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**Candidate for
2008 IEEE President-elect**
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Bio

- >25 years of leadership in research & development labs
- Authored >100 publications & 9 book chapters
- **55 patents**
- **IEEE Fellow**; PhD; IEEE UFFC-S Cady, Distinguished Service & Sawyer Awards; Distinguished Lecturer
- >30 years of **accomplishments** in IEEE: Society pres., Division Director, VP, pubs, conferences, membership, standards, finances, investments, strategic planning

Contributions to IEEE

- Founded the **IEEE Sensors Council**
- Associate/senior editor of IEEE journals (T-UFFC, SJ)
- >30 years experience as **conference** chairs: technical program chair, general chair, editorial & publicity chair
- **~25 yrs w. standards (IEEE; Chair, SCC-27; IEC; NATO)**
- **Membership:** MDC, REP list simplification/elimination, website, IEEE Press new initiative

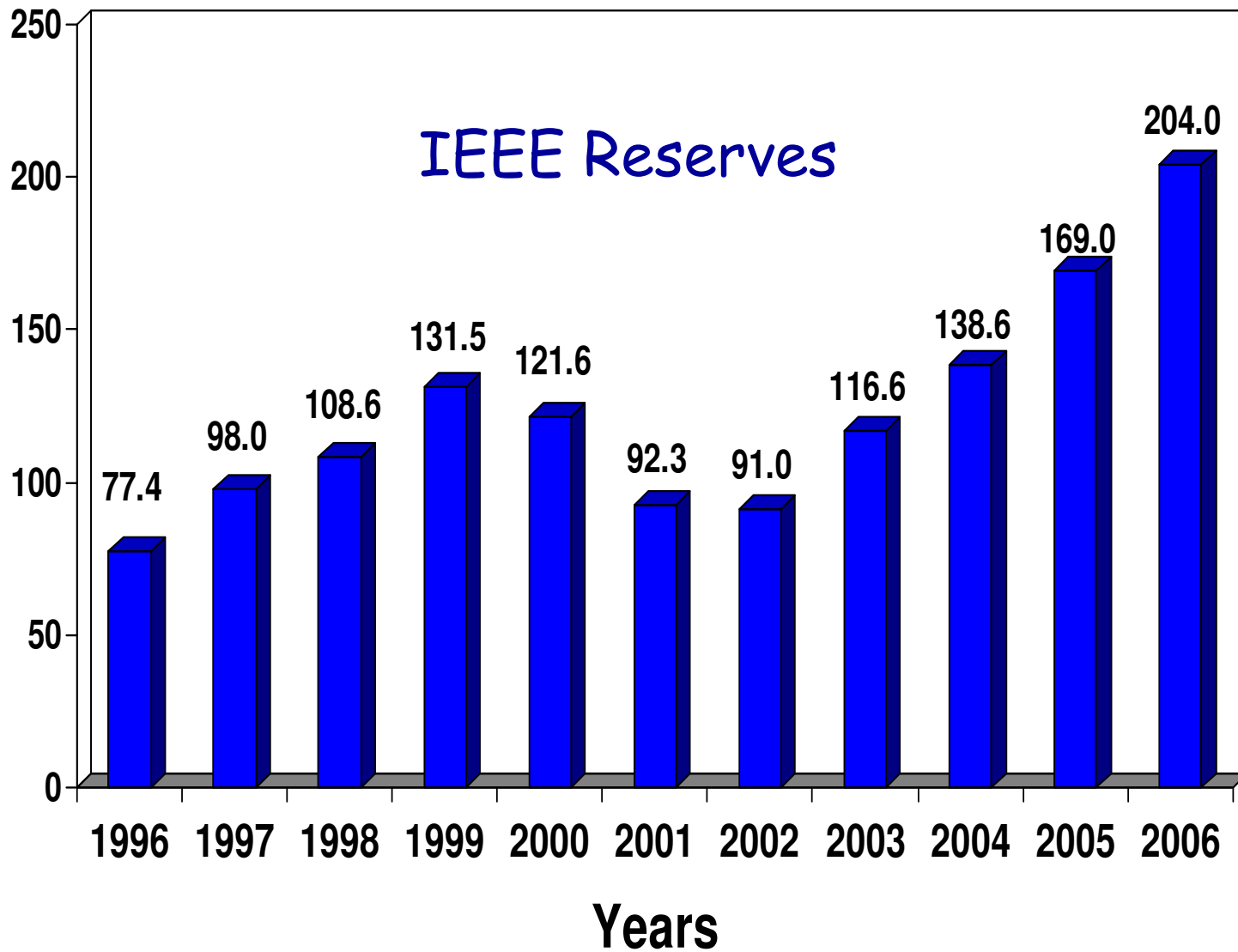
Challenges

- **Membership** value (IEL impact*), **dues** structure
- **Finances** – how to invest excess reserves
- **Publications**: Open Access, timeliness, practical content
- **Agility**, innovation & risk taking – “**Venture Capital Fund**”
- The **image** of engineering and science; PR, marketing
- **Globalization** (“flat world,” networked world)
- Trust (19 mentions of “trust” in BDO Seidman report)
- Transnationality (at OU series’, ~10% are non-US!)

* ~36% of members have “free” e-access to our IP
~2M nonmembers have free access to our IP

