

Member Geographic Activities Updates

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MGA Goals

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.

Membership Stats* (February 2016)

- **IEEE Total Membership: 296,475**
 - Decreased -1.9%: -5,708 members
 - Higher Grade Membership (without GSM)
 - Decreased -1.6%: -3,744 members
 - Undergraduate
 - Decreased -1.2%: -441 members
 - Graduate Students
 - Decreased -5.3%: -1,523 members

* All figures are end of January 2016 and reflect the same time period YoY for 2015 unless otherwise noted

Membership Stats* (February 2016)

■ **Total Society Membership: 252,690**

- Decreased -1.7% : -4,408 members
- 12 societies increased by more than 1%
- 19 societies decreased by more than 1%
- 8 societies saw increases or decreases of +/- 1%

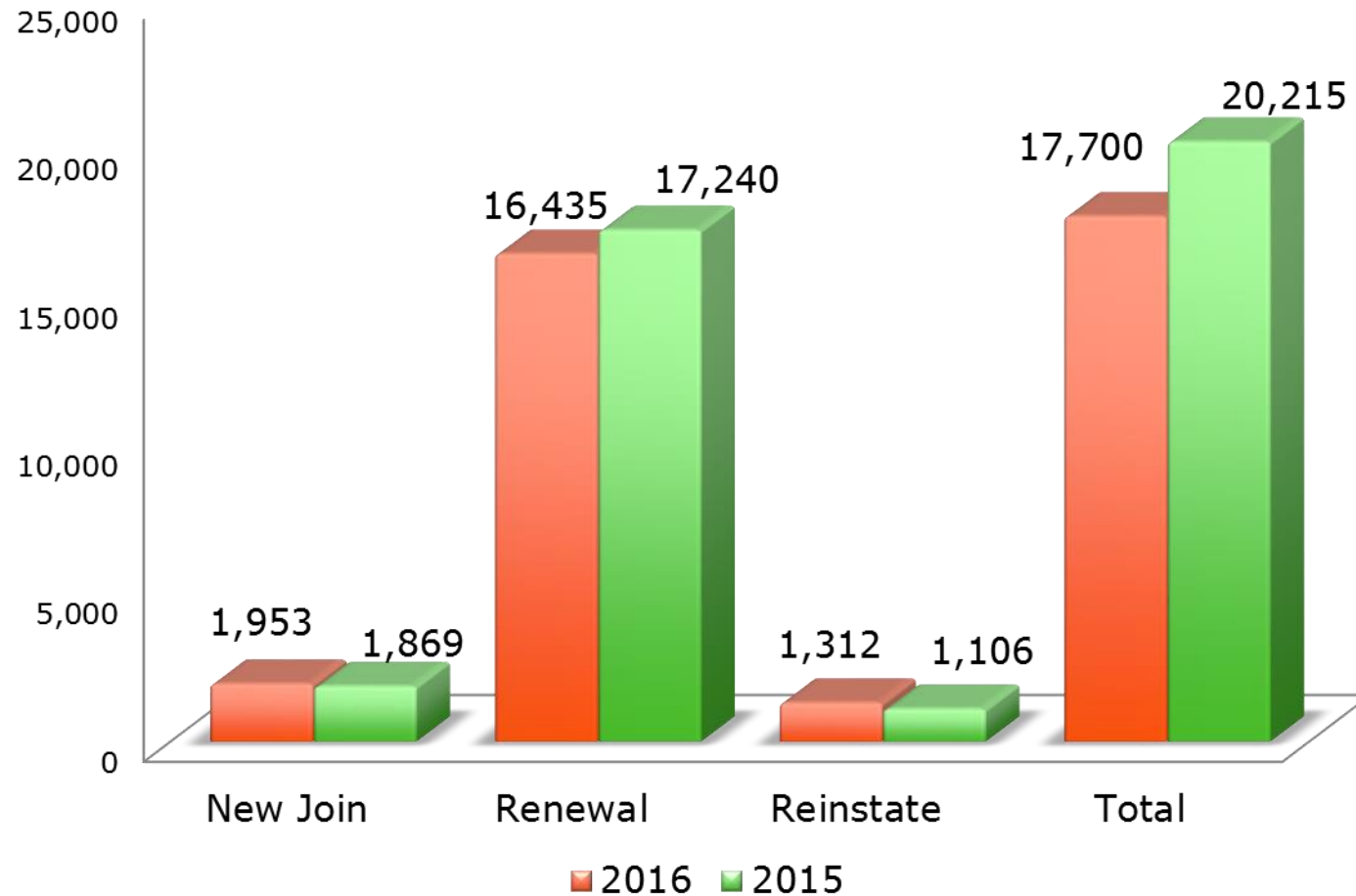
■ **IEEE-Standards Association Membership: 5,626**

