

IEEE Membership Development Conference Call / Web Cast

21 May 2011



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Today's Edition

Preview Topic

- Getting the Non-Joiner to Join - Peter Zilahy Ingerman, PhD

Business Cycle Spotlight

- IEEE Student Elevations & Opportunities – Laura Durrett/Cathy Downer

Membership Statistics and Goals Update – John Day

Updates / Wrap-Up / Direction - Aleksandar Szabo

Open Floor Q&A

Subject Appendix: SAMIEEE and Arrears Recovery, Step by Step



Today's Speakers



Peter Zilahy Ingerman
Member, IEEE SSIT



John Day
Director, Membership Development



Laura Durrett
Manager, IEEE Student Activities



Aleksandar Szabo
Chair, IEEE MRRC



Web Cast Interface – ReadyTalk®

Hide Chat Raise Hand Full Screen

The screenshot shows a web browser window with the URL <https://lax6.readytalk.com/interface/flashView.jsp?uri=services/lax6/core&uid36=75rnr6simple=true&nmid=9203903&flashGk=cy2buw&flashDL=pond0-core&signed=fab&vfm=>. The interface features a top navigation bar with buttons for "Hide Chat", "Raise Hand", and "Full Screen". On the left is a chat window with a message from "John Day: This is a test of the chat feature." and a "Send" button. The main content area has a blue header with the text "IEEE Membership Development Conference Call / Web Cast" and "19 February 2011". Below this, there are two speaker profiles: Aleksandar Szabo, Chair of the 2011 IEEE Membership Recruitment and Recovery (MRR) Committee, with email a.szabo@ieee.org; and Cathy Downer, MGA Staff - Membership Development, with email c.downer@ieee.org. The IEEE logo and tagline "Advancing Technology for Humanity" are at the bottom.

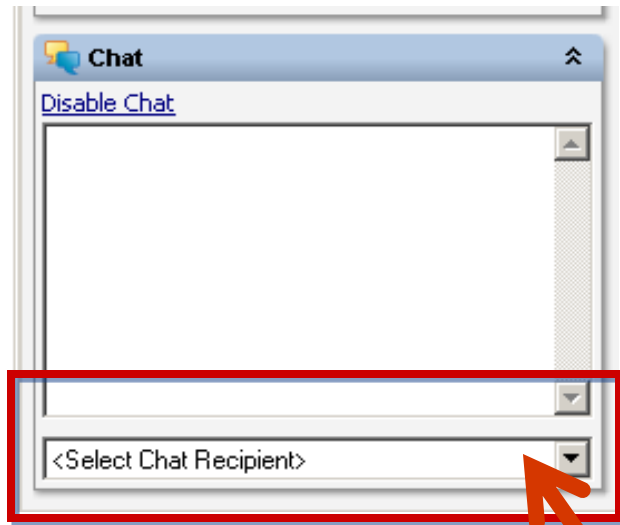
Introductions /
Ask Questions



Web Cast Attendance Roll Call

Use the Chat pod.

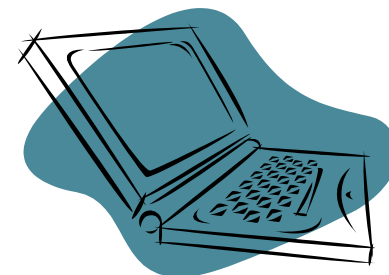
Please type in your name/
title/location



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, or dial into the phone using the dial-in numbers provided. An Operator will assist during the webcast.



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

- When we reach the Q&A portion of the webcast, the Operator will announce any attendees who have a question, may place their question in queue.
- Place your question in queue by pressing 1, then 4 on your phone. The Operator will announce them in the order received.
- 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.



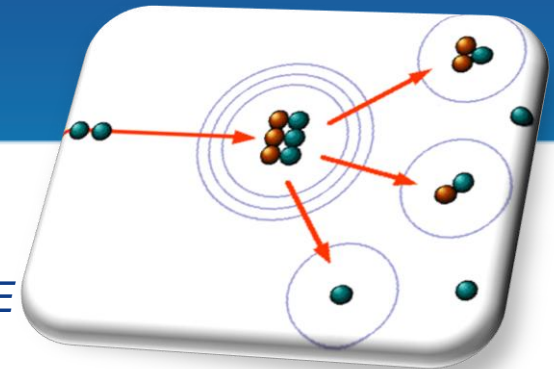
Getting the “Non-Joiner” to Join

Finding a Professional Home for the Asocial



Presented by:

*Peter Zilahy Ingerman, PhD, FBCS, LSMIEEE
Member, IEEE Society on the
Social Implications of Technology*



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” (“or homes”) 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



Getting the “Non-Joiner” to Join...

“Asocial”

**Not given to internalizing
association with others**



Introduction – Peter Ingerman

Peter's concerns w/ IEEE MD ...

- Sales-oriented, great at what they do, clearly getting members
- But the prevailing approach as described on the MD webcast is not totally inclusive, because
- It ignores potential members who will likely be the advisors to the leaders (but who have no interest in being the leaders)
- Peter is one of these people, and thinks that there should be a recognized place for people like him in IEEE

Involvement in IEEE

- Past-MD Chair, Society on the Social Implications of Technology
- IEEE Computer Society

Involvement outside of IEEE

- British Computer Society (CITP)
- British Engineering Council (CEng)
- Sigma Xi (The National Research Society of North America) (Life Full member)
- International Transactional Analysis Association
- International Association of Forensic Linguistics



“Non-Joiner’s – Characteristics ?

- Introverts
- Loners
- Quiet
- Reserved
 - Not ‘wall-flowers’, but not people-oriented
- Not emotionally driven
 - Concerned, yes... caring, no
 - May well have a fear of the emotional unknown
- Want to do the job correctly and well
- Value one-on-one relationships



Interests of a “Non-Joiner”

What are they looking for?

- Data
- Facts
- Information
- Interesting individuals from whom they can learn
- Feeling welcomed on their own terms (even if they can't verbalize those terms)

What are they not looking for?

- Slaps on the back and hearty hand-shakes
 - Maybe, even any handshakes at all!
- Empty promises
- Hoardes of acquaintances



Approaching a “Non-Joiner”

- Avoid ‘pigeon-holing’. Don’t presume you know the answers until you’re absolutely certain you understand the questions!
- Let them lead the discussion
- What does networking mean to them?
 - “Dealing” with people
- Not necessarily in a corner, sulking, but more likely just quietly observing rather than participating.
- May have to be taught how to network, because the social quid-pro-quo that is a customary part of networking may not be natural for them.



Recommendations

- Look for the person who is alone. Ask gently, “What brings you here.” (You don’t want to give the impression that you know the answer, because you don’t!)

- Again, don’t presume you know the answer
 - ... when you don’t even know if you know the question
 - As an inherently social member of IEEE, the value of your membership to you is not necessarily (more likely assuredly not) what might be the value of their membership to them, if they join!
 - And you want them to join!



