

# IEEE Membership Development Conference Call / Web Cast

16 July 2011



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## Today's Edition

### Region MD Reports

- Region 2 Demographics, Activities & Goals – Javvad Qasimi
- Region 3 MD Activities & Plans – Jim Anderson
- Region 5 MD Activities, Actions, & Plans – Bob Scolli

### Business Cycle Spotlight

- myIEEE 1.85 - Volunteer Desktop Enhancements – Mark David

### Membership Statistics and Goals Update – John Day

### Updates / Wrap-Up / Direction - Aleksandar Szabo

### Open Floor Q&A

Subject Appendix: Field Team Resources, International Phone Numbers



## Today's Speakers



**Javvad Qasimi**  
Chair, Region 2 MD



**Mark David**  
Manager, Member Products



**Bob Scolli**  
Chair, Region 5 MD



**Aleksandar Szabo**  
Chair, IEEE MRRC



**Jim Anderson**  
Chair, Region 3 MD



**John Day**  
Director, Membership Development



# 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". 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, and Cathy Downer, MGA Staff - Membership Development. The IEEE logo and tagline "Advancing Technology for Humanity" are at the bottom. A chat window on the left shows a message from John Day: "This is a test of the chat feature." and a "Send" button.

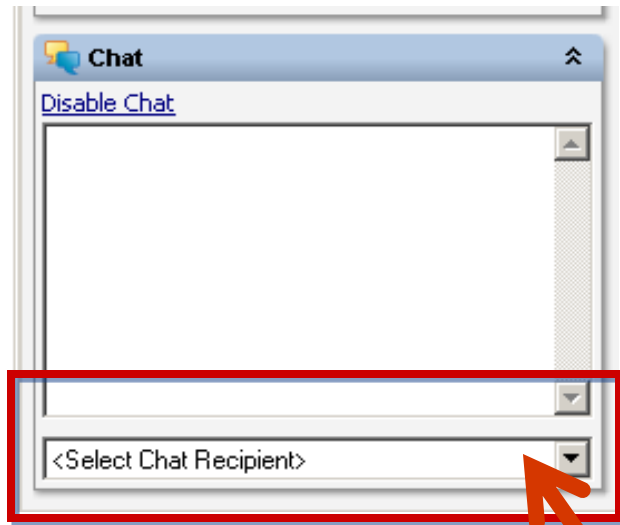
Introductions /  
Ask Questions



# 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](mailto: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.



# Region MD Reports

## Region 2 - Demographics, activities and goals



**Javvad Qasimi**  
*Region 2 MD Chair*





# Region 2: Geography - States, Sections, Councils and Subsections

## Region 2 (Eastern USA)

- Delaware
- District of Columbia
- Maryland
- New Jersey (Southern)
- Ohio (Except Toledo)
- Pennsylvania
- Virginia (Northern)
- West Virginia

<b>Councils, Sections &amp; Subsections</b>	
<a href="#"><u>Akron</u></a>	<a href="#"><u>Lehigh Valley</u></a>
<a href="#"><u>Annapolis Subsection</u></a>	<a href="#"><u>Lima</u></a>
<a href="#"><u>Baltimore</u></a>	<a href="#"><u>National Capital Area</u></a>
<a href="#"><u>Central Pennsylvania</u></a>	<a href="#"><u>Northern Virginia</u></a>
<a href="#"><u>Cincinnati</u></a>	<a href="#"><u>Philadelphia</u></a>
<a href="#"><u>Cleveland</u></a>	<a href="#"><u>Pittsburgh</u></a>
<a href="#"><u>Columbus</u></a>	<a href="#"><u>South Area</u></a>
<a href="#"><u>Dayton</u></a>	<a href="#"><u>Southern New Jersey</u></a>
<a href="#"><u>Delaware Bay</u></a>	<a href="#"><u>Susquehanna</u></a>
<a href="#"><u>Erie</u></a>	<a href="#"><u>Washington</u></a>
<a href="#"><u>Johnstown</u></a>	<a href="#"><u>West Virginia</u></a>
<a href="#"><u>Youngstown</u></a>	-



# R2 Snapshot – May 2011

Regional Snapshot	Total this Month	'11 vs. '10	% Change	2011 1 <sup>st</sup> Year HG Retention Goal	2011 1 <sup>st</sup> Year HG R2 Retention Achieved	2011 New Members (MAY)
<b>Total Membership</b>	<b>29,277</b>	▼ (750)	- 2.5%			<b>2838</b>
• Higher-Grade	25,026	▼ (542)	- 2.1%	825	86.1%	972
• Students	4,251	▼ (208)	- 4.6%			1866
IEEE Worldwide - Total	361,373	▲ 4,406	1.2%	13,350	11,237	71,447

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	85.1%	73.3%	49.3%	82.5%
Region – 1 <sup>st</sup> -Year Members	36.8%	52.4%	42.5%	41.3%
IEEE – Total Members	81.0%	66.8%	31.3%	73.3%
IEEE – 1 <sup>st</sup> Year Members	35.9%	47.4%	24.8%	33.1%



# Year-over-Year – Renewal: 2011 Membership Year – May 2011

REGION 2	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Erie Section	128	114	89.1%	20	16	80.0%	148	130	87.8%
Baltimore Section	4157	3657	88.0%	332	195	58.7%	4489	3,852	85.8%
Dayton Section	863	764	88.5%	135	92	68.1%	998	856	85.8%
Delaware Bay Section	467	403	86.3%	65	41	63.1%	532	444	83.5%
Philadelphia Section	3903	3346	85.7%	450	286	63.6%	4353	3,632	83.4%
Northern Virginia Section	5299	4497	84.9%	349	196	56.2%	5648	4,693	83.1%
Susquehanna Section	667	572	85.8%	75	44	58.7%	742	616	83.0%
Washington Section	4292	3628	84.5%	414	258	62.3%	4706	3,886	82.6%
Cleveland Section	986	833	84.5%	187	135	72.2%	1173	968	82.5%
Lehigh Valley Section	1037	862	83.1%	123	75	61.0%	1160	937	80.8%
Pittsburgh Section	2090	1742	83.3%	391	252	64.5%	2481	1,994	80.4%
Johnstown Section	148	123	83.1%	15	8	53.3%	163	131	80.4%
Akron Section	588	505	85.9%	122	65	53.3%	710	570	80.3%
Central Pennsylvania Section	365	300	82.2%	139	100	71.9%	504	400	79.4%
Cincinnati Section	811	669	82.5%	131	70	53.4%	942	739	78.5%
Columbus Section	1100	901	81.9%	330	211	63.9%	1430	1,112	77.8%
Southern New Jersey Section	182	144	79.1%	24	10	41.7%	206	154	74.8%
West Virginia Section	128	104	81.3%	37	17	45.9%	165	121	73.3%
Lima Section	83	64	77.1%	33	21	63.6%	116	85	73.3%
Youngstown Section	121	94	77.7%	49	23	46.9%	170	117	68.8%



# Year-over-Year – Recruitment: 2011 Membership Year

Section	May 2011	May 2010	# Change	% Change
Erie Section	42	18	24	133.33%
Delaware Bay Section	78	54	24	44.44%
Washington Section	411	391	20	5.12%
Pittsburgh Section	304	289	15	5.19%
Dayton Section	101	87	14	16.09%
Central Pennsylvania Section	83	76	7	9.21%
Susquehanna Section	80	75	5	6.67%
Johnstown Section	23	22	1	4.55%
Cleveland Section	123	125	-2	-1.60%
Lehigh Valley Section	115	119	-4	-3.36%
Southern New Jersey Section	23	31	-8	-25.81%
Lima Section	17	25	-8	-32.00%
Youngstown Section	32	46	-14	-30.43%
Cincinnati Section	98	116	-18	-15.52%
West Virginia Section	24	43	-19	-44.19%
Philadelphia Section	369	396	-27	-6.82%
Northern Virginia Section	410	440	-30	-6.82%
Akron Section	54	97	-43	-44.33%
Baltimore Section	284	344	-60	-17.44%
Columbus Section	167	233	-66	-28.33%



# Senior Member Elevation status

2011 Regional Statistics of Senior Member Elevations				
Region	Member Grade Count Year end 2010	2011 Senior Member Goal	YTD SM Elevations as of June 2011	Percentage of Goal achieved
1	21,987	200	127	64%
2	20,245	175	114	65%
3	17,991	190	58	31%
4	14,537	130	53	41%
5	18,724	205	113	55%
6	36,766	420	168	40%
7	10,239	155	56	36%
8	42,834	445	335	75%
9	6,910	65	36	55%
10	42,149	415	279	67%
Total	232,382	2400	1339	56%



# High Grade membership count at least or more than last year – May 2011

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R2	Dayton Section	1	\$ 10
R2	Delaware Bay Section	6	\$ 60
<i>R2 Qualifying Gains &amp; Payout</i>		<i>7</i>	<i>\$ 70.0</i>

IEEE-USA Recruitment Incentive Pilot – May 2011



# Baltimore Section

## MD Chair :Virgilio Arafiles

### Activities so far:

- Nov 2010 - Senior Member Drive, Interviewed more than 70 eligible members and got them elevated.
- Feb 2011- Sent more than 250 e-mails to members who have not renewed.
- Apr 2011 - Conducted with the Section Gold Affinity Group
  - A dinner party with student members who are graduating. John Dentler, past R2 Chair, and Bill Semancik, past Baltimore Section Chair presented on DoD Security Clearance Process, and Non Engineering Career Competencies. More than 20 students attended.

### Planned activities:

- SM drive late Oct/Early Nov 2011



# Erie Section

**MD Chair :Frank Xu**

**Activities so far:**

- March 2011 - sponsored Gannon University and Penn State undergraduate paper Competitions.
- April 2011 - Supported IEEE Student Activity Conference at Bayfront Convention Center.
- April 2011 – Conducted Senior Member Drive
- May 2011 – Presentation on “Solving Technical Problems with a Dictionary”
- May 2011 – Presentation on “Lean Manufacturing Implementation Project at Welch’s”

**Planned activities:**

- September - VISTA Plant visit in Niagara Falls
- November – New member dinner gathering





# Northern Virginia Section

**MD Chair** : Murty Polavarapu

**Activities so far:**

- Welcome E-Mail to New Members
  - Invitation to Summer Picnic
- Publicity in Newsletter for New Senior Members

**Planned activities:**

- Senior Membership Invitation Campaign
- Lunchtime Membership Promotion at Lockheed Martin, Manassas, VA
- Welcome Reception for New Members
- Special Reminder for First-year Members at Renewal cycle



# Columbus Section

**MD Chair :** Sol L. Black

**Activities so far:**

- June 2011 : Presentation - “Wireless-Optical Convergence: The Case for Fibre-connected Massively Distributed Antennas”
- Apr 2011: Presentation – “NASA Human Missions to Asteroids and Other Fine Places”
- Apr 2011: Presentation – “Cloud Security: A Rational Approach to Assessing Risk”
- Apr 2011: Presentation – “ Volt Var control technology being applied on AEP operating company distribution systems”
- May 2011: Presentation – “ The infrared retina: Bio-inspired sensing for using Nano scale super lattices and quantum dots”
- June 2011: Presentation – “Stock Market Investment”
- 2010 – Senior Member Upgrade meeting. Attendee count ~ 25.
- 2010 – First year member experience. Attendee count ~ 8

**Planned activities:**

- July 19, 2011 - Senior Membership Drive
- Q4, 2011 – First year membership experience
- Oct, 2011 – Programmable Logic Controller (PLC) training course



# Cincinnati Section

**MD Chair** : Xuefu (Frank) Zhou

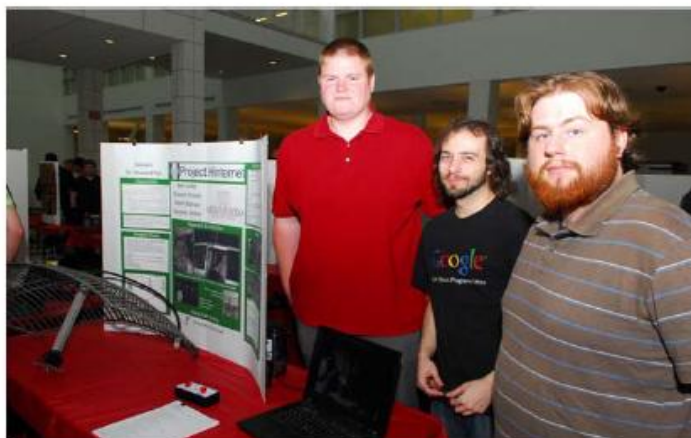
**Activities so far:**

- Jan 2011 - Tour of Imaging Research Center at the Cincinnati Children's Research Foundation (CCRF)
- Feb 2011 – Technical presentation – “Police Radar and Laser Detectors - State of the Art”
- Mar 2011 – Technical Presentation – “Cognitive radio technology”
- Apr 2011 – Technical Presentation – “GPS Technology”
- May 2011 – Senior Design Project awards



# Cincinnati Section – Senior design awards night

Title: Project HINTERNET



Students: Benjamin Jones (EE), Ed Kimball (CS), Adam Stylinski (CompE), Stephen Zeisler (EE)

Advisor: Howard Fan

Description: This project implements a wireless modulation scheme over the amateur radio bands using a custom built wireless interface card and driver to communicate data over long distances.