- Decreased 36 members

*All figures are end of January 2016 and reflect the same time period YoY for 2015 unless otherwise noted

eMembership – 2016 Membership Year

8/16 - 2/21



Membership (Feb 2016)

■ Membership

	Higher Grade			Graduate Students			Undergraduate Students			Total		
	2016	2015		2016	2015		2016	2015		2016	2015	
R8	39,602	40,265	-1.6%	7,644	8,006	-4.5%	6,463	6,337	2.0%	53,709	54,608	-1.6%
Total	308,560	311,051	-0.8%	45,029	47,746	-5.7%	74,346	74,776	-0.6%	427,935	433,573	-1.3%

■ Overall Renewal/Retention

	2016	2015
R8	62.0%	61.3%
Total	63.5%	63.0%

■ 1st year Renewal/Retention

	2016	2015
R8	24.0%	26.0%
Total	20.6%	21.6%

Membership (Feb 2016)

■ Women In Engineering

	2016	2015	
R8	1,815	1,657	9.5%
Total	10,631	9,383	13.3%

■ Young Professionals

	2016	2015	
R8	15,941	17,918	-11.0%
Total	61,528	68,578	-10.3%

Proposed 2016 MGA Priority Projects

Project	Project Description
IEEE Collabratec™ Engagement and Expansion (Continuing)	<ul style="list-style-type: none"> Expand use of IEEE Collabratec across IEEE, and among target constituencies, to increase platform engagement and associated income opportunities.
Career Resources Experience (Continuing)	<ul style="list-style-type: none"> Career resources and tools business plan implementation
Address needs of individuals in industry (New)	<ul style="list-style-type: none"> Research will have been completed in 2015 and will have 1 to 2 projects to recommend to build something for members in industry
IEEE WIE Leadership Summits (New)	<ul style="list-style-type: none"> Provide leadership development opportunities for career elevation.
Volunteer Training (Continuing)	<ul style="list-style-type: none"> Complete training for all remaining volunteer user sets and confirm a positive user experience has been achieved. Develop a marketing plan in support of a relaunch of the new CLE.
IEEE Young Professionals Network – Signature Events Model (New)	<ul style="list-style-type: none"> Strengthen YPs global network and membership presence Develop Signature Events Model to energize and grow YPs
MGA Presence in Global Offices (Continuing)	<ul style="list-style-type: none"> Implementing a business plan for increased global activities specific to MGA activities.
India Membership Plan (Continuing)	<ul style="list-style-type: none"> Develop a sustainable model for membership growth in India. Focus on YPs, professionals in industry, entrepreneurs, and internships.
Japan Membership Plan (Continuing)	<ul style="list-style-type: none"> Develop a sustainable model for membership growth in Japan. Focus on YPs, professionals in industry and WIE.
Lower membership dues for very low income countries (Continuing)	<ul style="list-style-type: none"> Implementation and communication for 2017 membership year.

Proposed 2016 MGA Priority Projects – SC14 Recommendations

Project	Project Description
Free Access to IEEE Digital Library	<ul style="list-style-type: none"> Sections Congress recommendation wording: Include free access to IEEE Digital Library as a member benefit. Promote other IEEE services and products based on their usage and preferences (adopt Google Business Model) Either discontinue or needs high level advocacy
Incentive and Recognition Program for Companies	<ul style="list-style-type: none"> Final planning stages and implementation of committee suggestions for an incentive and recognition program for companies that invest in full or partial support of their employees' IEEE membership dues. Corporate-supported member dues scheme under development
Loyalty Rewards	<ul style="list-style-type: none"> Note: The member loyalty recognition program was developed and allows for Sections or other local entities to order pins and certificates for various membership years of service milestones that they can present to their members Recommend removal from project list
Promotion tool for local events	<ul style="list-style-type: none"> Provide a tool to build, promote, record, host and broadcast technical events at the local level and make them available to IEEE members. Webex, Google Hangout, Camtasia. Developing common repository platform.
Enhance vTools	<ul style="list-style-type: none"> Enhance vTools for better usability by volunteers and provide a training program to the Sections New tools added, e.g. eNotice Express. Ongoing enhancements.

