

MGA Report

Cecelia Jankowski
IEEE Region 8 Meeting
31 March 2012
Berlin, Germany



Updates

- Membership Strategy & Planning.
- 2012 Member Segmentation results

IEEE MEMBERSHIP STRATEGY AND PLANNING

Views of the Member Experience

Product Line

Technically Current
Networking
Career Resources
Education
Discounts
Humanitarian



Career Phases

Undergraduate Student
Graduate Student
Young Professional
Academic/Researcher
Practitioner
Business/Leadership
Unemployed
Retired/Life Members



Technical Diversity

38 Societies
Society/Section/Chapter relationship
Emerging Technical Communities:
Smart Grid
Cloud Computing
Life Sciences

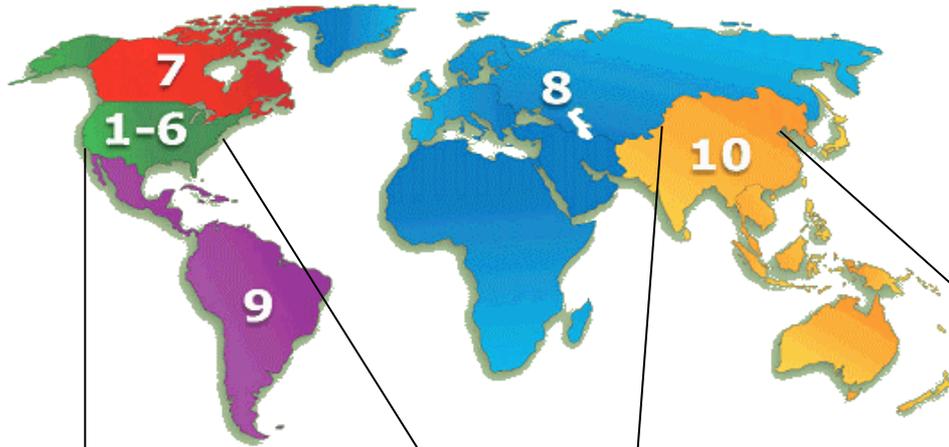


Geography

Global Expansion
Priority countries; China, USA,
India, Japan
Region, Section, Chapter, Branch
Region revitalization, R1-6 strategy



Geographic Planning



Additional US Plans

Market Development:

- Targeting CS, Software, and Communications

Member Development:

- Metro Events
- Regional events

Volunteer Development:

- CLE

Partner Development:

- Employment programs, Boeing

Additional China Plans

Market Development:

- Translated marketing materials
- Defining high priority markets
- Exhibit presence strategy & plan

Member Development:

- Member Surveys

Volunteer Development:

- Localized training, webcasts
- Survey to baseline satisfaction

Partner Development:

- Microsoft Research, other

Global Improvement Plans

Market Development:

- eMembership
- Industry based marketing materials

Member Development:

- Roadmap improvement plans
- First Year Experience

Volunteer Development:

- CLE & Geo Unit Vitality

Partner Development:

- Corporate Workgroup Product
- Student Program Sponsorships

India & Japan planning In development

Items already occurring:

- Rupee payments
- India student retention improvements
- IBM discussions

Career: Current Life Cycle Grid

	Undergraduate Students	Graduate Students	Young Professional	Academic/ Researcher	Practitioner	Business/ Leadership	Retired/ Life Members	Unemployed Members
Keeping Technically Current	<p>Make the key reasons members come to IEEE relevant by career stage.</p> <p>Make it easy for a member to find the areas most important and relevant</p> <p>www.ieee.org/benefits</p>							
Professional Networking								
Career Resources and Recognition								
Continuing Education								
Discounts								
Opportunities to Give Back								

Technology Navigator

- ❑ US Patent tab: Utilizing the IEEE Xplore search terms
- ❑ Improved access to topics and resources
 - IEEE Thesaurus merged with TechNav tags enhances results
 - TechNav tags grouped in topical areas for easier viewing
 - Populated with IEEE OU resources and Xplore content
 - Resources expanded to include Education (eLearning modules so far)