Students: Jeffrey Hamm (EE), Ian Larkin (EE), Benjamin Michels (EE), Jeffrey Overbeck (EE), Advisor: Howard Fan

Description: This project receives and demodulates an AIS signal, then displays the location of the ship that the signal is received from on a map application using Google Earth.

Title: Real-time Stereo Vision Controller



# Goals for 2011/2012

- Engage MD Chairs from all the sections in Region 2
- Quarterly conference calls with R2 Section MD Chairs to share best practices, discuss issues, roadblocks and possible solutions
- Open communications channels between section MD Chair by leveraging social media sites such as face book, twitter, etc



# Region MD Reports

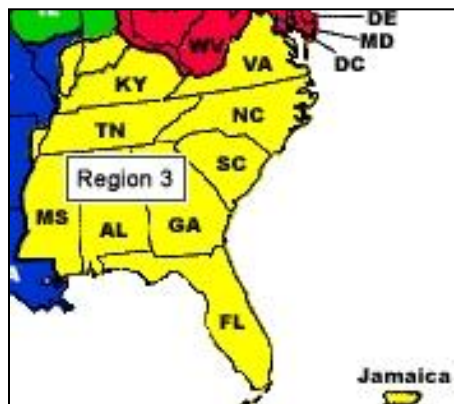
## Region 3 - MD Activities & Plans



**Jim Anderson**  
*Region 3 MD Chair*



# Region 3 MD Activities: Who, What, Where, How?



**MD Team:**

- 40 Sections x 2
- 9 Student Branches

**Challenges:**

- SAMIEEE info not up-to-date
  - Who's in office?
  - Email address?
- Student branches not identified separately








  
**Deleted and then reloaded R3 MD mailing list**

  
**Create master database**

 +   
**Run SAMIEE, Make Calls send emails**



# Region 3 MD Activities: What Works?

- Use new Section member report to send a greeting to all new members. 
- Update Section member list on a monthly basis, create Chapter member lists & provide to Chapter chairs prior to events. 
- Create a LinkedIn group for Section members to join, become aware of other members, and as another way to stay updated. 
- Attend and deliver a “Join IEEE elevator pitch” before every event. 
- Move meetings to different locations to meet all members' needs 
- Joint meetings with student branches 
- Add Senior Member application button to Section web site 





# Thank you

Any Questions ?



# Region MD Reports

## Region 5 - MD Activities, Actions & Plans



**Bob Scollie**  
*Region 5 MD Chair*



# Agenda

1. Intro to the R5 MD Team
2. IEEE focus on the Member
3. Opportunities and Travel that can help focus the Member and Volunteers
4. Region 5 Goals and Action Plan
5. Volunteer Resources available to Sections/Chapters



# MD Team / Network

## Region 5



■ **Robert Scolli**, Region 5 - MD Chair  
[r.scolli@ieee.org](mailto:r.scolli@ieee.org)

- **Joe Redfield**, Supporting Regional MD Chair,  
MD Chair - Central Texas Section  
[jredfield@swri.org](mailto:jredfield@swri.org)

- **Ross Anderson**, LM Coordinator  
[r.c.anderson@ieee.org](mailto:r.c.anderson@ieee.org)

- **Jim Leonard**, Industry Relations  
Coordinator [j.leonard@ieee.org](mailto:j.leonard@ieee.org)

- **Ina Marie Vera Angeles**, WIE Coordinator  
[iangeles@mail.smu.edu](mailto:iangeles@mail.smu.edu)

- **Kheng Swee Goh**, GOLD Coordinator  
[goh@ieee.org](mailto:goh@ieee.org)

- **Thomas Grimm**, Society Liaison &  
Industry Activities [t.grim@ieee.org](mailto:t.grim@ieee.org)

## IEEE MGA



**Aleksandar Szabo**  
*Chair, IEEE Member Recruitment  
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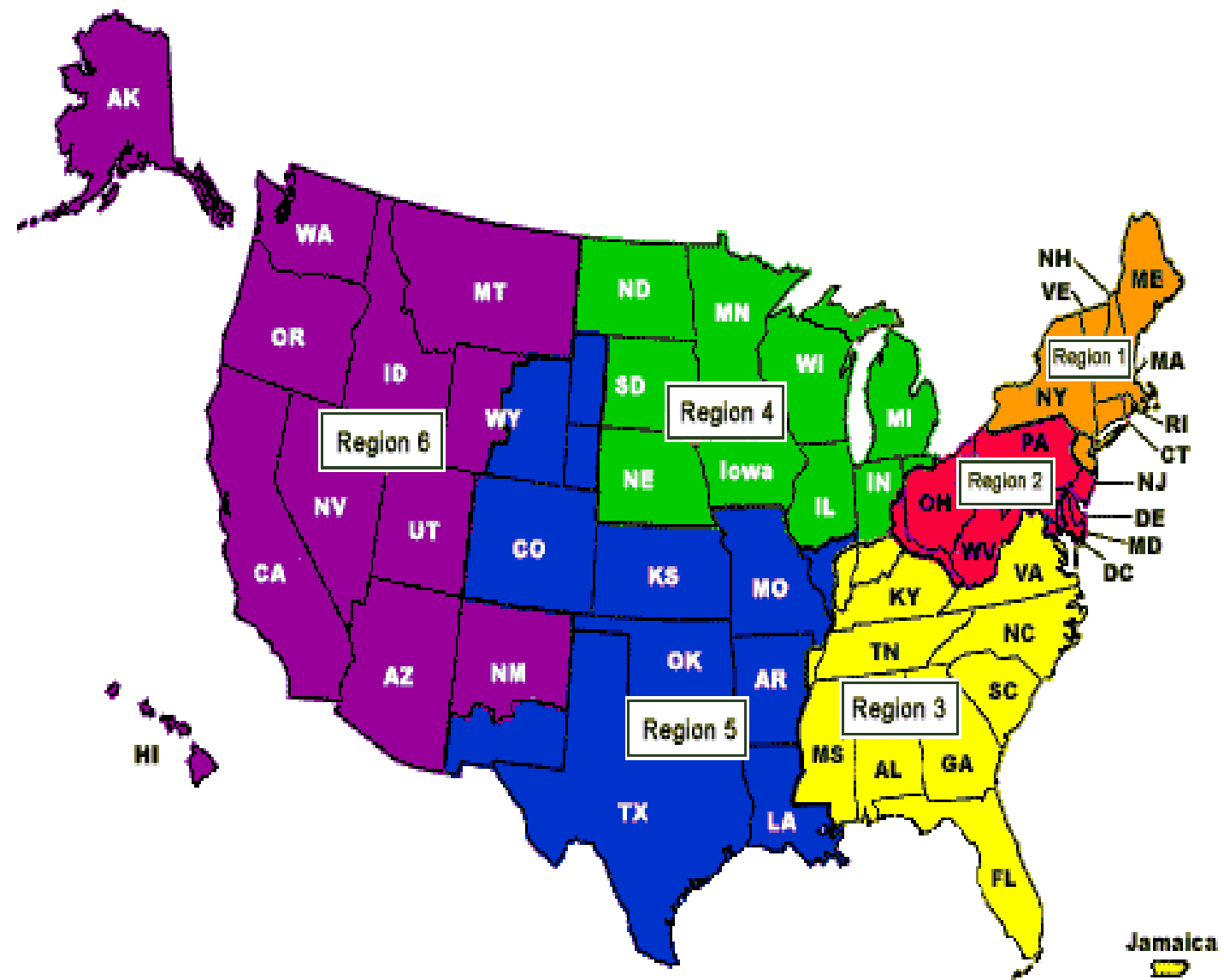


**Cathy Downer**  
*Membership Development Manager*  
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**John Day**  
*Director, Membership Development*  
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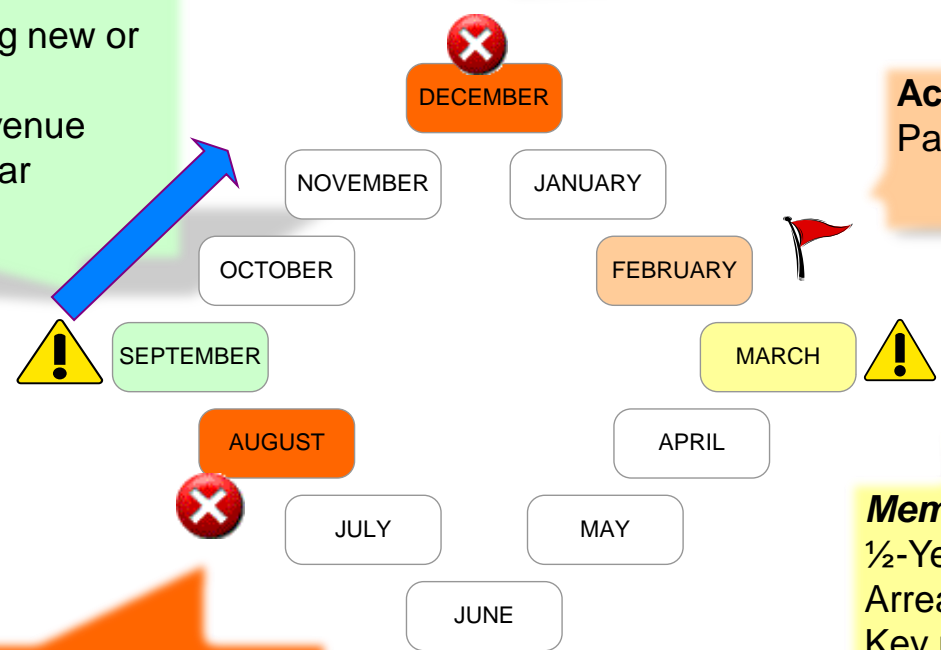


# Timing is Everything – Know the Membership Calendar

**Membership Year Begins**  
 Full-year dues enacted  
 Renewal opens  
 Key month for launching new or upgraded benefits  
 From Sep thru Dec, revenue deferred to next year

**Calendar Year Concludes**  
 Year-end membership statistics determined

**Active-Status Terminator**  
 Past-due members placed into arrears



**Membership Year Concludes**  
 Member retention rates determined  
 Business fiscal performance determined  
 1/2-year dues cycle concludes

