2016 Region 3 Membership Cycle Kick-off Call
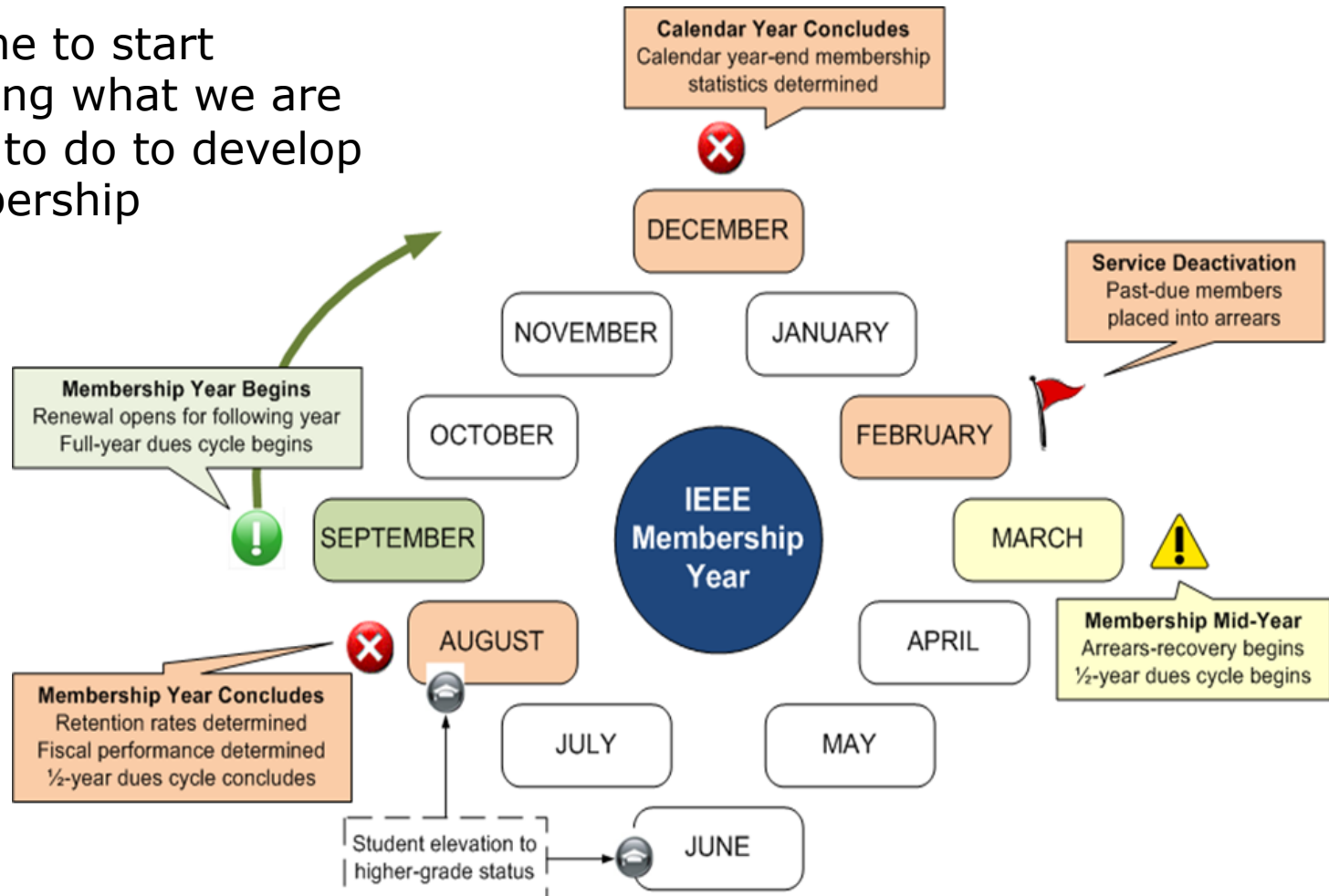