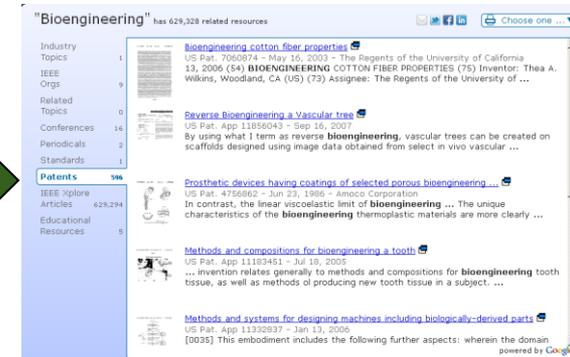


- ❑ “Widget” capability for customized content to each OU

- ❑ User improvements



- Welcome window on “how to navigate” TechNav
- Easier to read text and color palette
- Improved performance



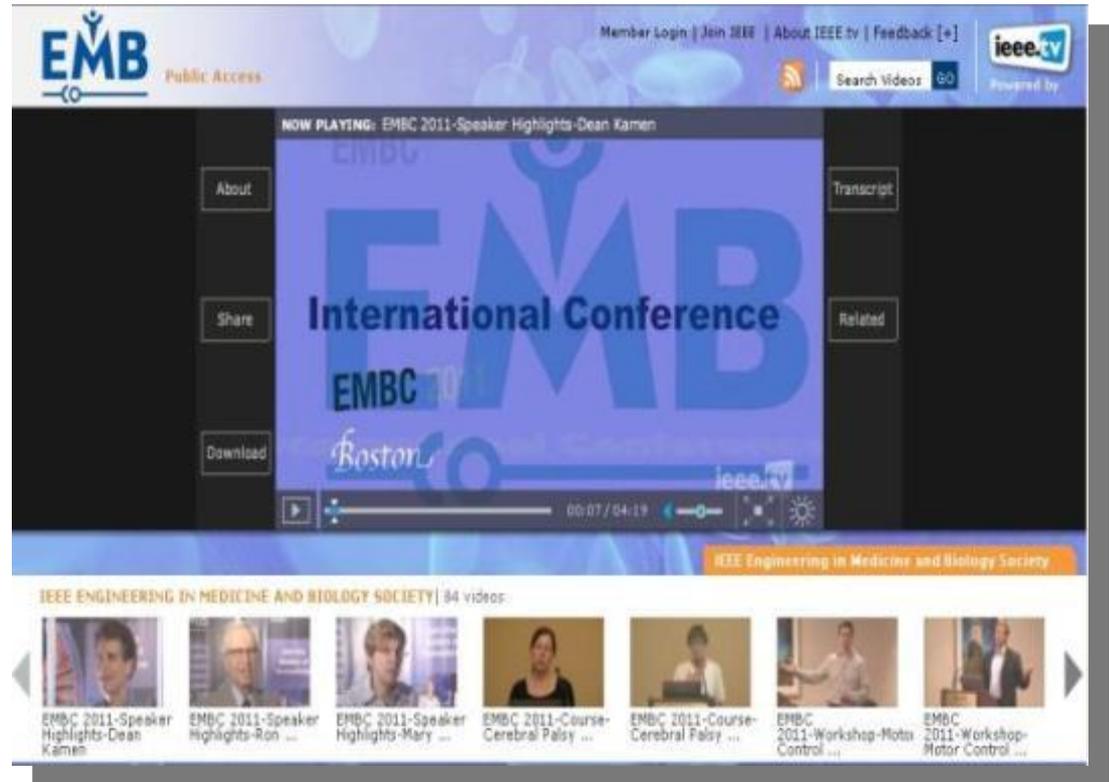
- ❑ Traffic increased through Search Engine Optimization (SEO)
 - Steady usage, 700% increase year over year (2011-2012)



