



IEEE Region 8 Director Report Action plan 2007

April 16, 2007

This presentation

- **Describes the new Region 8 OpCom**
- **Lists the Region 8 priorities for 2007 - 2008**
- **Prioritises the Development of a new Region 8 website**
- **Develops an Action plan for conferences**
- **Describes Other actions**

Agenda

- **Introduction**
- **Region 8 Vision, Mission, Goals and Strategy**
- **Region 8 Organization for 2007**
- **Region 8 priority achievements and short term challenges**

Region 8 Description in 2007

Region 8 Boundaries

According to Bylaws:

- **Region 8 shall consist of Africa, Europe, Greenland, Iceland, the countries of the former USSR and the near and middle east countries located west of Afghanistan and Pakistan.**
- **The boundaries may not be changed without the agreement of the Regional Committee and the approval of RAB.**

Region 8 Numbers/Metrics

Membership in the range of 56,000.

Western Europe (10 sections) counts for >60%.

Sections number is 51.

The principle “one country=one section” favors considerably countries that are splitting in different states!

Region 8 Operation Committee for 2007

Operating Committee (OpCom) Members

According to Bylaws:

- To be eligible for any of the offices of Region 8 or Region 8 OpCom, the member shall be at IEEE Senior grade or Fellow.
- To be eligible to be a chair of any Region 8 Standing Sub committee, the member shall be at Member, Senior Member or Fellow grade.
- GSM have the right to vote for the election of the Director.

Operation Committee Composition

According to Bylaws:

- * Director
- * Director Elect
- * Past-Director, Chair N&A, V/C Strategic Planning
- * Secretary
- * Treasurer
- * V/C Technical Activities, VC TA
- * V/C Membership Activities, VC MA
- * V/C Student Activities, VC SA

Region 8 Operation Committee for 2007

Functioning Principles

- Reduced number of officers.
 - Region 8 VCs to be responsible for their budget/actions.
- Reduced number of sub-committees.
- Sections to develop and manage some actions (e.g. Industry Relations).
- Priority given to Electronic Communications.

Charter

Take a fresh look at the functions and processes of Region 8, in comparison with the larger IEEE.

Make recommendations for the most effective and efficient organisation and processes to be implemented in sections.

This will aim at developing membership in Region 8 as a principle goal and challenge.

Region 8 Committee for 2007

Composition

- Operation Committee members.
 - Addition of a few appointed members.
- Limited number of sub-committees and limited number of members of these subcommittees.
- Sections Chairs (may be represented in case of impossibility to attend).
- Priority given to electronic communications.

Region 8 Committee Meetings

Spring R8C meeting will take place in Sofia (Bulgaria) on April 14th and 15th, 2007.

Autumn R8C meeting is due to be in Bucharest (Romania) on October 13th and 14th, 2007.

These 2 meetings have a large number of attendees and their cost will be more than half of the Region's budget.

Agenda

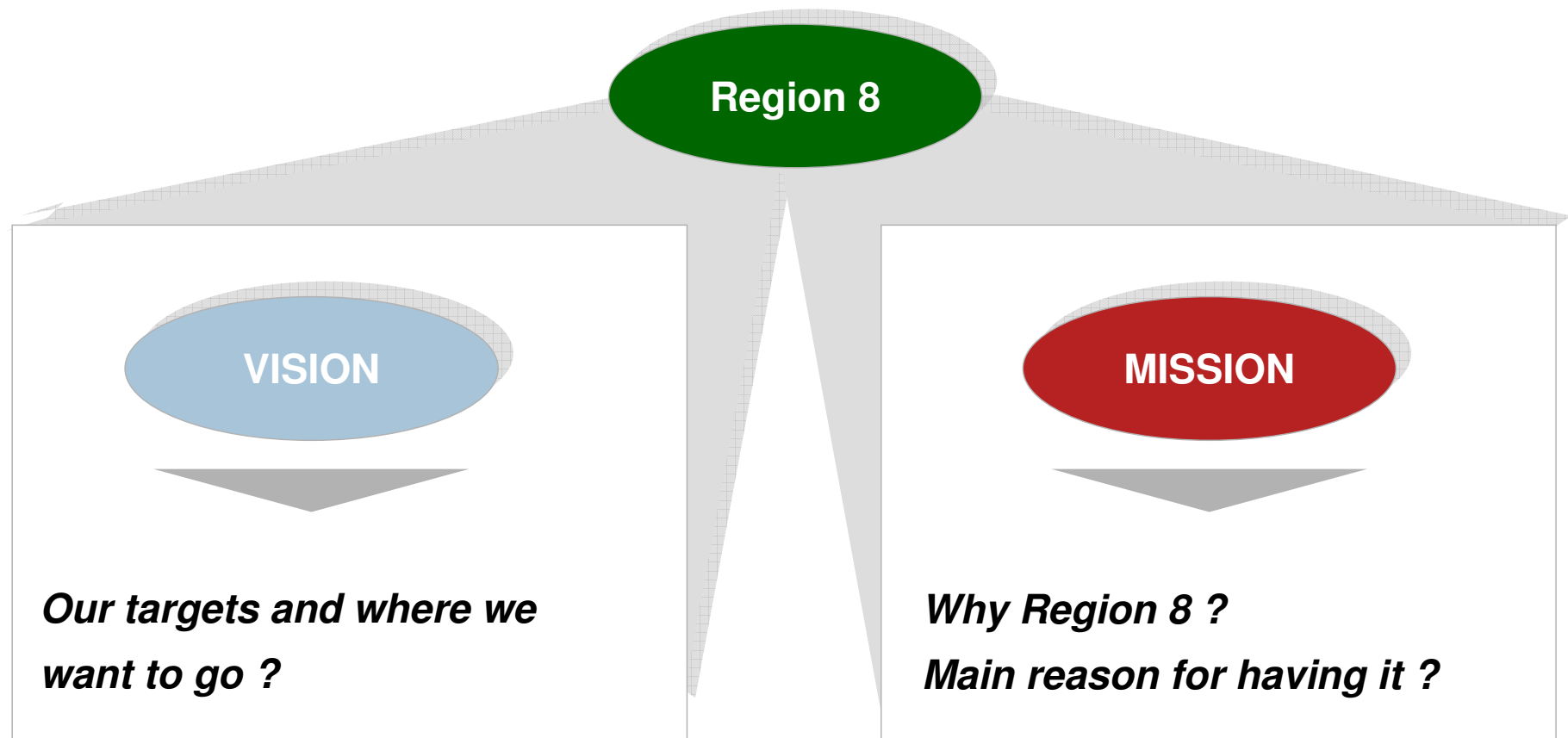
- Introduction
- **Region 8 Vision, Mission, Goals and Strategy**
- Region 8 Organization for 2007
- Region 8 priorities and short term challenges

