

IEEE MGA: Strategy & Direction

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*Region 8 Meeting
24 March 2017*



MGA Mission & Vision

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

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

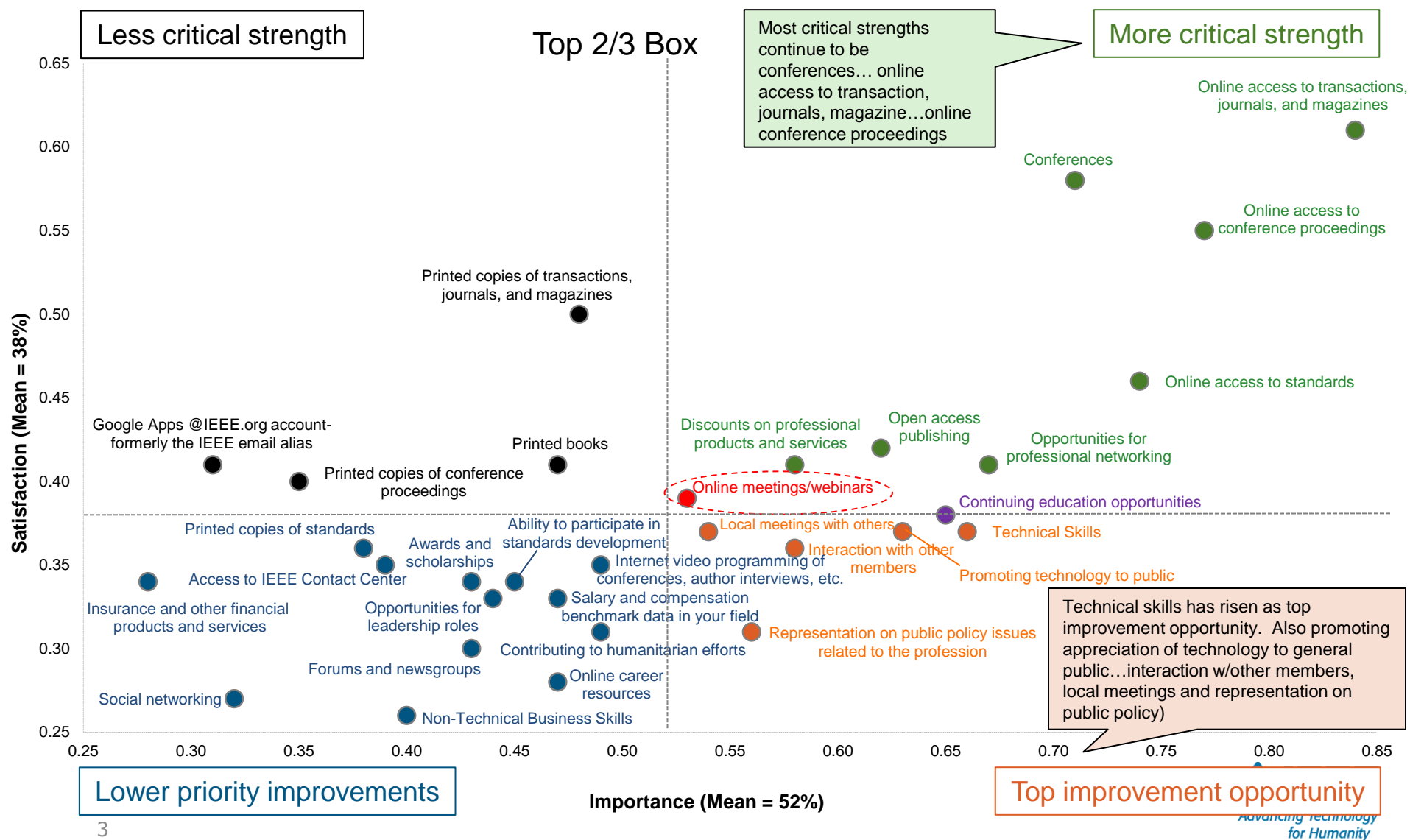
For the purpose of...

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



Satisfaction by Importance – Higher Grade Members (2016)

(Without Graduate Students)



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:

Engaging One Another in a Data Driven World

(2016 Member Segmentation Study & Industry research)



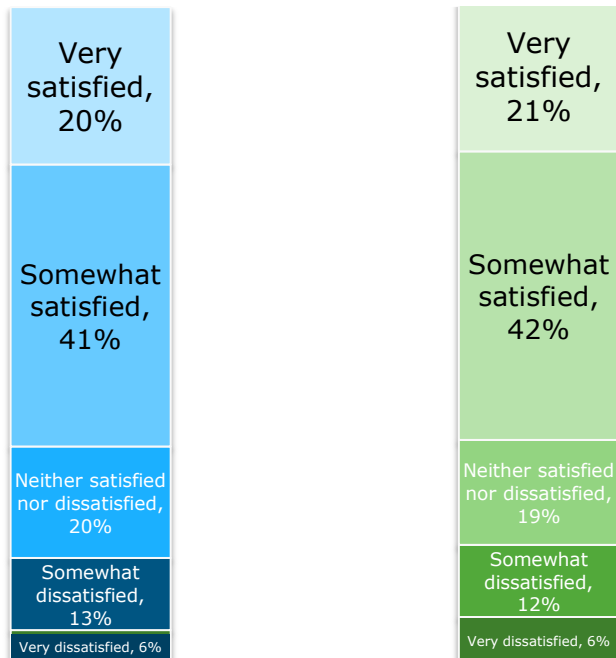
A glimpse of our potential ...

Actions	What members should feel from the experience
Join & Renew	<ul style="list-style-type: none">- Easy, and makes me feel like IEEE cares about me
Navigation & Discovery	<ul style="list-style-type: none">- I can find what I need easily- I can get help from a person when I need it- It saves me time
Using Products & Services	<ul style="list-style-type: none">- Offerings are relevant to my needs- My expectations are exceeded when I use products- Benefits consistently exceed the costs- IEEE makes good on their reputation for quality
Attending Events	<ul style="list-style-type: none">- I can easily find and register for events- I feel welcome and part of the organization- I get valuable information
Getting support	<ul style="list-style-type: none">- I can get support when & how I need it- Staff/Volunteer(s) understand & exceed my needs
Volunteering	<ul style="list-style-type: none">- I can easily find valuable opportunities- I get proper training & recognition

Have pride in our current position

Our current member experience is “Good”

Overall Satisfaction*



Higher Grade without Graduate Students Students Including Graduate Students

* 2016 Member Segmentation data

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

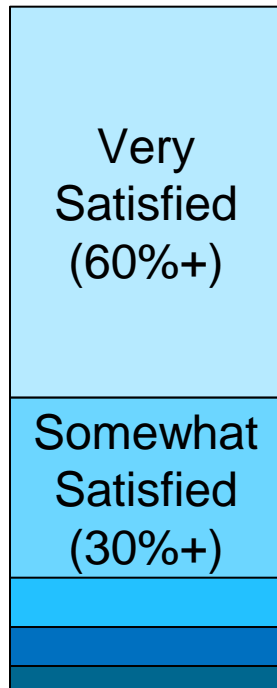
65% of Members join because someone else recommended IEEE to them

