

# 2012 Member Segmentation & Recent Membership Improvements

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Member and Geographic Activities

**IEEE Region 8 Meeting**  
**6 October 2012**  
**Tallinn, Estonia**

# Segmentation Methodology

- Quantitative online survey, conducted October 24-November 21, 2011
- International member database sample, Total Respondents (n=7,895)
- Completed Interviews: Higher grade members without graduate students (n=6,259) and student members including graduate students (n=1,636)
  - Margin of error: Higher grade members without GSM(1.23%), Student members including graduate students(2.4%)

## Geographies Represented

### Higher Grade Members (Without Graduate Students) (n=6,259)

India (n=653)  
Japan (n=909)  
US (n=974)  
EMEA (n=1,000) ←  
Latin America (n=924)  
China (n=451)  
Remaining Geographies  
(n=1,348)



### Student Members (Including Graduate Students) (n=1,636)

India (n=170)  
Japan (n=80)  
US (n=370) ←  
EMEA (n=426)  
Latin America (n=228)  
China (n=108)  
Remaining Geographies  
(n=254)

# Executive Summary



# Executive Summary

## THE BIG PICTURE

- Members are moderately engaged, moderately satisfied
- More members 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.
- We have many **younger members who want to be engaged**, but do not feel they are asked or welcome
- IEEE membership is ***Good; but could be Great***

