MGA Membership Recruitment and Recovery Committee

*MGA Board, June 2018*

Takako Hashimoto
Chair, 2017-18 IEEE Membership Recruitment and Recovery (MRR) Committee
takako@cuc.ac.jp

Elyn Perez
MGA Staff – Senior Manager, Member Market Development
elyn.perez@ieee.org
Membership Development and the MRRC

- The MRRC
- MD Webcasts
- Membership Status
- 2018 MD Goals
  - Gold, Recruitment, Retention, Region
- Reports on Membership
- Regional Reports
MGA MRR Committee Composition

**VOTING MEMBERS**
- Chair (Appointed by the MGA Board based upon recommendation of MGA Nominations & Appointments Committee)
- Past Chair
- 10 Regional MD Coordinators (Appointed by Region Directors)
- Two representatives, appointed by the Vice President, Technical Activities

**CORRESPONDING MEMBERS**
- All MD Chairs, Societies, Sections, and Chapters
- Chair, MGA MELC Committee (Ex officio)
- Chair, IEEE TAB Conferences Committee (Ex officio)
- Representative appointed by IEEE-USA
- Representative appointed by the MGA Student Activities Committee
- Representative appointed by the MGA GOLD Committee
- Representative appointed by the IEEE Standards Association
- Representative appointed by IEEE Woman in Engineering

**STAFF SUPPORT**
- IEEE MGA staff lead, Membership Development
Voting Members of the MRRC 2018

R1 – Gim Soon Wan
gimsoon@ieee.org

R2 – Parviz Famouri
pafamouri@mail.wvu.edu

R3 – Sonya Dillard
sonya.dillard@nasa.gov

R4 – Vickie A Ozburn
vaozburn@rockwellcollins.com

R5 – Joe Redfield
j.redfield@ieee.org

R6 – Ralph Hogan
rhogan@ieee.org

R7 – Samantha Sriyananda
mgssriyananda@yahoo.com

R8 – Andrejs Romanovs
a.romanovs@ieee.org

R9 – Alberto Sanchez
aesanchez@ieee.org

R10 – Michael Ong
ongmichael@i2r.a-star.edu.sg

Takako Hashimoto
Chair, MGA 2017-18
Membership Recruitment & Recovery (MRR) Committee
takako@cuc.ac.jp

Antonio Luque Estepa
Past Chair, MGA 2015-16
Membership Recruitment & Recovery (MRR) Committee
aluque@ieee.org

Mark Torres
TA Representative
mgtorres@ieee.org

Jim Conrad
TA Representative
jmconrad@uncc.edu
Staff – Member & Geographic Activities (MGA), Member Market Development Team

Senior Manager
Elyn Perez
elyn.perez@ieee.org

Adrienne Hahn
a.hahn@ieee.org
Regions 1, 2, 4 Membership Development

Denise Maestri
d.maestri@ieee.org
First Year Experience
IEEE Day
Member-Get-A-Member
Conference Member Recruitment

Chris Wright
wright.c@ieee.org
Regions 3, 5, 6 Membership Development

Nicole Honan
n.honan@ieee.org
Direct Outreach Campaigns
Collateral
Merchandise
MD Webcasts

- Once per month
- Present the latest figures on membership
- Give hints on the most important activities
- Significant feature is highlighted

[www.ieee.org/md]
MD Webcasts (cont.)

- Jan (60 attended)
  - MD Introduction,
  - MD Year’s Goals
  - Impact and Importance of Arrears Recovery on Membership Growth

- Feb (125 attended)
  - Service Deactivation and Arrears Recovery
  - What is GDPR and How Will it Impact You?

- Mar (121 attended)
  - Service Deactivation and Arrears Recovery
  - IEEE OU Analytics Tool Demo

- Apr (85 attended)
  - Service Deactivation and Arrears Recovery
  - Update on Consent and Compliance

- May (72 attended)
  - Recruitment Review
  - Update on Consent and Compliance

We organized presentations related to GDPR with a lot of attendees
Membership Status

IEEE & Society Membership Trend

Note: Engineering Management Society was excluded from 2008 stats
# Membership Status

