

IEEE MD

Retention and recruitment

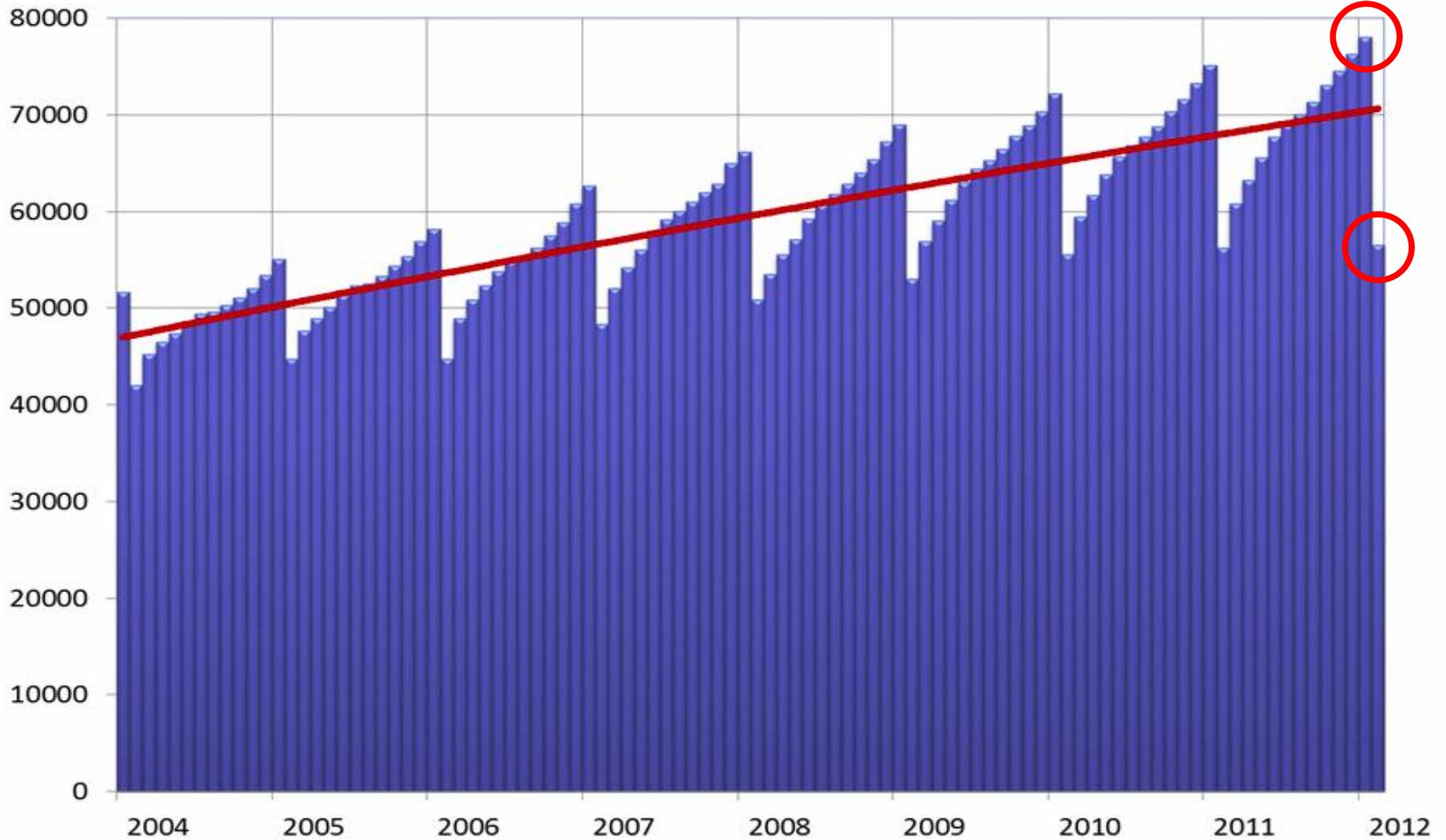
Dirk Van Hertem

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2012:

