

Primer-exceptrts

Member Engagement & MGA

20 Feb 2010



Member Strategy Team

Jamie Moesch - Director, Member Strategy

John Day – Director, Membership Development

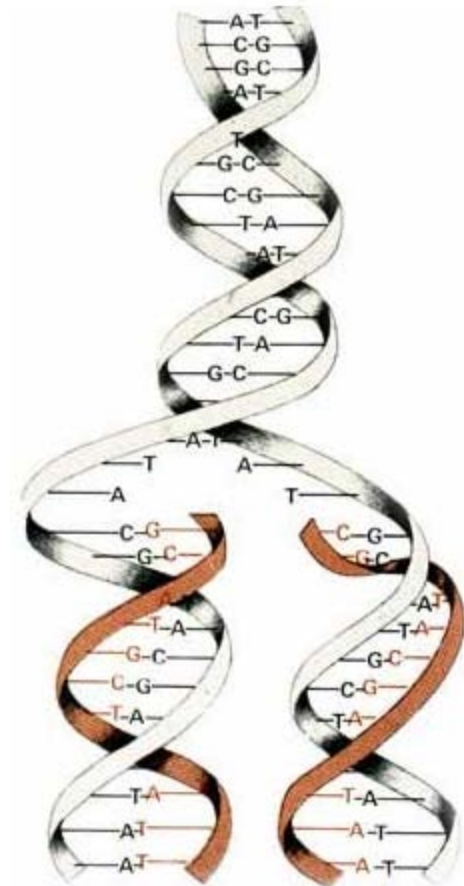
Kuangyunn Chiu – Member Data Research Manager

Mark David – Member Products Manager

Each Individual's Engagement is Unique (but, there are common threads) ...

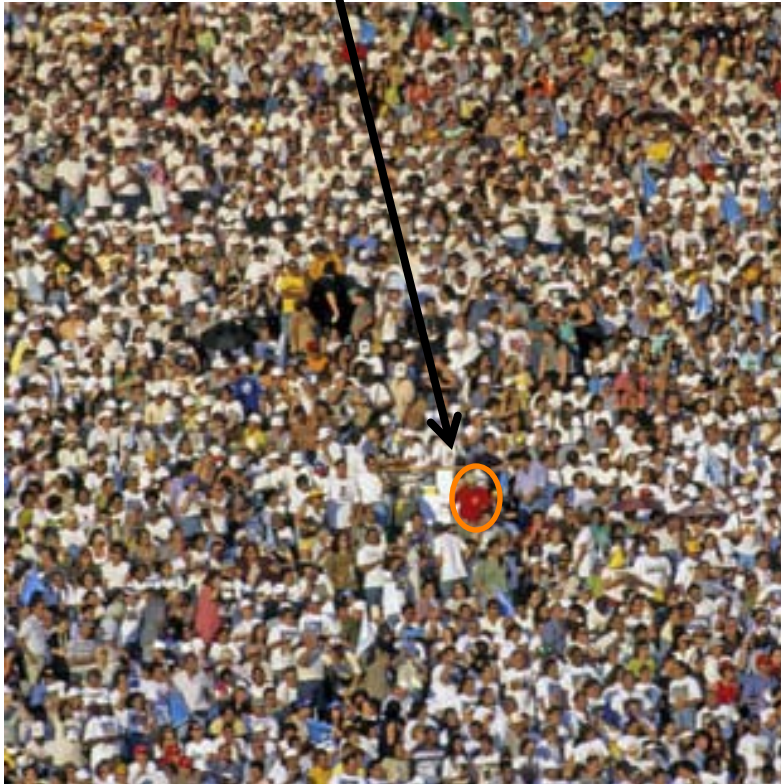
- Why individuals engage IEEE ?
 - Access to technical information
 - Career development tools
 - Continuing education
 - Access to discounts
 - Venue to give back to society and the profession
 - Creation of content
 - Social networking
 - To make a difference

- Engagement requires a commitment of time
 - Time is finite
 - There is enough time to do anything ... it is a question of priority
 - There is never enough time to do everything
 - Is time is the currency of engagement?



Focus on the Member, the Result will be Membership Growth ...

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”

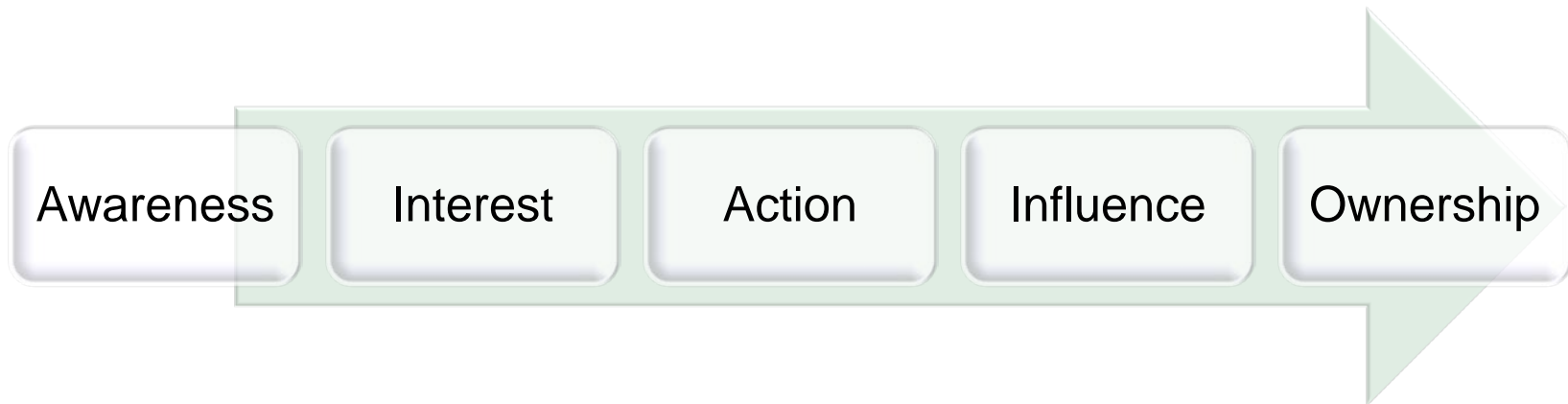
“I make a difference”

“I am the IEEE”

“I am a part of something great”

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

Engagement Continuum ...