If you're successful recruiting a non-joiner ...

There are many rooms in the “home” – we must challenge ourselves to not presume the room


Play to their strengths—doing the job correctly, one-on-one relationships, emphasis on ideas and ideals rather than on persons

- Ethics Panels
- Treasurers
- Contest Judges
- Mentoring

Membership Development: Getting the “Non-Joiner” to Engage You

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- The MGA ensures a “home” (“or homes”) for every member
- Technology professionals will understand IEEE membership's importance in their careers
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- The MGA facilitates communications and engagement opportunities for IEEE members in multiple ways
- IEEE and its members' achievements are universally recognized

 IEEE



Thank you !
Questions ???



IEEE Student Elevations & Opportunities



Laura Durrett
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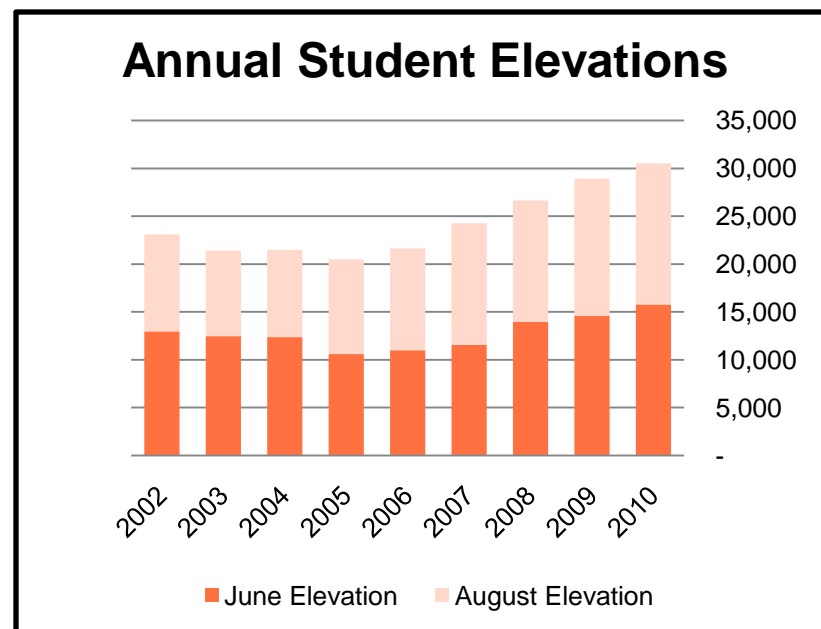
Agenda

- Student Elevations
 - Data
 - SAMIEEE predefined queries
 - Post Graduation Retention
 - Graduating Students/Graduate Students
- Opportunities
 - Collaboration
 - STEP Events
 - Take Away Action



Student Membership Delivers Higher-Grade Members

- Over 150,000 higher-grade members delivered over past six years
- Annually, student elevations represent 50% of IEEE's new higher-grade members, young professional members
- Approximately 27,000 students are elevated each year
- In June, students with graduation dates between 1 January 2011 – 30 June 2011, will be elevated
- In August, students with graduation dates between 1 July 2011 – 31 December 2011, will be elevated



Active Student Membership by Region

Geographic IEEE Membership Summary - April 2011

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
1	28,095	28,845	(750)	-2.6%	2,079	2,168	(89)	-4.1%	1,934	2,153	(219)	-10.2%	32,108	33,166	(1,058)	-3.2%
2	24,711	25,270	(559)	-2.2%	1,990	2,048	(58)	-2.8%	2,035	2,218	(183)	-8.3%	28,736	29,536	(800)	-2.7%
3	21,702	22,100	(398)	-1.8%	2,555	2,683	(128)	-4.8%	2,987	2,852	135	4.7%	27,244	27,635	(391)	-1.4%
4	16,522	16,810	(288)	-1.7%	1,988	2,060	(72)	-3.5%	2,166	2,239	(73)	-3.3%	20,676	21,109	(433)	-2.1%
5	21,605	21,899	(294)	-1.3%	2,007	2,101	(94)	-4.5%	2,502	2,486	16	0.6%	26,114	26,486	(372)	-1.4%
6	43,772	44,662	(890)	-2.0%	3,382	3,442	(60)	-1.7%	3,307	3,532	(225)	-6.4%	50,461	51,636	(1,175)	-2.3%
R 1-6	156,407	159,586	(3,179)	-2.0%	14,001	14,502	(501)	-3.5%	14,931	15,480	(549)	-3.5%	185,339	189,568	(4,229)	-2.2%
7	11,235	11,267	(32)	-0.3%	2,047	2,074	(27)	-1.3%	1,467	1,703	(236)	-13.9%	14,749	15,044	(295)	-2.0%
8	43,646	42,318	1,328	3.1%	11,389	10,871	518	4.8%	8,195	8,563	(368)	-4.3%	63,230	61,752	1,478	2.4%
9	6,690	5,830	860	14.8%	1,614	1,410	204	14.5%	4,582	4,320	262	6.1%	12,886	11,560	1,326	11.5%
10	42,396	38,834	3,562	9.2%	10,293	9,898	395	4.0%	22,700	21,027	1,673	8.0%	75,389	69,759	5,630	8.1%
R 7-10	103,967	98,249	5,718	5.8%	25,343	24,253	1,090	4.5%	36,944	35,613	1,331	3.7%	166,254	158,115	8,139	5.1%
TOTAL	260,374	257,835	2,539	1.0%	39,344	38,755	589	1.5%	51,875	51,093	782	1.5%	351,593	347,683	3,910	1.1%
% R1-6	60%	62%			36%	37%			29%	30%			53%	55%		
% R7-10	40%	38%			64%	63%			71%	70%			47%	45%		

Chart is from Monthly MD Report – April 2011



Use Pre-Defined Queries in SAMIEEE, Membership Development (MD) folder

- Reach out to 2010 Graduates to those IEEE members who were elevated in 2010 to IEEE professional member grade
- SAMIEEE query – “MD Active Member Grade (2010 graduates) with graduation date”
- SAMIEEE query – “MD Arrears Member Grade (2010 graduates) graduate date”
 - Invite them to a welcome event in the Section
 - Engage them as members and volunteers to help with local events
 - Potential GOLD members can be volunteers in your Section or Chapter with high energy and enthusiasm
- Reach out to 2011 Graduating students - those IEEE student members who will be graduating in 2011
- SAMIEEE query – “MD Active Student members with graduation in 2011”
 - Plan a Section, welcome social event for students graduating this year
 - Engage the graduating students with the key message - IEEE Sections, Chapters and GOLD Affinity Groups exist, no matter where their first job takes them

