

# IEEE Region 1-6 Strategy Webcast Update

14 December 2011



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## Agenda:

- Introduction & Welcome by Aleksandar Szabo
- U.S. Membership Trends by John Day
- Region 1-6 Strategy Update by Susan Hutton
- IEEE Day 2011 by Adrienne Hahn

## Open Floor Q&A

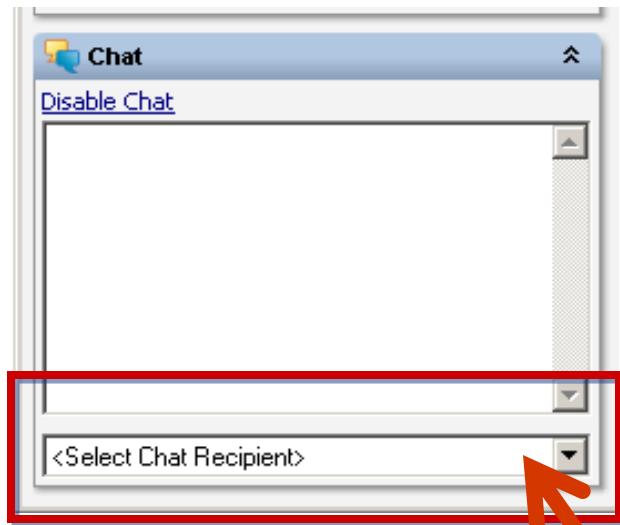
Please use the Chat Feature for your questions during the webcast



# Web Cast Attendance Roll Call

Use the Chat pod.

Please type in your name/  
title/location



## Webcast Notes – Raising Questions

- You can 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.



# MD Volunteer Mobilization Platform

- Stay Engaged
- Resources & Tools
  - MD Portal ([www.ieee.org/md](http://www.ieee.org/md))
  - SAMIEEE
- Peer-to-Peer Collaboration
  - MD Monthly Webcast – next is January 2012
  - MD Online Community



# U.S. Membership Trends

# November 2011

MEMBERSHIP REPORT - Page 1  
 Report is issued monthly on behalf of the IEEE Training, Membership, and Career Development Department.  
 Contact: John Day, jday@ieee.org

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

Category	April '11 vs. '10	% Change	Apr '09	Apr '08	Mar '09
Membership	8,642	+ 2.6%	336,167	327,025	326,499
New	1	+ 3.7%	25	25	26
Lost	162	+ 2.0%	6,344	6,182	6,307
Regular Member	949	+ 3.2%	30,316	29,267	30,003
Member	1,985	+ 1.0%	204,700	202,715	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%	48,703	44,186	43,138
Society Memberships	2,530	-0.3%	284,389	286,919	277,195
Societies up	5,253				
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 just IEEE MG member 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 just IEEE MG member 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 MGU materials exists in your local volumes.</p> <p>3-Year Due Cycle - IEEE MG                      accepting to-prize bids for present year or service candidates and just IEEE MG member 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>Section MD Officer - Real-time status of salient members activity in "Society" to all Regional, Section, and Society MD officers. Develop and execute local communications to members in Areas, Programs and activities.</p> <p>4- Region working focus 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 Reports                      Virtual copies                      IEEE Membership Manual                      MD 5-7</p>



Presented by:  
**John Day**  
 Director, Membership Development  
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## Active Membership by Region