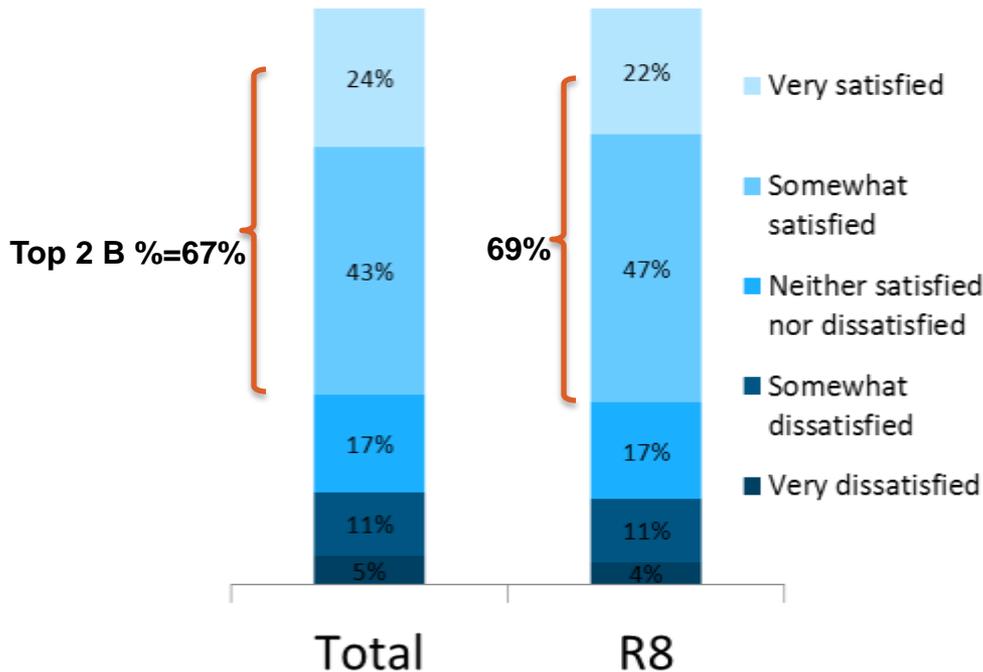
# State of the Membership



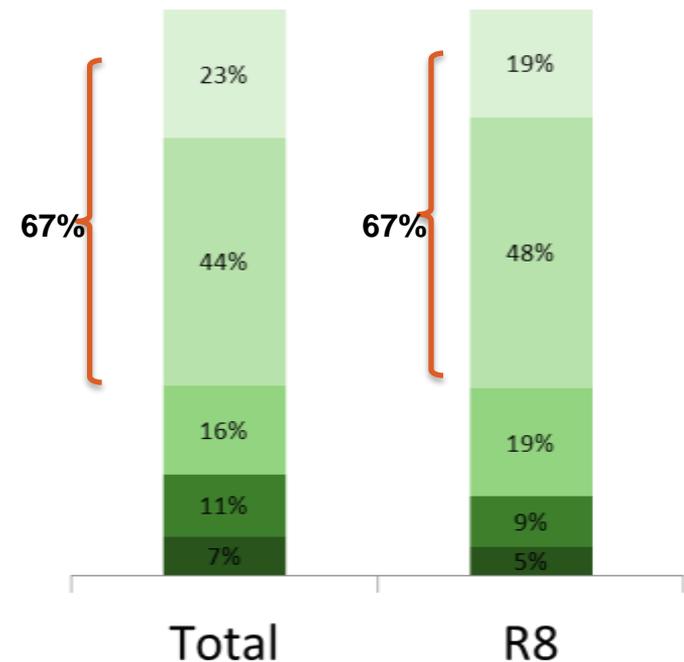
# Overall Satisfaction – Total vs R8

- Overall Satisfaction is virtually the same

## Higher Grade Member\*



## Student Member\*\*



**Region 8:**  
 Technical content has higher importance & satisfaction to current members in Region 8 than IEEE as a whole

Significantly higher (red)/lower (blue)

Importance vs Satisfaction ( Total vs R8)	Higher Grade*			
	Importance		Satisfaction	
Top 2/3 Box %	Total	R8	Total	R8
Products and Services				
Online access to transactions, journals and magazines	84%	<b>91%</b>	65%	<b>75%</b>
Online access to conference proceedings	76%	<b>88%</b>	60%	<b>71%</b>
Conferences	69%	<b>78%</b>	62%	<b>69%</b>
Online access to standards	77%	78%	54%	55%
Promoting the appreciation of technology and our profession to the general public	70%	73%	40%	41%
Continuing education opportunities	65%	<b>69%</b>	38%	<b>42%</b>
Opportunities for professional networking	68%	68%	42%	<b>37%</b>
Discounts on professional products and services	62%	65%	46%	46%
Interaction with other members	59%	60%	39%	38%
Representation on public policy issues related to the profession	62%	59%	35%	34%
Printed books	54%	57%	51%	<b>55%</b>
Local meetings with other professionals	56%	56%	41%	<b>37%</b>
Online meeting	53%	52%	45%	48%
Printed copies of transactions, journal and magazines	53%	52%	60%	<b>65%</b>
Contributing to the people of the world through humanitarian efforts	48%	50%	30%	29%
Forums, newsgroups, and other online collaboration tools	48%	49%	33%	30%
Online career resources	52%	49%	33%	31%
Internet video programming of conference highlights, author interviews	47%	48%	44%	43%
Awards and scholarships	44%	<b>48%</b>	38%	35%
IEEE Online Communities	42%	46%	32%	34%
Ability to participate in standards	47%	45%	41%	<b>36%</b>
Having access to and obtaining responsive answers from the IEEE Contact Center	39%	<b>43%</b>	40%	39%
Printed copies of conference proceedings	39%	41%	49%	<b>54%</b>
Opportunities for leadership roles	37%	37%	32%	<b>24%</b>
Printed copies of standards	43%	<b>37%</b>	47%	47%
Social networking (such as Facebook, LinkedIn and Google+)	30%	32%	28%	25%
Providing email alias with virus protection	33%	<b>28%</b>	56%	53%
Printed career resources	30%	26%	26%	<b>20%</b>
Insurance and other financial products and services	35%	<b>15%</b>	44%	<b>18%</b>

BASE: Higher Grade (n=6259) Q10. Thinking about the types of products and/or services you may expect a professional association to offer, please indicate **how important** each of the following items is to you. Use a 1 to 5 scale. Q12. Now thinking about your IEEE membership, how **satisfied** are you with each of the products and/or services **as offered by your IEEE membership**. Use a 1-10 scale.

