Member and Geographic Activities

Cecelia Jankowski
Managing Director, MGA
Region 8 Meeting, March 2019

MGA – Many GeoUnits
(as of 31 Dec 2018)

REGION	1	2	3	4	5	6	7	8	9	10	Total
Sections	22	20	41	23	26	35	21	58	35	58	339
Subsections	2	2	2	3	4	2	2	10	16	32	75
Chapters*	170	106	110	101	120	196	151	585	228	662	2429
Affinity Groups	57	34	45	41	43	61	49	105	68	101	604
Councils	1	0	4	0	0	2	0	1	5	6	19
Student Branches	97	87	109	65	98	104	62	641	527	1516	3306
Student Branch Chapters	55	29	57	46	58	78	44	341	639	938	2285
Student Branch Affinity Groups	3	7	9	4	3	6	14	113	148	327	634
Total	**407**	**285**	**377**	**283**	**352**	**484**	**343**	**1854**	**1666**	**3640**	**9691**

* Joint Chapters of two or more Sections and/or two or more Societies are counted as one Chapter

Largest Sections

(as of 31 Dec 2018)

Santa Clara Valley Section	11,115
United Kingdom and Ireland Section	10,415
Beijing Section	9,364
Madras Section	8,391
Germany Section	8,079
Kerala Section	8,060
Bangalore Section	7,914
Tokyo Section	7,850
Bombay Section	7,831
Boston Section	7,302

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Where are the Large Sections?

Region 1
- Boston (7,302 members)
- New York
- North Jersey
- Princeton Cen. Jersey (2,169 members)

Region 2
- No. Virginia (4,292)
- Baltimore
- Washington
- Philadelphia (3,490)

Region 3
- Atlanta (3,979)
- E. North Carolina
- Florida West Coast
- Orlando (1,335)

Region 4
- Chicago (4,298)
- SE Michigan
- Twin Cities
- Central Indiana (1,646)

Region 5
- Central Texas (3,831)
- Dallas
- Denver
- Houston (3,404)

Region 6
- Santa Clara Valley (11,115)
- Seattle
- San Diego
- Oakland-East Bay (4,016)

Region 7
- Toronto (4,400)
- Vancouver
- Montreal
- Ottawa (1,682)

Region 8
- United Kingdom and Ireland (10.415)
- Germany
- Italy
- France (3,965)

Region 9
- South Brazil (2,235)
- Colombia
- Peru
- Ecuador (1,222)

Region 10
- Beijing (9,364)
- Madras
- Kerala
- Bangalore (7,914)

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Section Size
Higher Grade vs Student
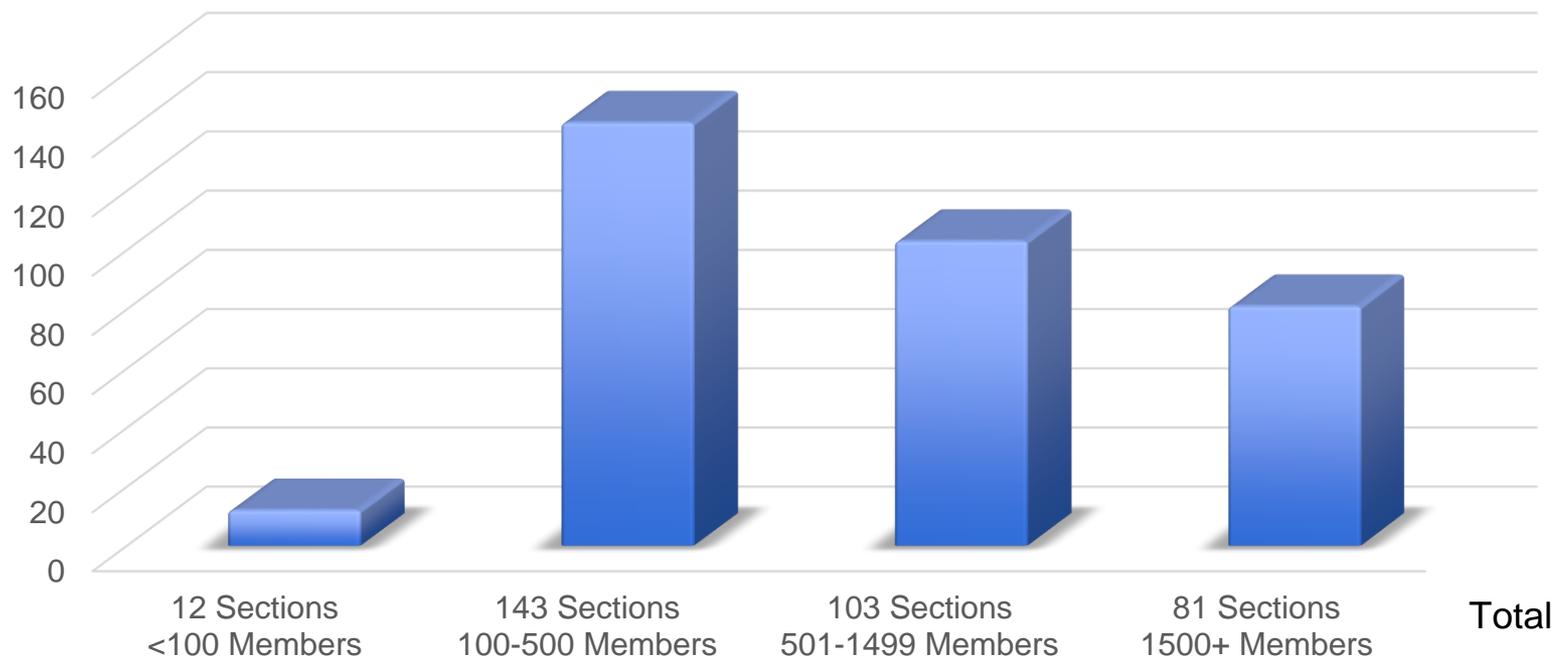
	12 Sections <100 Members	143 Sections 100-500 Members	103 Sections 501-1499 Members	81 Sections 1500+ Members	Total
Higher Grade	675	28,428	68,910	200,114	298,127
Student	208	10,930	23,079	88,678	122,895
Total	883	39,358	91,989	288,792	421,022