Region 8 bases of action

The purposes of Region 8 action are:

- **to share best practices between the Sections of Region 8;**
 - **to assist the Section Chairs in the good management of their Sections;**
 - **to organise and promote events and activities for the benefit of the IEEE members in Region 8;**
 - **For example, the Region 8 Committee oversees the organisation of the conferences EUROCON, MELECON, and AFRICON, which are held regularly and offer a low-cost type of event different from the conferences typically organised by IEEE Societies, Sections or Chapters.**
 - **to finance the preparation and distribution of R8 News to all the members in Region 8.**
- The Region 8 Committee receives financial support from IEEE HQ.**

IEEE Region 8 Strategic Positioning: Vision & Mission



IEEE Region 8 Vision & Mission

Based on the IEEE MBU (Membership Business Unit) Project:

Vision

Ensure Quality Member Opportunities Through Continuous Engagement

Mission

Inspire, Enable, Empower and Engage Members of IEEE

IEEE Region 8 Vision & Mission

Take advantage of the dual organisation of IEEE:

-Technical activities, organising conferences and editing proceedings

-Regional/membership activities

•Possible actions:

→Ensure staffing of conferences taking place in the geographical area of Region 8 with volunteers in order to recruit new members

→Follow up of students when they graduate, e.g. by implementing IEEE jobsite in the Region with a related database

IEEE Membership Business Unit (MBU) Principles

- **The member is IEEE and IEEE is the member.**
- **Members shape IEEE's future.**
- **Members collaborate to create IEEE's future.**
- **IEEE enhances members' future.**

IEEE Membership Business Unit (MBU) Goals

(in blue, items relevant for Region 8)

- Increase member engagement.
- **Improve relationships with and between members.**
- **Increase operational efficiency and effectiveness.**
- Improve staff job satisfaction.
- Enhance collaboration with other business units.
- **Increase membership.**

IEEE Membership Business Unit (MBU) Strategies

(in blue, items relevant for Region 8)

- Increase the value of IEEE membership.
- Utilize member life cycle concept.
- Provide a simple, consistent interface to members and prospective members.
- Track member involvement and development.
- Make the process of joining and maintaining membership simple and straightforward.
- Facilitate member collaboration.
- Become more transnational in look, feel and language.
- Strengthen the relevancy of IEEE membership to industry.

Agenda

- **Introduction**
- **Region 8 Vision, Mission, Goals and Strategy**
- **Region 8 Organization for 2007**
- **Region 8 priorities and short term challenges**

Region 8 Operating Committee (OpCom) members in 2007

- Director : *Jean-Gabriel Remy* **[term: 2007 + 2008]**
- Director Elect: none in 2007 [Candidates: *Jaafar Al Ibrahim, Josef Modelski*]
- Past-Director, Chair N&A,
 - V/C Strategic Planning : *Baldomir Zajc* **[term: 2007 + 2008]**
- Secretary: *Christian Borgert* **[term: 2007 + 2008]**
- Treasurer: *Brian Harrington* **[term: 2007 + 2008]**
- V/C Technical Activities, VP TA: *George Paunovic* **[one year term: 2007]**
- V/C Membership Activities, VP MA: *Marko Delimar* **[one year term: 2007]**
- V/C Student Activities, VP SA: *Martin Bastiaans* **[one year term: 2007]**

Region 8 Committee Appointed Members for 2007

“Other members may be appointed without voting privileges by the Region 8 Director”

- Awards & Recognitions: *Pr. Victor Fouad Hanna*
- Section presentation: *Pr. Baldomir Zajc*
- Section Development: *Vladko Stoikov*
- Counsellor to the Director: *Dr. Christine Nora*,
 - organises the meetings,
 - oversees strategic items and meeting behaviour,
 - acts as assistant secretary.
- Voluntary Contribution Fund: *Dr. Christine Nora*
- Professional Activities: *Pr. Charles Turner → part of VCMA*
- History Activities: *Jacob Baal Schem → part of VCMA*
- Standards Coordinator: *David Law → part of VCTA*
- Industry Relations: *Rami Mushcab → part of VCTA*
- Student Representative: *Michael Gloeg → part of VCSA*

Region 8 Committee Assistants to Vice-chairs for 2007

V/C TA (Technical Activities)

- Chapter Coordinator: *Gerard Capolino*
- Conference Coordinator: *Francisco Sandoval*
- Educational Activities: *Charles Turner*, with assistants:
 - *Matej Zajc*
 - *Victor Fouad Hanna*, for recognised education programmes.