IEEE.tv launches Channels

**Customized & Branded
playlists for:**

- Societies
- Technical Communities
- Affinity Groups
- and more



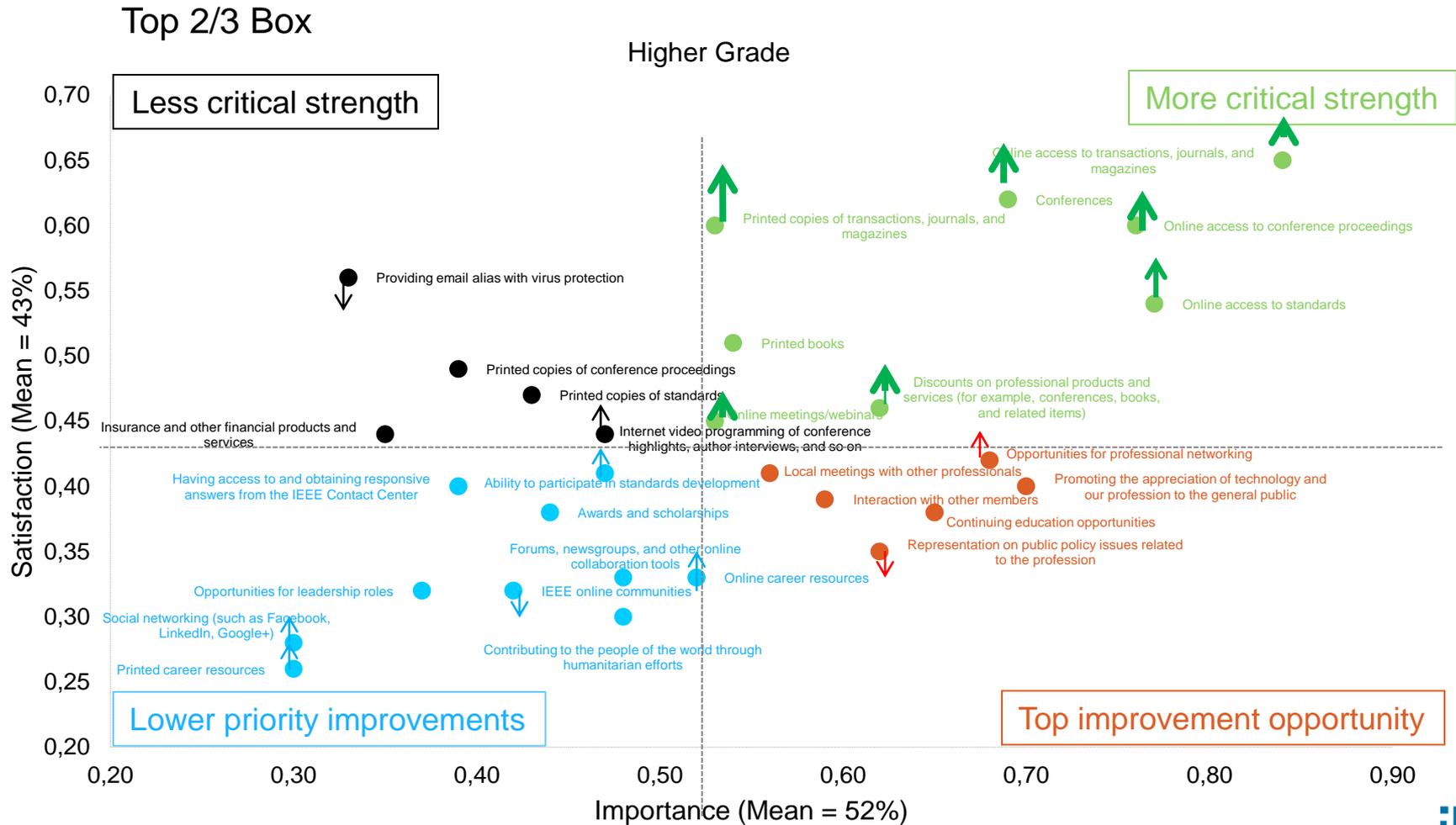
- Creates new focused programming and sponsorship opportunities
- Branded video player extends organizational unit's graphic identity



***Launched: PELS, EMBS, ISSC, Smart Grid & Honors.
More coming soon!***

If interested in a channel for your unit, contact Mark David (m.david@ieee.org)

Satisfaction by Importance – Higher Grade Members Without Graduate Students (2012) - Total



9 Arrows: statistically significant change in satisfaction

Keeping the Long Term Goal Simple...

