

Membership Development Update

IEEE Region 2

18 April 2009

Wole Akpose
Membership Development, IEEE Region 2
wole@ieee.org

Adrienne Hahn
MGA Staff - Membership Development
a.hahn@ieee.org



Today's Discussion...

- Membership Update
- myIEEE Upgrade
- MD Resources

Membership Update

March 2009 Snapshot Worldwide

Snapshot	March '09 vs. '08	% Change	Mar '09	Mar '08	Feb '09	% Change Feb '09-Mar '09
IEEE Membership	+	+ 2.6%	325,499	317,212	301,960	+ 7.8%
• Honorary	↑	+ 3.7%	28	27	28	-
• Fellow	↑	+ 3.3%	6,307	6,105	6,139	+ 2.7%
• Senior Member	↑	+ 2.7%	30,003	29,207	29,206	+ 2.7%
• Member	↑	+ 0.7%	200,368	198,934	190,663	+ 5.1%
• Associate Member	↓	-13.9%	14,295	16,600	13,478	+ 6.1%
• Graduate Student	↑	+ 20.5%	31,360	26,024	27,810	+ 12.8%
• Undergraduate Student	↑	+ 7.0%	43,138	40,315	34,636	+ 24.5%
Society Memberships (including Affiliates)	-	-0.01%	277,195	277,302	261,659	+ 5.9%
• 24 Societies up	↑	5,283	Sum of respective Societies' gains and losses.			
• 14 Societies down	↓	5,390				

- At + 2.6%, largest year-over-year increase for a March since 2002

MD Engagement	MARCH - Worldwide			
	2009	2008	2007	2006
Recovery	9,423	4,543	7,236	9,161
Recruitment	12,036	8,453	9,942	10,813
Reinstatement	2,145	1,134	733	748
total	23,604	14,130	17,911	20,722

Active Membership by Region – March 2009

Geographic IEEE Membership Summary - March 2009

REGION	PROFESSIONAL GRADE MEMBERS				GRADUATE STUDENT MEMBERS				UNDERGRADUATE STUDENT MEMBERS				TOTAL MEMBERS					
	2009		2008		Change		2009		2008		Change		2009		2008		Change	
			#	%			#	%			#	%			#	%		%
1	29,000	29,472	-472	-1.6%	1,704	1,650	54	3.3%	1,719	1,925	-206	-10.7%	32,423	33,047	-624	-1.9%		
2	25,033	25,162	-129	-0.5%	1,627	1,461	166	11.4%	1,821	1,681	140	8.3%	28,481	28,304	177	0.6%		
3	21,904	22,152	-248	-1.1%	2,145	1,776	369	20.8%	2,594	2,626	-32	-1.2%	26,643	26,554	89	0.3%		
4	16,777	17,037	-260	-1.5%	1,625	1,373	252	18.4%	1,869	1,855	14	0.8%	20,271	20,265	6	0.0%		
5	21,626	21,788	-162	-0.7%	1,538	1,350	188	13.9%	2,016	1,982	34	1.7%	25,180	25,120	60	0.2%		
6	44,734	45,765	-1,031	-2.3%	2,840	2,501	339	13.6%	2,810	2,865	-55	-1.9%	50,384	51,131	-747	-1.5%		
R 1-6	159,074	161,376	-2,302	-1.4%	11,479	10,111	1,368	13.5%	12,829	12,934	-105	-0.8%	183,382	184,421	-1,039	-0.6%		
7	10,997	10,685	312	2.9%	1,750	1,580	170	10.8%	1,505	1,520	-15	-1.0%	14,252	13,785	467	3.4%		
8	40,070	38,863	1,207	3.1%	9,114	7,321	1,793	24.5%	7,758	7,327	431	5.9%	56,942	53,511	3,431	6.4%		
9	5,285	5,113	172	3.4%	1,050	977	73	7.5%	3,569	3,373	196	5.8%	9,904	9,463	441	4.7%		
10	35,575	34,834	741	2.1%	7,967	6,035	1,932	32.0%	17,477	15,161	2,316	15.3%	61,019	56,030	4,989	8.9%		
R 7-10	91,927	89,495	2,432	2.7%	19,881	15,913	3,968	24.9%	30,309	27,381	2,928	10.7%	142,117	132,789	9,328	7.0%		
TOTAL	251,001	250,871	130	0.1%	31,360	26,024	5,336	20.5%	43,138	40,315	2,823	7.0%	325,499	317,210	8,289	2.6%		