## Current Membership Snapshot

### Total IEEE Membership - May 2018

<table>
<thead>
<tr>
<th>REGION</th>
<th>Higher-Grade w/o GSM</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23,297</td>
<td>23,947</td>
<td>(650)</td>
<td>-2.7%</td>
</tr>
<tr>
<td>2</td>
<td>20,181</td>
<td>20,790</td>
<td>(609)</td>
<td>-2.9%</td>
</tr>
<tr>
<td>3</td>
<td>19,884</td>
<td>20,106</td>
<td>(222)</td>
<td>-1.1%</td>
</tr>
<tr>
<td>4</td>
<td>14,513</td>
<td>14,764</td>
<td>(251)</td>
<td>-1.7%</td>
</tr>
<tr>
<td>5</td>
<td>19,004</td>
<td>19,363</td>
<td>(359)</td>
<td>-1.9%</td>
</tr>
<tr>
<td>6</td>
<td>39,464</td>
<td>40,036</td>
<td>(572)</td>
<td>-1.4%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>136,343</td>
<td>139,006</td>
<td>(2,663)</td>
<td>-1.9%</td>
</tr>
<tr>
<td>7</td>
<td>10,876</td>
<td>10,696</td>
<td>180</td>
<td>1.7%</td>
</tr>
<tr>
<td>8</td>
<td>44,352</td>
<td>43,647</td>
<td>705</td>
<td>1.6%</td>
</tr>
<tr>
<td>9</td>
<td>7,169</td>
<td>6,992</td>
<td>177</td>
<td>2.5%</td>
</tr>
<tr>
<td>10</td>
<td>54,737</td>
<td>52,265</td>
<td>2,472</td>
<td>4.7%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>117,134</td>
<td>113,600</td>
<td>3,534</td>
<td>3.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>253,477</td>
<td>252,606</td>
<td>871</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

- **Overall membership** is ahead of last year by +1.6%
  - Strong gains in recruitment and reinstatement continuing
  - Region 10 is driving the overall growth
  - Last year this time was –2.8%

- **Higher-grade membership** is now in positive territory, +0.3%, up from –0.4% last month
  - Strong gains in HG recruitment are offsetting any further loss
  - Last year overall HG was –2.8% YoY

- **GSM grade members** strengthening even further to +7.6% from +6.5% last month
  - Main driver: Combination of positive retention and strong recruitment gains continuing
  - Last year this time was –1.1%

- **STU membership** is ahead +3.1%, was +4.3% last month
  - Main drivers: Higher student renewal rates and counts, especially first-year students
  - Last year this time was –0.1%
## Current Membership Snapshot

<table>
<thead>
<tr>
<th>Monthly Snapshot</th>
<th>YoY Variance</th>
<th>May ’18</th>
<th>May ’17</th>
<th>Apr ’18</th>
<th>May ’18 vs. Apr ’18</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Membership</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honorary</td>
<td>+1.6%</td>
<td>5,634</td>
<td>355,502</td>
<td>349,868</td>
<td>340,344             +4.5%</td>
</tr>
<tr>
<td>Fellow</td>
<td>+1.6%</td>
<td>61</td>
<td>7,523</td>
<td>7,462</td>
<td>7,487               +0.5%</td>
</tr>
<tr>
<td>Senior Member</td>
<td>+4.9%</td>
<td>1,926</td>
<td>41,474</td>
<td>39,548</td>
<td>41,110              +0.9%</td>
</tr>
<tr>
<td>Member</td>
<td>-0.5%</td>
<td>-945</td>
<td>199,508</td>
<td>200,453</td>
<td>193,556             +3.1%</td>
</tr>
<tr>
<td>Associate Member</td>
<td>-3.4%</td>
<td>-175</td>
<td>4,938</td>
<td>5,113</td>
<td>4,706               +4.9%</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>+7.6%</td>
<td>2,955</td>
<td>42,007</td>
<td>39,052</td>
<td>38,072              +10.3%</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>+3.1%</td>
<td>1,808</td>
<td>60,018</td>
<td>58,210</td>
<td>55,379              +8.4%</td>
</tr>
<tr>
<td><strong>Society Membership</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>20 Societies up &gt; 1%</strong></td>
<td>+1.1%</td>
<td>2,999</td>
<td>281,165</td>
<td>278,166</td>
<td>271,640             +3.5%</td>
</tr>
<tr>
<td><strong>7 Societies +/- 1%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>12 Societies down &gt; 1%</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Societies Note:** Sum of respective gains and losses, with all counts excluding Affiliates. Including Affiliates, total Society memberships are up year-over-year by 2,432 or +0.8%.