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Active Geographic Units (as of 12/31/2018)

Region 1 – 6

Year	Sections	Chapters	Affinity Groups	Student Branches
2000	167	569	0	473
2010	167	763	184	499
2018	167	803	281	463

Region 7 – 10

Year	Sections	Chapters	Affinity Groups	Student Branches
2000	132	647	0	615
2010	166	1287	165	1492
2018	172	1626	323	2746
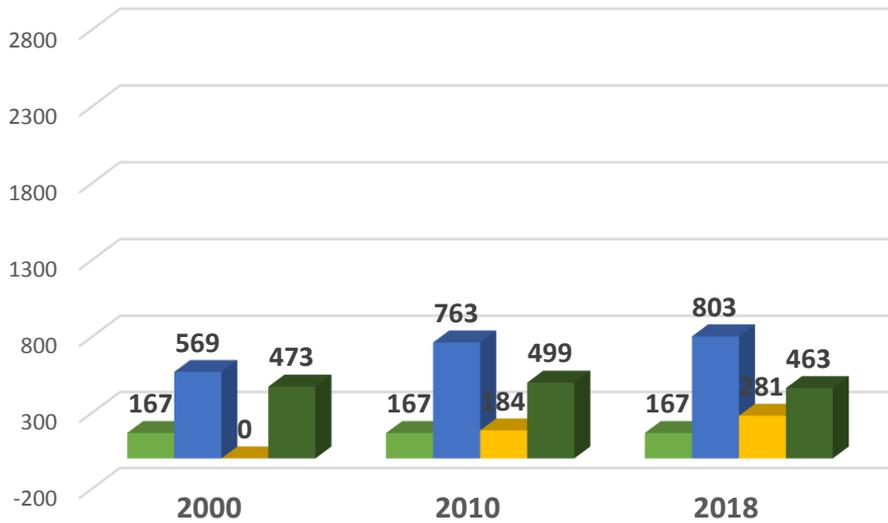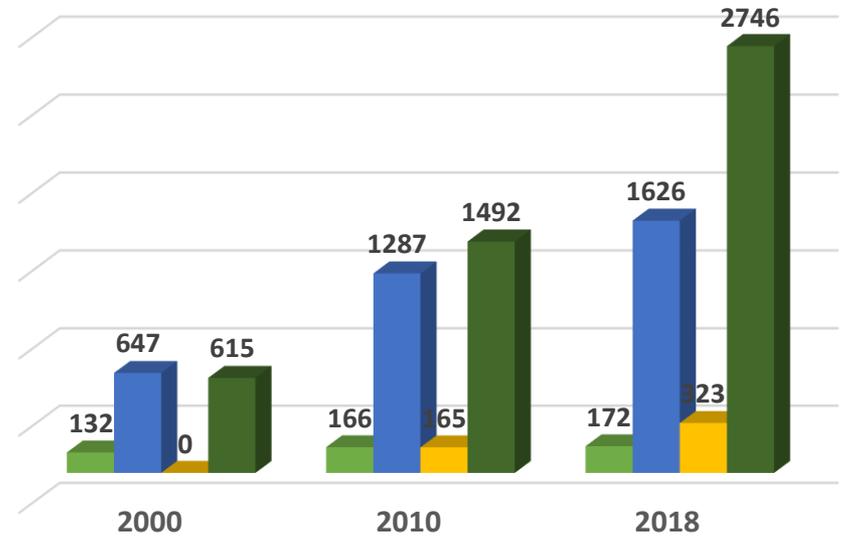
Sections ■ Chapters ■ Affinity Groups ■ Student Branches

M_GA

IEEE Membership Distribution

Total Membership

Higher Grade Members
(71% of total)

Graduate Students
(11% of total)

Life Members (8% of total)

Students (18% of total)