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%

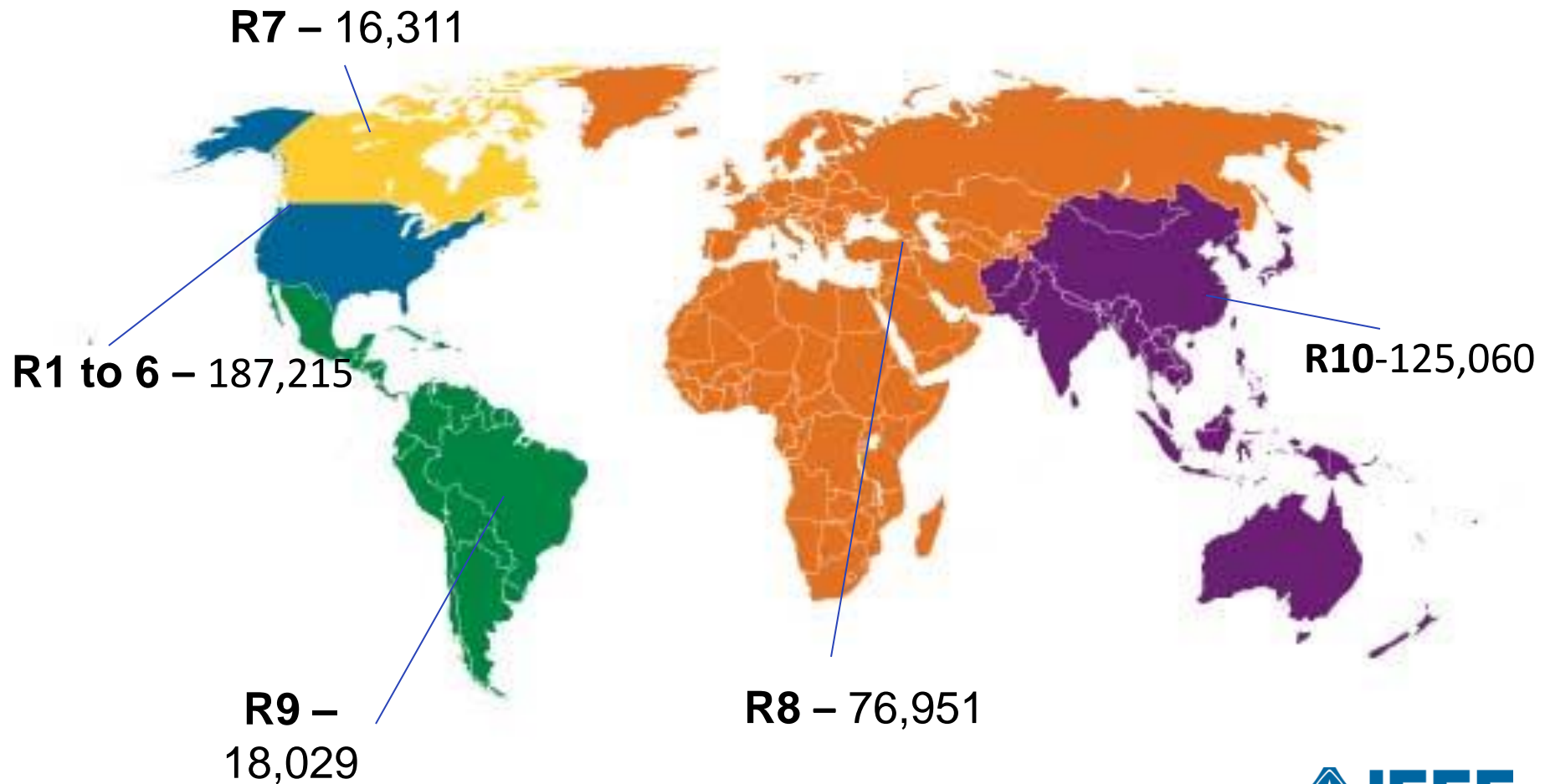


2017 MGA Priority Projects

- ▶ **IEEE Collabratec™ Engagement and Expansion**
- ▶ **Career Experience**
- ▶ **Address Needs of Individuals in Industry** – Corporate Dues Subsidy
- ▶ **IEEE WIE – TECHW (Tech powered by Women)**
- ▶ **Young Professionals Engagement-** Implementation of Approved Projects
- ▶ **MGA Presence in Global Offices**
- ▶ **Sections Congress 2017**
- ▶ **Marketing Automation** – implementation of marketing automation platform
- ▶ **Free access to IEEE Digital Library** (SC14 Recommendation)
- ▶ **Incentive & Recognition Program for Companies** (SC14 Recommendation)
- ▶ **Enhance vTools** (SC14 Recommendation)