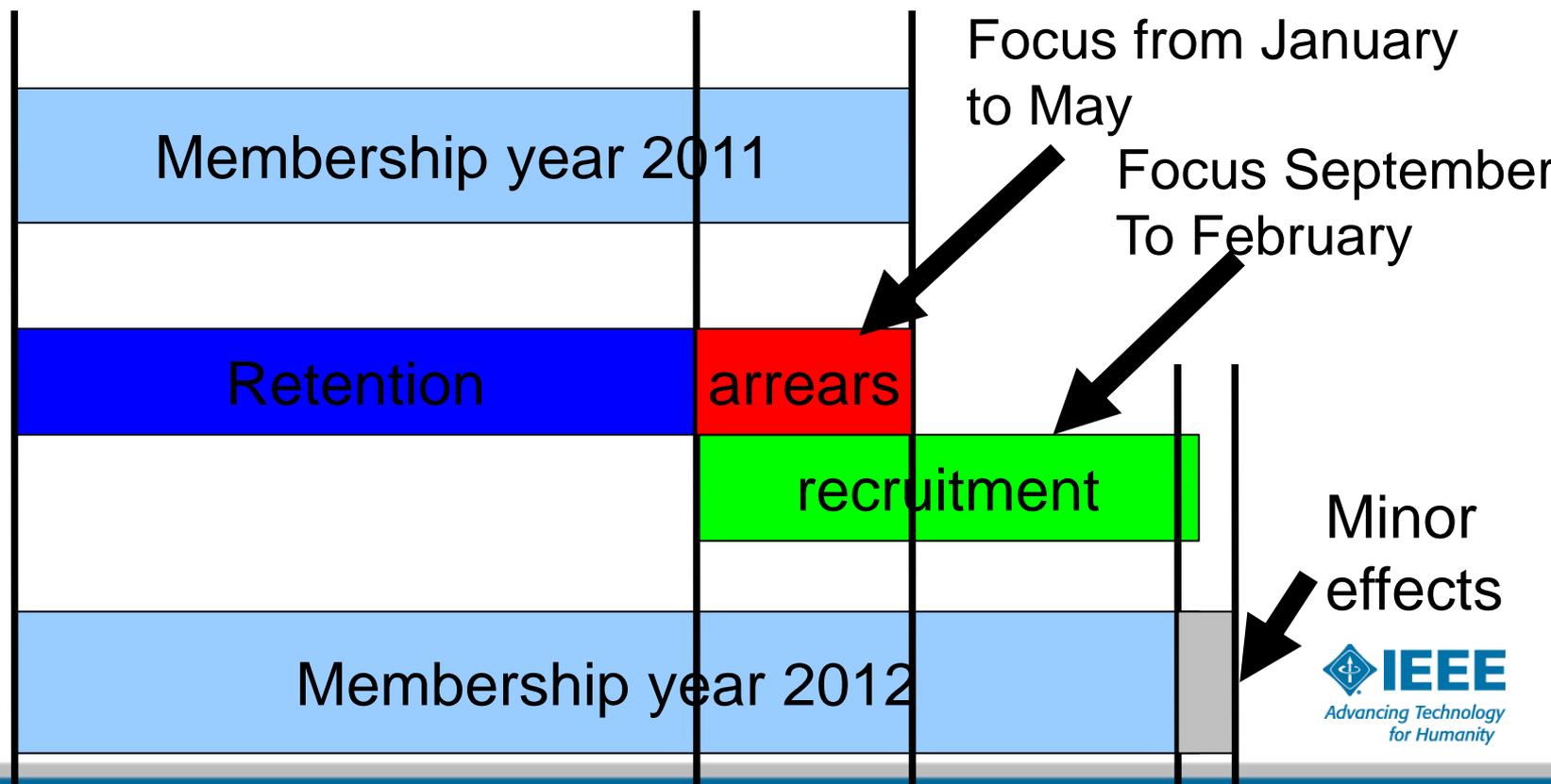
Retention drop by 2%

Region 8 Membership



The membership year

- The current membership consists of the members of last year that renewed + those that you recruited from mid-august
- ==> two levers for growth: retention and recruitment
- Strong differences between sections on focus, both are essential!
- Now: half-year dues



2012 Service Deactivation

Annual process that changes non-renewing members' status from 'past-due' to 'Arrears'

Arrears members who renew do so for the 2012 membership year (ending in Aug)

Historically, IEEE has recovered 16%-19% of members that go into 'Arrears'

Region	2012	2011	Change	
			#	%
1	5,584	5,408	176	3.3%
2	4,951	4,847	104	2.1%
3	5,120	4,835	285	5.9%
4	3,639	3,440	199	5.8%
5	4,904	4,578	326	7.1%
6	9,649	9,183	466	5.1%
R 1-6	33,847	32,291	1,556	4.8%
7	2,899	2,829	70	2.5%
8	14,498	12,634	1,864	14.8%
9	3,348	2,794	551	19.7%
10	16,033	13,517	2,516	18.6%
R 7-10	36,775	31,774	5,001	15.7%
TOTAL	70,622	64,065	6,557	10.2%