- Creating an environment where engagement matters
- Evolving members to become stakeholders
- Proactively identifying common opportunities that meet the needs of both the member and the IEEE

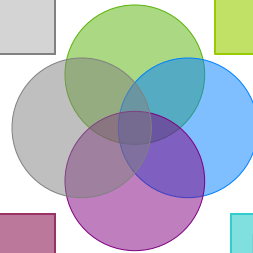
Areas of Focus for IEEE Member Strategy ...

Improving Value

- Product Portfolio Management
- Targeted Programs
 - STEP
 - Student and Affinity Groups
 - First Year Members
- Member Engagement through the Life Cycle
- Next Generation Benefits
 - myIEEE, IEEE.tv, MemberNet

Membership & Product Marketing

- Direct Outreach
 - Renewal, recruitment, reinstatement
 - Benefit awareness/utilization
- Field Support
 - Field support for MD volunteers
- Advertising
 - Benefit awareness
 - Social Media



Partnering

- Member Services
- Volunteer Leadership
- Societies, TA, EAB
- Sales and Marketing
- IT
- Corporate Activities/Strat/Rcsh
- Publications
- Business Administration

Data and Research

- Member Experience
- Member Satisfaction
- Member Segmentation
- Membership Dashboards
- Member Surveys
- Market Research
- Product Performance
- Lifetime Value of a Member

Action Areas for Member Strategy ...

■ Short Term

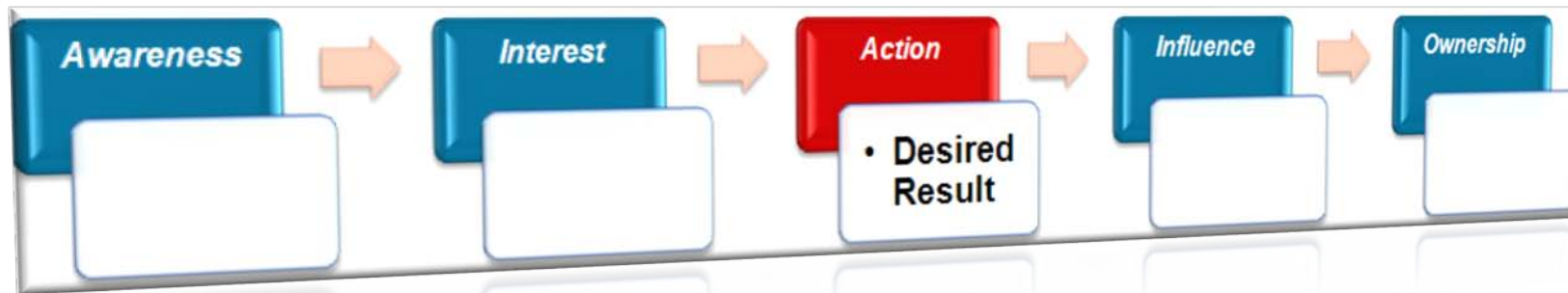
- Member Experience continuous improvement program
- First Year Member Experience
- Member Products and Service Optimization
- Personalization - Engagement throughout the Life Cycle
- Member Pricing Strategy
- Membership Recruitment and Recovery Strategies
- Specific strategic development for India and China
- Member access to IEEE Publications
- Member Communication Coordination

■ Long Term

- Improving Membership's Relevance to Industry Practitioners
- Framework and Processes for Innovation of offering
- Developing the humanitarian potential of IEEE Membership
- Changes to the membership model
- Co-operative strategies with external partners

In Practice

Engagement is a Continuum of Commitment



Progressive Continuum (desired result being the pivot)

Example: The New Member Path

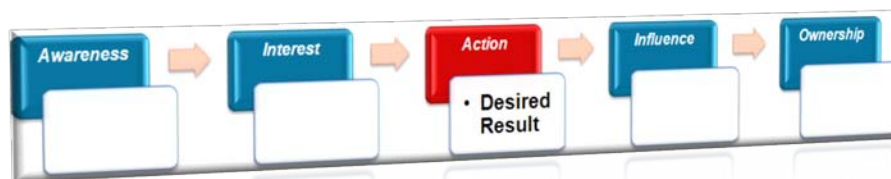
(3) Drive Member Engagement ...



(2) Welcome the Member ...



(1) Develop a Campaign ...



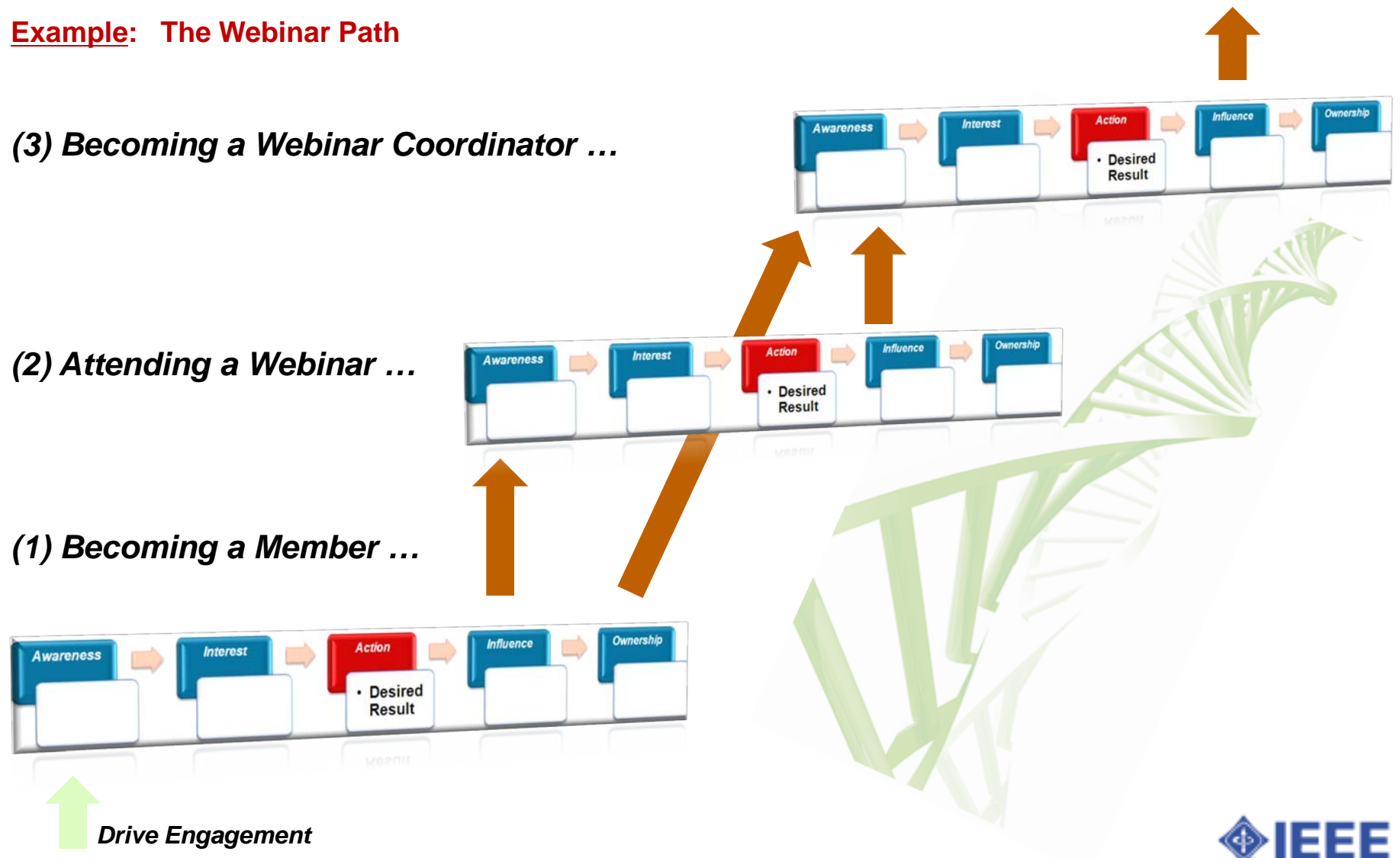
Progressive Continuum (cont.)