IEEE Membership By Region

31 December, 2016

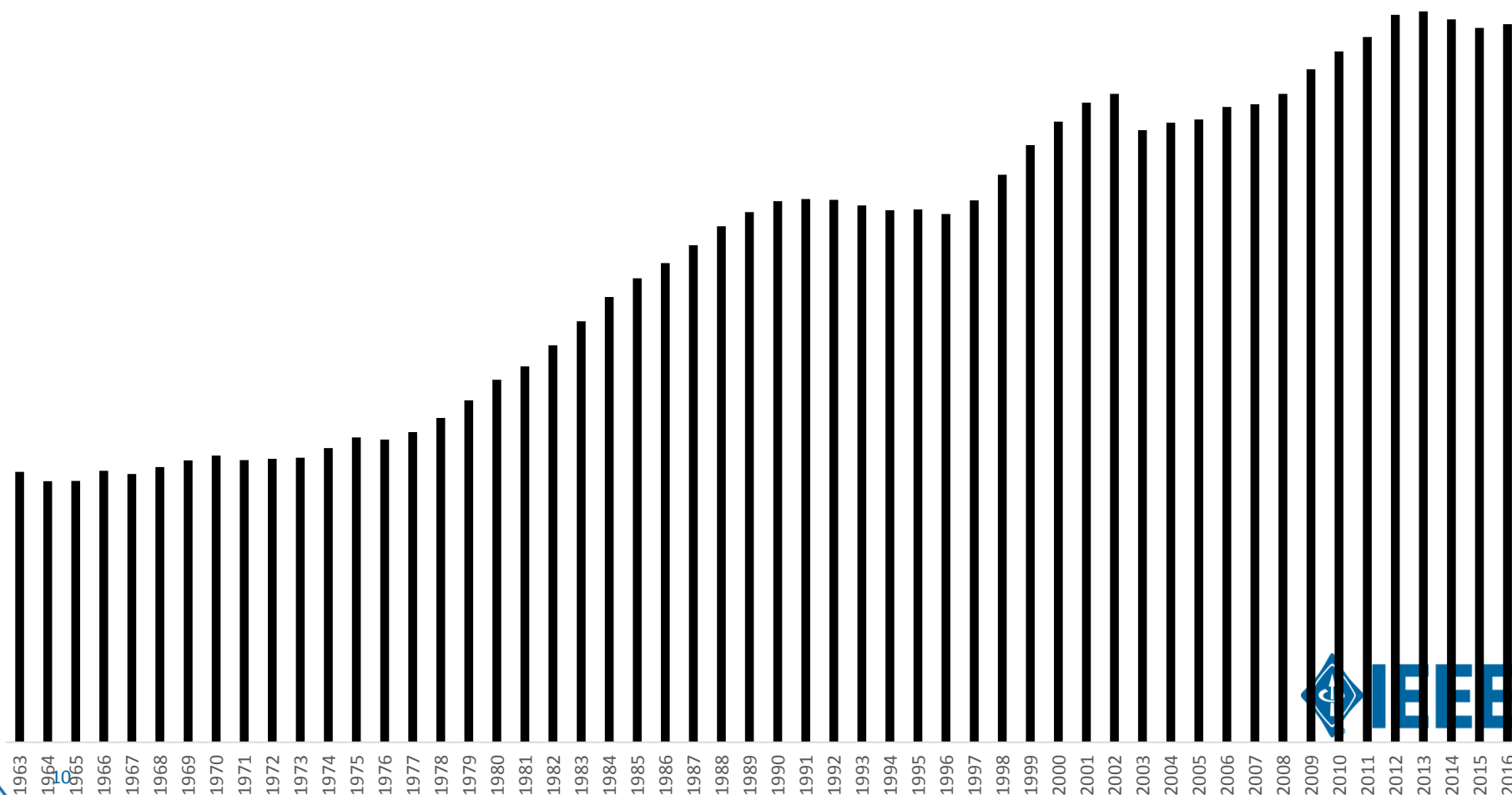


TOTAL MEMBERSHIP – 423,566



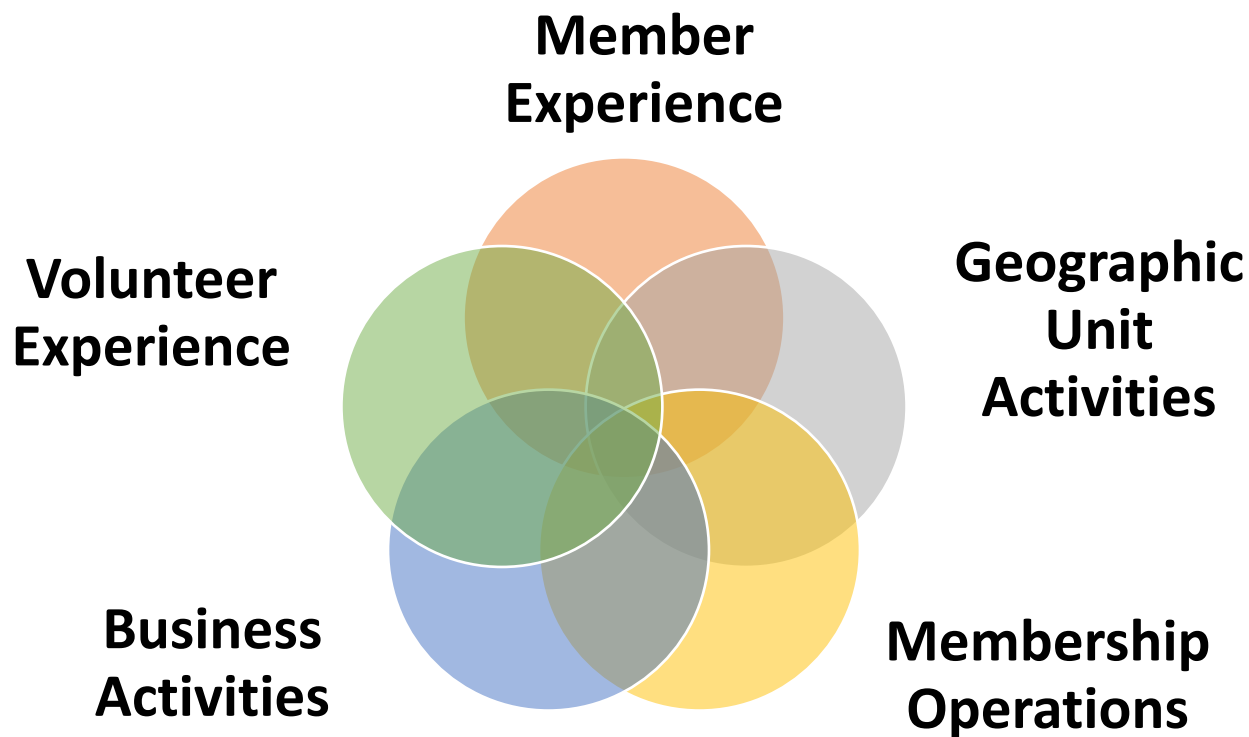
Total IEEE Membership 1963 to 2016

423,566



Data: as of 12-31-2016

Member and Geographic Activities



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™



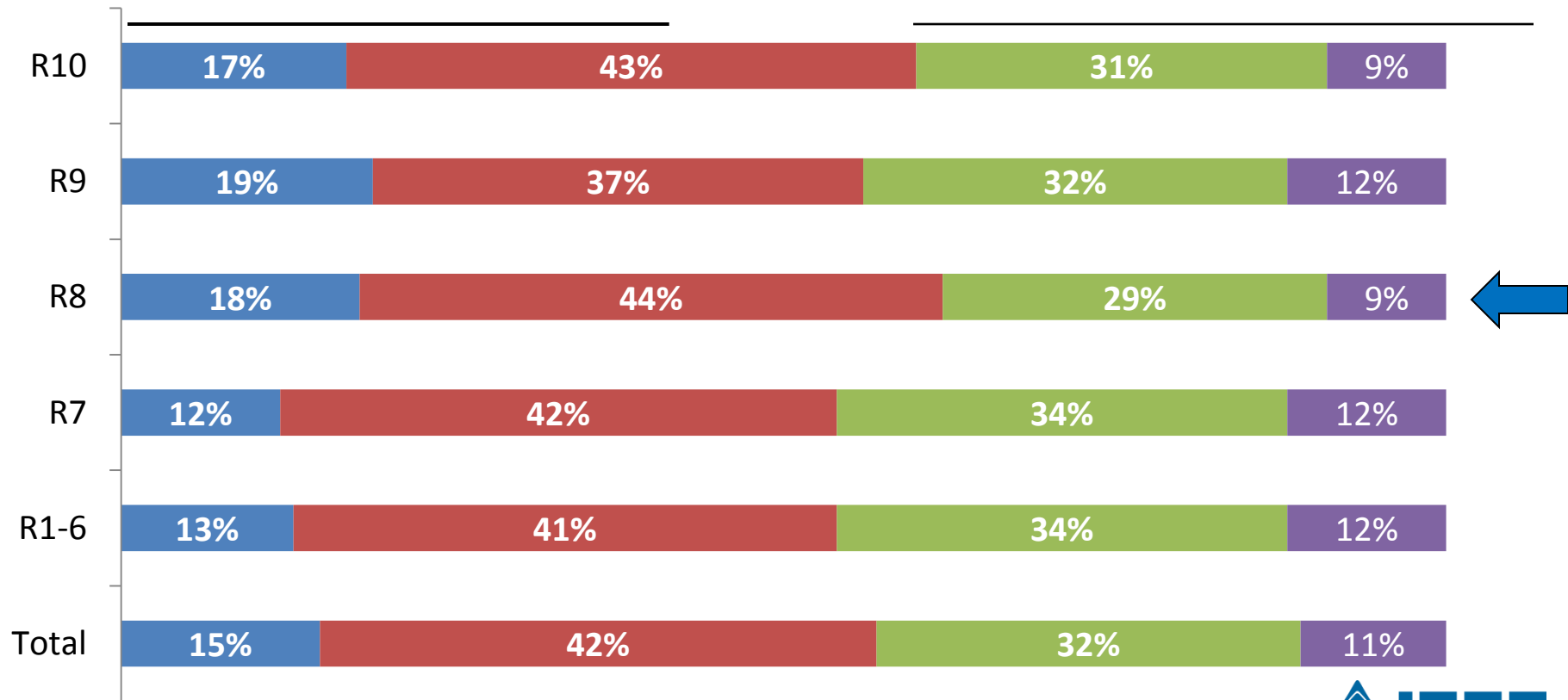
Region 8 Importance vs. Satisfaction

R8 Top box % sorted by Diff %	Importance	Satisfaction	Importance - Satisfaction
Products & Services Offered By IEEE / R8 Top box %	%	%	Diff %
Technical Skills	67%	36%	31%
Online access to standards	76%	46%	31%
Continuing education opportunities	68%	39%	30%
Promoting the appreciation of technology and our profession to the general public	64%	36%	27%
Opportunities for professional networking	66%	39%	27%
Open access publishing	71%	45%	26%
Online access to conference proceedings	87%	63%	24%
Interaction with other members	59%	35%	24%
Representation on public policy issues related to the profession	52%	28%	24%
Discounts on professional products and services	66%	43%	23%
Online access to transactions, journals, and magazines	91%	68%	23%
Local meetings with other professionals	53%	31%	22%
Salary and compensation benchmark data in your field	39%	18%	22%
Contributing to the people of the world through humanitarian efforts	48%	28%	20%
Online career resources	44%	25%	19%
Opportunities for leadership roles	45%	26%	19%
Non-Technical Business Skills	42%	24%	18%
Ability to participate in standards development	46%	29%	17%
Internet video programming of conference highlights, author interviews	51%	34%	16%
Conferences	78%	62%	16%
Online meetings/webinars	55%	40%	16%
Forums and newsgroups	42%	28%	14%
Awards and scholarships	47%	33%	14%
Printed books	51%	42%	9%
Social networking	34%	26%	8%
Insurance and other financial products and services	16%	14%	2%
Having access to and obtaining responsive answers from the IEEE Contact Center	40%	38%	2%
Printed copies of standards	33%	32%	1%
Printed copies of transactions, journals, and magazines	47%	52%	-5%
Printed copies of conference proceedings	35%	42%	-7%
Google Apps @IEEE.org account- formerly the IEEE email alias	29%	40%	-10%

Ease of Access/Use – Higher Grade Members

I find IEEE's products and services easy to access and easy to use

IEEE's products and services are sometimes hard to access and difficult to use



2016 Member Segmentation

Key Findings

Young Professionals

THE BIG PICTURE (Assessment of external research firm)

- ❑ Young Professionals are a promising group for IEEE to focus engagement efforts
 - ❑ They rate IEEE's importance in both their personal and professional lives higher than overall HG members
 - ❑ They are significantly more likely to say they are very active
 - ❑ They are significantly more likely to share IEEE content, and discuss the organization
- ❑ However, they are significantly less likely to renew than overall HG members and have comparable satisfaction rates.
- ❑ Young Professionals place a higher value on almost all aspects of IEEE membership.
- ❑ Top improvement opportunities are related to enhancing technical skills and educational opportunities; networking with other professionals.
- ❑ Key barriers: lacking knowledge on how to get involved and being asked to participate.

Executive Summary – Young Professionals

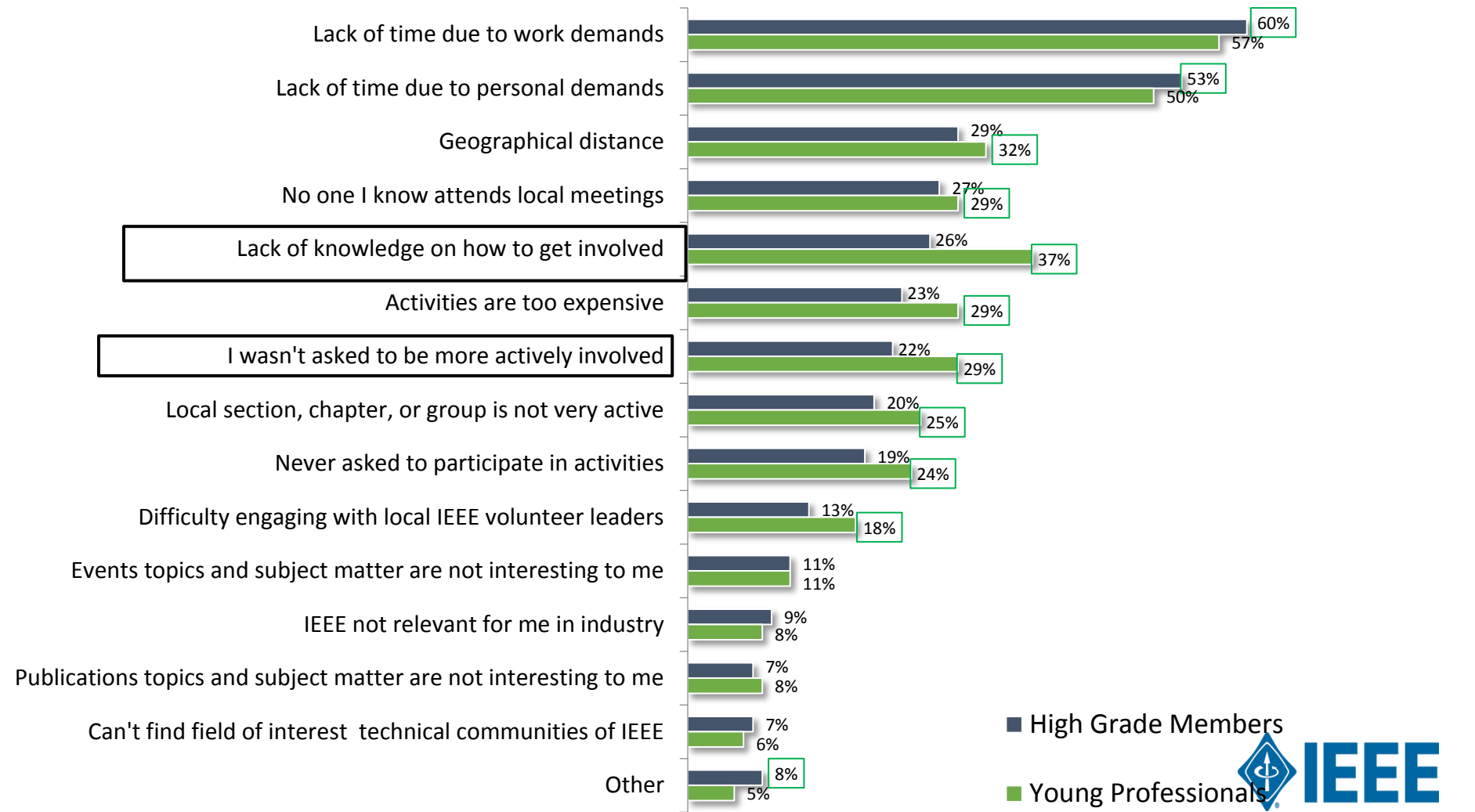
By far the most important reasons members join, and then remain members, are:

- 1) To remain technically current, and
- 2) To access IEEE publications.