Other MGA Initiatives & Activities

- Joint Ad Hoc Committee with TA & EA on Member Development focusing on Young Professions and industry professionals
- Joint Ad Hoc Committee with TA and PSPB on Structural Definition on Author-Volunteer Ethics
- Joint Ad Hoc Committee with TA on Disruptive Members (implement “Yellow Card” scheme)
- MGA Ad Hoc Committee on Global Opportunities on role of global offices
- MGA Ad Hoc Committee on Professionals in Industry (subsumed under MGA-SDEA)
- Establish VP-Elect position in 2016
- On 27 January eNotice Express was launched!
 - *IEEE eNotice is an email distribution service, provided by MGA, that has been developed to send newsletters, meeting notices, social events and IEEE conference materials to members on behalf of volunteers .*

2016 Member Segmentation Survey

- Segmentation data just received in early February 2016.
- Analysis process has just begun
- Excellent data set that is used extensively
- Full discussion will follow in June and beyond



2016 vs 2012 Segmentation Survey

- Quantitative online survey, conducted October 5-November 4, 2015
- International member database sample, Total Respondents (n=11,677)
- Completed Interviews: Higher Grade Members Without Graduate Students (n=10,182) and Student Members Including Graduate Students (n=1,494)

Geographies Represented



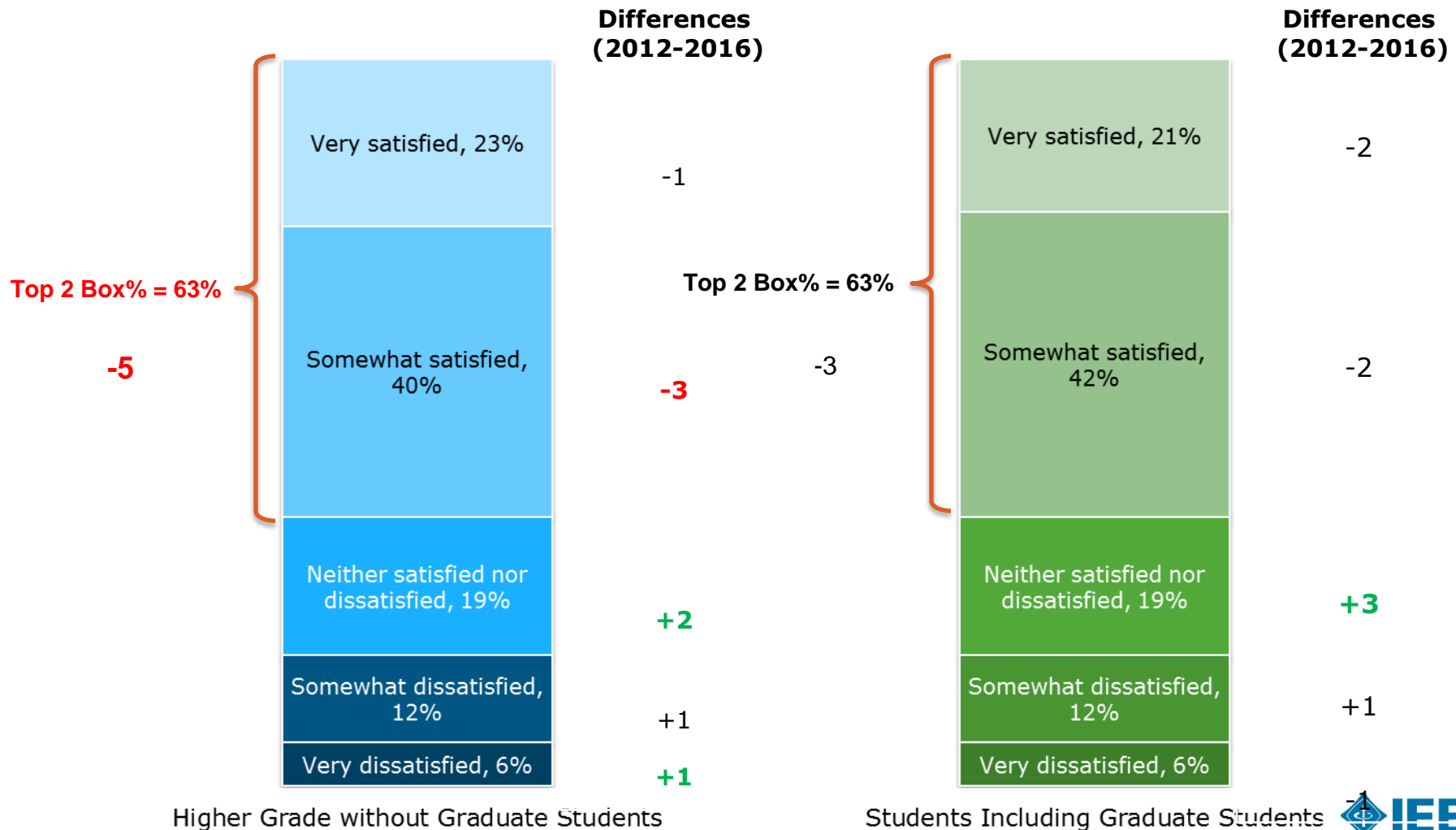
Higher Grade Members

	2012	2016
Higher Grade Total	6,259	10,182
India	653	738
Japan	909	735
US	974	3,499
EMEA	1,000	2,676
Latin America	924	717
China	451	386
Remaining Geographies	1,348	1,431