*not including graduate students

Region	2012	2011	Change	
			#	%
1	1,701	1,585	116	7.3%
2	1,730	1,557	173	11.1%
3	2,199	1,869	330	17.7%
4	1,718	1,495	223	14.9%
5	1,740	1,629	111	6.8%
6	2,767	2,575	192	7.5%
R 1-6	11,855	10,710	1,145	10.7%
7	1,031	1,025	66	6.4%
8	8,735	8,428	307	3.6%
9	5,201	4,970	231	4.6%
10	26,714	24,295	2,419	10.0%
R 7-10	41,741	38,718	3,023	7.8%
TOTAL	53,596	49,428	4,168	8.4%

*including graduate students

1864 more higher grade deactivations
307 more student deactivations

REGION	# Service Deactivations Feb '12	Total Membership Jan '12	Deactivation % of Jan '12	% of '11	% of '10	% of '09	% of '08	% of '07	% of '06
R-1	7,285	36,558	19.9%	17.7%	17.7%	18.9%	19.6%	18.3%	18.5%
R-2	6,681	32,718	20.4%	18.4%	18.4%	18.0%	19.6%	18.0%	18.2%
R-3	7,319	31,412	23.3%	20.2%	20.2%	20.1%	22.0%	19.5%	20.6%
R-4	5,357	23,859	22.5%	19.1%	19.1%	19.3%	21.7%	20.0%	19.9%
R-5	6,644	30,050	22.1%	19.6%	19.6%	20.4%	20.8%	20.3%	20.5%
R-6	12,416	58,157	21.3%	19.4%	19.4%	20.4%	20.2%	19.7%	20.1%
R 1-6	45,702	212,754	21.5%	19.0%	19.0%	19.6%	20.5%	19.3%	19.6%
R-7	3,990	17,209	23.2%	20.2%	20.2%	20.7%	20.6%	22.2%	20.7%
R-8	23,233	75,138	30.9%	26.0%	26.0%	25.8%	24.3%	25.5%	26.0%
R-9	8,546	17,429	49.0%	44.4%	44.4%	48.0%	48.3%	47.9%	50.3%
R-10	42,747	95,353	44.8%	37.7%	37.7%	37.2%	34.5%	36.3%	37.0%
R 7-10	78,516	205,129	38.3%	32.2%	32.2%	32.2%	30.5%	31.8%	32.4%
TOTAL	124,218	417,883	29.7%	25.2%	25.2%	25.4%	24.9%	24.7%	24.9%



Member Renewals – 2012

YoY Member Retention ...

- YoY member retention rate down across all Regions and Grades to varying degree
- Member retention is the primary driver of year-over-year membership growth
- Without widespread corrective action, membership growth for both 2012 and 2013 will be jeopardized

RETENTION YoY - All Members

Feb '12				
Region	HG	GSM	ST	Tot
1	-1.1%	-2.0%	-6.2%	-1.5%
2	-0.9%	-4.0%	-5.3%	-1.4%
3	-1.2%	-3.0%	-5.6%	-2.0%
4	-1.0%	-4.6%	-5.2%	-1.8%
5	-1.6%	-0.9%	-2.2%	-1.7%
6	-1.1%	-4.2%	-3.7%	-1.4%
7	-0.8%	-3.5%	-1.9%	-1.1%
8	-2.5%	-2.0%	0.3%	-2.0%
9	-1.9%	-3.6%	-0.6%	-0.9%
10	-2.7%	0.4%	-0.6%	-1.9%