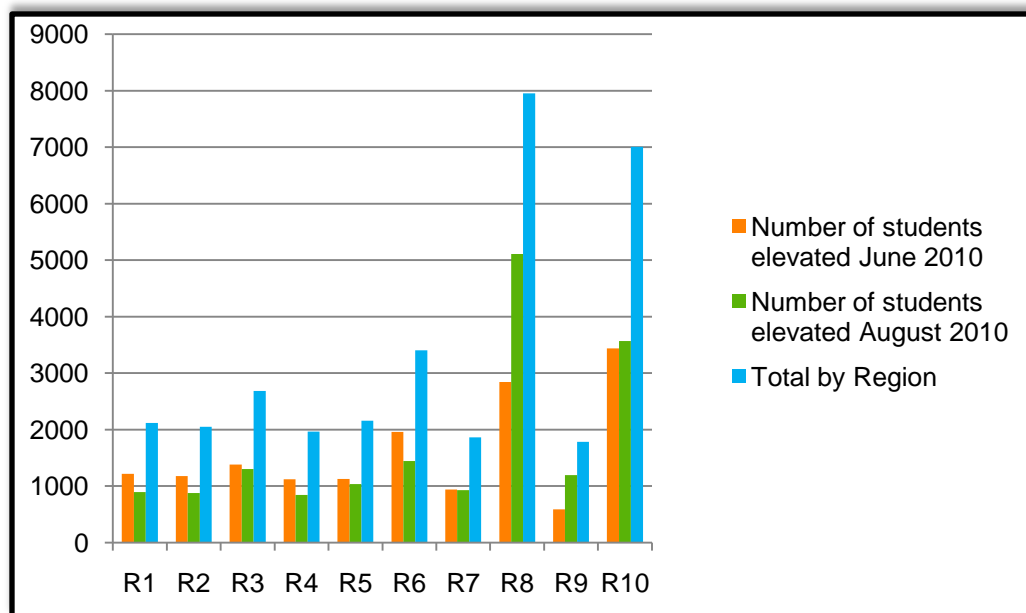


Transition to Young Professional

Objective: Celebrating completion of academics and the transition to young professional

Global

- Student congratulations on graduation mailing to approx. 27,000 annually
 - October time frame
 - Promotional insert and member testimonials
- Locally organized STEP events

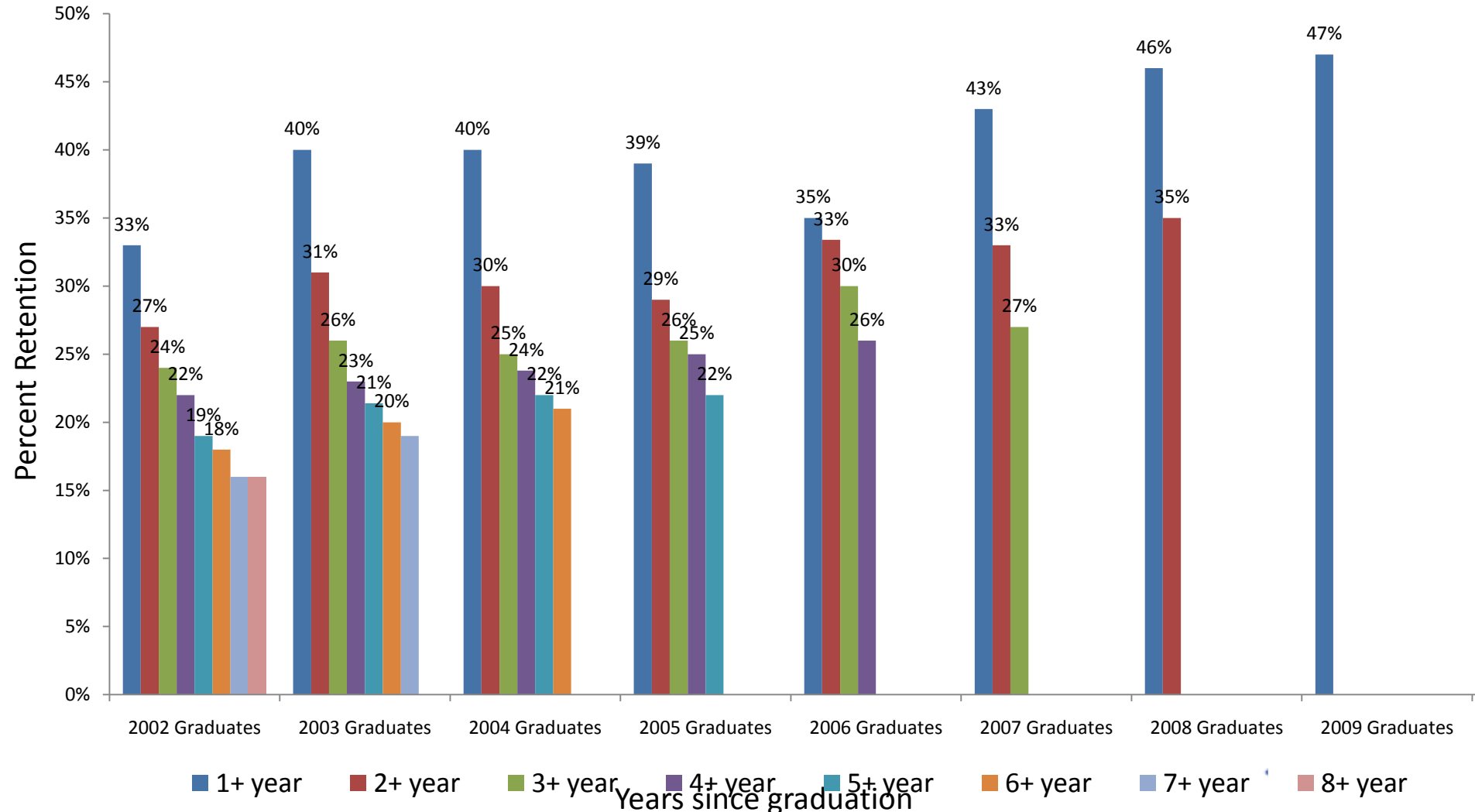


2010 IEEE Student Elevations by Region





Graduating Students Post Graduation Retention



Graduating Students

Students graduating – spread the word, they should take IEEE with them

- Help retain them as IEEE members after graduation
- Professional networking offered by Sections and Chapters
- Student members may migrate back to their “home” countries
- Local communications remind the graduating student that there are real people behind IEEE who care about their professional development and success
- Help bridge the gap between Student Branch, GOLD and Section activities
- GOLD members and GSMs can serve on panels at local activities and STEP events



Graduate Student Member - GSM

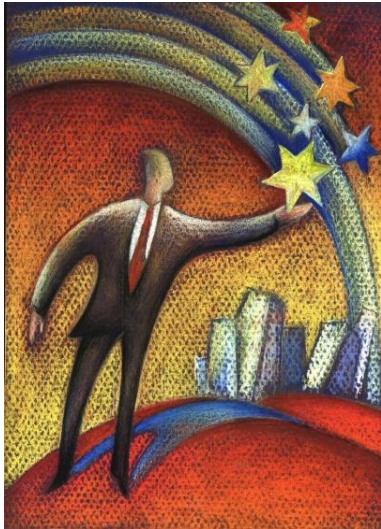
Students going to graduate school

GSM Member:

- Different needs than undergraduate
 - Society focus/research
 - Professional life beginning
 - May not be engaged with student branch
- Pay student dues
- Have right to vote in IEEE elections
- Can hold office in technical Chapters, GOLD & WIE Affinity Groups



Opportunities with Students



- Monitor membership trends
- Collaboration with Student Branch
- Engage and Encourage
- IEEE STEP program



Your Help is Critical

- Monitor student membership trends (SAMIEEE) and ask student volunteer leadership what is their plan?
- Encourage collaboration between Branch leaders, faculty Counselors and membership development officers.
- Participate directly with the Student Branches & GOLD Affinity Group(s) in your Section.
- Develop opportunities to recognize young professional members and as volunteers.
- Invite graduating students to a STEP graduation event in the Section, GOLD Affinity Group, or Chapter.
- Encourage GOLD members and Graduate Student members (GSMs) to VOTE in IEEE elections.
- Encourage each Section and GOLD Affinity group to organize a welcome event annually.
- Remember to let students know that IEEE offers value and benefits.



STEP Program



*Funding from MGA GOLD
available, up to \$500 per event*

*For more information, email
STEP@ieee.org*



- ❖ IEEE GOLD's Student Transition & Elevation Partnership (STEP) Program was created as a tool to help improve member retention as student members are elevated from student level to higher grade member.
- ❖ Engagement and outreach opportunity, Facilitates the transition from student member to young professional
- ❖ Introduces the opportunities and benefits of IEEE membership during the onset of a career
- ❖ **Graduating Student Member Benefits:**
 - ❖ Meet local young professionals
 - ❖ Introduction to the greater IEEE network through the GOLD Affinity Group in the local section
 - ❖ Recognition for their accomplishments while being welcomed into the professional IEEE community.
 - ❖ Increased awareness of IEEE benefits for young professionals.
 - ❖ Career enhancement and professional development activities at the STEP event.



2010 - 2011 STEP Events Funded

	2010	2011*
Region 1	8	2
Region 2	0	1
Region 3	0	0
Region 4	0	0
Region 5	4	4
Region 6	0	1
Region 7	7	0
Region 8	12	1
Region 9	9	0
Region 10	10	5
Total	50	14

* 2011 Events up to May 2011

Note: Some STEP events may have had Section/Region funding and are not included in totals.



Take Away Actions

- Monitor membership trends
- Encourage collaboration
- Participate directly
- Develop opportunities
 - Recognition
 - Volunteering
- Invite to meetings or activities



thank you!
questions?



Membership Statistics & Goals Update

April 2011

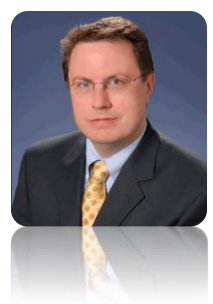
MEMBERSHIP REPORT-Page 1
 Report is issued monthly on basis of the IEEE Membership Statistics. Contact: John Day, j.day@ieee.org

Page 2 Active Membership by Region
 Page 5-5 Society & Special Interest Memberships
 Page 6-7

Category	April '11	% Change vs '10	Apr '09	Apr '08	Mar '09
Membership	8,642	+ 2.6%	336,167	327,025	326,499
Life	1	+ 3.7%	25	25	25
Senior Member	162	+ 2.0%	6,344	6,182	6,307
Member	849	+ 3.2%	30,316	29,267	30,003
Associate Member	1,385	+ 1.0%	204,700	202,715	200,368
Graduate Student	2,501	+ 4.0%	14,705	17,200	14,295
Undergraduate Student	5,529	+ 19.3%	33,371	27,842	31,360
Society Memberships	2,517	+ 5.7%	48,793	44,186	43,138
25 Societies up	5,253				
15 Societies down	7,783				
Sum of respective Societies gains and losses					

Recommended MD Volunteer Activity
 Thank you to all volunteers committed to improving their MD success

Month	RECRUITMENT ACTIVITIES	RECOVERY ACTIVITIES	RESOURCES
May	<ul style="list-style-type: none"> 3-Year Due Cycle - IEEE MG: accepting to-prize bids for present year or service candidates and join IEEE MG; receive 6 months of membership for the price of 2; appropriate message and contact Section MD Officer - Disseminate membership materials at all section meetings and local events 3-Year Due Cycle - IEEE MG: accepting to-prize bids for present year or service candidates and join IEEE MG; receive 7 months of membership for the price of 2; appropriate message and contact Section MD Officer - Disseminate membership materials at all section meetings and local events. Ensure a library of MGU materials exists in your local volumes. 3-Year Due Cycle - IEEE MG: accepting to-prize bids for present year or service candidates and join IEEE MG; receive 7 months of membership for the price of 2; appropriate message and contact Section MD Officer - Disseminate membership materials at all section meetings and local events 	<ul style="list-style-type: none"> Section MD Officer - Real-time status of inactive members; provide a "heads-up" to all Region, Section, and Society MD officers. Develop and execute local communications to members in Areas, programs and activities All focus should be on recruitment programs and activities All focus should be on recruitment programs and activities All focus should be on recruitment programs and activities 	<ul style="list-style-type: none"> MD Portal www.ieee.org/membership PowerPoint presentations Memberships Statistics Reports Virtual copies IEEE Membership Manual MD 5

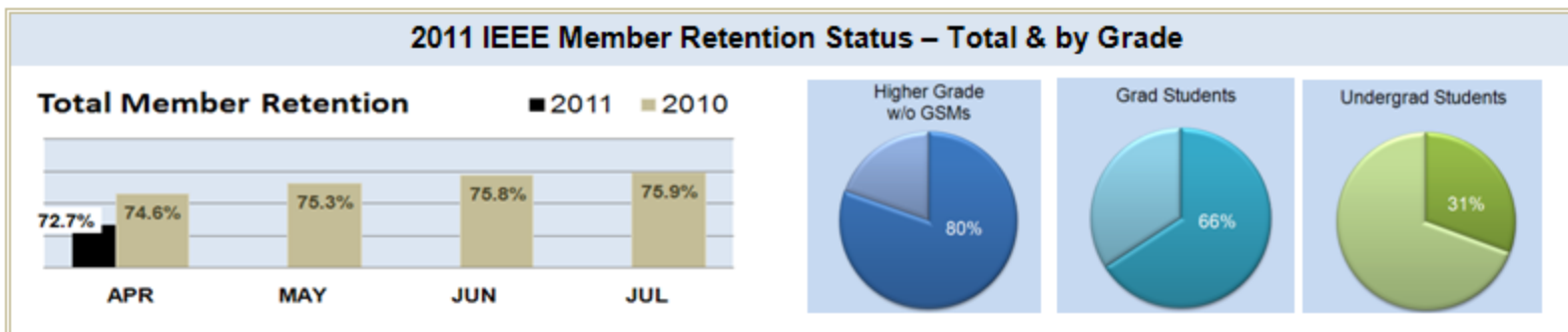


Presented by:
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 Director, Membership Development
 j.day@ieee.org