### MD Channel

<table>
<thead>
<tr>
<th></th>
<th>‘18</th>
<th>‘17</th>
<th>‘16</th>
<th>‘15</th>
<th>May—2018 Membership Year-to-Date</th>
<th>‘18</th>
<th>‘17</th>
<th>‘16</th>
<th>‘15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>‘18</td>
<td>‘17</td>
<td>‘16</td>
<td>‘15</td>
<td>Recruitment</td>
<td>‘18</td>
<td>‘17</td>
<td>‘16</td>
<td>‘15</td>
</tr>
<tr>
<td>Retention (Rate and Count)</td>
<td>68.4%</td>
<td>67.0%</td>
<td>68.8%</td>
<td>69.4%</td>
<td>258,261</td>
<td>78,415</td>
<td>75,108</td>
<td>80,796</td>
<td>71,948</td>
</tr>
<tr>
<td>Higher-Grade</td>
<td>78.6%</td>
<td>77.1%</td>
<td>78.3%</td>
<td>78.8%</td>
<td>225,729</td>
<td>17,778</td>
<td>16,517</td>
<td>16,653</td>
<td>16,063</td>
</tr>
<tr>
<td>STU/GSM</td>
<td>36.1%</td>
<td>33.6%</td>
<td>36.2%</td>
<td>37.5%</td>
<td>32,532</td>
<td>20,920</td>
<td>20,174</td>
<td>19,900</td>
<td>24,924</td>
</tr>
</tbody>
</table>
Total IEEE Membership

TOTAL IEEE MEMBERSHIP

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>426,098</td>
<td>295,372</td>
<td>323,752</td>
<td>340,344</td>
<td>355,502</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>427,935</td>
<td>296,475</td>
<td>325,532</td>
<td>344,809</td>
<td>359,888</td>
<td>370,394</td>
<td>377,779</td>
<td>386,538</td>
<td>396,030</td>
<td>407,594</td>
<td>414,824</td>
<td>423,566</td>
</tr>
</tbody>
</table>
Society Membership

TOTAL SOCIETY MEMBERSHIPS

Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec

370,000
355,000
340,000
325,000
310,000
295,000
280,000
265,000
250,000
235,000

2018
2017
2016
# Recruitment Performance

<table>
<thead>
<tr>
<th>Region</th>
<th>Higher Grade w/o GSMs</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>Total Members</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Change: #, %</td>
<td>Change: #, %</td>
<td>Change: #, %</td>
<td>Change: #, %</td>
</tr>
<tr>
<td>1</td>
<td>828, 785, 43, 5.5%</td>
<td>700, 659, 41, 6.2%</td>
<td>1,569, 1,347, 222, 16.5%</td>
<td>3,097, 2,791, 306, 11.0%</td>
</tr>
<tr>
<td>2</td>
<td>736, 592, 144, 24.3%</td>
<td>560, 600, (40), 6.7%</td>
<td>1,041, 950, 91, 9.6%</td>
<td>2,337, 2,142, 195, 9.1%</td>
</tr>
<tr>
<td>3</td>
<td>805, 670, 135, 20.1%</td>
<td>939, 790, 149, 18.9%</td>
<td>1,813, 1,585, 228, 14.4%</td>
<td>3,557, 3,045, 512, 16.8%</td>
</tr>
<tr>
<td>4</td>
<td>626, 493, 133, 27.0%</td>
<td>678, 648, 30, 4.6%</td>
<td>1,247, 1,041, 206, 19.8%</td>
<td>2,551, 2,182, 369, 16.9%</td>
</tr>
<tr>
<td>5</td>
<td>827, 743, 84, 11.3%</td>
<td>666, 665, 1, 0.2%</td>
<td>1,509, 1,326, 183, 13.8%</td>
<td>3,002, 2,734, 268, 9.8%</td>
</tr>
<tr>
<td>6</td>
<td>1,854, 1,637, 217, 13.3%</td>
<td>1,038, 935, 103, 11.0%</td>
<td>2,671, 2,626, 45, 1.7%</td>
<td>5,563, 5,198, 365, 7.0%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>5,676, 4,920, 756, 15.4%</td>
<td>4,581, 4,297, 284, 6.6%</td>
<td>9,850, 8,875, 975, 11.0%</td>
<td>20,107, 18,092, 2,015, 11.1%</td>
</tr>
<tr>
<td>7</td>
<td>757, 527, 230, 43.6%</td>
<td>870, 609, 261, 42.9%</td>
<td>936, 849, 87, 10.2%</td>
<td>2,563, 1,985, 578, 29.1%</td>
</tr>
<tr>
<td>8</td>
<td>3,171, 2,807, 364, 13.0%</td>
<td>4,106, 3,826, 280, 7.3%</td>
<td>7,060, 7,218, (158), -2.2%</td>
<td>14,337, 13,351, 486, 3.5%</td>
</tr>
<tr>
<td>9</td>
<td>687, 733, (46), -6.3%</td>
<td>615, 544, 71, 13.1%</td>
<td>3,384, 4,009, (625), -15.6%</td>
<td>4,686, 5,286, (600), -11.4%</td>
</tr>
<tr>
<td>10</td>
<td>5,567, 4,986, 581, 11.7%</td>
<td>9,045, 7,928, 1117, 14.1%</td>
<td>22,110, 22,980, (870), -3.8%</td>
<td>36,722, 35,984, 828, 2.3%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>10,182, 9,053, 1,129, 12.5%</td>
<td>14,636, 12,907, 1729, 13.4%</td>
<td>33,490, 35,056, (1,566), -4.5%</td>
<td>58,308, 57,016, 1,292, 2.3%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>15,858, 13,973, 1,885, 13.5%</td>
<td>19,217, 17,204, 2013, 11.7%</td>
<td>43,340, 43,931, (891), -1.3%</td>
<td>78,415, 75,108, 3,307, 4.4%</td>
</tr>
</tbody>
</table>

