

# IEEE MGA: Strategy & Direction

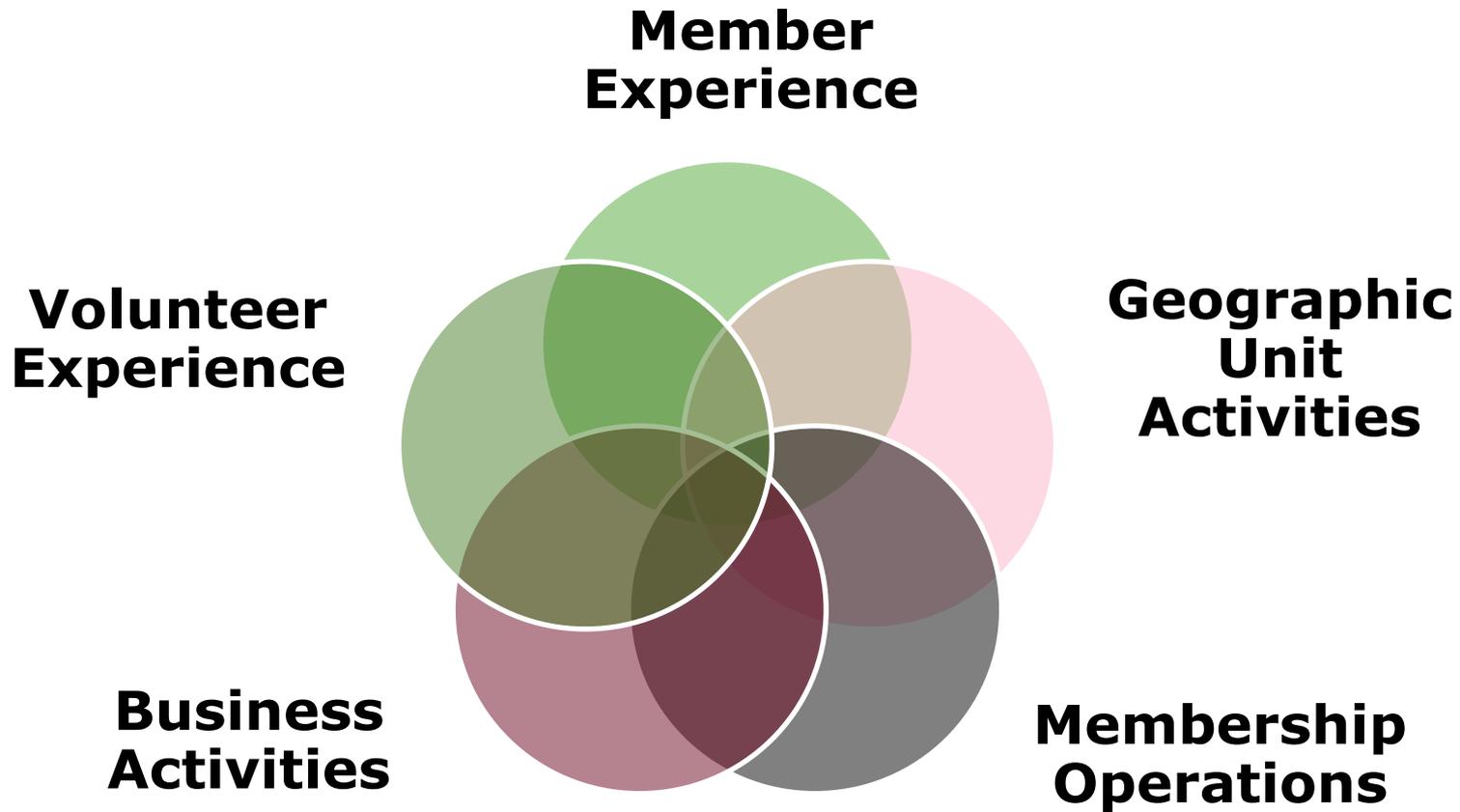
**Lawrence W.C. Wong**  
**2016 Vice President, IEEE MGA**

# Background

- MGA Playbook Strategy in February 2014
- Includes:
  - Challenges
  - Framework
  - Takes into account 2012 Segmentation Survey
- Framework to address:
  1. *What is our winning aspiration (Goals)?*
  2. *Where will we play?*
  3. *How will we win?*
  4. *What capabilities must be in place?*
  5. *What management systems are required?*

Still relevant today and for the near future

# Member and Geographic Activities



# MGA Goals for Membership

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.