### Geographic IEEE Membership Summary - November 2011

REGION	Higher Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
<b>1</b>	31,072	31,748	(676)	-2.1%	1,901	1,968	(67)	-3.4%	2,140	2,064	76	3.7%	35,113	35,780	(667)	-1.9%
<b>2</b>	27,516	28,067	(551)	-2.0%	1,779	1,814	(35)	-1.9%	2,231	2,070	161	7.8%	31,526	31,951	(425)	-1.3%
<b>3</b>	25,038	25,309	(271)	-1.1%	2,272	2,378	(106)	-4.5%	3,109	2,894	215	7.4%	30,419	30,581	(162)	-0.5%
<b>4</b>	18,821	19,118	(297)	-1.6%	1,849	1,836	13	0.7%	2,355	2,308	47	2.0%	23,025	23,262	(237)	-1.0%
<b>5</b>	24,574	24,849	(275)	-1.1%	1,738	1,843	(105)	-5.7%	2,732	2,554	178	7.0%	29,044	29,246	(202)	-0.7%
<b>6</b>	49,290	49,876	(586)	-1.2%	2,941	3,170	(229)	-7.2%	3,851	3,630	221	6.1%	56,082	56,676	(594)	-1.0%
<b>R 1-6</b>	176,311	178,967	(2,656)	-1.5%	12,480	13,009	(529)	-4.1%	16,418	15,520	898	5.8%	205,209	207,496	(2,287)	-1.1%
<b>7</b>	13,377	13,420	(43)	-0.3%	1,853	1,807	46	2.5%	1,569	1,559	10	0.6%	16,799	16,786	13	0.1%
<b>8</b>	54,377	52,334	2,043	3.9%	10,280	10,167	113	1.1%	9,945	9,172	773	8.4%	74,602	71,673	2,929	4.1%
<b>9</b>	9,399	8,440	959	11.4%	1,501	1,578	(77)	-4.9%	6,607	6,405	202	3.2%	17,507	16,423	1,084	6.6%
<b>10</b>	53,658	49,928	3,730	7.5%	11,000	10,807	193	1.8%	28,929	25,814	3,115	12.1%	93,587	86,549	7,038	8.1%
<b>R 7-10</b>	130,811	124,122	6,689	5.4%	24,634	24,359	275	1.1%	47,050	42,950	4,100	9.5%	202,495	191,431	11,064	5.8%
<b>TOTAL</b>	307,122	303,089	4,033	1.3%	37,114	37,368	(254)	-0.7%	63,468	58,470	4,998	8.5%	407,704	398,927	8,777	2.2%



## Member Renewals – 2012

IEEE Membership Renewal / Retention - November 2011																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11
1	30,800	13,442	43.6%	44.2%	1,470	563	38.3%	40.2%	1,629	304	18.7%	20.4%	33,899	14,309	42.2%	42.9%
2	27,262	11,950	43.8%	43.9%	1,389	481	34.6%	37.6%	1,696	321	18.9%	19.0%	30,347	12,752	42.0%	42.3%
3	24,855	10,524	42.3%	41.4%	1,718	674	39.2%	39.3%	2,293	355	15.5%	18.5%	28,866	11,553	40.0%	39.7%
4	18,819	8,007	42.5%	42.7%	1,452	536	36.9%	41.6%	1,755	359	20.5%	21.6%	22,026	8,902	40.4%	41.0%
5	24,361	9,983	41.0%	40.9%	1,312	547	41.7%	39.7%	1,924	355	18.5%	17.8%	27,597	10,885	39.4%	39.4%
6	48,494	20,990	43.3%	42.6%	2,275	888	39.0%	42.3%	2,756	558	20.2%	22.0%	53,525	22,436	41.9%	41.6%
<b>R 1-6</b>	<b>174,591</b>	<b>74,896</b>	<b>42.9%</b>	<b>42.7%</b>	<b>9,616</b>	<b>3,689</b>	<b>38.4%</b>	<b>40.3%</b>	<b>12,053</b>	<b>2,252</b>	<b>18.7%</b>	<b>20.0%</b>	<b>196,260</b>	<b>80,837</b>	<b>41.2%</b>	<b>41.3%</b>
7	13,377	5,099	38.1%	37.2%	1,343	711	52.9%	53.5%	1,125	329	29.2%	29.3%	15,845	6,139	38.7%	37.9%
8	53,968	16,155	29.9%	30.3%	8,053	3,087	38.3%	38.9%	7,678	1,107	14.4%	13.6%	69,699	20,349	29.2%	29.4%
9	9,151	2,201	24.1%	22.1%	1,156	331	28.6%	26.1%	5,519	290	5.3%	5.8%	15,826	2,822	17.8%	16.5%
10	52,421	17,763	33.9%	34.1%	8,965	2,104	23.5%	22.7%	24,941	959	3.8%	3.1%	86,327	20,826	24.1%	24.1%
<b>R 7-10</b>	<b>128,917</b>	<b>41,218</b>	<b>32.0%</b>	<b>32.0%</b>	<b>19,517</b>	<b>6,233</b>	<b>31.9%</b>	<b>31.8%</b>	<b>39,263</b>	<b>2,685</b>	<b>6.8%</b>	<b>6.5%</b>	<b>187,697</b>	<b>50,136</b>	<b>26.7%</b>	<b>26.7%</b>
<b>TOTAL</b>	<b>303,508</b>	<b>116,114</b>	<b>38.3%</b>	<b>38.3%</b>	<b>29,133</b>	<b>9,922</b>	<b>34.1%</b>	<b>34.7%</b>	<b>51,316</b>	<b>4,937</b>	<b>9.6%</b>	<b>9.7%</b>	<b>383,957</b>	<b>130,973</b>	<b>34.1%</b>	<b>34.4%</b>

