

Member & Geographic Activities: 2015 Goals & Directions

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MGA Mission & Vision

Vision: Ensure Quality Member Opportunities Through Continuous Engagement

Mission: Inspire, Enable, Empower and Engage Members of IEEE

For the purpose of...

- Fulfilling the mission of IEEE
- Enhancing the member's growth and development through their life cycle
- Providing a professional home

MGA Winning Aspiration

Ensure Quality Member Opportunities Through Continuous Engagement

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.

Challenges

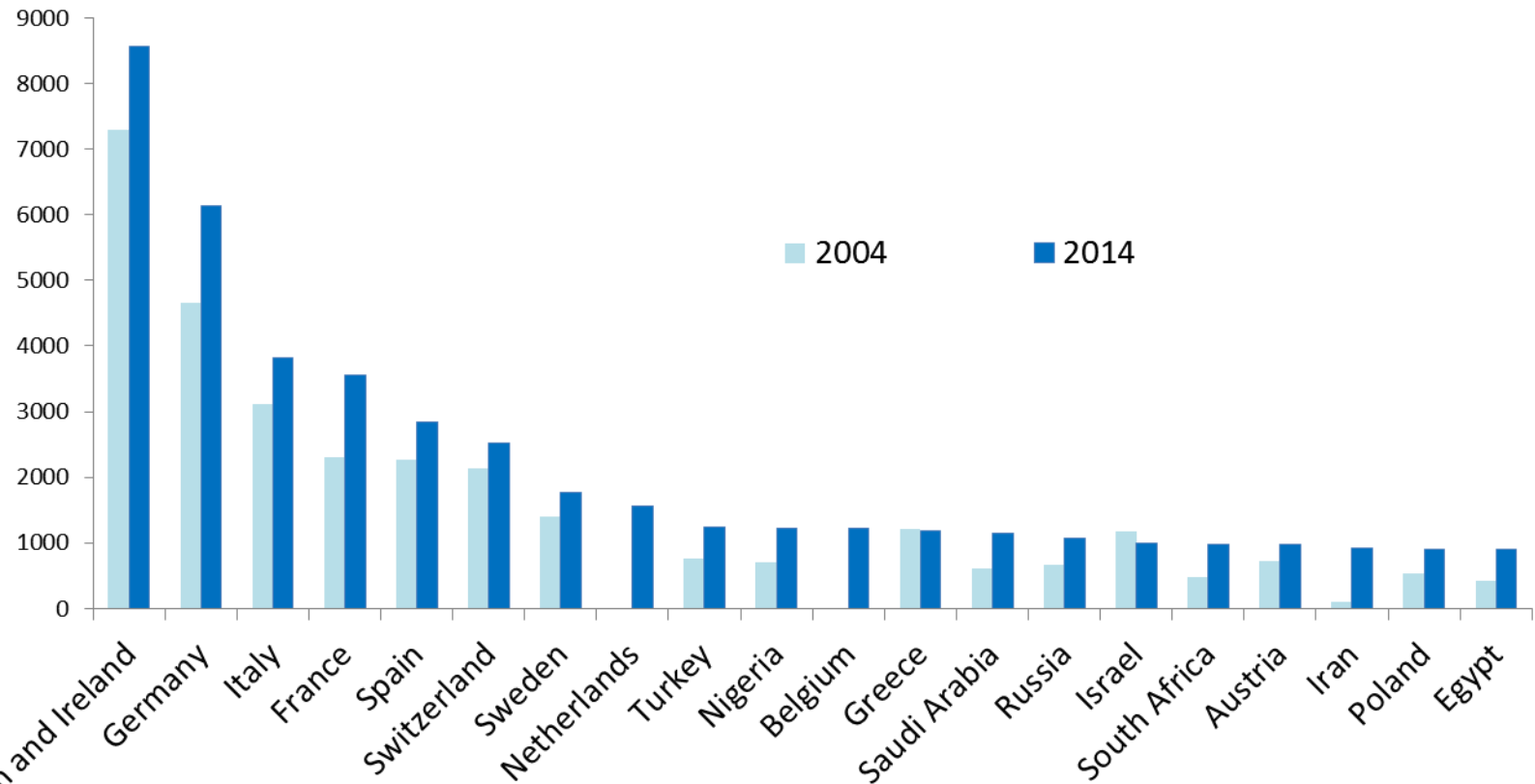
- IEEE breadth of activities is wide, but may lack cohesiveness
- OUs have their own strategies but may lack common alignment
- Value to Young Professionals & “Practitioners” is elusive
- Overall membership growth is positive but not for all segments
- Membership retention for certain segments is problematic
- Strong volunteerism but variable quality