Focus: Increase relevance to members in industry and young professionals based on current research

(2016 Member Segmentation Study & Industry research)

# Implementing the Strategy



- **Focus on increasing satisfaction for the products and services in areas most important to members**

Top 5 Areas with Largest Importance vs. Satisfaction Gaps:

- Online Professional Networking
- Career Resources
- Discounts
- Continuing Education
- Access to Information & Publications

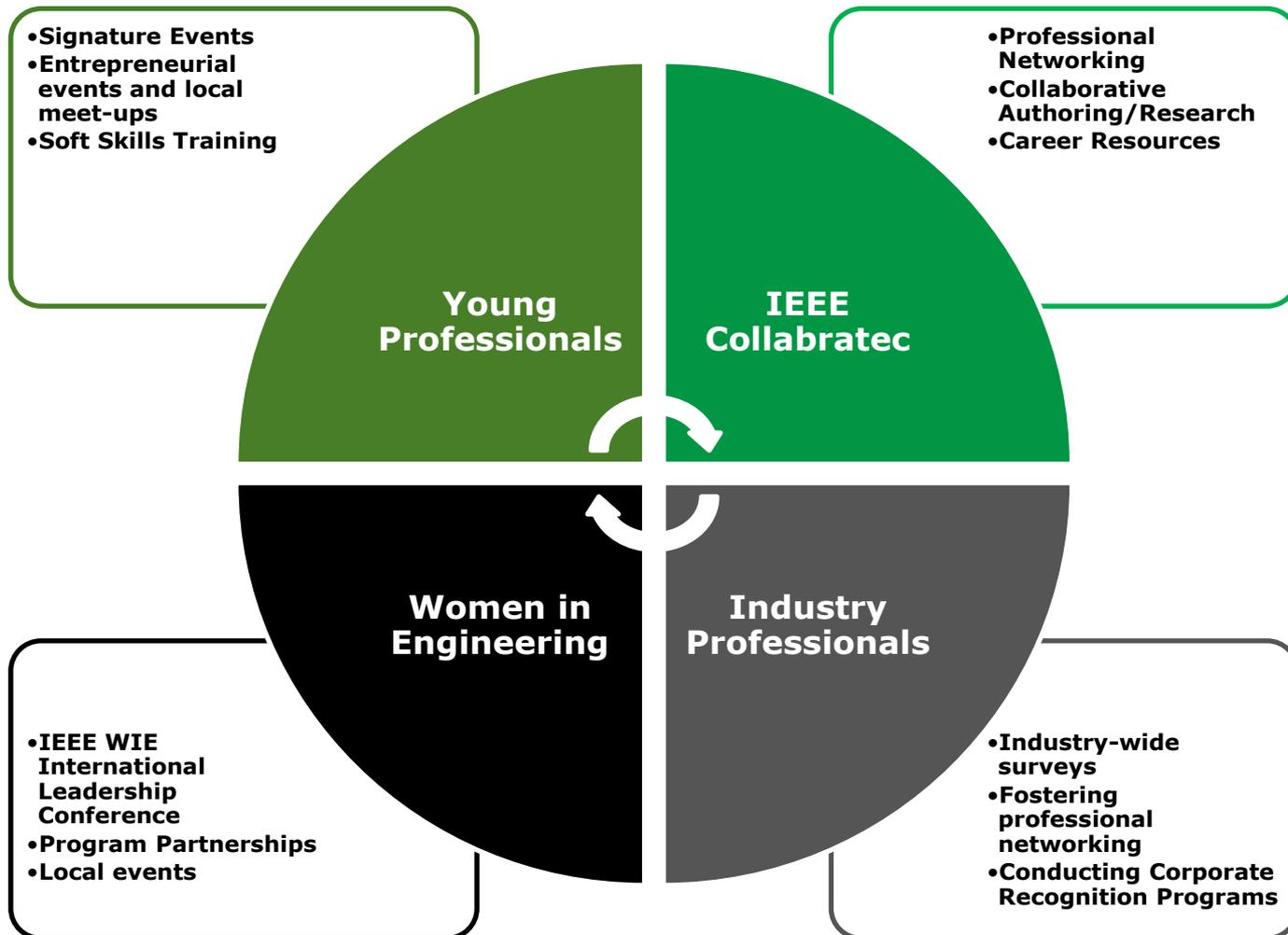
- **Leverage locally authentic strategies and experiences**
- **Explore innovative and experimental models for member engagement**

→ **Support of all IEEE is requested**

# Key MGA Functions

- ▶ Member Experience and Operations
  - Member and membership development, member research, member product portfolio mgmt, myIEEE, IEEE.tv,
  - Manages the annual membership cycle and processing of renewal invoices, membership cards, grade elevations membership programs for both [join](#) and [renew](#)
  - IEEE Support (Contact) Center
- ▶ Students, Young Professionals, Women in Engineering, Life Members
- ▶ Admission & Advancement (A&A) and Fellows process support
- ▶ GeoUnit Operations & Activities
- ▶ GeoUnit Formations – Sections, Chapters, Student Branches
- ▶ Volunteer Training
- ▶ Volunteer Tools – vTools, eNotice, EWH, SAMIEEE
- ▶ Business owner for IEEE Collabratec™