- **Undergraduate** had a strong start to the year, but has since levelled off and is now behind by −1.3%
  - Main driver: Outside the US, we are starting to see the natural decline in recruitment for this time of year. US student recruitment remains strong.
  - Last year at this time: undergraduate recruitment was +0.7%

- **Graduate student recruitment** gains are positive but levelling off, from +13.0% last month to +11.7% this month.
  - Main driver: Same trend as with undergraduate, we saw a strong start and now the annual dip in recruitment begins.
  - Last year at this time: graduate student recruitment was +2.0%

- **Higher Grade recruitment** gains continue to grow steadily, from +12.6% last month to +13.5%
  - Eight Regions have double-digit percentage gains
  - All US Regions are positive, continuing with a big rebound this year following ten years of de-clines.
  - Last year at this time: HG recruitment was −31.2%
2018 Membership Goals – Recruitment

At this point in the membership year the percent to goal benchmark (last column in charts below) should be 75% or more (As of the end of May)

<table>
<thead>
<tr>
<th>Recruitment</th>
<th>2018 Goal</th>
<th>2018 % Growth</th>
<th>2018 YTD</th>
<th>% to Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>3,481</td>
<td>4.3%</td>
<td>3,097</td>
<td>89.0%</td>
</tr>
<tr>
<td>R2</td>
<td>2,770</td>
<td>4.8%</td>
<td>2,337</td>
<td>84.4%</td>
</tr>
<tr>
<td>R3</td>
<td>3,858</td>
<td>5.0%</td>
<td>3,557</td>
<td>92.2%</td>
</tr>
<tr>
<td>R4</td>
<td>2,722</td>
<td>4.0%</td>
<td>2,551</td>
<td>93.7%</td>
</tr>
<tr>
<td>R5</td>
<td>3,451</td>
<td>4.7%</td>
<td>3,002</td>
<td>87.0%</td>
</tr>
<tr>
<td>R6</td>
<td>6,393</td>
<td>2.7%</td>
<td>5,563</td>
<td>87.0%</td>
</tr>
<tr>
<td>R7</td>
<td>2,717</td>
<td>4.1%</td>
<td>2,563</td>
<td>94.3%</td>
</tr>
<tr>
<td>R8</td>
<td>17,680</td>
<td>2.6%</td>
<td>14,337</td>
<td>81.1%</td>
</tr>
<tr>
<td>R9</td>
<td>7,167</td>
<td>3.4%</td>
<td>4,686</td>
<td>65.4%</td>
</tr>
<tr>
<td>R10</td>
<td>46,337</td>
<td>2.1%</td>
<td>36,722</td>
<td>79.2%</td>
</tr>
<tr>
<td>Total</td>
<td>96,575</td>
<td>2.8%</td>
<td>78,415</td>
<td>81.2%</td>
</tr>
</tbody>
</table>

- All but one Region is tracking above goal. Overall recruitment is tracking ahead by 4.4% through May.
- One-quarter of Sections worldwide have met their goal already
- It will be critical to maintain the strong recruitment gains we are seeing in order to end the year showing growth. Utilize the half year dues period as a recruitment push
The rate of renewals is higher in every category compared to last year.

All grade categories are ahead, but the strongest gains are in the GSM and undergraduate categories.

Although higher grade retention rates are higher this year, the fact that we started the year with fewer HG members has not contributed to the growth in membership since the raw number of HG renewals is less.

However, significant progress has been made because that gap (roughly 8k fewer HG members this year) is now down to 2.3k.