- MGA needs to respond to these challenges
 - Increase cooperation and collaboration
 - Better understanding of the needs of Young Professionals and “Practitioners” and to reach out to them
 - Strengthen volunteer capabilities and enhance experience
→ Better local visibility & relevance

Region 8

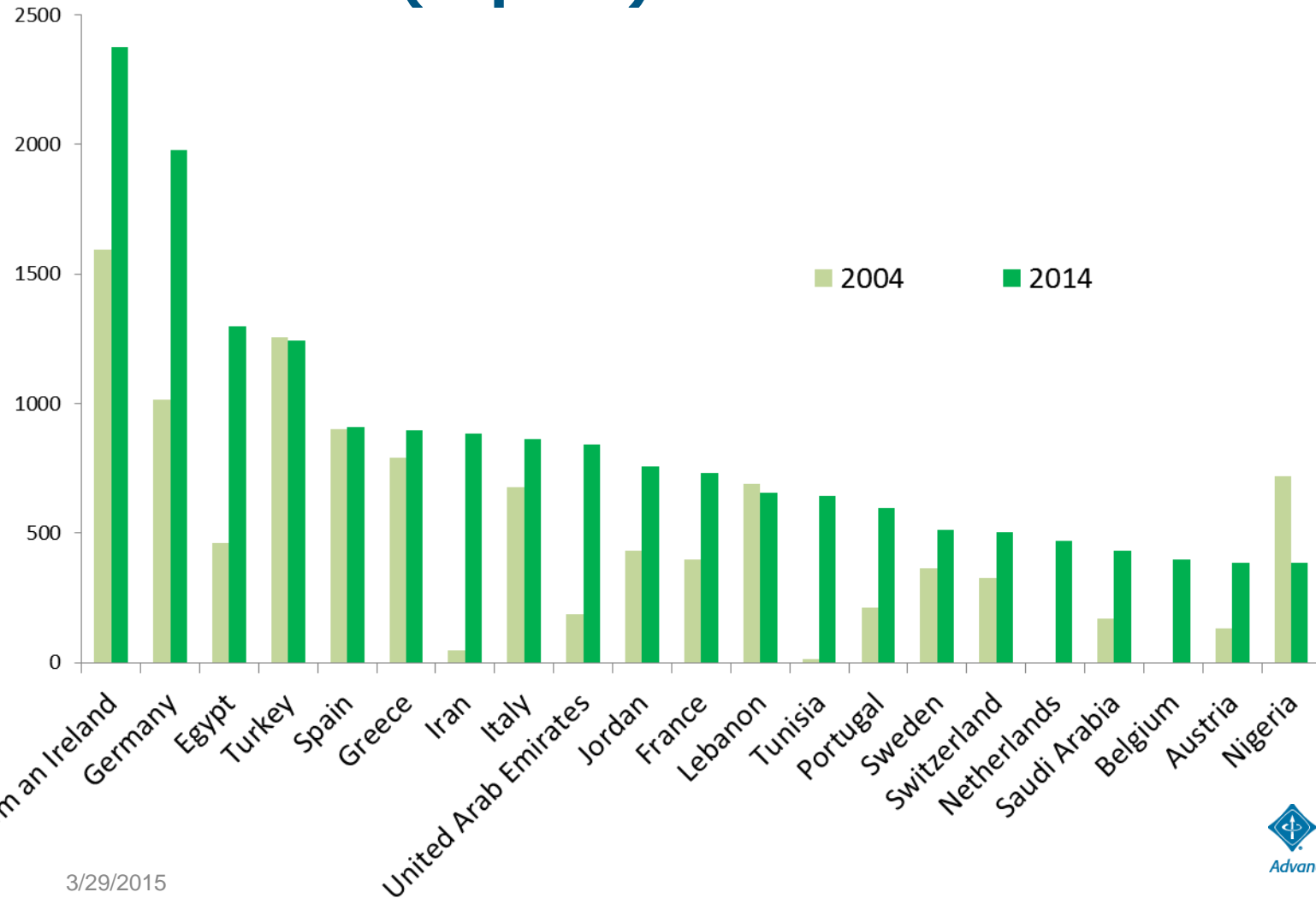
- Higher Grade Members by Country

2014 vs 2004 (top 20)



Region 8

- Total Student Members (incl. GSM) by Country 2014 vs 2004 (top 20)



3/29/2015

Higher Grade* Members



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%

For comparison, in 2001:

Private Industry: 60%

Educational Institution: 14%

Self-employed/consulting: 7%

Highest Level of Education

Higher Grade Members not Including GSM



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%

MGA Focus Countries

Education	Total	India	Japan	US	China
Some college	1%	0	1%	2%	1%
Vocational / Tech Degree	2%	1%	1%	2%	1%
Bachelor's / equivalent	23%	10%	8%	30%	4%
Graduate/professional	35%	47%	17%	40%	10%
Doctoral degree	37%	36%	73%	25%	85%
Other	2%	6%	0	1%	0

Region 8 - Top 25 Societies by Grade

Society Memberships : December 2014		R8 HGM (no GSM)	R8 StM/GSM	R8 Total	IEEE Total
Grand Total		63,492	12,518	76,010	332,639
IEEE Communications Society		9,262	2,505	11,767	48,120
IEEE Computer Society		8,502	1,691	10,193	50,320