# Noted R8 Importance / Satisfaction Gap

*- Where your local efforts can have high impact*

	Importance	Top 3 Box* Satisfaction
Promoting the appreciation of the profession to the general public	73%	41%
Opportunities for Professional Networking	68%	37%
Continuing education opportunities	65%	48%
Interaction with other members	60%	38%
Local meetings with other professionals	56%	37%

# DEMOGRAPHICS OF NOTE

# Demographics: Higher Grade Members not Including GSM

## Highest Level of Education



Education	Total	R1-6	R7	R8	R9	R10
Some college	1%	2%	1%	0%	1%	1%
Vocational/technical degree/certification (less than a Bachelor's degree)	2%	2%	3%	1%	0%	2%
Bachelor's degree or equivalent	23%	30%	36%	9%	9%	12%
Graduate/professional degree	35%	40%	29%	30%	41%	26%
Doctoral degree	37%	25%	29%	56%	42%	57%
Other	2%	1%	2%	4%	7%	2%

# Demographics:

Higher Grade Members not Including GSM

## Fields in which members hold degrees



Fields of Degree	Total	R1-6	R7	R8	R9	R10
Computer science	17%	16%	14%	21%	17%	18%
Computer engineering	12%	10%	13%	17%	13%	14%
Business or finance	5%	7%	4%	4%	6%	2%
Electrical or electronics engineering	69%	71%	69%	65%	76%	66%
Industrial engineering	1%	1%	2%	3%	4%	3%
Materials science/engineering	2%	2%	0%	2%	2%	2%
Mathematics	6%	7%	4%	5%	4%	4%
Mechanical engineering	3%	3%	3%	3%	3%	4%
Medicine	0%	0%	1%	0%	1%	1%
Physics	9%	9%	5%	10%	4%	8%
Systems engineering	4%	3%	2%	6%	9%	5%
Information technology	7%	4%	5%	12%	10%	11%
Biomedical Engineering	3%	3%	3%	2%	4%	3%
Law	0%	1%	1%	0%	0%	0%
Other	12%	15%	12%	9%	8%	8%

# Demographics:

Higher Grade Members not Including GSM

## Employment



Employment Status	Total	R1-6	R7	R8	R9	R10
Private industry	44%	52%	42%	34%	25%	29%
Public/government	11%	10%	16%	11%	16%	12%
Educational institution	24%	13%	18%	38%	43%	45%
Non-profit institution (non-educational)	3%	3%	1%	3%	1%	2%
Self-employed/consulting	7%	8%	11%	7%	9%	4%
Retired	3%	4%	4%	2%	1%	2%
Unemployed	4%	6%	3%	1%	1%	2%
Full time student	2%	2%	4%	2%	3%	3%
Other	2%	2%	1%	2%	1%	1%

# 2012 IEEE MEMBER SEGMENTATION

# 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 Summary



# Higher Grade Without Graduate Students Segment Distribution

## Segment 5

- At IEEE for Technical Content.
- Not connected to mission of IEEE
- Tend to have language barriers

## Segment 1

- Disengaged older members
- Not inclined to give back to IEEE
- Prefer others to lead
- IEEE mission is less relevant

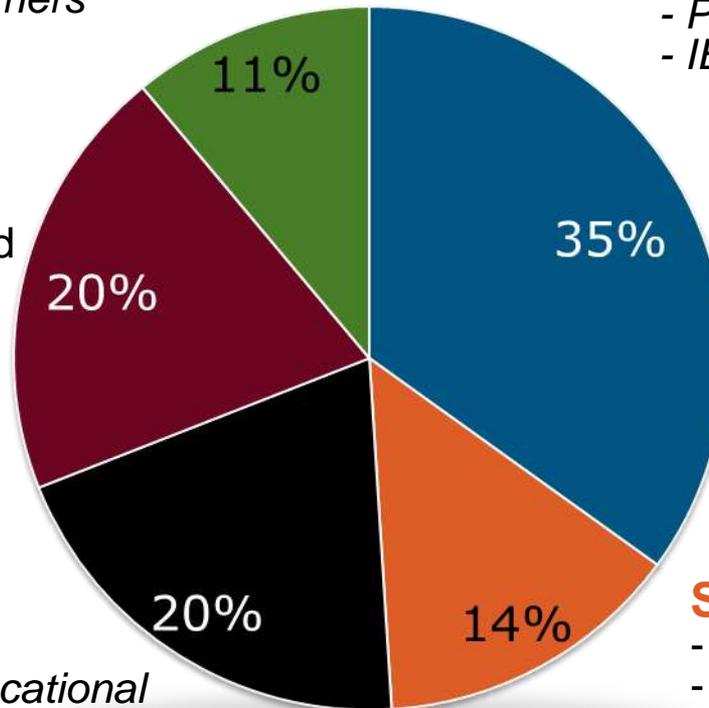
## Segment 4



- Younger members
- Want to be more involved
  - Do not know how
  - Don't feel invited
- Feel products difficult to use.
- Lowest satisfaction