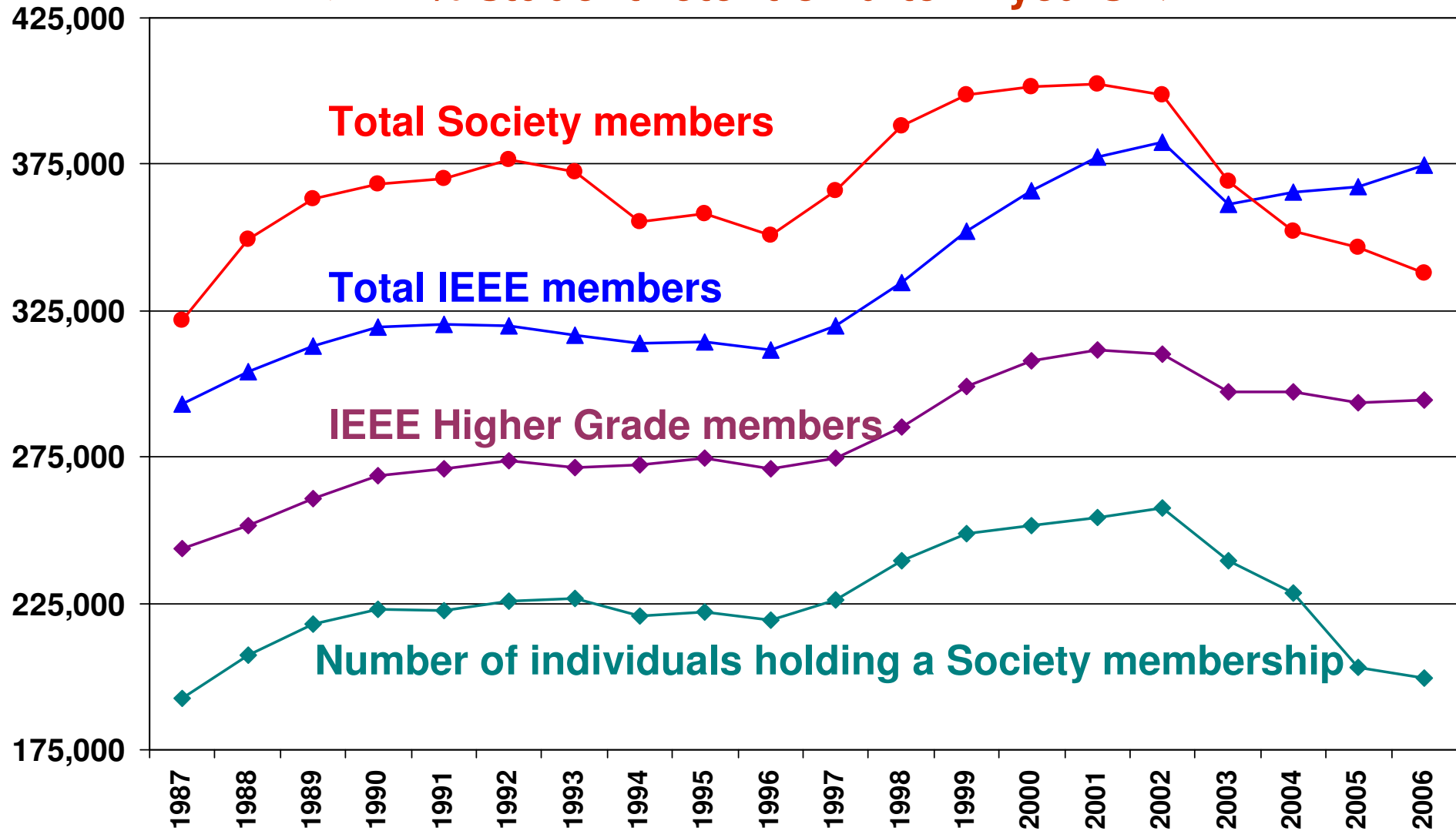


Finances

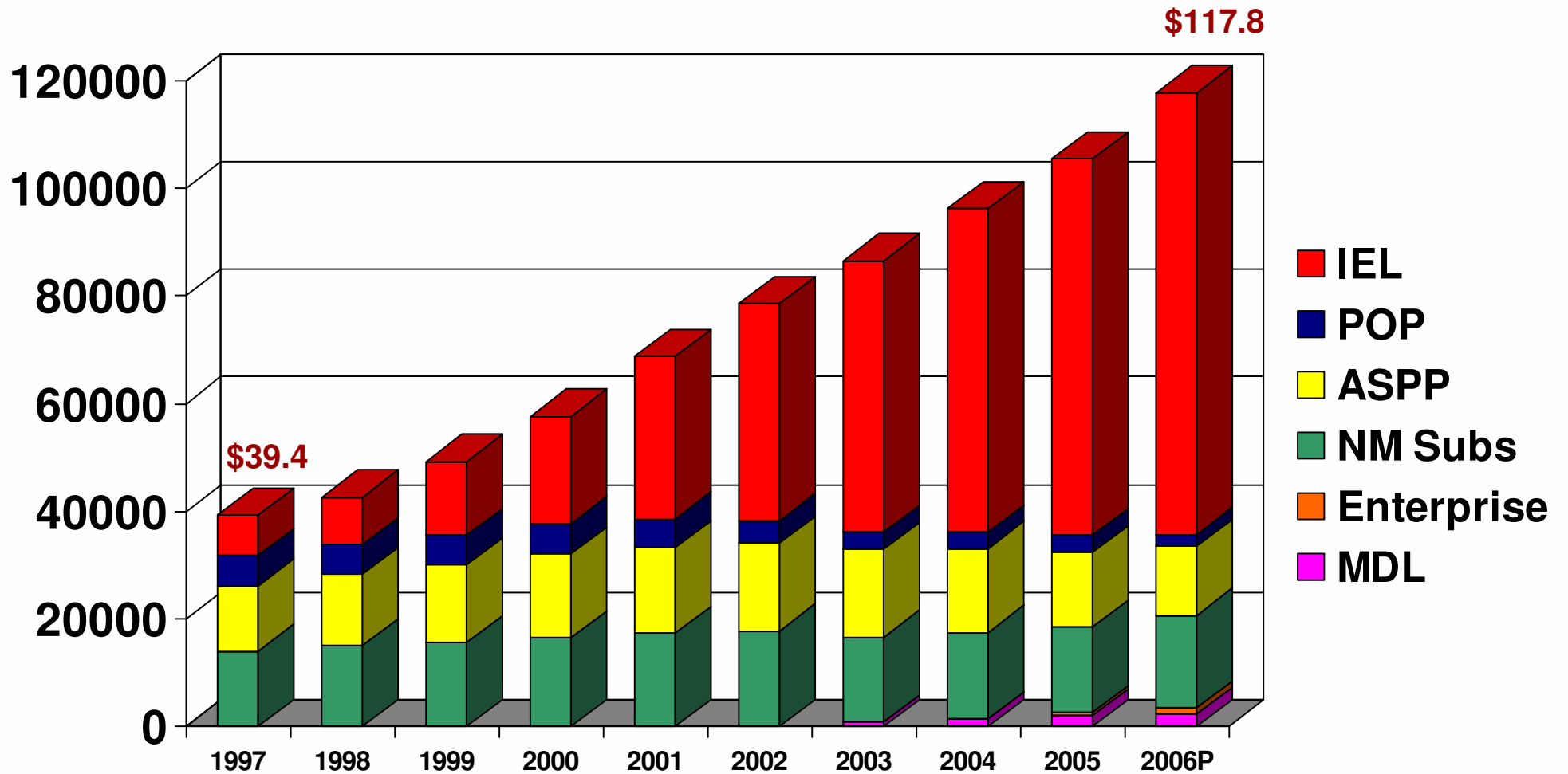


IEEE Membership

➤ 22% student retention after 4 years ◀



Key IEEE Publishing Product Sales



The Value of IEEE Membership

Knowledge ...

staying current with the fast changing world of technology

Community ...

unparalleled networking opportunities, and the buying power into low, members-only rates on benefits and services; >100K volunteers

Profession ...

empowering members to build and own their careers, giving back to society

Making the World a Better Place...

IEEE pubs, standards & conferences ⇒ IEEE improves the quality of life around the world, enhances economic growth, health, wealth, safety...

Be Part of YOUR Professional Society ...