IEEE Signal Processing Society		4,273	840	5,113	17,374
IEEE Power & Energy Society		3,797	1,151	4,948	33,070
IEEE Robotics and Automation Society		2,203	806	3,009	12,581
IEEE Microwave Theory and Techniques Society		2,578	296	2,874	11,536
IEEE Control Systems Society		2,232	409	2,641	9,724
IEEE Circuits and Systems Society		2,168	280	2,448	10,161
IEEE Antennas and Propagation Society		2,101	266	2,367	8,695
IEEE Engineering in Medicine and Biology Society		1,722	610	2,332	10,017
IEEE Industrial Electronics Society		1,997	284	2,281	6,381
IEEE Industry Applications Society		1,645	636	2,281	12,238
IEEE Solid-State Circuits Society		1,851	257	2,108	9,967
IEEE Power Electronics Society		1,754	272	2,026	7,825
IEEE Computational Intelligence Society		1,626	340	1,966	6,898
IEEE Electron Devices Society		1,635	182	1,817	10,370
IEEE Photonics Society		1,129	130	1,259	5,843
IEEE Instrumentation and Measurement Society		1,173	85	1,258	4,208
IEEE Systems, Man, and Cybernetics Society		986	148	1,134	4,827
IEEE Vehicular Technology Society		944	120	1,064	4,432
IEEE Electromagnetic Compatibility Society		970	58	1,028	4,000
IEEE Information Theory Society		845	148	993	3,441
IEEE Magnetism Society		823	158	981	3,183
IEEE Education Society		903	72	975	3,567
IEEE Geoscience and Remote Sensing Society		821	112	933	3,423