## Segment 3

- Engaged Older members
- More concentrated in educational institutions
- Interested in sharing with others
- They are actively involved with both networking and volunteering.
- Most satisfied with IEEE

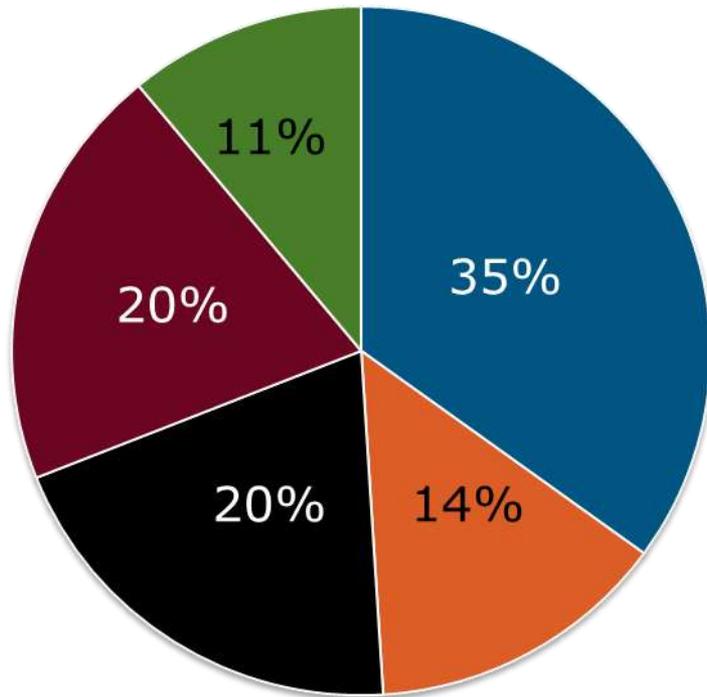


## Segment 2

- Young members
- Connected to IEEE's vision
- Want to be more involved
- Career services, networking, continuing education are very important
- Use Social Media

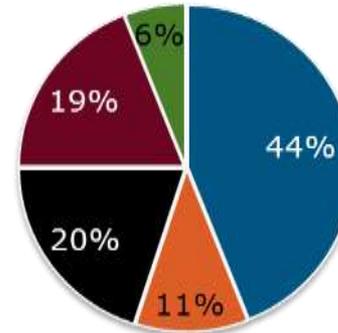
# Higher Grade Without Graduate Students Segment Distribution

Total

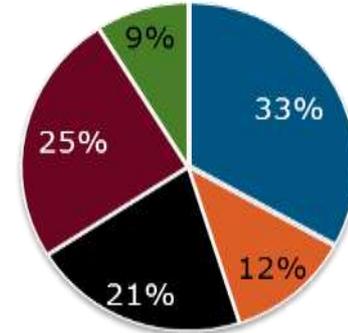


- Segment 1
- Segment 2
- Segment 3
- Segment 4
- Segment 5

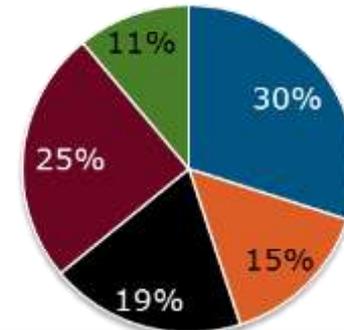
USA



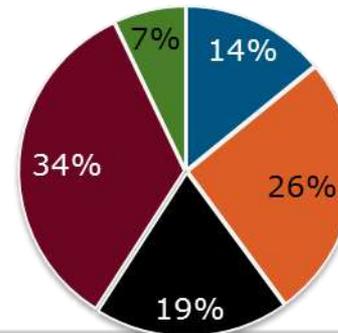
Canada



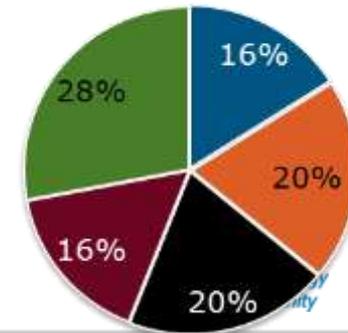
Europe, Africa, Middle East (EMEA)