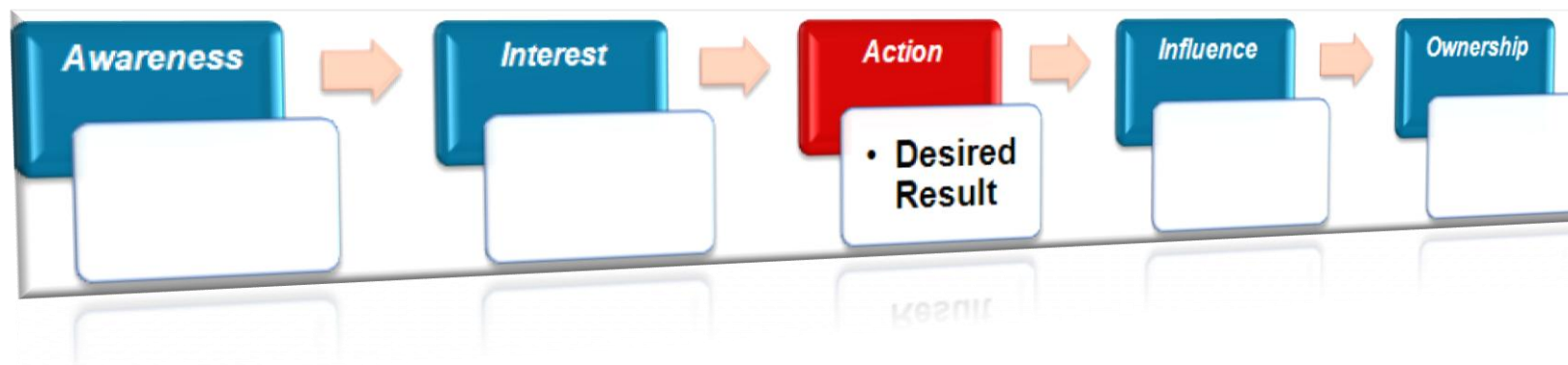
**Membership Mid-Year**  
 1/2-Year Dues-Cycle Begins  
 Arrears-Recovery Begins  
 Key month for launching new or upgraded benefits



# Opportunities and Travel that can help focus the Member and Volunteers



# Engagement for Continue Commitment



Network Members

Awareness is a two-way street:

Leaders need to Understand Members' knowledge of IEEE, and IEEE's knowledge of member needs





# Membership is An Individual Journey ... throughout a Career

- Guarantees
  - Members will start their career
  - Members will finish their career
  - There's a path in between
  - Some experiences are unique... many are similar
  
- How does membership to the IEEE influence “the path in between” ?
  
- Where does IEEE fit (at local and global level?)... where do the members fit in each other's lives ?



## Focus on the Member ...

When we focus on “Membership” the member and their needs get lost in the crowd.



If we focus on the “Member” they can become Inspired, Enabled, Empowered, and Engaged



“I feel welcome”

“My needs are met”

“I make a difference”

“I am the IEEE”

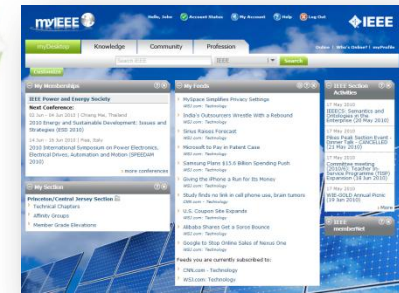
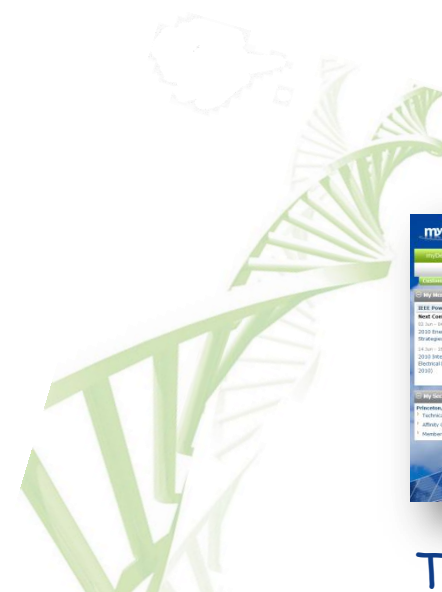
“I am a part of something great”

Truly satisfied members renew; truly satisfied members refer others to IEEE



# The Continuum & Member Experience

- Where does the member want to go?
- What data / intelligence do we have to help guide the member?
- What paths are common, unique?
- What's / who's there to receive them when they join?
- How do we ensure a quality experience at every step of the continuum?
- Everyday, how do we make the member experience more valuable within the time our members allocate to us? – how do we increase their commitment of time?



Time is the currency of engagement



## How Do We Improve our Value ...

- Knowing when members join IEEE
- Knowing member interests
- Welcoming new members
- *Acting* on member interests
- Continuously inviting members to influence IEEE



“I feel welcome”

“My needs are met”

“I make a difference”

“I am the IEEE”

“I am a part of something great”



# Meeting Opportunities




# Volunteer Meeting Opportunities

-August 19 - 22 2011, starts Friday 2:00PM - This year we have a Sections Congress in San Francisco, California at the [San Francisco Marriott Marquis](#) to set goals and objectives for IEEE national. Sending a new person or second person to the meeting helps volunteers understand what IEEE is about.. Most people going to the Section Congress are impressed. Section Congress has tours for Spouses. Again one persons travel is funded by MGA through your Region and Section. Here is an opportunity to reward a hard working section volunteer in train future volunteers.

**Archie Holtan, PE Senior Consultant; C. H. GUERNSEY & COMPANY Engineers · Architects · Consultants** attended the last one in Canada. He said, “It was very impressive and our Section certainly wants to be represented there. Besides the meetings, they had booths from every staff organization at IEEE and it was an education of all the things IEEE does, and how it can relate to our members. They had an awards ceremony for some very distinguished engineers, and it was neat that we too can have our “Rock Stars”.

The meetings last time were about things that IEEE can do to encourage membership and be useful to the members. These were distilled down to the top 10 tasks by the delegates. I am not sure of the topic this year, but some thought will be needed both before and at the meetings. Once you are designated as the section delegate, there will be e-mails on the topics and preparation guidelines, I think.

Last time they kept telling us to get out and see the sites, but then worked us from morning until late at night. On the last day, they broke by lunch, and so there was some opportunity.”

Deadline for Section Congress Registration is July 22. To find more information on the Section Congress use website at [www.ieee.org/SC2011](http://www.ieee.org/SC2011). In addition to the IEEE registration you will need to make hotel reservations if you are the chosen Section Volunteer or Alternate 



# MD Webcast

## Time

- Third Saturday, 10:00am Eastern
- Beginning this year – Wednesday evening, follow-on session

## Objectives

- Inform
- Clarify
- Collaborate

## Standing Agenda

- Preview Topic
- Business Cycle Spotlight
- Membership Stats/Trends Update
- Wrap-up / Direction

## Participation

- 40-60 Volunteers per webcast, global representation

♦ Saturday, 4 December		
Topics:	Speaker(s):	Webcast Presentation (PDF, 4.82 MD)
Region 3 Coordinated Industry Contact & Employment Assistance Pilot	Lee Stogner	<a href="#">Presentation File</a> (PDF, 2.73 MB)
Direct Outreach Tips & Best Practices	Elyn Perez	<a href="#">Presentation File</a> (PDF, 655 KB)
Technical English Program Opportunity for Regions 8-10	Charles W. Hickman	<a href="#">Presentation File</a> (PDF, 209 KB)
Membership Statistics & Goals Update	John Day	<a href="#">Presentation File</a> (PDF, 851 KB)
Updates/Wrap-Up /Direction	Tom Habetler	<a href="#">Presentation File</a> (PDF, 923 KB)
Recorded Session		<a href="http://cc.readytalk.com/play?id=36y10h">http://cc.readytalk.com/play?id=36y10h</a>
<a href="#">t top of page</a>		
♦ November - No webcast was presented.		
<a href="#">t top of page</a>		
♦ Saturday, 16 October		
Topics:	Speaker (s):	Webcast Presentation (PDF, 5.29 MB)
What we are doing in China	Lan Wang	<a href="#">Presentation File</a> (PDF, 1.10 MB)
Member-Get-A-Member Program 2010	Elyn Perez	<a href="#">Presentation File</a> (PDF, 458 KB)
Membership Statistics & Goals Update	John Day	<a href="#">Presentation File</a> (PDF, 785 KB)
Updates/Wrap Up/Direction	Tom Habetler	<a href="#">Presentation File</a> (PDF, 765 KB)
Recorded Session		<a href="http://cc.readytalk.com/play?id=7unjhz">http://cc.readytalk.com/play?id=7unjhz</a>



# MD Webcast (cont).

- Announcements of webcasts via 'MD-Alert-All' alias
  - Contact Cathy Downer to be added to this alias
  - c.downer@ieee.org
  
- Archive of MD webcasts accessible from MD web portal, at [www.ieee.org/md](http://www.ieee.org/md)





# MD Goals & Action Plan



## MD Action Plan and Goals – 2010 & 2011

- Support members in finding value and enjoyment through their IEEE involvement, understanding that
  - Volunteerism delivers on goals, benefiting humanity as well as oneself.
  - Volunteerism develops valuable management and leadership skills
  - Leaders network with others in our profession for activities
  - Leaders develop a Strategic Plan and work the plan
- Communicate MD programs
  - Increase the understanding within Industry professionals and their employers to the value of IEEE as a major resource in achieving success.
  - Promote IEEE Careers and Employment
  - Support Member Development and Membership Growth
- Recruit MD Section and Chapter Chairs to Support member advancement, nurturing volunteerism and recruiting new Members
- Develop LM Assistant Area Chair Support
- Network with Local Engineering and Universities with Computer and Engineering Medicine Programs for Student Branches
- Attend Monthly MD (MRR) conference calls
  - Support LM, WIE and Gold activities
  - Involve Industrial leadership in Professional Activities
  - Check websites to insure they list current Section and Chapter officers and Executive Committee chairs.



# Where do we go from here?

- Continue to Develop Regional MD Network
- Support Graduate Students Retention
- Support Associate, Senior Member and Fellow Elevations
- Support Sections and Chapters Contacting Members
- Reach Out to Universities
  - Know your Counselors and Student Chairs
  - Recruit new University Student Branches and Student Branch Chapters
  - Use V-tools available to help on Branch Reporting
- Help organize new WIE, GOLD and Life Member Chapters
- Support IEEE-USA Recruitment Incentive Pilot

In an effort to drive U.S. membership growth IEEE-USA is offering a financial incentive that rewards year-over-year improvements in recruitment of higher-grade (HG), dues-paying members in IEEE's U.S.



# Volunteer Resources

## from

[www.ieee.org/about/volunteers/index.html](http://www.ieee.org/about/volunteers/index.html)



# Volunteer Resources

- EACH OTHER, [www.ieeeR5.org](http://www.ieeeR5.org), e-mail and Facebook
- myIEEE member portal
- Elevate your member grade
- IEEE Fellows Program
- IEEE e-mail alias
- The Institute newsletter
- Employment resources on the IEEE Job Site
- Financial Advantage Programs
- Meeting and conference management services
- Societies and affinity groups
- Purchase IEEE merchandise
- MD Portal → [www.ieee.org/md/](http://www.ieee.org/md/)
- MD Guide
- MD Supplies (ordering online)
- MD Virtual Community <http://ieee-md-net.oc.ieee.org/>
- **Region 5 VC** [ieee-region5.oc.ieee.org](http://ieee-region5.oc.ieee.org)
- Monthly MD Webcasts

## Services available to volunteers

[e-Notice Electronic Newsletter Distribution Service](#)  
[Electronic Mail and Listserv Services](#)  
[Entity Web Hosting \(EWH\) Service](#)  
[IEEE Web Conferencing](#)  
[Meeting and Conference Management](#)  
[SAMieee \(Section Access to Membership Information\)](#)  
[Strategic Research](#)  
[Teleconferencing](#)  
[Travel Services](#)  
[vTools \(Electronic Tools for Volunteers\)](#)



## [vTools](http://ewh.ieee.org/mu/vTools/) [ewh.ieee.org/mu/vTools/](http://ewh.ieee.org/mu/vTools/)

vTools are developed and made possible by IEEE volunteers. The toolbox simplifies administration by offering web based software, reduces time spent managing activities, and assists in member development. vTools toolkit contains tools in various phases of development, from production, to pilots, to active development:

[Meetings](#) – tool for managing section and chapter meetings. Officers can create meeting announcements with no dependence on webmaster availability and show them on your website. Members and the public may see and register for the upcoming meetings.