2009 Membership Retention Goals & Progress

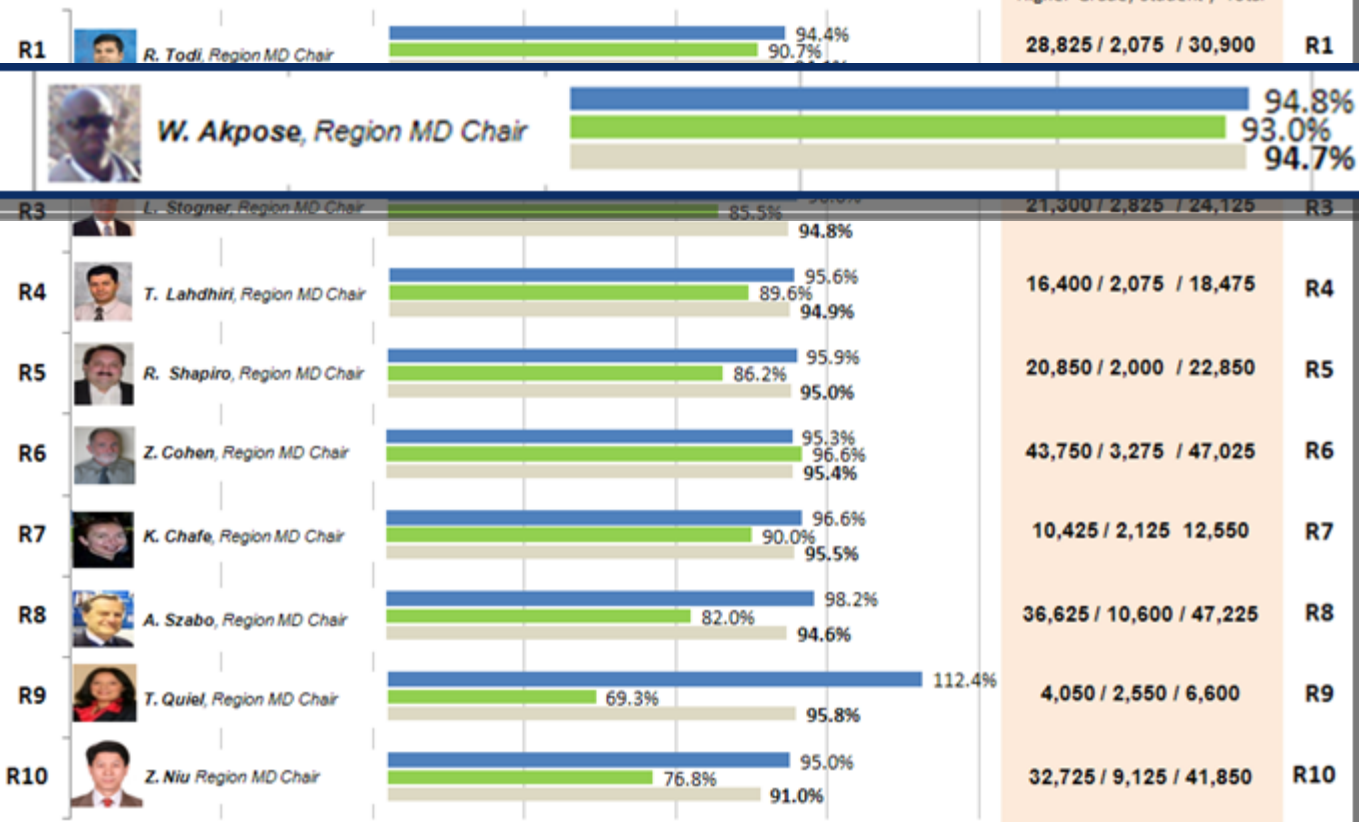
2009 Retention Goals & Progress - March 2009 2009 membership year concludes 15 August 2009

Renewals (% of Goal): HG 230,105 (96.0%) ST 32,307 (83.5%) Total 262,412 (94.3%)

2009 RETENTION GOALS
 HG / ST / Total
 239,650 / 38,675 / 278,325

Progress key: ■ Higher Grade - % Goal Achieved ■ Students - % Goal Achieved ■ Total Members - % Goal Achieved