As of 31 Dec 2018
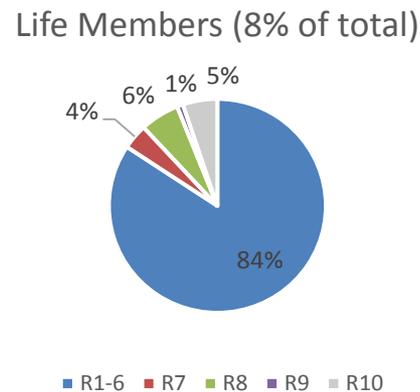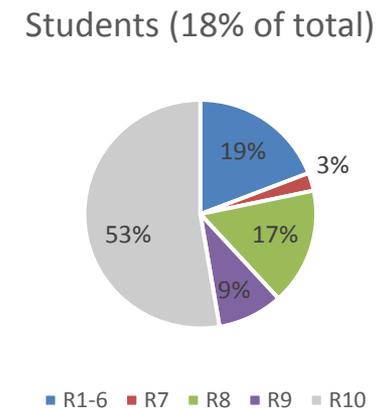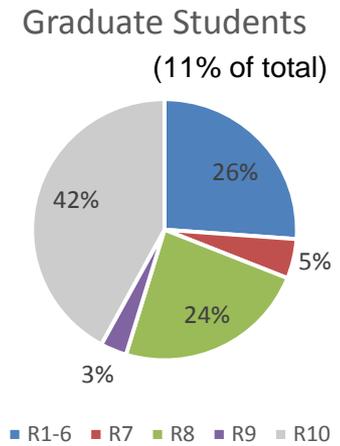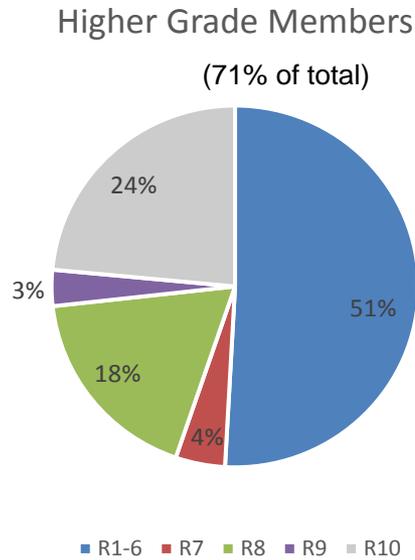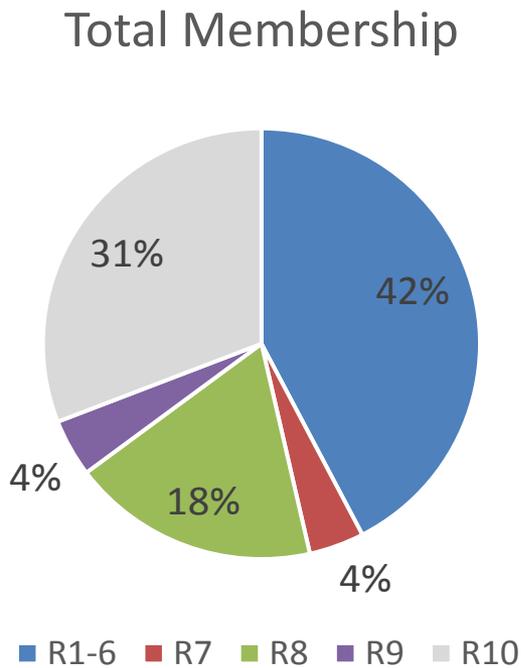
Top 10 Countries: Total IEEE membership

2018 Rank	Country	2018 Membership	2008 Membership	% Change Since 2008
1	USA	178,937	209,857	-15%
2	India	51,905	27,866	86%
3	China	23,215	5,528	320%
4	Canada	17,253	16,259	6%
5	Japan	14,368	13,346	8%
6	United Kingdom & Ireland	10,415	10,956	-5%
7	Germany	8,079	7,000	15%
8	Australia	8,026	7,617	5%
9	Korea (South)	5,510	4,421	25%
10	Italy	5,239	4,295	22%

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2019 Membership Year Concludes 15 Aug 2019