If you are a professional working in IEEE's fields of interest, then the IEEE is YOUR professional society; your professional home...

Membership Dues

- "Membership is too expensive" is the number one reason, by far, for non-renewal
- Need a membership dues strategy, especially for the less developed countries
- IEEE dues revenues w. assessments ~\$35M; ~12% of total revenues; **IEEE reserves ~\$204M**
- **We can afford to experiment!**
- **Experiments:** Lower dues for fewer services?
Lower dues for IEL org's?
Index dues to income?
Any others???

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Extras

Contributions to IEEE - BoD

- **Investment Operations Manual**
- **E-mail voting** by OUs
- **Trust issues** – budget CD, BoD archives, tax returns on website, confidentiality policy
- Conferences & publications **strategic planning**
- **Marketing & Sales** Comm.; initiatives, rebate program
- **Transnational scorecard**

Volunteers & Nonmembers

- **~ 200K volunteers contribute to IEEE**
(proof: >100K articles added to Xplore/yr; authors & reviewers are volunteers; 500 conferences...)
- **About half of volunteers are not IEEE members**
- **Important to add to vital statistics of IEEE**
- **200K/y attend IEEE conferences; 100K are nonmembers**
- **Opportunity for recruitment!**

Marketing at Conferences

A Unique Opportunity

- >500 IEEE-sponsored conferences in 2006
- 200K participants; >50% were non-members.
- Unique marketing opportunity
 - Recruit new members
 - Product sales & licensing (IEL, Enterprise...)
 - Publicize related conferences, standards, IEEE.tv
 - Recruit volunteers
 - Enhance IEEE's image; "IEEE is awesome!"
- Set up an exhibit booth. IEEE staff can help you.