# MGA Key Initiatives



# MGA 2016 Priority Projects

- IEEE Collabratec™ Engagement & Expansion
- Career Resources Experience
- Address Needs of Individuals in Industry
- IEEE WIE Leadership Summits
- Volunteer Training
- Young Professionals Signature Events
- MGA Presence in Global Offices
- Implement Japan and India Growth Plans
- Lower membership dues for extremely low income countries
- 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)

# Ongoing Activities Relevant to R8

- Ad Hoc Committee on Europe Public Policy Initiative
  - Ad Hoc Committee on Global Strategy
  - Ad Hoc Committee on Industry Outreach
  - Ad Hoc Committee on Industry Engagement
  - Ad Hoc Committee on IEEE in 2030
- 
- Vienna office
  - TCS fee
  - Yellow Card
  - Africa initiative



# IEEE Membership By Region



\*as of 31 August 2016

# IEEE Membership @ August 2016

Geographic IEEE Membership Summary - August 2016

REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2016	2015	Change		2016	2015	Change		2016	2015	Change		2016	2015	Change	
			#	%			#	%			#	%			#	%
1	26,823	27,799	(976)	-3.5%	1,402	1,501	(99)	-6.6%	1,569	1,537	32	2.1%	29,794	30,837	(1,043)	-3.4%
2	23,429	24,365	(936)	-3.8%	1,286	1,328	(42)	-3.2%	1,228	1,186	42	3.5%	25,943	26,879	(936)	-3.5%
3	23,006	23,313	(307)	-1.3%	1,687	1,699	(12)	-0.7%	1,958	2,212	(254)	-11.5%	26,651	27,224	(573)	-2.1%
4	16,844	17,335	(491)	-2.8%	1,441	1,441	0	0.0%	1,240	1,371	(131)	-9.6%	19,525	20,147	(622)	-3.1%
5	22,227	23,032	(805)	-3.5%	1,361	1,380	(19)	-1.4%	1,577	1,949	(372)	-19.1%	25,165	26,361	(1,196)	-4.5%
6	44,649	45,785	(1,136)	-2.5%	2,043	2,341	(298)	-12.7%	2,543	2,955	(412)	-13.9%	49,235	51,081	(1,846)	-3.6%
R 1-6	156,978	161,629	(4,651)	-2.9%	9,220	9,690	(470)	-4.9%	10,115	11,210	(1,095)	-9.8%	176,313	182,529	(6,216)	-3.4%
7	12,685	13,260	(575)	-4.3%	1,391	1,525	(134)	-8.8%	1,033	1,204	(171)	-14.2%	15,109	15,989	(880)	-5.5%
8	53,514	54,227	(713)	-1.3%	8,424	8,779	(355)	-4.0%	7,717	7,347	370	5.0%	69,655	70,353	(698)	-1.0%
9	9,300	10,056	(756)	-7.5%	1,016	1,005	11	1.1%	5,270	5,355	(85)	-1.6%	15,586	16,416	(830)	-5.1%
10	67,507	60,664	6,843	11.3%	12,745	11,519	1,226	10.6%	29,623	25,702	3,921	15.3%	109,875	97,885	11,990	12.2%
R 7-10	143,006	138,207	4,799	3.5%	23,576	22,828	748	3.3%	43,643	39,608	4,035	10.2%	210,225	200,643	9,582	4.8%
TOTAL	299,984	299,836	148	0.0%	32,796	32,518	278	0.9%	53,758	50,818	2,940	5.8%	386,538	383,172	3,366	0.9%