April 2011 Dashboard – IEEE Membership

Snapshot	Apr '11 vs. '10	% Change YoY	Apr '11	Apr '10	Mar '11	% Change Mar '11 - Apr '11
IEEE Membership	+ 3,910	+ 1.1%	351,593	347,683	339,191	+ 3.7%
• Honorary	^ 2	+ 6.9%	31	29	31	-
• Fellow	^ 154	+ 2.4%	6,670	6,516	6,653	+ 0.3%
• Senior Member	^ 520	+ 1.7%	31,742	31,222	31,559	+ 0.6%
• Member	^ 2,369	+ 1.1%	209,856	207,488	205,081	+ 2.3%
• Associate Member	v (506)	-4.0%	12,074	12,580	11,648	+ 3.7%
• Graduate Student	^ 589	+ 1.5%	39,344	38,755	37,057	+ 6.2%
• Undergraduate Student	^ 782	+ 1.5%	51,875	51,093	47,162	+ 10.0%
Society Memberships	+ 1,602	+ 0.5%	298,262	296,660	285,276	+ 4.6%
• 19 Societies up > 1%	^ 5,550		<i>Societies Note:</i> Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 2,117 or +0.8%.			
• 8 Societies +/- 1%	=> 61					
• 11 Societies down > 1%	v 4,009					



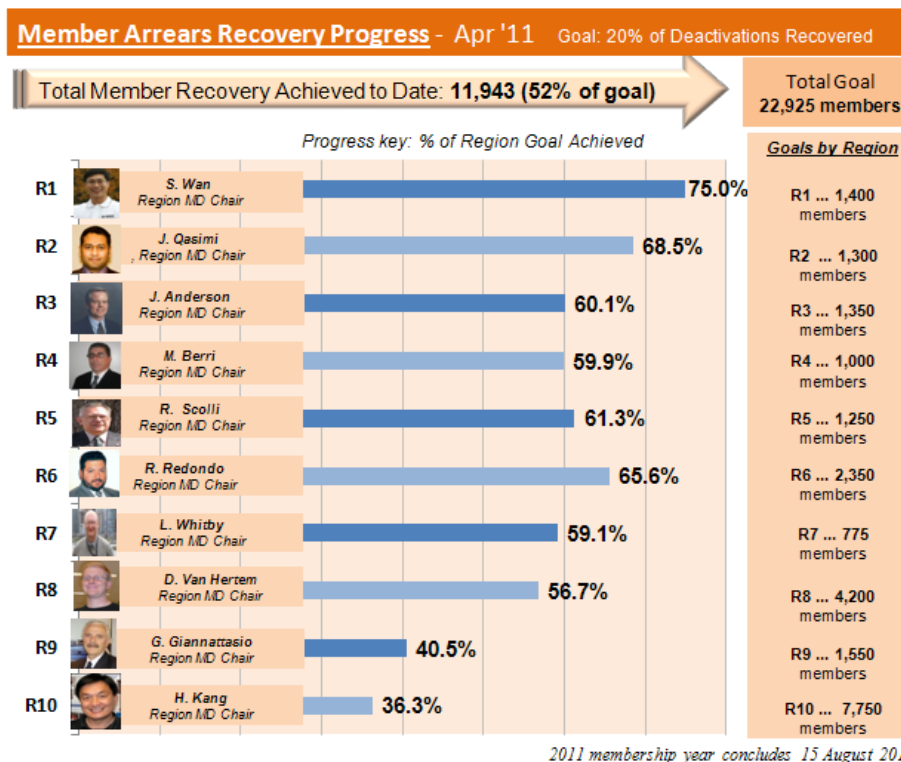
Arrears Recovery Update

Goal: Recover 20% of the total members deactivated in February ... 22,925 globally

! First-Year Members

- ▣ Direct correlation between first-year member retention and progress with improving recovery
- ▣ Recovery increases the renewal opportunity for the 2012 membership year

- HQ runs arrears-recovery campaigns and courtesy calls through June—additional print invoice going out 1st week of May
- Section arrears-recovery outreaches are still encouraged
- Regions 8, 9, 10 have e-Membership option to promote



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% R1-6	60%	62%			36%	37%			29%	30%			53%	55%		
% R7-10	40%	38%			64%	63%			71%	70%			47%	45%		



Member Renewals – 2011

★ Top Region to date 😊 Runners up

... w/ YoY comparisons

IEEE Membership Renewal / Retention - April 2011

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10
1	31,015	26,400★	85.1%	85.7%	1,887	1,341	71.1%	72.2%	1,598	744	46.6%	48.7%	34,500	28,485★	82.6%	83.4%
2	27,415	23,162😊	84.5%	85.1%	1,782	1,291	72.4%	73.1%	1,639	793😊	48.4%	52.6%	30,836	25,246😊	81.9%	82.8%
3	24,565	20,173	82.1%	83.1%	2,310	1,703😊	73.7%	74.4%	2,037	968	47.5%	46.9%	28,912	22,844	79.0%	79.9%
4	18,692	15,550	83.2%	84.1%	1,745	1,282😊	73.5%	74.3%	1,676	807😊	48.2%	52.2%	22,113	17,639	79.8%	81.1%
5	24,124	20,050	83.1%	83.8%	1,757	1,290	73.4%	74.5%	1,816	837	46.1%	48.0%	27,697	22,177	80.1%	81.2%
6	48,471	40,461😊	83.5%	84.0%	3,022	2,178	72.1%	72.6%	2,647	1,259	47.6%	48.2%	54,140	43,898😊	81.1%	81.8%
R 1-6	174,282	145,796	83.7%	84.3%	12,503	9,085	72.7%	73.4%	11,413	5,408	47.4%	49.2%	198,198	160,289	80.9%	81.8%
7	12,952	10,405	80.3%	81.3%	1,773	1,419★	80.0%	82.7%	1,193	661★	55.4%	61.6%	15,918	12,485	78.4%	80.1%
8	50,063	38,573	77.0%	78.0%	9,670	7,045	72.9%	76.0%	7,719	2,871	37.2%	40.6%	67,452	48,489	71.9%	73.5%
9	7,819	5,250	67.1%	66.7%	1,420	916	64.5%	70.9%	5,327	1,255	23.6%	25.1%	14,566	7,421	50.9%	52.2%
10	47,629	35,418	74.4%	75.4%	9,480	4,467	47.1%	50.1%	22,629	4,618	20.4%	22.7%	79,738	44,503	55.8%	58.3%
R 7-10	118,463	89,646	75.7%	76.6%	22,343	13,847	62.0%	65.5%	36,868	9,405	25.5%	28.4%	177,674	112,898	63.5%	65.8%
TOTAL	292,745	235,442	80.4%	81.3%	34,846	22,932	65.8%	68.5%	48,281	14,813	30.7%	33.6%	375,872	273,187	72.7%	74.6%



