IEEE Membership Development Conference Call / Web Cast

18 January 2012

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MGA Staff - Membership Development
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Today’s Edition

Membership Statistics and Goals Update – John Day

IEEE Business Platform Overview – Elyn Perez

Updates / Wrap-Up / Direction - Aleksandar Szabo

Open Floor Q&A

Questions raised prior to MD Webcast

Subject Appendix: Field Team Resources
Web Cast Interface – ReadyTalk®

- Hide Chat
- Raise Hand
- Full Screen

Introductions / Ask Questions

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.
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.

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

- 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.
Membership Statistics & Goals Update

December 2011

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

### 2012 Goal Attainment

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Goal*</th>
<th>Total Membership</th>
<th>Higher Grade</th>
<th>Student w/GSM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>400,000</td>
<td>308,700</td>
<td>91,300</td>
</tr>
</tbody>
</table>

*Sep 2011 through Aug 2012

### Total Member Retention

<table>
<thead>
<tr>
<th>Month</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEC</td>
<td>47.8%</td>
<td>50.1%</td>
</tr>
<tr>
<td>JAN</td>
<td>62.5%</td>
<td>69.7%</td>
</tr>
<tr>
<td>FEB</td>
<td>71.2%</td>
<td></td>
</tr>
</tbody>
</table>

### Monthly Census

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>YoY Variance</th>
<th>Dec ‘11</th>
<th>Dec ‘10</th>
<th>Nov ‘11</th>
<th>Dec ‘11 vs. Nov ‘11</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Membership</td>
<td>+ 2.1%</td>
<td>415,989</td>
<td>407,541</td>
<td>407,704</td>
<td>+ 2.0%</td>
</tr>
<tr>
<td>Honorary</td>
<td>+ 3.2%</td>
<td>32</td>
<td>31</td>
<td>31</td>
<td>+ 3.2%</td>
</tr>
<tr>
<td>Fellow</td>
<td>+ 2.5%</td>
<td>6,692</td>
<td>6,531</td>
<td>6,693</td>
<td></td>
</tr>
<tr>
<td>Senior Member</td>
<td>+ 3.2%</td>
<td>33,749</td>
<td>32,703</td>
<td>33,512</td>
<td>+ 0.7%</td>
</tr>
<tr>
<td>Member</td>
<td>+ 0.9%</td>
<td>251,842</td>
<td>249,496</td>
<td>251,162</td>
<td>+ 0.3%</td>
</tr>
<tr>
<td>Associate Member</td>
<td>- 0.8%</td>
<td>15,862</td>
<td>15,985</td>
<td>15,724</td>
<td>+ 0.9%</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>- 1.4%</td>
<td>39,895</td>
<td>40,446</td>
<td>37,114</td>
<td>+ 7.5%</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>+ 8.9%</td>
<td>67,917</td>
<td>62,349</td>
<td>63,468</td>
<td>+ 7.0%</td>
</tr>
<tr>
<td>Society Memberships</td>
<td>+ 0.5%</td>
<td>348,360</td>
<td>346,657</td>
<td>339,551</td>
<td>+ 2.6%</td>
</tr>
<tr>
<td>16 Societies up &gt; 1%</td>
<td></td>
<td>6,459</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 Societies +/- 1%</td>
<td></td>
<td>(96)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Societies down &gt; 1%</td>
<td></td>
<td>(4,660)</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 2,526 or +0.8%.
Goals – 2012 Membership Year (Aleksandar’s Challenge)
### Active Membership by Region