2020 Membership Year Begins
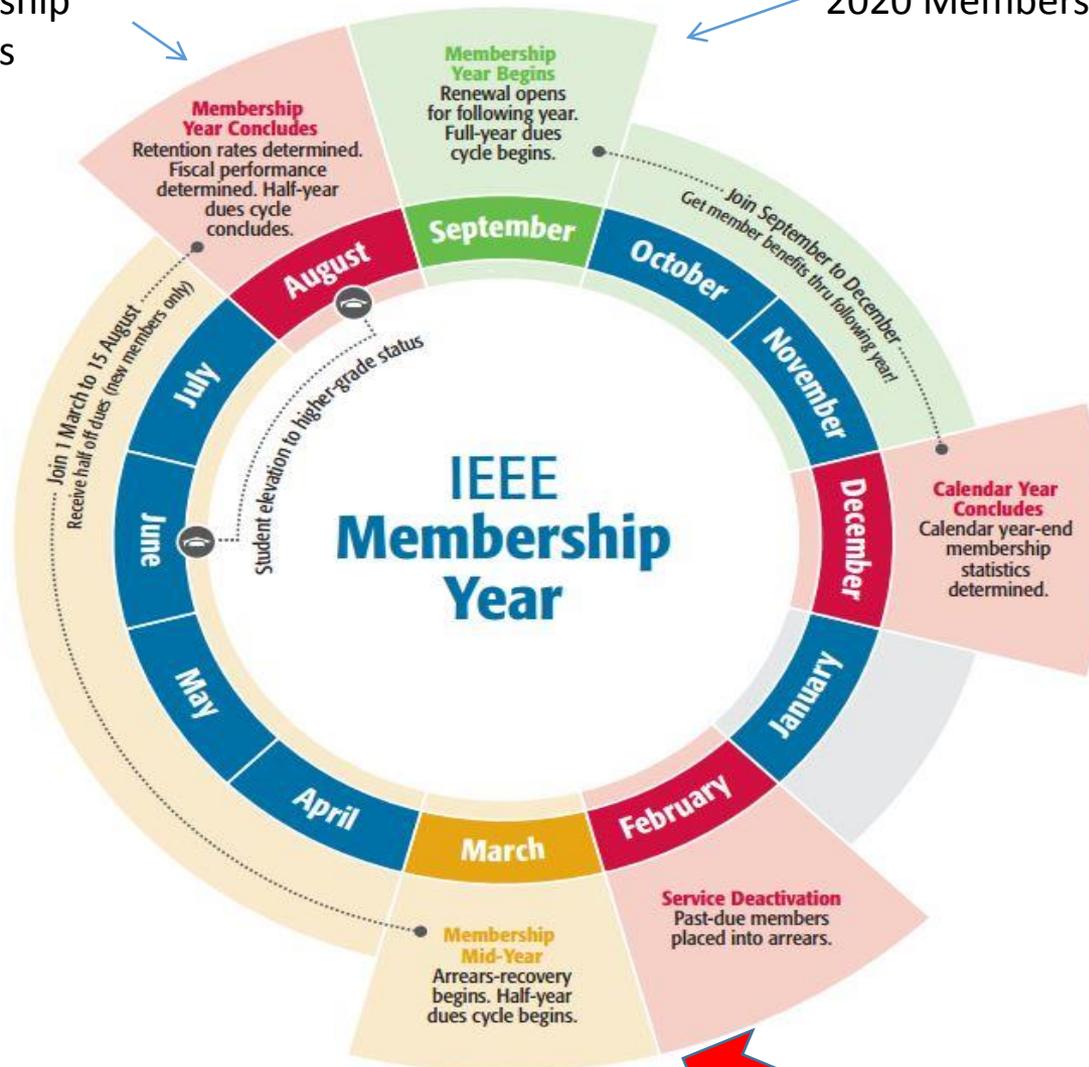
Service deactivation occured 23 Feb 2019

We are here

IEEE Membership – February 2019

REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2019	2018	Change		2019	2018	Change		2019	2018	Change		2019	2018	Change	
			#	%			#	%			#	%			#	%
1	20,504	21,444	(940)	-4.4%	1,087	1,141	(54)	-4.7%	1,258	1,508	(250)	-16.6%	22,849	24,093	(1,244)	-5.2%
2	17,936	18,625	(689)	-3.7%	1,033	1,021	12	1.2%	953	1,046	(93)	-8.9%	19,922	20,692	(770)	-3.7%
3	17,852	18,317	(465)	-2.5%	1,514	1,535	(21)	-1.4%	1,593	1,682	(89)	-5.3%	20,959	21,534	(575)	-2.7%
4	12,847	13,381	(534)	-4.0%	1,152	1,195	(43)	-3.6%	1,207	1,248	(41)	-3.3%	15,206	15,824	(618)	-3.9%
5	16,930	17,403	(473)	-2.7%	1,182	1,226	(44)	-3.6%	1,440	1,523	(83)	-5.4%	19,552	20,152	(600)	-3.0%
6	34,743	36,025	(1,282)	-3.6%	1,834	1,837	(3)	-0.2%	2,562	2,769	(207)	-7.5%	39,139	40,631	(1,492)	-3.7%
R 1-6	120,812	125,195	(4,383)	-3.5%	7,802	7,955	(153)	-1.9%	9,013	9,776	(763)	-7.8%	137,627	142,926	(5,299)	-3.7%
7	9,666	9,813	(147)	-1.5%	1,645	1,460	185	12.7%	1,264	1,063	201	18.9%	12,575	12,336	239	1.9%
8	38,630	39,194	(564)	-1.4%	7,397	7,336	61	0.8%	6,817	6,789	28	0.4%	52,844	53,319	(475)	-0.9%
9	5,830	5,974	(144)	-2.4%	925	977	(52)	-5.3%	3,235	2,884	351	12.2%	9,990	9,835	155	1.6%
10	47,406	46,873	533	1.1%	11,160	10,678	482	4.5%	20,185	19,405	780	4.0%	78,751	76,956	1,795	2.3%
R 7-10	101,532	101,854	(322)	-0.3%	21,127	20,451	676	3.3%	31,501	30,141	1,360	4.5%	154,160	152,446	1,714	1.1%
TOTAL	222,344	227,049	(4,705)	-2.1%	28,929	28,406	523	1.8%	40,514	39,917	597	1.5%	291,787	295,372	(3,585)	-1.2%

Geographic IEEE Membership Summary - February 2019

TOTAL IEEE MEMBERSHIP

IEEE Membership 291,787, YoY (-1.2%)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	429,825	291,787										
2018	426,098	295,372	323,752	340,344	355,502	366,884	374,778	383,674	395,128	407,612	414,446	422,460
2017	431,398	294,323	320,594	336,666	349,868	363,725	372,136	379,645	390,676	401,668	409,008	417,429
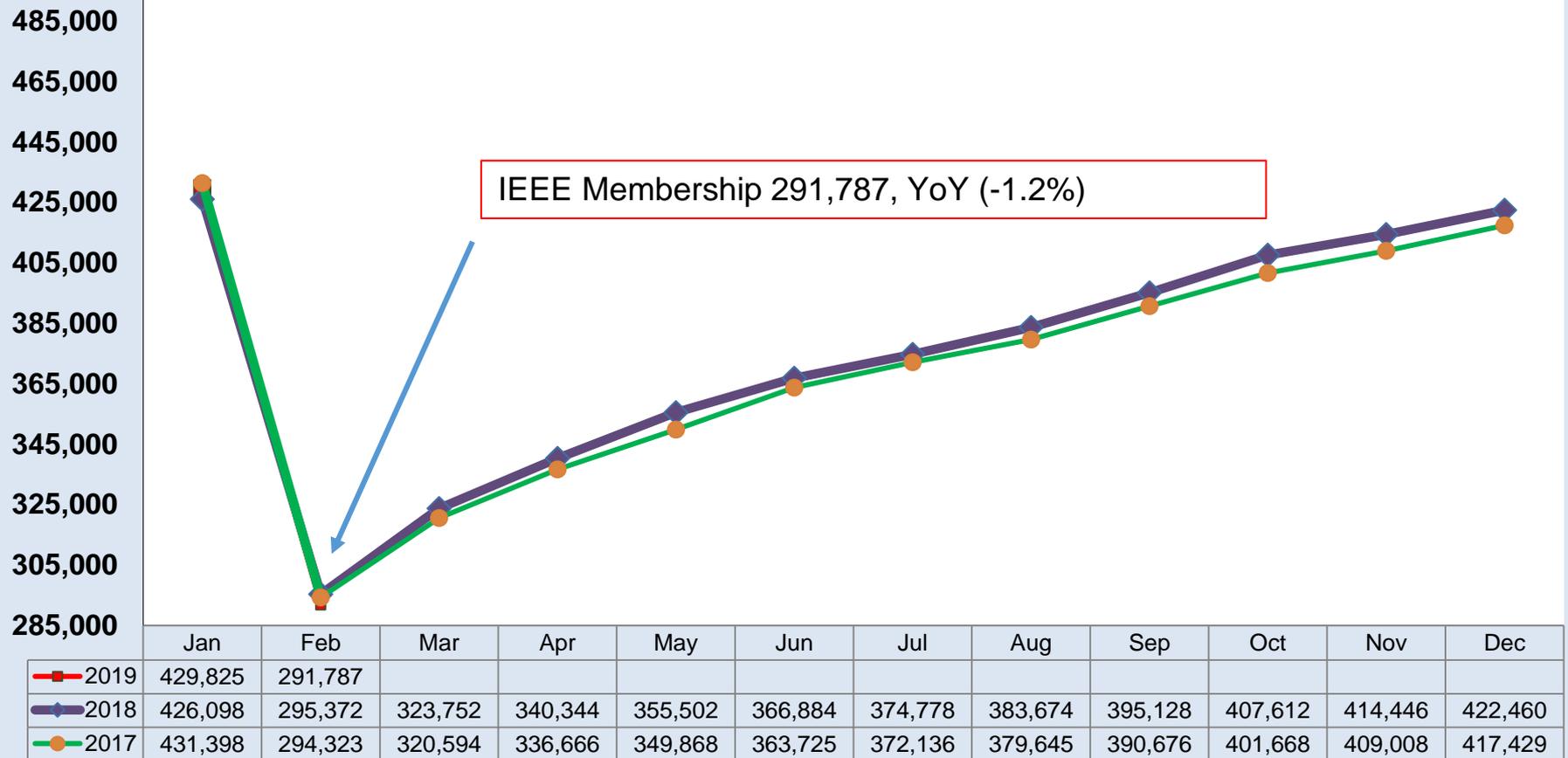
TOTAL SOCIETY MEMBERSHIPS excluding Affiliates