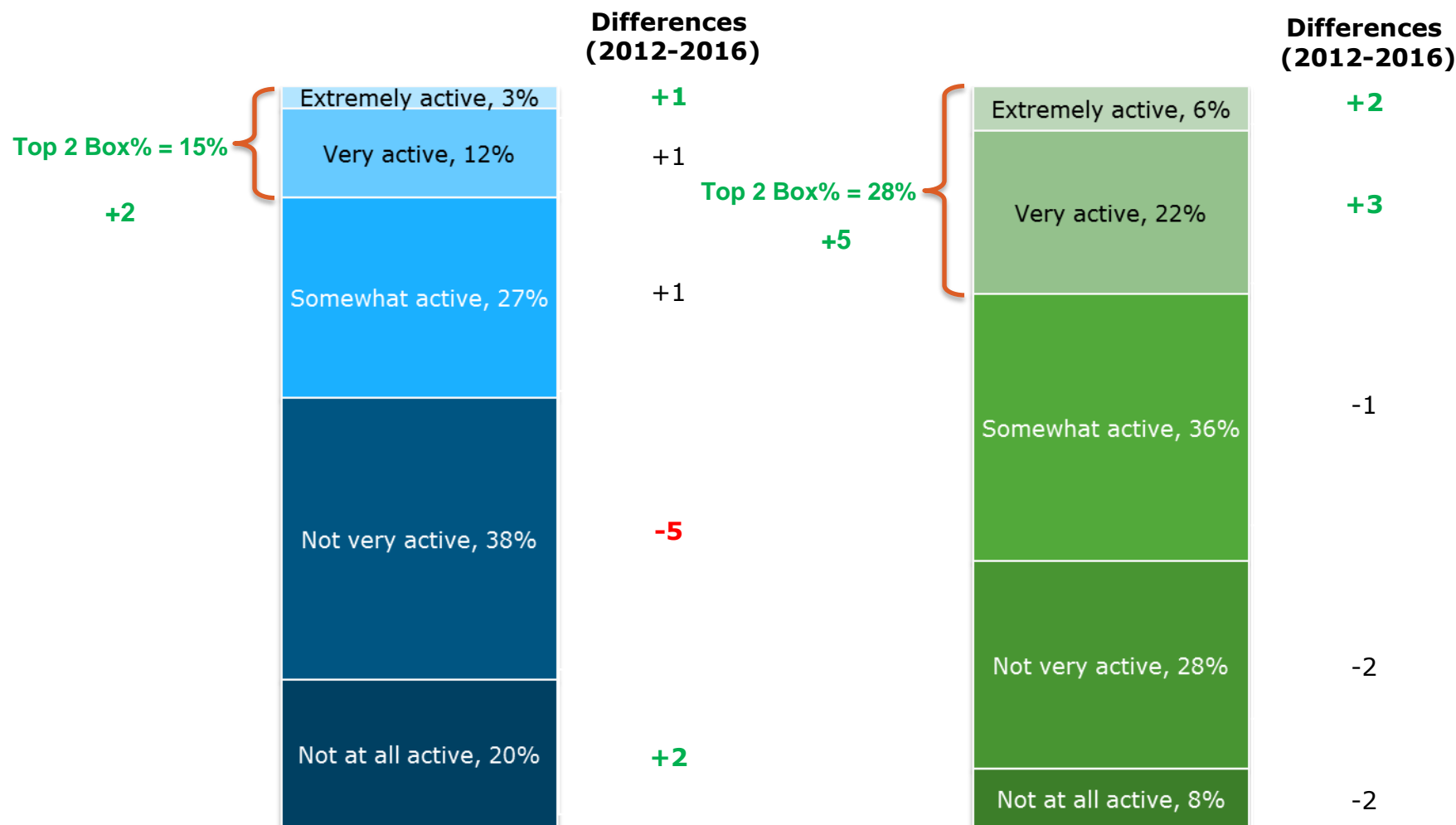
Student Members

	2012	2016
Student Total	1,636	1,494
India	170	406
Japan	80	60
US	370	221
EMEA	426	371
Latin America	228	141
China	108	59
Remaining Geographies	254	236

Higher Grade* member satisfaction declined significantly (-5) vs. 2012. Student** satisfaction flat vs. previous study.



Both Higher Grade* and Student** activity level increased significantly from 2012. Students continue to be more active.



Higher Grade without Graduate Students

Students Including Graduate Students

Suggestions for R8

- ▶ Incentivize geo-units to bring greater value to young professionals and professionals in industry, e.g. more activities and content relevant to these 2 communities
- ▶ Work with geo-units to enhance retention, especially of student members
- ▶ Encourage and incentivize inter-geo-unit collaborations
- ▶ Encourage and incentivize building stronger linkage and engagement between section/chapter and student branches

End of Presentation