<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>31.126</td>
<td>31.867</td>
<td>(741)</td>
<td>2.028</td>
</tr>
<tr>
<td>2</td>
<td>27.548</td>
<td>28.183</td>
<td>(635)</td>
<td>1.893</td>
</tr>
<tr>
<td>3</td>
<td>25.038</td>
<td>25.367</td>
<td>(329)</td>
<td>2.407</td>
</tr>
<tr>
<td>4</td>
<td>18.817</td>
<td>19.168</td>
<td>(351)</td>
<td>1.962</td>
</tr>
<tr>
<td>5</td>
<td>24.623</td>
<td>24.934</td>
<td>(311)</td>
<td>1.891</td>
</tr>
<tr>
<td>6</td>
<td>49.461</td>
<td>50.121</td>
<td>(660)</td>
<td>3.166</td>
</tr>
<tr>
<td>R 1-6</td>
<td>176,613</td>
<td>179,640</td>
<td>(3,027)</td>
<td>13,347</td>
</tr>
<tr>
<td>7</td>
<td>13.334</td>
<td>13.396</td>
<td>(64)</td>
<td>1.966</td>
</tr>
<tr>
<td>8</td>
<td>54.442</td>
<td>52.435</td>
<td>2,007</td>
<td>3.8%</td>
</tr>
<tr>
<td>9</td>
<td>9,487</td>
<td>8,518</td>
<td>969</td>
<td>11.4%</td>
</tr>
<tr>
<td>10</td>
<td>54,301</td>
<td>50,755</td>
<td>3,546</td>
<td>7.0%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>131,564</td>
<td>125,106</td>
<td>6,458</td>
<td>5.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>308,177</td>
<td>304,746</td>
<td>3,431</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

- Active membership counts are a outcome, not a driver
- Drivers are YoY recruitment, retention, and reinstatement
**Member Renewals – 2012**

“Minding the Gap” reporting …

- Succinct portrayal of the YoY MD situation (cuts through the data clutter)
- De-emphasis on the total column, as the total is an outcome not a driver
- Scaling the reporting format, eventually to the Section-level
- Enables MD optimization, i.e. isolates quickly where we need to focus

**Retention – All Members**

**Retention – 1st Year Members**

Note: First-year member retention is presently fairing better than the retention rate for all members.

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Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
**Member Renewals – 2012**

“Minding the Gap” reporting format (cont’d) – Scaling to the Section-level reporting …

*Example (work in progress)*

<table>
<thead>
<tr>
<th>Region 7</th>
<th>RETENTION (all members)</th>
<th>DEC ’11</th>
<th>Tot</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HG</td>
<td>GSM</td>
<td>ST</td>
</tr>
<tr>
<td>Canadian Atlantic Section</td>
<td>-1.6%</td>
<td>-3.2%</td>
<td>-1.9%</td>
</tr>
<tr>
<td>Hamilton Section</td>
<td>1.4%</td>
<td>9.9%</td>
<td>-12.6%</td>
</tr>
<tr>
<td>Kingston Section</td>
<td>-1.8%</td>
<td>-10.2%</td>
<td>-27.6%</td>
</tr>
<tr>
<td>Kitchener-Waterloo Section</td>
<td>-1.6%</td>
<td>6.6%</td>
<td>21.1%</td>
</tr>
<tr>
<td>London Section</td>
<td>-1.6%</td>
<td>3.1%</td>
<td>-24.3%</td>
</tr>
<tr>
<td>Montreal Section</td>
<td>-1.7%</td>
<td>-1.2%</td>
<td>9.2%</td>
</tr>
<tr>
<td>New Brunswick Section</td>
<td>4.6%</td>
<td>38.9%</td>
<td>30.3%</td>
</tr>
<tr>
<td>Newfoundland-Labrador Section</td>
<td>0.2%</td>
<td>-0.2%</td>
<td>8.9%</td>
</tr>
<tr>
<td>North Saskatchewan Section</td>
<td>0.8%</td>
<td>3.3%</td>
<td>-12.8%</td>
</tr>
<tr>
<td>Northern Canada Section</td>
<td>-4.4%</td>
<td>-10.5%</td>
<td>-6.9%</td>
</tr>
<tr>
<td>Ottawa Section</td>
<td>-3.0%</td>
<td>-5.4%</td>
<td>-3.8%</td>
</tr>
<tr>
<td>Peterborough Section</td>
<td>-3.7%</td>
<td>0.0%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Quebec Section</td>
<td>-8.0%</td>
<td>4.2%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Saint Maurice Section</td>
<td>4.6%</td>
<td>20.0%</td>
<td>-2.4%</td>
</tr>
<tr>
<td>South Saskatchewan Section</td>
<td>0.5%</td>
<td>-9.5%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Southern Alberta Section</td>
<td>0.8%</td>
<td>0.8%</td>
<td>-1.5%</td>
</tr>
<tr>
<td>Toronto Section</td>
<td>-1.7%</td>
<td>-8.1%</td>
<td>-4.4%</td>
</tr>
<tr>
<td>Vancouver Section</td>
<td>-0.5%</td>
<td>-2.7%</td>
<td>-3.5%</td>
</tr>
<tr>
<td>Victoria Section</td>
<td>-4.4%</td>
<td>-7.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Winnipeg Section</td>
<td>-5.6%</td>
<td>-28.1%</td>
<td>-10.4%</td>
</tr>
</tbody>
</table>