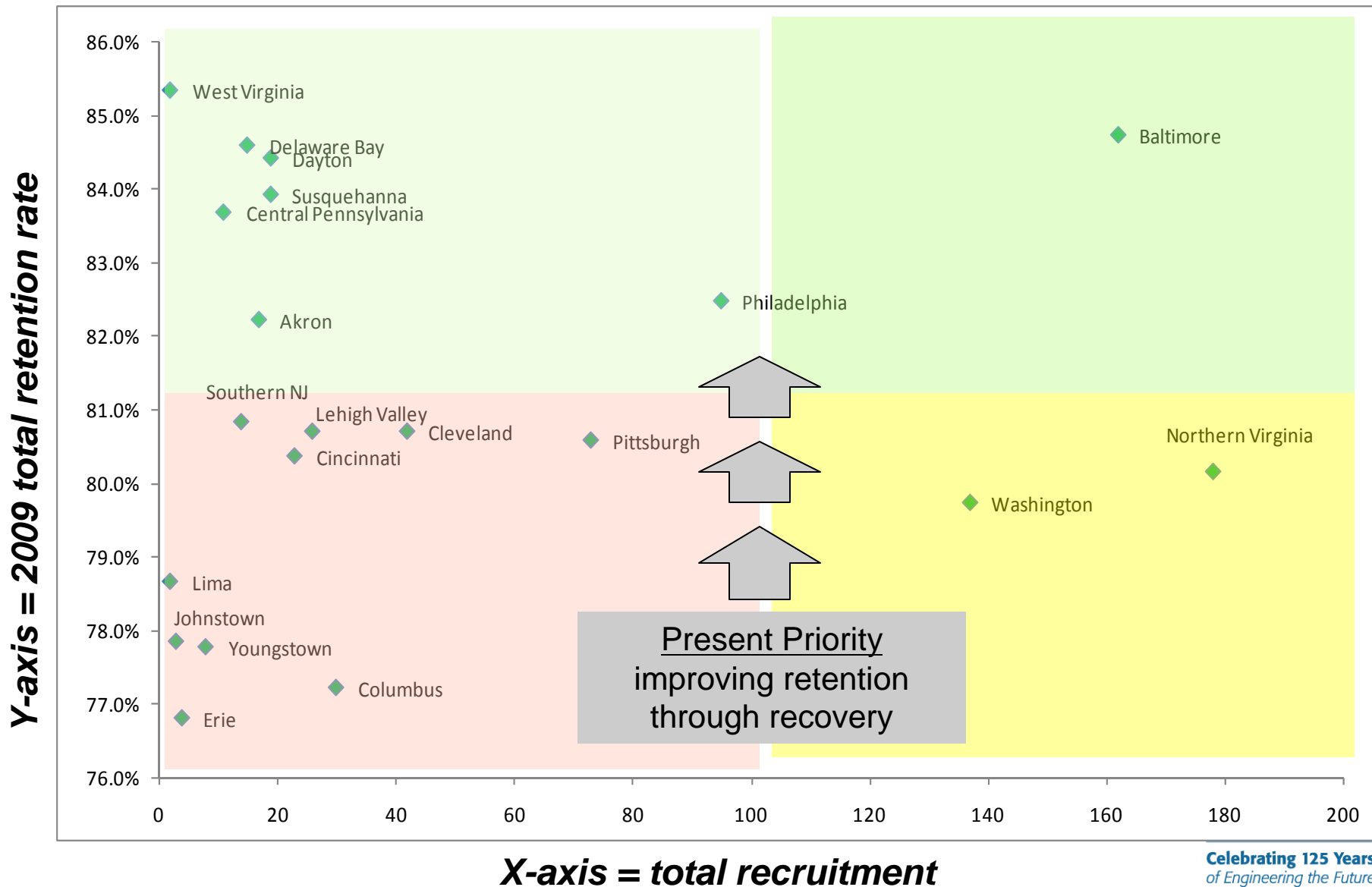
Goals by Region
 Higher-Grade/Student / Total
 28,825 / 2,075 / 30,900



Note: All student counts combine graduate and undergraduate members

- Line in the sand
- Goals incorporate desired retention increases, using each Regions' 2008 retention rate, and their respective renewal opportunity for 2009
- MD Staff helping with several campaigns to help arrears-recovery
- Arrears lists available in SAMIEEE