Top Ten

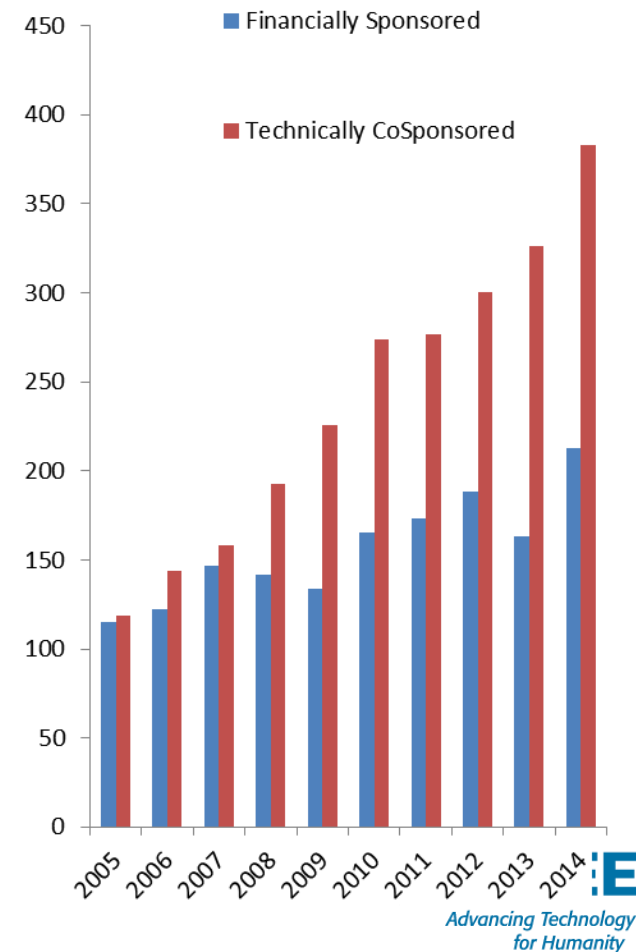
Growing local presence in Region 8

Unit Type	2004	2009	2014	IEEE 2014
Section	46	56	56	334
Subsection	3	5	10	55
Chapter	367	476	523	2,116
Affinity Group	14	45	76	440
Councils	0	0	0	18
Student Branches	213	316	477	2,669
Branch Chapter	36	49	159	922
Branch Affinity Grp	11	40	62	369
Totals	690	987	1363	6,923

