

- Member Experience
 - Membership development, member research, member product portfolio mgmt, membership processing, myIEEE, memberNet, IEEE.tv, mentoring connection
- IEEE Support (Contact) Center
- Students, GOLD, Women in Engineering, Life Members
- Admission & Advancement (A&A) and Fellows process support
- GeoUnit Operations & Activities
- GeoUnit Formations – Sections, Chapters, Student Branches
- Volunteer Tools – vTools, eNotice, EWH, SAMIEEE,
- Asia Pacific Ltd. – IEEE office in Singapore

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- ▶ Deliver a World-Class membership experience
- ▶ Expand IEEE's global membership presence
- ▶ Modernize the volunteer experience

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

- Relevant to their careers, geography, and technical interest.

Some Examples...

Community/Networking: Connect and collaborate with fellow members similar interest in a place of trust via any device

Career Tools: Members experience career tools and support uniquely designed for IEEE fields of interest

Continuing Education: A centralized compelling continuing education offering suited to key geographies and industries

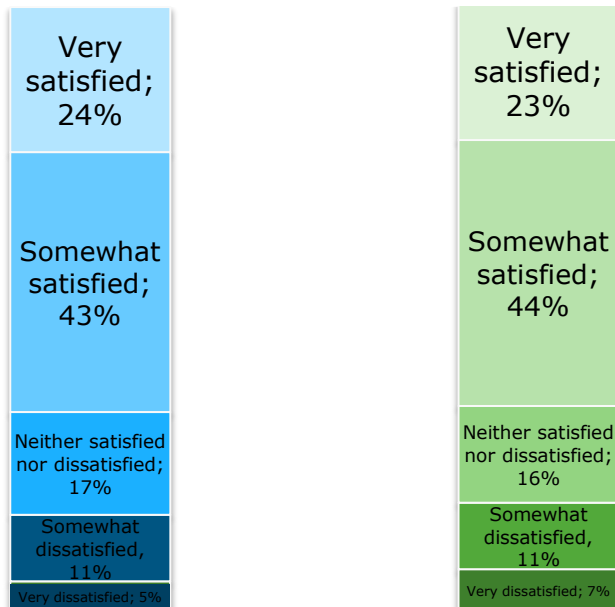
IEEE Member Experience Challenge:

Moving from Good...To Great

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

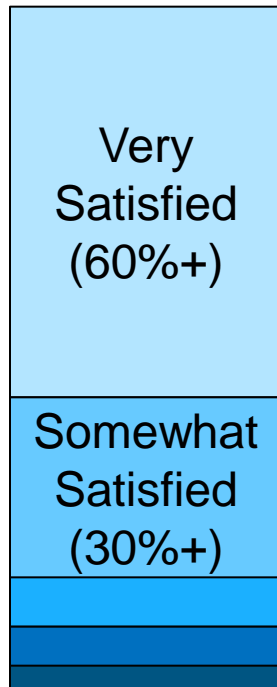
90,000+ New Members a Year

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 of them joining

Student retention is only 28%

Member Experience Improvement Roadmaps

- Developed and managed by cross functional teams from every IEEE Organizational Unit
- Living documents that define the path to a “Wow” experience in the areas most important to members:
 - Professional Networking
 - Career Resources and Recognition
 - Access to Publications
 - Continuing Education
 - Discounts on Products and Services

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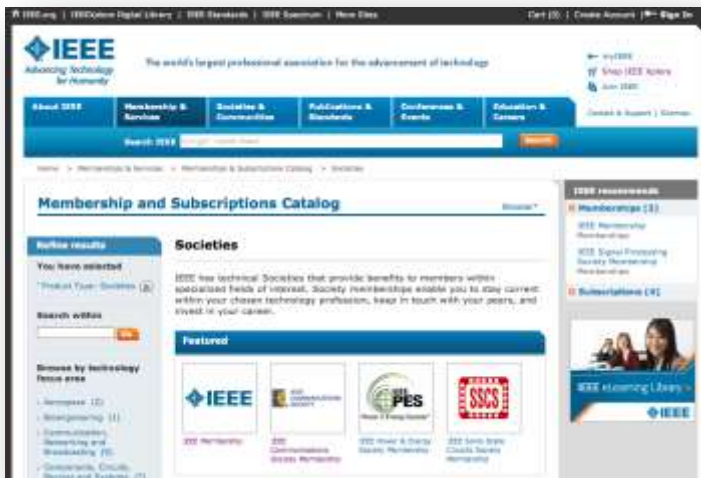
Member Experience Improvements in Action