R2 Retention & Recruitment by Section: September 2008 – March 2009



myIEEE Upgrade

myIEEE™ Home Page

The myIEEE navigation components remain consistent throughout the myIEEE experience and encapsulate the following features :

- Personalized greeting with links to section rolodex and website
- Tools and Utilities including all applicable desktops
- Membership Manager element for updating and editing member profile information
- Interactive context sensitive help

myIEEE™ – Dynamic Greeting

myIEEE Account Status

myIEEE Knowledge Community Pr

Welcome, John! Who's Online? | Online

John Day
Member
Member #41594838
Princeton/Central Jersey Section

My Technical Interest Profile (TIP):
1. Software

Member's memberNet profile

Welcome to Princeton/Central Jersey Section

PCS Calendar

We Are Proud to Present

IEEE Princeton/Central Jersey (USA) and IEEE Bangalore (India) Sections

Congratulations to All 2009 IEEE Award Recipients

Executive Officers

Princeton/Central Jersey Section

Chair	Richard Smith	rich@research.ltdia.com
Vice Chair	Walter Burg	wburg@ieee.org
Secretary	Hank Akoon	hank@ieee.org
Treasurer	Rebecca Marshall	reem@ieee.org

Close

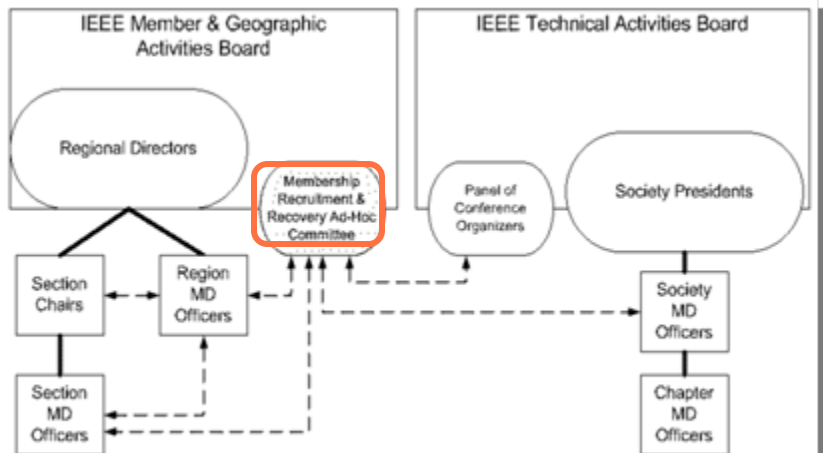
Local Section and its officers . Officer names also linked to memberNet

... more about myIEEE in appendix of this presentation. Also, see product sheets.

Membership Development Strategy & Resources

IEEE Membership Recruitment & Recovery Committee

- 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

Membership Development Portal – www.ieee.org/md

The screenshot shows the IEEE Membership Development Portal. At the top, there is the IEEE logo and the tagline "The world's leading professional association for the advancement of technology". Below this is a search bar and navigation links for Home, Shop, Join, myIEEE, Contact, Sitemap, and IEEE Xplore. A secondary navigation bar includes links for About Us, Membership, Publications, Conferences, Standards, Careers, Education, Volunteers, Societies, and Geographic Activities. The main content area is titled "Membership Development" and includes a printer-friendly icon. A central text block describes the MRR Ad-Hoc Committee's role in increasing IEEE membership. To the right, there are three sidebar sections: "LOG-III (web account required)" with links to reports and statistics; "GUIDES" with links to manuals and benefit guides; "Benefit Development Toolkit Regions 7-10" with a presentation PDF; "RETENTION PROGRAMS & TOOLS" with links to grade elevation and best practices; and "RECRUITMENT PROGRAMS & TOOLS" with links to brochures and presentations. At the bottom left, there is a "Committees & Contacts" section listing various committees and staff contacts.