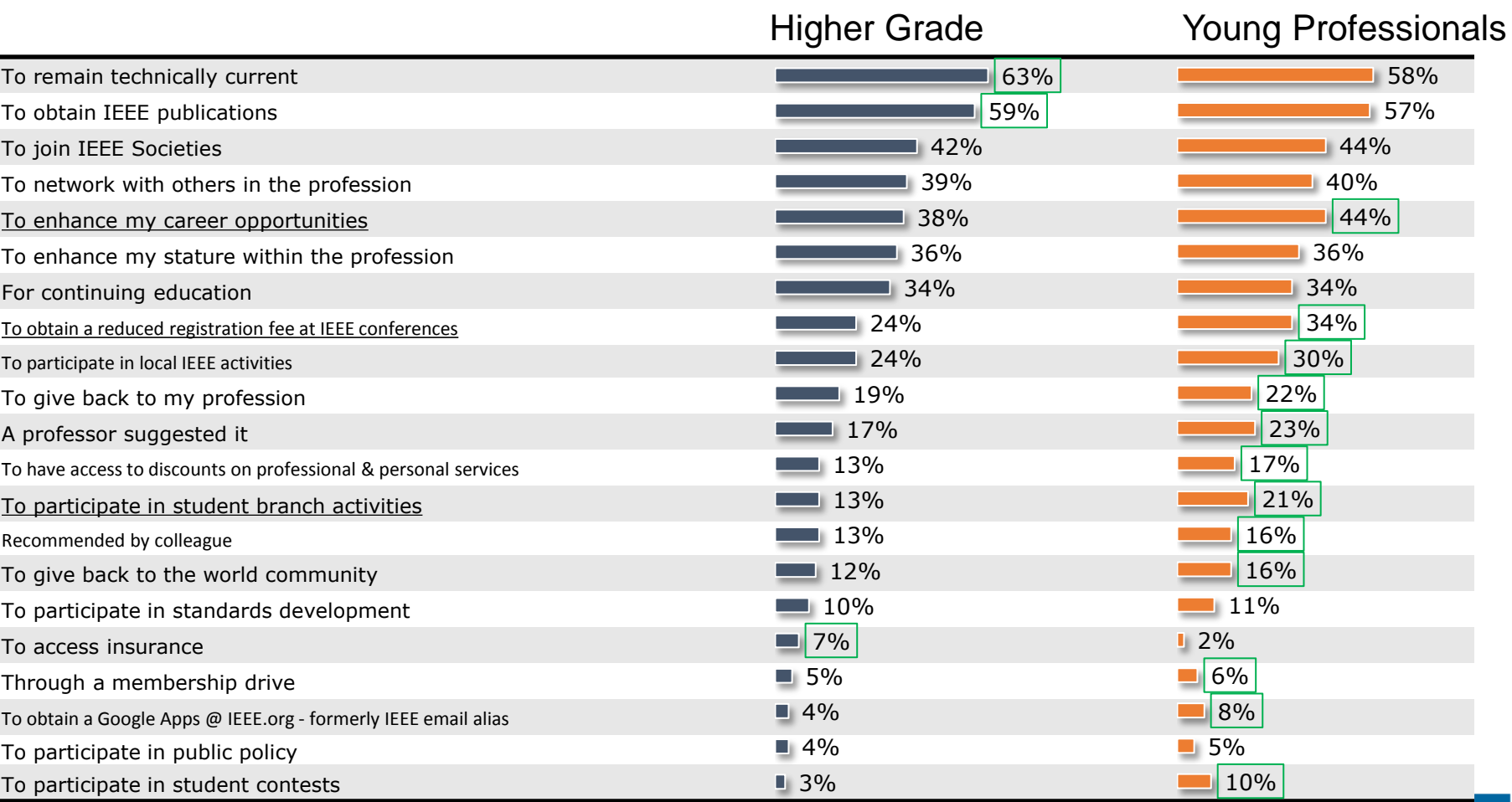
YPs also join and stay to enhance career opportunities.

These are very transactional reasons for membership. To deepen member engagement, it is important **to identify** ways to **connect** the member to IEEE in more **personally** relevant ways.

Barriers to getting involved – Young Professionals



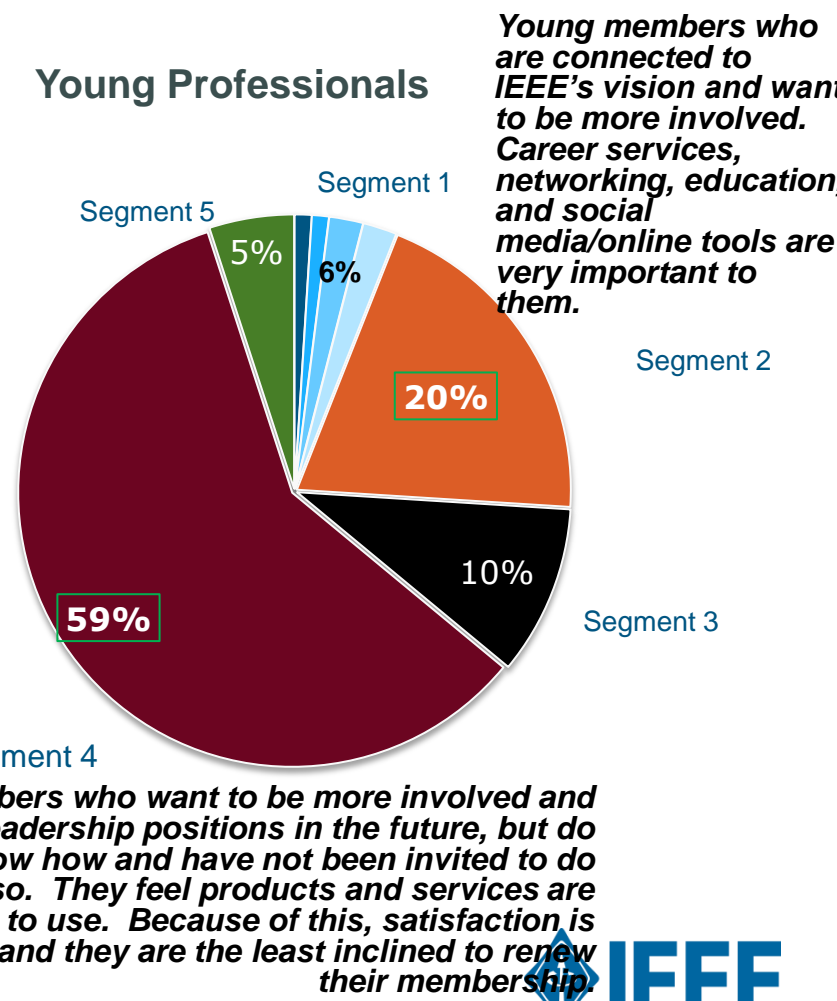
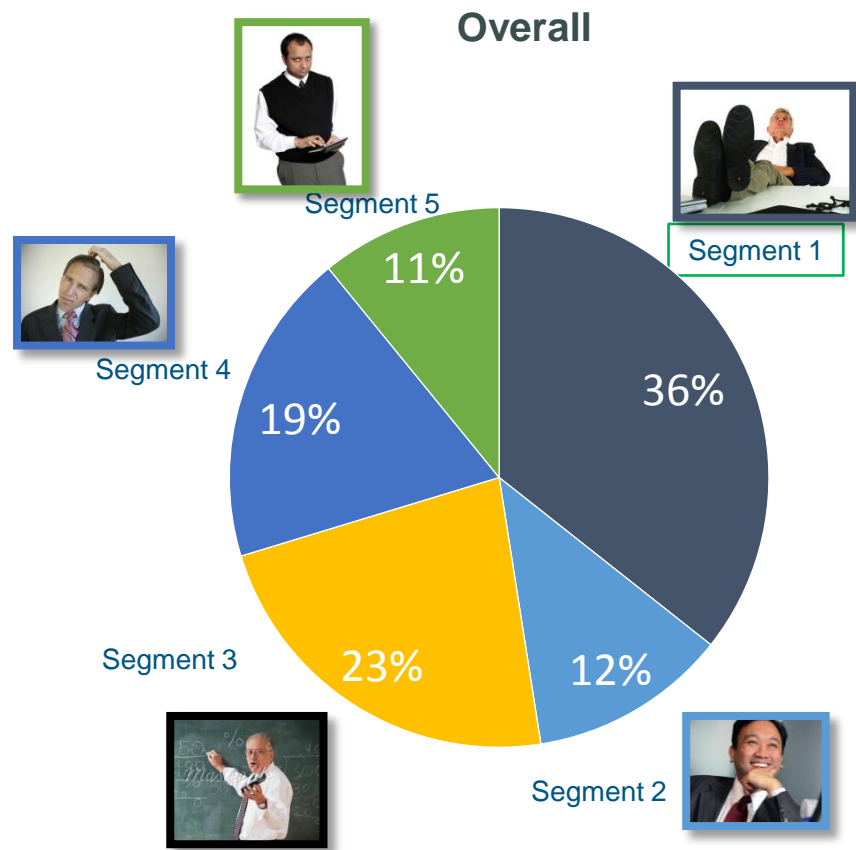
Reasons Young professionals are more likely to join