They can renew any time before 15 August to remain a member for 2018.
Retention Performance – First Year Members

First-year members are renewing at higher rates this year, in every grade category and in nine of the ten Regions.

It is still not too late to communicate with your members in arrears. Every Section should be reaching out to this group. They can renew any time before 15 August to remain a member for 2018.
### 2018 Membership Goals – Retention

<table>
<thead>
<tr>
<th>Retention</th>
<th>2018 Oppty</th>
<th>2018 # Goal</th>
<th>2018 Goal</th>
<th>2018 % Growth</th>
<th>2018 YTD</th>
<th>% to Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>28,545</td>
<td>23,435</td>
<td>82.1%</td>
<td>1.0%</td>
<td>80.6%</td>
<td>98.2%</td>
</tr>
<tr>
<td>R2</td>
<td>24,650</td>
<td>20,386</td>
<td>82.7%</td>
<td>1.0%</td>
<td>81.5%</td>
<td>98.6%</td>
</tr>
<tr>
<td>R3</td>
<td>25,653</td>
<td>20,163</td>
<td>78.6%</td>
<td>0.5%</td>
<td>78.0%</td>
<td>99.2%</td>
</tr>
<tr>
<td>R4</td>
<td>18,698</td>
<td>15,014</td>
<td>80.3%</td>
<td>1.3%</td>
<td>79.0%</td>
<td>98.3%</td>
</tr>
<tr>
<td>R5</td>
<td>23,954</td>
<td>18,924</td>
<td>79.0%</td>
<td>1.0%</td>
<td>78.3%</td>
<td>99.1%</td>
</tr>
<tr>
<td>R6</td>
<td>48,263</td>
<td>39,141</td>
<td>81.1%</td>
<td>1.6%</td>
<td>78.6%</td>
<td>96.9%</td>
</tr>
<tr>
<td>R7</td>
<td>14,721</td>
<td>11,350</td>
<td>77.1%</td>
<td>1.7%</td>
<td>75.5%</td>
<td>97.9%</td>
</tr>
<tr>
<td>R8</td>
<td>68,481</td>
<td>48,211</td>
<td>70.4%</td>
<td>2.0%</td>
<td>68.0%</td>
<td>96.6%</td>
</tr>
<tr>
<td>R9</td>
<td>16,038</td>
<td>8,468</td>
<td>52.8%</td>
<td>2.0%</td>
<td>50.9%</td>
<td>96.4%</td>
</tr>
<tr>
<td>R10</td>
<td>108,333</td>
<td>59,583</td>
<td>55.0%</td>
<td>2.1%</td>
<td>53.4%</td>
<td>97.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>377,336</strong></td>
<td><strong>264,675</strong></td>
<td><strong>70.1%</strong></td>
<td><strong>1.4%</strong></td>
<td><strong>68.4%</strong></td>
<td><strong>97.5%</strong></td>
</tr>
</tbody>
</table>

- While retention rates are favorable year-over-year, we also started the year with fewer members—make every effort to reach out to members in arrears.
- By improving retention, we will have an excellent chance at ending the membership year in August with more members.
IEEE Membership Retention Rates
2018 MD Goals

- Section-level goals for both **recruitment** and **retention**
  - Roll up to Region goals
- Goals based on 4-5 years of Section performance
- Track your progress monthly in regional MD reports
- Formal recognition for achievement
Congratulations to these 38 Sections that achieved their recruitment and retention goals and earned the gold medal of recognition!

- 108 Sections met their retention goal so far
- 83 Sections met their recruitment goal
Collabratec MD Community

The Community will serve as a place where you can post your questions, start discussions about MD efforts, and share best practices. Going forward, it will also serve as the repository to access MD Monthly reports and other important communications.
2018 Highlights - Work Across IEEE

1. Communicate with Section/Society MD Officers
   • Regional Coordinators and TA Representatives communicate with MD Officers in Sections/Societies to enhance MD activities more

2. Encourage to organize MD seminars/workshops in Societies, Regions and Sections

3. Engage Section officers at Regional/Technical conferences
   • More coordination/collaboration between MGA and TA can result in better value delivery and membership retention

4. More involvement of SAC/YP/WIE/LM, Conferences, Standards and IEEE-USA Representative in MD

5. Share best practices in Sections/Societies
   • e.g. Engaging and enabling volunteers (members) to do something, such as being a speaker, plan a workshop or even a fun social event
   • e.g. Engaging industries in activities
   • e.g. Support elevation (Student -> YP, Member -> Senior)