- Additional renewal campaign initiated by MD Staff team in November
  - Total member retention, as of November, down (0.3)% YoY, compared to (3.5)% last month
- Regions 7-10 retention performance roughly the same as last year, within margin of comfort
- U.S. retention highlights ...
  - HG retention by Regions 3 and 6 outperforming same-period last year by > +0.5%
  - Region 6's weighted contribution (member counts) is driving YoY retention gains in U.S. HG membership
  - YoY Student retention across U.S. compromising total U.S. retention performance





## Member Recruitment – 2012 Membership Year, Cumulative YoY

Cumulative Recruitment -- November 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	250	317	(67)	-21.1%	199	156	43	27.6%	466	441	25	5.7%	915	914	1	0.1%
2	240	316	(76)	-24.1%	159	156	3	1.9%	483	410	73	17.8%	882	882	0	0.0%
3	206	245	(39)	-15.9%	217	277	(60)	-21.7%	724	770	(46)	-6.0%	1,147	1,292	(145)	-11.2%
4	176	223	(47)	-21.1%	163	181	(18)	-9.9%	552	577	(25)	-4.3%	891	981	(90)	-9.2%
5	217	268	(51)	-19.0%	189	198	(9)	-4.5%	720	675	45	6.7%	1,126	1,141	(15)	-1.3%
6	460	542	(82)	-15.1%	236	286	(50)	-17.5%	1,025	904	121	13.4%	1,721	1,732	(11)	-0.6%
R 1-6	1,549	1,911	(362)	-18.9%	1,163	1,254	(91)	-7.3%	3,970	3,777	193	5.1%	6,682	6,942	(260)	-3.7%
7	174	180	(6)	-3.3%	170	171	(1)	-0.6%	402	342	60	17.5%	746	693	53	7.6%
8	984	1,010	(26)	-2.6%	981	1,083	(102)	-9.4%	2,035	1,368	667	48.8%	4,000	3,461	539	15.6%
9	269	288	(19)	-6.6%	157	226	(69)	-30.5%	909	905	4	0.4%	1,335	1,419	(84)	-5.9%
10	1,369	1,384	(15)	-1.1%	1,330	1,446	(116)	-8.0%	3,591	3,001	590	19.7%	6,290	5,831	459	7.9%
R 7-10	2,796	2,862	(66)	-2.3%	2,638	2,926	(288)	-9.8%	6,937	5,616	1,321	23.5%	12,371	11,404	967	8.5%
TOTAL	4,345	4,773	(428)	-9.0%	3,801	4,180	(379)	-9.1%	10,907	9,393	1,514	16.1%	19,053	18,346	707	3.9%

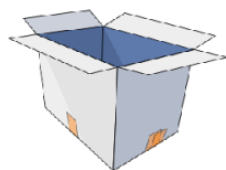
- Assess opportunities to build awareness and interest in membership at Section, Chapter, and Branch-sponsored events and activities
- Have membership brochures / handouts present at all events -- Order online MD Kits (no cost to your OU) from [www.ieee.org/md](http://www.ieee.org/md). Look for link to order MD Kits (right column)



Volunteers of Region 6 ... A half-dozen MD Kit orders from across the Region over the past week – about the same volume of MD Kit orders from across the entire U.S. for an entire month