[WebInABox](#) – wizard to assist officers generate simple section websites in an automated fashion with no dependence on webmaster availability.

[Voting](#) – tool to allow members submit votes in their Section officer elections online (please note that this is different from the general IEEE elections).

[Dim Dim](#) – a Web Conferencing service to Geographic Organizational Units for online meetings, webinars, training, demos and presentations. The service is available to MGA Board members and MGA Board Committees as well as Region and Section EXCOM officers.



## vTools Continued

[vTools.StudentBranchReporting](#) – tool for collecting and searching reports submitted by student branch volunteers such as annual plan and report of activities.

[vTools.GeoView](#) – project to provide a knowledge base with examples of how various mapping software (MS Street Maps, Yahoo!Maps, etc.) can be used to create demographic views of IEEE units such as sections and chapters. Showing membership distribution on a map assists officers decide where to hold meetings, form new chapters, have conferences, etc.

**FluidSurveys** – a Survey tool available to MGA Board members and MGA Board Committees as well as Region and Section EXCOM officers. Tool can be used to quickly create online surveys using intuitive interface and distribute them via Email, Web link, etc. Collected results can be easily analyzed and graphical reports can be shared with others. Contact us for more information.

**More vTools projects** – we are planning to introduce more tools in the next few years. Among the tools we will have: Awards, Section Dashboard, Communicate, Prospective Members, Membership Development, Off-line join, Agendas, and more.



# Thank you !





# myIEEE 1.85 – Volunteer Desktop Enhancements



*Presented by:*  
**Mark David**  
*Manager, Member Products*  
*[m.david@ieee.org](mailto:m.david@ieee.org)*

# myIEEE Volunteer Desktop Enhancements

## myIEEE 1.85

- ❑ The major goal of this project is to improve the volunteer interaction with IEEE web-based services by providing efficient access to all necessary volunteer “doing business” tools.
- ❑ Presents personalized views to volunteers of each Section, Societies, and Boards (and their Committees).
- ❑ Offers a centralized repository to IEEE volunteers for accessing meeting information, agendas, rosters, forms, tools, and more.
- ❑ Consolidates publicly accessible volunteer tools under common, personalized network-based pages.
- ❑ This project will indirectly improve retention rates among members since volunteers can work in a more efficient manner. Increased retention rates translate to increased dues revenues and have an indirect impact on other revenue streams associated with growing membership.
- ❑ IEEE Volunteers at all levels have asked for one centralized area\interface to provide volunteers access to information and tools. When put to a vote, myIEEE was chosen by IEEE staff and volunteers as an area that could best fulfill the volunteer portal need.



# myIEEE 1.8 - Current Volunteer DT

## Current state:

- ❑ One page, no sub navigation

## Gadgets:

- ❑ IEEE Vtools
- ❑ My Positions
- ❑ Volunteer Resources
- ❑ SAMIEEE Access
- ❑ Volunteer News & Updates
- ❑ IEEE memberNet Spotlight Volunteer
- ❑ IEEE.tv – IEEE.tv Specials

The screenshot displays the myIEEE 1.8 web interface. At the top, there is a navigation bar with tabs for myDesktop, Volunteer, Knowledge, Community, and Profession. Below the navigation bar is a search bar and a main content area with several gadgets. The gadgets include: IEEE Vtools (with links to Vtools Project Page, Vtools Meetings, and Vtools WebInABox); My Positions (showing Princeton/Central Jersey Section SAMIEEE User-Full Access); Volunteer Resources (with links to Author Tools/Submission Guide, Conference Organizers, etc.); SAMIEEE Access (describing a web-enabled query tool); Volunteer News & Updates (listing articles from SOCIETY SENTINEL and LEADERSHIP WIRE); IEEE memberNet Spotlight - Volunteer (featuring Charles Barest, Vice President of Engineering at eSilo, LLC); and IEEE.tv - IEEE.tv Specials (with video thumbnails for EMBC '09, Care Innovations, and Winds of Change).



# myIEEE 1.85 – New Volunteer DT

## New: Two Sub Navigation Areas

### myVolunteer Networks

- Top subNavigation is personalized based on positions held

### Major Boards

- Lower subNavigation provides links to top level board committee directories

### Gadgets:

- My Volunteer Networks
- Major Boards
- Forms
- SAMIEEE Access
- Volunteer News & Updates
- Volunteer Resources
- IEEE memberNet Spotlight – Volunteer
- IEEE.tv – IEEE.tv Specials
- IEEE vTools



# myVolunteer Networks Navigation

## Geo Unit - Philadelphia Section

- Geo Units are accessible via myVolunteer Networks subNavigation, personalized based on positions held

### Default Gadgets:

- Executive Officers
- Section on MemberNet
- Officer Training
- Meetings (Vtools)
- Officer Elections (Vtools)
- Finance Links
- Membership Development
- Governance Docs
- Volunteer Networks Boards

The screenshot displays the myIEEE website interface for the Philadelphia Section. At the top, there is a navigation bar with tabs for myDesktop, Volunteer, Knowledge, Community, and Profession. A search bar is present with the text 'Search IEEE' and a dropdown menu showing 'IEEE'. Below the navigation bar, the main content area is divided into several sections:

- myVolunteer Networks:** A list of links including 'EAB Representatives To The Abet Bd Of Direct', 'IEEE Board Of Directors', and 'Philadelphia Section'. A 'Network Missing?' button is also visible.
- Major Boards:** A directory page for each board and its associated sub-committees, listing boards such as 'IEEE Board Of Directors', 'Educational Activities Board', 'IEEE Awards Board', 'IEEE Member and Geographic Activities Board', 'IEEE-SA Board Of Governors', 'IEEE-USA Board Of Directors', 'Publication Services and Products Board', and 'Technical Activities Board'.
- Philadelphia Section on MemberNet:** A section with a link to 'Philadelphia Section' and a note: '\* The link provided will launch a list of all members via IEEE memberNet.'.
- Executive Officers - Philadelphia Section:** A list of officers including Jack Nachamkin (Chair), Robert Lawson (Vice Chair), RAM ACHUTHANANDAM (Secretary), and Emilio Salgueiro (Treasurer). A link is provided to 'Click here to send a request to add a volunteer.'.
- Officer Training:** A list of training modules including 'General Volunteer Training Modules', 'Understanding the IEEE', 'Membership', 'Financial Advantage Program (FAP)', 'Standards', 'Educational Activities', 'Online Products', and 'IEEE Center for Leadership Excellence'.
- Meetings - Philadelphia Section:** A section with a 'Post Meeting' link and the text 'No meetings are currently available.'.
- Officer Elections - Philadelphia Section:** A section with a 'Run an Election' link and the text 'No Election Items Found.'.
- Finance Links - Philadelphia Section:** A list of links including 'Expense Report Form (XLS, 42.5 KB)', 'L50 Form', 'Concentration Banking', and 'PaymentNet'.
- Membership Development:** A list of links including 'Monthly Progress Reports', 'Regional and Sectional Membership Statistics', 'Membership Development Online Community', 'Guide to reading the IEEE Membership Statistics Reports', 'IEEE Membership Development Manual (PDF, 850 KB)', and 'Member Benefits at a Glance (PDF, 52 KB)'.
- Governance Docs - Philadelphia Section:** A list of links including 'Governance Bylaws'.



# myVolunteer Networks Navigation Society - IEEE Industrial Electronics

- ❑ Societies are accessible via myVolunteer Networks subNavigation, personalized based on positions held

## Default Gadgets:

- ❑ Officers
- ❑ Finance Links
- ❑ Membership Development
- ❑ Society on MemberNet
- ❑ Governance Docs Training

The screenshot displays the myIEEE website interface for the IEEE Industrial Electronics Society. At the top, there is a navigation bar with tabs for myDesktop, Volunteer, Knowledge, Community, and Profession. A search bar is located below the tabs. The main content area is divided into several sections:

- myVolunteer Networks:** A list of networks including IEEE Ethics And Member Conduct Committee, IEEE Industrial Electronics Society (highlighted), IEEE Member and Geographic Activities Board, MGA Member Engagement and Life Cycle Committee, and MGA Operations Committee.
- Major Boards:** A directory page for each board and its associated sub-committees, listing boards such as IEEE Board Of Directors, Educational Activities Board, IEEE Awards Board, IEEE Member and Geographic Activities Board, IEEE-SA Board Of Governors, IEEE-USA Board Of Directors, Publication Services and Products Board, and Technical Activities Board.
- Officers - IEEE Industrial Electronics Society:** A list of officers with their names, titles, and email addresses, including Leopoldo Franquelo (President-Elect), John Hung (Vice President), Luis F Gomes (Vice President), G A Capolino (Vice President), Ronald Schoop (Vice President), Kamal Al Haddad (Vice President), Kim Man (Vice President), Gerhard Hancke (Secretary), and Terry Martin (Treasurer).
- Finance Links:** A list of financial documents and services, including Expense Report Form (XLS, 42.5 KB), L50 Form, Concentration Banking, and PaymentNet.
- Membership Development:** A list of membership-related resources, including Monthly Progress Reports, Regional and Sectional Membership Statistics, Membership Development Online Community, Guide to reading the IEEE Membership Statistics Reports, IEEE Membership Development Manual (PDF, 850 KB), and Member Benefits at a Glance (PDF, 52 KB).
- IEEE Industrial Electronics Society on MemberNet:** A link to access the society's page on the MemberNet platform.
- Governance Docs - IEEE Industrial Electronics Society:** A link to access governance documents, including the Governance Bylaws.



# myVolunteer Networks Navigation

## Network Missing

- ❑ To qualify for a given entry in “myVolunteer Networks” a given user account must have an associated ACTIVE “Officer Level” position.
- ❑ Network missing is provided so users can send a request if they feel a network is missing.
- ❑ This follows the officer designation process

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

Hello, Moshe Account Alerts My Account Help Log Out

myIEEE

myDesktop Volunteer Knowledge Community Profession

Search IEEE IEEE Search

Online | Who's Online? | myProfile

### myVolunteer Networks

- EAB Representatives To The Abet Bd Of Direct
- IEEE Board Of Directors
- Philadelphia Section

Network Missing?

### Major Boards

A directory page for each board and its associated sub-committees.

- IEEE Board Of Directors
- Educational Activities Board
- IEEE Awards Board
- IEEE Member and Geographic Activities Board
- IEEE-SA Board Of Governors
- IEEE-USA Board Of Directors
- Publication Services and Products Board
- Technical Activities Board

### Network Missing?

Volunteer Networks are created for All Top Level Boards, Standing Committees, Regions and Sections. Chapters are represented through the associated Section Network.

To qualify for a "Volunteer Network" your profile must have an associated ACTIVE "Officer Level" position recorded in the Official IEEE Membership database. Before filling out this form please evaluate the following potential reasons a network is missing:

- Organizational Unit/Network Leaders have not submitted your officer information. Please check with your local leaders or visit to obtain the paperwork to complete your officer position.
- We are still in the process of adding your profile this network. Due to the yearly cycle in volume of these requests, it could take up to 30 days to complete adding a position to a profile.