Comparative Retention – Total vs. First-Year Members

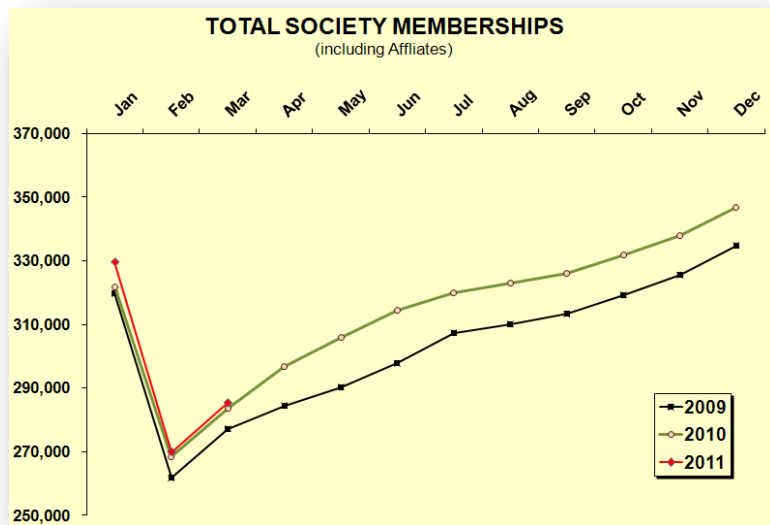
REGION	<u>Higher-Grade Members</u>		<u>Graduate Student Members</u>		<u>Undergraduate Student Members</u>	
	<i>Total</i>	<i>First-Year</i>	<i>Total</i>	<i>First-Year</i>	<i>Total</i>	<i>First-Year</i>
R1	85.1%	37.1%	71.1%	51.2%	46.6%	37.5%
R2	84.5%	36.2%	72.4%	51.2%	48.4%	41.9%
R3	82.1%	33.9%	73.7%	59.1%	47.5%	41.6%
R4	83.2%	35.5%	73.5%	58.5%	48.2%	41.3%
R5	83.1%	36.8%	73.4%	56.1%	46.1%	39.4%
R6	83.5%	36.3%	72.1%	51.2%	47.6%	40.3%
R7	80.3%	39.6%	80.0%	64.6%	55.4%	45.1%
R8	77.0%	37.2%	72.9%	58.4%	37.2%	27.6%
R9	67.1%	26.0%	64.5%	43.2%	23.6%	18.8%
R10	74.4%	33.7%	47.1%	30.8%	20.4%	16.5%
<i>Apr '11</i>	<i>80.4%</i>	<i>35.2%</i>	<i>65.8%</i>	<i>46.4%</i>	<i>30.7%</i>	<i>24.2%</i>
<i>Apr '10</i>	<i>81.3%</i>	<i>37.2%</i>	<i>68.5%</i>	<i>49.9%</i>	<i>33.6%</i>	<i>26.2%</i>

Member Recruitment – 2011 Membership Year, Cumulative YoY

Cumulative Recruitment -- September to April																
REGION	HIGHER GRADE w/o GSMS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
1	918	987	(69)	-7.0%	525	582	(57)	-9.8%	1,121	1,276	(155)	-12.1%	2,564	2,845	(281)	-9.9%
2	873	988	(115)	-11.6%	523	565	(42)	-7.4%	1,166	1,216	(50)	-4.1%	2,562	2,769	(207)	-7.5%
3	787	893	(106)	-11.9%	671	778	(107)	-13.8%	1,872	1,660	212	12.8%	3,330	3,331	(1)	0.0%
4	603	626	(23)	-3.7%	544	589	(45)	-7.6%	1,266	1,298	(32)	-2.5%	2,413	2,513	(100)	-4.0%
5	796	866	(70)	-8.1%	532	654	(122)	-18.7%	1,551	1,532	19	1.2%	2,879	3,052	(173)	-5.7%
6	1,637	1,607	30	1.9%	811	867	(56)	-6.5%	1,912	1,995	(83)	-4.2%	4,360	4,469	(109)	-2.4%
R 1-6	5,614	5,967	(353)	-5.9%	3,606	4,035	(429)	-10.6%	8,888	8,977	(89)	-1.0%	18,108	18,979	(871)	-4.6%
7	526	521	5	1.0%	469	500	(31)	-6.2%	763	948	(185)	-19.5%	1,758	1,969	(211)	-10.7%
8	3,526	3,064	462	15.1%	3,826	3,612	214	5.9%	5,100	5,350	(250)	-4.7%	12,452	12,026	426	3.5%
9	869	688	181	26.3%	589	457	132	28.9%	3,090	2,910	180	6.2%	4,548	4,055	493	12.2%
10	5,008	3,955	1,053	26.6%	5,377	5,330	47	0.9%	17,678	16,156	1,522	9.4%	28,063	25,441	2,622	10.3%
R 7-10	9,929	8,228	1,701	20.7%	10,261	9,899	362	3.7%	26,631	25,364	1,267	5.0%	46,821	43,491	3,330	7.7%
TOTAL	15,543	14,195	1,348	9.5%	13,867	13,934	-67	-0.5%	35,519	34,341	1,178	3.4%	64,929	62,470	2,459	3.9%
% R1-6	36%	42%			26%	29%			25%	26%			28%	30%		
% R7-10	64%	58%			74%	71%			75%	74%			72%	70%		



Society Memberships (including Affiliates) – Monthly YoY & Drivers



298,262
YoY +0.5% (last month, +0.6%)



Double-Digit Percentage Gains
Year-over-Year

Society	YoY	
	Percent	Count
Robotics & Automation	19.4%	1,266

Society MD Disposition	YoY	
Total Memberships Across 38 Societies	+ 1,602	<i>Influence of Larger Societies</i>
Growth > 1%: 19 Societies	+ 5,550	<i>Communications</i> + 410 <i>Power & Energy</i> + 1,161 28% of the gains
+ / - 1%: 8 Societies	61	
Decline > 1%: 11 Societies	(4,009)	<i>Computer</i> (2,908) 73% of the declines



Arrears-recovery also very important to the health of Society memberships



Developing Nations / e-Membership Update

Cumulative through April



2011 e-Membership by Region (Cumulative through Present Month)

e-Membership Count	R3*	R8	R9	R10	total
	45	3,355	3,141	8,205	14,746
% of <u>Eligible</u> Higher Grade Members	34%	40%	52%	52%	49%
% of <u>All</u> Higher Grade Members	0%	8%	47%	19%	13%