Latin America



Asia/Pacific



# How you can use the results?

- Conduct events relevant to large industries in your local area
  - Invite non-members to events
  - Leave a lot of time for networking
- Use IEEE's free [WebEx tool](#) to increase attendance and engage more members
  - Free for all IEEE units to use
  - Massively improved from "Dim Dim"
- Get your young professionals more involved
  - **Ask** them to organize section/chapter events
  - Invite them as a group to organize events
  - Tell them to invite non-member friends

# How you can use the results?

- Hold events the press might report on (E.G. Technology that benefits humanity, hot topics, distinguished speakers)
  - Create a list of local reporters
  - Invite them to cover the events
- Encourage [STEP](#) Events
- Make sure new members feel welcome
  - Welcome phone calls, events, and e-mails
  - Give them a local contact for questions
  - Encourage their participation

# Recent Membership Improvements



# First Renewal in IEEE Business Platform (IBP)

## Key Enhancements

- One page process for Join and Renew
- Improved search function – schools, employers, subscriptions
- Easy to browse societies and subscriptions
- Membership and subscription recommendations
- Easy to change media options for membership subscriptions
- Automatic Renewal – *coming in December*
- Memberships and Subscriptions Catalog
- Integration between Membership and IEEEExplore
- Improved service confirmation process for Life Members

# New Layout for Renewal / Join

IEEE.org | IEEEExplore Digital Library | IEEE Standards | IEEE Spectrum | More Sites

Nitesh Jangid | Cart (2)

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Home > Memberships & Services > Renew

## Renew

\* required fields

**Thank you for renewing your membership.**

Below are the item(s) that are eligible for renewal. Please confirm that this is correct.

- IEEE Membership
- IEEE Computer Society Membership

Also, so that we may better serve you, please verify and correct the contact, professional, and education information listed below. To enhance your membership, consider adding additional societies, special interest groups, and subscriptions.

[View benefits](#) [View qualifications](#)

### Contact information

This is the address that IEEE uses for membership mailings, subscriptions, and IEEE regional assignment. If you would like to change your primary mailing address, you may do so below. This will replace your existing primary mailing address. If you wish to add additional addresses to your profile, you may do so in your profile after you renew.

**Nitesh Jangid**  
P.No. : 8-B, Madan Bari  
Naya Khera  
Near Bright Moon School  
Jaipur, Rajasthan 302023  
India

### Professional and education information

Professional and education information is used to personalize your membership experience.

**Professional Information**

Total years in profession: 6  
Current technology focus:  
Employer:  
Employer's primary business:

### My Cart

**Membership**

IEEE Membership  
[Remove](#) US\$55.00

IEEE Computer Society Membership  
[Remove](#) US\$53.00

**Subtotal\*** US\$108.00  
\* Sales tax, if applicable, and shipping charges are calculated during Checkout

No Annual Fee  
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**IEEE**

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- Confirm memberships
  - Verify address
  - Proceed to Checkout

# Searchable Memberships & Subscription Catalog

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## Membership and Subscriptions Catalog Browse ▾

### Societies

IEEE has technical Societies that provide benefits to members within specialized fields of interest. Society memberships enable you to stay current within your chosen technology profession, keep in touch with your peers, and invest in your career.

### Featured

 <p>IEEE Membership</p>	 <p>IEEE Communications Society Membership</p>	 <p>IEEE Power &amp; Energy Society Membership</p>	 <p>IEEE Solid-State Circuits Society Membership</p>
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### IEEE recommends

- **Memberships (2)**
  - IEEE Membership Memberships
  - IEEE Signal Processing Society Membership Memberships
- **Subscriptions (4)**