***65% Top Box Satisfaction*
or higher in the areas most
important to IEEE
members.***

- Professional Networking
- Career Resources and Recognition
- Access to Publications
- Continuing Education
- Discounts on Products and Services

* = 8, 9, or 10 on scale of 1-10

What is the Value of IEEE Membership?

- ❑ The current value message is working:
 - ❑ 90,000+ New Members in 2010, and growing every year
 - ❑ ...but we lose almost as many members each year

- ❑ Our challenge is member **satisfaction** with the value message we are presenting—Improvements in:
 - ❑ Navigation of the 90+ products and services (E.G. Web, Informed local volunteers, etc.)
 - ❑ Execution of the quality of the Services most important to the members
 - ❑ Delivery of the services important to members
 - ❑ Relevance of the products/services to key geographies, life cycle stages, and industries
 - ❑ Connections between the members

The Future of IEEE Membership

IEEE Members will experience best in class products, services, and engagement with IEEE on their own terms.

Relevant to their careers, geographic location, and technical interest.

University of Auckland IEEEExtreme 4.0 participants

2012 Member Segmentation

Executive Summary

THE BIG PICTURE

(Assesment of external research firm “the Modellers”)

- Members are moderately engaged, moderately satisfied
 - largely uncertain about how to be more involved in a way that is appropriate to their own needs and situation.
- More members appear to have a **“transactional”** relationship with IEEE ***than who truly understand the organization***, clearly see its value to them both professionally and personally and ***see a clear pathway*** to a satisfying experience.
- While about half of HG* and 2/3 of Student** members say IEEE plays a very important role in their professional life, **lack of time due to work and/or personal demands** is a barrier to more active involvement for the majority of members.
 - Good news: about 1/3 of HG* and 60% of Students** say they expect to be more involved going forward.

Executive Summary

THE BIG PICTURE (Assessment of external research firm “the Modellers”)

IMPORTANCE & SATISFACTION

- Among **HG*** members, both importance and satisfaction are high for many of IEEE’s **online products and services, conferences, printed transactions/journals/magazines, printed books and discounts.**

Key areas of opportunity for improvement (high importance/lower satisfaction) include:

- 1) The human side:** professional networking, local meetings with other professionals, interactions with other members.
- 2) The professional side:** continuing education opportunities, online career resources
- 3) IEEE’s face to the world:** Promoting technology to the general public, representation on public policy issues.

- Students**** place **high importance/satisfaction on a list similar** to the HG* members. **Areas they identify for improvement** include:

- 1) The human side:** Opportunities for professional networking, local meetings with other professionals, interaction with other members.
- 2) The professional side:** online career resources, internet video programming, awards and scholarships.
- 3) IEEE’s face to the world:** Contributing through humanitarian efforts.

Executive Summary

WHAT TO MAKE OF THIS?

(Assessment of external research firm “the Modellers”)

By far the most important reasons members join, and then remain members, are:

- 1) To remain technically current, and
- 2) To access IEEE publications. Students** also join and stay to enhance career opportunities.

These are very transactional reasons for membership. To deepen member engagement, it is important to identify ways to connect the member to IEEE in more personally relevant ways.

A challenge to consider:

How can we make these top two reasons more engaging?