Importance of products and services (top 2 box)

	Higher Grade	Young Professionals
Online access to transactions, journals, and magazines	84%	90%
Online access to conference proceedings	77%	83%
Online access to standards	74%	79%
Conferences	71%	80%
Opportunities for professional networking	67%	74%
Technical Skills	66%	75%
Continuing education opportunities	65%	72%
Promoting the appreciation of technology and our profession to the general public	63%	67%
Open access publishing	62%	71%
Discounts on professional products and services	58%	69%
Interaction with other members	58%	66%
Representation on public policy issues related to the profession	56%	60%
Local meetings with other professionals	54%	64%
Online meetings/webinars	53%	60%
Contributing to the people of the world through humanitarian efforts	49%	59%
Internet video programming of conference highlights, author interviews, and so on	49%	58%
Printed copies of transactions, journals, and magazines	48%	51%
Online career resources	47%	59%
Printed books	47%	50%
Salary and compensation benchmark data in your field	47%	58%
Ability to participate in standards development	45%	55%
Opportunities for leadership roles	44%	56%
Awards and scholarships	43%	61%
Forums and newsgroups	43%	46%
Non-Technical Business Skills	40%	52%
Having access to and obtaining responsive answers from the IEEE Contact Center	39%	47%
Printed copies of standards	38%	40%
Printed copies of conference proceedings	35%	38%
Social networking	32%	45%
Google Apps @IEEE.org account- formerly the IEEE email alias	31%	39%
Insurance and other financial products and services	28%	27%

More than Half of Young Professionals fall into Segment 4



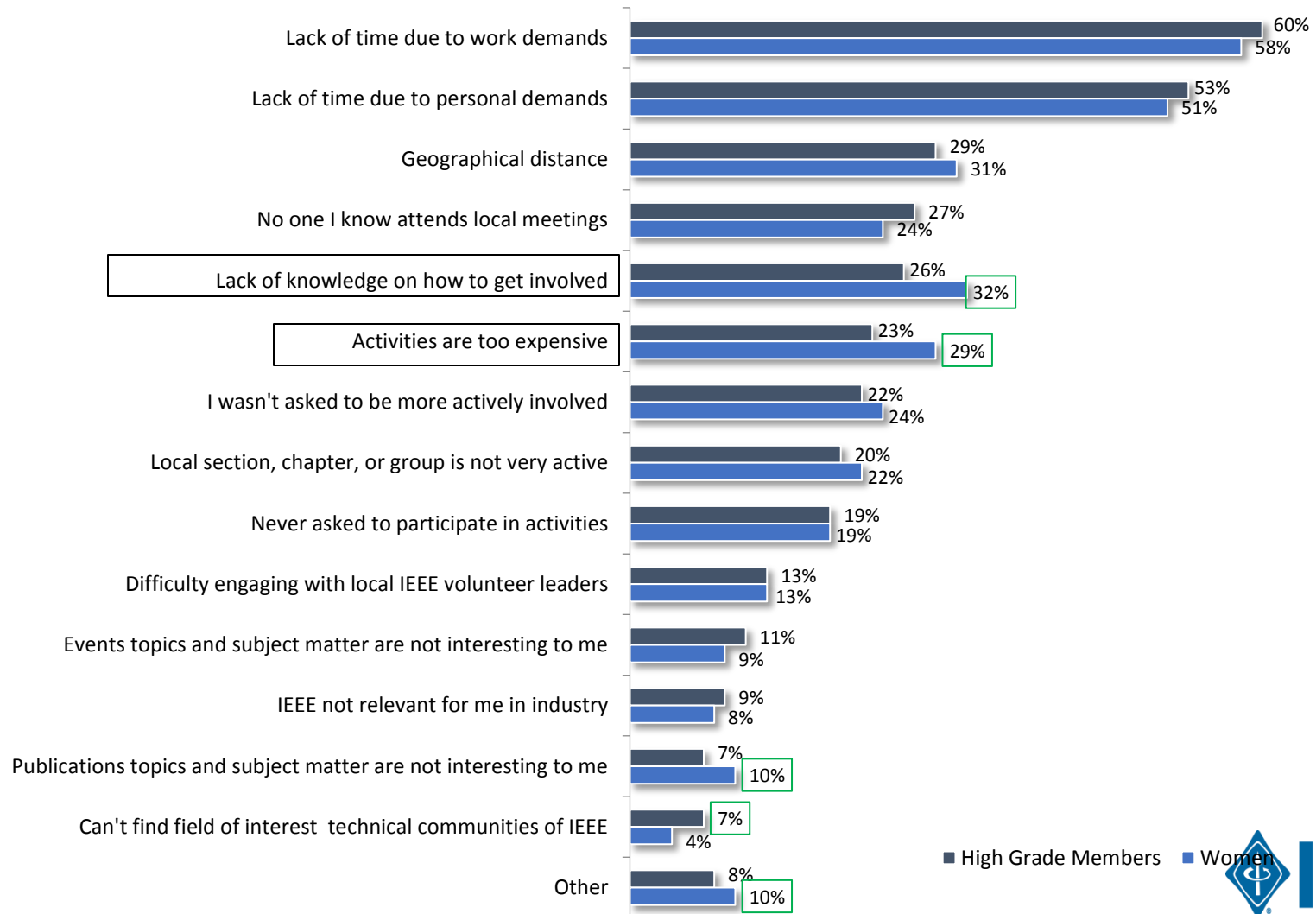
2016 Member Segmentation Key Findings Women

Executive Summary - Women

- ❑ Women represent a pool of exceptionally enthusiastic IEEE members, worthy of heightened IEEE focus
 - ❑ They rate *IEEE's importance* in both their personal and professional lives higher than overall HG members
 - ❑ They are significantly more likely to say they are very active
 - ❑ They are significantly more likely to share IEEE content, discuss the organization and recommend IEEE to other professionals
 - ❑ They are also more likely to say they'll be more involved in the future
- ❑ Compared to HG members overall, women are much more likely to have joined for professional networking, career opportunities, and to participate in local activities
- ❑ Women place a higher value on almost all aspects of IEEE membership than the overall membership
- ❑ With all this enthusiasm, there is an opportunity to reach out and help them get involved - - the biggest barriers to greater involvement are lack of knowledge about how to get involved and the expense of activities
 - ❑ Extending special invitations for women to networking events and/or creating introductory pricing could generate a higher level of involvement.