# IEEE Society Membership @ Aug 2016

IEEE Society Membership Totals as of August 2016

SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change		
	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%	
<b>IEEE Societies</b>																					
<b>DIVISION I</b>																					
Circuits & Systems	9,359	8,993	366	4.1%	385	384	1	0.3%	45	38	7	18.4%	9,789	9,415	374	4.0%	9,744	9,377	367	3.9%	
Electron Devices	9,532	9,385	147	1.6%	312	318	-6	-1.9%	45	45	0	0.0%	9,889	9,748	141	1.4%	9,844	9,703	141	1.5%	
Solid-State Circuits	9,306	9,138	168	1.8%	253	149	104	69.8%	93	101	-8	-7.9%	9,652	9,388	264	2.8%	9,559	9,287	272	2.9%	
<b>Div I Subtotal</b>	<b>28,197</b>	<b>27,516</b>	<b>681</b>	<b>2.5%</b>	<b>950</b>	<b>851</b>	<b>99</b>	<b>11.6%</b>	<b>183</b>	<b>184</b>	<b>-1</b>	<b>-0.5%</b>	<b>29,330</b>	<b>28,551</b>	<b>779</b>	<b>2.7%</b>	<b>29,147</b>	<b>28,367</b>	<b>780</b>	<b>2.7%</b>	
<b>DIVISION II</b>																					
Components, Packaging & Mfg Tech	2,303	2,365	-62	-2.6%	25	44	-19	-43.2%	27	24	3	12.5%	2,355	2,433	-78	-3.2%	2,328	2,409	-81	-3.4%	
Dielectrics & Electrical Insulation	2,028	2,049	-21	-1.0%	22	12	10	83.3%	29	26	3	11.5%	2,079	2,087	-8	-0.4%	2,050	2,061	-11	-0.5%	
Industry Applications	10,692	10,916	-224	-2.1%	2,076	1,372	704	51.3%	44	42	2	4.8%	12,812	12,330	482	3.9%	12,768	12,288	480	3.9%	
Instrumentation & Measurements	3,615	3,823	-208	-5.4%	80	67	13	19.4%	16	12	4	33.3%	3,711	3,902	-191	-4.9%	3,695	3,890	-195	-5.0%	
Power Electronics	7,524	7,272	252	3.5%	546	257	289	112.5%	21	27	-6	-22.2%	8,091	7,556	535	7.1%	8,070	7,529	541	7.2%	
Ultrasonics, Ferroelectrics, Freq Ctr	2,173	2,100	73	3.5%	63	41	22	53.7%	43	38	5	13.2%	2,279	2,179	100	4.6%	2,236	2,141	95	4.4%	
<b>Div II Subtotal</b>	<b>28,335</b>	<b>28,525</b>	<b>-190</b>	<b>-0.7%</b>	<b>2,812</b>	<b>1,793</b>	<b>1,019</b>	<b>56.8%</b>	<b>180</b>	<b>169</b>	<b>11</b>	<b>6.5%</b>	<b>31,327</b>	<b>30,487</b>	<b>840</b>	<b>2.8%</b>	<b>31,147</b>	<b>30,318</b>	<b>829</b>	<b>2.7%</b>	
<b>DIVISION III</b>																					
Communications	27,397	28,871	-1,474	-5.1%	733	742	-9	-1.2%	390	1,056	-666	-63.1%	28,520	30,669	-2,149	-7.0%	28,130	29,613	-1,483	-5.0%	
<b>DIVISION IV</b>																					
Antennas & Propagation	8,124	8,205	-81	-1.0%	184	217	-33	-15.2%	55	43	12	27.9%	8,363	8,465	-102	-1.2%	8,308	8,422	-114	-1.4%	
Broadcast Technology	1,573	1,579	-6	-0.4%	45	38	7	18.4%	20	20	0	0.0%	1,638	1,637	1	0.1%	1,618	1,617	1	0.1%	
Consumer Electronics	2,744	2,991	-247	-8.3%	126	112	14	12.5%	17	21	-4	-19.0%	2,887	3,124	-237	-7.6%	2,870	3,103	-233	-7.5%	
Electromagnetic Compatibility	3,653	3,754	-101	-2.7%	32	41	-9	-22.0%	38	31	7	22.6%	3,723	3,826	-103	-2.7%	3,685	3,795	-110	-2.9%	
Magnetics	2,753	2,883	-130	-4.5%	42	56	-14	-25.0%	64	81	-17	-21.0%	2,859	3,020	-161	-5.3%	2,795	2,939	-144	-4.9%	
Microwave Theory & Techniques	10,415	10,665	-250	-2.3%	247	229	18	7.9%	28	34	-6	-17.6%	10,690	10,928	-238	-2.2%	10,662	10,894	-232	-2.1%	
Nuclear & Plasma Sciences	2,737	2,754	-17	-0.6%	69	48	21	43.8%	41	41	0	0.0%	2,847	2,843	4	0.1%	2,806	2,802	4	0.1%	
<b>Div IV Subtotal</b>	<b>31,999</b>	<b>32,831</b>	<b>-832</b>	<b>-2.5%</b>	<b>745</b>	<b>741</b>	<b>4</b>	<b>0.5%</b>	<b>263</b>	<b>271</b>	<b>-8</b>	<b>-3.0%</b>	<b>33,007</b>	<b>33,843</b>	<b>-836</b>	<b>-2.5%</b>	<b>32,744</b>	<b>33,572</b>	<b>-828</b>	<b>-2.5%</b>	
<b>DIVISION V/VI/III</b>																					
Computer	43,621	42,129	1,492	3.5%	3,407	2,499	908	36.3%	7,295	8,185	-890	-10.9%	54,323	52,813	1,510	2.9%	47,028	44,628	2,400	5.4%	

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IEEE Society Membership Totals as of August 2016