IEEE
Celebrating 125 Years
of Engineering the Future

Home | Shop | Join | myIEEE | Contact | Sitemap | IEEE Xplore

Search

IEEE (Google) IEEE (Ultraseek)

About Us | Membership | Publications | Conferences | Standards | Careers | Education | Volunteers | Societies | Geographic Activities

Text size » A A A

IEEE Home » Volunteers » Membership Development

Membership Development

Printer Friendly

IEEE's membership development activities are coordinated through the Member and Geographic Activities Board Membership Recruitment and Recovery Ad-Hoc Committee (MRR). The MRR Ad-Hoc Committee creates, promotes and monitors appropriate and effective membership development programs to increase IEEE membership. Our key functions include:

- Increasing IEEE membership by recruiting new members, retaining current members and recovering members in arrears
- Increasing IEEE membership quality
- Promoting elevations in grade
- Increasing Society memberships
- Increasing awareness by members of the values of IEEE membership
- Providing efficient and timely communication to all management levels of interests and concerns over membership trends, changes and problems

LOG-III (web account required)

- Monthly Progress Reports
- Regional and Sectional Membership Statistics
- Membership Development Online Community
- SAMIEEE Online

GUIDES

- Guide to reading the IEEE Membership Statistics Reports
- IEEE Membership Development Manual (PDF, 850KB)
- Member Benefits at a Glance (PDF, 52 KB)

Benefit Development Toolkit Regions 7-10

- Toolkit Presentation (PDF, 235KB)

RETENTION PROGRAMS & TOOLS

- Member Grade Elevation
- Retention Best Practices

RECRUITMENT PROGRAMS & TOOLS

- Place an order - Brochures, Posters, Flyers, etc.
- Powerpoint Presentation - IEEE Membership (PPT, 3665KB)
- Powerpoint Presentation - IEEE Student Membership (PPT, 4758KB)

Committees & Contacts

Membership Development is comprised of a group of IEEE volunteers and staff.

- IEEE Region Membership Development Officers
- IEEE Admission & Advancement Committee
- Membership Staff Contacts

- One-stop resource for membership development
- Membership Reports
- MD Virtual Community
- SAMIEEE access
- Membership Development Manual
- Member benefits at a glance
- Recruitment programs and tools
- MD Kits – online order form

Online Order Form – www.ieee.org/mdsupplies

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

[IEEE Home](#) - [Volunteers](#) - [Membership Development](#)

IEEE Membership Development Supply Order Form

A favorite resource to membership development officers is the online order form for membership recruitment materials. The form is accessible 24x7. IEEE HQ will ship the requested materials to the address indicated by the requestor under Shipping Information below, at no cost to you.

- Customized order
- Prepackaged Recruitment Kit (Professional-Grade Membership)
- Prepackaged Recruitment Kit (Student-Grade Membership)

ITEMS	QUANTITY
Membership Brochure/Application (EZ1)	<input type="text"/>
Student Membership Brochure (EZ4U)	<input type="text"/>
IEEE Special Interest Memberships & Subscriptions Catalog (F4US)	<input type="text"/> (\$ MAX)
IEEE Special Interest Memberships & Subscriptions for Students Catalog (F4US1S)	<input type="text"/> (\$ MAX)
Senior Member Elevation Packet (S5S)	<input type="text"/>
Promotional Poster for IEEE Membership (11" x 17")	<input type="text"/>
Promotional Poster for Student Membership (11" x 17")	<input type="text"/>
IEEE Bookmark (2" x 7")	<input type="text"/>
GOULD Poster (11" x 17")	<input type="text"/>
MGM Flyer (5.5" x 8.5")	<input type="text"/>

Size descriptions:

Membership Recruitment Kit - Professional Grade			
Contents	Small	Medium	Large
Membership Brochure/Application (EZ1)	50	100	150
Student Membership Brochure (EZ4U)	15	30	45
Promotional Poster for IEEE Membership (11" x 17")	5	10	15
Promotional Poster for Student Membership (11" x 17")	5	10	15
MGM Flyer (5.5" x 8.5")	5	10	15
MGM Business Card (3.5" x 2")	25	50	75
IEEE Bookmark (2" x 7")	25	50	75
Membership CD-ROM	5	10	15
Welcome to the IEEE Guide to Membership	1	2	3
Member Benefits at a Glance	1	2	3

SELECT KIT Small Medium Large

PREPACKAGED RECRUITMENT KIT (Student-Grade Membership)