If you feel a network is not being reflected due to a position omission, please submit your request here and we will get back to you in seven business days.

Submit

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# Major Boards Navigation - Directory

## Board of Directors

Major board directory pages are accessible to all volunteers with an active designation. These are accessible via the Major boards sub navigation. The directory pages provide links to top level board committee directories

### Top level OU Directory Subpage, Board of Directors

### Persistent Sub navigation

- My Volunteer Networks
- Major Boards

### Core Content:

- Standing Committees
- IEEE Ad Hoc Committees page

\*Please Note: BOD is a special case since it has Standing and Ad Hoc committees. All other "Major Boards" only contain sub committees.

The screenshot displays the IEEE Volunteer Desktop interface. At the top, there are navigation tabs for myDesktop, Volunteer, Knowledge, Community, and Profession. A search bar is visible with the text "Search IEEE" and a dropdown menu showing "IEEE". Below the navigation, the page title is "My Volunteer Desktop > IEEE Board Of Directors".

The main content area is divided into two columns. The left column, titled "myVolunteer Networks", includes links for "IEEE Societies" and "IEEE Regions". Below this is a section titled "Major Boards" with a sub-section for "IEEE Board Of Directors". This section lists several boards: Educational Activities Board, IEEE Awards Board, IEEE Member and Geographic Activities Board, IEEE-SA Board Of Governors, IEEE-USA Board Of Directors, Publication Services and Products Board, and Technical Activities Board.

The right column, titled "IEEE Board of Directors", contains a description of the board's composition: "The IEEE Board of Directors is comprised of the three IEEE Presidents, the Vice Presidents and Presidents of the six Major Boards, the ten Region Directors, the ten Division Directors, and the Directors Emeritus." It also includes a note: "NOTE: Access to these documents is restricted to sitting Directors only and Board support staff." Below the note are two bullet points with links: "View IEEE Board History (PDF, 1.55 MB) to see the composition of the IEEE Board of Directors from 1963 to the present." and "View the biographies of the 2011 IEEE Board of Directors (PDF, 524 KB)".

At the bottom of the right column, there is a section titled "Standing Committees" with a list of links for various committees: Directors Elect, IEEE Tellers Committee, IEEE Distinguished Ethical Practices Award Cmte, IEEE Women In Engineering, IEEE Ethics And Member Conduct Committee, IEEE Finance Committee, IEEE New Initiatives Committee, IEEE Nominations And Appointments Committee, IEEE Investment Committee, IEEE Admission And Advancement Committee, IEEE History Committee, IEEE Life Members Committee, IEEE Conferences Committee, IEEE Insurance Committee, IEEE Strategic Planning Committee, IEEE Audit Committee, IEEE Governance Committee, IEEE Fellow Committee, IEEE Employee Benefits & Compensation Committee, and IEEE Marketing And Sales Committee.

At the very bottom of the right column, there is a section titled "IEEE Ad Hoc Committees".





# Major Boards Navigation

## Directory - Member and Geographic Activities

Major board directory pages are accessible to all volunteers with an active designation. These are accessible via the Major boards sub navigation. The directory pages provide links to top level board committee directories

### All Top Level OU's

### Persistent Sub navigation

- My Volunteer Networks
- Major Boards

### Core Content:

- Additional Sub-Committees

\*Please Note: BOD is a special case since it has Standing and Ad Hoc committees. All other "Major Boards" only contain sub committees.

The screenshot shows the IEEE myIEEE website interface. At the top, there is a navigation bar with links for IEEE.org, IEEE Xplore Digital Library, IEEE Standards Association, Spectrum Online, The Institute, and More IEEE Sites. Below this is a user profile section for 'Hello, Brian' with links for My Account, Help, and Log Out. The main navigation menu includes myDesktop, Volunteer, Knowledge, Community, and Profession. A search bar is present with the text 'Search IEEE' and a search button. The page content is divided into two main sections: 'myVolunteer Networks' and 'Major Boards'. The 'Major Boards' section lists various boards, including the IEEE Board of Directors, Educational Activities Board, IEEE Awards Board, IEEE Member and Geographic Activities Board (highlighted), IEEE-SA Board of Governors, IEEE-USA Board of Directors, Publication Services and Products Board, and Technical Activities Board. The 'IEEE Member and Geographic Activities Board' section provides a description of the MGA's role and lists several sub-committees, such as the IEEE Admission and Advancement Committee, MGA IT Coordination and Oversight Committee, IEEE Life Members Committee, MGA Geographic Unit Operations Support Committee, MGA Operations Committee, MGA Nominations and Appointments Committee, MGA Member Engagement and Life Cycle Committee, and MGA Strat Direction & Environmental Assessment Cmt.

# Administrative Features

## Customizing Pages

All pages in the volunteer desktop are customizable by admin users based on what page it is. All societies and sections can be customized by any volunteer; top level boards and committee pages are only customizable by designated admins.

### Gadgets can be added from:

- myDesktop
- Knowledge
- Community
- Profession
- Volunteer
- User Generated

### Custom gadgets can be added:

- Add a Link Gadget
- Import an RSS Feed
- Custom gadgets are added to the User Generated Gadgets area for use in other areas in myIEEE.

The screenshot displays the myIEEE volunteer desktop interface. At the top, there is a navigation bar with tabs for myDesktop, Volunteer, Knowledge, Community, and Profession. A search bar is located below the tabs. The main content area is titled "Browse Gadgets > All myIEEE" and features a grid of various gadgets such as "IEEE Grade Elevations", "IEEE Section Activities", "IEEE Worldwide Activities", "IEEE memberNet Spotlight", "IEEE.tv - Conference Highlights", "My Section", "Upcoming Conferences", "Browse Publications", and "IEEE Spectrum". A "CLOSE" button is visible at the bottom left of the gadget grid. On the right side, there is a "Browse Gadgets" sidebar with a list of categories and options to "Add a Link Gadget", "Import an RSS Feed", and "User Generated Gadgets Admin". Below the gadget grid, the interface shows several content blocks: "myVolunteer Networks" with links to IEEE Societies and IEEE Regions; "Major Boards" with a directory page for each board; "SAMIEEE Access" with a query tool for membership data; "Volunteers News & Updates" with recent news items; "IEEE memberNet Spotlight - Volunteer" featuring a profile for G Kattke; and "IEEE.tv - IEEE.tv Specials" with video thumbnails for "Energy Innovations: The Hydrogen House", "Care Innovations: Toxics In Electronics", and "IEEE Medal of Honor Recipient (2008): Dr. ...".



# Administrative Features

## Creating Gadgets – Adding a New Link Gadget

The screenshot displays the myIEEE administrative interface. At the top, there's a navigation bar with tabs for myDesktop, Volunteer, Knowledge, Community, and Profession. A search bar is present with the text 'Search IEEE' and a dropdown menu showing 'IEEE'. The main content area is titled 'Add a Link Gadget > Add a New Link Gadget'. It contains a form with the following fields:

- Gadget Title: [Text input field]
- Description: [Text area]
- Link Title: [Text input field]
- URL: [Text input field]
- Link Title: [Text input field]
- URL: [Text input field]
- Link Title: [Text input field]
- URL: [Text input field]

A 'Save' button is located to the right of the Description field. A 'CLOSE' button is at the bottom left of the form. On the right sidebar, there's a 'Browse Gadgets' section with a sub-section 'Add a Link Gadget' containing options: 'Add a New Link Gadget', 'Edit an Existing Link Gadget', 'Officer Training', 'Governance Docs - Philadelphia Section', 'Finance Links - Philadelphia Section', 'Sections Congress 2010 Sessions', and 'Membership Development'. Below this are 'Import an RSS Feed' and 'User Generated Gadgets Admin'.

The bottom navigation bar shows 'myVolunteer Networks', 'Philadelphia Section on MemberNet', and 'Meetings - Philadelphia Section'.

- ❑ Static link gadgets can be added to a page in a few moments by visiting the customize area on a given page.
- ❑ Only designated admins have this level of access.
- ❑ Gadgets created here can be added to the user-generated area so gadgets can be shared with other networks across myIEEE.



# Administrative Features

## Creating Gadgets – Add a New RSS Gadget

The screenshot displays the myIEEE website interface. At the top, there is a navigation bar with tabs for 'myDesktop', 'Volunteer', 'Knowledge', 'Community', and 'Profession'. A search bar is located below the navigation bar. The main content area is titled 'Import an RSS Feed > Add a New RSS Gadget'. This area contains a form with three input fields: 'Gadget Title', 'Description', and 'RSS URL'. A 'Save' button is positioned to the right of the 'Description' field. Below the form is a 'CLOSE' button. On the right side of the main content area, there is a sidebar with several options: 'Browse Gadgets', 'Add a Link Gadget', 'Import an RSS Feed', 'Add a New RSS Gadget' (highlighted), 'Edit an Existing RSS Gadget', 'No gadgets present on this page', and 'User Generated Gadgets Admin'. The bottom of the page shows a navigation bar with tabs for 'myVolunteer Networks', 'Philadelphia Section on MemberNet', and 'Meetings - Philadelphia Section'.

- ❑ RSS feed gadgets can be added to a page in a few moments by visiting the customize area on a given page.
- ❑ Only designated admins have this level of access.
- ❑ Gadgets created here can be added to the user generated are so gadgets can be shared with other networks across myIEEE.



# Administrative Features

## Editing Gadgets – Link Example

- ❑ Static link gadgets can be customized on a page in a few moments by visiting the gadget or customize area on a given page.
- ❑ Only designated admins have this level of access.
- ❑ Gadgets created here can be added to the user-generated area so gadgets can be shared with other networks across myIEEE.
- ❑ Gadgets can also be hidden to specific user groups or customizable by specific user groups depending upon the gadget.



# Administrative Features

## Editing Gadgets – Link Example

The left screenshot shows the 'Gadget Level Admin Settings' panel for the IEEE.tv Spectrum Reports gadget. It includes sections for 'View Privileges' and 'Customize Privileges' with checkboxes for 'Designated Staff', 'Designated Volunteers', 'Undesignated Users', and 'Undesignated Users'. A 'Save' button is visible.

The right screenshot shows the 'Edit RSS' panel. It features a dropdown for 'Article Listed' set to 10, a text area for the RSS feed URL (http://www.ieee.org/portal/rss/ieeetv?series=sp), and a 'Submit and Save' button. A list of RSS feeds is shown below, including 'Testing My New Robot Body', 'Airship Renaissance', 'Robots play soccer', 'Denmark Solar House', 'Social Robot Olivia', 'RoboCup humanoid robots', 'Singapore's road to water self-sufficiency', 'Honda U3-X Personal Mobility Device in NY', 'DIY: Replacing the Water Grid With Rainwater', and 'A Nuclear Waste Repository Grows In Finland'. A 'Feeds you are currently subscribed to:' section lists 'IEEE.tv - Programs'.

- ❑ RSS feed gadgets can be customized on a page in a few moments by visiting the gadget or customize area on a given page.
- ❑ Only designated admins have this level of access.
- ❑ Gadgets created here can be added to the user-generated area so gadgets can be shared with other networks across myIEEE.
- ❑ Gadgets can also be hidden to specific user groups or customizable by specific user groups depending upon the gadget.

The screenshot shows the 'Gadget' administration interface. It includes a 'Description' field and a 'Save' button. A sidebar menu on the right contains the following options: 'Browse Gadgets', 'Add a Link Gadget', 'Import an RSS Feed', 'Add a New RSS Gadget', 'Edit an Existing RSS Gadget', 'IEEE.tv Spectrum Reports', and 'User Generated Gadgets Admin'.