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	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%
<b>IEEE Societies</b>	<b>2016</b>	<b>2015</b>																		
<b>DIVISION VI</b>																				
Education	3,104	3,195	-91	-2.8%	57	63	-6	-9.5%	34	37	-3	-8.1%	3,195	3,295	-100	-3.0%	3,161	3,258	-97	-3.0%
Industrial Electronics	6,303	5,963	340	5.7%	233	202	31	15.3%	28	25	3	12.0%	6,564	6,190	374	6.0%	6,536	6,165	371	6.0%
Product Safety Engineering	755	794	-39	-4.9%	29	3	26	866.7%	13	11	2	18.2%	797	808	-11	-1.4%	784	797	-13	-1.6%
Professional Communication	616	669	-53	-7.9%	15	12	3	25.0%	48	47	1	2.1%	679	728	-49	-6.7%	631	681	-50	-7.3%
Reliability	1,607	1,714	-107	-6.2%	9	20	-11	-55.0%	18	24	-6	-25.0%	1,634	1,758	-124	-7.1%	1,616	1,734	-118	-6.8%
Social Implications of Technology	1,410	1,363	47	3.4%	62	19	43	226.3%	17	11	6	54.5%	1,489	1,393	96	6.9%	1,472	1,382	90	6.5%
Technology and Engineering Mgmt	2,713	2,732	-19	-0.7%	60	53	7	13.2%	32	28	4	14.3%	2,805	2,813	-8	-0.3%	2,773	2,785	-12	-0.4%
<b>Div VI Subtotal</b>	<b>16,508</b>	<b>16,430</b>	<b>78</b>	<b>0.5%</b>	<b>465</b>	<b>372</b>	<b>93</b>	<b>25.0%</b>	<b>190</b>	<b>183</b>	<b>7</b>	<b>3.8%</b>	<b>17,163</b>	<b>16,985</b>	<b>178</b>	<b>1.0%</b>	<b>16,973</b>	<b>16,802</b>	<b>171</b>	<b>1.0%</b>
<b>DIVISION VII</b>																				
Power & Energy	29,302	28,834	468	1.6%	3,985	3,494	491	14.1%	370	300	70	23.3%	33,657	32,628	1,029	3.2%	33,287	32,328	959	3.0%
<b>DIVISION IX</b>																				
Aerospace & Electronic Systems	4,264	4,352	-88	-2.0%	179	198	-19	-9.6%	23	22	1	4.5%	4,466	4,572	-106	-2.3%	4,443	4,550	-107	-2.4%
Geoscience & Remote Sensing	3,234	3,243	-9	-0.3%	88	87	1	1.1%	164	198	-34	-17.2%	3,486	3,528	-42	-1.2%	3,322	3,330	-8	-0.2%
Information Theory	3,066	3,207	-141	-4.4%	66	63	3	4.8%	26	28	-2	-7.1%	3,158	3,298	-140	-4.2%	3,132	3,270	-138	-4.2%
Intelligent Transportation Systems	1,416	1,410	6	0.4%	30	22	8	36.4%	18	25	-7	-28.0%	1,464	1,457	7	0.5%	1,446	1,432	14	1.0%
Oceanic Engineering	1,664	1,723	-59	-3.4%	49	38	11	28.9%	26	23	3	13.0%	1,739	1,784	-45	-2.5%	1,713	1,761	-48	-2.7%
Signal Processing	15,754	17,144	-1,390	-8.1%	849	1,481	-632	-42.7%	149	154	-5	-3.2%	16,752	18,779	-2,027	-10.8%	16,603	18,625	-2,022	-10.9%
Vehicular Technology	4,032	3,999	33	0.8%	86	97	-11	-11.3%	18	30	-12	-40.0%	4,136	4,126	10	0.2%	4,118	4,096	22	0.5%
<b>Div IX Subtotal</b>	<b>33,430</b>	<b>35,078</b>	<b>-1,648</b>	<b>-4.7%</b>	<b>1,347</b>	<b>1,986</b>	<b>-639</b>	<b>-32.2%</b>	<b>424</b>	<b>480</b>	<b>-56</b>	<b>-11.7%</b>	<b>35,201</b>	<b>37,544</b>	<b>-2,343</b>	<b>-6.2%</b>	<b>34,777</b>	<b>37,064</b>	<b>-2,287</b>	<b>-6.2%</b>
<b>DIVISION X</b>																				
Computational Intelligence	5,995	6,563	-568	-8.7%	314	628	-314	-50.0%	75	72	3	4.2%	6,384	7,263	-879	-12.1%	6,309	7,191	-882	-12.3%
Control Systems	8,189	8,545	-356	-4.2%	210	225	-15	-6.7%	73	72	1	1.4%	8,472	8,842	-370	-4.2%	8,399	8,770	-371	-4.2%
Engineering in Medicine & Biology	8,700	8,767	-67	-0.8%	880	985	-105	-10.7%	641	495	146	29.5%	10,221	10,247	-26	-0.3%	9,580	9,752	-172	-1.8%
Photonics	5,877	5,679	198	3.5%	84	91	-7	-7.7%	175	141	34	24.1%	6,136	5,911	225	3.8%	5,961	5,770	191	3.3%
Robotics & Automation	10,654	10,354	300	2.9%	2,084	1,685	399	23.7%	127	111	16	14.4%	12,865	12,150	715	5.9%	12,738	12,039	699	5.8%
Systems, Man & Cybernetics	4,135	4,157	-22	-0.5%	98	159	-61	-38.4%	38	38	0	0.0%	4,271	4,354	-83	-1.9%	4,233	4,316	-83	-1.9%
<b>Div X Subtotal</b>	<b>43,550</b>	<b>44,065</b>	<b>-515</b>	<b>-1.2%</b>	<b>3,670</b>	<b>3,773</b>	<b>-103</b>	<b>-2.7%</b>	<b>1,129</b>	<b>929</b>	<b>200</b>	<b>21.5%</b>	<b>48,349</b>	<b>48,767</b>	<b>-418</b>	<b>-0.9%</b>	<b>47,220</b>	<b>47,838</b>	<b>-618</b>	<b>-1.3%</b>
<b>TOTAL</b>	<b>282,339</b>	<b>284,279</b>	<b>-1,940</b>	<b>-0.7%</b>	<b>18,114</b>	<b>16,251</b>	<b>1,863</b>	<b>11.5%</b>	<b>10,424</b>	<b>11,757</b>	<b>-1,333</b>	<b>-11.3%</b>	<b>310,877</b>	<b>312,287</b>	<b>-1,410</b>	<b>-0.5%</b>	<b>300,453</b>	<b>300,530</b>	<b>-77</b>	<b>0.0%</b>