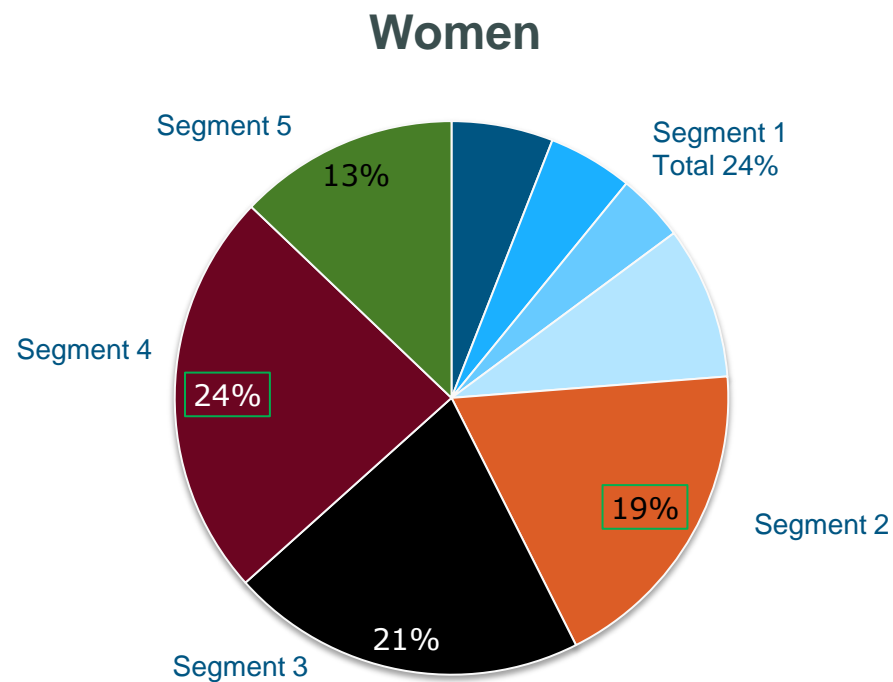
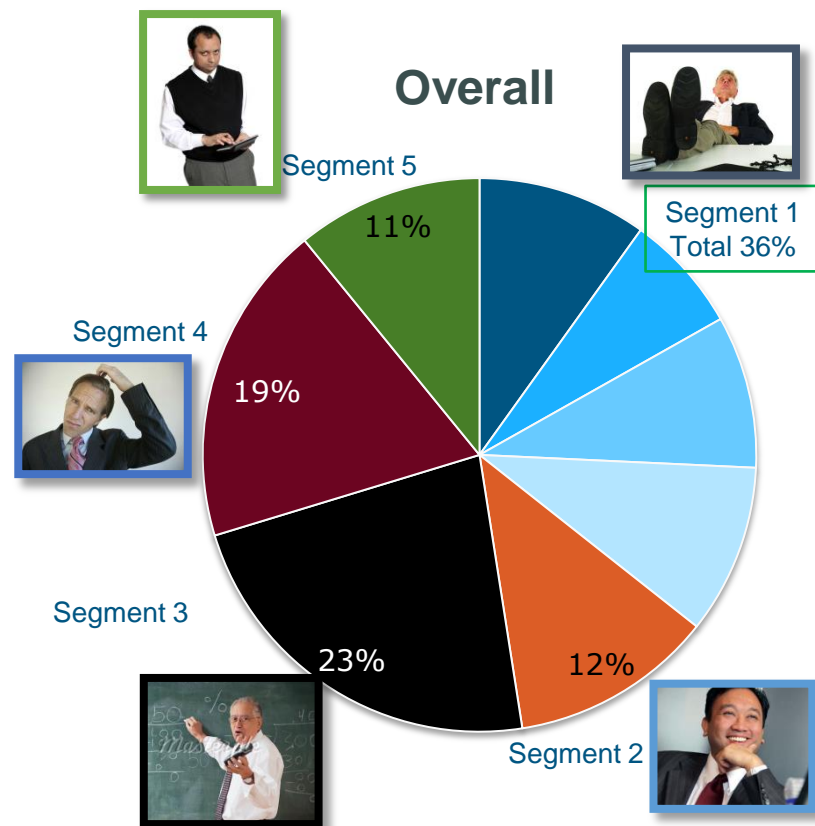
Barriers to getting involved - Women



Women feel that nearly all aspects of IEEE membership are significantly more important

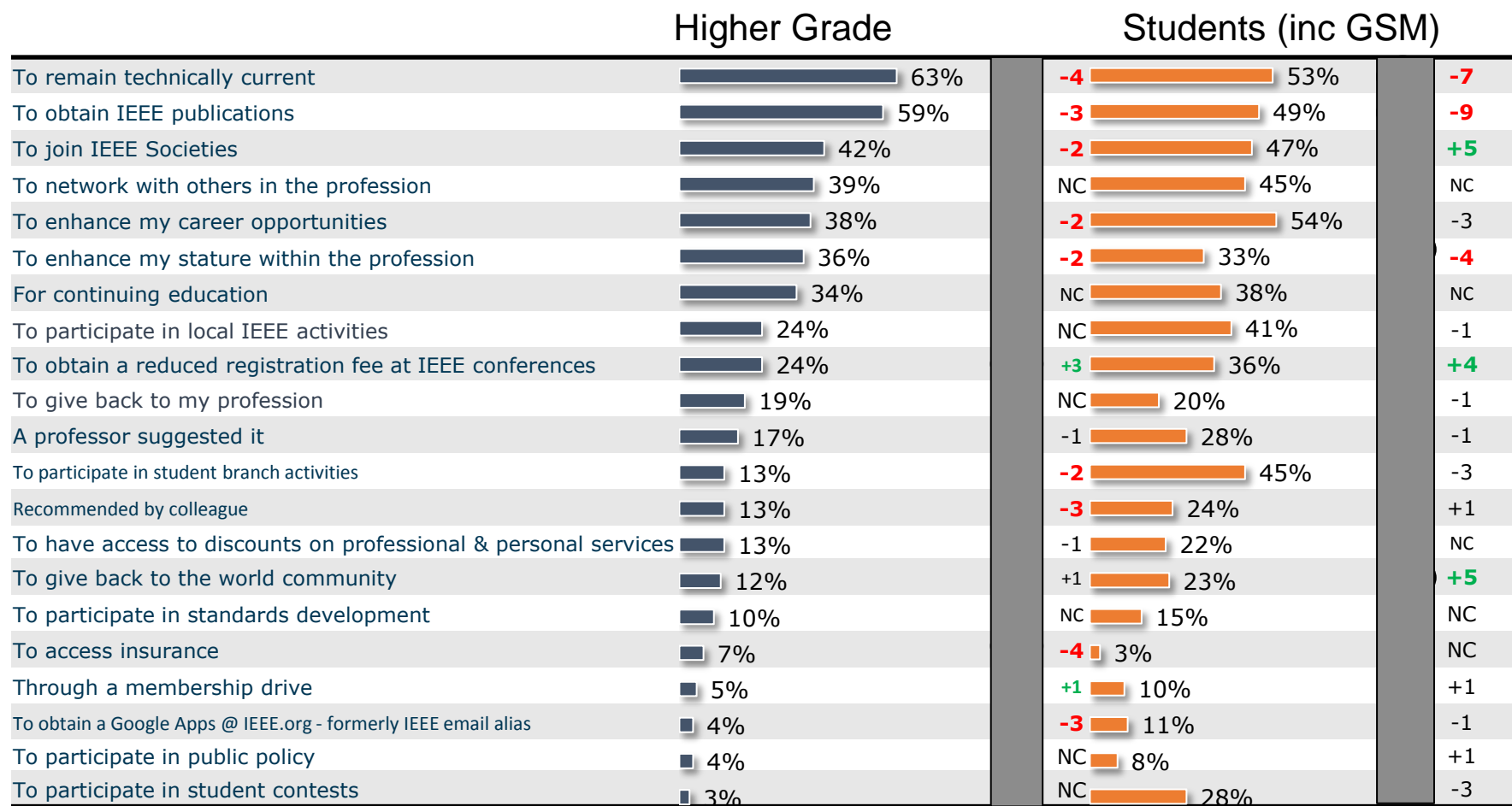
Importance of aspects of membership	Higher Grade	Women
Online access to transactions, journals, and magazines	84%	89%
Online access to conference proceedings	77%	82%
Online access to standards	74%	76%
Conferences	71%	79%
Opportunities for professional networking	67%	78%
Technical Skills	66%	70%
Continuing education opportunities	65%	73%
Promoting the appreciation of technology and our profession to the general public	63%	72%
Open access publishing	62%	66%
Discounts on professional products and services	58%	70%
Interaction with other members	58%	66%
Representation on public policy issues related to the profession	56%	62%
Local meetings with other professionals	54%	61%
Online meetings/webinars	53%	65%
Contributing to the people of the world through humanitarian efforts	49%	61%
Internet video programming of conference highlights, author interviews, and so on	49%	61%
Printed copies of transactions, journals, and magazines	48%	49%
Online career resources	47%	58%
Printed books	47%	50%
Salary and compensation benchmark data in your field	47%	55%
Ability to participate in standards development	45%	54%
Opportunities for leadership roles	44%	56%
Awards and scholarships	43%	60%
Forums and newsgroups	43%	50%
Non-Technical Business Skills	40%	53%
Having access to and obtaining responsive answers from the IEEE Contact Center	39%	52%
Printed copies of standards	38%	40%
Printed copies of conference proceedings	35%	39%
Social networking	32%	41%
Google Apps @IEEE.org account- formerly the IEEE email alias	31%	36%
Insurance and other financial products and services	28%	31%