IEEE Society Memberships 242,401, YoY (-0.9%)
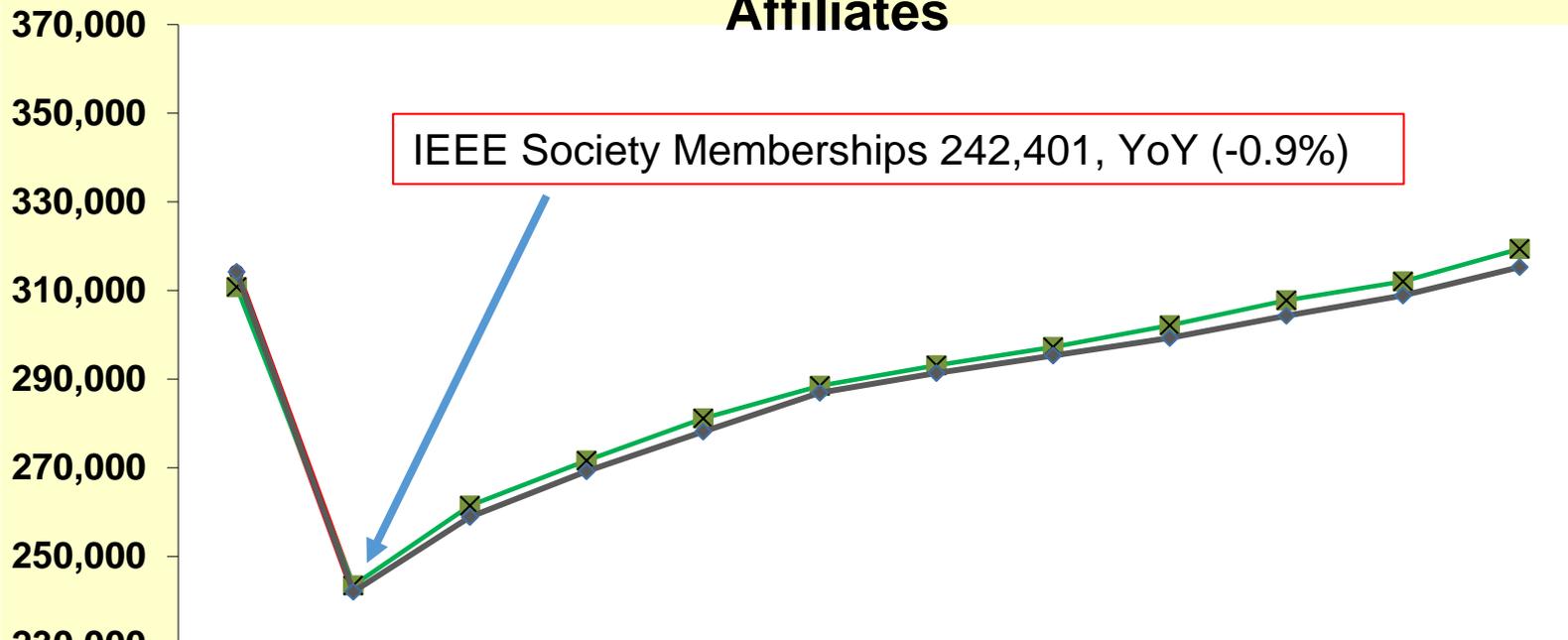
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	314,111	242,401										
2018	310,828	243,456	261,479	271,640	281,165	288,504	293,116	297,232	302,135	307,788	312,064	319,421
2017	314,227	242,025	258,925	269,212	278,166	286,944	291,384	295,330	299,306	304,318	308,887	315,296