Example: The Webinar Path

(3) Becoming a Webinar Coordinator ...

(2) Attending a Webinar ...

(1) Becoming a Member ...



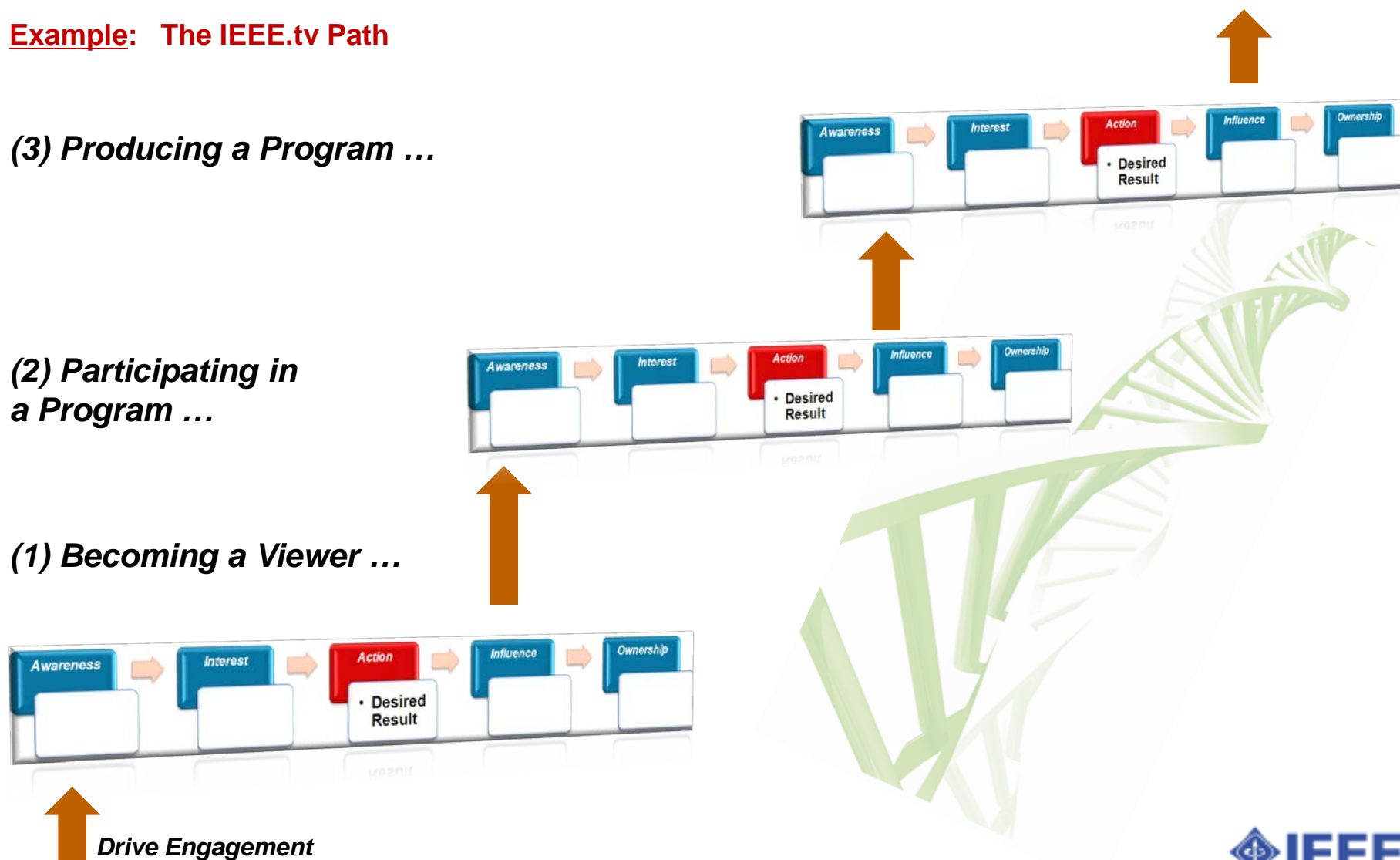
Progressive Continuum (cont.)

Example: The IEEE.tv Path

(3) Producing a Program ...

(2) Participating in a Program ...

(1) Becoming a Viewer ...