Region 8 Committee Assistants to Vice-chairs for 2007

V/C MA (Membership Activities)

- Editor Region 8 News: *Roland Saam*
 - *Basak Yüksel* as co-editor
- Electronic Communications: *Thomas Watteyne*
- GOLD Activities: *Pilar Molina Gaudio*
- Life Members: *Peter Hill*
- Membership Development: *Rolf Remshardt*
- Women In Engineering: *Maryam Al Thani*
- Section Branches Congress 2008: *Tony Davies*

Region 8 Sub - Committees Members for 2007

Strategic Planning Sub Committee:

- **Chair: Baldomir Zajc**
- *Jean-Gabriel Remy*
- *Christine Nora*
- *Marko Delimar*

Awards and Recognition Sub Committee:

- **Chair: Victor Fouad Hanna**
- *Jean-Gabriel Remy*
- *Brian Harrington*
- *Student member, to be appointed by VCSA: Thomas Watteyne*
- *Section chairman, selected by N&A and elected by R8C: Joao Costa Freire*
- *Section chairman, selected by N&A and elected by R8C: Sergey Nikitov*
- *Section chairman, selected by N&A and elected by R8C: Eesa Baastaki*

Region 8 Sub - Committees Members for 2007

Nominations and Appointments Subcommittee:

- **Chair: Baldomir Zajc**
- *Jean-Gabriel Remy*
- *Aleksandar Szabo*
- *Volodymyr Tarasenko*

Conference coordination Sub committee [part of TA]:

- **Chair: Francisco Sandoval**
- *Africon: Gerhard Hancke*
- *Eurocon: Marian Kazimierszkowski*
- *Melecon: Gerard Capolino*

Chapter Coordination Sub committee [part of TA]:

- **Chair: Gerard Capolino**
- *Other members to be selected in accordance with societies and divisions.*

Region 8 Sub - Committees Members for 2007

Membership Development Sub committee [part of MA]:

- **Chair: Rolf Remshardt**
- *Marko Delimar*
- *Aleksandar Szabo*
- *Pilar Molina Gaudio*

Gold Programme Sub committee [part of MA]:

- **Chair: Pilar Molina Gaudio**
- *Eva Gutschmiedl*
- *Gerard Anleitner*

Student activities Sub Committee

- **Chair: Martin Bastiaans**
- *Past Chair: Marko Delimar*
- *Student Representative: Michael Gloegl*
- *Awards and Contests: Thomas Watteyne*
- *Electronic Communications: Luka Lugaric*

Agenda

- **Introduction**
- **Region 8 Vision, Mission, Goals and Strategy**
- **Region 8 Organization for 2007**
- **Region 8 priorities and short term challenges**

Region 8 assets for developing membership in 2007 - 2008

Region 8 has the best growth of membership in IEEE

- US membership is declining, while Africa, Europe, Middle East lead non-US growth.
- Average age of IEEE members is increasing, with high attrition for those under 35.
- Students are fastest growing segment, but have the lowest retention.
- Although less than 40% of students become members after graduation, they have high retention rates once they join.

