEE Computer Society

SV Sankaran, Vice President
IEEE Computer Society Member & Geographic Activities
Member value

- Computer Society is addressing member value by delivering more content than ever before

- Annual member surveys continue to show that members engage the most around publications products and specific content areas delivered in new media formats

- For 2013, renewing and new Computer Society members will be able to select a membership package in their focus area and receive more targeted content relevant to their technical interests.
Technical Areas

- The 4 options are
  - Software & Systems focus
  - ICT focus
  - Security & Privacy focus
  - Computer Engineering focus
Who is Eligible?

- **RENEWING PROFESSIONAL MEMBERS** will be offered these packages through "Welcome Back" campaigns ($123 USD Society Affiliates, $54 USD Members)

- **HIGHER GRADE IEEE MEMBERS** can select any of the bundles when they add Computer Society to their IEEE membership ($54 USD)

- **NEW SOCIETY AFFILIATES**  Non-members who want to try Computer Society at a discounted price of $99 can join as Society Affiliates and receive a subset of the focus package. They choose 1 additional e-pub in their focus area and receive a welcome gift. In Year 2, they will be offered the full Welcome Back member focus packages.
Membership Package Components

Standard IEEE-CS benefits:

- Computer magazine
- 600 Safari tech e-books
- >400 tech & leadership e-learning courses
- Newsletters on society activities
- Computer.org email alias
- Member discounts
- Membership in technical committees

PLUS new FOCUS area benefits:

- 1 additional, relevant e-pub
- Custom monthly digital newsletter
- 3 free webinars from the extensive IEEE-CS library
- 12 free article downloads from the most recent 3 years in the IEEE-CS digital library
- Special discounts on relevant training courses in their focus area

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Each focus area package contains a popular, most-requested Computer Society magazine

*Practice-oriented publications*

- **Software**
- **IT Professional**
- **Security & Privacy**
- **Micro**
Example: Software & Systems Focus

- Standard CS membership bundle
- *Software* magazine (digital)
- Monthly software development digital newsletter
- 3 free webinars
- 12 free article downloads
- discounts on training courses

*IEEE Software* offers pioneering ideas, expert analyses, and thoughtful insights for software professionals who need to keep up with rapid technology change. It's the authority on translating software theory into practice.
3 webinars included

- Cutting edge content, customized
- Access to the thought leaders in our industry
- Live with audio, slides, Q&A
Sample Webinar Topics

- Artificial Intelligence
- Career Management
- Chip Design
- Cloud Computing
- Cybersecurity
- Data Management
- Design & Test
- Gaming
- Graphics and Multimedia
- Green Computing
- High Performance Computing
- Human-Centered Computing
- Information Technology
- Internet/Web
- Mobile/Wireless
- Multi-core
- Nanoarchitecture
- Networking & Communications
- RFID
- Scientific computing
- Security & Privacy
- Smart Grid
- Software Quality Assurance
- Software Testing
- Standards & Best Practices
- Systems Design

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Some of our Distinguished Speakers

Grady Booch, Chief Scientist for Software Engineering at IBM
Thomas J. Watson Research Center

Mary Poppendieck, Lecturer and award-winning author for her book “Lean Software Development”

Walker Royce, Chief Software Economist at IBM

Kent Beck, founder and director of Three Rivers Institute (TRI)
How to access the new packages

- Renewing and new members need to enter a code in the online shopping cart to receive the focus area benefits

- See:  www.computer.org/membership
Special Student Member Package

Bundled membership in IEEE and IEEE Computer Society
plus FREE access to the Computer Society Digital Library,
$40.00 USD*

Most popular student member benefits are
- Access to the CS Digital library
- Free development software from Microsoft
- 600 Safari Online computing & IT e-books
- Scholarships

*Current IEEE students can add Computer Society membership for just $8.00 USD in the U.S. and Canada and $13 USD in the Rest of the World.
IEEE Computer Society Student Leadership Scholarship

Target audience: active IEEE students in computing & IT program areas

Awards: $40,000 in student scholarships annually from $2,000 and up to recognize and reward active student volunteer leaders who show promise in their academic and professional efforts.

Winners serve as IEEE CS Student Ambassadors with Volunteer Mentor for the particular IEEE region to which they belong.

[www.computer.org/scholarships]
Inform your Regions, Sections, and Chapters of these new member value packages from IEEE Computer Society

For brochures, MD Kits, and other information, email Vi Doan, Computer Society’s Membership Director

vdoan@computer.org
Thank You!