**RETENTION YoY - All Members**

<table>
<thead>
<tr>
<th>Region</th>
<th>HG</th>
<th>GSM</th>
<th>ST</th>
<th>Tot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>-2.2%</td>
<td>-1.4%</td>
<td>-3.6%</td>
<td>-2.3%</td>
</tr>
<tr>
<td>2</td>
<td>-1.6%</td>
<td>-4.6%</td>
<td>-1.4%</td>
<td>-1.9%</td>
</tr>
<tr>
<td>3</td>
<td>-1.6%</td>
<td>-2.5%</td>
<td>-4.8%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>4</td>
<td>-2.3%</td>
<td>-9.4%</td>
<td>-8.4%</td>
<td>-2.8%</td>
</tr>
<tr>
<td>5</td>
<td>-2.1%</td>
<td>2.1%</td>
<td>-0.2%</td>
<td>-1.9%</td>
</tr>
<tr>
<td>6</td>
<td>-1.8%</td>
<td>-3.6%</td>
<td>3.7%</td>
<td>-2.0%</td>
</tr>
<tr>
<td>7</td>
<td>-1.6%</td>
<td>-1.7%</td>
<td>-1.9%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>8</td>
<td>-2.3%</td>
<td>-1.3%</td>
<td>0.6%</td>
<td>-1.8%</td>
</tr>
<tr>
<td>9</td>
<td>-1.6%</td>
<td>-1.2%</td>
<td>-0.2%</td>
<td>-0.6%</td>
</tr>
<tr>
<td>10</td>
<td>-2.6%</td>
<td>-0.2%</td>
<td>0.1%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>-2.4%</td>
<td>-1.1%</td>
<td>-0.2%</td>
<td>-1.9%</td>
</tr>
</tbody>
</table>

**TOTAL**

-2.3% -1.7% -0.5% -2.3%
Member **Renewals** – 2012 (cont’d)

### IEEE Membership Renewal / Retention - December 2011

<table>
<thead>
<tr>
<th>REGION</th>
<th>HIGHER GRAD w/o GSM</th>
<th>GRADUATE STUDENTS</th>
<th>UNDERGRADUATE STUDENTS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Opportunity</td>
<td>#</td>
<td>%,’12</td>
<td>%,’11</td>
</tr>
<tr>
<td>1</td>
<td>30,593</td>
<td>18,188</td>
<td>59.5%</td>
<td>61.7%</td>
</tr>
<tr>
<td>2</td>
<td>27,051</td>
<td>16,265</td>
<td>60.1%</td>
<td>61.0%</td>
</tr>
<tr>
<td>3</td>
<td>24,571</td>
<td>14,234</td>
<td>57.9%</td>
<td>59.5%</td>
</tr>
<tr>
<td>4</td>
<td>18,601</td>
<td>10,047</td>
<td>53.0%</td>
<td>51.1%</td>
</tr>
<tr>
<td>5</td>
<td>24,129</td>
<td>13,825</td>
<td>57.3%</td>
<td>59.4%</td>
</tr>
<tr>
<td>6</td>
<td>49,130</td>
<td>28,182</td>
<td>58.5%</td>
<td>60.3%</td>
</tr>
</tbody>
</table>

