

Leveraging Local Strengths – TAB and MGA

IEEE Wins when Regions, Sections and Technical Activities Work Together

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IEEE Technical Activities Past Vice President

Two Important Membership Surveys

2016 Membership Segmentation Survey

- Quantitative online survey, conducted October 5-November 4, 2015
- International member database sample, Total Respondents (10,677)
- Completed Interviews: Higher Grade Members Without Graduate Students (9,181) and Student Members Including Graduate Students (1,496)

2015 All Societies Research Project (ASRP)

- Society members compared to those who do not belong to a Society
 - 2,500 randomly selected Higher Grade and Graduate Student members per Society
 - Society Sample = 72,216
 - 2,500 IEEE members who do not belong to an IEEE Society
 - Responses – Societies 14,925, non-society 332, total 15,257



Reasons for Joining IEEE











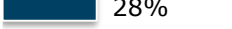

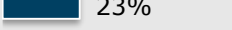
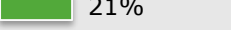
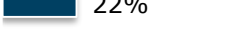

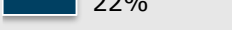

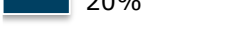

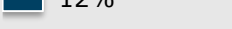



	Higher Grade*	Differences (2012 – 2016)	Students**	Differences (2012 – 2016)
To remain technically current	63%	-4	53%	-7
To obtain IEEE publications	59%	-3	49%	-9
To join IEEE Societies	42%	-2	47%	+5
To network with others in the profession	39%	NC	45%	NC
To enhance my career opportunities	38%	-2	54%	-3
To enhance my stature within the profession	36%	-2	33%	-4
For continuing education	34%	NC	38%	NC
To participate in local IEEE activities	24%	NC	41%	-1
To obtain a reduced registration fee at IEEE conferences	24%	+3	36%	+4
To give back to my profession	19%	NC	20%	-1
A professor suggested it	17%	-1	28%	-1
To participate in student branch activities	13%	-2	45%	-3
Recommended by colleague	13%	-3	24%	+1
To have access to discounts on professional & personal services	13%	-1	22%	NC
To give back to the world community	12%	+1	23%	+5
To participate in standards development	10%	NC	15%	NC
To access insurance	7%	-4	3%	NC
Through a membership drive	5%	+1	10%	+1
To obtain a Google Apps @ IEEE.org - formerly IEEE email alias	4%	-3	11%	-1
To participate in public policy	4%	NC	8%	+1
To participate in student contests	3%	NC	28%	-3

*Without Graduate Student Members **Including Graduate Student Members

BASE: Higher Grade (n=9181) Students (n=1496)