Questions

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

Aleksandar Szabo
Chair, 2012 IEEE Membership Recruitment and Recovery (MRR) Committee
a.szabo@ieee.org
Reminders / Updates

- Renewal process has begun

- IEEE Student Competitions – IEEE Xtreme 6.0 is scheduled for 20 October: 00:00:00 UTC, [www.ieee.org/xtreme](http://www.ieee.org/xtreme). A global challenge in which teams of student members supported by an IEEE Student Branch, and advised & proctored by a higher-grade IEEE Member, compete in a 24-hour time span against each other to solve a set of programming problems.
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
May be postponed & combined with early December webcast

December
- Member-Get-A-Member Program
Wrap Up / Direction – Next Webcast

November – TBD - may be early December date
Thank you

Questions?
Open Floor Q&A
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

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The voting members of the MRRC (2012)

R1 - Gim Soon Wan
  gimsoon@ieee.org

R2 - Javvad Qasimi
  javvad@ieee.org

R3 - Bill Williams
  billwill@ieee.org

R4 - Mohamad Berri
  mberri@ieee.org

R5 - Joe Redfield
  j.redfield@ieee.org

R6 - Luis Carbajo
  luis.carbajo@ieee.org

R7 - Lawrence Whitby
  lwhitby@ieee.org

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

R9 - Norberto Lerendegui
  nlerendegui@ieee.org

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

MGA 2012
Membership
Recruitment &
Recovery (MRR)
Committee Chair
a.szabo@ieee.org

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

TA Representative
Robin Sarah Bradbeer
rsbradbeer@gmail.com

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The Regional Team

Region 1-10 MD Chairs

<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>Bill Williams</td>
<td>R3</td>
<td><a href="mailto:billwill@ieee.org">billwill@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>Joe Redfield</td>
<td>R5</td>
<td><a href="mailto:j.redfield@ieee.org">j.redfield@ieee.org</a></td>
</tr>
<tr>
<td>Luis Carbajo</td>
<td>R6</td>
<td><a href="mailto:luis.carbajo@ieee.org">luis.carbajo@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>Norberto Lerendegui</td>
<td>R9</td>
<td><a href="mailto:nlerendegui@ieee.org">nlerendegui@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>
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<td>Aleksandar Szabo</td>
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<td>Cathy Downer</td>
<td>IEEE Staff</td>
<td><a href="mailto:c.downer@ieee.org">c.downer@ieee.org</a></td>
</tr>
<tr>
<td>John Day</td>
<td>IEEE Staff</td>
<td><a href="mailto:j.day@ieee.org">j.day@ieee.org</a></td>
</tr>
</tbody>
</table>

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### Regional Student Activities Chairs (RSACs)

<table>
<thead>
<tr>
<th>RSAC Region</th>
<th>Chair Name</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>Ravi Todi</td>
<td><a href="mailto:rtodi@ieee.org">rtodi@ieee.org</a></td>
</tr>
<tr>
<td>R2</td>
<td>F. Eugenio Villaseca</td>
<td><a href="mailto:f.villaseca@csuohio.edu">f.villaseca@csuohio.edu</a></td>
</tr>
<tr>
<td>R3</td>
<td>Regina Hannemann</td>
<td><a href="mailto:r.hannemann@ieee.org">r.hannemann@ieee.org</a></td>
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<tr>
<td>R4</td>
<td>Steven James</td>
<td><a href="mailto:james@ieee.org">james@ieee.org</a></td>
</tr>
<tr>
<td>R5</td>
<td>Anil Mehta</td>
<td><a href="mailto:anil@siu.edu">anil@siu.edu</a></td>
</tr>
<tr>
<td>R6</td>
<td>Mohamed Osman</td>
<td><a href="mailto:osman@tricity.wsu.edu">osman@tricity.wsu.edu</a></td>
</tr>
<tr>
<td>R7</td>
<td>Maike Luiken</td>
<td><a href="mailto:maike.luiken@ieee.org">maike.luiken@ieee.org</a></td>
</tr>
<tr>
<td>R8</td>
<td>Elias Nassar</td>
<td><a href="mailto:enassar@ndu.edu.lb">enassar@ndu.edu.lb</a></td>
</tr>
<tr>
<td>R9</td>
<td>Ruben Barrera</td>
<td><a href="mailto:rub_barrera@ieee.org">rub_barrera@ieee.org</a></td>
</tr>
<tr>
<td>R10</td>
<td>Takao Onoye</td>
<td><a href="mailto:onoye@ist.osaka-u.ac.jp">onoye@ist.osaka-u.ac.jp</a></td>
</tr>
</tbody>
</table>

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
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- Jennifer Kramer  R5  jenniferkramer@GMAIL.COM
- Gigi Lau  R6  gigilau@IEEE.ORG
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Membership Development Web Cast
Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Membership Development Portal – www.ieee.org/md

- Communication templates
- 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

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

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

#### Meeting Kit (e.g., Session, 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, tradeshows, etc.)

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Recruitment Brochure</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>1-Page Membership Flyer</td>
<td>0</td>
<td>100</td>
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<tr>
<td>Professional Grade Membership Application Pad</td>
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<td>2</td>
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<tr>
<td>Promotional Poster for IEEE Membership</td>
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<td>5</td>
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<tr>
<td>MGM Flyer</td>
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<td>15</td>
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<tr>
<td>MGM Business Card</td>
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<td>75</td>
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**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
  - www.ieee.org/benefits

- Your Region web page: www.ieee.org/??
- Your Section web page: www.ieee.org/??
- Your Chapter web page: www.ieee.org/??
- Your Conference web page: www.ieee.org/??
- Your Student Branch web page: www.ieee.org/??

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

questions?