IEEE SSIT Membership proposal: "1% of IEEE membership by 2013" *Oct 2011*

Description

SSIT membership in early October 2011 was 1,643. We are currently down approximately 150 from last year, and significantly lower than our 20 year peak of 2,858 in 1991. While SSIT is highly relevant to many IEEE members, most are unaware of its existence. As a first step I propose that SSIT membership needs to be raised to 1% of IEEE membership, which would equate to approximately 3,000 higher grade members and 1,000 student members. Initially four steps are proposed:

1. Visibility: Ask members to each encourage one other person, including an IEEE member not in SSIT, to join in the current membership renewal round.

2. Reach: Examine geographical distribution of members for opportunities for growth including encouraging those in areas with sufficient members to form a chapter.

3. Future: Understand why student membership has declined from a peak of 337 to the current 44.

4. Value: Identify additional products or services that make SSIT membership a compelling proposition (additional to T&S, ISTAS, chapters, Technical meetings).

Targets

Goal	Existing membership	Target membership
Affiliates	26	26
Associates	76	76
Fellows	17	17
Graduates	45	45
Life Fellows	49	49
Life Members	155	155
Life Senior Members	115	115
Members	932	2,117
Senior Members	187	400
Students	41	1,000
Total	**1,643**	**4,000**

Responsibility

Membership Committee Chair

Category

☐ Initiatives

Benefits

☐ Membership growth

☐ Future planning

☐ Financial stability

Assumptions

1. Low SSIT membership is not due to any objective limitations.
2. Low student membership can be addressed if we find the right approach.
3. Any cost burden resulting from having additional members can be met through existing resources for up to two years.
4. While 1% of IEEE in SSIT is an immediate goal, it doesn't represent the full potential of SSIT.
5. At some reasonable level, but in any case below 5,000 members, additional membership will provide a financial benefit to SSIT.
6. The planned changes to IEEE society membership will not conflict with recruiting additional members now (but need to tie changes to this).
7. Membership will grow in areas with an active chapter; where we have 8 or more members there is a reasonable possibility of achieving a functioning chapter (which requires a minimum 12 higher grade members).

Risks and Dependencies

1. Poor experience of new members may lead to attrition among new members after their first year: We need to ensure SSIT promotes a range of attractive products and services to new members.
2. Recent experience does not support a goal of 1,000 student members. Approach needs to include an understanding of past success factors in recruiting student members.
3. Sustaining student membership after graduation is an ongoing IEEE challenge.
4. Additional chapters will raise the effort required in chapter coordination: BoG needs to devote additional resources to providing advice and assistance to new chapters, possibly asking existing chapters to "buddy" a new chapter.

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Milestones & Key Actions		
Action	**Target date**	**Owner**
1. Establish **membership committee**	Complete	
2. Access current geographical spread and historical total **SSIT data**	Complete	
3. Provide proposed approach for **BoG approval** [this document]	October 2011	GA
4. Visibility: Begin program of visible active recruitment, including encouraging existing members to recruit others, and **articles in all Region newsletters and the SSIT Newsletter**.	December 11	Membership committee
5. Future: Identify and remove any IEEE organisational barriers to SSIT student membership; consider decision to appoint **student representative to BoG and each chapter committee**	December 2012	Membership committee
6. Reach: Identify current chapter coverage. In areas without chapters with 8 or more SSIT members circulate Section or Country-specific invitations to establish chapters, with a goal of **creating 4 new chapters per year**. Consider buddying existing chapters to new chapters and initiate this through an **"SSIT chapters congress" via teleconference/Skype**. Consider **Joint chapters**, coordinating this with Division VI.	December 2012	tbd
7. Value: Expand suite of products and services to provide value and engagement (in addition to T&S, ISTAS, the chapters, technical meetings). Goal of **2 new products/services per year**	June 2013	Membership committee
8. Provide progress reports to BoG meetings	Ongoing	GA