| Region | R1-6 | 173,075 | 101,611 | 58.7% | 60.6% | 11,049 | 4,964 | 44.9% | 47.5% | 12,136 | 2,913 | 24.0% | 27.0% | 196,260 | 109,488 | 55.6% | 57.9% |
|        | 7     | 13,083 | 7,215 | 55.2% | 56.7% | 1,625 | 991 | 54.8% | 68.0% | 1,137 | 399 | 35.1% | 38.9% | 15,845 | 8,505 | 53.7% | 55.4% |
|        | 8     | 52,841 | 24,977 | 47.3% | 49.6% | 9,112 | 4,238 | 46.5% | 47.8% | 7,746 | 1,559 | 21.4% | 20.8% | 69,699 | 30,975 | 44.3% | 46.1% |
|        | 9     | 8,983 | 3,480 | 38.8% | 40.4% | 1,322 | 495 | 37.4% | 38.7% | 5,541 | 530 | 9.6% | 9.8% | 15,826 | 4,905 | 28.5% | 29.1% |
|        | 10    | 51,785 | 25,322 | 49.9% | 51.5% | 9,955 | 2,951 | 31.0% | 31.2% | 24,967 | 1,784 | 7.2% | 7.1% | 66,327 | 30,077 | 34.8% | 36.0% |
|        | R1-10 | 126,672 | 60,995 | 48.7% | 50.5% | 21,614 | 8,586 | 39.7% | 40.8% | 39,471 | 4,382 | 11.1% | 11.3% | 187,697 | 73,963 | 39.4% | 41.3% |
| TOTAL  | 299,747 | 162,606 | 54.2% | 56.5% | 32,664 | 13,550 | 41.5% | 43.2% | 51,547 | 7,295 | 14.2% | 15.0% | 383,957 | 183,451 | 47.8% | 50.1% |

(difference) (difference) (difference)

### RETENTION YoY - All Members

<table>
<thead>
<tr>
<th>Region</th>
<th>HG</th>
<th>GSM</th>
<th>ST</th>
<th>Tot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>-2.2%</td>
<td>-1.4%</td>
<td>-3.6%</td>
<td>-2.3%</td>
</tr>
<tr>
<td>2</td>
<td>-1.6%</td>
<td>-4.6%</td>
<td>-1.4%</td>
<td>-1.9%</td>
</tr>
<tr>
<td>3</td>
<td>-1.6%</td>
<td>-2.5%</td>
<td>-4.8%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>4</td>
<td>-2.3%</td>
<td>-4.9%</td>
<td>-3.4%</td>
<td>-2.8%</td>
</tr>
<tr>
<td>5</td>
<td>-2.1%</td>
<td>2.1%</td>
<td>-0.2%</td>
<td>-1.9%</td>
</tr>
<tr>
<td>6</td>
<td>-1.8%</td>
<td>-3.6%</td>
<td>-3.7%</td>
<td>-2.0%</td>
</tr>
<tr>
<td>R1-6</td>
<td>-1.9%</td>
<td>-2.6%</td>
<td>-3.0%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>7</td>
<td>-1.6%</td>
<td>-3.2%</td>
<td>-1.9%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>8</td>
<td>-2.3%</td>
<td>-1.3%</td>
<td>0.6%</td>
<td>-1.8%</td>
</tr>
<tr>
<td>9</td>
<td>-1.0%</td>
<td>-1.2%</td>
<td>-0.2%</td>
<td>-0.6%</td>
</tr>
<tr>
<td>10</td>
<td>-2.6%</td>
<td>-0.2%</td>
<td>0.1%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>R1-10</td>
<td>-2.4%</td>
<td>-2.1%</td>
<td>-0.2%</td>
<td>-1.9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>-2.3%</td>
<td>-1.7%</td>
<td>-0.3%</td>
<td>-2.3%</td>
</tr>
</tbody>
</table>