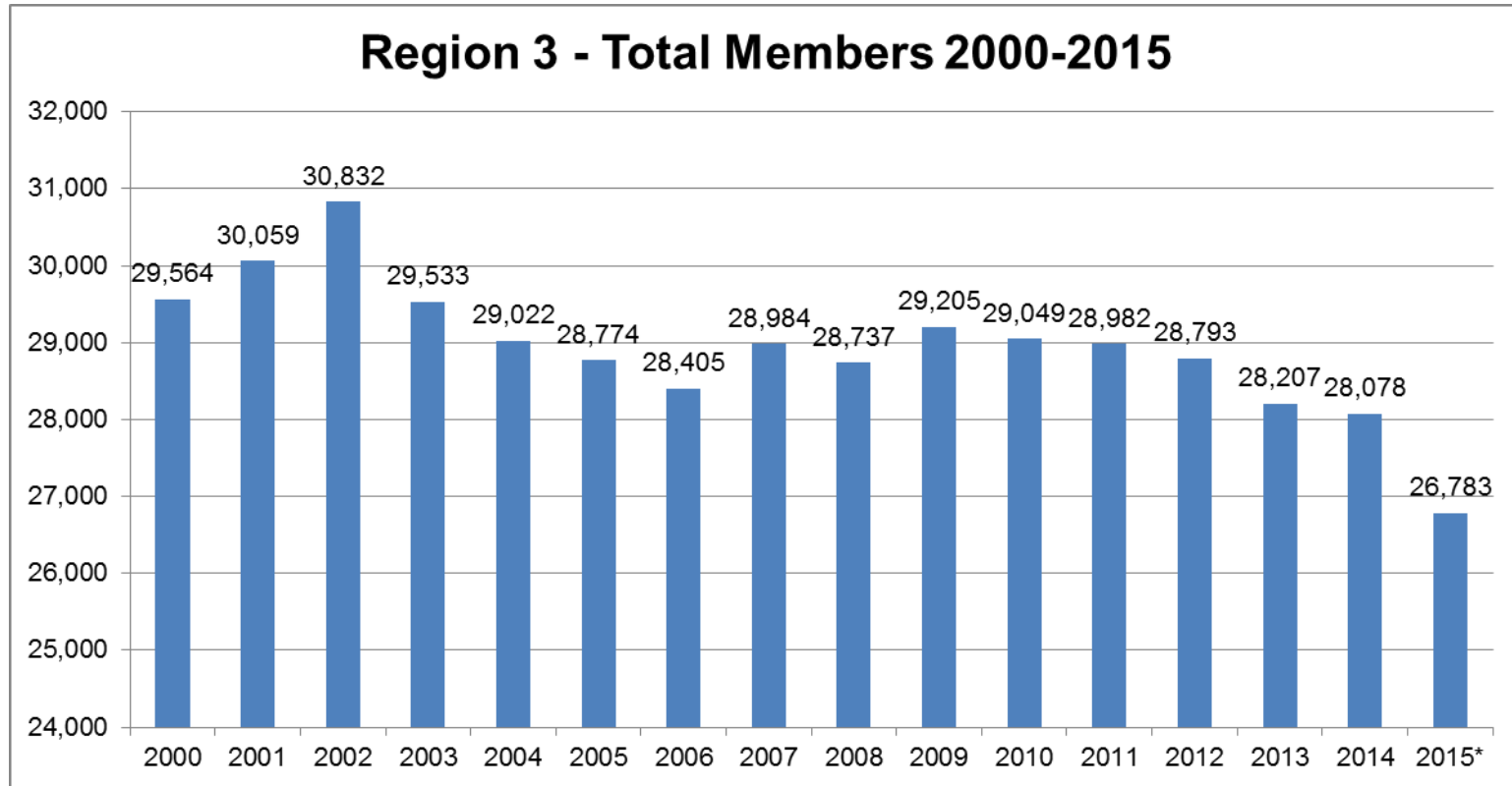
August 2015