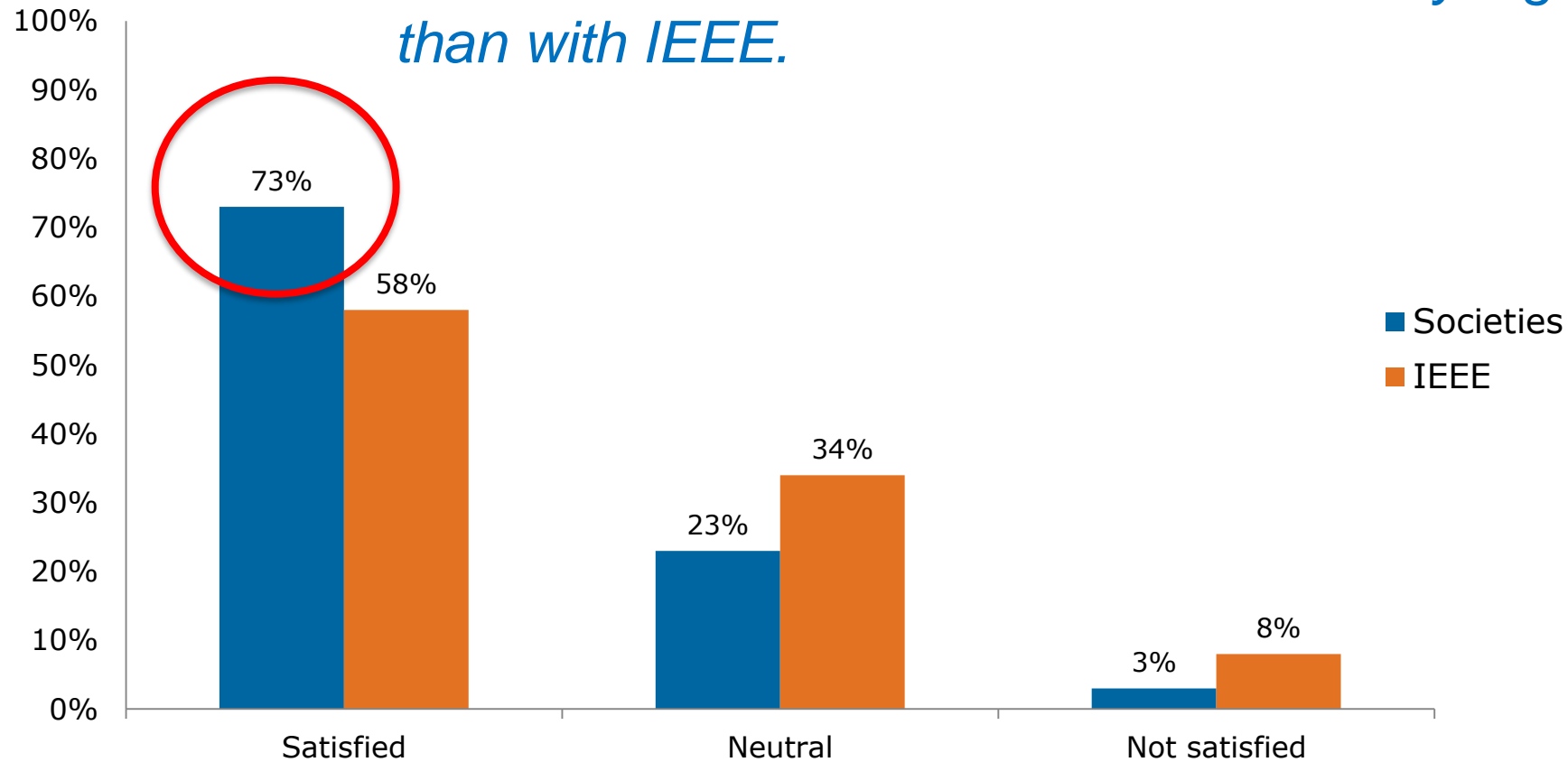
Q3. Please indicate the major reasons you **originally joined** IEEE. Please select all that apply.

Reasons for belonging to primary society seems to indicate a desire for service and engagement

	Higher Grade* 2016		Students** 2016	
To keep myself informed of all the advancements in my field	 69%	-2	 65%	-2
To obtain technical information and resources	 66%	-2	 60%	-7
To obtain society publications (paper and/or electronic)	 63%	-5	 52%	-11
To meet and interact with others who share my professional interests (networking)	 38%	+1	 45%	+5
To contribute to my profession	 35%	+2	 39%	+4
To get access to continuing education opportunities	 28%	-1	 40%	-2
To support my industry	 23%	0	 21%	+4
To receive discounts on society conference fees	 22%	+3	 36%	+9
To serve as a volunteer (for example, write or review articles, speak at conferences, or serve on committees)	 22%	+3	 29%	+7
To attend local chapter activities	 20%	-1	 33%	+5
To get access to online career resources (For example, job listings)	 12%	-1	 31%	-1
Other	 1%	-1	 1%	NC

Overall Satisfaction

Satisfaction with Societies is considerably higher than with IEEE.



Q3: Overall, how satisfied or not are you with your membership in ^MembershipGroup2^? All scale questions use a scale of 1 to 5 where 1 is the lowest possible value and 5 is the highest possible value. The top two boxes are reported on as the favorable score, 3 is neutral and the bottom two boxes are reported on as the low score.

Our Collaborative Missions

- ▶ MGA Vision: Ensure **quality member opportunities** for continuous engagement.
- ▶ TAB Mission: To foster the development and facilitate the exchange of scientific and technological knowledge that **benefits members**, the profession, and humanity (TA Website); Inspire, Foster and Empower Technology-Centric Worldwide Communities (TA Ops Manual)