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2019 MGA Priority Projects

- ▶ **IEEE Collabratec™ Usability, Education and Engagement**

- ▶ **Student Program Business Plan/Strategy & Retention**

- ▶ **Young Professional Business Plan**

- ▶ **IEEE WIE Business Plan Opportunities**

- ▶ **Sections Congress 2020**

- ▶ **IEEE Membership Future Opportunities**

- ▶ **Virtual Workflow Assistant**

- ▶ **Corporate Membership (SC17 Recommendation)**

- ▶ **STEM – Pre college training (SC17 Recommendation)**

- ▶ **Industry/Academia/Government/Collaborations/Partnerships (SC17 Recommendation)**

Member Research

Member Focus Group Research: Top 3 Recommendations

- <u>Focus on improving existing programs</u>: Significantly altering the membership model was not top of mind for the majority of participants in any of the focus groups. *Instead, IEEE should improve what already exists for members and better communicate what is available to participants.*

- <u>Communicate more effectively</u>: Participants want IEEE to stop "spamming" them with content that is not relevant to their interests but start sending personalized communications based on their interests. Members provide IEEE with information about their areas of interest, etc. through their member profile and through data IEEE has on how members have engaged with IEEE. That *data should be used to send more customized content and activities* (i.e., relevant information) to members. Without that, much of what members receive is being lost in the mix of emails deemed as "spam."

- <u>Do more locally</u>: *Members want an array of local activity*, most notably to hear talks on topics of interest to them with networking opportunities included. Further, if there is already IEEE local activity, that information is not reaching the people in those areas.

IEEE Collabratec

2019 Update & Direction

IEEE Volunteer / Staff Orientation

www.ieee.org

What is IEEE Collabratec?

An open platform advancing IEEE community globally, with premium services for IEEE Members

Technical Networking

Knowledge Sharing

Member Recognition

IEEE Volunteers / Staff Orientation

Advancing IEEE community globally

Total network expanded to 182,000 registrants as of Dec 2018

→ 68,000 IEEE Members
→ 114,000 non-IEEE Members
(including former Members)

IEEE Member Registrants on Collabratec by Regions
DECEMBER - year over year

Percentage of IEEE Members on Collabratec Dec 2018

Region 9 — 24.4%
Region 8 — 21.9%
Region 10 — 16.8%
Region 7 — 16.7%
Regions 1-6 — 12%

20
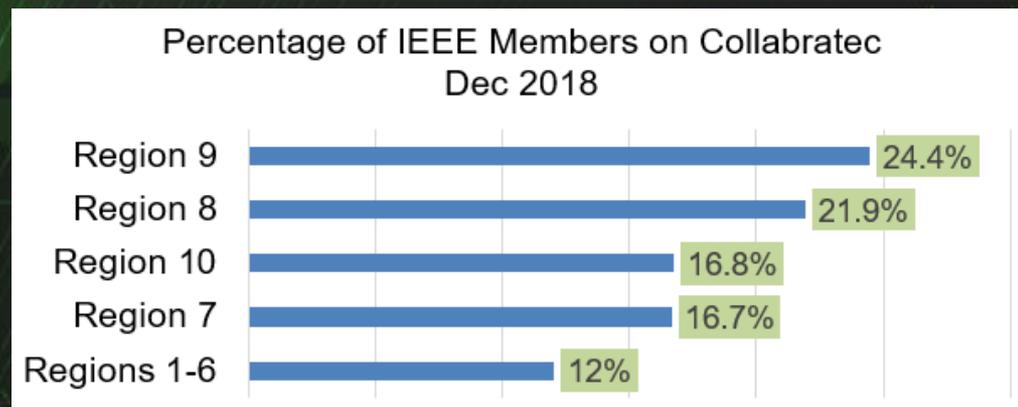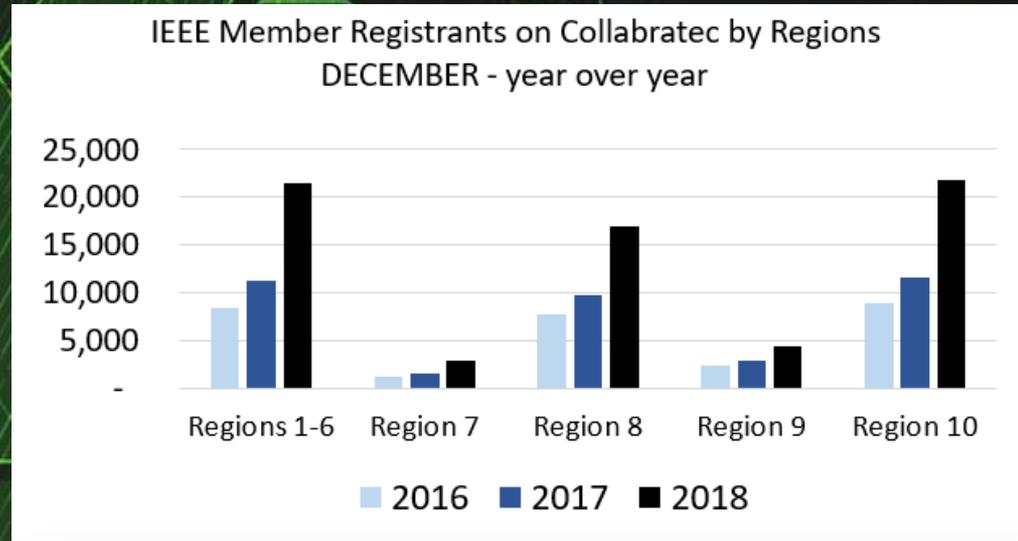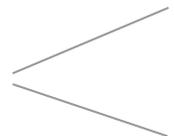
R8 Member Engagement Trending
January 2019

R8 drove 24% of IEEE Member
engagement on Collabratec
(Region has 25% of the Members on Collabratec)

Usage by Member Region (Categories)
(Select on a section in the chart to filter the report.)

