



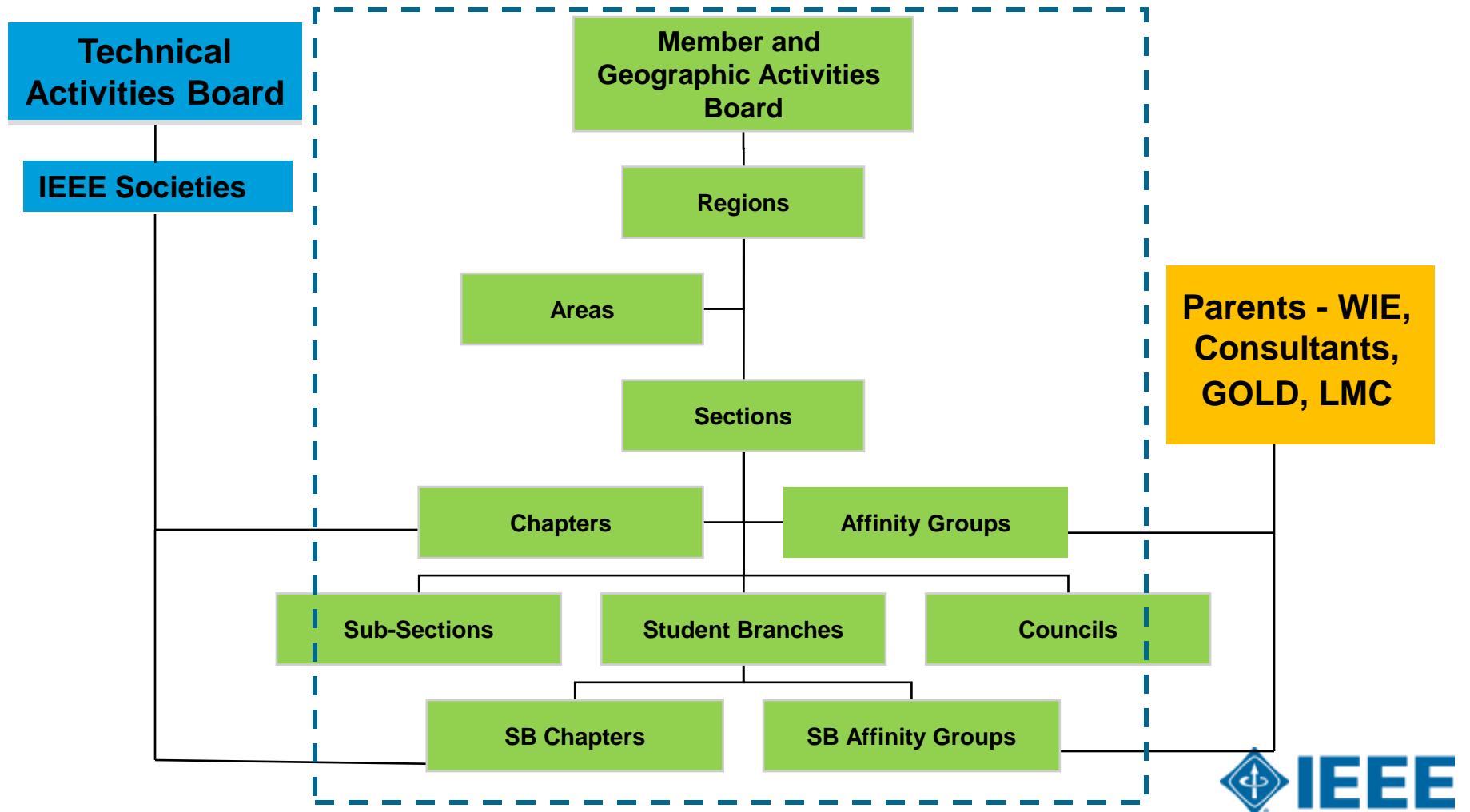
- ▶ 429,000 members in 2012
 - >50% outside of US
- ▶ 333 Sections in 10 geographic regions
- ▶ 2,110 technical chapters
- ▶ 2,173 student branches in 80 countries
- ▶ 585 student branch technical chapters
- ▶ 404 affinity groups



As of March 2013 Region 8 had 60,752 total members

- 42,399 Higher Grade Members
- 11,253 Graduate Student Members
- 7,112 Student Members

- | | |
|---|---|
| ■ R8 membership is flat from March 2012 <ul style="list-style-type: none">– Gain of 12 members | ■ Graduate student membership is up by 7.0% from 2012 <ul style="list-style-type: none">– gain of 737 members |
| ■ Higher grade membership is down by 0.4% from March 2012 <ul style="list-style-type: none">– loss of 169 members | ■ Student membership is down by 7.0% from March 2012 <ul style="list-style-type: none">– loss of 556 members |