Shaping the Continuum

- Where does the member want to go?
- What intelligence do we have to develop the member?
- What are the common paths?
- What's there to receive them?
- How do we ensure a quality experience at every step of the continuum?
- Everyday, how do we better understand and respect the our members' time



Research

Member Segmentation Research Findings

Kuangyunn Chiu

Member Data Research Manager

IEEE Member & Geographic Activities

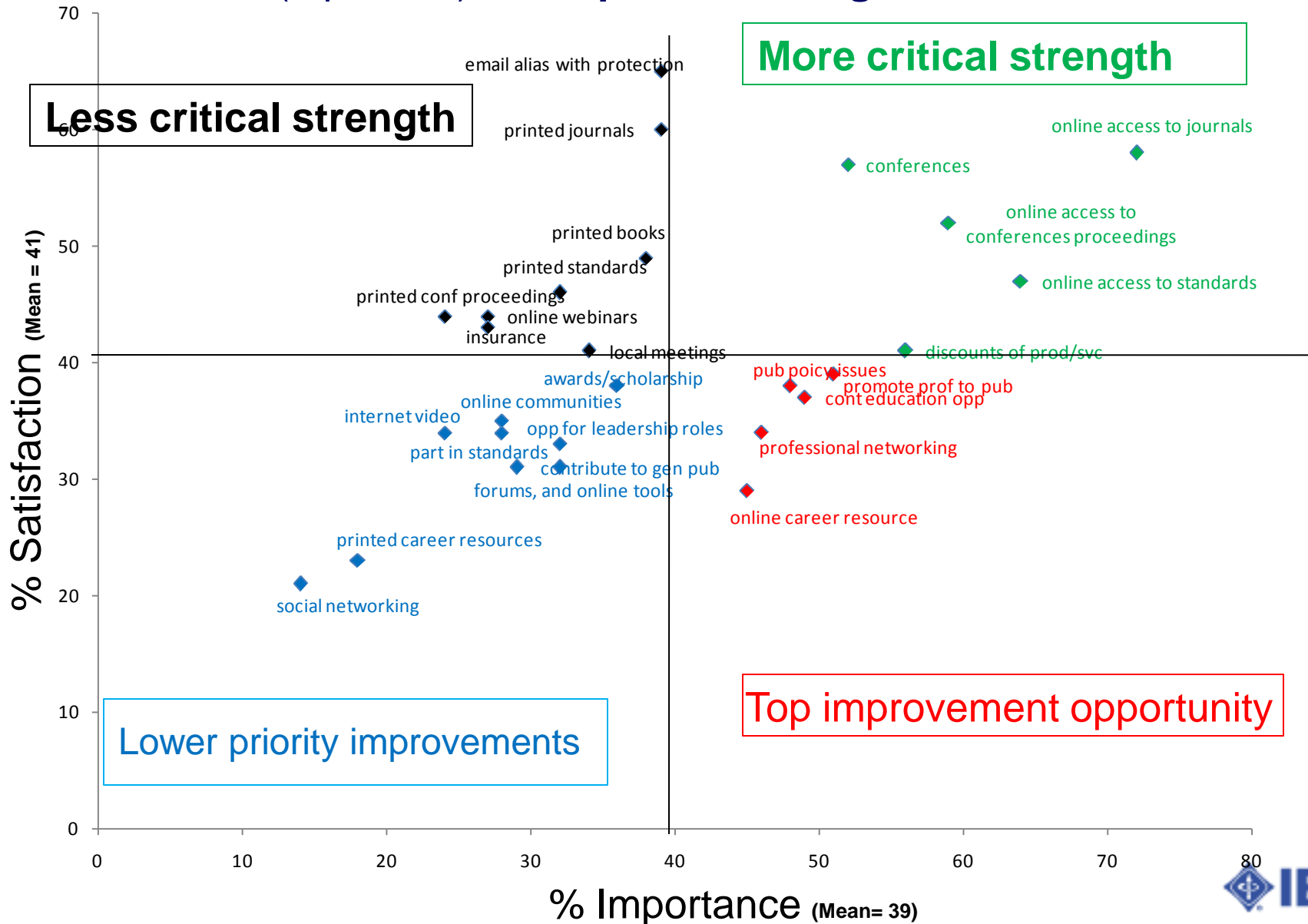
k.chiu@ieee.org



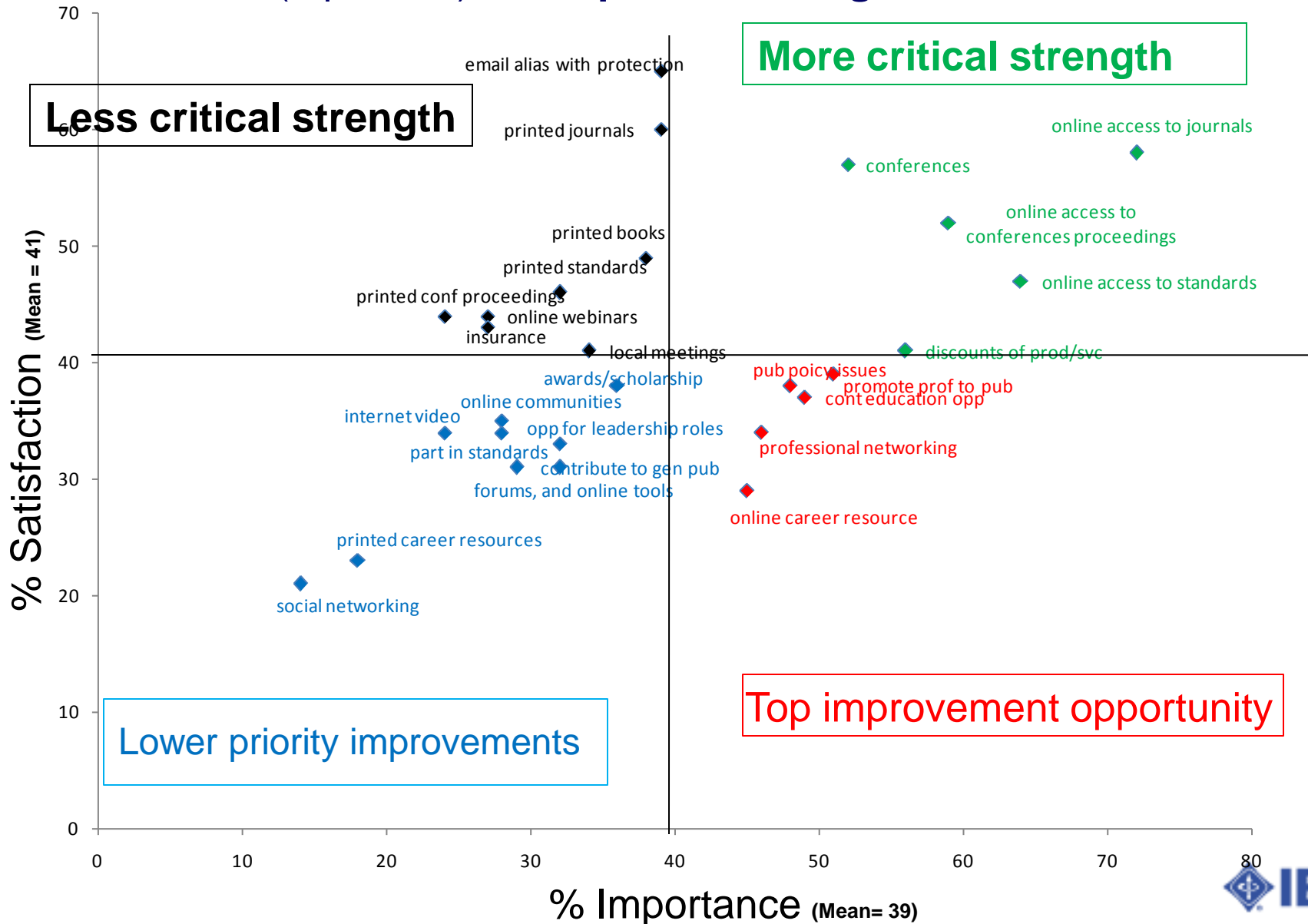
Survey Methodology ...