# Interactive Demo



# Thank you!!!

## Questions??





# Membership Statistics & Goals Update

## June 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 5-7

Category	April '11	% Change vs '10	Apr '09	Apr '08	Mar '09
Membership	8,642	+ 2.6%	336,167	327,025	326,499
New	1	+ 3.7%	25	27	28
Lost	162	+ 2.0%	6,344	6,182	6,307
Renewal Member	849	+ 3.2%	30,316	29,267	30,003
Member	1,989	+ 1.0%	204,700	202,719	200,368
Associate Member	2,501	+ 4.0%	14,705	17,200	14,295
Graduate Student	6,529	+ 19.3%	33,371	27,842	31,360
Undergraduate Student	2,517	+ 5.7%	48,793	44,186	43,138
Society Memberships	2,530	-0.3%	284,389	286,919	277,195
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	<p>3-Year Due Cycle - IEEE MG            accepting to-prize bids for present year or service candidates and join IEEE and receive 6 months of membership for the price of 2 appropriate message and contact</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p> <p>3-Year Due Cycle - IEEE MG            accepting to-prize bids for present year or service candidates and join IEEE and receive 7 months of membership for the price of 2 appropriate message and contact</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events. Ensure a library of USG membership cards to your local volunteers.</p> <p>3-Year Due Cycle - IEEE MG            accepting to-prize bids for present year or service candidates and join IEEE and receive 7 months of membership for the price of 2 appropriate message and contact</p> <p>Section MD Officer - Disseminate membership materials at all section meetings and local events.</p>	<p>Section MD Officer - Real-time status of statistics members activity in "StatCenter" to all Region, Section, and Society MD officers. Develop and execute local communications to members in Areas, Programs and activities.</p> <p>4- All focus should be on recruitment programs and activities.</p> <p>4- All focus should be on recruitment programs and activities.</p> <p>4- All focus should be on recruitment programs and activities.</p>	<p>MD Portal  <a href="http://www.ieee.org/membership">www.ieee.org/membership</a></p> <p>PowerPoint presentations            Membership Statistics            Reports            IEEE Membership Manual</p>



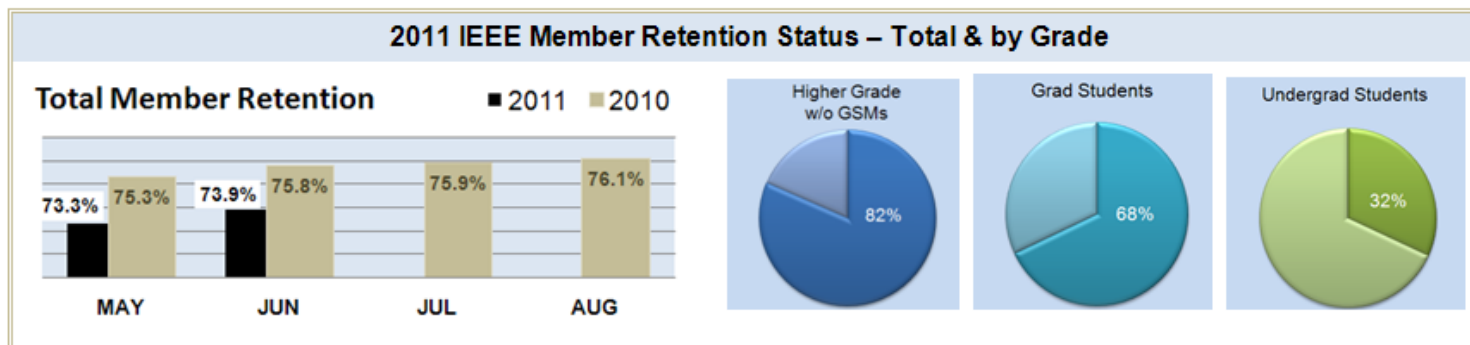
Presented by:  
**John Day**  
 Director, Membership Development  
 j.day@ieee.org



# June 2011 Dashboard – IEEE Membership

Snapshot	Jun '11 vs. '10	% Change YoY	Jun '11	Jun '10	May '11	% Change May '11 - Jun '11
<b>IEEE Membership</b>	5,126	+ 1.4%	<b>371,749</b>	<b>366,623</b>	<b>361,373</b>	<b>+ 2.9%</b>
• Honorary	1	+ 3.4%	30	29	31	(3.2%)
• Fellow	159	+ 2.4%	6,690	6,531	6,676	+ 0.2%
• Senior Member	757	+ 2.4%	32,534	31,777	32,055	+ 1.5%
• Member	2,436	+ 1.1%	231,421	228,985	213,559	+ 8.4%
• Associate Member	(367)	(2.6%)	13,869	14,236	12,451	+ 11.4%
• Graduate Student	994	+ 2.9%	35,763	34,769	41,200	(13.2%)
• Undergraduate Student	1,146	+ 2.3%	51,442	50,296	55,401	(7.1%)
<b>Society Memberships</b>	222	<b>+0.1%</b>	<b>314,687</b>	<b>314,465</b>	<b>307,102</b>	<b>+ 2.5%</b>
• 18 Societies up > 1%	6,056					
• 9 Societies +/- 1%	118					
• 11 Societies down > 1%	(5,952)					

*Societies Note:* Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 503 or +0.2%.



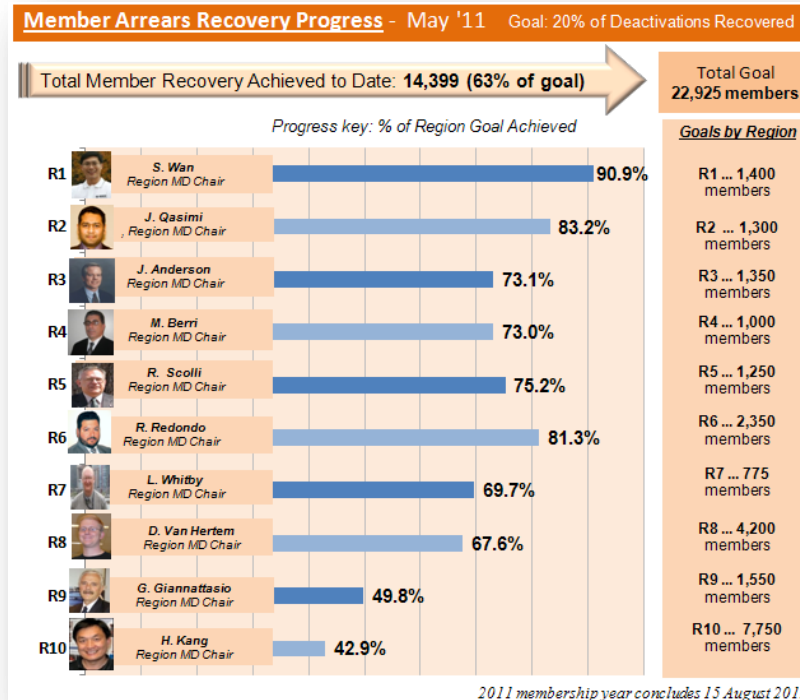
## Arrears Recovery Update

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
- Regions 8, 9, 10 have e-Membership option to promote for arrears-recovery



- Total recovery / retention results impacted by the proportion of students to total membership
- Regions with larger student member populations usually have lower results for their recovery goals

## Active Membership by Region

### Geographic IEEE Membership Summary - June 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	
			#	%			#	%			#	%			#	%
<b>1</b>	30,030	30,698	(668)	-2.2%	1,682	1,766	(84)	-4.8%	1,642	1,683	(41)	-2.4%	33,354	34,147	(793)	-2.3%
<b>2</b>	26,432	27,037	(605)	-2.2%	1,635	1,684	(49)	-2.9%	1,724	1,759	(35)	-2.0%	29,791	30,480	(689)	-2.3%
<b>3</b>	23,575	23,954	(379)	-1.6%	2,157	2,240	(83)	-3.7%	2,546	2,328	218	9.4%	28,278	28,522	(244)	-0.9%
<b>4</b>	17,984	18,327	(343)	-1.9%	1,712	1,673	39	2.3%	1,920	1,841	79	4.3%	21,616	21,841	(225)	-1.0%
<b>5</b>	23,395	23,516	(121)	-0.5%	1,646	1,713	(67)	-3.9%	2,083	2,036	47	2.3%	27,124	27,265	(141)	-0.5%
<b>6</b>	46,904	47,748	(844)	-1.8%	2,686	2,791	(105)	-3.8%	2,898	2,888	10	0.3%	52,488	53,427	(939)	-1.8%
<b>R 1-6</b>	168,320	171,280	(2,960)	-1.7%	11,518	11,867	(349)	-2.9%	12,813	12,535	278	2.2%	192,651	195,682	(3,031)	-1.5%
<b>7</b>	12,407	12,485	(78)	-0.6%	1,853	1,844	9	0.5%	1,181	1,311	(130)	-9.9%	15,441	15,640	(199)	-1.3%
<b>8</b>	48,128	46,564	1,564	3.4%	10,790	10,309	481	4.7%	8,803	8,863	(60)	-0.7%	67,721	65,736	1,985	3.0%
<b>9</b>	7,650	6,790	860	12.7%	1,535	1,405	130	9.3%	5,639	5,414	225	4.2%	14,824	13,609	1,215	8.9%
<b>10</b>	48,039	44,439	3,600	8.1%	10,067	9,344	723	7.7%	23,006	22,173	833	3.8%	81,112	75,956	5,156	6.8%
<b>R 7-10</b>	116,224	110,278	5,946	5.4%	24,245	22,902	1,343	5.9%	38,629	37,761	868	2.3%	179,098	170,941	8,157	4.8%
<b>TOTAL</b>	<b>284,544</b>	<b>281,558</b>	<b>2,986</b>	<b>1.1%</b>	<b>35,763</b>	<b>34,769</b>	<b>994</b>	<b>2.9%</b>	<b>51,442</b>	<b>50,296</b>	<b>1,146</b>	<b>2.3%</b>	<b>371,749</b>	<b>366,623</b>	<b>5,126</b>	<b>1.4%</b>
% R1-6	59%	61%			32%	34%			25%	25%			52%	53%		
% R7-10	41%	39%			68%	66%			75%	75%			48%	47%		



# Member Renewals – 2011

★ Top Region to date 😊 Runners up

... w/ YoY comparisons

## IEEE Membership Renewal / Retention - June 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	26,741★	86.2%	86.6%	1,887	1,387	73.5%	74.8%	1,598	764	47.8%	50.3%	34,500	28,892★	83.7%	84.5%
2	27,415	23,438😊	85.5%	86.1%	1,782	1,325	74.4%	75.5%	1,639	817😊	49.8%	54.4%	30,836	25,580😊	83.0%	83.9%
3	24,565	20,433	83.2%	83.9%	2,310	1,766😊	76.5%	76.9%	2,037	994	48.8%	48.0%	28,912	23,193	80.2%	80.9%
4	18,692	15,721😊	84.1%	85.0%	1,745	1,328😊	76.1%	75.7%	1,676	843😊	50.3%	53.7%	22,113	17,892	80.9%	82.1%
5	24,124	20,299	84.1%	84.7%	1,757	1,323	75.3%	76.3%	1,816	858	47.2%	49.9%	27,697	22,480	81.2%	82.2%
6	48,471	41,029😊	84.6%	85.1%	3,022	2,238	74.1%	74.8%	2,647	1,295	48.9%	50.0%	54,140	44,562😊	82.3%	82.9%
R 1-6	174,282	147,661	84.7%	85.3%	12,503	9,367	74.9%	75.6%	11,413	5,571	48.8%	50.8%	198,198	162,599	82.0%	82.9%
7	12,952	10,535	81.3%	82.3%	1,773	1,461★	82.4%	84.8%	1,193	676★	56.7%	63.0%	15,918	12,672	79.6%	81.2%
8	50,063	39,179	78.3%	79.0%	9,670	7,269	75.2%	78.4%	7,719	2,962	38.4%	42.3%	67,452	49,410	73.3%	74.8%
9	7,819	5,360🏆	68.6%	68.5%	1,420	946	66.6%	73.6%	5,327	1,393	26.1%	28.2%	14,566	7,699	52.9%	54.6%
10	47,629	36,102	75.8%	76.9%	9,480	4,626	48.8%	52.1%	22,629	4,799	21.2%	24.2%	79,738	45,527	57.1%	59.9%
R 7-10	118,463	91,176	77.0%	77.9%	22,343	14,302	64.0%	67.7%	36,868	9,830	26.7%	30.2%	177,674	115,308	64.9%	67.3%
TOTAL	292,745	238,837	81.6%	82.4%	34,846	23,669	67.9%	70.7%	48,281	15,401	31.9%	35.3%	375,872	277,907	73.9%	75.8%