## MD Staff Initiatives



### MD Kit Re-Supply (1<sup>st</sup> Week of December)

- 30 largest Sections in the U.S. for use at upcoming, sponsored events

### Peer-to-Peer Referrals Campaign (2<sup>nd</sup> Week of December)

- Invitation e-mailed to ~45,000 members who had already renewed their 2012 membership; Member grade, w/ 3+ years of service
- Participants will receive IEEE Member-grade pin and three pass-along certificates offering a \$25 discount on membership
- As of 14 December...
  - 500 participants
  - Testing two different subject lines, averaging 26% open rate



### Direct Outreach Campaign (4<sup>th</sup> Week of January)

- Print postcard to ~40,000 individuals
- List purchase from assortment of EE-related media
- Collaborating with IEEE Societies in the P&E space
- Offering recruitment incentive of \$25 discount on IEEE membership, 2010 IEEE-USA salary survey results, two complementary e-Books



## “First-Year Focus” Initiative

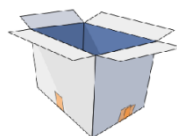
- Large Section support
- Last membership year, these 18% of the U.S. Sections accounted for 60% of the total HG recruitment
- Probability > Without doing something, 18% of the Sections will account for 60% of first-year member attrition in the U.S.
  - 60% of last year’s HG recruitment in the U.S. = 5,000 members



Dedicated MGA Staff support to this targeted effort:  
**Adrienne Hahn,**  
 a.hahn@ieee.org

- Adrienne is establishing direct contact with the MD Volunteers in these Sections—strategy development, execution, progress reporting
- Opportunity to pilot new tactics and tools, for eventual expanded roll-out

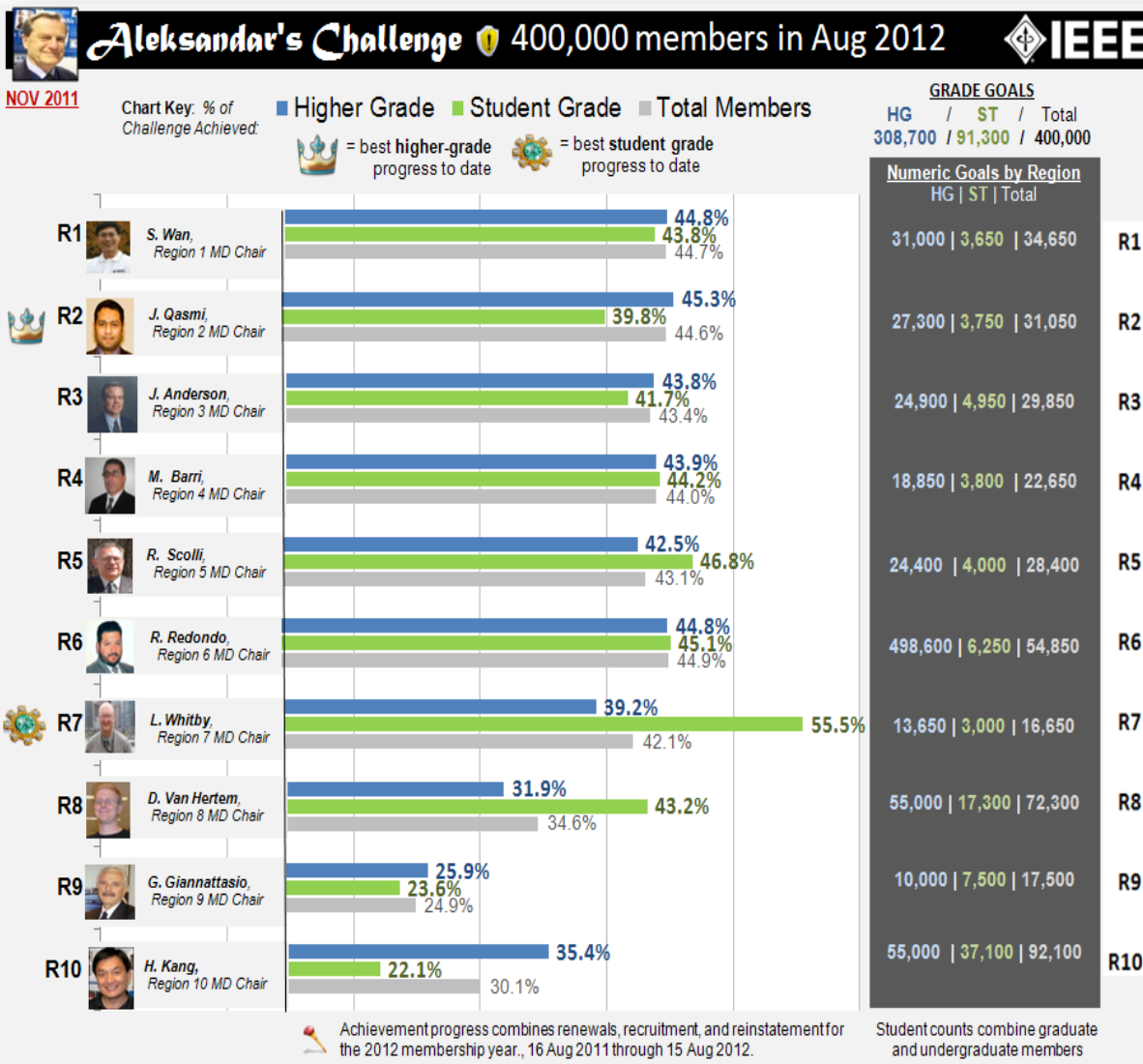
First-Year Focus	
United States— Five Largest Sections per Region	
Boston	Chicago
New York	Twin Cities
North Jersey	Southeastern Michigan
Princeton	Central Indiana
Connecticut	Milwaukee
Northern Virginia	Dallas
Washington	Central Texas
Baltimore	Houston
Philadelphia	Denver
Pittsburgh	Saint Louis
Atlanta	Santa Clara Valley
Eastern North Carolina	Seattle
Florida West Coast	Oakland-East Bay
Huntsville	San Diego
Orlando	Oregon