All activities/initiatives are shared on Collabratec
Regional Activities Summary

- We share Regional MD status, activities and best practices in MRRC (see the following slides)

- Best Practices
  - F2F meeting with MD officers, Section Chairs and other related members
  - MD Workshop
  - MD Training
  - Support for Student Elevation (SM, GSM -> M)
  - Support for Membership Elevation (M -> SM)
  - Work closely with the WIE, YP and Student affinity groups
Reports from MRRC members

From R3, R8, R9, and R10
MD status (trend) as of April 2018

- Region 3 membership status is 24,020 total as of April 2018, which is a -0.6% change in membership totals from last year. So retention is almost at a break even point. While student membership increased overall by 4.5%.
- Region 3 is showing positive gains in recruitment, with an overall increase of 16.43%. Out of 41 Sections, 28 of them show positive recruitment metrics.
- Region 3 is currently trending highest with recruitment among all regions with 5% growth.
- Region 3 will launch our focus in the fall of 2018 geared towards students, graduate students and young professionals. We will be promoting the Member-Get-a-Member (MGM)
MD Status and Activities – R3

Sonya Dillard

- **Best Practices: Successful Work Has Been Done**
  - Region 3 facilitates the collaboration between two essential committees; the Member Activities Committee (MAC) and the Sections Support Committee (SSC) to ensure streamline processes for dissemination of member support information.
  - Region 3 communicates monthly with the total membership via email, and also MD Officers in Sections to enhance MD activities.
  - Region 3 hosts our annual Sections and Student Chapters Officer training in conjunction with the IEEE SoutheastCon to introduce, engage, and educate our officers on the latest IEEE tools for success.
  - Region 3 encourages Distinguished Lecturer Tours (DLT) as collaborations between Sections of close proximity to decrease the overall travel expenses by cost-sharing, while increasing total member benefit by knowledge-sharing for more attendees.
  - Region 3 promotes member elevation on 3 levels: Student to YP, Young Professional to Senior Member, and SM to Fellow.
MD Status and Activities – R3

Sonya Dillard

- **Forward Work: Much More Work To Be Done**
  - Region 3 is working to increase overall participation in WIE.
  - Region 3 is starting to increase focus on Life Members and encouraging Sections to start hosting more activities with these longtime members who are VERY important within the IEEE.
  - Region 3 needs to have discussions how we can improve communications with our Life Members in light of the recent changes in General Data Protection Regulation (GDPR).
  - Region 3 needs to improve our current Senior Member status as in years past by hosting quarterly SM Roundups, instead of annually around IEEE Day.
  - Region 3 needs to improve our membership communications by using our Social Media Tools and Platforms instead of email due to recent changes in GDPR. (i.e. sharing best practices, photos, metrics trending, nominations for member awards, etc.)
MD Status and Activities – R8

Andrejs Romanovs

- MD status (trend)
  - This year is the first in 5 years showing positive trend in membership after deactivation.
  - With the negative overall membership in January (down –0.9% YoY) it improves in next months – Feb +0.7, Mar +1.0, Apr +0.8; with the small but constant increase of HG (+0.9%) and undergraduate students (+1.3%), and minimal decrease of Graduate students (-0.3%).
  - Thus, the main focal point next months will be graduate students and young professionals. Very good progress is made to reach Sections MD goals – 3 out of 11 Sections that have met both recruitment and retention goals belongs to R8, 18 of 72 Sections have met their retention goals and 10 of 46 with recruitment goals.
MD Status and Activities – R8 (Cont.)

Andrejs Romanovs

- MD Activities (e.g. MD seminar, MD Workshop, etc.)
  - Region8 MD Team has recently organized an MD face2face Workshop in Cape Town, South Africa (2018, March 23-24). The Workshop was well attended with 27 participants, 16 of them representing IEEE Africa units, and the post event feedback suggested an extremely positive outcome. Workshop was filled with MD focused presentations (MD status, MD tasks, MDO role, Member benefits, etc.), interactive sessions and brainstorming sessions; typical MDW structure was expanded by topics, related to Action for Industry and Units Vitality. Towards the end, MDO working plans were developed and a comprehensive joint action plan was generated for Africa units on the specially dedicated session. This MDW was an amazing and a successful event that will enhance IEEE structures and membership in the region. More of the similar workshops will be planned next years as well.
  - Virtual semi-annual MDO videoconference (webex) is planned in June, to discuss current trends, tasks, problems and best practices.
  - It is planned to organize face2face MD-related Workshop in R8 SYP Congress (July 25–29th, 2018) with the topics, specially focused on graduate students and young professionals.
Best practices