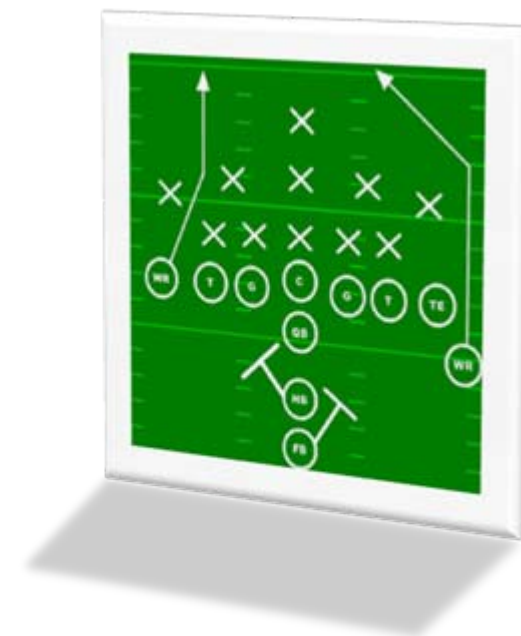
Size descriptions:

Membership Recruitment Kit - Student Grade			
Contents	Small	Medium	Large
Student Membership Brochure (EZ4U)	50	100	150
Membership Brochure/Application (EZ1)	15	30	45
Promotional Poster for IEEE Membership (11" x 17")	5	10	15
Promotional Poster for Student Membership (11" x 17")	5	10	15
MGM Flyer (5.5" x 8.5")	5	10	15
MGM Business Card (3.5" x 2")	25	50	75
IEEE Bookmark (2" x 7")	25	50	75
Membership CD-ROM	5	10	15
Welcome to the IEEE Guide to Membership	1	2	3
Member Benefits at a Glance	1	2	3



Recommended “Game Plan” going forward – Regions / Sections / Societies

- ❑ January through April
 - 85% effort - Retention / Arrears Recovery
 - 15% effort - Recruitment
- ❑ May through August
 - 15% effort - Arrears Recovery
 - 85% effort - Recruitment
- ❑ September through December
 - 100% effort – Recruitment



Thank you!

Appendix

More about myIEEE

myIEEE™ ‘Who’s On’

Engaging the IEEE member community. Real-time click-and-see of fellow members engaged with myIEEE

The screenshot displays the myIEEE 'Who's On' interface. At the top, there's a navigation bar with 'myIEEE', 'Knowledge', 'Community', and 'Profession'. Below this, a search bar and a 'Welcome, John!' message are visible. The main content area features a 'My Memberships' section on the left, a central 'IEEE memberNet - Who's Online?' table, and a detailed 'IEEE memberNet Profile' for John Day. The profile includes a photo, name, member grade (Member), and technical interests like Software, Standards, and Wireless Communications. A large hand cursor is positioned over the profile, indicating interactivity. The bottom of the page shows 'RECOMMENDED MEMBERSHIPS' and 'IEEE Standards News'.

Name	Member Grade
Ban, Liang	Member
Becerril, Carlos	Student Member
Camelo, Zoraya	Student Member
Chadalvada, Balaram	Student Member
Day, John	Member

IEEE memberNet Profile: John Day
 Member Grade: Member
 Technical Interests: Software, Standards, Wireless Communications, Energy, Power Electronics, Robotics and Automation, Lasers and Electro-Optics, Industry Applications, Magnetics, Software Engineering, Microwave Systems, Nanotechnology.

- Networking tool
- Direct integration with IEEE memberNet
- Call to action – opt-in your profiles on membernet – we'll show you how!

Volunteer Desktop

The screenshot shows the IEEE Volunteer Desktop interface. At the top, there are navigation tabs for myIEEE, Volunteer, Knowledge, Community, and Profession. Below the navigation bar is a search bar and a welcome message for John. The main content area is divided into several sections:

- IEEE Vtools:** Includes links to Vtools Project Page and Vtools Meetings.
- My Positions:** Lists various roles such as IEEE Signal Processing Society, IEEE-USA Energy Policy Committee, and UFFC-Standards Activities Subcommittee.
- Volunteer News & Updates:** Displays a list of news items, including 'IEEE SCOOP - IEEE Sections Congress 2005', 'LEADERSHIP WIRE - Leadership Wire - December 2005', and 'IEEE SCOOP - Register for Sections Congress 2005'.
- IEEE memberNet Spotlight - Volunteer:** Features a profile for Louie Powell, a Fellow in the USA Schenectady Section.
- IEEE.tv - IEEE.tv Specials:** Lists special content like '2007 Presidential Roundtable Q&A - Part I' and 'Group on Earth Observations (GEOSS)'.