*Auxiliary MD Kit also to be sent to these Sections to support recruitment efforts*



# Goals – 2012 Membership Year (Aleksandar’s Challenge)



## U.S. contribution ...

- Match last year’s higher-grade membership
- Increase student membership by 20%
- Progress against goal reported in the ‘MD Monthly’ report
- Achieving goal in the U.S. will need the active participation of all Sections, Chapters, and Student Branches
- MD Staff initiatives supporting the effort



thank you  
questions ?



# Region 1-6 Strategy Update



**Susan Hutton**  
**MGA Project Management**

**14 December 2011**  
**MD Webcast**



# Region 1-6 Strategic Objectives

- Engage existing IEEE members in the U.S.
- Demonstrate the value of IEEE membership to members/non-members
- Enhance recruitment and retention of IEEE members
- Increase IEEE membership overall



# Region 1-6 Strategy

## 10 Inter-related Projects

- **Metropolitan Area Workshops (MAWs)**
  - Inter-Regional workshops focusing on the strategy elements
- **Geographic Unit Revitalization**
  - New Region initiatives for member engagement with matching funds from regions
- **Communication Campaign (MAW)**
  - Mobilize Regions, Sections, Chapters, & Student Branches to support strategy
- **Industry Engagement & Employment Assistance (MAW)**
  - Export Region 3 2010 pilot workshops to other regions through MAWs





# Region 1-6 Strategy

## 10 Inter-related Projects

- **1<sup>st</sup> Year Member Experience**
  - Engage new members from the time they join, and positively impact their decision to renew the following year.
- **Software Engineering Package Bundle**
  - Package of existing Computer Society products and services positioned to attract software engineering professionals to join IEEE and IEEE Computer Society.
- **Computer Society “CSDP” Tour (MAW)**
  - New one-day course for Metro Workshops covering 15 SWEBOK areas + course prep materials for CSDP exams.
  - First test track for the Computing Professionals Conference



# Region 1-6 Strategy

## 10 Inter-related Projects

- **Intellectual Property Professionals**
  - Develop an organizational “home” and targeted products and services for IP professionals active in technology
  - Engagement with community of IP practitioners
- **On-Line Career Manager**
  - An integrated set of web-based tools and resources for career planning, self assessment, benchmarking, skills practice and mentoring
- **Employment Networks**
  - Provide opportunity for members to network with employers to learn about company hiring needs, employment trends and job opportunities.
  - Promote and deliver IEEE employment-related to members in need.