‘Minding the Gap’ reporting format →
### Member Recruitment – 2012 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>1</td>
<td>336</td>
<td>423</td>
<td>(87)</td>
<td>243</td>
</tr>
<tr>
<td>2</td>
<td>334</td>
<td>418</td>
<td>(84)</td>
<td>195</td>
</tr>
<tr>
<td>3</td>
<td>281</td>
<td>321</td>
<td>(40)</td>
<td>257</td>
</tr>
<tr>
<td>4</td>
<td>244</td>
<td>291</td>
<td>(47)</td>
<td>201</td>
</tr>
<tr>
<td>5</td>
<td>304</td>
<td>355</td>
<td>(51)</td>
<td>239</td>
</tr>
<tr>
<td>6</td>
<td>643</td>
<td>710</td>
<td>(67)</td>
<td>311</td>
</tr>
<tr>
<td>R 1-6</td>
<td>2,142</td>
<td>2,518</td>
<td>(376)</td>
<td>1,446</td>
</tr>
<tr>
<td>7</td>
<td>214</td>
<td>247</td>
<td>(33)</td>
<td>216</td>
</tr>
<tr>
<td>8</td>
<td>1,382</td>
<td>1,448</td>
<td>(66)</td>
<td>1,390</td>
</tr>
<tr>
<td>9</td>
<td>396</td>
<td>387</td>
<td>9</td>
<td>212</td>
</tr>
<tr>
<td>10</td>
<td>2,069</td>
<td>2,120</td>
<td>(51)</td>
<td>1,891</td>
</tr>
<tr>
<td>R 7-10</td>
<td>4,061</td>
<td>4,202</td>
<td>(141)</td>
<td>3,709</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6,203</td>
<td>6,720</td>
<td>(517)</td>
<td>5,155</td>
</tr>
</tbody>
</table>

- MD Staff-initiated campaigns for U.S./ HG recruitment going out over next couple weeks
- 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)
Society Memberships (including Affiliates) – Monthly YoY & Drivers

Total Society Memberships: 348,360
YoY +0.5% (last month, +0.5%)

Double-Digit Percentage Gains Year-over-Year

<table>
<thead>
<tr>
<th>Society</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percent</td>
</tr>
<tr>
<td>Robotics &amp; Automation</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

Society MD Disposition | YoY
---|---
Total Memberships Across 38 Societies | +1,703

Influence of Larger Societies

- Power & Energy: +1,252
- Communications: +937
- Computer: (3,261)

34% of the gains
70% of the declines

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
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?
IEEE Business Platform Overview

Presented by:
Elyn Perez
Manager, Membership Sales & Operations
elyn.perez@ieee.org
Agenda

- IBP Overview
- Key Enhancements
- Path Forward
- Questions
IEEE Business Platform (IBP)

- What is IBP?
  - Is the business platform that will replace the current front-end user experience for members and customers and leverage the backend business systems, providing key enhancements to both.

- IBP includes:
  - Membership (Join, Renew), Membership and Subscriptions Catalog (Add Services), Profile Management, IEEE Xplore® (Shop), Enterprise Cart and the staff interface.
IBP User Experience
A Unified, Cohesive Online Customer Experience

- **IEEE Membership Application** provides functions that allow users to configure and manage their various IEEE and IEEE society memberships.

- **IEEE Membership and Subscriptions Catalog**, houses renewable products such as society memberships and digital library subscriptions.

- **Profile Management** allows our members and customers to maintain preference and profile information.
IBP Core Promises

- **Intuitive User Experience**
  - User-centered design approach
  - Simple, fast experience for purchases and membership activities
  - Emphasis on usability & accessibility

- **Robust Technical Architecture**
  - A service-oriented architecture (SOA) that provides reusable enterprise services
  - Leverages already built, validated and stabilized functions in use today
  - Establishes an extensible platform for future growth and development

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

- **Significantly improved member experience**
  - One page process
  - Improved search
  - Easy to browse societies and subscriptions
  - More relevant recommendations
  - Easy to change media options for membership subscriptions
  - Fully integrated, searchable membership and subscriptions catalog

- **Better experience for life members**
  - Annual confirmation of services
  - Customized donation request

- **Society-specific Join**
  - Shows the URL and logo of the referring society
  - Highlights society-specific publications
Key Enhancements - Profile Management

- **Easy** to update addresses
- **More** communication options and preferences
- **Integrated** with other applications
- **Improved** IEEE account creation
  - User is no longer forced to leave current site
  - Simpler, easier and faster process
  - Single sign on access
    - IEEE Xplore
    - vTools
    - SAMIEEE
    - myIEEE

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

Register for a new account
Current Experience – Account Creation

All IEEE Members have an IEEE account. Use it to:
- Get member discounts
- Manage your profile
- Renew your membership

Not an IEEE Member? Create an IEEE Account for purchases and subscriptions from IEEE.