- ☒ VTools Links provided to volunteer tools, an initiative formed by MGA to provide IEEE Volunteers with a set of web based communication tools.
- ☒ Volunteer Spotlight - Retrieved via IEEE memberNet this module shows IEEE Volunteer at random.
- ☒ SAMIEEE(not shown) log-in for Volunteers (those designated to have access)
- ☒ My Volunteer positions personalized listing of volunteer positions. Roster icon dynamically lists executive officers respective to entity.
- ☒ Volunteer updates and news targeted to Volunteers, e.g., Scoop, Society Sentinel
- ☒ Resource links for all Volunteers

- ☐ Only available to IEEE Members who also serve in volunteer positions
- ☐ Provides volunteer-related updates and resources

Knowledge Desktop

The screenshot displays the IEEE Knowledge Desktop interface. At the top, there are navigation tabs: myIEEE, Volunteer, Knowledge, Community, and Profession. Below these is a search bar with the text "Search IEEE Xplore" and a "Search »" button. The main content area is divided into several panels:

- My Subscriptions:** A list of various IEEE publications and journals, including "IEEE Potentials Electronic Subscription", "IEEE Spectrum Magazine Electronic Subscription", "IEEE Nanotechnology Magazine Print Subscription", "IEEE Ultrasonics, Ferroelectrics, and Frequency Control Society Digital Library", "IEEE/OSA Journal of Lightwave Technology Electronic Subscription", "IEEE Trans on Ultrasonics, Ferroelectrics, and Frequency Control Electronic Subscription", "IEEE Spectrum Magazine Print Subscriptions", "IEEE Sensors Journal Print Subscription", "IEEE Technology and Society Magazine Electronic Subscription", "IEEE Technology and Society Print Subscription", "IEEE Women in Engineering Magazine", and "IEEE Society on Social Implications of Technology Society Newsletter Electronic Subscription". An "Add" button is at the bottom.
- IEEE Xplore Top 10 Documents Accessed:** A list of the most accessed documents, each with a citation and an abstract. The first document is "In-home telerehabilitation for geriatric patients" by Hamel, M.; Fontaine, R.; Boissy, P.; Volume 27, Issue 4, Date: , Pages: 29- 37.
- IEEE Spectrum:** A section for the IEEE Spectrum magazine, featuring "Spectrum Digital Delivery (Qmags)" with articles like "Philippe Lauper: Chase the Sun", "The Doodlemaster", and "Electroporation & Knife for Cancer". It also includes "Listen to Spectrum Radio" and "Read the Editor's Blog". Below this is the "IEEE.tv - Meet the Authors" section, featuring Carl Selinger, Mostafa H. Sherif, and Richard J. Thompson Jr.
- Scitopia.org:** A section for Scitopia.org, described as "Broaden your horizons. Search multiple professional sources at once." with a "Try scitopia.org" link.

At the bottom left, there are additional navigation options: "My Digital Library", "More information", and "Browse Publications".

- ☒ Search module, IEEE Xplore providing search access to over 1-Million IEEE documents
- ☒ Member Digital Library - subscribers hyperlinked to file cabinet
- ☒ My Subscriptions - hyperlinked to titles on IEEE Xplore
- ☒ IEEE Spectrum Module - Links to IEEE Spectrum Digital Delivery and more!
- ☒ IEEE.tv - Links to IEEE.tv Meet the Authors series videos
- ☒ Scitopia.org - Link to search the Scitopia search engine
- ☒ Top 10 Documents - IEEE Xplore RSS feed updated monthly

- ☐ A consolidated area for research and subscription related benefits.

Community Desktop

☒ mySection

- ✓ Direct link to Section home page
- ✓ Roster icon to officers
- ✓ Technical chapters, affinity groups
- ✓ Member elevations within Section

☒ IEEE Worldwide Activities - Transnational navigation dynamically presenting IEEE activities by geography

☒ Upcoming conferences dynamically presented and updated

The screenshot displays the IEEE Community Desktop interface. At the top, there are navigation tabs for myIEEE, Volunteer, Knowledge, Community, and Profession. Below these is a user welcome message for John, with options for 'Who's Online?' and 'Hide Me'. A search bar is also present.