*R3 denotes Jamaica

2011 MD Drivers - e-Membership

April

By category, the % of eligible members who have selected e-Membership

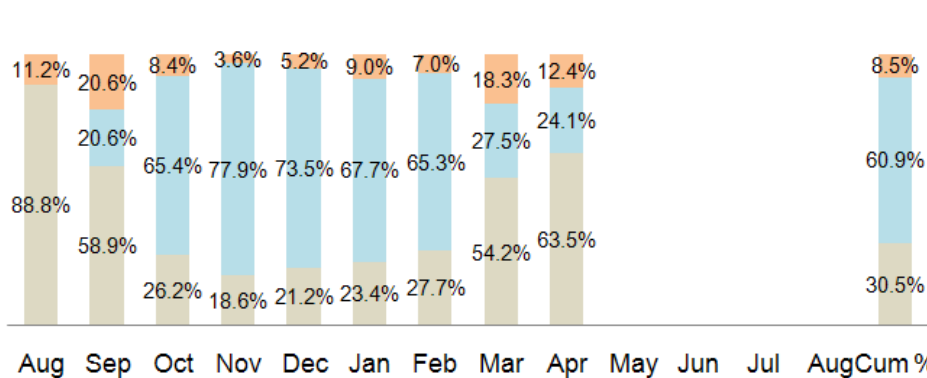
Cumulative Through Present Month	R3*	R8	R9	R10	total
> Recruits (new members)	45%	65%	76%	75%	73%
> Renewals (existing members)	26%	30%	45%	40%	38%
> Reinstates (former members)	73%	61%	70%	64%	65%

*R3 denotes Jamaica



Developing Nations / e-Membership Update (cont.)

2011 e-Membership Counts | MD Drivers



- Renewals are waning as a percentage of total counts
- ½-year dues a tremendous opportunity for jump-starting recruitment
- Regardless of any price (e-Membership or ½-year), individuals need to be convinced about the value of being a member

e-Membership Progress	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Cum %	
Region 3 (Jamaica)	1	0	4	5	5	10	11	6	3	0	0	0	0	45	
> Recruitment	1	0	2	0	0	2	4	1	2					12	27%
> Renewals	0	0	1	5	4	6	6	2	1					25	56%
> Reinstatement	0	0	1	0	1	2	1	3	0					8	18%
Region 8	21	107	313	433	720	586	679	278	218	0	0	0	0	3,355	
> Recruitment	15	46	90	75	116	109	177	131	135					894	27%
> Renewals	0	34	199	342	567	431	446	78	54					2151	64%
> Reinstatement	6	27	24	16	37	46	56	69	29					310	9%
Region 9	63	133	350	481	671	557	505	256	125	0	0	0	0	3,141	
> Recruitment	60	71	70	71	76	73	103	110	67					701	22%
> Renewal	0	30	244	391	559	419	371	83	30					2,127	68%
> Reinstatement	3	32	36	19	36	65	31	63	28					313	10%
Region 10	58	319	826	1,181	1,748	1360	1346	783	584	0	0	0	0	8,205	
> Recruitment	51	212	229	244	475	403	419	475	387					2,895	35%
> Renewals	0	51	533	897	1182	845	836	201	139					4,684	57%
> Reinstatement	7	56	64	40	91	112	91	107	58					626	8%
TOTALS	143	559	1,493	2,100	3,144	2,513	2,541	1,323	930	-	-	-	-	14,746	
> Recruitment	127	329	391	390	667	587	703	717	591	0	0	0	0	4,502	31%
> Renewals	0	115	977	1635	2312	1701	1659	364	224	0	0	0	0	8,987	61%
> Reinstatement	16	115	125	75	165	225	179	242	115	0	0	0	0	1,257	9%



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 ?



Updates & Reminders / Direction



Aleksandar Szabo
Chair, 2011 IEEE Membership
Recruitment and Recovery (MRR)
Committee
a.szabo@ieee.org



Reminders / Updates



- ❑ Process has begun to develop the Annual MD Kit, its announcement and online form. Email notice and post card mailing will go out to Section MD Chairs, Student Branch Chairs, and Society MD or Vice Chairs of Membership Development. Make sure your officers have been recorded in officer reporting.

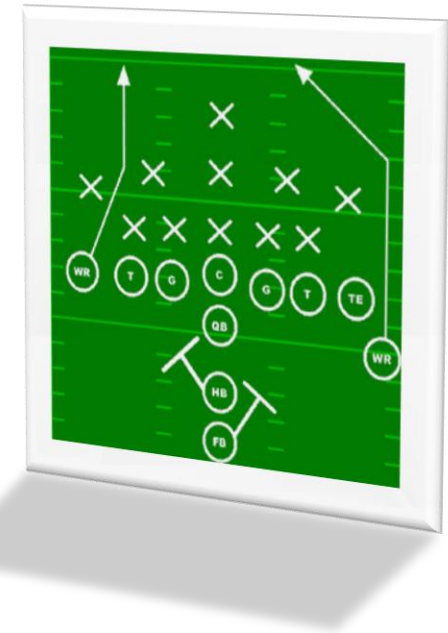
- ❑ Upcoming Student elevations in June and August

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



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

JUNE

- New Corporate Workgroups with Member Integration

JULY

- Senior Member Program - New
- MGA Industry Relations
- IEEE.tv Updates – Mobile Apps
- myIEEE Updates



Wrap Up / Direction – Next Webcast

Saturday, 18 June 2011

January	February	March
April	May	June
July	August	September
October	November	December



Thank you
Questions ?



Open Floor Q&A



Webcast Notes – Raising Questions

- When we reach the Q&A portion of the webcast, the Operator will announce any attendees who have a question, may place their question in queue.
- Place your question in queue by pressing 1, then 4 on your phone. The Operator will announce them in the order received.
- 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.



APPENDIX



Appendix

Field Team Resources



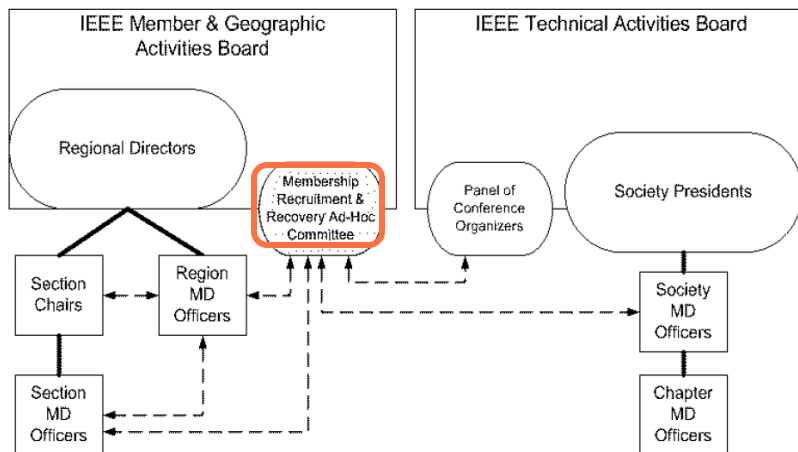
The image shows the cover of the IEEE Membership Development Manual for September 2010. The cover features the IEEE logo at the top left. The main title is "IEEE Membership Development Manual" and the date is "2010 September". The cover is decorated with several promotional images and text boxes. One image shows a group of people with the text "Engineering a Brighter Future with IEEE" and "IEEE Membership: the foundation of innovation". Another image shows a woman at a computer with the text "Accelerate your plans with IEEE." and "www.ieee.org/jdm". A third image shows a man with a whiteboard with the text "Accelerate your plans with IEEE." and "www.ieee.org/jdm". A fourth image shows a field with wind turbines and a person with the text "Build a better tomorrow with IEEE." and "www.ieee.org/jdm".