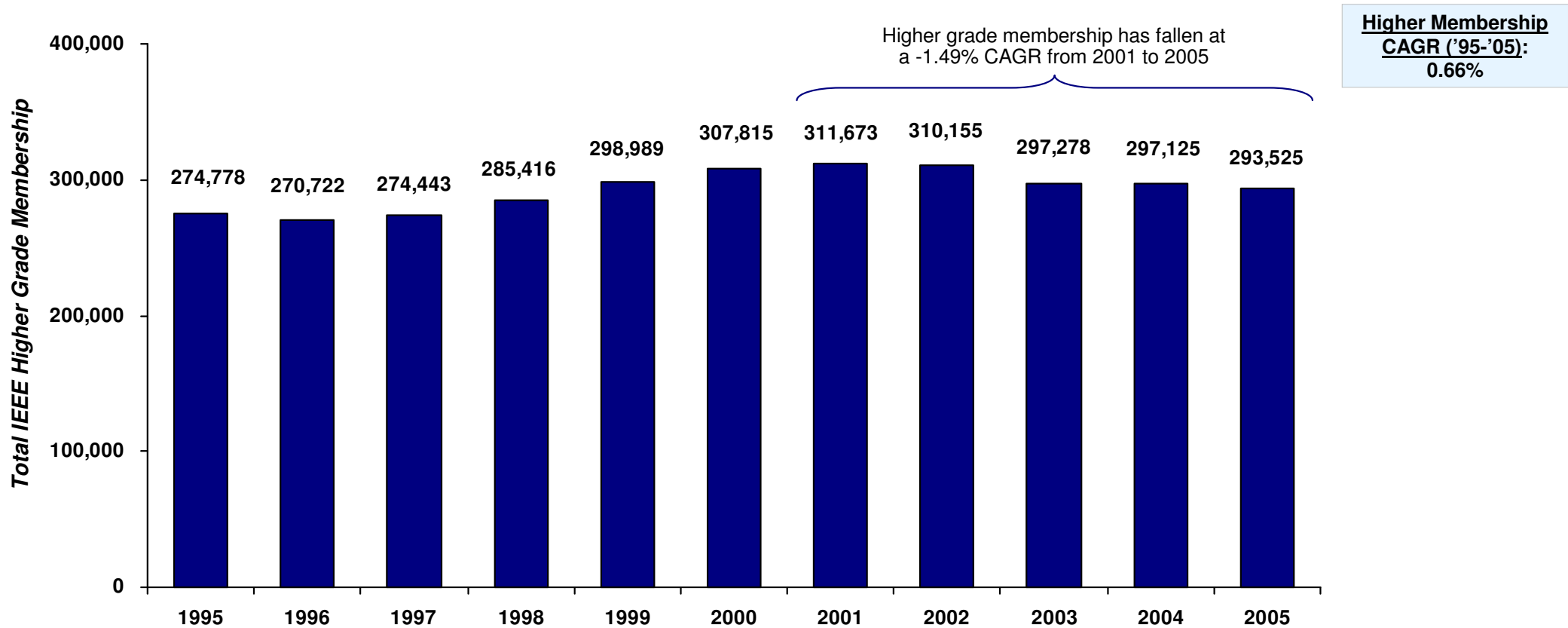
Region 8 is hit by financial issues

- Member dues revenue is growing, but becoming a smaller part of IEEE total revenue.
- Member expenses are increasing at a faster rate than Member revenue (4.60% vs. 1.35% from 2003 to 2005).

IEEE Higher Grade Membership

IEEE Higher Grade Membership Has Decreased by More than 5% from 2001 to 2005

Total IEEE Higher Grade Membership, 1995-2005

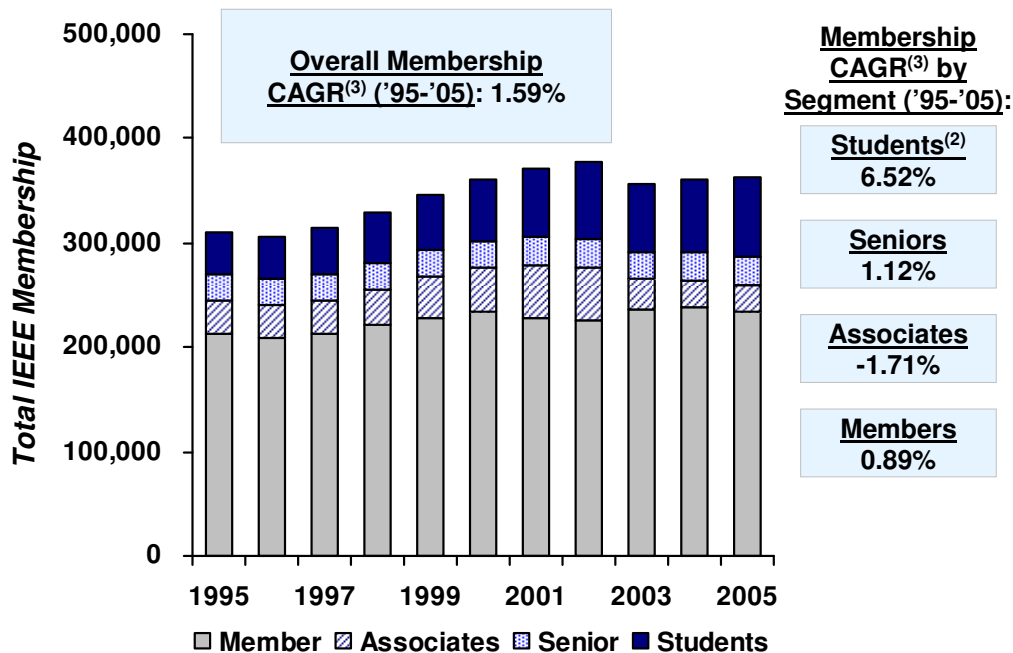


Source: IEEE Internal Data - Plenary Document MLB (Slide 37), 02/06.

IEEE membership

IEEE's Membership Has Increased Steadily with Few Exceptions...