# Women In Engineering @ Aug 2016



Women in Engineering (WIE)					Aug '16				
<b>Grade</b>	<b>This Month '16</b>	<b>This Month '15</b>	<b>Year-over-Year</b>		<b>Region</b>	<b>This Month '16</b>	<b>This Month '15</b>	<b>Year-over-Year</b>	
			<b>#</b>	<b>%</b>				<b>#</b>	<b>%</b>
Fellow	100	95	5	5.3%	U.S.	3,053	3,094	(41)	-1.3%
Senior Member	710	622	88	14.1%	Canada	381	348	33	9.5%
Member	4465	4121	344	8.3%	Europe, Middle East, Africa	2,607	2,404	203	8.4%
Associate Member	137	158	(21)	-13.3%	Latin America	2,320	2,233	87	3.9%
Graduate Student	1696	1489	207	13.9%	Asia & Pacific	8,418	6,256	2,162	34.6%
Student	9671	7850	1,821	23.2%	<b>Total</b>	<b>16,779</b>	<b>14,335</b>	<b>2,444</b>	<b>17.0%</b>
<b>Total</b>	<b>16,779</b>	<b>14,335</b>	<b>2,444</b>	<b>17.0%</b>					

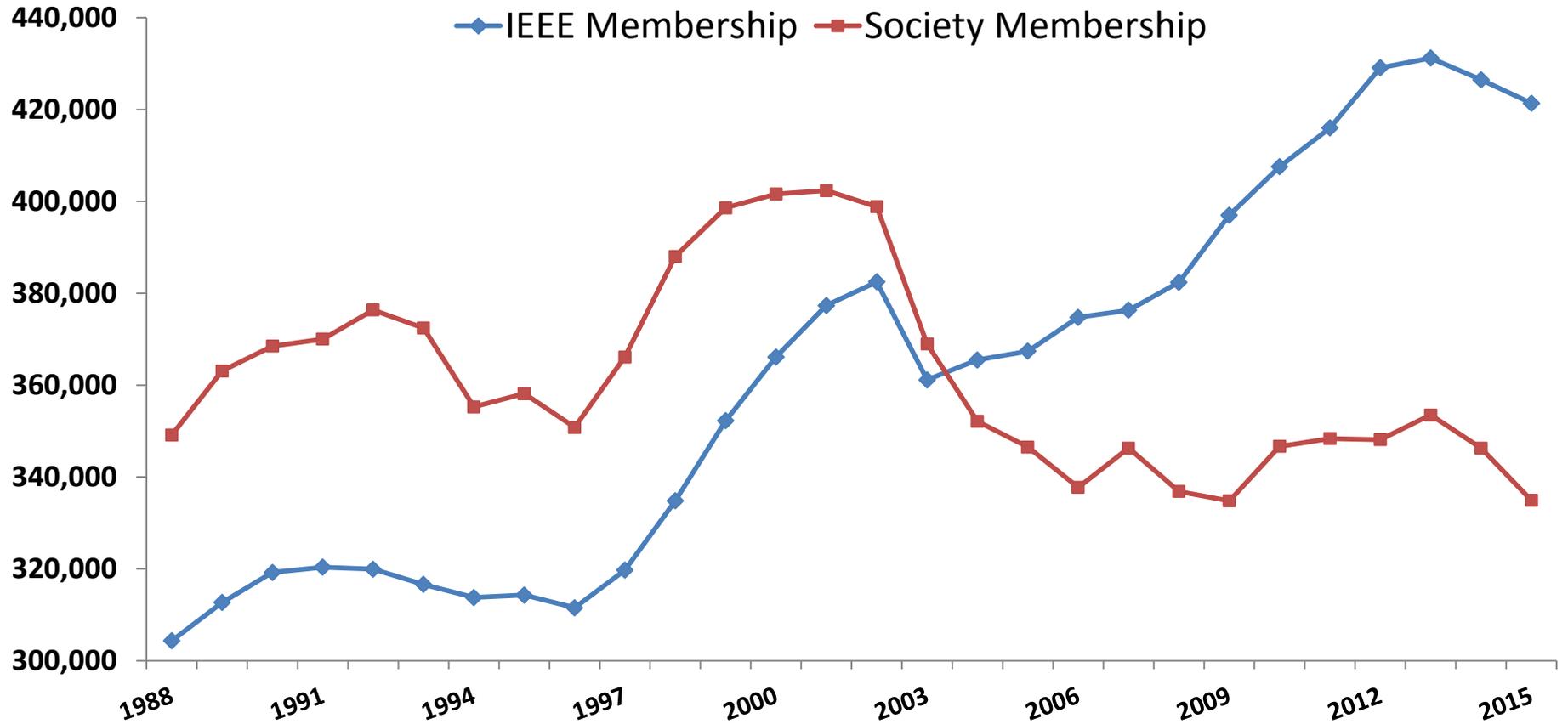
# Young Professionals @ Aug 2016



Membership in IEEE Young Professionals is automatically given to Graduate Students and higher grade members within 15 years of receiving their first professional degree, and higher grade members beyond 15 years who wish to opt in, at no additional cost.