January 2019

- R0 — 34.6%
- R8 — 24.1%
- R6 — 8.1%
- R9 — 7%
- R1 — 5.5%
- R7 — 5.4%
- R5
- R3
- R4
- R2
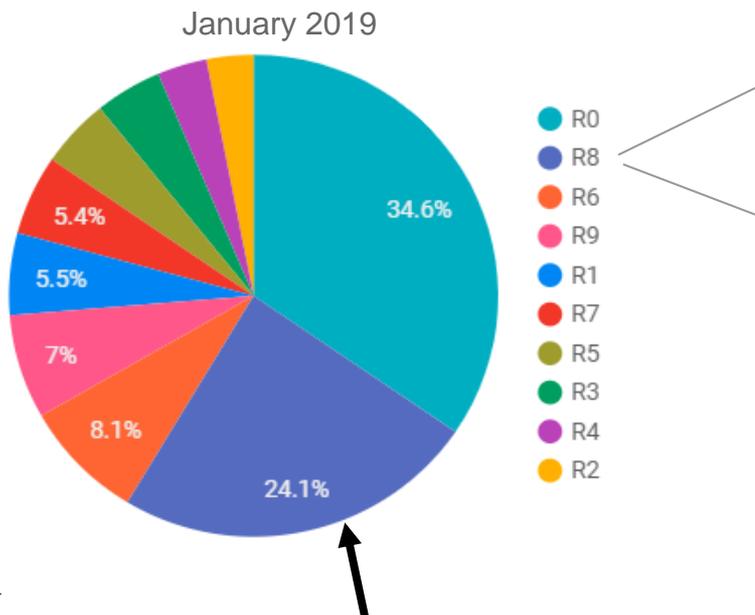
Section Engagement - Jan 2019
➔ top 3: UK & Ireland, Italy, Germany

Legend:
- Opport...
- Groups
- Library
- All Search
- Comm...
- People
- Profile
- Activity Stream

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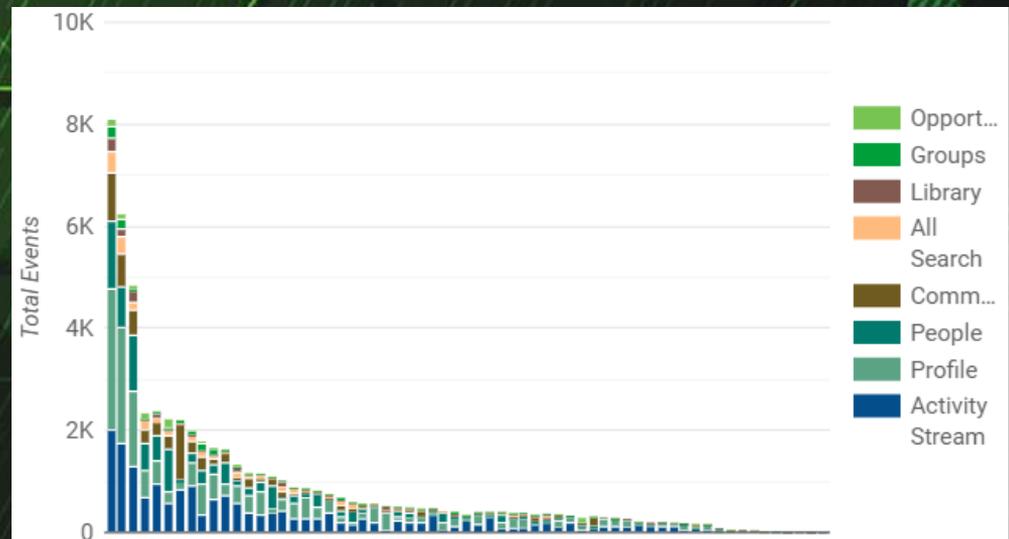
R8 Member Registrant Trending
January 2019

Region has 17,600 Members on Collabratec, break out as follows:

R8 N=17,600 Jan '19

- Higher Grade Members 71%
- Undergrad Student Members 15%
- Graduate Student Members 14%
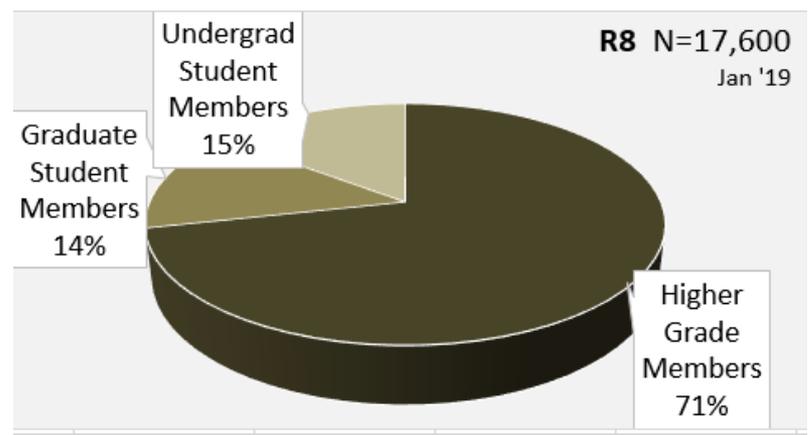
22% of R8's Members are on Collabratec

Percentage of IEEE Members on Collabratec by Region				Jan-19
REGION	Higher Grade	Graduate Students	Undergrad Students	TOTAL
R1	13%	16%	10%	13%
R2	12%	15%	11%	12%
R3	13%	18%	11%	13%
R4	13%	17%	10%	13%
R5	12%	18%	11%	13%
R6	12%	14%	9%	12%
R 1-6	*12%*	*16%*	*10%*	*12%*
R7	17%	19%	14%	17%
R8	23%	22%	19%	22%
R9	30%	28%	18%	25%
R10	18%	15%	17%	17%
R 7-10	*21%*	*18%*	*17%*	*19%*
total	16%	17%	16%	**16%**

IEEE Volunteers / Staff Orientation

Premium-level services for IEEE Members ...