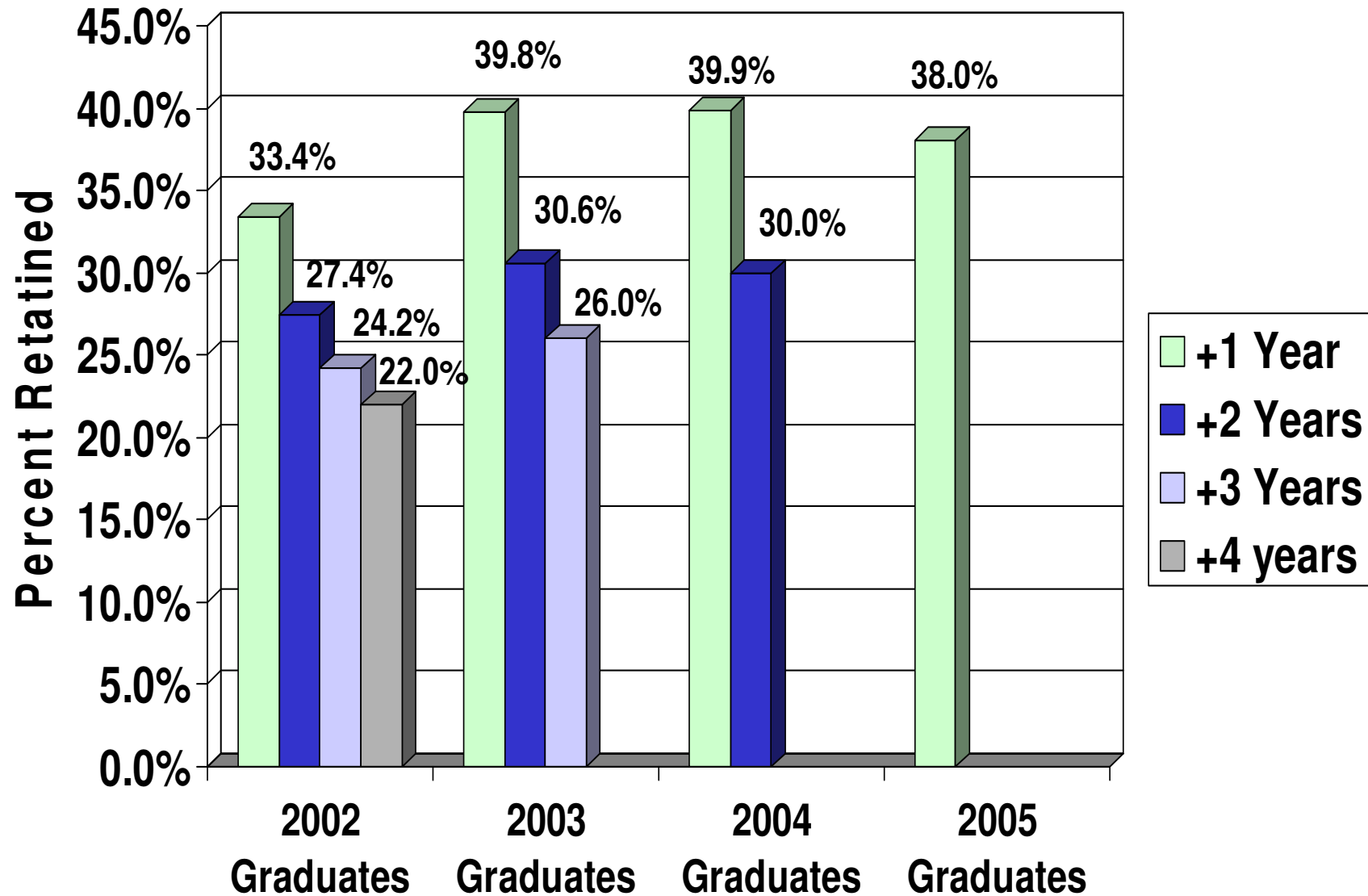


Sales Rebates to Sections

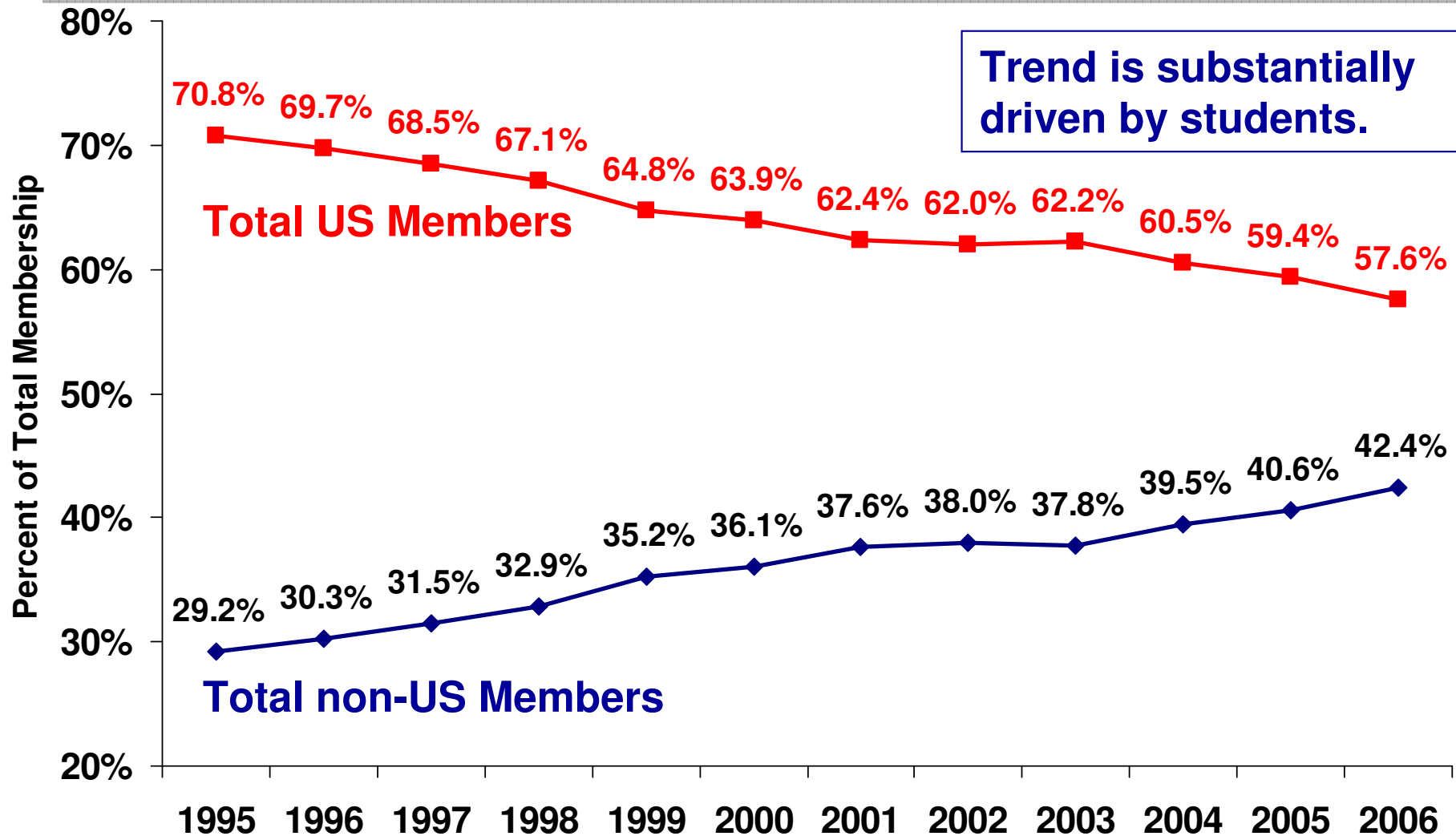
FOM.9 - SALES REBATES TO ORGANIZATIONAL UNITS

“Rebates of 20% of the initial price and 15% of the renewal price shall be credited to organizational units that are the procuring cause of the new or renewal license of IEEE Enterprise, the IEEE Electronic Library (IEL), All Society Periodical Package (ASPP), and Prepaid Order Plan (POP). When an organizational unit and IEEE staff are jointly the procuring cause of a new license, 14% of the initial price shall be credited to the organizational unit and a 6% commission shall be paid to staff.”

Student Retention



Globalization of IEEE Membership



Agility, Risk Acceptance

When probability of success >40% “go with your gut!”

If we do 10 experiments & 7 fail, 3 succeed, the 3 may transform the IEEE.

“You miss 100% of the shots you never take.”

Wayne Gretzky

Now is the best time to experiment with new ideas!

Let's take those “shots!”

Please vote!

- Only 14% of eligible members voted in 2006
- Therefore, <5% can determine the future of IEEE
- Division 8 director's winning margin was 3 votes