Since 2008, changes for originally joining are greatest among students** – with increased interest in activities, as well as networking in the profession and enhancing career opportunities

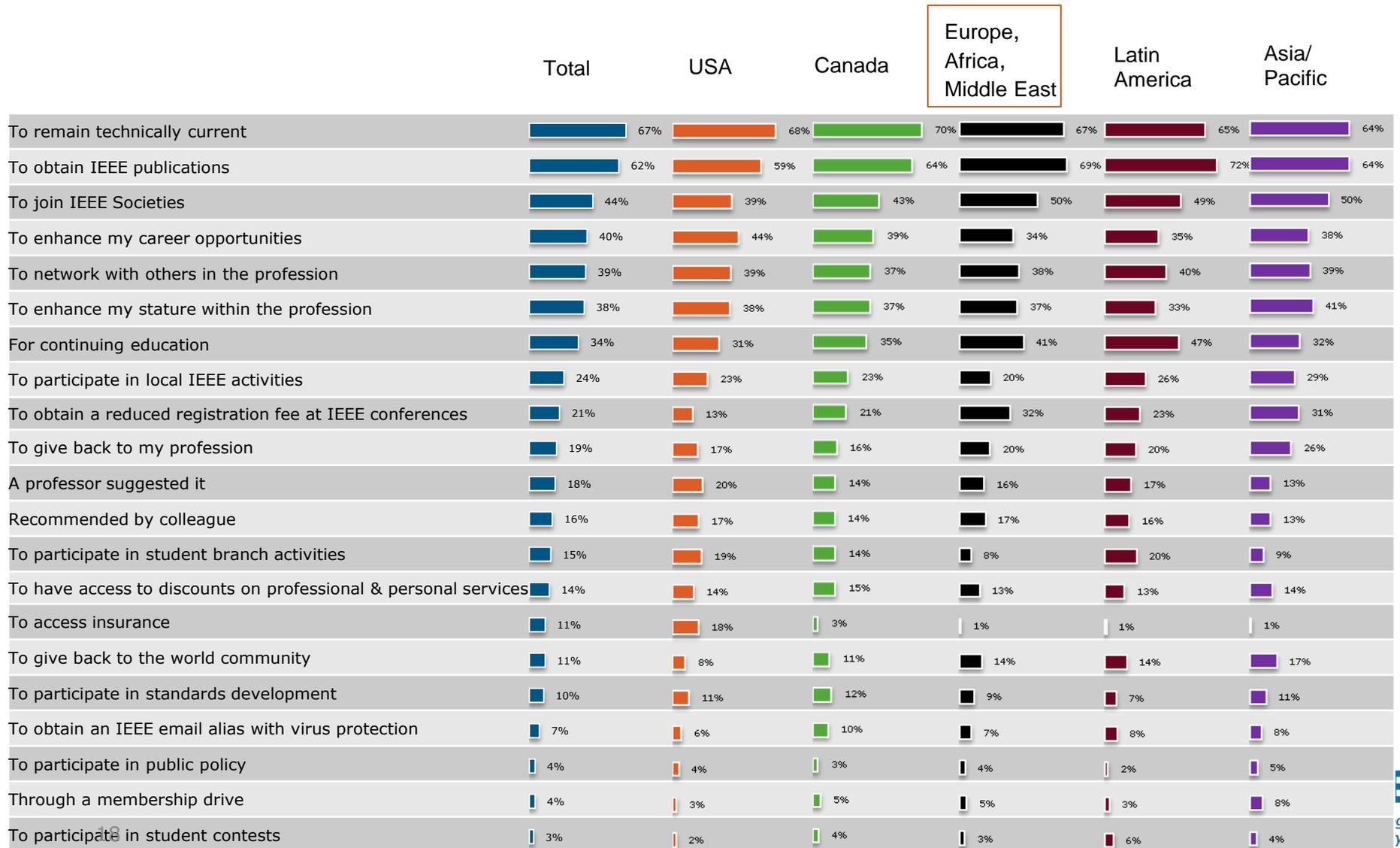
	Higher Grade*		Students**	
	2012 (%)	Difference*** (2008-2012)	2012 (%)	Difference*** (2008-2012)
To remain technically current	67	+3	60	+9
To obtain IEEE publications	62	+7	58	+1
To join IEEE Societies	44	+5	42	+7
To enhance my career opportunities	40	-1	57	+10
To network with others in the profession	39	+5	45	+12
To enhance my stature within the profession	38	+1	37	-2
For continuing education	34	+7	38	+8
To participate in local IEEE activities	24	NC	42	+15
To obtain a reduced registration fee at IEEE conferences	21	+1	32	-5
To give back to my profession	19	+6	21	+3
A professor suggested it	18	-4	29	-3
Recommended by colleague	16	NA	23	NA
To participate in student branch activities	15	NA	48	+16
To have access to discounts on professional and personal services	14	+1	22	NC
To access insurance	11	+2	3	NC
To give back to the world community	11	+5	18	+5
To participate in standards development	10	+4	15	+6
To obtain an IEEE email alias with virus protection	7	+1	12	NC
To participate in public policy	4	NA	7	NA
Through a membership drive	4	NA	9	NA
To participate in student contests	3	NA	31	+13