- A total of 2,224 interviews were completed. Of which:
 - 1,319 were among higher grade members
 - 905 were among student (undergraduate/graduate) members
- Interviewing occurred between November 10 and December 17, 2008.
- All interviewing was conducted online.
- Interviews averaged 26 minutes in length.
- All interviewing was conducted in English.

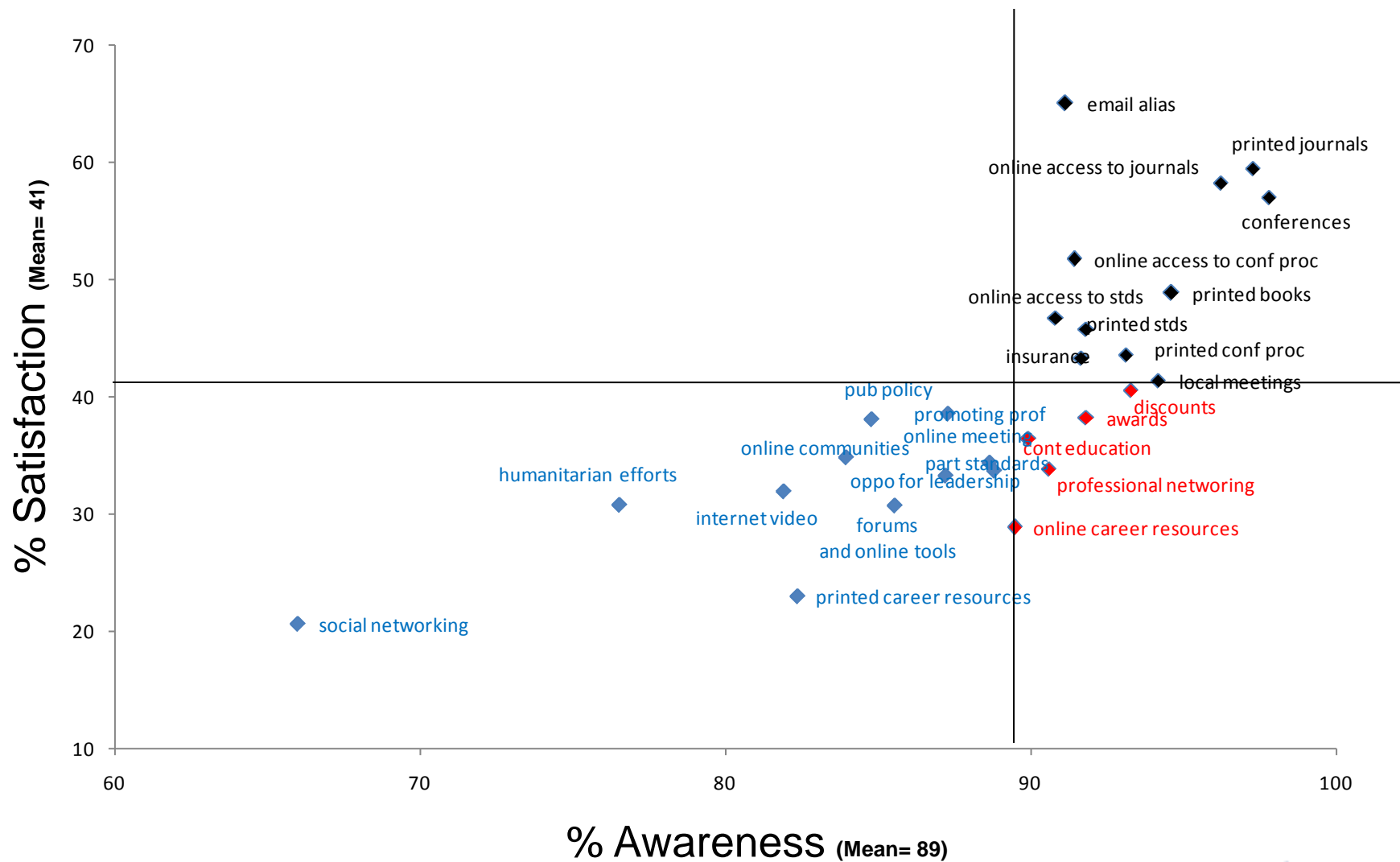
Satisfaction (top 3 box) vs. Importance - Higher-Grade Members