- 36% voted when a controversial petition candidate, Irwin Feerst, ran for IEEE president. Lesson?
- “THE INSTITUTE is the newspaper of the IEEE.” Is it a newspaper or a “house organ?”

Membership “New Initiative”

- Main reasons for HG nonrenewal: “1. Membership is too expensive (46%); 2. Value does not justify cost (38%)”
- At IEL org’s: “I get everything for free; so, why join?”

Proposal For An Experiment:

- **IEEE Press** has >300 out-of-print + >250 in-print books
- Make books available in Xplore to members, and to members only (i.e., NOT to IEL customers)
- Digitization costs ~\$1.30/page; <\$200K for 300 books
- Wiley would continue to sell hard copies (& pay royalties)

Membership by Employment Category

	2005	2004	2003	2002	2001	2000	1999
Private industry	50.6%	49.6%	52.3%	54.8%	60.3%	62.9%	59.2%
Academia	23.5%	24.8%	20.3%	16.6%	15.8%	10.6%	13.7%
Public/Government	8.3%	9.0%	8.6%	9.6%	8.7%	10.6%	13.7%
Self-employed	6.0%	5.7%	6.5%	5.8%	6.7%	7.1%	5.4%
Retired	4.7%	3.9%	4.9%	5.3%	2.9%	4.4%	3.9%
Other	4.7%	4.5%	3.4%	4.0%	3.7%	2.7%	2.9%
Unemployed	2.0%	2.7%	3.9%	4.0%	1.9%	1.5%	1.3%

Source: IEEE Member Satisfaction Surveys from 1999 to 2005

Margin of Error \pm 5%

> Two-thirds of members have no Ph.D.

Content for Practitioners

What Has Not Worked Well Enough

- Solicit "practical" papers
- Solicit more review and tutorial papers
- Special issues devoted to practical content

What May Work

- Create a new class of peer reviewed publications, Application Notes: "How to...", state-of-the-art design solutions, "Understanding...", case studies...
- Practical impact statements – voluntary, electronic only, by author, reviewer, editor, or ANY reader!
- E-books. Any other ideas??? **Let's Experiment!**

Value of Membership

Why Join IEEE?

- Access to technical information
- Stay up-to-date in technical field
- Develop career opportunities
- Build a community of colleagues
- Participate in local/regional activities
- Obtain products and services

The old message

- Be part of **YOUR** professional organization
- Be part of doing good things for your profession and humanity (e.g., foster technological innovation; volunteer)
- It's fun to be an IEEE volunteer; ~150K volunteers contribute
- "Good thing to put on a resume"
- Continuing education, certification, TISP...
- Financial Advantage Program, e-mail alias, spam filter...