Senior Member 2020

Jacquelyn D. N. Cunningham
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Making the case for Senior Member 2020 - An analysis of the Senior Member Grade and what the results tell us for new member applications.
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Introduction

This session will seek to engage a substantive analysis and discussion of the IEEE Senior Member Grade, the goal being results that will lead to the strategic redesign and reintroduction of the Senior Member Program by Year 2020. This initiative is Senior Member 2020.
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Why 2020?

- As IEEE Strategic Plan 2015-2020 ends and a new plan becomes due, 2018-2020 (now) is the opportunity to reposition IEEE as a forward-looking association of members.

- In the year 2020, members will make and vote on recommendations for future directions and constitutional changes at Sections Congress 2020.

- Modeling the Program by 2020 will have major implications for new membership applications for all grades.

- The year 2020 is a leap year, which is a perfect tag for realigning, marketing and rebranding IEEE for greater member satisfaction!
Why redesign and reintroduction are necessary?

- “The percentage and number of IEEE Senior members reflect the competence and prestige of IEEE and its products and services.” Source: IEEE - Benefits to IEEE Sections and Societies

- IEEE is critical to advancing and sustaining innovations around the world.

- IEEE inspired a global community in 1963 by becoming a “trusted voice” for engineering, computing, and technology knowledge.
In Fall 2006, Elya Joffe wrote the following: “Hundreds (if not more) EMC Society members are eligible for elevation to Senior Member grade, and yet, when you ask them “why are you not Senior members” their reply is “Why should we?” Indeed, why should you want to be a senior member of the IEEE? Doesn’t that designation indicate I’m getting old? Do I have to be a professor to qualify? Must I pass some kind of exam?”


Elya Joffe (Senior Member, Region 8), Vice-President, Member Services, IEEE Electromagnetic Compatibility Society.
In Fall 2015, Senior Member Don Wright was quoted in The Institute as saying: “Not all members are aware of the requirements for elevation.”

In the same article, The Institute reported: “At the end of last year [2014], 8 percent or 37,100 of IEEE’s total members were senior members.” That was, 37,100 of 463,750.


Don Wright (Senior Member, Region 3), 2015 Chair, IEEE Admission and Advancement (A&A) Committee, which reviews nominations for Senior and Life Senior Member elevations.
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Today, there are many pitfalls to Senior membership growth...
Value

The critical value of Senior Members
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Today’s IEEE Senior Member is...

- A professional at the highest grade in IEEE as conferred by the Admissions and Advancement Review Panel of IEEE Senior, Life Senior and Fellow members.
- An engineer, scientist, educator, technical executive, or originator in an IEEE-designated field.
- The professional has a combination of education and practice of 10 or more years.
- Significant performance in practice is at least 5 years.

Senior Members

- Engineering
- Computer sciences and information technology
- Physical sciences
- Biological and medical sciences
- Mathematics
- Technical communications, education, management, law and policy
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They are at the core of IEEE ...

- Senior members have an average membership retention rate of 98%.

- A greater percentage of Senior members belong to IEEE Societies than do other IEEE member grades.

- Senior members volunteer at a higher percentage rate than do other grades of IEEE members.

Source: IEEE
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Senior Members work in a global society

- You’ve moved beyond entry-level and reflect professional maturity and experience
- You engage professionals beyond your own organizations
- You receive IEEE validation for your interdisciplinary work
- You receive professional recognition from your peers
- You embrace opportunities for serving in IEEE and non-IEEE high-level positions
Data

*What does the data tell us?*
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Collabratec (April 15, 2018)

IEEE and Non-IEEE Members

- Non-IEEE Member
- INDV
- Standards Association Member
- Honorary Member
- Society Affiliate
- Life Fellow
- Fellow
- Associate Member
- Life Senior
- Life Member
- Graduate Student Member
- Student Member
- Member
- Senior Member

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IEEE Senior Members (SAMIEEE December Data for Years 2013 – 2017)

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Senior Member 2020

IEEE Senior Members to Member

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**Senior Member 2020**

*IEEE Regions 1 – 6 Senior Members (USA)*

### IEEE Regions 1 – 6 (USA) Senior Members

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Senior Member 2020

IEEE Regions 1 - 6 (USA) SM to MEM

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### Senior Member 2020

**IEEE Southeastern USA - Region 3 SM to MEM**

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Outward and Forward-Looking

IEEE must look beyond itself for growth and to restructure to meet member needs; explore key terms and concepts for success; and explore new views for organizing Senior Members.
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Strategy. Look outward and forward to access new people and new portals for interdisciplinary Senior Member efforts.
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Certification. Elevation is member-centered but does not link ongoing contributions to a re-certification of the Senior Member.

A member can apply for Senior membership

A Senior, Fellow, or Honorary Member can nominate a member.

A member is elevated to Senior Member grade by members, as opposed to an external, non-IEEE group.
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Career-Membership Alignment. IEEE membership enhances ones career but new grades are required. Build a natural process from entry-level to retirement.

Is Senior Member an honor or a grade? Separate “Honors” from Membership Grades and better define each.
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Collabratec. It is key to Strategic Plan Goal #1 and Initiative #2 for Senior Members.

Goal #1 – “Expand and enable dynamic, nimble, flexible, diverse, communities to help individuals from around the world to share, collaborate, network, debate, and engage with one another.”

Initiative #2 – “Ensure the vitality and relevance of our core activities in standards, conferences, education, and publications while providing increased value to our members.”
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*Development. New marketing materials and tools are needed.*

- Provide new formats/approaches to training for Senior Member activities.
- Provide new queries and reports to support Senior Member activities.
- Promote Senior Member nominations by Sections and Societies.
- Determine and answer key questions for developing entry-level through professional members - *“What does your future look like?”*
- Millions of US STEM jobs are projected, so create new messaging for recruiting prospective professionals/Senior Members - *“Are you ready?”*
- **Use language that is inclusive:** “The world’s largest technical professional organization” has expanded to include many disciplines and new fields.
- Capture new insights from your Societies and Communities for Senior Member recruitment.
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Next Steps

- Contact Jacquelyn D. N. Cunningham at jdnc@ieee.org with questions.
- Ensure your Section/Society has a POC for Senior Member Elevations.
- Watch for monthly updates on Senior Member Elevations.
- IEEE Resources: Senior Member Program: Volunteer Resources and Requirements for Senior Member Grade
- National Academics of Sciences, Engineering and Medicine: Advising the Nation. Advancing the Discussion. Connecting New Frontiers
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THANK YOU!