Total IEEE Membership ⁽¹⁾, 1995-2005

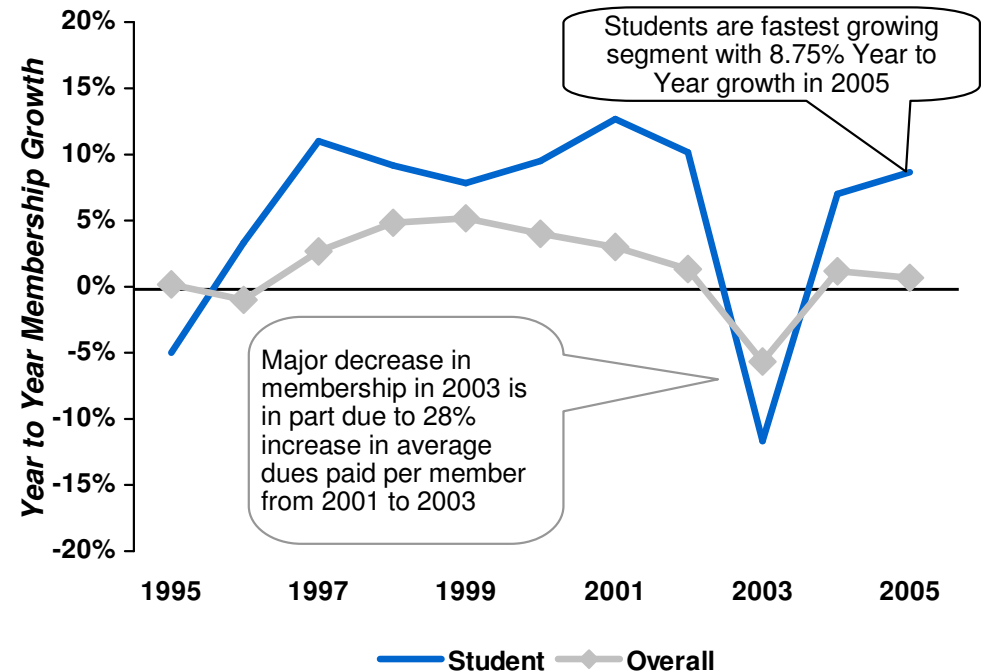


2005 IEEE Membership by Segment

	Members	Students ⁽²⁾	Seniors	Associates
% of Membership	64.59%	20.52%	7.73%	7.16%

...But Growth Is Slowing in Most Non-Student Segments

IEEE Membership Year-to-Year Growth rate by Membership Segment, 1995-2005



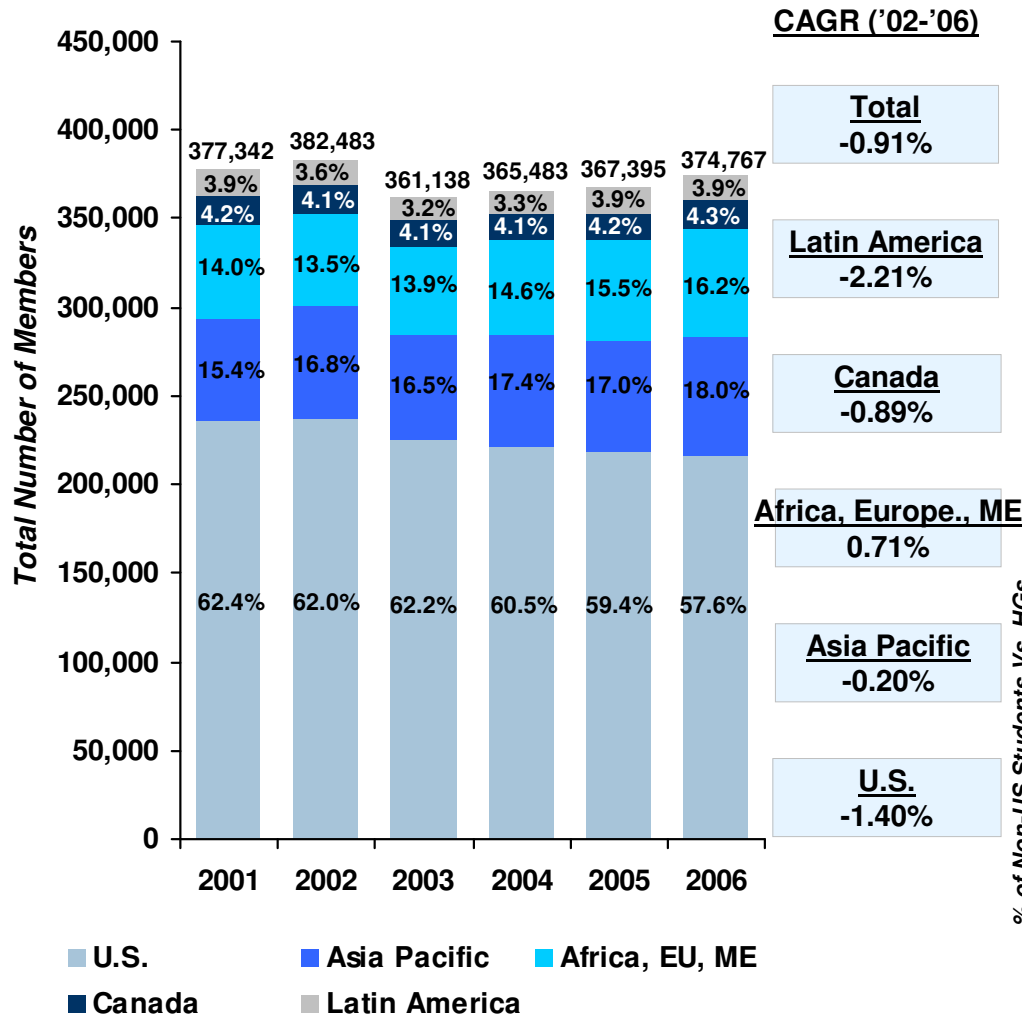
Note: (1) Membership figures exclude honorary members and fellows; (2) Student category only includes current students only – recent graduates are not included; (3) CAGR refers to compound annual growth rate – the year to year growth rate over a specified period of time

Source: IEEE Internal Data - Plenary Document MLB (Slide 37), 02/06.