IEEE Membership Renewal / Retention -February 2012

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11
1	30,485	24,800	81.4%	82.5%	1,769	1,133	64.0%	66.1%	1,645	610	37.1%	43.3%	33,899	26,543	78.3%	79.8%
2	26,903	21,844	81.2%	82.1%	1,731	1,095	63.3%	67.2%	1,713	658	38.4%	43.7%	30,347	23,597	77.8%	79.2%
3	24,370	19,136	78.5%	79.7%	2,170	1,434	66.1%	69.1%	2,326	908	39.0%	44.7%	28,866	21,478	74.4%	76.4%
4	18,479	14,758	79.9%	80.9%	1,777	1,144	64.4%	69.0%	1,770	708	40.0%	45.2%	22,026	16,610	75.4%	77.2%
5	23,982	18,992	79.2%	80.7%	1,667	1,129	67.7%	68.6%	1,948	784	40.2%	42.4%	27,597	20,905	75.8%	77.5%
6	47,930	38,343	80.0%	81.1%	2,815	1,774	63.0%	67.2%	2,780	1,113	40.0%	43.7%	53,525	41,230	77.0%	78.5%
R 1-6	172,149	137,873	80.1%	81.2%	11,929	7,709	64.6%	67.8%	12,182	4,781	39.2%	43.8%	196,260	150,363	76.6%	78.2%
7	12,920	9,968	77.2%	77.9%	1,781	1,295	72.7%	76.3%	1,144	580	50.7%	52.6%	15,845	11,843	74.7%	75.9%
8	52,110	37,304	71.6%	74.1%	9,790	6,496	66.4%	68.3%	7,798	2,578	33.1%	32.8%	69,698	46,378	66.5%	68.5%
9	8,838	5,456	61.7%	63.6%	1,434	802	55.9%	59.5%	5,554	1,047	18.9%	19.5%	15,826	7,305	46.2%	47.1%
10	51,471	35,206	68.4%	71.1%	9,850	4,364	44.3%	43.9%	25,006	3,905	15.6%	16.2%	86,327	43,475	50.4%	52.3%
R 7-10	125,339	87,934	70.2%	72.6%	22,855	12,957	56.7%	58.0%	39,502	8,110	20.5%	21.3%	187,696	109,001	58.1%	60.1%
TOTAL	297,488	225,807	75.9%	77.7%	34,784	20,666	59.4%	61.5%	51,684	12,891	24.9%	26.6%	383,956	259,364	67.6%	69.7%



“Minding the Gap” – Retention – Feb ‘12 Region 8

Member Retention YoY	Feb '12			
	HG	GSM	ST	Tot
Region 8	-2.5%	-2.0%	0.3%	-2.0%
Austria Section	-2.5%	-0.2%	-3.8%	-2.1%
Bahrain Section	8.0%	-16.7%	-52.4%	-5.7%
Belarus Section (E)	-28.7%	41.7%	-64.6%	-27.1%
Benelux Section	-2.9%	-5.0%	-15.6%	-4.3%
Bosnia And Herzegovina Section (E)	-20.4%	-18.2%	10.0%	-18.8%
Bulgaria Section (E)	2.7%	10.5%	11.9%	5.0%
Croatia Section (E)	-1.8%	0.6%	-8.8%	-1.3%
Cyprus Section	-7.8%	-0.4%	-28.4%	-12.4%
Czechoslovakia Section	1.4%	1.8%	-12.5%	0.7%
Denmark Section	-2.6%	-5.4%	22.3%	-2.0%
Egypt Section (E)	0.3%	6.2%	0.2%	1.1%
Estonia Section	3.6%	7.7%	37.8%	8.0%
Finland Section	-1.4%	3.2%	20.2%	1.2%
France Section (L)	-1.9%	-4.3%	-9.2%	-2.4%
Germany Section (L)	-2.7%	-6.0%	4.2%	-3.0%
Ghana Section (E)	20.5%	-4.2%	23.8%	20.2%
Greece Section	-8.2%	-3.7%	-10.1%	-8.5%
Hungary Section (E)	-2.4%	-14.9%	0.9%	-4.4%
Iceland Section	0.7%	7.1%	14.9%	5.9%
Iran Section (E)	1.6%	5.0%	16.2%	7.9%
Iraq Section (E)	16.5%	4.7%	-17.5%	7.9%
Israel Section	0.8%	-4.8%	10.1%	0.7%
Italy Section (L)	-3.5%	-4.7%	1.7%	-3.3%
Jordan Section (E)	4.4%	-14.6%	2.0%	-1.3%