Satisfaction (top 3 box) vs. Importance - Higher-Grade Members



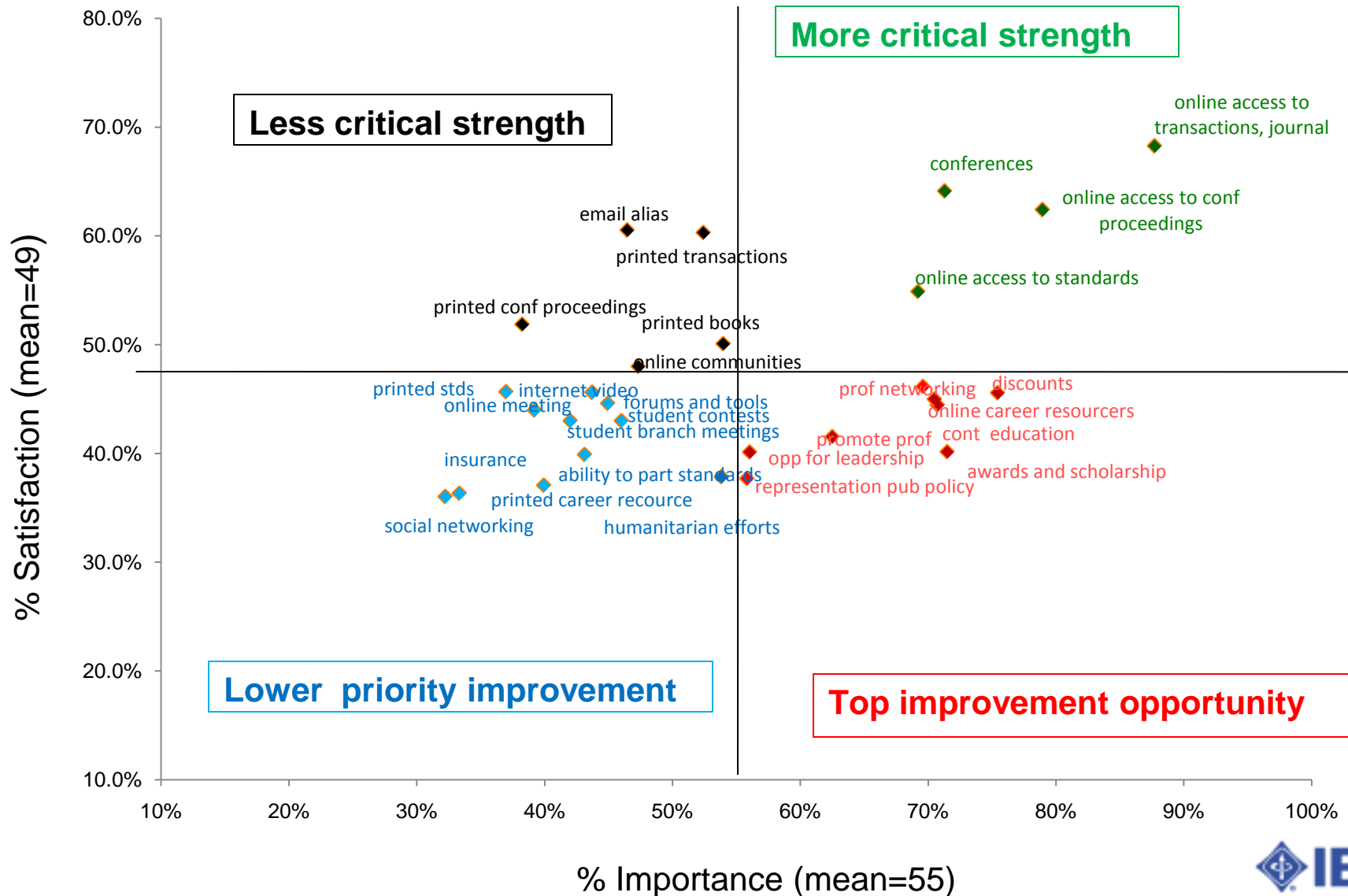
Satisfaction (top 3 box) vs. Awareness - Higher-Grade Members



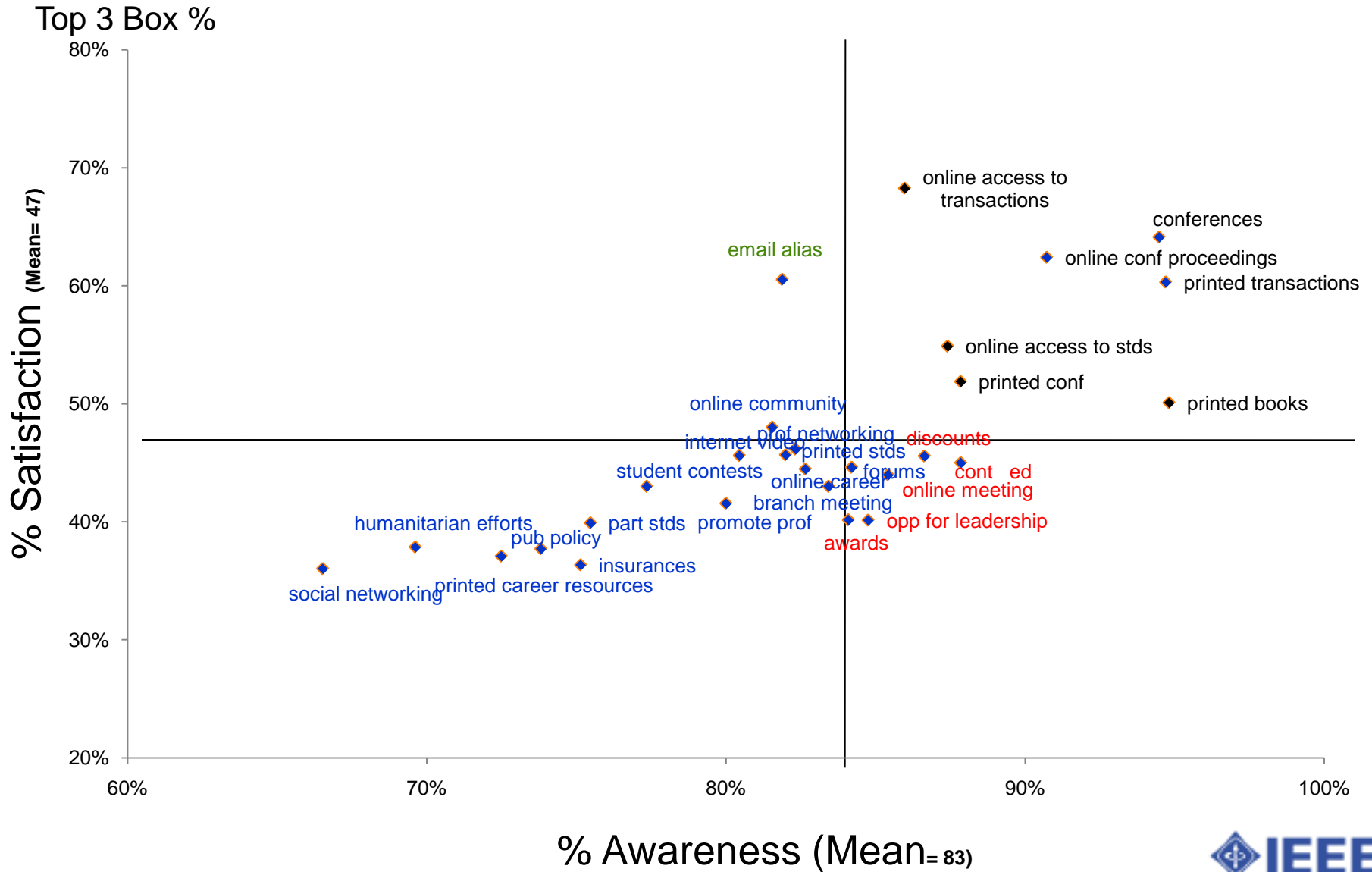
Importance vs Satisfaction - Higher Grade Members