Women are more likely to be in Segments 2 and 4

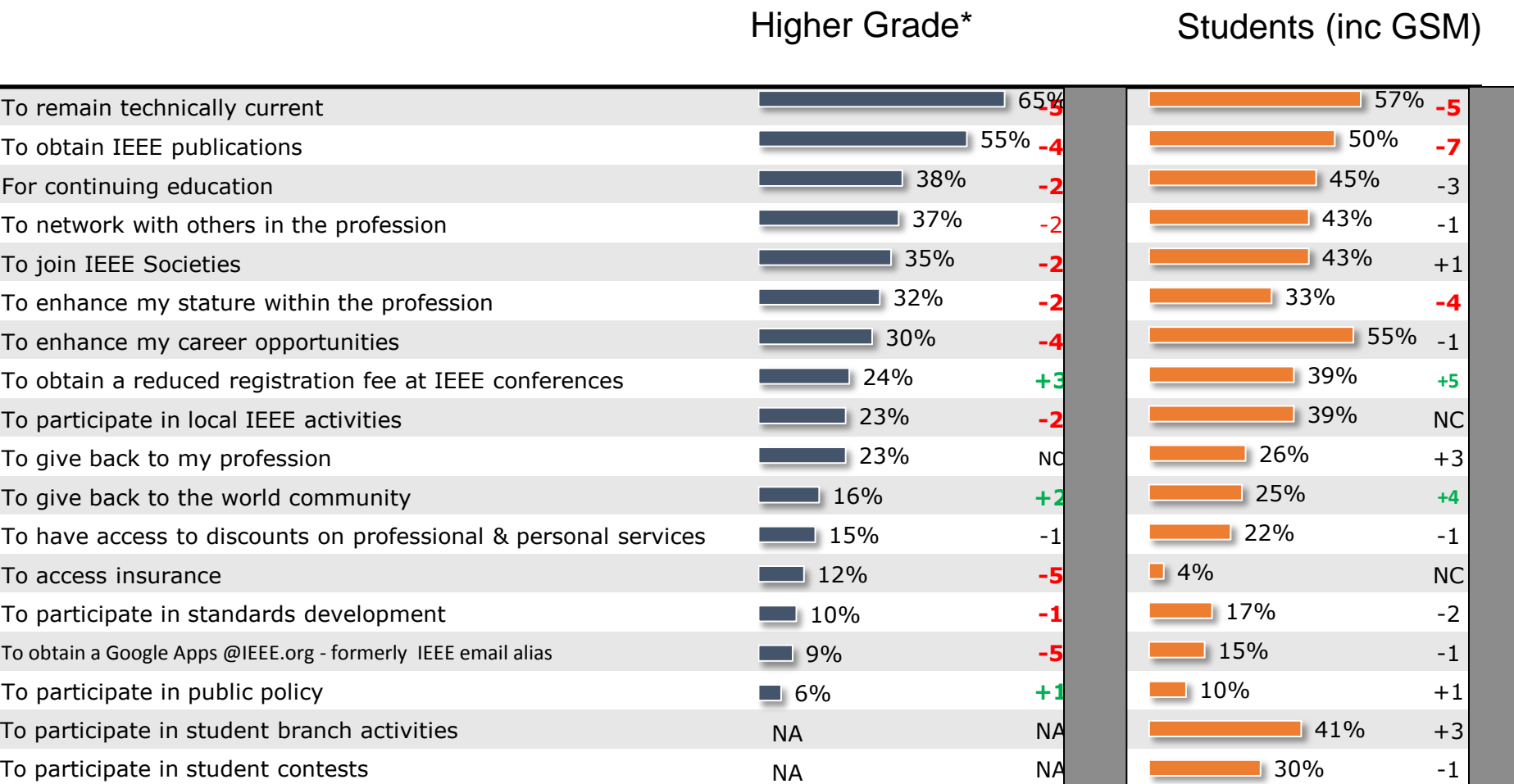


2016 Member Segmentation Key Findings Students (including Graduate Students)

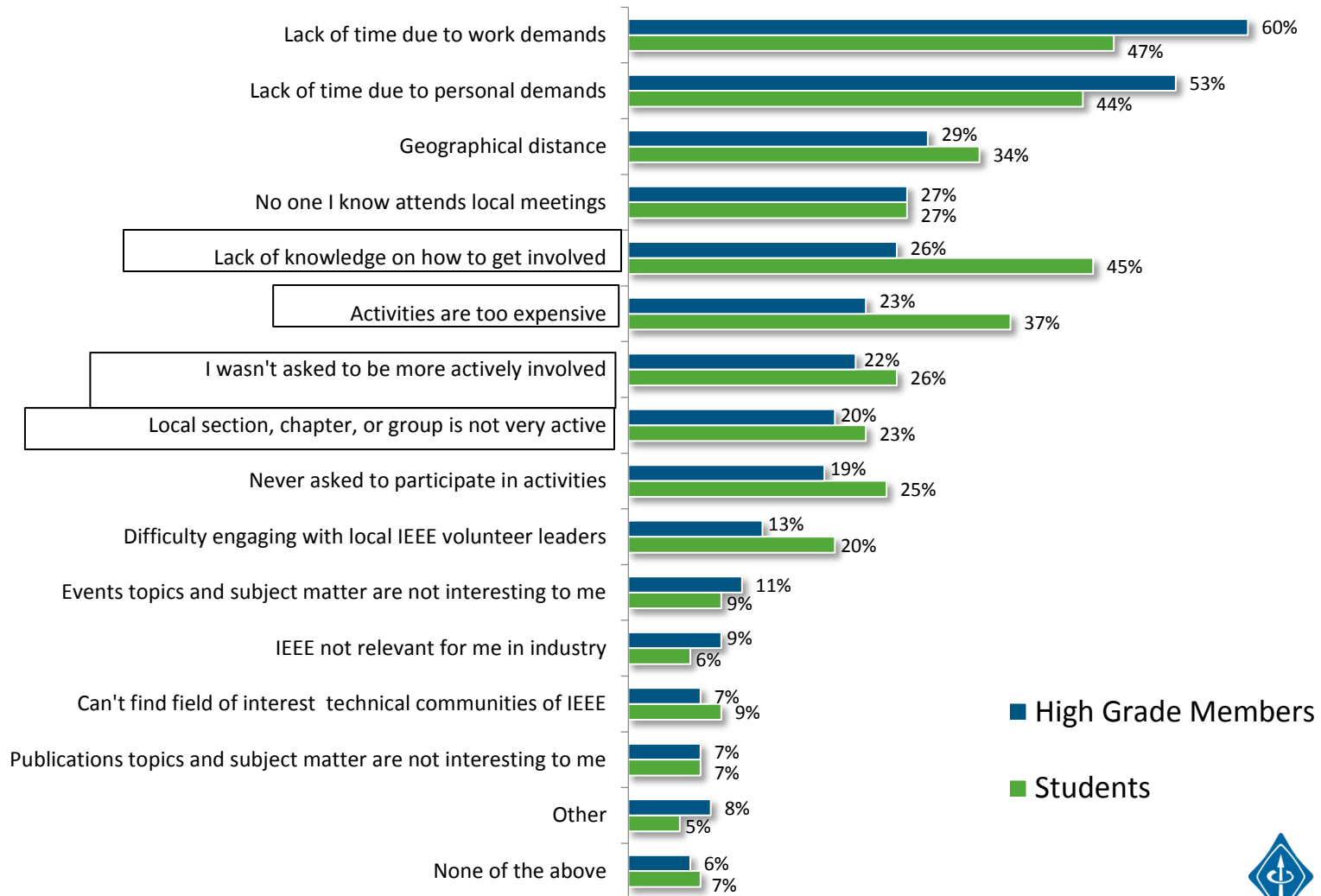
Reasons for joining - Higher Grade vs Students (2016)



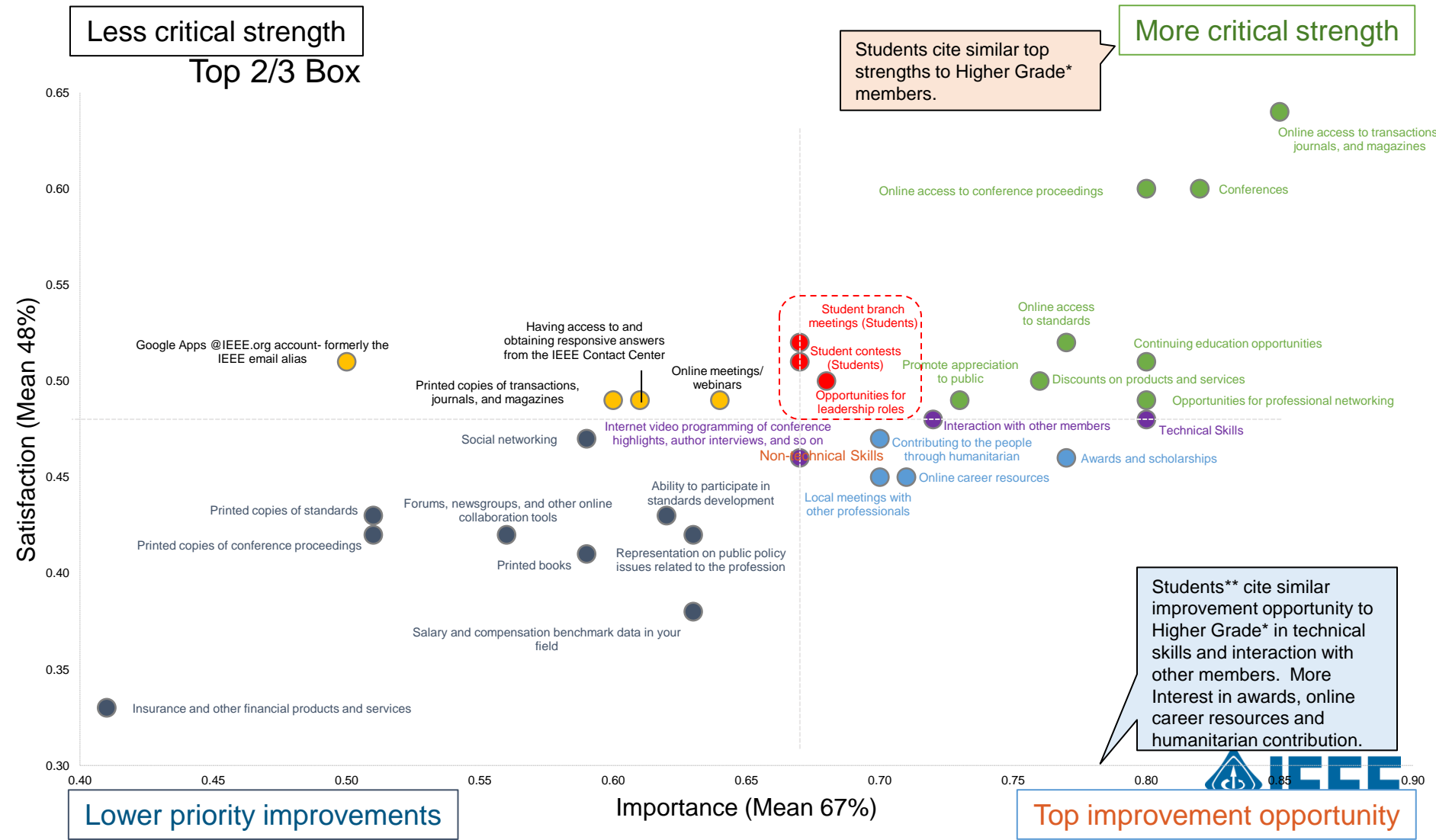
Reasons For Maintaining IEEE Membership



Reasons for non-involvement



Satisfaction by Importance – Student Members Including Graduate Students (2016)