Low Member Satisfaction

New geographic markets

Declining membership in mature markets

Rise of social media & changing demographics

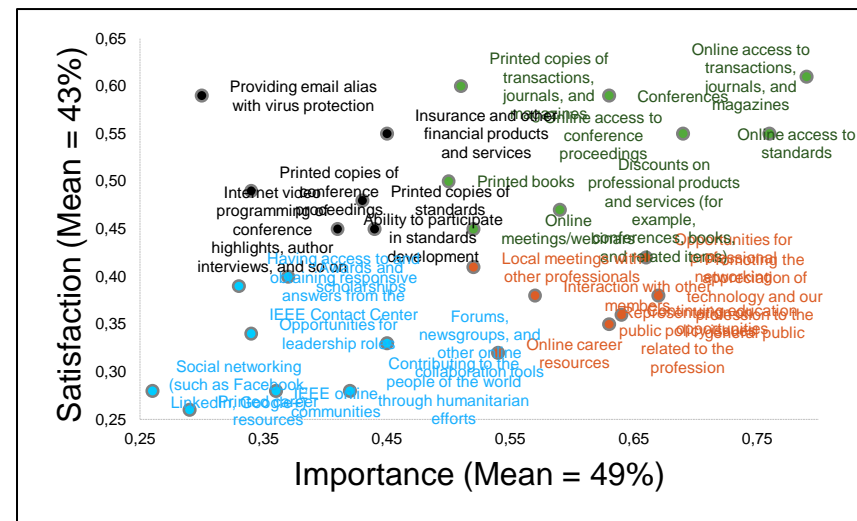
Complexity & volunteer commitment

Demonstrate measurable progress on improving member satisfaction & retention

Top areas for improvement

- Networking opportunities
- Continuing education
- Career resources

2012 Member Segmentation Survey Result



Reduce and simplify product offerings

Increase the IEEE membership base & geographic reach

New
geographic
markets

New markets
of professional
members

Geo-Unit
Vitality

New
membership
models

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.



(20%) Segment 4

Members (geographically moved 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.



Implement new experimental approaches for volunteer commitment & engagement

- Social media & professional career tools
- Limited time & focus commitments

Geo-Unit Vitality

- Section Vitality pilot
- Geo-Unit Vitality Dashboard
- Volunteer Onboarding pilot

Online Member Networking

- Provide a trusted environment for members to network
- Pilot online communities to meet business needs
 - Women in Engineering and Metro Area Workshops
- MyIEEE & MemberNet Enhancements

Career Resources

- Development of a comprehensive plan to improve career offerings
- Business plan being developed for a IEEE-wide career portfolio
- Researching and developing 3 new career products for members

Smart Tech Metro Area Workshops (Regions 1-6)

Regional Geographic Implementation

- Japan
- India
- USA (R1-6 strategy)

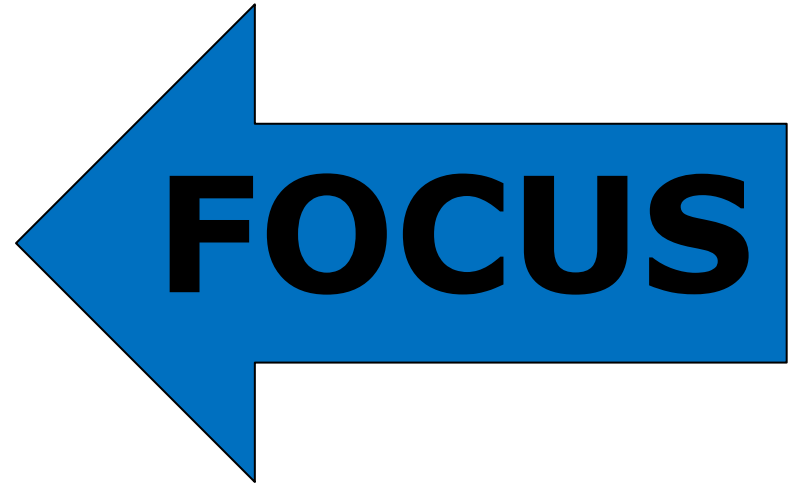
Smart Tech Workshop in a Box

Member Experience

- Google Apps for IEEE members & iee.org alias
- Volunteer Extranet
- Improved member & volunteer communications

To provide **Leadership**

- Strategic Direction
- Role Models
- Relationship Builders



To provide **Operational Management**

- Oversight
- Growth
- Risk Management