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Agenda

- 2016 Membership Development Cycle

- Where We Were

- Where We Are

- Where We Are Going

- Membership Cycle Action Plan

- Q&A

Membership Development Cycle

Time to start planning what we are going to do to develop membership

The Past…

Region 3 - Total Members 2000-2015

Notes: Based on Membership Development Year
2015 Total Members represents count through June
2000-2014 represents counts through August

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The Present…

Region 3 Snapshot	This Month	'15 vs. '14		% Change
Total Membership	**26,783**	⌄	**-938**	**-3.4%**
Higher-Grade	**22,318**	⌄	**-496**	**-2.2%**
Students	**4,465**	⌄	**-442**	**-9.0%**
IEEE Worldwide	**376,074**	⌄	**-6,734**	**-1.8%**

Region 3 Total Membership by Section

Total Active Members by Region: July 2015								
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 3	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Columbia Section	354	332	6.6%	133	83	60.2%	487	415	17.3%
Central Savannah River Section	164	158	3.8%	23	18	27.8%	187	176	6.3%
Jamaica Section	138	131	5.3%	45	42	7.1%	183	173	5.8%
Broward Section	415	421	-1.4%	98	77	27.3%	513	498	3.0%
Gainesville Section	319	322	-0.9%	106	98	8.2%	425	420	1.2%
Canaveral Section	160	164	-2.4%	14	8	75.0%	174	172	1.2%
Orlando Section	1015	987	2.8%	233	251	-7.2%	1248	1,238	0.8%
Miami Section	455	481	-5.4%	219	189	15.9%	674	670	0.6%
Central Virginia Section	508	517	-1.7%	79	68	16.2%	587	585	0.3%
Daytona Section	171	161	6.2%	43	53	-18.9%	214	214	0.0%
Palm Beach Section	614	615	-0.2%	64	63	1.6%	678	678	0.0%
Northwest Florida Section	271	275	-1.5%	39	36	8.3%	310	311	-0.3%
Piedmont Section	472	482	-2.1%	121	115	5.2%	593	597	-0.7%
Charlotte Section	611	618	-1.1%	146	146	0.0%	757	764	-0.9%
Savannah Section	175	176	-0.6%	38	39	-2.6%	213	215	-0.9%
Evansville-Owensboro Section	162	174	-6.9%	31	22	40.9%	193	196	-1.5%
Western North Carolina Section	282	296	-4.7%	74	66	12.1%	356	362	-1.7%
Eastern North Carolina Section	2415	2443	-1.1%	368	389	-5.4%	2783	2,832	-1.7%
Huntsville Section	964	990	-2.6%	103	96	7.3%	1067	1,086	-1.7%
Winston-Salem Section	131	120	9.2%	18	32	-43.8%	149	152	-2.0%
East Tennessee Section	780	773	0.9%	127	155	-18.1%	907	928	-2.3%

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Region 3 Total Membership by Section (cont.)

Total Active Members by Region: July 2015								
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 3	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Florida West Coast Section	1585	1624	-2.4%	198	207	-4.3%	1783	1,831	-2.6%
Alabama Section	751	790	-4.9%	201	193	4.1%	952	983	-3.2%
Richmond Section	656	693	-5.3%	85	75	13.3%	741	768	-3.5%
Coastal South Carolina Section	372	364	2.2%	53	77	-31.2%	425	441	-3.6%
Melbourne Section	550	580	-5.2%	58	51	13.7%	608	631	-3.6%
Central North Carolina Section	255	258	-1.2%	35	44	-20.5%	290	302	-4.0%
Chattanooga Section	295	298	-1.0%	38	49	-22.4%	333	347	-4.0%
Tallahassee Area Section	252	244	3.3%	81	103	-21.4%	333	347	-4.0%
Central Tennessee Section	629	625	0.6%	133	172	-22.7%	762	797	-4.4%
Jacksonville Section	329	333	-1.2%	53	68	-22.1%	382	401	-4.7%
Atlanta Section	3237	3350	-3.4%	674	767	-12.1%	3911	4,117	-5.0%
Louisville Section	316	321	-1.6%	69	85	-18.8%	385	406	-5.2%
Hampton Roads Section	591	625	-5.4%	106	118	-10.2%	697	743	-6.2%
Lexington Section	310	339	-8.6%	83	80	3.8%	393	419	-6.2%
Central Georgia Section	222	230	-3.5%	33	43	-23.3%	255	273	-6.6%
Memphis Section	370	387	-4.4%	119	141	-15.6%	489	528	-7.4%
Tri Cities Section	89	100	-11.0%	10	7	42.9%	99	107	-7.5%
Mobile Section	150	161	-6.8%	45	54	-16.7%	195	215	-9.3%
Virginia Mountain Section	419	434	-3.5%	164	213	-23.0%	583	647	-9.9%
Mississippi Section	364	422	-13.7%	105	314	-66.6%	469	736	-36.3%
Grand Total	**22,318**	**22,814**	**-2.2%**	**4,465**	**4,907**	**-9.0%**	**26783**	**27,721**	**-3.4%**

The Future...

> WE WILL DO BETTER THAN BREAKEVEN IN 2016

> Why Does it Matter?
  - More Budget
  - Larger Pool of Potential Volunteers

> How will we get there?
  - Planning Earlier in the 2016 MD Cycle
  - Personalized Communication

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2016 Planning

❯ Read the Region 3 Monthly MD Report

❯ Review the 2015 Membership Planning Workbook

❯ 3 Step Planning Process
  – Get to Know Your Section
  – Use the Available Member Data
  – Analyze the Data

❯ NEW SAMIEEE Queries!!!

❯ Work on this with your Section ExCom

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Know Your Members (KYM)

› The average member:

– Interacts Locally through
  ▪ Societies
  ▪ Section

– Won't commit to projects:
  ▪ Without knowing details
  ▪ "Administrative" Duties

– Will participate in activities that:
  ▪ Have practical applications
  ▪ Benefit their community
  ▪ Provide a benefit to them individually

Talk to Your Members – Email is not enough

Step 1: Learn About Your Section

› Research Your Section

- During an ExCom

- Reach out to Affinity Groups/Chapters

- Use the Meeting Finders

  ▪ vTools Meetings

  ▪ IEEE Events and Conferences Page

› Generate a List of:

- What is Happening?