# Metropolitan Area Workshops Concept

- Large, multi-day, multi-track events
  - Professional training with available CEUs
  - Education of the local consumer (members & potential members)
  - Career transition assistance
- Metro areas: maximize participants & accessibility
- Focus on under-represented markets & growth sectors
- Hosted by Regions, Sections and Chapters
- Technical content provided by Societies



# Metro Area Workshop Brochure

## IEEE SMART TECH METRO AREA WORKSHOP SERIES

The IEEE Smart Tech Metro Area Workshop Series offers participants a unique learning experience with topics on the cutting-edge of technical innovation today.

This seminar series is focused on providing an opportunity for participants to learn first-hand from field experts.

Each workshop is a springboard to a deeper understanding of technology and its myriad applications and potential for innovation.



### INTRODUCTION TO SMART GRID

Recommended for all technology professionals. (CEUs available)

- NIST Conceptual Model and its domains and interfaces
- Smart metering
- The current state of smart grid applications and how these drive infrastructure requirements
- The integration of smart grid elements into utility operations
- Distribution automation as an enabling technology for smart grid
- Smart grid cyber security technology
- Smart grid standards framework and its challenges
- Overview of smart grid network communications and the data needed in/out of the network
- Monitoring equipment used by smart grid applications in the network to generate data for analysis and improving customer service

### SOFTWARE ENGINEERING ESSENTIALS

Designed for software development professionals interested in confirming knowledge of industry-standard software practices. (CEUs available)

- Learn the principles, standards and practices of software engineering to create more robust applications
- Review of all 15 Knowledge Areas presented in the Guide to the Software Engineering Body of Knowledge (SWEBOK) with a special focus on principles and practices of Software Requirements, Design/Construction and Testing
- Quizzes to test knowledge
- Course based on curriculum from the IEEE CSDP designation
- Increase your overall knowledge of the software development lifecycle and value to your company

### WIRELESS COMMUNICATIONS ENGINEERING

Recommended for professionals, practitioners and graduate level students interested in learning more about wireless communications.

- An introduction to wireless systems and key practical concepts
- An RF propagation environment and the corresponding considerations in radio engineering, antennas and link design
- LTE-Advanced
- Packet switching vs. circuit switching
- The evolution to all-IP networks
- Wireless security threats
- Access technology evolution from 3G to beyond 3G
- Macro, micro, pico-cells in relation to 3GPP and IEEE Wireless Standards
- Services technologies evolution and standardization
- Network management

### CAREER ASSISTANCE

Presented by volunteer members of the IEEE-USA Employment and Career Services Committee (ECSC).

- Develop lifelong employability in a continuously changing career and employment environment, by focusing on your own professional and career development
- Develop networking and job seeking skills
- Achieve career satisfaction
- Improve the ability to take responsibility for personal and professional development in both technical and non-technical areas
- Learn how to make your organization more productive
- Resume writing, interviewing, consulting
- Globalization and your career
- Learn about the resources that IEEE makes available to help engineers and technology professionals

### Workshop Overview

The daily tracks for each workshop are designed to make the day as productive and comfortable as possible. Choose one all-day workshop per day:

#### Friday, 21 October

- ▶ Wireless Communications Engineering
- ▶ Introduction to Smart Grid
- ▶ Software Engineering Essentials

#### Saturday, 22 October

- ▶ Introduction to Smart Grid
- ▶ Software Engineering Essentials
- ▶ Career Assistance

Each day begins at 7 a.m. with a continental breakfast, moves through an introduction and course instruction, including a break, to lunch at noon. Two more course sessions, separated by a break, culminate at 5 p.m. for a discussion session.

On Friday evening, there will be a reception that includes the plenary speaker.

### Event Registration Form

Register online at [www.ieee.org/metroevents](http://www.ieee.org/metroevents) to immediately secure your spot, or complete and mail this form.