Member Facing IBP* Improvements: New Layout for Renewal / Join



- Quick renewal possible
 - Confirm memberships
 - Verify address
 - Proceed to Checkout
- “Mini” Catalog
- Automatic Renewal (available as of 20 Dec)

Searchable Memberships & Subscription Catalog



- Search by Technical Interest
- Featured Societies/Pubs
- Recommendations & “Ads”
- Integrated with Xplore

Automatic Membership/Subscription Renewal

- **Available to IEEE members and Society Affiliates**
 - Automatically renews IEEE Membership(s) and Subscription(s)
Not available to students, Graduate Students, Life Members.
 - For a full list of eligibility visit www.ieee.org/autorenew
- **2013 renewals/joins can register for auto renewal for 2014**
 - Registration became available on 20 December 2012
 - “Opt in” appears during the online join/renewal process or by members editing their payment profile
 - Automatic renewals for 2014 will be charged to credit cards in October 2013
- **Benefits include:**
 - Uninterrupted membership, Saves Time, Less Reminders
- **17,500+ auto renewal opt ins by 20 April**

* **Questions?** Contact n.lehotzky@ieee.org

Career Experience Roadmap

"I, as a user...

EMPLOYMENT: Will find best-in-class products, services, and people to assist me with **finding employment**, assess my level of **compensation**, building my **professional identity**, or building a **consulting practice**

DEVELOPMENT: Will find products, services, and people to help **develop in my current job**, through **training**, **mentoring**, or **certification**

PLANNING: Will find integrated resources that will help me **assess my skillset and goals to plan my career path**

RETIREMENT: Will have access to products, services, and people that allow me to **plan for and flourish in retirement**

Careers Roadmap managed by cross-functional team, including new MGA Resource:
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2012 Accomplishments

Overall:

- Completed **Assessment of Career Products & Services** (enterprise wide)
- Planned and executed **Market Research Study** on member needs in Career Resources
- Established **Career Stakeholders group – staff from every OU** who own or contribute significantly to Career Resources
- Revised **Career Experience roadmap** based on research results and obtained stakeholder buy-in

Employment:

- Researched tool resume tool/template product

Development:

- Researched and created plan for new Mentoring platform

2013 Deliverables

Overall:

- **Business plan for Career Portal**
- Internal communication of Market Research results

Employment:

- Evaluate/launch **OptimalResume** product (resume tools & templates, cover letters, mock interviews)
- **Pilot Salary Survey expansion** in one country (joint project with IEEE-USA)

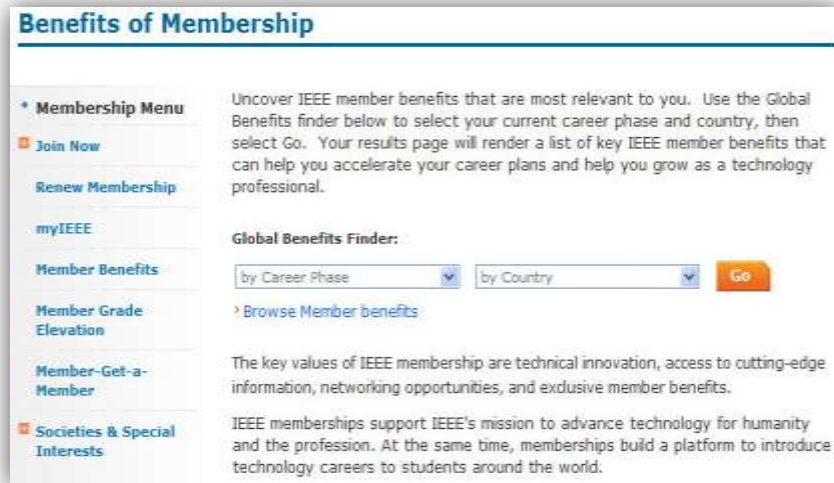
Development:

- Launch new **Mentoring platform**
- Collaborate with EA on Continuing Education Portal Business Plan

Planning:

- Create plan for career-related seminar offerings

Improved Navigation of Benefits at IEEE.org by Career Phase & Country



<http://www.ieee.org/benefits>

Users choose career phase & country

Undergraduate Students

Practitioner

Graduate Students

Business/Leadership

Young Professionals

Unemployed

Academic/Researcher

Retired

Results page showcases the available benefits most relevant. With relevant testimonials by life stage