- When?

- Where?

Step 2: Use the Available Data

- Collected via the Membership Application

- Available via SAMIEEE/ Section Vitality Dashboard

- Word of Caution:
  - Profile data is self reported by the member
  - Only good if it is updated

It is the Best We Have... For Now...

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NEW SAMIEEE QUERIES!!!!

› Under MD Pre-Defined Queries
  – (MD) Member Interest Profile – Publication Subscriptions
  – (MD) Member Interest Profile – Society Membership Pivot
  – (MD) Member Interest Profile – Tech Community Membership
  – (MD) Member Interest Profile – Tech Council Membership
  – (MD) Member Interest Profile - TIPS

› Section Vitality Dashboard

www.ieee.org/samieee

www.ieee.org/vitalitydb

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Step 3: Analyze the Data

› Gap Analysis for Section

  – What is offered vs. member interests

  – If needed:

    ▪ Add Data

    ▪ Zip code, city, school, education

› Use Data in Member Engagement Activities

  – Have it handy for calls

  – Use it to plan event topics

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Event/Activity "Best Practices"

› Identify members/non-members prior to event
  – Example: Mark name badges with status indicator

› Employ volunteer greeters to welcome attendees

› Welcome first year members

› Have a method for attendees to renew/join
  – Application Process Document

› Rotating Slide shows at meetings/events
  – Display upcoming meetings, contact info, etc.

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Event/Activity "Best Practices"

- 2016 Annual Membership Development Kits
  - In process to ship
  - Sent to Section MD Chair, Chair is the Secondary

- Member Referral Programs
  - Use as incentive to get members to volunteer
  - Generic Member-Get-Member (MGM) Program
    - www.ieee.org/mgm
  - IEEE-USA MGM Program
    - http://ieee.fluidsurveys.com/s/ieee-usa/

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Engagement Event/Activity Ideas

› IEEE Day 2015
  – 6 October 2015
  – www.ieeeday.org

› Senior Member Upgrade events

› Technical Event with a Local Company

› Socials/Happy Hour

› Have members bring a friend

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Questions?

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Appendix

Available Member Interest Profile Data

Member Interests	Technical Interests	Subs & Pubs
Networking	TIPS Subjects	Society Memberships
Career Opportunities	TIPS Level of Interest	Tech Communities
Technical Info/Pubs	Line of Business	Technical Councils
Local Activities	Job Title	Publication Subscriptions
Humanitarian Programs	Job Function	
	Job Responsibility	
	Current Tech Focus	
	Other Tech Focus	

Export to Excel and Analyze

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Advocate Data Update

❯ Ask Members to keep Their Profile Data Current

❯ Ask tenured members to fill it out

❯ Personal Profile and Technical Interests

- Handled through myIEEE

- www.ieee.org/**myieee**

- Need user name and password

❯ Technical Communities

- Subscription Needed – Most have No Reqs or Fees

- https://www.ieee.org/membership-catalog/
  technicalCommunities.html?N=4294925450

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Communication to Active Members

› Now is a great time for member outreach

› Focus on:

  – Active Members

  – Content should cover:

    ▪ Benefits of your local organization

    ▪ Upcoming Events/Activities

    ▪ Recognize key members/ volunteers

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Personalized Communication

› Do Not Hesitate to Add the Personal Touch
- Why do you Remain an IEEE Member?
- What Do You Value in Your Membership?
- Be Sincere – You Know How You Want to be Treated

› Use data to target the messages by:
- Member Interests
- Member Grade
- Affinity Group

Cover Benefits of Membership

❯ Networking opportunities

❯ Employment opportunities

❯ STEM Opportunities

❯ **<u>ASK</u>** members if there is something they want

– Offer a means for them to send feedback

❯ Need a refresher on all the IEEE benefits?

– Visit the Benefits page: www.ieee.org/benefits

– Take the New Member Orientation

Alternative Communication Ideas

› Go beyond the typical email

› Collabratec^{TM}

- – Encourage members to join
- – Push messages through the moderators

› Try Social Media – Set up a Section Account

› Try making a few calls – you might be surprised

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Three Actions/Takeaways

› **<u>ENGAGE</u>** your Current MEMBERS…
  - Get to know them (likes, dislikes, interests, etc)
  - Assess whether your Section is delivering
  - Use this information to **<u>DEVELOP NEW VOLUNTEERS</u>**

› **<u>ENGAGE</u>** with New and Non Members
  - Welcome 1st year members to your Section
  - Recruit with ½ year dues offer through August
  - Reach out to non-renewing

› **<u>ENGAGE</u>** with your Region MD Chair and I

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