   = change is statistically significant

Regional level comparison not available



Higher Grade Without Graduate Students Reasons for Joining



Q3. Please indicate the major reasons you originally joined IEEE. Please select all that apply.

Since 2008, changes in reasons for maintaining IEEE membership are greatest among students** – with the exception of continuing education, which is up about 10% for both groups

	Higher Grade*		Students**	
	2012 (%)	Difference*** (2008-2012)	2012 (%)	Difference*** (2008-2012)
To remain technically current	70	-2	62	-2
To obtain IEEE publications	59	-3	57	-11
For continuing education	40	+9	48	+10
To network with others in the profession	39	+1	44	NC
To join IEEE Societies	37	-3	42	-4
To enhance my career opportunities	34	+2	56	+4
To enhance my stature within the profession	34	NC	37	-4
To participate in local IEEE activities	25	-1	39	+6
To give back to my profession	23	+2	23	-5
To obtain a reduced registration fee at IEEE conferences	21	-6	34	-12
To access insurance	17	-2	4	-4
To have access to discounts on professional and personal services	16	-4	23	-9
To obtain an IEEE email alias with virus protection	14	-9	16	-5
To give back to the world community	14	+1	21	-1
To participate in standards development	11	+1	19	+4
To participate in public policy	5	NA	9	NA
To participate in student branch activities	NA	NA	38	+11
To participate in student contests	NA	NA	31	+9

■ ■ ■ = change is statistically significant

Regional level comparison not available



What is Segmentation?

Market segmentation is the process of dividing the market into smaller, more homogeneous subgroups. This can be based on demographics, products/services sold, psychographics(values), and needs.



Reminder: IEEE is relatively homeogeneous as a whole so our segments are relative and not perfectly separate and distinct.

Higher Grade Without Graduate Students Segment Distribution

Segment 5

Highly educated members whose values do not align well with IEEE and feel little connection. They tend to have language issues and are concentrated in Asia/Pacific, leading to a geographical barrier.



11%

Segment 1

Older members whose disengagement stems mainly from a lack of time and lack of interest. They are not inclined to give back to the organization and prefer others to lead it. The IEEE vision is less relevant, but many are using IEEE for insurance benefits.



35%

Segment 4

Members (geographically skewed to EMEA) who want to be more involved and hold leadership positions in the future, but do not know how and have not been invited to do so. They feel products and services are difficult to use. Because of this, satisfaction is low and they are the least inclined to renew their membership.



20%

20%

Segment 3

Older members, concentrated in educational institutions, that are satisfied with IEEE and are interested in sharing with others. They are actively involved with both networking and volunteering.