- ▶ Support the IEEE distributed member communication model through shared principles, best practice standards, adaptable templates and enterprise tools to facilitate nimble, data-driven, user-focused communications.
- ▶ **Team vision:**
 - Members tell us what they want
 - Outreaches are coordinated across the enterprise
 - The right message at the right time drives IEEE member communication and engagement

► Online Member Networking

- Provide a collaborative environment for members to network

► Regional Geographic Implementation

- To develop country based metric “dashboard” to measure progress on monthly/quarterly basis
- Recommended and implementation of tactical plans in Japan
- Implementation of country of framework for India
- Region 1-6 Strategy
 - To improve retention and growth in Regions 1-6 with the assistance of 2 new FTE in the role of Member Market and Development Specialist, who will be working on a combination of retention and recruitment activities.
 - Conducting 4 Metro Area Workshops (MAW) in 2013

▶ Member Experience

- Assessment and plan for better orchestrated member online experience
- Migration iee.org member aliases to Google Apps

▶ Student & GOLD Plans/Direction

- Launch of more valuable and relevant website for students and young professionals
- Webpage developed to link all available IEEE student grants

▶ Member Communications

- Providing key current and future communications list at each MGA Board Meeting

▶ Extranet

- To develop a single interface with specific relevant information just for volunteers that will be separate from ieee.org

▶ Global Loyalty Program

- Developing a business case for a Member Loyalty Program based on research of other associations and corporate programs

▶ Careers

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

► GeoUnit Vitality

- Building of an online Section Dashboard that will allow Sections to measure member satisfaction minimally at Regional level and to poll satisfaction on local activities
- Pilot volunteer onboarding program to develop set of volunteer resources and methodology that can serve as a case study

Thank you!