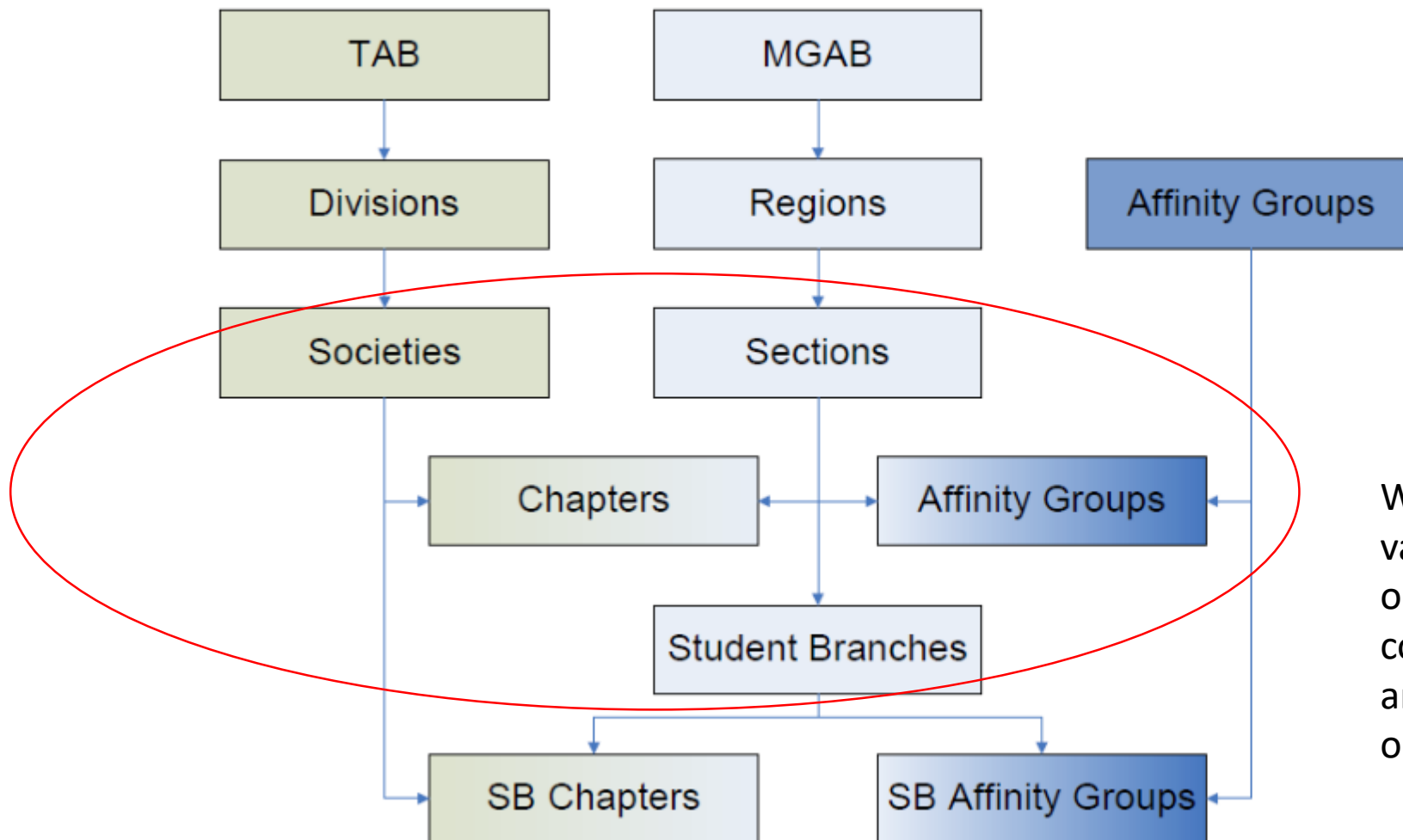
Section and Chapter Roles and Responsibilities

“The Section Chair manages the operations of the Section to **ensure the best interests of the local members are being met.**”

“The Technical Chapter Chair is responsible for overseeing the management of the Chapter and in so doing **serve the best interests of the IEEE, it's members,** and the general public.”

TAB & MGA Structure

Gray is for TAB, light blue is used for MGAB and dark blue is used for Affinity Groups.