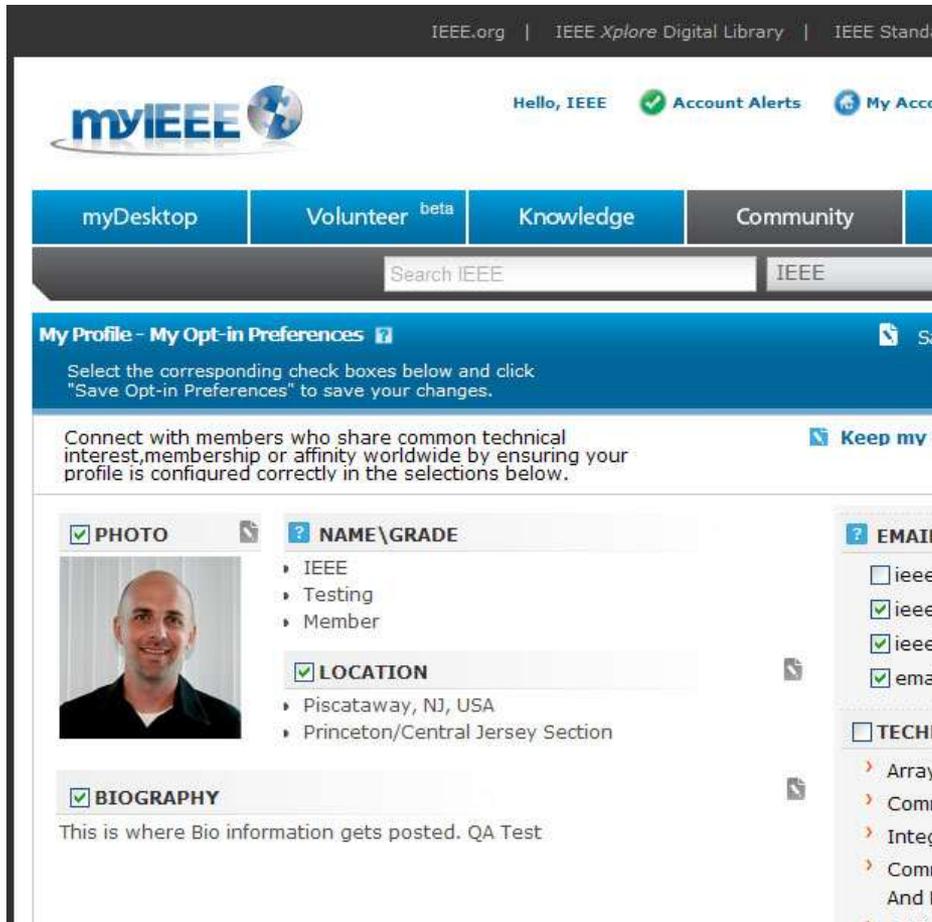


IEEE eLearning Library »



# memberNet Upgrade – 16 July

In order to make memberNet more valuable, expanded the default profile of members to make it easier to find and communicate with each other.



## Still Mandatory

- Name
- Grade

## Default Opt In (16 July and forward)

Members can opt out at any time

- Location
- Optional Memberships
- Technical Interest Profile
- E-mail Messaging (address isn't visible)

## Additional Opt In Information

Will require member opt in

- Biography
- Photo
- Phone number
- Street Address
- IM Address

# IEEE.tv debuts:

## Mobile Live Event Streaming

- Multi-platform streaming including Apple iOS, Google Android, Blackberry and Windows
- International Microwave Symposium (IMS) 2012, Montreal, Canada
- IEEE Honors Ceremony
- Engineering Medicine & Biology Conference



# Product Manager - Global Career Resources



Rory McCorkle, MBA, Ph.D.

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+1 732 562 5430

## Key Responsibilities:

- Pursue opportunities to extend products globally
- Investigate localization strategies for global career products
- Integrate IEEE's career resources
- Improve or launch products to achieve "Great" experience for members in Career Resources

# Student Branch Development

- started 17 September



Shareyna N. Scott

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+1 732 562 6507

## Key Responsibilities:

- Improving the student member experience through our IEEE Student Branches
- Enabling universities' volunteer leadership
- Executing high-visibility student programs
- Increasing awareness of the member experience after graduation

# Discount Program Improvements

- Launched Clements Worldwide term life insurance 1 August
  - 67 countries, more coming soon
  - [www.clements.com/ieeelife/](http://www.clements.com/ieeelife/)
- Rosetta Stone, launching Q4
- Dynamic rendering based on availability & relevance at [ieee.org/benefits](http://ieee.org/benefits)
- Stopped branding discounts “Financial Advantage Program” [ieee.org/discounts](http://ieee.org/discounts)



# Upgraded Member Welcome Web Page

[www.ieee.org/start](http://www.ieee.org/start)

**Get Started with Your IEEE Membership**

**Connect with colleagues**  
Connect to collaborate or communicate with other members. IEEE helps develop networks of value.