Non-US Membership Is Becoming More Significant

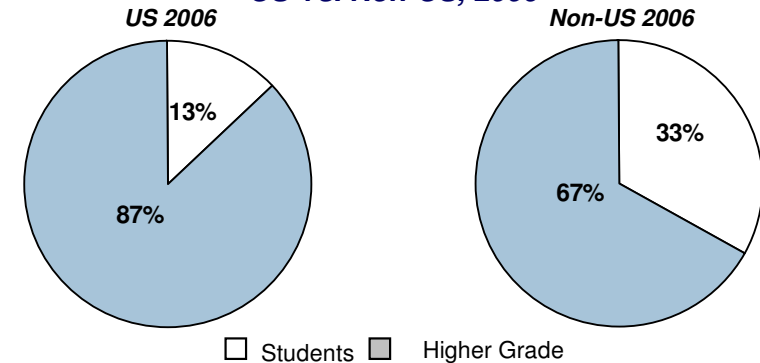
Membership Growth is Being Driven by Non-US Members...

Total IEEE Membership by Region, 2001 - 2006



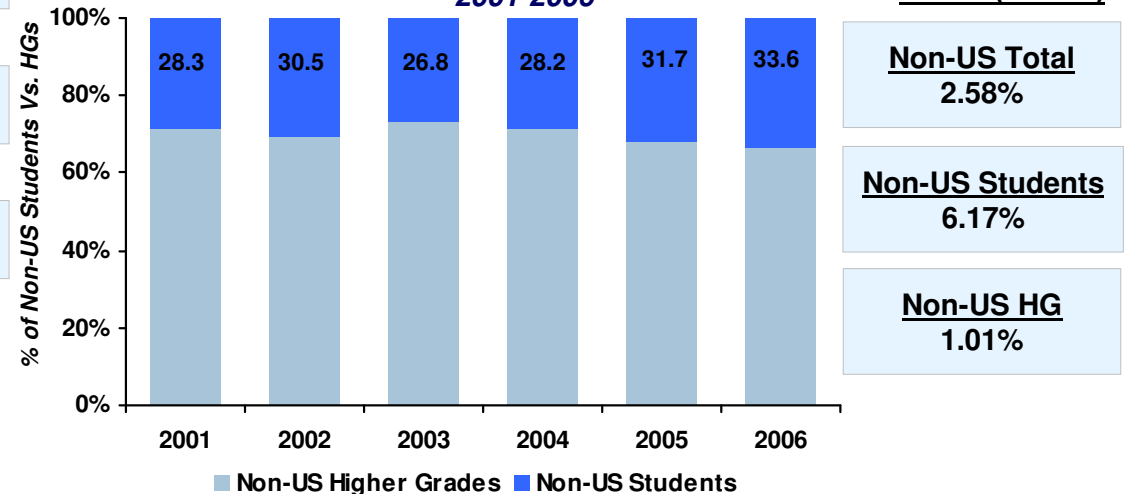
...With Students Representing a Larger Percentage of Membership in Non-US Regions...

Percentage of Student and Higher Grade (HG) Members US Vs. Non-US, 2006



...And Students are Growing at a Faster Rate

Percentage of Non-US Student Vs. Non-US HG Members, 2001-2006



Note: Chart on left is from "The Annual Statistics of the IEEE 2001-2006"; Charts on right came from applying % in IEEE Plenary-MLB Deck Slide 33, to numbers behind Slide 37.
 CAGR refers to compound annual growth rate – the year to year growth rate over a specified period of time
 Source: IEEE Plenary-MLB Deck Slide 33, 37 02/06; The Annual Statistics of the IEEE 2004 page iv & 2.

Region 8 assets for developing membership in 2007 - 2008

Region 8 has a big number of students

- This available skilled man power allows to develop prototype systems
- Students are willing to establish links with the Industry, that will provide them jobs
- For the purposes of interest for them, students offer countless volunteer hours

Region 8 is relayed locally by a number of sections

- Nearly all Industry and academic centers are in the vicinity of a section
- Section officers often owns a personal network of local VIPs
- When IEEE Conferences take place in Region 8, there is always a local section that can contribute to the organisation or benefit of the event

Region 8 priority in 2007 – 2008: best in class website

Region 8 website must show all informations wanted by members and prospects

- All conferences taking place in Region 8 must be documented in detail, e.g. through hypertext links
- Online processes must be developed as a tutorial for IEEE formalities
- The jobsite of IEEE must be available anywhere in Region 8, both for employers and for people looking for a job. Should be accessible in a set of different languages

Sections should develop websites on the same principle to cope with local expectations of their members

- Content of interest for the industry have to be customized for the local market
- Section may add local databases of useful contacts
- Sections may develop/use a “push” newsletter to get a closer link with members.

An initiative of Region 8 for developing membership in 2007 - 2008

Many IEEE conferences take place in Region 8

- About 50% of attendees are not IEEE
- A high percentage of these non-members say they could join IEEE
- But in nearly all cases, they are repelled by the extra paperwork necessary to apply for membership

Region 8 should resolve this issue

- Systematically track which conferences are organized in Region 8, sorted by section
- Section officers to have a real presence in all of these conferences, offering to join IEEE to attendees that are not members
- An automatic system should be developed in order that joining IEEE will be quite easy for conferences' attendees
 - Either a web based procedure, taking into account payment issues
 - Or a local computer based system with offline retrieval to IEEE HQ

Developing membership can only be successful at the sections' level

Sections have the knowledge of the local situation

- Region 8 is characterized by having the highest number of different languages, different cultures and different politic systems
- Therefore it seems quite difficult to offer a global solution available for all sections, except for computer/web tools
- Sections have to deal with a relatively low number of members and prospects, even if some sections count some thousands of members, and probably much more prospects