Kenya Section (E)	-11.6%	6.7%	0.0%	-10.8%
Kuwait Section	-2.9%	-7.1%	2.4%	9.7%
Latvia Section (E)	-6.1%	0.8%	-16.7%	-7.2%
Lebanon Section (E)	-6.0%	10.6%	6.0%	3.9%
Lithuanian Section (E)	2.7%	-17.0%	-7.1%	-1.6%
Malta Section	-5.7%	-5.8%	-10.6%	-4.1%
Morocco Section (E)	21.3%	-0.6%	-6.2%	14.3%
Nigeria Section (E)	3.1%	4.0%	7.0%	4.6%
Norway Section	0.6%	1.4%	-0.6%	0.6%
Oman Section	5.3%	-19.0%	-1.1%	9.2%
Poland Section (E)	-3.3%	12.1%	21.1%	3.0%
Portugal Section	-6.5%	-14.5%	-7.7%	-9.1%
Qatar Section	-8.9%	27.8%	9.7%	-4.3%
Reg 8-Countries Outside Sections	-4.7%	-16.7%	3.5%	-2.7%
Region 8 - Apo/Fpo (E)	-2.7%	-33.3%	23.1%	-7.2%
Republic Of Macedonia Section (E)	-5.2%	5.1%	5.0%	-9.4%
Romania Section (E)	-2.5%	-3.9%	-8.5%	-2.8%
Russia (Northwest) Section (E)	-5.1%	26.3%	10.4%	0.5%
Russia (Siberia) Section (E)	-5.5%	-23.3%	-45.7%	-9.3%
Russia Section (E)	-6.5%	3.6%	-14.8%	-6.7%
Saudi Arabia Section	-2.2%	24.1%	-7.8%	-2.2%
Serbia And Montenegro Section (E)	-4.9%	-8.4%	3.3%	-3.1%
Slovenia Section (E)	-0.7%	-3.0%	-24.4%	-1.4%
South Africa Section (E)	-4.8%	8.5%	-7.9%	-6.7%
Spain Section (L)	-1.1%	-2.9%	-1.6%	-1.2%
Sweden Section	-2.6%	1.4%	0.7%	-1.7%
Switzerland Section	-2.5%	3.5%	-7.7%	-2.0%
Tunisia Section (E)	3.0%	1.5%	-5.3%	-0.7%
Turkey Section (E)	-1.9%	-1.3%	-0.5%	0.6%
U.K. & Rep Of Ireland Section (L)	-1.9%	-3.9%	-4.3%	-2.4%
Ukraine Section (E)	-9.2%	-1.9%	-23.2%	-12.5%
United Arab Emirates Section	-2.8%	-4.0%	-6.7%	-5.7%
Western Saudi Arabia Section	4.8%	-3.3%	0.7%	6.3%
Zambia Section (E)	-17.7%	0.0%	-66.7%	-18.4%

L = Five largest sections in Region (total members)

Member Recruitment – 2012 Membership Year, Cumulative YoY

Recruitment is also problematic (except for students)

Cumulative Recruitment -- Sept through February 2012																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	558	602	(44)	-7.3%	378	358	20	5.6%	876	744	132	17.7%	1,812	1,704	108	6.3%
2	537	604	(67)	-11.1%	361	361	0	0.0%	848	761	87	11.4%	1,746	1,726	20	1.2%
3	475	523	(48)	-9.2%	440	479	(39)	-8.1%	1,419	1,368	51	3.7%	2,334	2,370	(36)	-1.5%
4	389	427	(38)	-8.9%	321	352	(31)	-8.8%	934	950	(16)	-1.7%	1,644	1,729	(85)	-4.9%
5	500	566	(66)	-11.7%	383	369	14	3.8%	1,153	1,102	51	4.6%	2,036	2,037	(1)	0.0%
6	1,029	1,147	(118)	-10.3%	526	573	(47)	-8.2%	1,718	1,426	292	20.5%	3,273	3,146	127	4.0%
R 1-6	3,488	3,869	(381)	-9.8%	2,409	2,492	(83)	-3.3%	6,948	6,351	597	9.4%	12,845	12,712	133	1.0%
7	350	363	(13)	-3.6%	343	298	45	15.1%	606	547	59	10.8%	1,299	1,208	91	7.5%
8	2,156	2,332	(176)	-7.5%	2,554	2,731	(177)	-6.5%	3,854	3,365	489	14.5%	8,564	8,428	136	1.6%
9	607	604	3	0.5%	294	400	(106)	-26.5%	1,900	1,837	63	3.4%	2,801	2,841	(40)	-1.4%
10	3,477	3,397	80	2.4%	3,915	3,805	110	2.9%	12,428	12,067	361	3.0%	19,820	19,269	551	2.9%
R 7-10	6,590	6,696	(106)	-1.6%	7,106	7,234	(128)	-1.8%	18,788	17,816	972	5.5%	32,484	31,746	738	2.3%
TOTAL	10,078	10,565	(487)	-4.6%	9,515	9,726	(211)	-2.2%	25,736	24,167	1,569	6.5%	45,329	44,458	871	2.0%

Reminder – Have membership brochures / handouts present at all events

Order online MD Kits (no cost to your OU) from www.ieee.org/md

- Look for link to order MD Kits (right column)

RECRUITMENT is not doing that well, but not that bad either



What are we doing about it?