- Find a technology group
- Get involved in IEEE volunteer opportunities
- Find conferences & events

Whether you have joined to build your professional network, save money on conferences, or keep current with technology, you are right where you belong.

**On this Page:**

- Get up your personal Web portal
- Expand your core interests
- Reap your rewards
- Quick links for IEEE members

**\* Set up your personal Web portal**

myIEEE is a free personal Web portal that organizes your IEEE member benefits, alerts, network, feeds, and resources. Begin with these helpful video tutorials. You will need Adobe Flash Player 9 or above:

- Set up myIEEE page and profile
- Set up myIEEE account
- Set up Technical Interest Profile (TIP) codes
- Searching with IEEE Xplore

**Sign in to myIEEE**

**myIEEE**

Username: \_\_\_\_\_  
Password: \_\_\_\_\_  
**Sign In**

- Retrieve username/password
- Update/create Web account

**Calendar of Events**

**New Member Orientation**  
25 August 2011 – 9am EST  
[Register now](#)

**New Member Orientation**  
25 August 2011 – 3pm EST  
[Register now](#)

**Need assistance?**

**Call IEEE's 24/5 support line:**  
Sun 1630 - Fri 1630  
+1 800 678 4333  
+1 732 981 0060

Having trouble with an online product or service included in your membership?  
[Visit the IEEE Support Center](#)

**IEEE Technical Societies**

Discover the benefits of IEEE Societies and join one in your area of interest.  
[Join](#)

[top of page](#)

- “How to” videos
- Calendar and registration for New Member Webinars
- Links to key benefits
- Links to key contacts and support areas

**Thank You**  
**Questions?**

**J.Moesch@ieee.org**

# Appendix

# Have pride in our current position

*Our current member experience is "Good"...*

## Overall Satisfaction



Higher Grade without Graduate Students    Students Including Graduate Students

## Very Satisfying Products & Services

1. IEEE Spectrum
2. Online Publications
3. Printed Publications
4. Conferences
5. IEEE E-mail Alias

**90,000+ New Members a Year**

**65%! of Members join because someone else recommended IEEE to them**

**Higher Grade Retention is 82%+**

# ..., but our opportunity is massive

## Satisfaction could be...



## High importance to members where we need to improve satisfaction

Professional Networking  
Discounts  
Online Career Tools  
Continuing Education  
Local Meetings

**We lose 85,000 members per year**

**We lose 85% of new members within 5 years**

**Student retention is only 28%**

# Margin of Error

## Total

2012 Margin of Error:

Higher Grade Members\*  
n=6,259  
1.23%

Student Members\*\*  
n=1,636  
2.4%

## Region 8

2012 Margin of Error:

Higher Grade Members\*  
n=1,000  
3.16%

Student Members\*\*  
n=426  
4.84%

# Importance vs Satisfaction ( Total vs R8)

Students\*\*

Top 2/3 Box %	Importance		Satisfaction	
	Total	R8	Total	R8
Products and Services				
Online access to transactions, journals and magazines	90%	90%	65%	68%
Online access to conference proceedings	82%	87%	62%	67%
Conferences	83%	86%	64%	66%
Continuing education opportunities	83%	82%	53%	48%
Online access to standards	81%	81%	56%	51%
Discounts on professional products and services	83%	81%	54%	53%
Opportunities for professional networking	82%	77%	51%	38%
Awards and scholarships	82%	77%	46%	39%
Online career resources	77%	72%	50%	40%
Promoting the appreciation of technology and our profession to the general public	80%	72%	52%	40%
Interaction with other members	76%	68%	48%	38%
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Opportunities for leadership roles	64%	49%	48%	35%
Printed copies of standards	57%	47%	50%	43%
Printed career resources	56%	45%	43%	34%
Providing email alias with virus protection	54%	42%	59%	51%
Insurance and other financial products and services	45%	37%	42%	29%

Region 8 students generally rate less importance and satisfaction with IEEE membership

Note: "Total" Results slightly skewed to R9 & R10 responses; typically higher