2017 MGA Priority Project Planning

Assessing 2017 MGA Priority Projects: Alignment with Strategic Goals

- How does project align with one or more of the three MGA goals?
 1. *Exceptional membership experience* (50% or more of members rating IEEE membership as “top box” or “very satisfied”)
 2. IEEE's *global membership presence*.
 3. *Positive professional development experience for volunteers* who deliver the IEEE experience.
- How does the initiative address a Top 5 Area within the Largest Importance vs. Satisfaction Gap?
 - Online Professional Networking
 - Career Resources
 - Discounts
 - Continuing Education
 - Access to Information & Publications



Assessing 2017 Priority Projects: Portfolio Budget & Investment

- Would the project replace or alter an existing initiative?
 - Is there an efficient trade-off in scope vs. expected benefit of current course
 - Impact on effort and funding to date, will it be lost?
 - Is there organizational capacity to execute and operationalize
- Can the project be reasonably and sufficiently completed within 2017?
 - Planning, Discovery, Design, Development, Implementation
 - Will existing resources (volunteers and staff) be available or required
 - Will incremental 2017 funding be required (e.g. staff, IT, travel)

2017 MGA Priority Projects

- ▶ **IEEE Collabratec™ Engagement and Expansion**
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- ▶ **Address Needs of Individuals in Industry – Corporate Dues Subsidy**
- ▶ **IEEE WIE – TECHW (Tech powered by Women)**
- ▶ **Young Professionals Engagement- Implementation of Approved Projects**
- ▶ **MGA Presence in Global Offices**
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- ▶ **Enhance vTools (SC14 Recommendation)**

Summary Material

TIPS for IEEE Leaders

- ▶ **Lead By Example**
- ▶ Encourage **Ownership of Goals** that are **Engagement Oriented**
- ▶ Use **Projects** to drive effective **Engagement**
- ▶ **Focus** on key audiences: YP, WIE, Life Member, students, industry professionals.
- ▶ **Measure** results



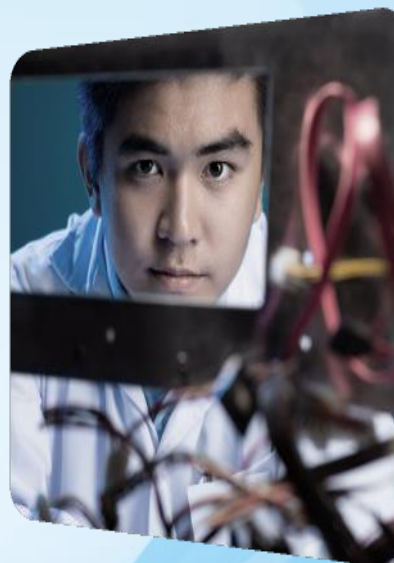
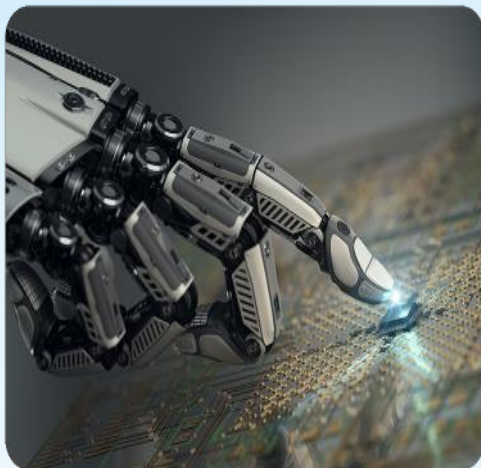
Section Leader – Handy Links

- ▶ Section Vitality Dashboard - http://www.ieee.org/societies_communities/geo_activities/dashboard.html
- ▶ Section Vitality Checklist and Section Election Calendar Tool http://www.ieee.org/societies_communities/geo_activities/resources/section_vitality.html
- ▶ v-Tools (Voting, e-Notice, IEEE Webhosting - wordpress etc.) - <http://sites.ieee.org/vtools/>
- ▶ MGA Website - https://www.ieee.org/societies_communities/geo_activities/56707_Member_and_Geographic_Activities.html
- ▶ MD Website - www.ieee.org/md
- ▶ Support Center - <https://supportcenter.ieee.org/>
- ▶ Center For Leadership Excellence, CLE (Officer training, job descriptions for most volunteer positions) <https://ieee-elearning.org/CLE/>

“I've learned that
people will forget what you said,
people will forget what you did, but
people will never forget how you made them feel.”



Maya Angelou
Author & Poet



Thank You!

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2016 Member Segmentation

Key Findings

Industry

Across the board, Academics more engaged (top boxes)



Overall Satisfaction

Industry Professionals

Academics

59%	IEEE Importance Overall	66%
37%	Professional Importance	60%
18%	Personal Importance	28%
27%	Future Involvement	45%
87%	Likelihood to Renew	91%
58%	Likelihood to Recommend	74%
6.2	# Discussions about IEEE	9.68
6.3	# Shares of IEEE Materials	15.87

Academics are more satisfied with IEEE overall. IEEE is more important to them in all aspects of their lives and they intend to continue that relationship.

The high likelihood of recommending, discussion of, and sharing of IEEE materials indicates academics are all around a more engaged group.



Activity Level & Interaction

10%

Interaction with IEEE



- For info & education in field (83%)
- For products and services (36%)

27%

Interaction with IEEE



- Involved in volunteer activities (30%)
- Leadership positions (17%)

Academics are interacting with IEEE significantly more than professionals particularly through volunteer and leadership roles. Professionals are much more likely to be involved for information/education and products/ services.

* Includes: private industry, public/government, non-profit institution, self-employed/consulting and entrepreneur/founder



Across the board, Academics more engaged (top boxes)

Industry Professionals

Academics



Society Membership & Satisfaction
Affinity Group Familiarity

71%

Society Member

82%

50% !

Society Importance

! 61%

57% ✓

Society Satisfaction

✓ 64%

Academics are much more involved and satisfied with societies than industry professionals.

Academics are more familiar with all but four (where there is parity) affinity groups than industry professionals are.

4%

Familiarity with Collabratec™

6%

Familiarity with Collabratec™



37%

Have Collabratec™ Account Set up

30%

Have Collabratec™ Account Set up

Collabratec

Would Primarily Use For:



Networking (64%)



Career Resources (29%)

Would Primarily Use For:



Research (66%)



Authoring (23%)

While academics are slightly more familiar, Collabratec™ use is higher for Industry Professionals.

Primary use varies drastically between audiences with academics envisioning a place for research and authoring and industry professionals seeing it as a networking and career resources tool.



* Includes: private industry, public/government, non-profit institution, self-employed/consulting and entrepreneur/founder

Importance(top 2 box %)	Total	Industry Professionals	Academics	% diff (Industry Professionals vs Academics)
Online access to transactions, journals, and magazines	84%	82%	92%	-9%
Online access to conference proceedings	77%	73%	89%	-16%
Online access to standards	74%	76%	71%	5%
Conferences	71%	64%	88%	-23%
Opportunities for professional networking	67%	66%	70%	-4%
Technical Skills	66%	67%	66%	1%
Continuing education opportunities	65%	66%	62%	4%
Promoting the appreciation of technology and our profession to the general public	63%	62%	67%	-5%
Open access publishing	62%	57%	73%	-15%
Discounts on professional products and services	58%	55%	68%	-13%
Interaction with other members	58%	54%	66%	-12%
Representation on public policy issues related to the profession	56%	56%	57%	-1%
Local meetings with other professionals	54%	51%	60%	-9%
Online meetings/webinars	53%	53%	53%	0%
Internet video programming of conference highlights, author interviews, and so on	49%	47%	54%	-7%
Contributing to the people of the world through humanitarian efforts	49%	45%	56%	-10%
Printed copies of transactions, journals, and magazines	48%	48%	49%	-2%
Printed books	47%	45%	52%	-7%
Online career resources	47%	47%	46%	2%
Salary and compensation benchmark data in your field	47%	49%	42%	8%
Ability to participate in standards development	45%	45%	47%	-2%
Opportunities for leadership roles	44%	40%	51%	-11%
Awards and scholarships	43%	35%	59%	-24%
Forums and newsgroups	43%	42%	45%	-3%
Non-Technical Business Skills	40%	38%	43%	-5%
Having access to and obtaining responsive answers from the IEEE Contact Center	39%	36%	44%	-8%
Printed copies of standards	38%	39%	35%	4%
Printed copies of conference proceedings	35%	34%	39%	-5%
Social networking	32%	30%	37%	-8%
Google Apps @IEEE.org account- formerly the IEEE email alias	31%	30%	32%	-2%
Insurance and other financial products and services	28%	30%	22%	7%