2012 IEEE Member Segmentation Survey

Higher Grade Without Graduate Students Segment Distribution

Segment 5

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

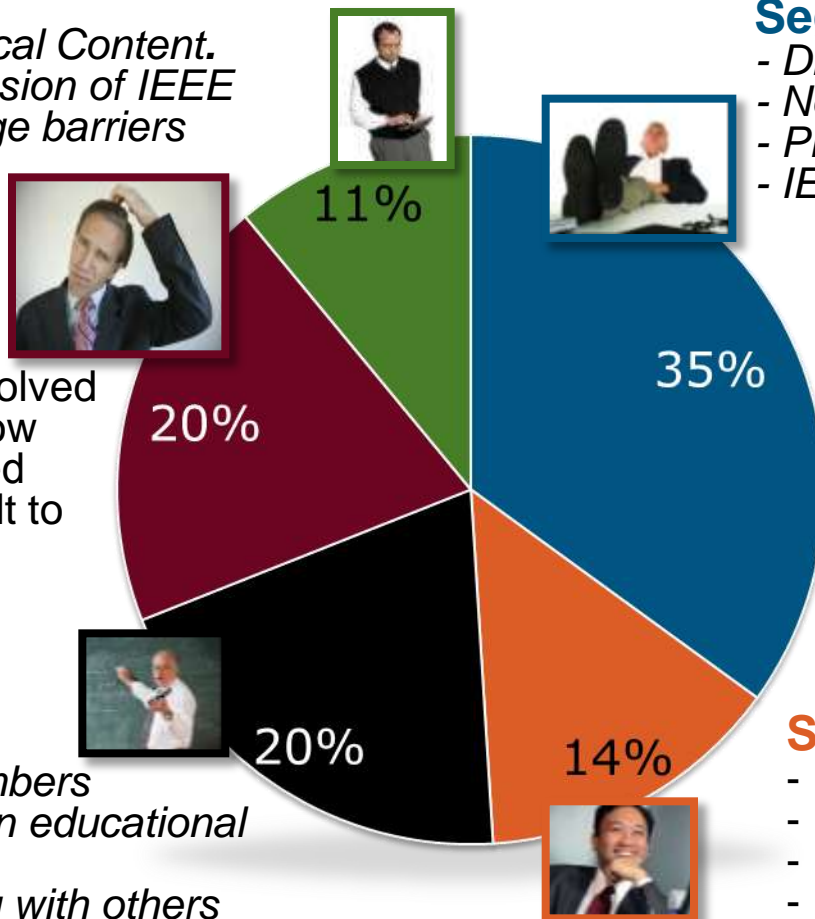
Segment 4



- 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



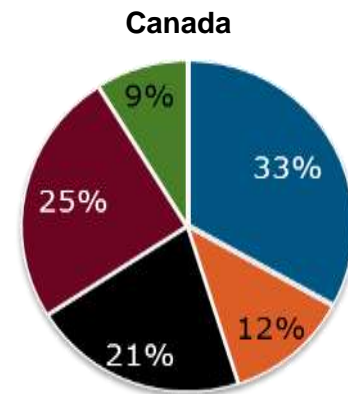
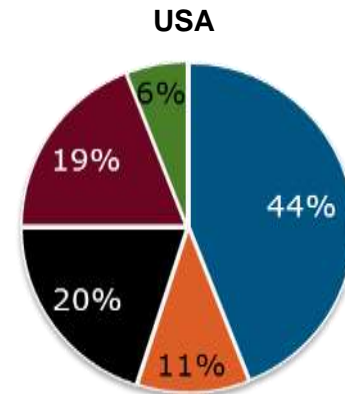
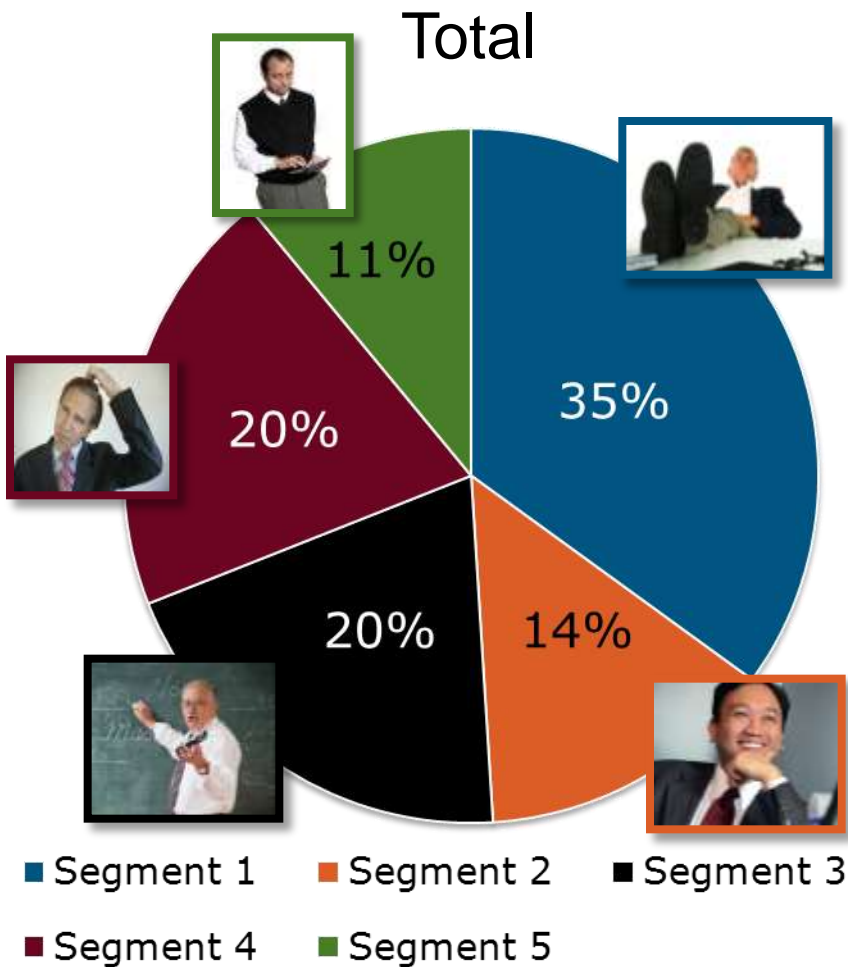
Segment 1

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

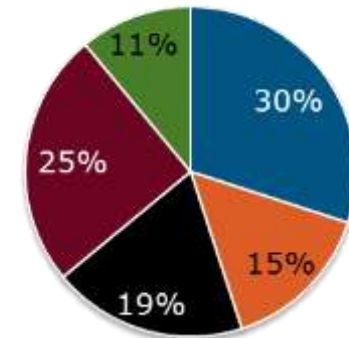
Segment 2

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

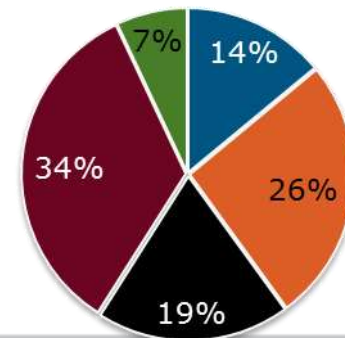
Higher Grade Without Graduate Students Segment Distribution



Europe, Africa, Middle East (EMEA)



Latin America



Asia/Pacific