IEEE Privacy Policy

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

Use your IEEE account to make purchases in the IEEE store, and to keep your profile information online.

If you are an IEEE member, you already have an IEEE account. Do not use this form to create a new account. If you are having trouble accessing your account, please visit IEEE Contact Center or log in.

Title:  
*First/Given Name:  
Middle Name:  
*Last/Family/Surname:  
*Email:  
Date of Birth: Enter as: dd-mon-yyyy (31-Dec-1960)  
Gender:  
Username and password  
*Username (UPPER CASE):  
*Password:  
*Verify Password:  
*Select Security Identifier Hint:  
*Security Identifier Answer:  

Check this box to skip the next screen if you do not want to add your address information to your account:  

Note: Address information will be required if you make a purchase through IEEE Shop.
Register for an IEEE Account

Provide your personal information

* Given/First name:
* Middle name:
* Last/Family/Surname:

Enter e-mail address & password

* E-mail address:
* Re-enter e-mail address:
* Password:
* Confirm Password:

Set security questions

For your security, IEEE Accounts are required to have two security questions and answers.

* Security question 1:
  Select
  Type your answer:

* Security question 2:
  Select
  Type your answer:

Create Account and Continue Joining
New Join Process

Join

* required fields

Thank you for your interest in membership.

You have indicated interest in the following:

- IEEE Membership
- IEEE Vehicular Technology Society Membership

Please provide your contact, professional, and education information in the application below. To enhance your membership, consider adding additional societies, special interest groups, and subscriptions.

> View benefits  > View qualifications

Contact information

Your primary address will only be used for membership mailings, subscriptions, and IEEE regional assignment. You can provide additional addresses and telephone numbers to your profile once your membership is established.

* Address Type:  [ ] Home  [ ] Work  [ ] University/College  [ ] Other

* Name:  Bob Roberts

* Country:  USA
New Renewal Process

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Your 2012 IEEE Membership

Dear Alexander Pasik,

Thank you for your membership in IEEE. You are a valuable part of the IEEE community. Your dedication to the profession and commitment to IEEE is greatly appreciated as it helps to increase the visibility and recognition of engineers and technologists worldwide. The 2011 membership year has begun, and you can renew your IEEE membership online at any time.

- Log in to your IEEE Account. For quick reference, your user name is alexandarpasik1.
- Update your contact information.
- Your current memberships and subscriptions will be shown in the Item Summary.
- Browse and select any additional memberships and subscriptions.
- Complete Renewal and add payment information by selecting Proceed to Checkout.

If you renew your membership by 15 November 2011, you will be entered to win one of five Apple iPad™s.

As a member of IEEE, you have access to worldwide resources and contacts. IEEE offers you a network of more than 400,000 students and professionals - an association unparalleled in its scope and depth of technical expertise. As your professional association, IEEE is committed to providing the information, tools and opportunities to help you achieve your technical, professional, and humanitarian goals.

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Signs in with email address and password.*
Renew * required fields

Thank you for visiting IEEE to renew your membership.

Listed below is what IEEE has on file for you to renew. Please check that

- IEEE Membership
- IEEE Computer Society
- IEEE Transactions on Computers

Also, so that we may better serve you, please verify and correct the contact, professional and educational information listed.

To enhance your memberships consider adding additional societies, special interest groups and subscriptions.

Quick renewal possible
- Confirm memberships
- Verify address
- Checkout

Quick renewal possible
- Confirm memberships
- Verify address
- Checkout

Contact information

This is the address that IEEE uses for membership mailings, subscriptions, and IEEE regional assignment. If you choose to edit this address, the new address provided will replace the previous primary address.

Alexander Pasik
16 Nancy Ct
Piscataway, NJ 08873
United States

Verify / edit address

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
**Professional and educational information**

IEEE collects information about your professional and educational background to enhance your membership experience.

Have you returned to school?

**Professional Information:**
- Total years in profession: 21 years or more
- Professional field: Computing and processing
- Employer: IEEE
- Employer’s primary business: Other
- Principal job function: Other
- Principal responsibility: Management other than engineering
- Title: Chief information officer

**Educational Information:**
- Did you graduate from a 3-5 year program at a university level: Yes
- Undergraduate field of study: Computer Sciences and Information Technologies
- Undergraduate program accredited: Yes

[View / edit professional and education information.]