Congratulations to IEEE Region 9 - the only region with improved HG member retention YoY



## Comparative Retention – Total vs. First-Year Members – Through June

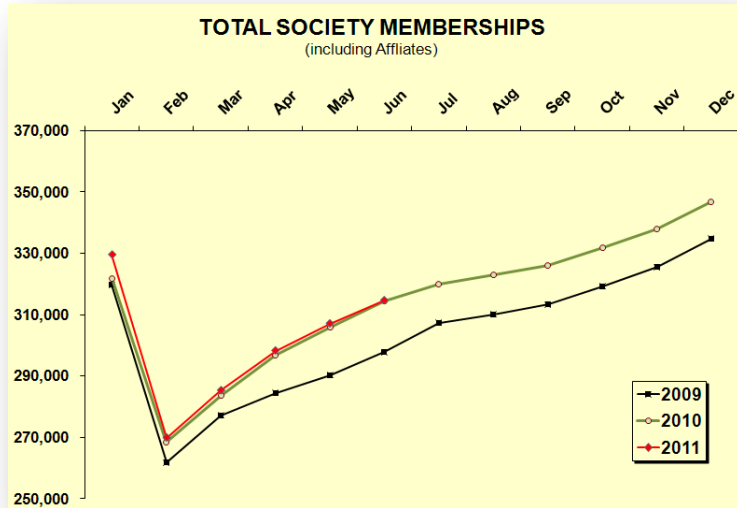
REGION	<u>Higher-Grade Members</u>		<u>Graduate Student Members</u>		<u>Undergraduate Student Members</u>	
	<i>Total</i>	<i>First-Year</i>	<i>Total</i>	<i>First-Year</i>	<i>Total</i>	<i>First-Year</i>
R1	86.2%	☹️ 38.7%	73.5%	53.3%	47.8%	38.5%
R2	85.5%	37.8%	74.4%	53.2%	49.8%	☹️ 43.0%
R3	83.2%	35.6%	76.5%	☹️ 62.0%	48.8%	☹️ 43.0%
R4	84.1%	37.0%	76.1%	60.9%	50.3%	☹️ 43.3%
R5	84.1%	38.6%	75.3%	57.4%	47.2%	40.7%
R6	84.6%	37.8%	74.1%	53.8%	48.9%	41.5%
R7	81.3%	★ 40.4%	82.4%	★ 67.9%	56.7%	★ 47.0%
R8	78.3%	☹️ 38.9%	75.2%	☹️ 61.0%	38.4%	28.8%
R9	68.6%	27.2%	66.6%	44.9%	26.1%	21.5%
R10	75.8%	35.1%	48.8%	32.3%	21.2%	17.3%
<i>Total IEEE through June 2011</i>	<b>81.6%</b>	<b>36.7%</b>	<b>67.9%</b>	<b>48.5%</b>	<b>31.9%</b>	<b>25.4%</b>
<i>Same period 2010</i>	82.4%	38.7%	70.7%	52.2%	35.3%	27.9%

## Member Recruitment – 2011 Membership Year, Cumulative YoY

Cumulative Recruitment -- September to June																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
<b>1</b>	1,180	1,207	(27)	-2.2%	644	701	(57)	-8.1%	1,386	1,392	(6)	-0.4%	3,210	3,300	(90)	-2.7%
<b>2</b>	1,118	1,203	(85)	-7.1%	626	678	(52)	-7.7%	1,372	1,359	13	1.0%	3,116	3,240	(124)	-3.8%
<b>3</b>	993	1,095	(102)	-9.3%	798	933	(135)	-14.5%	2,119	1,865	254	13.6%	3,910	3,893	17	0.4%
<b>4</b>	792	805	(13)	-1.6%	695	714	(19)	-2.7%	1,510	1,443	67	4.6%	2,997	2,962	35	1.2%
<b>5</b>	1,073	1,081	(8)	-0.7%	623	752	(129)	-17.2%	1,720	1,656	64	3.9%	3,416	3,489	(73)	-2.1%
<b>6</b>	2,124	2,032	92	4.5%	948	1,057	(109)	-10.3%	2,262	2,251	11	0.5%	5,334	5,340	(6)	-0.1%
<b>R 1-6</b>	7,280	7,423	(143)	-1.9%	4,334	4,835	(501)	-10.4%	10,369	9,966	403	4.0%	21,983	22,224	(241)	-1.1%
<b>7</b>	682	642	40	6.2%	611	606	5	0.8%	882	1,051	(169)	-16.1%	2,175	2,299	(124)	-5.4%
<b>8</b>	4,512	3,822	690	18.1%	4,629	4,476	153	3.4%	6,559	6,622	(63)	-1.0%	15,700	14,920	780	5.2%
<b>9</b>	1,113	917	196	21.4%	717	649	68	10.5%	4,251	4,173	78	1.9%	6,081	5,739	342	6.0%
<b>10</b>	6,264	5,279	985	18.7%	6,505	6,156	349	5.7%	19,592	18,954	638	3.4%	32,361	30,389	1,972	6.5%
<b>R 7-10</b>	12,571	10,660	1,911	17.9%	12,462	11,887	575	4.8%	31,284	30,800	484	1.6%	56,317	53,347	2,970	5.6%
<b>TOTAL</b>	<b>19,851</b>	<b>18,083</b>	<b>1,768</b>	<b>9.8%</b>	<b>16,796</b>	<b>16,722</b>	<b>74</b>	<b>0.4%</b>	<b>41,653</b>	<b>40,766</b>	<b>887</b>	<b>2.2%</b>	<b>78,300</b>	<b>75,571</b>	<b>2,729</b>	<b>3.6%</b>
% R1-6	37%	41%			26%	29%			25%	24%			28%	29%		
% R7-10	63%	59%			74%	71%			75%	76%			72%	71%		



# Society Memberships (including Affiliates) – Monthly YoY & Drivers



**Total Society Memberships:**  
**314,687**  
 YoY +0.1% (last month, +0.4%)

Society MD Disposition	YoY	
<b>Total Memberships Across 38 Societies</b>	<b>+ 222</b>	Influence of Larger Societies
Growth > 1%: 18 Societies	+ 6,056	<i>Power &amp; Energy</i> + 1,200
+ / - 1%: 9 Societies	118	20% of the gains
Decline > 1%: 11 Societies	(5,952)	<i>Computer (3,022)</i> <i>Communications (1,337)</i> 73% of the declines



Double-Digit Percentage Gains  
Year-over-Year

Society	YoY	
	Percent	Count
Robotics & Automation	22.4%	1,522





## Developing Nations / e-Membership Update

Cumulative through June



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

e-Membership Count	R3*	R8	R9	R10	total
	53	3,678	3,413	9,059	<b>16,203</b>
% of <u>Eligible</u> Higher Grade Members	36%	37%	50%	47%	<b>45%</b>
% of <u>All</u> Higher Grade Members	0%	8%	45%	19%	<b>13%</b>

\*R3 denotes Jamaica

### 2011 MD Drivers - e-Membership

June

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

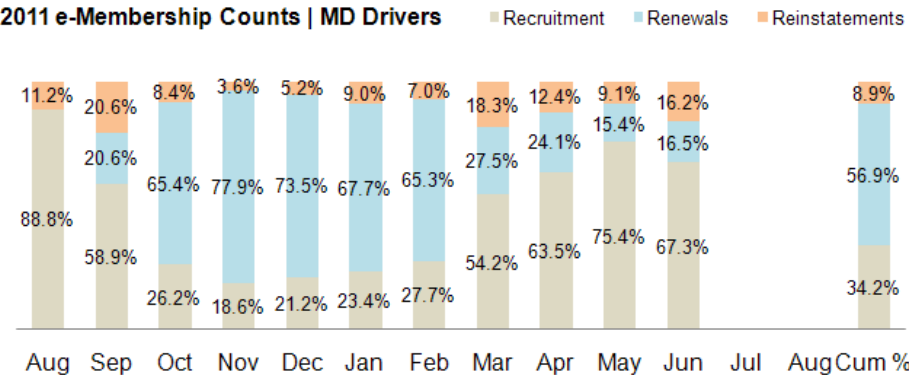
Cumulative Through Present Month	R3*	R8	R9	R10	total
> <b>Recruits</b> (new members)	56%	66%	75%	75%	<b>73%</b>
> <b>Renewals</b> (existing members)	23%	31%	45%	41%	<b>38%</b>
> <b>Reinstates</b> (former members)	63%	62%	68%	65%	<b>65%</b>

\*R3 denotes Jamaica



## Developing Nations / e-Membership Update (cont.)

2011 e-Membership Counts | MD Drivers



- Renewals / recovery have waned 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 %	
<b>Region 3 (Jamaica)</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>11</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>53</b>	
> Recruitment	1	0	2	0	0	2	4	1	2	1	5			18	34%
> Renewals	0	0	1	5	4	6	6	2	1	0	0			25	47%
> Reinstatement	0	0	1	0	1	2	1	3	0	0	2			10	19%
<b>Region 8</b>	<b>21</b>	<b>107</b>	<b>313</b>	<b>433</b>	<b>720</b>	<b>586</b>	<b>679</b>	<b>278</b>	<b>218</b>	<b>154</b>	<b>169</b>	<b>0</b>	<b>0</b>	<b>3,678</b>	
> Recruitment	15	46	90	75	116	109	177	131	135	109	110			1113	30%
> Renewals	0	34	199	342	567	431	446	78	54	26	28			2205	60%
> Reinstatement	6	27	24	16	37	46	56	69	29	19	31			360	10%
<b>Region 9</b>	<b>63</b>	<b>133</b>	<b>350</b>	<b>481</b>	<b>671</b>	<b>557</b>	<b>505</b>	<b>256</b>	<b>125</b>	<b>131</b>	<b>141</b>	<b>0</b>	<b>0</b>	<b>3,413</b>	
> Recruitment	60	71	70	71	76	73	103	110	67	94	79			874	26%
> Renewal	0	30	244	391	559	419	371	83	30	25	31			2,183	64%
> Reinstatement	3	32	36	19	36	65	31	63	28	12	31			356	10%
<b>Region 10</b>	<b>58</b>	<b>319</b>	<b>826</b>	<b>1,181</b>	<b>1,748</b>	<b>1360</b>	<b>1346</b>	<b>783</b>	<b>584</b>	<b>394</b>	<b>460</b>	<b>0</b>	<b>0</b>	<b>9,059</b>	
> Recruitment	51	212	229	244	475	403	419	475	387	309	329			3,533	39%
> Renewals	0	51	533	897	1182	845	836	201	139	54	69			4,807	53%
> Reinstatement	7	56	64	40	91	112	91	107	58	31	62			719	8%
<b>TOTALS</b>	<b>143</b>	<b>559</b>	<b>1,493</b>	<b>2,100</b>	<b>3,144</b>	<b>2,513</b>	<b>2,541</b>	<b>1,323</b>	<b>930</b>	<b>680</b>	<b>777</b>	<b>-</b>	<b>-</b>	<b>16,203</b>	
> Recruitment	127	329	391	390	667	587	703	717	591	513	523	0	0	5,538	34%
> Renewals	0	115	977	1635	2312	1701	1659	364	224	105	128	0	0	9,220	57%
> Reinstatement	16	115	125	75	165	225	179	242	115	62	126	0	0	1,445	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](mailto:a.szabo@ieee.org)



# IEEE MGA Membership Recruitment and Recovery Committee (MRRC)

- The MRRC shall inspire and coordinate volunteer activities worldwide, with the objective of increasing and improving member recruitment, and arrears-recovery of IEEE membership.
- After being an ad-hoc committee for more than a year, the MRRC is now a MGA standing committee commencing 2011.