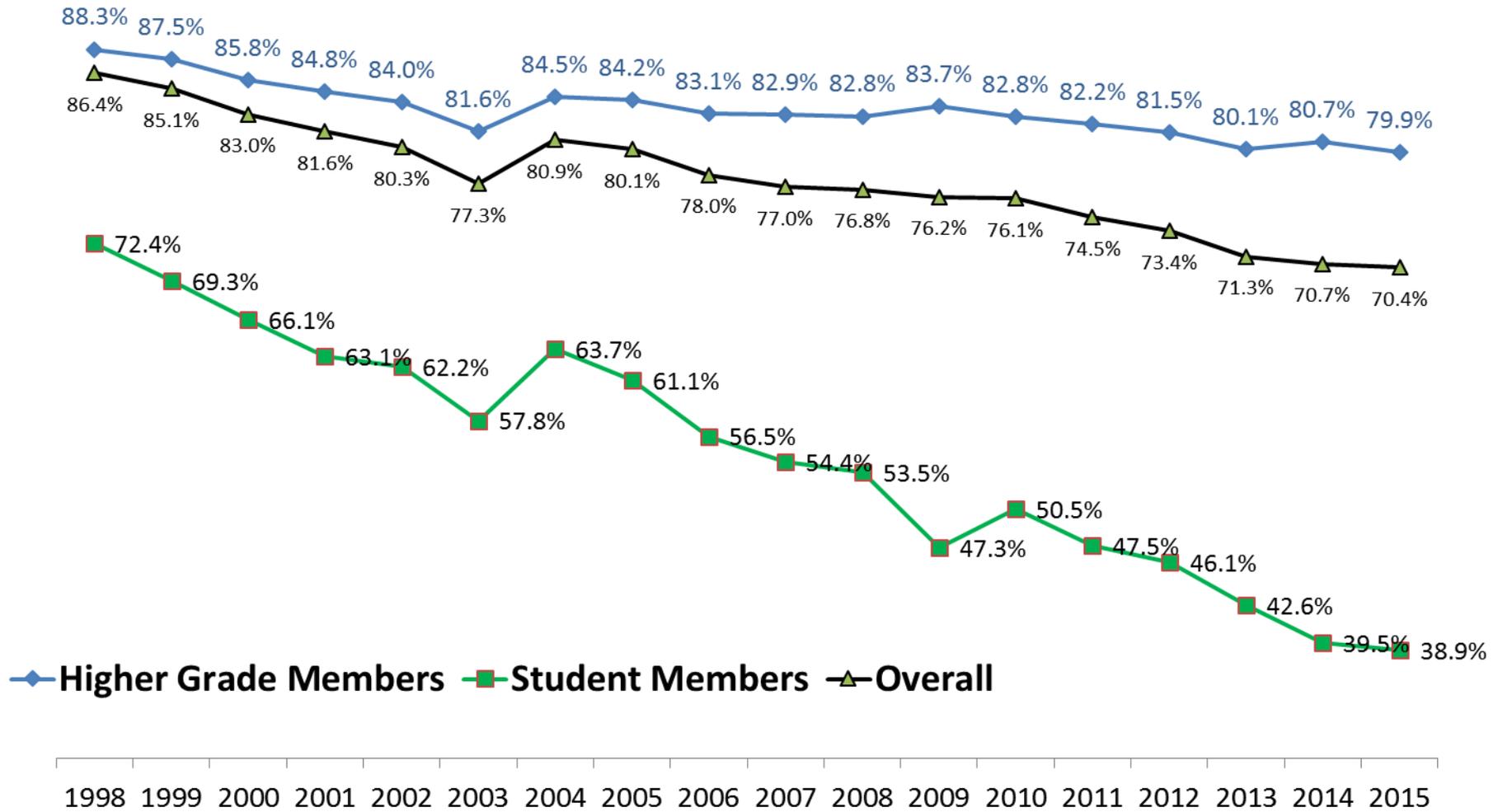
Geographic IEEE Young Professional Membership - August 2016									
Region	Higher Grade w/o GSM			Students			Total		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
1	4,146	4,464	-7.1%	1,331	1,496	-11.0%	5,477	5,960	-8.1%
2	3,547	4,063	-12.7%	1,223	1,330	-8.0%	4,770	5,394	-11.6%
3	4,170	4,643	-10.2%	1,581	1,701	-7.1%	5,751	6,344	-9.3%
4	3,360	3,736	-10.1%	1,366	1,434	-4.7%	4,726	5,170	-8.6%
5	4,136	4,789	-13.6%	1,285	1,381	-7.0%	5,421	6,170	-12.1%
6	7,557	8,340	-9.4%	1,947	2,357	-17.4%	9,504	10,699	-11.2%
R 1-6	26,916	30,035	-10.4%	8,733	9,699	-10.0%	35,649	39,737	-10.3%
7	3,267	3,760	-13.1%	1,318	1,515	-13.0%	4,585	5,276	-13.1%
8	16,946	18,532	-8.6%	8,010	8,903	-10.0%	24,956	27,435	-9.0%
9	3,421	4,067	-15.9%	941	1,174	-19.8%	4,362	5,243	-16.8%
10	19,646	20,758	-5.4%	12,190	11,982	1.7%	31,836	32,740	-2.8%
R 7-10	43,280	47,117	-8.1%	22,459	23,574	-4.7%	65,739	70,694	-7.0%
<b>TOTAL</b>	<b>70,196</b>	<b>77,152</b>	<b>-9.0%</b>	<b>31,192</b>	<b>33,273</b>	<b>-6.3%</b>	<b>101,388</b>	<b>110,431</b>	<b>-8.2%</b>

# IEEE & Society Membership Trend



Note: Engineering Management Society was excluded from 2008 stats

# IEEE Membership Retention Rates



# IEEE Membership Trends - Total Top Countries

2015 Rank	Country	2005 Membership	2015 Membership	% Change Since 2005