---

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
### IEEE Computer Society Membership

- **IEEE Computer Society Membership**
  - Includes Computer Magazine.
  - **Price**
    - IEEE Member Prices
    - Professional Member
    - Student Member

  The highlighted price is estimated based on the selected membership and may be adjusted when added to the cart.

<table>
<thead>
<tr>
<th>Subscriptions offered at special discount for members</th>
<th>IEEE Professional Member</th>
<th>Society Member Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Research Collections</strong></td>
<td>US$30.00</td>
<td>US$30.00</td>
</tr>
<tr>
<td><strong>IEEE Biometrics Compendium</strong></td>
<td>US$30.00</td>
<td>US$30.00</td>
</tr>
<tr>
<td><strong>IEEE Computer Society Digital Library</strong></td>
<td>US$230.00</td>
<td>US$131.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Journals &amp; Magazines</th>
<th>IEEE Professional Member</th>
<th>Society Member Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computing in Science and Engineering Magazine Print Subscription</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Select format to view prices: <strong>Print</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEEE Annals of the History of Computing Magazine Electronic Subscription</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Select format to view prices: <strong>Electronic</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEEE Computer Architecture Letters Electronic and Print Subscription</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Select format to view prices: <strong>Electronic and Print</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **View society description**
- **View research collections**
- **View journals and magazines**

---

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

Your selected memberships are listed below. Each IEEE membership includes a set of subscriptions. You can edit/update your membership media options.

IEEE Membership: US$180.00
Includes subscription to IEEE Spectrum, access to Job Site, Membernet, exclusive IEEE.tv programming, e-mail alias, and many more benefits.

Subscription options

- Spectrum Magazine: Print and Electronic
- Institute Newsletter: PDF and Digital Magazine (+$9.95)

IEEE Computer Society: US$52.00
Includes access to Computer Magazine via IEEE Xplore. Professional members may also choose to receive Computer Magazine via traditional print subscription or the digital edition, sent via e-mail each month, for an additional fee. IEEE Student members also receive the IEEE Computer Society Digital Library.

Easy to change media type for subscriptions included with membership.

Membership Development Web Cast Slide 37
Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
IEEE Checkout

My Cart

Memberships and subscriptions

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Membership</td>
<td>US$180.00</td>
</tr>
<tr>
<td>IEEE Computer Society</td>
<td>US$52.00</td>
</tr>
<tr>
<td>IEEE Transactions on Computers</td>
<td>US$49.00</td>
</tr>
</tbody>
</table>

Your subscriptions will be mailed to your primary address on file.

Subtotal: US$281.00
Tax: US$0.00
Total: US$281.00

View Enterprise Cart
- Confirm items in cart
- Enter promotion codes or national society agreement codes

Make a donation
- Link personalized by grade and region

Payment

Alexander Pasik
VISA ****4141 exp. 01/2016

Have questions?
Have a question about your order?
Current cart ID# 0000567
+1 800 678 4333
(USA & Canada)
+1 732 981 0060
(Worldwide)
or Ask a question

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
View and accept IEEE terms of membership and terms & conditions.
Place My Order is enabled.

- View the IEEE Terms of Membership
- I have read and agree to the IEEE Terms of Membership
- View the IEEE Terms & Conditions
- I have read and agree to the IEEE Terms & Conditions

Place My Order

Your credit card will be billed US $281.00

*Items that require shipping will not be billed to your credit card until they are actually shipped

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Welcome to IEEE Alexander Pasik!

Thank you for renewing your IEEE Membership
You will receive a confirmation e-mail shortly, including membership information.
Your membership number is: 12345678.

Your IEEE Membership Details

<table>
<thead>
<tr>
<th>Description</th>
<th>Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Membership</td>
<td>US$180.00</td>
</tr>
<tr>
<td>IEEE Computer Society</td>
<td>US$52.00</td>
</tr>
<tr>
<td>IEEE Transactions on Computers</td>
<td>US$49.00</td>
</tr>
</tbody>
</table>

Your subscriptions will be mailed to your primary address on file.