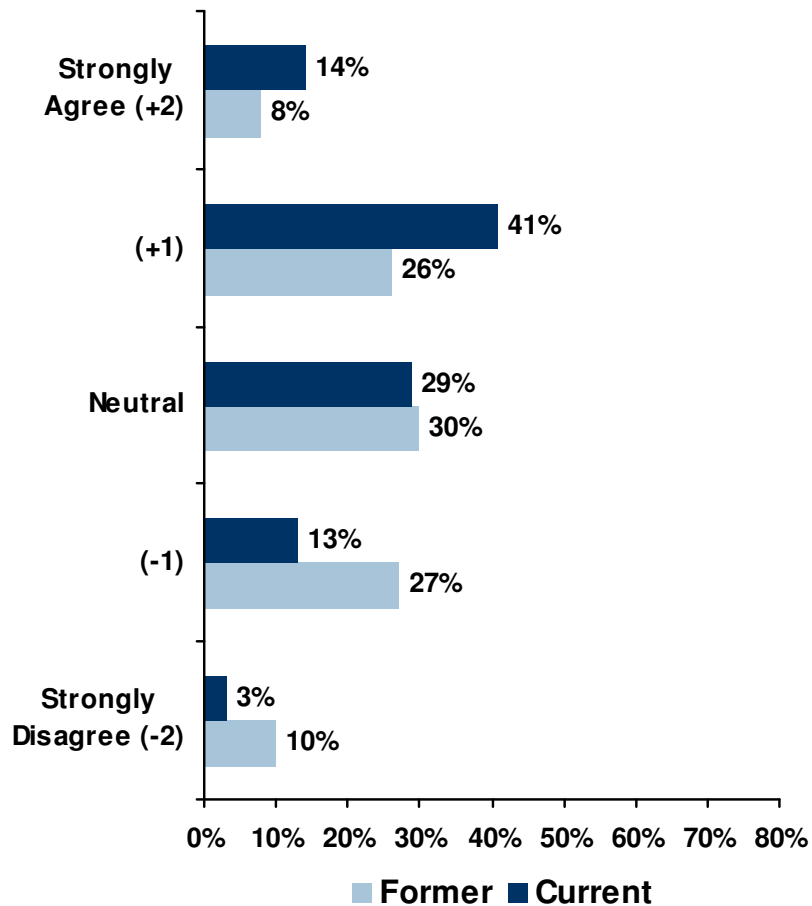
Sections can implement structures to develop membership with a segmented approach

- Sections are invited to create as soon as possible Affinity Groups to deal with defined categories of members (and prospects)
- As a priority action, implementation of Industry relations Affinity Groups in all Sections of Region 8 should be effective within 1S2007

Member Value

Significant Portion of Current and Former Members Are Less than Satisfied with Value of Membership

% of Current and Former Members Agreeing or Disagreeing that IEEE Membership Is Good Value for Price, 2006



- Limited insight into member needs.
- Limited use of data analysis and segmentation for targeting.
- Technology has changed the way the younger generation networks, learns and creates community.
- Non-US regions face unique challenges.
 - Requirement of payment in US dollars
 - Language
 - Local activities/educational services

Source: IEEE 2006 Member Value Survey (Key Findings Document, Exhibits 13 and 36)

Retaining students when they graduate

Since Region 8 counts nearly 20,000 students, retention of them is key

- Region 8 did focus its action on student membership development for years
- Most of these students are lost when they graduate, often because we lose their track
- At least in some areas, the main concern of students is to find a job

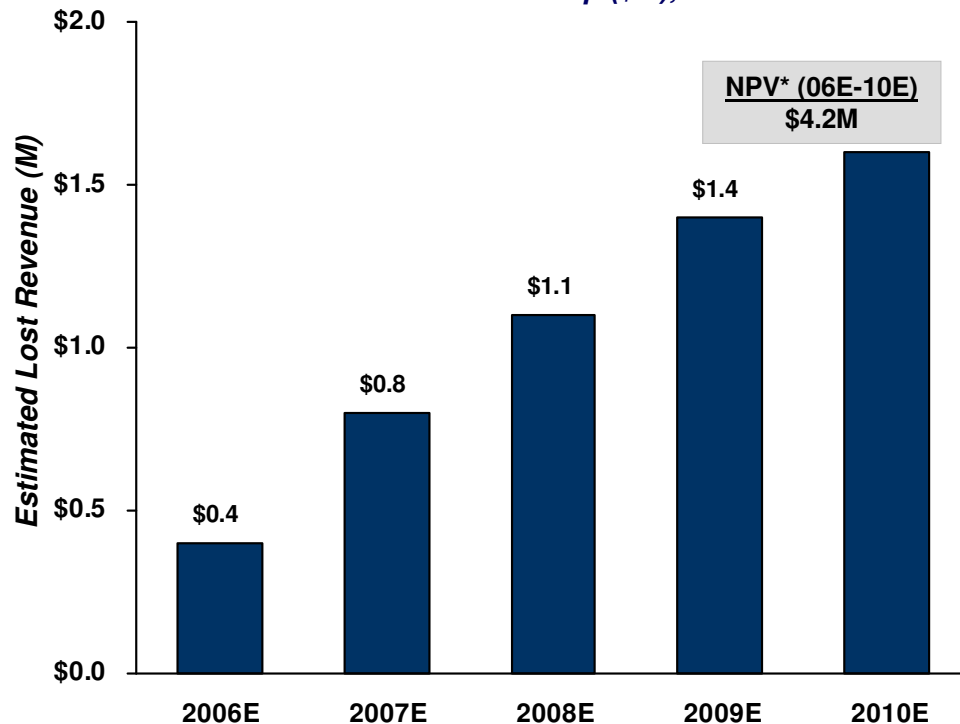
Region 8 has to take the lead in applying the IEEE jobsite in all sections