1	USA	218,260	194,167	-11.0%
2	India	22,134	46,721	111.1%
3	Canada	15,380	17,163	11.6%
4	China	3,414	15,041	340.6%
5	Japan	12,703	14,326	12.8%
6	United Kingdom and Ireland	9,524	11,212	17.7%
7	Germany	5,940	8,179	37.7%
8	Australia	6,078	7,954	30.9%
9	South Korea	2,648	4,971	87.7%
10	Italy	3,885	4,916	26.5%

Data: as of December 2015

# Student Membership Trends in Top Countries

2015 Rank	Country	2005 STU	2015 STU	% Change Since 2005
1	India	13,101	31,901	143.5%
2	USA	27,382	29,529	7.8%
3	China	1,039	4,651	347.6%
4	Canada	3,354	3,745	11.7%
5	United Kingdom and Ireland	1,919	2,468	28.6%
6	Germany	1,110	1,987	79.0%
7	Japan	1,215	1,891	55.6%
8	South Korea	666	1,689	153.6%
9	Australia	1,071	1,509	40.9%
10	Brazil	1,108	1,424	28.5%

# 2017 Workplan and Beyond

- Continuing focus on:
  - Priority geographic areas
  - YP, WIE and professionals in industry
  - Volunteer training
  - Careers
  - Collabratec
  - MGA presence in global offices
- **Improving membership growth and retention**
- Areas to be operationalized
- Addressing gaps and new activities?
- Conferences?
- What will MGA be in 2030?

# End of Presentation



# MGA Mission & Vision

**Vision:** Ensure Quality Member Opportunities Through Continuous Engagement

**Mission:** **I**nspire, **E**nable, **E**mpower and **E**ngage 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