**Shipping details:**
Alexander Pasik  
16 Nancy Ct  
Piscataway, NJ 08673 USA

**Payment details:**
Alexander Pasik  
VISA ****4141 exp. 12/2016  
16 Nancy Ct, Piscataway, NJ 08673 USA

**Tax information**
Tax IDs for The Institute of Electrical & Electronics Engineers, Inc.:  
U.S. Taxpayer ID #: 13-1656633,  
Canadian business #: 12563 4186 RT0001,  
EU special scheme (digital goods only)  
Registration #: EU8260000081

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Keep in Mind Our 2012 Goal

- We have a goal for the 2012 Membership Year! We want to increase our membership to reach 400,000 members at the end of the 2012 Membership Year (15 August 2012). It is a realistic consideration, but it will not be easy.

- Set retention and recruitment goals in your organizational units (Region, Society, Section, Chapter).

Membership Year-End (August) Trending

![Membership Trending Chart]

Web Cast Etiquette: Ask questions using the online chat feature. Technical assistance: web-conf@ieee.org
Reminders / Updates

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

- New MD Officer Training scheduled for February 2012:
  Friday, 17 February at 1:00pm Eastern or 18:00:00 UTC
  Tuesday, 21 February at 7:00am Eastern or 12:00:00 UTC

  Invitations will be sent out to register for either session. Sessions are scheduled for one hour.
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)
Thank you

Questions?
Open Floor Q&A
Webcast Notes – Raising Questions

- 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
IEEE Dues Payment Process Options

In place for Regions 8, 9 and 10 (where requested)

Local Member Options:

• Collection can be handled by group: Student Branch, Society, Geographic Units

• Collect payments & send to IEEE as group only. One bank fee payment ($15.00 for wire transfer) or group check (Bank Draft) may then apply

• Work with Geographic Unit if they have a Custody Account
Payment in local currency - Rupees

We are testing a solution to allow for payment in Rupees in India, [www.ieee.org/rupee](http://www.ieee.org/rupee). If this is successful, we may consider tests in other countries.
APPENDIX
The Regional Team

- Gim Soon Wan R1 gimsoon@ieee.org
- Javvad Qasimi R2 javvad@ieee.org
- Bill Williams R3 billwill@ieee.org
- Mohamad Berri R4 mberri@ieee.org
- Joe Redfield R5 j.redfield@ieee.org
- Randall G. Redondo R6 rredondo@ieee.org
- Lawrence Whitby R7 lwhitby@ieee.org
- Dirk Van Hertem R8 dirk.vanhertem@ieee.org
- Norberto Lerendegui R9 nlerendegui@ieee.org
- Hang-Bong Kang R10 hbkang@catholic.ac.kr
- Aleksandar Szabo MRRC a.szabo@ieee.org
- Cathy Downer IEEE Staff c.downer@ieee.org
- John Day IEEE Staff j.day@ieee.org

Web Cast Etiquette: Ask questions using the online chat feature. Technical help: help@readytalk.com
Staff – Member & Geographic Activities (MGA) MD Staff

MGA MD Staff
John Day
j.day@ieee.org

MGA MD Staff
Adrienne Hahn
a.hahn@ieee.org

MGA MD Staff
Elyn Perez
elyn.perez@ieee.org

MGA MD Staff
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n.lehotzky@ieee.org

MGA MD Staff
Cathy Downer
c.downer@ieee.org

MGA MD Staff
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l.durrett@ieee.org

MGA MD Staff
Lisa Delventhal
l.delventhal@ieee.org

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

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

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

<table>
<thead>
<tr>
<th>Meeting Kit (e.g., Section, Regional, Society or Leadership meetings)</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>50</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</td>
<td>1</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**

<table>
<thead>
<tr>
<th>Event Kit (e.g., Conferences, Congresses, tradeshows, etc.)</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Recruitment Brochure</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>1-Page Membership Flyer</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Professional Grade Membership Application Pad</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Promotional Poster for IEEE Membership</td>
<td>5</td>
<td>15</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>
<tr>
<td>Assorted IEEE Promotional Items</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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