The main content area is divided into several sections:

- My Section:** Displays the 'New Jersey Coast Section' with links to 'Technical Chapters', 'Affinity Groups', and 'Member Grade Elevations'.
- IEEE Worldwide Activities:** Provides a way to 'Locate local contacts and conferences activity worldwide by Country or IEEE Region.' with links for 'Countries' and 'IEEE Regions'.
- Upcoming Conferences:** Lists conferences such as '2009 IEEE Region 5 Conference' (Lubbock, TX, USA), '2009 International Conference on Image Analysis and Signal Processing (IASP)' (Linhai, China), and 'IEEE INFOCOM 2009 - IEEE Conference on Computer Communications' (Rio de Janeiro, Brazil).
- IEEE Worldwide Section Updates:** Shows recent events like 'February Dinner Meeting (24 Feb 2009)', 'This is a TEST (26 Feb 2009)', and 'Milwaukee Section Spring Social (14 Mar 2009)'. It also includes a section for 'IEEE Grade Elevations' with a form to discover members in your country or society who have achieved Senior Member or Fellow status. The form includes dropdown menus for 'Grade', 'Year', 'Country', and 'Membership Affiliation', and a 'Submit' button.
- IEEE memberNet Spotlight:** Features a profile for Robert E. Peterkin, Jr., a Member of the USA Albuquerque Section. It includes a 'Launch Full Profile' link and a short biography.
- IEEE.tv - Conference Highlights:** Lists content such as 'The Benefits of Membership (Retention Strategies)', 'Analog to Digital Types', and 'Doing the Right Thing: Social Implications of Technology'.

ü Provides access to contact section, local, and worldwide networking

Profession Desktop

- ☒ Search module, IEEE Job Site directly linked to job site listings
- ☒ IEEE Job Site, Links to login, update profile, etc, on the IEEE Job Site.
- ☒ Search module, Consultants Database directly linked to consultant database listings
- ☒ The Institute articles specific to careers and professional development
- ☒ Awards, Scholarships announcements

The screenshot displays the IEEE Profession Desktop interface. At the top, there are navigation tabs for myIEEE, Volunteer, Knowledge, Community, and Profession. Below the navigation is a user greeting "Welcome, John!" and a search bar. The main content area is divided into several modules:

- IEEE Job Site:** Includes links for My Job Center, Update Profile, Job Tools, Resumes, and Cover Letters.
- Mentoring Connection:** Promotes a one-to-one partnership with an IEEE member for professional development and relationship building. Includes links for Log-in and Learn More.
- Career Navigator:** Provides access to career planning, salary benchmarking, hiring employers, and more. Includes a Learn More link.
- Scholarships:** Announces that The Grainger Foundation pledges funds to finance student activities test. Includes a more link.
- IEEE Job Site - Featured Jobs:** Lists several job openings:
 - Senior Signal Processing Engineer (Orono, Maine SRD Corporation)
 - Battery Test Engineer (Beaverton, Oregon Mobile Power Solutions)
 - Postdoctoral Researcher (Letterkenny, Donegal, Ireland Letterkenny Institute of Technology)
 - Senior Research Scientist, ST (Computational Science) (Aberdeen Proving Ground, Maryland Dept of the Army - Civilian Senior Leader Mgmt Office)
 - SW Engineer
- Consultants Database:** Features a search interface with fields for Keywords (Case Sensitive), Technical Category, View Results (Table of Contents of Names with Links to Listings), and View Results (In order of relevance to the search). Includes a submit button.
- Awards:** Announces a new IEEE award sponsored by Toyota recognizing environmental and safety technologies. Lists the 2008 Medal of Honor Recipient Dr. Gordon Moore. Includes a more link.
- IEEE USA - Today's Engineer:** Lists articles such as "Investing in Turbulent Times", "Transitioning from College to Work", and "Backscatter: Engineering as Art".
- IEEE.tv - Careers & Technology:** Features "Art of the Start", "What's Out There: Careers for Electrical Engineers & Computer Scientists", and "Careers in Information Technology".
- The Institute:** Announces "Nominations for new pre-college educator award and others due 30 April" and "And the Nominees Are... When Disaster Strikes, IEEE Members Take Action". Includes a more link.

- ☐ Career investment tools provided to IEEE members include Jobs and consultants
- ☐ Awards and scholarship information