- One-stop access to IEEE resources
- Exclusive, verified IEEE directories
- IEEE mentors/mentees program
- IEEE Members-only communities
- Expanded collaboration privileges
- Personalized certificates of IEEE and Society Membership
- Distinct badging for IEEE Members and Volunteers
- IEEE volunteer positions updated automatically
- One-stop privacy, personalization settings

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IEEE Volunteers / Staff Orientation

Thank You!!

Branch and Section Connection Videos

Student Branch Leadership: IEEE Students — 174 views
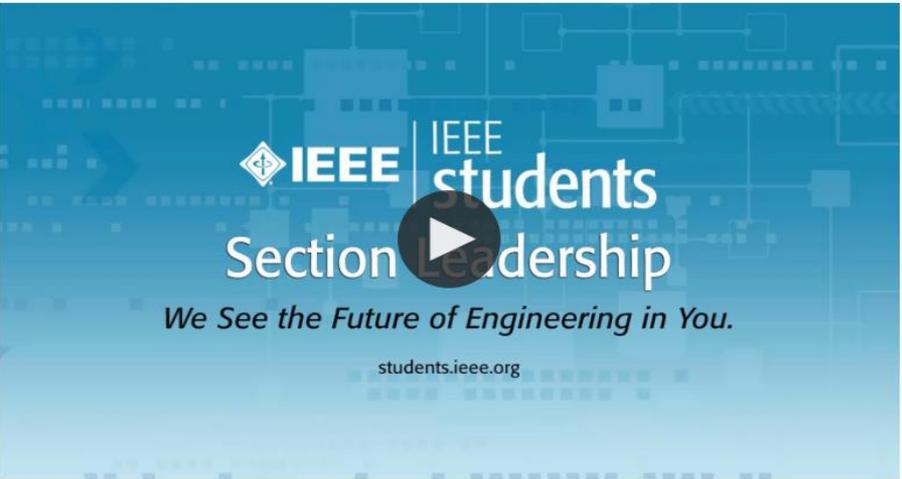
Section Leadership: IEEE Students — 124 views

Objectives and Components of the Young Professionals Business Plan

Develop and provide truly tangible benefits
Increase membership and retention
Improve member and volunteer satisfaction
Increase engagement
Make a difference

Xplore Flex

uVolunteering

Loyalty Program

Signature and Meet up Events

Seed funding

2019 Focus on the Student Experience

- development of long range strategic plan

- special efforts to tackle student retention

- new web site with addl features in development
- exploring novel career resources & strengthening existing ones
- inviting students into Young Professional events
- new communications and messaging including video segments
- building community and engagement in Collabratec
- enhancing Branch and Section relationships + rebate changes

IEEE
students

IEEE Membership -31 Dec 2018

REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2018	2017	Change		2018	2017	Change		2018	2017	Change		2018	2017	Change	
			#	%			#	%			#	%			#	%
1	25,611	26,350	(739)	-2.8%	1,737	1,756	(19)	-1.1%	2,217	2,101	116	5.5%	29,565	30,207	(642)	-2.1%
2	22,084	22,804	(720)	-3.2%	1,554	1,501	53	3.5%	1,492	1,503	(11)	-0.7%	25,130	25,808	(678)	-2.6%
3	22,540	22,867	(327)	-1.4%	2,333	2,210	123	5.6%	2,675	2,510	165	6.6%	27,548	27,587	(39)	-0.1%
4	16,207	16,459	(252)	-1.5%	1,752	1,729	23	1.3%	1,942	1,719	223	13.0%	19,901	19,907	(6)	0.0%
5	21,485	21,706	(221)	-1.0%	1,715	1,765	(50)	-2.8%	2,282	2,162	120	5.6%	25,482	25,633	(151)	-0.6%
6	44,165	44,967	(802)	-1.8%	2,817	2,714	103	3.8%	4,329	4,129	200	4.8%	51,311	51,810	(499)	-1.0%
R 1-6	152,092	155,153	(3,061)	-2.0%	11,908	11,675	233	2.0%	14,937	14,124	813	5.8%	178,937	180,952	(2,015)	-1.1%
7	13,038	12,630	408	3.2%	2,235	1,930	305	15.8%	1,980	1,651	329	19.9%	17,253	16,211	1,042	6.4%
8	53,866	53,395	471	0.9%	10,768	10,350	418	4.0%	12,885	12,423	462	3.7%	77,519	76,168	1,351	1.8%
9	9,649	9,486	163	1.7%	1,467	1,480	(13)	-0.9%	7,108	7,425	(317)	-4.3%	18,224	18,391	(167)	-0.9%
10	70,307	66,670	3,637	5.5%	19,168	17,256	1,912	11.1%	41,052	41,781	(729)	-1.7%	130,527	125,707	4,820	3.8%
R 7-10	146,860	142,181	4,679	3.3%	33,638	31,016	2,622	8.5%	63,025	63,280	(255)	-0.4%	243,523	236,477	7,046	3.0%
TOTAL	298,952	297,334	1,618	0.5%	45,546	42,691	2,855	6.7%	77,962	77,404	558	0.7%	422,460	417,429	5,031	1.2%

Geographic IEEE Membership Summary - December 2018