Dr. Mr. Mrs. Ms. Name \_\_\_\_\_  
 E-mail Address \_\_\_\_\_  
 Company \_\_\_\_\_  
 Do you require special assistance or accommodations?  Yes \_\_\_\_\_

#### CHOOSE YOUR REGISTRATION TYPE

IEEE MEMBER  \$99 (Before 9/15)  \$119 (After 9/15)

Member # \_\_\_\_\_ (registration will not be processed without a valid member #)

NON-MEMBER  \$179 (Before 9/15)  \$199 (After 9/15)

\* Join IEEE now to receive the member rate, [www.ieee.org/join](http://www.ieee.org/join)

#### METHOD OF PAYMENT

Charge my (Check one. Cards charged in U.S. dollars):  Visa  Discover  Amex  MasterCard

Name On Card (please print) \_\_\_\_\_

Card Number \_\_\_\_\_ V-Code \_\_\_\_\_ Expiration \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State \_\_\_\_\_

Country \_\_\_\_\_ Zip / Postal Code \_\_\_\_\_

Signature \_\_\_\_\_

Check or money order enclosed (payable to IEEE MGA)

#### COMPLETE FORM, SIGN AND RETURN TO:

IEEE MGA, 445 Hoes Lane, Piscataway, NJ 08854-4141 USA

#### ACCOMMODATIONS

Austin Marriott South Hotel | 4415 South IH-35 | Austin, TX 78744 | 1 512-441-7900  
 Rate: \$129 per night

For more information and to register, visit [www.ieee.org/metroevents](http://www.ieee.org/metroevents)

IEEE Smart Tech: Friday 21 – Saturday 22 October 2011



Web Cast Etiquette: Ask questions using the online chat feature. Technical help: [help@readytalk.com](mailto:help@readytalk.com)

# Metropolitan Area Workshop Highlights

## ■ Austin (21-22 Oct)

- 153 attendees
- 35 new IEEE members
- 5 renewals
- Survey results
  - 78.8% overall satisfaction rating
  - 87.5% more likely to renew



## ■ Huntsville (4-5 Nov)

- 120 attendees
- 15 new IEEE members
- 2 renewals
  - 82.3% overall satisfaction rating
  - 85.4 % would recommend to a colleague



# Metro Area Workshops

## Lessons Learned

- Buy-in of local sections is key to success
- Responsibilities must be clearly defined
- Consider larger metropolitan areas
- Offer technical tracks in other emerging technologies
- Promote to technical professionals that are currently job seeking
- Cost was considered reasonable



# Metro Area Workshops

## Lessons Learned

- Practicing professionals were majority of attendees
- Students attendees, (13%)
- Attendees travelled from outside section (25%)
- Need to develop long term sustainable model



# 2012 Metro Area Workshops

- Locations Chosen
  - Detroit
  - Santa Clara
  - NY Metro Area
  - Baltimore ?
- Local contacts identified
- Planning already has begun





# Questions



# IEEE Day 2011



**IEEE DAY 2011**  
Empowering Members to Create the Future.

**6** OCTOBER

**Get Involved!**  
For information on how to plan an event in your area, please visit our website at [www.ieeeday.org](http://www.ieeeday.org)

IEEE Day is an opportunity to recognize IEEE around the world. Take part in this global event and help empower members to create the future!

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# IEEE Day 2011

> 6 October

2<sup>nd</sup> annual event supported by a team of volunteers and staff

Leveraged the theme of Sections Congress –  
***“Empowering Members to Create the Future”***

168 events were reported, worldwide – more than doubled from 2010

Social media

IEEE Day Facebook page was updated hourly with words of encouragement from high level volunteers

Photo contest

566 photos were entered for a chance to win one of 10 prizes



# IEEE Day 2011



## IEEE Day

### > Ideas for the future – building participation in Regions 1-6

Consider using IEEE Day as a way to kick off the membership year

Recognize individuals in your Section

Identify someone to work on promoting this throughout the Section/Chapter

Partner with local Student Groups and GOLD

Build the excitement and plan ahead

Learn more – [www.ieeeday.org](http://www.ieeeday.org)



Thank you  
Questions ?



# Open Floor Q&A



## Webcast Notes – Raising Questions

- 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.