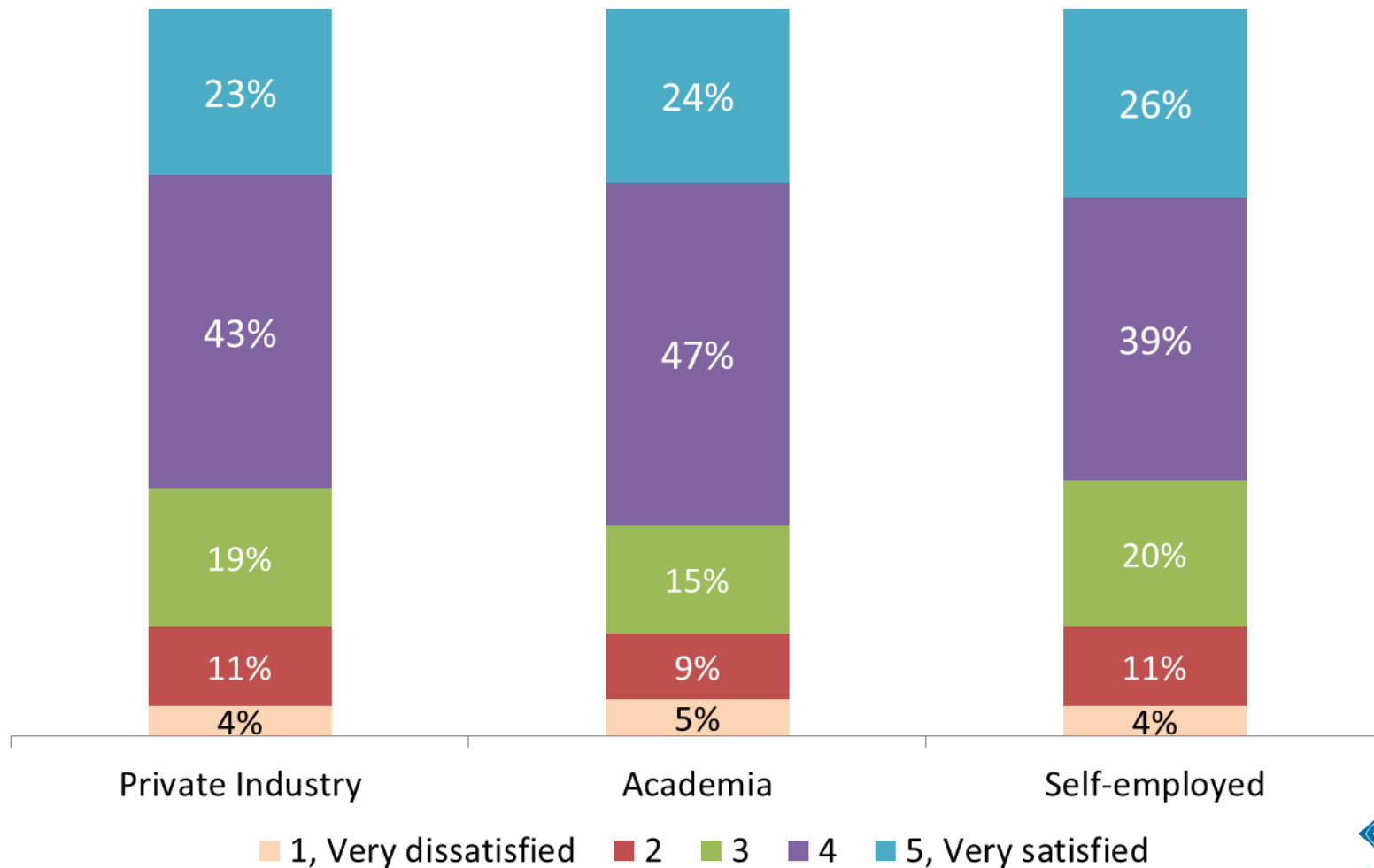
Reported Region 8 Local Meetings

2005	1,926
2009	2,637
2014	2,618

IEEE Conferences



Overall Satisfaction with IEEE Membership



Opportunities (High Level)

- Exceptional member experience
 - Fine-tune recognition and incentive mechanisms for member recruitment and retention
 - Refine IEEE value proposition to diverse membership segments
 - Emphasis on Young Professionals & Practitioners
- Modernize and improve volunteer experience
 - Enhance volunteer skills
 - Better volunteer training platforms and relevant content
 - Beyond dashboards to performance management
 - Leverage on Collabratec
- Improve Inter-OU Cooperation
 - Improve inter-OU communication
 - Identify areas of common interest for joint work
- Cohesive and coordinated global strategy
 - Membership development tuned to local characteristics
 - Sustained engagement in US, Japan, India and China
 - Ensure a consistent basic level of member experience
 - Relevance to Industry

MGA Priority Projects in 2015

- ▶ Collabratec
- ▶ Career Experience
- ▶ Implementation of Women in Engineering Business Plan
 - 2015 Leadership Conference
- ▶ Volunteer Training
- ▶ YP Focus on the Member
- ▶ MGA Presence in Global Offices
- ▶ Implement Japan and India Growth Plans
- ▶ Metro Area Workshops (MAW)
- ▶ Facilitating volunteer Initiatives
- ▶ Free access to IEEE Digital Library (SC14 Recommendation)
- ▶ Incentive & Recognition Program for Companies (SC14 Recommendation)
- ▶ Loyalty Rewards (SC14 Recommendation)
- ▶ Promotion tool for local events (SC14 Recommendation)
- ▶ Enhance vTools (SC14 Recommendation)

Additional Items under Consideration

- ▶ Fine-tune Collabratec to meet needs of “practitioners”
- ▶ Working group to identify models for IEEE global offices to provide baseline support to volunteers and geo-units
- ▶ Joint Adhoc Committee (MGA, TA, EA, ...) to focus on young professionals & practitioners with pilots in 2015
- ▶ Young Professional tracks at regional conferences
- ▶ Develop Cookbooks and capture staff knowledge helpful to volunteers
- ▶ Making VLT recordings more accessible to volunteer community

End of Presentation