% Top 3 box	Importance	Satisfaction	Gap
Online access to standards	64	47	-17
Online career resources	45	29	-16
Discounts on prof prod and svc	56	41	-15
Online access to transactions, journals and magazines	72	58	-14
Promoting the prof to the gen pub	51	39	-12
Continuing education opp	49	37	-12
Professional networking	46	34	-12
Representaiton on pub policy issues related to the prof	48	38	-10
Online access to conference proceedings	59	52	-7
Contributing to the general public through humanitarian efforts	32	31	-1
Opp for leadership roles	32	33	1
Awards and scholarships	36	38	2
Forums, newsgroups ,and other online tools	29	31	2
Conferences	52	57	5
Printed career resources	18	23	5
Ability to participate in standards	28	34	6
Local meetings with other prof	34	41	7
IEEE Online Communities	28	35	7
Online meetings/webinars	27	34	7
Social Networking	14	21	7
Internet video programming of conference highlights, author interviews	24	32	8
Printed books	38	49	11
Printed copies of standards	32	46	14
Insurance and other fin prod and svc	27	43	16
Printed copies of conference proceedings	24	44	20
Printed copies of transactions, journal	39	60	21
Providing email alias with virus protection	39	65	26

Satisfaction vs. Importance (top 3 box scoring) Students



Satisfaction vs. Awareness (top 3 box scoring) Students



Importance vs Satisfaction - Students

Top 3 Box %	Importance	Satisfaction	Gap
Awards and scholarships	71	40	-31
Discounts on prof prod and svc	75	46	-30
Online career resources	71	44	-26
Continuing education opp	70	45	-25
Professional networking	70	46	-23
Promoting the prof to the gen pub	63	42	-21
Online access to transactions, journals and magazines	88	68	-19
Representaiton on pub policy issues related to the prof	56	38	-18
Online access to conference proceedings	79	62	-17
Contributing to the gen pub through humanitarian efforts	54	38	-16
Opp for leadership roles	56	40	-16
Online access to standards	69	55	-14
Conferences	71	64	-7
Printed books	54	50	-4
Ability to participate in standards	43	40	-3
Printed career resources	40	37	-3
Forums, newsgroups ,a nd other online tools	45	45	0
IEEE Online Communities	47	48	1
Internet video programing of conference	44	46	2
Insurance and other fin prod and svc	33	36	3
Social networking	32	36	4
Online meeting	39	44	5
Printed copies of transactions,journal and mag	52	60	8
Printed copies of standards	37	46	9
Printed copies of conference proceedings	38	52	14
Providing email alias with virus protection	46	61	14

Closing Observations...

- Importance – Career products and services are viewed among the most important services IEEE can offer to its members
- Awareness – Career products and services are in the middle-tier of member awareness, noticeably lower with students. Improve our marketing.
- Satisfaction – Career products and services are in the middle-tier of member satisfaction. Improve our quality.

thank you
questions ?

myIEEE 1.7 – Redesign, March 22nd, 2009

Traffic on myIEEE increases by 117% (vs. 2008)

- Features Introduced in myIEEE 1.7
 - Introduced improved desktop navigation
 - Integrated IEEE memberNet and IEEE.tv Series feeds
 - Member engagement on myIEEE grew with the launch.
 - 72% of all IEEE Members visited myIEEE in 2009.
- Yearly Statistics Comparison 2008 vs 2009
 - Pages per visit grew 94% from 1.33 per average visit to 2.59 per average visit
 - Average time on site grew 170% from 1:43 to 4:38
 - Total page views grew 117%
 - Users returned 48% of the time vs 32% previously

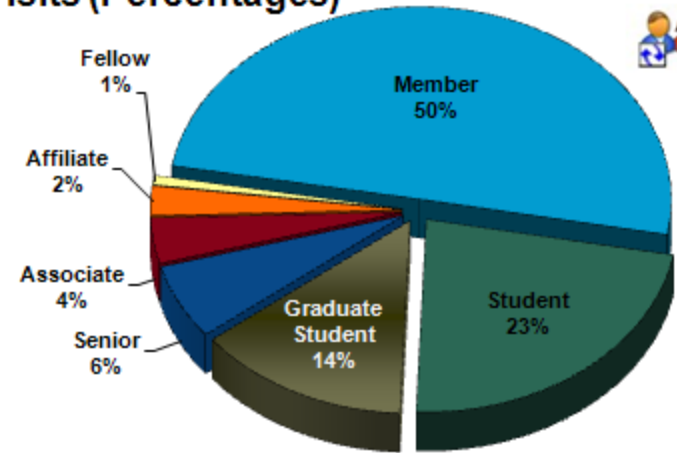
The screenshot displays the myIEEE 1.7 website interface. At the top, there is a navigation bar with tabs for 'myIEEE', 'Knowledge', 'Community', and 'Profession'. Below this, a user profile section for 'Welcome, Brian!' includes links for 'Who's Online?', 'Offline', and a search bar. The main content area is divided into several columns:

- My Memberships:** Lists upcoming conferences such as the '2010 5th International Conference on Wireless Internet (WICON)' and the '2010 IEEE 26th International Conference on Data Engineering (ICDE 2010)'.
- Service Advisor:** Displays a 'My Technical Interest Profile (TIP)' with a list of interests including Systems Management, Software Engineering, E-Commerce, IT Management, System Design, and Computer Networks.
- RECOMMENDED MEMBERSHIPS:** Lists various IEEE society memberships like 'IEEE Industry Applications Society Membership' and 'IEEE Power & Energy Society Membership'.
- RECOMMENDED PUBLICATION PRODUCTS:** Lists electronic and print subscriptions for journals like 'IEEE Transactions on Autonomous Mental Development' and 'IEEE Embedded Systems Letters'.
- IEEE News:** Features articles such as 'IEEE Establishes Haiti Fund' and 'IEEE Spectrum RSS'.
- The Institute:** Includes a calendar and news items like 'Researchers to Report on Nanotechnology Advances'.
- IEEE Standards News:** Announces projects like 'IEEE 802 LAN/MAN Standards Committee Launches Project to Develop Standard on Coexistence of Wireless Networks in the TV White Space'.
- IEEE memberNet:** Offers options to 'Opt-In Preferences', 'Launch Network', and 'Who's new?' with member profiles.
- IEEE.tv:** Promotes video content including 'DualCool NexFET Power MOSFETs', 'Drexel Presidential Panel - IEEE Presidents of the 1990s', and 'IEEE Medal of Honor Recipient (2009): Dr. Robert Dennard'.