# The MGA MRR Committee responsibilities shall include:

- Building and expanding a worldwide team of IEEE volunteers to advance MR&R objectives
- Providing training and guidance to participating volunteers in cooperation with IEEE Center for Leadership Excellence
- Developing and promoting best-practices, and ensuring awareness of, and access to, forums and tools
- Mentoring volunteers on how to develop and optimize their MR&R activities in alignment with the IEEE membership calendar
- Setting goals for yearly IEEE membership increases in membership recruitment and recovery
- Providing recommendations for new or improved benefits
- Provide support to all committees that are involved with recruitment and recovery
- Incorporate the MGA Vision, Mission and Values and Principles in the performance of the MR&R functions and activities.
- Collaborating with the MGA MELC Committee and IEEE Staff to develop and execute membership marketing and sales plans, forums and tools, and benefit education campaigns



# Implementing the MGA MRR Committee Responsibilities

The MGA MRR Committee shall implement these responsibilities by emphasizing the value and benefits of IEEE and Society membership, involving all IEEE organizational units and staff in coordinated membership development activities, encouraging, motivating and recognizing volunteerism and insuring that the needs and concerns of membership development are identified and understood.

MRRC located at:

[http://www.ieee.org/about/volunteers/membership\\_development/region\\_md\\_officers.html](http://www.ieee.org/about/volunteers/membership_development/region_md_officers.html)





# IEEE MGA MRR Committee Composition

## VOTING MEMBERS

Chair (Appointed by the MGA Board based upon recommendation of MGA N&A Committee)

10 Regional MD Coordinators (Appointed by Region Directors)

Two representatives, appointed by the Vice President, Technical Activities

## CORRESPONDING MEMBERS

All MD Chairs, Societies, Sections, and Chapters

Chair, MGA MELC Committee (Ex officio)

Chair, IEEE Marketing & Sales Committee (Ex officio)

Chair, IEEE Conferences Committee (Ex officio)

One Representative, appointed by the MGA Student Activities Committee

One Representative, appointed by the MGA GOLD Committee

One Representative, appointed by the IEEE Standards Association

One Representative, appointed by IEEE Woman in Engineering

## STAFF SUPPORT

IEEE MGA staff lead, Membership Development



# The voting members of the MRRC (2011)



R1 - Gim Soon Wan  
gimsoon@ieee.org



R2 - Javvad Qasimi  
javvad@ieee.org



R3 - Jim Anderson  
jim.anderson@ieee.org



R4 - Mohamad Berri  
mberri@ieee.org



R5 - Robert Scolli  
r.scolli@ieee.org



R6 - Randall G. Redondo  
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R7 - Lawrence Whitby  
lwhitby@ieee.org



R8 - Dirk Van Hertem  
dirk.vanhertem@ieee.org



R9 - Gustavo Giannattasio  
gianna@ieee.org



R10 - Hang-Bong Kang  
hbkgang@catholic.ar.kr



TA Representative  
Antonio Luque  
aluque@gte.esi.us.es



TA Representative  
Rangachar Kasturi  
r1k@cse.usf.edu



MGA 2011  
Membership  
Recruitment &  
Recovery (MRR)  
Committee Chair  
a.szabo@ieee.org



# Staff Support

## Member & Geographic Activities (MGA) MD Staff



**John Day**  
Director  
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**Cathy Downer**  
c.downer@ieee.org



**Adrienne Hahn**  
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**Laura Durrett**  
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**Nick Lehotzky**  
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## Reminders / Updates

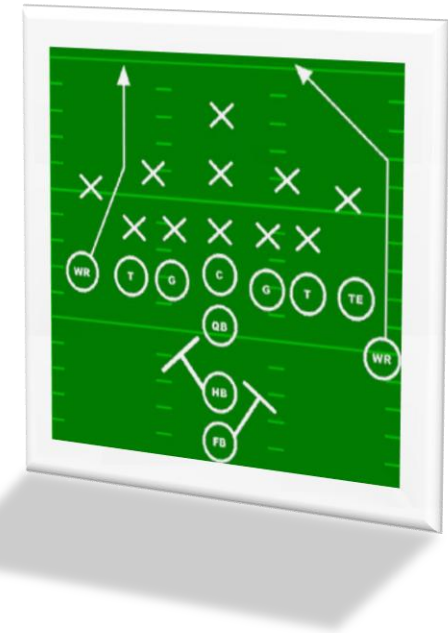


- Report new officers via the online reporting at [http://www.ieee.org/societies\\_communities/geo\\_activities/required\\_reporting/officer\\_forms.html](http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html)
- Half-year Dues ends 15 August
- 2011 Membership year ends 15 August
- New 2012 Membership Year starts 1 September
- Reserve your 2012 Annual MD Kit now at [www.ieee.org/go/2012annualkit](http://www.ieee.org/go/2012annualkit)



## 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

### August

- Will be cancelled

### September

- New Member Year Kick-off
- Senior Member Program
- MGA Industry Relations



## Wrap Up / Direction – Next Webcast

Saturday, 17 September 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 displays the cover of the IEEE Membership Development Manual for September 2010. The cover features the IEEE logo at the top left. Below it, there are four overlapping promotional cards. The top card is titled "Engineering a Brighter Future with IEEE" and includes the text "IEEE Membership: the foundation of innovation". The middle card is titled "Accelerate your plans with IEEE" and includes the website "www.ieee.org/join". The bottom card is titled "Build a better tomorrow with IEEE" and includes the text "Join the Membership of Innovation, 100-100". The right side of the cover features the text "IEEE Membership Development Manual" and "2010 September". At the bottom, there is a disclaimer: "This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials." and contact information: "Forward questions and suggestions to: [grow-membership@ieee.org](mailto:grow-membership@ieee.org)".

**IEEE**

**IEEE Membership Development Manual**

**2010 September**

Engineering a Brighter Future with IEEE  
IEEE Membership: the foundation of innovation

Accelerate your plans with IEEE  
[www.ieee.org/join](http://www.ieee.org/join)

Build a better tomorrow with IEEE  
Join the Membership of Innovation, 100-100

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](mailto:grow-membership@ieee.org)

## MRRC 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

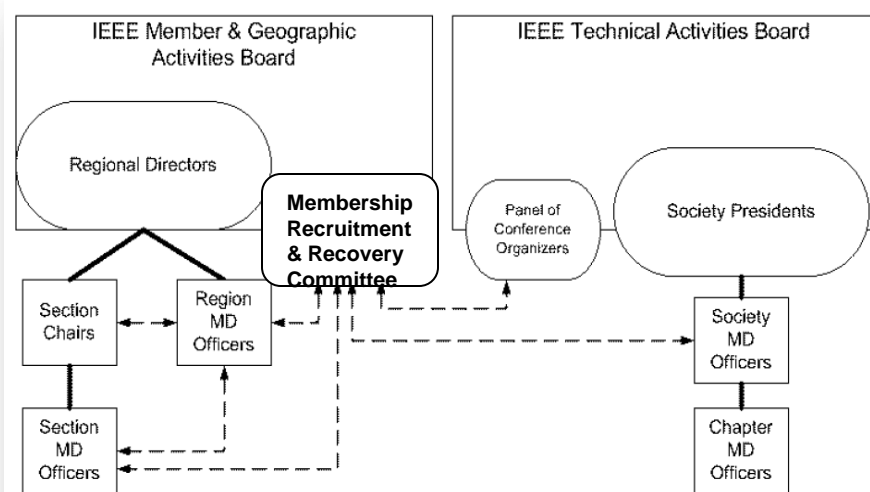
The MGA ensures a “home(s)” for every member

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  
MGA MRRC Member



R6 - Randall G. Redondo  
MGA MRRC Member



R2 - Javvad Qasimi  
MGA MRRC Member



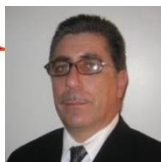
R7 - Lawrence Whitby  
MGA MRRC Member



R3 - Jim Anderson  
MGA MRRC Member



R8 - Dirk Van Hertem  
MGA MRRC Member



R4 - Mohamad Berri  
MGA MRRC Member



R9 - Gustavo Giannattasio  
MGA MRRC Member



R5 - Robert Scolli  
MGA MRRC Member



R10 - Hang-Bong Kang  
MGA MRRC Member



R8 - Aleksandar Szabo  
MGA MRRC Chair, 2011



## The Regional “Field Team”

■ Gim Soon Wan	R1	<a href="mailto:gimsoon@ieee.org">gimsoon@ieee.org</a>
■ Javvad Qasimi	R2	<a href="mailto:javvad@ieee.org">javvad@ieee.org</a>
■ James M. Anderson	R3	<a href="mailto:jim.anderson@ieee.org">jim.anderson@ieee.org</a>
■ Mohamad Berri	R4	<a href="mailto:mberri@ieee.org">mberri@ieee.org</a>
■ Robert Scolli	R5	<a href="mailto:r.scolli@ieee.org">r.scolli@ieee.org</a>
■ Randall G. Redondo	R6	<a href="mailto:rredondo@ieee.org">rredondo@ieee.org</a>
■ Lawrence Whitby	R7	<a href="mailto:lwhitby@ieee.org">lwhitby@ieee.org</a>
■ Dirk Van Hertem	R8	<a href="mailto:dirk.vanhertem@ieee.org">dirk.vanhertem@ieee.org</a>
■ Gustavo A. Giannattasio	R9	<a href="mailto:gianna@ieee.org">gianna@ieee.org</a>
■ Hang-Bong Kang	R10	<a href="mailto:hbkgang@catholic.ac.kr">hbkgang@catholic.ac.kr</a>
■ Aleksandar Szabo	MRRC	<a href="mailto:a.szabo@ieee.org">a.szabo@ieee.org</a>
■ Cathy Downer	IEEE Staff	<a href="mailto:c.downer@ieee.org">c.downer@ieee.org</a>
■ John Day	IEEE Staff	<a href="mailto:j.day@ieee.org">j.day@ieee.org</a>



# 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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## Membership Development

### Membership Menu

[Join Now](#)

[Renew Membership](#)

[myIEEE](#)

[Member Benefits](#)

[Member Grade Elevation](#)

[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

The world's leading professional association  
for the advancement of technology

Home
> Volunteers
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 n/a-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](http://www.ieee.org/benefits)

[www.ieee.org/join](http://www.ieee.org/join)  
[www.ieee.org/md](http://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/??](http://www.ieee.org/??)  
[www.ieee.org/??](http://www.ieee.org/??)  
[www.ieee.org/??](http://www.ieee.org/??)  
[www.ieee.org/??](http://www.ieee.org/??)  
[www.ieee.org/??](http://www.ieee.org/??)



Appendix

# International Phone Numbers MD Webcast





**U.S. and Canada 800 897 3316    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): 8008190030

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): 0008001007108

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: 020796588

Switzerland: 0800896799

Taiwan: 0809090672

Thailand: 0018001562051400

Ukraine: 0800504799

United Kingdom: 08004961447

Uruguay : 00040190457

Venezuela: 08001029601