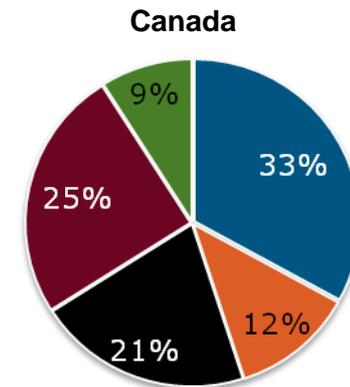
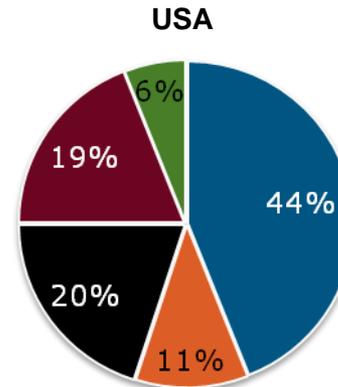
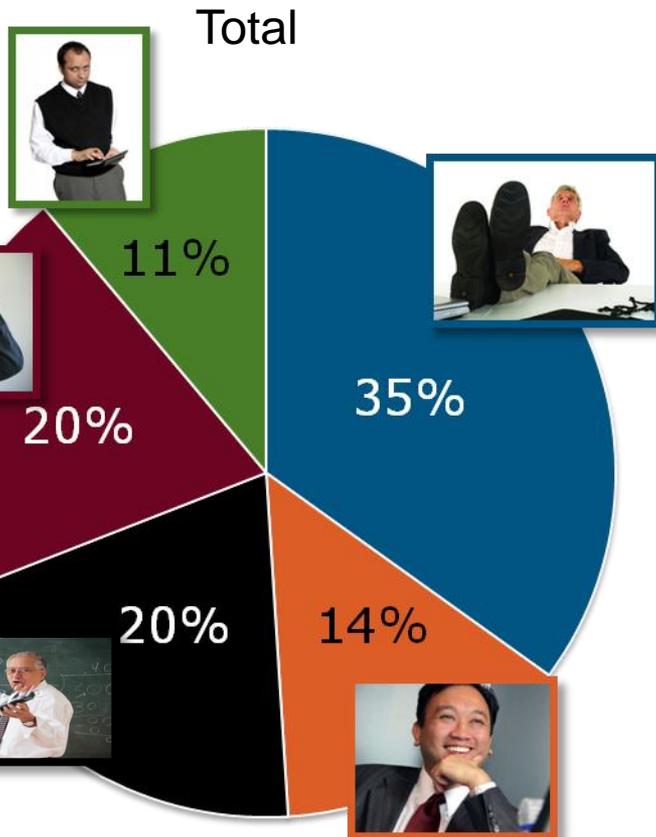
14%

Segment 2

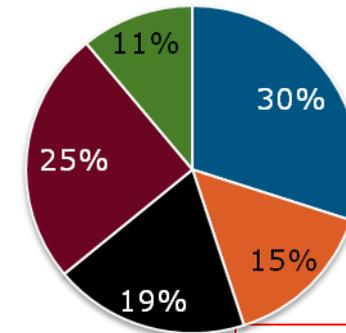
Young members who are connected to IEEE's vision and want to be more involved. Career services, networking, education, and social media/online tools are very important to them.



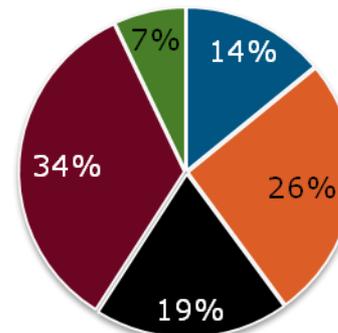
Higher Grade Without Graduate Students Segment Distribution



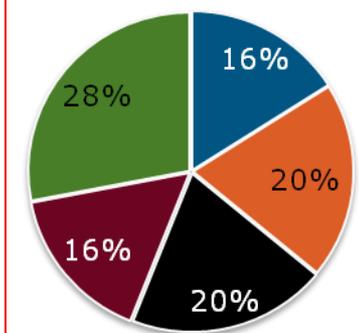
Europe, Africa, Middle East (EMEA)



Latin America



Asia/Pacific



- Segment 1
- Segment 2
- Segment 3
- Segment 4
- Segment 5



IEEE

*Advancing Technology
for Humanity*