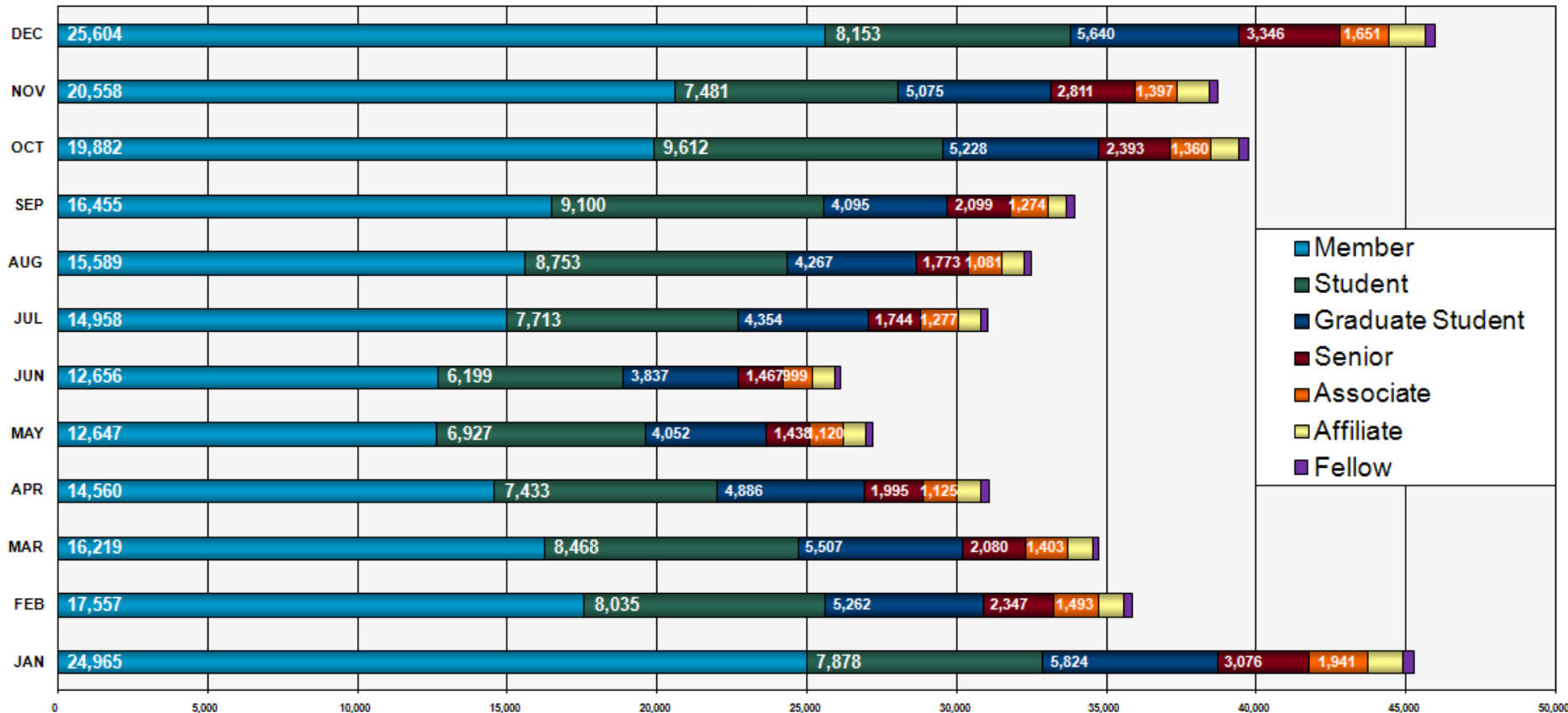
The footer contains links for 'Privacy & Security', 'Terms & Conditions', 'Contact Center', and 'my IEEE Feedback', along with a copyright notice for 2009.

Usage by Grade in 2009

2009 Member Grade Usage Visits (Percentages)

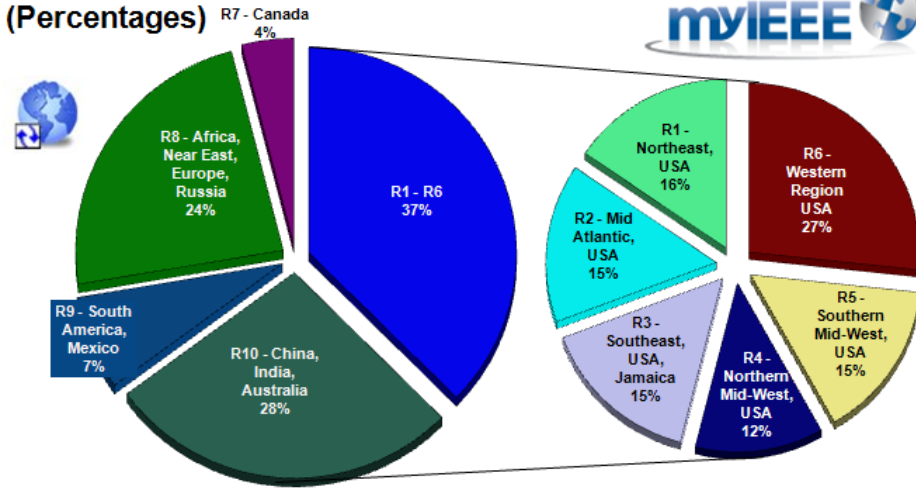


2009 Member Grade Usage - Visits (Count)



Regional Usage in 2009

2009 Regional Usage - Visits
(Percentages)



myIEEE 2009 Regional Usage - Visits(Count)