This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials.

Forward questions and suggestions to:
grow-membership@ieee.org

MRR 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



The Regional “Field Team” (2011)



R1 - Gim Soon Wan



R6 - Randall G. Redondo



R2 - Javvad Qasimi



R7 - Lawrence Whitby



R3 - Jim Anderson



R8 - Dirk Van Hertem



R4 - Mohamad Berri



R9 - Gustavo Giannattasio



R5 - Robert Scoll



R10 - Hang-Bong Kang



The Regional “Field Team”

■ Gim Soon Wan	R1	gimsoon@ieee.org
■ Javvad Qasimi	R2	javvad@ieee.org
■ James M. Anderson	R3	jim.anderson@ieee.org
■ Mohamad Berri	R4	mberri@ieee.org
■ Robert Scolli	R5	r.scolli@ieee.org
■ Randall G. Redondo	R6	rredondo@ieee.org
■ Lawrence Whitby	R7	lwhitby@ieee.org
■ Dirk Van Hertem	R8	dirk.vanhertem@ieee.org
■ Gustavo A. Giannattasio	R9	gianna@ieee.org
■ Hang-Bong Kang	R10	hbkgang@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



Membership Development Portal – www.ieee.org/md

IEEE.org | IEEE Xplore Digital Library | IEEE Standards Association | IEEE Spectrum Online | More IEEE Sites



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[Member-Get-a-Member](#)

[Societies & Special Interests](#)

This web portal supports IEEE volunteers who are engaged in membership development activities.

On this Page:

- [The "Elevator" Pitch for Membership Committee and Contacts](#)

The "Elevator" Pitch for Membership

The 1-line Response:

IEEE is the world's largest professional association advancing technology for the benefit of humanity.

The 15-second Response:

IEEE is the world's largest professional association advancing technology for the benefit of humanity. We publish technical journals, sponsor conferences, develop technology standards, and support the professional interests of more than 375,000 members.

The 30-second Response:

IEEE is the world's largest professional association advancing technology for the benefit of humanity. We publish technical journals, sponsor conferences, develop technology standards, and support the professional interests of more than 375,000 members. IEEE creates an environment where members collaborate on world-changing technologies - from computing and sustainable energy systems to communications, robotics and healthcare. To maximize

MD Key Resources (Web Account required)

- [MD Manual \(PDF, 1046 KB\)](#)
- [SAMIEEE Online](#)
- [MD Webcast Archive Guide for 2010](#)
- [MD Webcast Archive Guide for 2009](#)
- [Monthly Progress Reports and Statistics August 2004 - Present](#)
- [Regional and Section Membership Statistics Dec 2005 - July 2007](#)
- [Guide to reading the IEEE Membership Statistics Reports](#)
- [Membership Development Online Community](#) - Login is required for access to the community/group.
- [Order MD Kit](#) - Includes brochures, posters, and flyers. Login is required to access form.

Membership Promotion

- [IEEE Membership Flyer \(PDF, 6.94 MB, 1 page\)](#)
- [PowerPoint Presentations on](#)

- 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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for the advancement of technology

Home
> Volunteering
> Membership Development

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.

Meeting Kit (e.g. Section, Regional, Society or Leadership meetings)

	Small	Large
Membership Recruitment Brochure	10	20
Higher Grade Membership Application Pad	1	1
Promotional Poster for IEEE Membership	2	5
MGM Flyer	5	10
MGM Business Card	25	50
Assorted IEEE promotional items		
• Bumper Stickers	15	25
• Foam Puzzles	5	10
• Assorted Bookmarks	10	15
First Year Member Cards and Envelope	1 set	1 set
First Year Member Flyer	1	1
myIEEE Information Sheet	5	10
IEEE.tv Information Sheet	5	10

SELECT KIT Small Large

Event Kit (e.g., Conferences, Congresses, tradeshows, etc)

	Small	Large
Membership Recruitment Brochure	20	0
1-Page Membership Flyer	0	100
Professional Grade Membership Application Pad	1	2
Promotional Poster for IEEE Membership	5	5
MGM Flyer	10	15
MGM Business Card	50	75
Assorted IEEE give-aways		



Online MD Resources

- The web page to join the IEEE
- The web page for MD volunteers
- The web page for IEEE benefits
 - www.ieee.org/benefits

www.ieee.org/join
www.ieee.org/md

- Your Region web page
- Your Section web page
- Your Chapter web page
- Your Conference web page
- Your Student Branch web page

www.ieee.org/??
www.ieee.org/??
www.ieee.org/??
www.ieee.org/??
www.ieee.org/??



Appendix

International Phone Numbers MD Webcast





U.S. and Canada 800 926 6502 Participant Dial in Code: 5625506
Toll-free numbers for 2011 MD Webcast

Argentina (2): 08006663397

Australia (2): 1800701937

Austria (2): 800293053

Brazil (2): 08008916997

Bulgaria (2): 008001171111

Chile (2): 12300208970

China Unified (2): 8008190031

Colombia (2): 018005180865

Croatia (2): 0800223264

Czech Republic (2): 800700965

Denmark (2): 80889269

Estonia (2): 8000100335

Finland (2): 0800116654

France (2): 0800911922

Germany (2): 08001807083

Hong Kong (2): 800968283

Hungary (2): 0680019056

India (2): 8001007108

Indonesia (2): 0018030176654

Ireland (2): 1800949100

Israel (2): 1809457755

Italy (2): 800788945

Japan (2): 00531160882

Latvia (2): 80003911

Lithuania (2): 880031204

Malaysia (2): 1800813988

Mexico (2): 0018005146622

New Zealand (2): 0800451321

Norway (2): 80019903

Panama (2): 008002266830

Peru (2): 080054557

Poland (2): 008001124244

Portugal (2): 800819841

Russian Federation (2):

81080027371012

Singapore (2): 8001012058

South Africa (2): 0800983485

Spain 900947647

Sweden 20796588

Switzerland 800896799

Taiwan 809090672

Thailand 0018001562051400

Ukraine 800504799

United Kingdom 8004961447

Uruguay 40190457

Venezuela 8001029601

