IEEE’s Membership Strategy

Barry L. Shoop
Past Vice-President, Member & Geographic Activities

On behalf of ...

Ralph Ford
Vice-President, Member & Geographic Activities

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IEEE Region 8 Meeting
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Overview

- Impact of Membership
- The MGA Strategy Playbook
Impact of IEEE Members

**Financial: $115-130M/yr (30-35% of Revenues)**
- $67M in direct Membership dues and Periodical Revenue
- $2.2M in direct sales of Member Digital Library
- About 40-50% of the attendees of the $153M Conference business*

**Other value from members**
- Primary source for volunteers
- ~50% of IEEE Authors
- Stewards and evangelists of the IEEE Brand around the world
- Source of leads for IEEE Xplore sales

* Range discounted by 20% for conference discounts
2013 IEEE Membership

- **Total members:** 431,191 (+2,106, +0.5%)
- Higher grade: 310,802 (-2,059), -0.7%
- Graduate students: 45,854 (+1,942, +4.4%)
- Undergraduate students: 74,535 (+2223, +3.1%)
- Society memberships with affiliates: 35,496 (+5,365, +1.5%)
Region 8 Membership

- Region 8 is currently the second largest IEEE region. At the end of February 2014 the Region had 55,921 total members:
  - Represents 18.2% of IEEE’s total membership.
  - 40,836 Higher Grade Members, 8,836 Graduate Student Members and 6,249 Student Members.
- Membership in the Region is up by 1.1% from February 2013, representing a gain of 633 members.
- Higher grade membership is up by 3.0% from February 2013, representing a gain of 1,185 members.
- Graduate Student Membership is down by 8.8% from February 2013, representing a loss of 855.
- Student membership is up by 5.1% from February 2013, representing a gain of 303 members.
A Playbook for Strategy

A simple framework that requires answering these five fundamental questions:

1. What is our winning aspiration?
2. Where will we play?
3. How will we win?
4. What capabilities must be in place?
5. What management systems are required?

The framework need not be overly complex

Strategy is about making difficult choices
Have pride in our current position

Our current member experience is “Good”

<table>
<thead>
<tr>
<th>Overall Satisfaction</th>
<th>Very Satisfying Products &amp; Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very satisfied</strong> , 24%</td>
<td>1. IEEE Spectrum</td>
</tr>
<tr>
<td><strong>Somewhat satisfied</strong> , 43%</td>
<td>2. Online Publications</td>
</tr>
<tr>
<td><strong>Neither satisfied nor dissatisfied</strong> , 17%</td>
<td>3. Printed Publications</td>
</tr>
<tr>
<td><strong>Somewhat dissatisfied</strong> , 11%</td>
<td>4. Conferences</td>
</tr>
<tr>
<td><strong>Very dissatisfied</strong> , 7%</td>
<td>5. IEEE E-mail Alias</td>
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</tbody>
</table>

Higher Grade without Graduate Students

Students Including Graduate Students

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…

<p>| | |</p>
<table>
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<tr>
<td>Very Satisfied</td>
<td>(60%+)</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>(30%+)</td>
</tr>
</tbody>
</table>

Important products where we need to improve satisfaction

- Professional Networking
- Discounts
- Online Career Tools
- Continuing Education
- Promoting the Profession

We lose 85,000 members per year

We lose 85% of new members in their first 5 years

More than 40% of members find IEEE difficult to navigate and use

Student retention is only 28%
1. What is our winning aspiration?

To be the best in class association for technical professionals in the world by...

1. Delivering an exceptional membership experience (50% or more of members rating as IEEE membership “top box” or "very satisfied")

2. Expanding IEEE's global membership presence.

3. Developing and supporting a positive professional development experience for volunteers who deliver the IEEE experience.
Where does IEEE Play?

Geography
- Anywhere on earth relevant to the IEEE fields of interest
- Additional Focus placed on
  - China
  - USA
  - India
  - Japan

Life Cycle ‘Markets’
- Pre-University
- Undergrads
- Graduate Students
- Young Professionals
- Academics
- Researchers
- Practitioners
- Tech Path
- Management Path
- Women in Engineering
- Retirees

Lines of Operation
- Membership
- Careers
- Networking
- Discounts
- Conferences
- Technology
- IEEE Societies
- Future Directions (New and Emerging Technologies)
- Continuing Education
- Periodicals
- Standards
2. Where does MGA Play?

**Geography**
- Anywhere on earth relevant to the IEEE fields of interest
- Additional Focus placed on
  - China
  - USA
  - India
  - Japan

**Life Cycle ‘Markets’**
- Pre-University
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**Lines of Operation**
- Membership
- Careers
- Networking
- Discounts
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- IEEE Societies
- Future Directions (New and Emerging Technologies)
- Continuing Education
- Periodicals
- Standards
3. How will we win?

- By delivering high quality IEEE branded products and service to meet gaps in member satisfaction
- By having volunteer and geo units participating with the winning aspiration and associated objectives
- Through locally authentic strategies and experiences
- By exploring and implementing innovative and experimental models for member engagement
What is our winning aspiration?

To be the best in class association for technical professionals in the world

How will we win?

- High Quality Products, Services, and Opportunities for Members
- Well Trained and Engaged Volunteer Leaders
- Locally Authentic Experiences for Members
- Nimble Experimentation

Where will we play?

Geography
- China
- India
- USA
- Japan

Life Cycle
- Undergrads
- Grad Students
- Young Professionals
- Practitioners
- Women in Engineering

Lines of Operation
- Membership
- Careers
- Networking
- Discounts
- Conferences
- Technology
- Future Directions

What capabilities must be in place?

What management systems are required?
2014 MGA Priority Projects

- Professional Productivity & Collaboration Tools
- Google Apps @IEEE
- Sections Congress 2014
- Careers – develop a comprehensive plan to improve career offerings in the IEEE
- Young Professionals - transition from GOLD
- 2014 IEEE WIE - International Leadership Conference (ILC)
- GeoUnit Vitality – Dashboard
- VOLT – Volunteer Leadership Training
- Implementing Regional Geographic Strategies
  - MAWs, Region 1-6 Focus, global growth (China, India, Japan)
Discussion: How Does R8 Play?

Some ideas

- Host a Metro Area Workshop
- Focus on high energy Young Professionals events ... that attract new members ... that combine IEEE Career Tools
- Participate in the career strategy
- ???