- Some best practices shows good results for R8:
  - involving Section Chairs into MDO communications - all major notes are copied to Section Chairs to inform them and to have their assistance for MD-specific tasks
  - continuous face2face training of MDO - annual two days MD Workshop
  - increased digital communications: regular R8 MDSC teleconferences (2 per year now) and frequent MDO skype meetings (on demand, for specific topics, Sections or groups) that are opened for all volunteers
# MD Status and Activities – R9

*Alberto Sanchez*

<table>
<thead>
<tr>
<th>Region Snapshot</th>
<th>This Month</th>
<th>'18 vs. '17</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Membership</strong></td>
<td>12,972</td>
<td>▲ 182</td>
<td>+1.4%</td>
</tr>
<tr>
<td>Higher-Grade</td>
<td>6,898</td>
<td>▲ 160</td>
<td>+2.4%</td>
</tr>
<tr>
<td>Students</td>
<td>6,074</td>
<td>▲ 22</td>
<td>+0.4%</td>
</tr>
<tr>
<td><strong>IEEE Worldwide</strong></td>
<td>340,344</td>
<td>▲ 3,678</td>
<td>+1.1%</td>
</tr>
</tbody>
</table>

**Congratulations** to the 12 Sections that met their retention goal and 3 Sections that met their recruitment goal for the year! More detail on the following pages.

## Retention

<table>
<thead>
<tr>
<th>Retention</th>
<th>Higher Grade</th>
<th>Student</th>
<th>Total %, #</th>
<th>2018 Goal %, #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 9</td>
<td>63.7% 5,741</td>
<td>30.7% 2,156</td>
<td>49.2% 7,897</td>
<td>52.8% 8,190</td>
</tr>
<tr>
<td>IEEE Overall</td>
<td>77.4% 222,203</td>
<td>33.8% 30,437</td>
<td>67.0% 252,640</td>
<td>70.4% 271,552</td>
</tr>
</tbody>
</table>

Reach out to your members in arrears.

2018 Section goals are on page 4.

## Recruitment

<table>
<thead>
<tr>
<th>Recruitment</th>
<th>Higher Grade</th>
<th>Student</th>
<th>Total YoY Chg</th>
<th>2018 Goal YoY Chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 9</td>
<td>593 -6.9%</td>
<td>3,385 -9.0%</td>
<td>3,978 -8.7%</td>
<td>7,167 2.6%</td>
</tr>
<tr>
<td>IEEE Overall</td>
<td>13,852 +12.5%</td>
<td>56,385 +3.6%</td>
<td>70,237 +5.2%</td>
<td>96,688 2.9%</td>
</tr>
</tbody>
</table>

Half-Year Dues Period Began 1 March. New members pay half price.

2018 Section goals are on page 2.

## Reinstatement

<table>
<thead>
<tr>
<th>Reinstatement</th>
<th>Total</th>
<th>2018 Goal</th>
<th>% to Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 9</td>
<td>992</td>
<td>1,265</td>
<td>78.4%</td>
</tr>
<tr>
<td>IEEE Overall</td>
<td>16,244</td>
<td>19,948</td>
<td>81.4%</td>
</tr>
</tbody>
</table>

Reinstatement goals are set for each Region and not individual Sections.
MD Status and Activities – R9 Analysis

Alberto Sanchez

- Running 1.4% over compared to 2017, mostly driven by Professional Membership rather than student!
- 12 sections out of 33 have met retention goals
MD Status and Activities – R9 Main actions taken

*Alberto Sanchez*

- Monthly emails to MD Chairs and Section chairs with membership status and action recommendations
- Email campaign with list of possible Senior member elevation candidates sent to sections – 50% accomplished.
- Email campaign with IEEE member benefits and IEEE R9 Event Calendar.
MD Status and Activities – R9 Main actions taken

*Alberto Sanchez*

- Automatic electronic notices publication in R9 webpage and FB fan page is under way. 50%
  - FB App programming
  - Webpage change
  - Disclaimer approval to distribute among section chairs
MD Status and Activities – R9 Venezuela Revitalization Program

Alberto Sanchez

- New temporary ExCom has been designated among IEEE members still active in Venezuela.
- The new ExCom should submit an action plan.
- IEEE R9 Section Vitality Chair will organize a Vtools tutorial for the new ExCom.
- Elections, if all above points are met will happen by end of the year with approval of the Region Director.
MD Status and Activities – R10

Michael Ong

MD Status

1. As of 31 January 2018, Region 10 has 129,726 members. This is the highest membership that we have achieved in the 50 years of IEEE in Region 10. In addition, R10 total membership is up 0.7% year-on-year (compared with -1.2% worldwide). That means that most of the retention activities are already in place as local efforts are critical to sustain the momentum.

