

IEEE's Membership Strategy

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On behalf of ...

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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

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%)

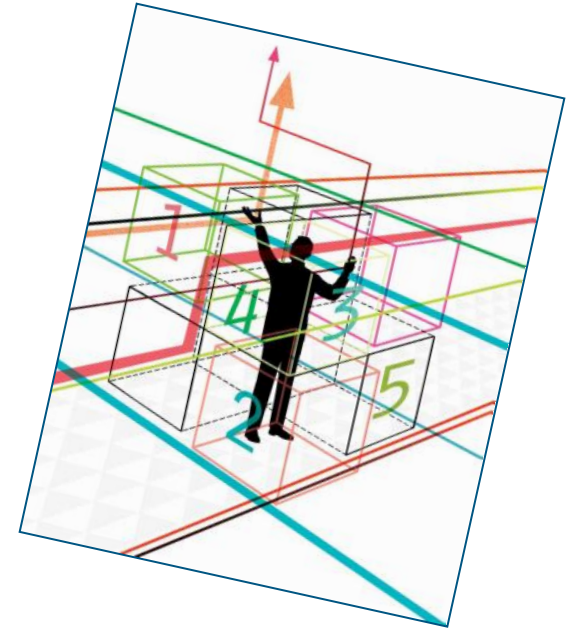
Region 8 Membership

- 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?*



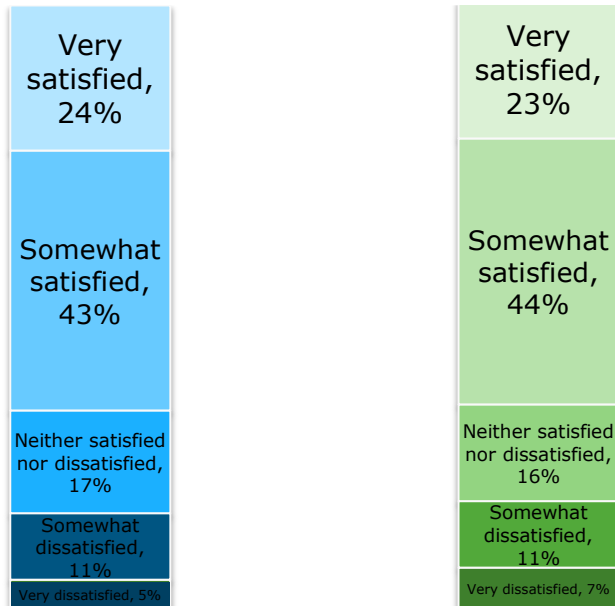
The framework need not be overly complex

Strategy is about making difficult choices

Have pride in our current position

Our current member experience is "Good"

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

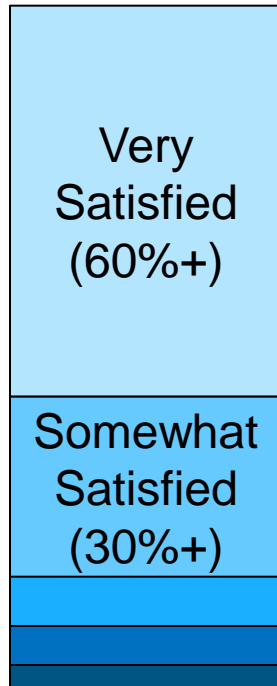
90,000+ New Members a Year

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

Higher Grade Retention is 82%+

But our opportunity is massive

Satisfaction could be...



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

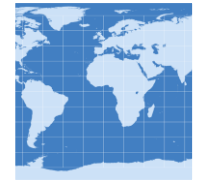
Student retention is only 28%

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'

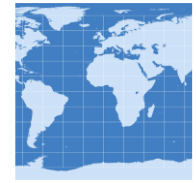
- Pre-University
- Undergrads
- Graduate Students
- Young Professionals
- Academics
- Researchers
- Practitioners
 - Tech Path
 - Management Path
- Women in Engineering
- Retirees



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
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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

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

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**

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
 - ???