- Sections will have to contact local employers to convince them to put job offers on the site
- Students have to be made aware of the jobsite
- A database of applicants should be maintained

Improve Recruiting, Retention and Recovery Activities

Failure to Elevate Students to Full Membership After Graduation Results in IEEE Losing Over \$500K per Year in Potential Dues Revenue

Loss of Membership Dues Revenue from Student Non-Elevation to Full Membership (\$M), 2006E-2010E



- Need for targeted outreach to younger generation.
- Limited use of segmentation to improve member targeting.
- Renewal process management has opportunity to drive growth.
 - “Current mindset is clerical”
 - Satisfaction of new member/renewal process is declining (1.7% between 2003 and 2005).

*: Used 6.5% as discount rate.

Source: IEEE Plenary MLB (Slide 34), 02/06; IEEE Graduating Student Retention – 2002 to 2005 Grads; Capgemini Analysis.

Better knowledge of IEEE Products and services

Most members in Region 8 are not aware of IEEE products and services, when applicable

- Region 8 members are mostly interested by publications and conferences
- Some IEEE products are specific to the US
- Sections in Region 8 must be aware of the new educational products developed by IEEE

Region 8 must take an initiative to put on its website a clear list of available IEEE Products and Services, that can be used in the Region

- It seems that the stress put on education by IEEE is now bringing novel interesting products, that our sections should use locally
- Other products and services subject to prior evaluation

IEEE Products and Services

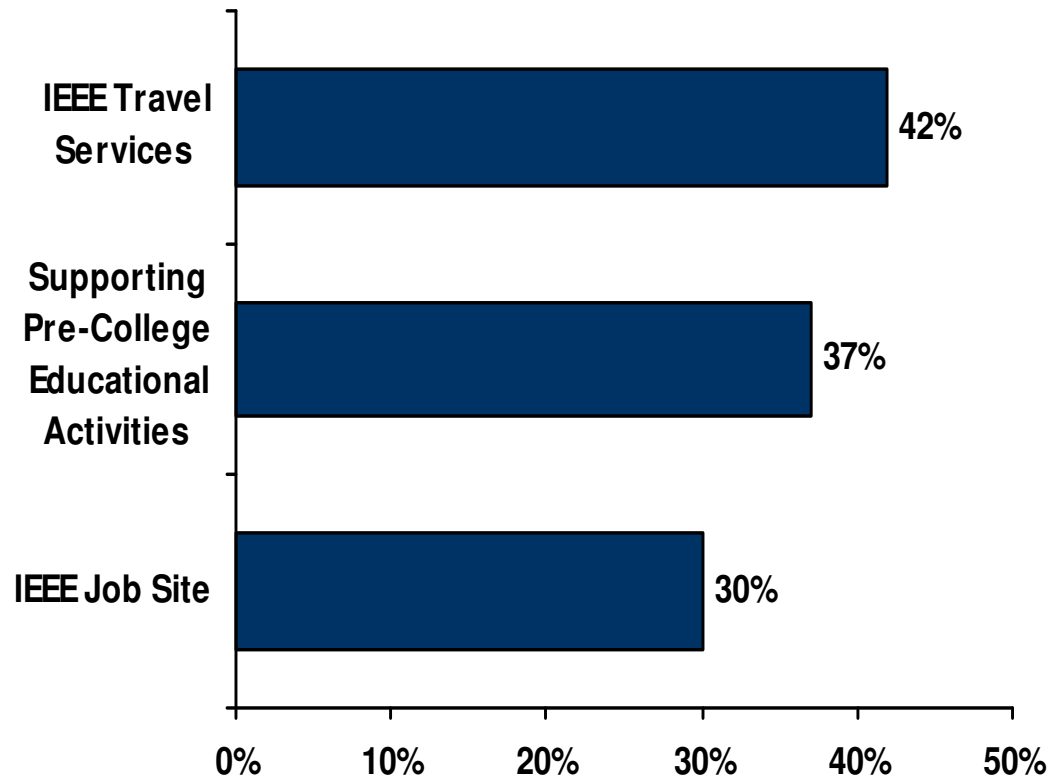
Member Satisfaction with IEEE Products, Services and Processes, Change from 2003 to 2005

IEEE Product and service Information	-2.7
Employment/Career Info	-2.8
Financial Advantage	-3.4
Continuing Professional Education info	-3.6
USA Products	-5.4
Travel services	-6.2

IEEE Products and Services

Many Members are Currently Not Aware of Select Products and Services

Percent of Members Not Aware of Products and Services, 2005



- Education products and services could be better used to drive member value.
 - Share research insight on member educational needs
 - Utilize educational products for region and society activities

Note: Satisfaction scores from 2005 Member Satisfaction Survey are index scores ranging from 1-100; index score above 50 indicates satisfaction, below 50 indicates dissatisfaction and 50 is neutral.

Source: 2005 IEEE Member Satisfaction Survey Spreadsheet

Questions?