Legend

TAB

Technical Activities Board

MGAB

Member and Geographic Activities Board

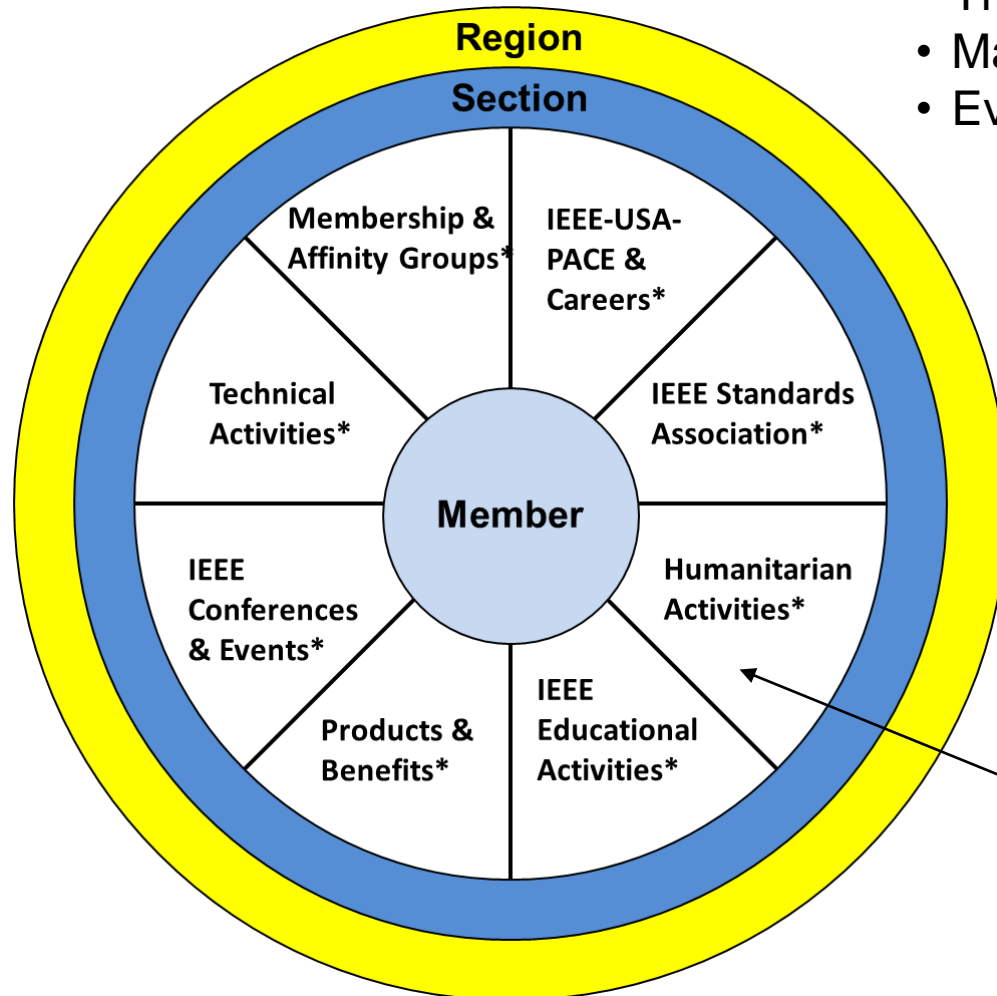
SB

Student Branch

We need to work together to identify the value of what chapters bring to the organization and how they are an essential communication channel of member value and not just another structure of the organization

Member View of IEEE

- This is the members view of IEEE
- Many do not realize the full depth and breadth of IEEE
- Everything is connected ... but not integrated



Reasons They Join...Looking for Needs Fulfillment

Why This is Important

What are the results we desire?

Results Desired

Have members recommend IEEE services and solutions to non-members.

Increase Recruitment

Have members keep coming back to IEEE for more information, more interaction, and ultimately more services.

Increase Retention

If we work together we can “ensure the best interests of the local members are being met & serve the best interests of the IEEE, it’s members.”



Thank You!

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Section/Society Chapter

Provide Regular, Quality Local Programs



- ▶ Develop Regional (Section) – Society Chapter partnerships
- ▶ Develop processes for inter-Section/Society Chapter programs
 - Joint Section/Society Chapter programs
 - Shared speaker tours
 - Have a panel presentation and invite leaders from multiple societies
- ▶ Investigate/develop local technical conferences (applications-oriented)
 - Working “track MOU” Society partnering agreement with MCE
- ▶ Support career & professional development meetings
 - Joint Seminars
- ▶ Promote continuing education opportunities
 - Tutorial Sessions
- ▶ Provide Technical and/or Community forums on hot issues

Chapters allow for direct peer-to-peer interaction that can lead to a strong community of members



Section/Society Chapter

Promote community involvement and professional image

- ▶ Senior Member roundups as a way to engage (and keep) members
- ▶ Techno-Humanitarian projects (e.g., MOVE) get members involved
- ▶ Provide information and training for Section volunteers in public relations and media outreach
- ▶ Disseminate information and help local units become involved in pre-college activities such as Future City competition, Teacher-in-Service training, school visits and mentoring
- ▶ Provide Technical and/or Community forums on hot issues

Section/Society Chapter

Best Practices and Opportunities for Joint Engagement

- ▶ Joint Social Events
- ▶ Section Meetings
 - Open AdCom attendance calls goes to all section members
 - Every Chapter Society meeting call goes to all section members
 - Include Student branches
- ▶ Section Awards
 - Development of new award categories
 - Senior Membership Development Award
 - Outstanding Two Year Performance
 - Most Improved Senior membership Elevations Over a Two Year Period
 - Director's Choice Award

Let chapters know how their activities fit into the overall strategy
and see how they can better support those activities.