Strategy & Plan

Focus on large sections or those with worst arrears numbers (Benelux, Egypt, France, Germany, Iran, Italy, Nigeria, Portugal, Spain, Turkey, UKRI , UAE)

Section Volunteers provide the local voice in outreach

MGA MD Staff temporarily assigned to assist (Nick Lehotzky)

Launch outreach middle April (tentative week of 9 April)

Utilize eNotice to send section customized message from **template**

Responses received by volunteer are sent to **IEEE Contact Center** for response

What is important for you: **Personal touch is important** (local language?)



Contacting the sections: results

Section	Current Status	Chair		Membership Development
Benelux Section	Completed	Wilhelm C Van Etten	etten@ieee.org	Dirk Van Hertem dirk.vanhertem@ieee.org
Egypt Section	Completed	Ahmed M Darwish	darwish@ieee.org	Ahmed F Shalash shalash@ieee.org
France Section	Completed	Pierre E Borne	p.borne@ec-lille.fr	Smail Tedjini smail.tedjini@grenoble-inp.fr
Germany Section	Completed	Axel Richter	axel.richter@engineering-consult.com	Jens Haubrock jens.haubrock@fh-bielefeld.de
Iran Section	Completed	Hamid Soltanian-Zadeh	hamids@rad.hfh.edu	Keivan Navaie k.navaie@leeds.ac.uk
Italy Section	No response	Francesco Vatalaro	vatalaro@uniroma2.it	Dario Petri petri.ieee@disi.unitn.it
Nigeria Section	Completed	Gloria A Chukwudebe	gloria_chukwudebe@ieee.org	Tunde Y Salihu tunde.s@ieee.org
Portugal Section	No response	Rui Santos Cruz	rui.cruz@ieee.org	Antonio Carlos Varela antonio.varela@ist.utl.pt
Spain Section	Question about timing and how this fits in with existing	Pilar Molina Gaudo	pimolina@unizar.es	Roberto Capilla rcapilla@eln.upv.es
Turkey Section	Completed	Okyay Kaynak	okyay.kaynak@boun.edu.tr	Mustafa Kaya mustafakaya99@gmail.com
U.K.& Rep Of Ireland Section	Responded. Waiting on data.	Nihal F Sinnadurai	sinnadurai@aol.com	Adam K Jastrzebski a.k.jastrzebski@kent.ac.uk
United Arab Emirates Section	Completed	Maryam Al Thani	mthani@ieee.org	Adeel Sultan adeel_sultan@ieee.org

Contacts made by Nick Lehotzky (IEEE staff)

Generally good feedback

Question: is it useful?

No responses from Italy and Portugal yet

Outreach Template for Arrears Recovery Period

Section/Chapter Outreach During the Renewal & Recovery Period

Dear Member,

As an IEEE member, you have helped the IEEE <Section/Chapter> serve your local community, and I want to thank you for your support. We take seriously our mission and obligation to raise awareness about the role that engineering and technology can play in making our world a better place. In that spirit, the IEEE <Section/Chapter > sponsored several worthwhile activities in 2012, including:

- < Section/Chapter activity >
- < Section/Chapter activity >
- <Section/Chapter activity>

During a recent review of the membership roster, I noticed your name missing from our list of current members. As busy as our daily life is, perhaps this was a simple oversight.

Because you make a difference, I am seeking your membership renewal and support again in 2012 - the good deeds we deliver to our community depend on it. You can renew your IEEE membership at www.ieee.org/renew.

Thank you for your time, and continued consideration to support the activities of the IEEE < Section/Chapter >. If you have already renewed, we thank you for your support, and look forward to being your professional partner in 2012.

Let me know how I can be of any assistance.

Sincerely,

< Name >

Chair, IEEE < Section/Chapter >

< e-mail address >



Key takeaways

Membership retention has been considerably lacking compared to last year (-2%!)

Specific action is needed to try to recover those in arrears (with staff help)

The sections can (and should) help

We need active involvement of the entire sections excom (and especially MD officers)

==> MD officer training

==> first MD workshop in April (21) in Leuven:
section support for travel (local expenses covered)

IEEE MD Committee report

2011

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Dirk Van Hertem
Aleksandar Szabo
Adam Jastrzebski

2012

Dirk Van Hertem
Aleksandar Szabo
Mourad Loulou
Corresponding members:
Antonio Luque
Adam Jastrzebski