2. As of March, 56 out of the 57 Sections have surpassed the 58% point of their retention targets. In recruitment, however, 32 Sections are still below the 58% point of their new member targets. This year, The Chinese Sections are leading the recruitment effort. Wuhan Section has already surpassed the goal with Xian, Chengdu and Nanjing Sections within touching distance.

3. As of 30 April 2018, our student membership is growing at a healthy rate with the GSM at 16.5% and undergraduate student membership at 7.5% year-on-year. Our Higher-Grade membership has also increased by 3.8%. In addition, our Young Professional population has increased by 1.3% while that of the WIE up by 0.5%. Our overall membership grown by 6.7% compare to the figures at 30 April 2017.

4. As of 21 April 2018, R10 has 402 members elevated to SM status out of 1274 worldwide. It is the highest among the rest of the Regions. We strongly encourage Sections to form Senior Member elevation committee.
MD Status and Activities – R10 (Cont.)

Michael Ong

MD Activities

1. Sent R10 monthly reports to Section Chairs and MD Officers, for the purpose of:
   a. Updates on Sections recruitment and retention efforts to goals
   b. Suggest activities to achieve the recruitment and retention goals
   c. Encourage Sections to put in more effort towards the goals
   d. Congratulatory message to Sections who attain the goals


3. Conducted MD training workshop jointly with the MRRC Chair for the Section Chairs during the R10 Meet in March. The objective of this training is to help the Section leaders to better understand the membership cycle and the available resources that they can use to drive memberships.

4. Invitations sent to Section Chairs and MD Officers to join R10 Membership Development private group in Collabratec, as a platform for Section Chairs and MD officers to interact and share activity plans.

5. Sent out Call-for-Proposals for MD incentive grants to reward Sections with the most innovative events and activities to promote recruitment, retention, Senior Member elevations and Young Professional promotions. The outcomes must result in positive growth and achieving the goals set by HQ.
Best Practices

- Follow the membership cycles for recruitment and retention activities and drives.
- Retention is the most important contributing factor to total membership.
- Work closely with the WIE, YP and Student affinity groups.
- Senior Member elevation is also very important as SM has a strong sense of belonging and loyalty.
- Student elevation to full membership is also critical. Be sure to contact these members and remind them of IEEE benefits in their professional careers. Encourage graduating Student Members promoting to Young Professionals with 50% first year dues.
- Student membership drive at half rates from March.
- Outreach to Sections and understand their situations.
- Engaging and enabling members to volunteer in Sections, Chapters, conferences and other events.
- Engaging industries in activities and networking events.
- Conferences and seminars are excellent places to promote IEEE membership and recruit new members.
- 2017 had been a challenging year for membership due to the phenomenal growth in 2016. Yet R10 achieves good growth in 2017. This large membership base presents good opportunity for retentions.
Thank you
Questions?
Glossary

- **Arrears** – members who have not paid the current year dues, services will end
- **Inactive** – members who have not paid dues from the past year and receive no services
- **Deactivation** – All IEEE members who have not paid dues for the current membership year by the deactivation service date in February have their member status changed to Arrears
- **MD** – Membership Development
- **MGA** – Member & Geographic Activities
- **TA** – Technical Activities
- **MRRC** – Membership Recruitment & Recovery Committee
- **MGM** – Member-Get-A-Member program
- **A&A** – Admission & Advancement program
- **SM** – Senior Member grade
- **Young Professionals (YP)** – formerly IEEE GOLD
- **HG** – Higher-grade member (Member, Senior Member, Fellow, Life Member)
- **RSR** – Region Student Representative
- **RSAC** – Region Student Activities Chair
- **SAMIEEE** – Section/Society Access to Membership Information
Glossary (Cont’d.)

- (GEO) – Geographic Predefined Queries Folder, (MD) – Membership Development Predefined Queries Folder, (SOC) – Society Predefined Queries Folder
- OU – Organization Unit within IEEE (region, section, affinity group, student branch, etc.)
- OBIEE – Oracle Business Intelligence Enterprise Edition
- SCOOP – Newsletter from MGA
- MMD – Member Market Development
- ACK Pac – Acknowledgement Package sent to new members
- ExCom – IEEE unit’s Executive Committee composed of officers
- YOY – Year over Year – usually for comparing yearly statistics
- YOS – Years of Service – for number of membership years
- MLP – Member Loyalty Program