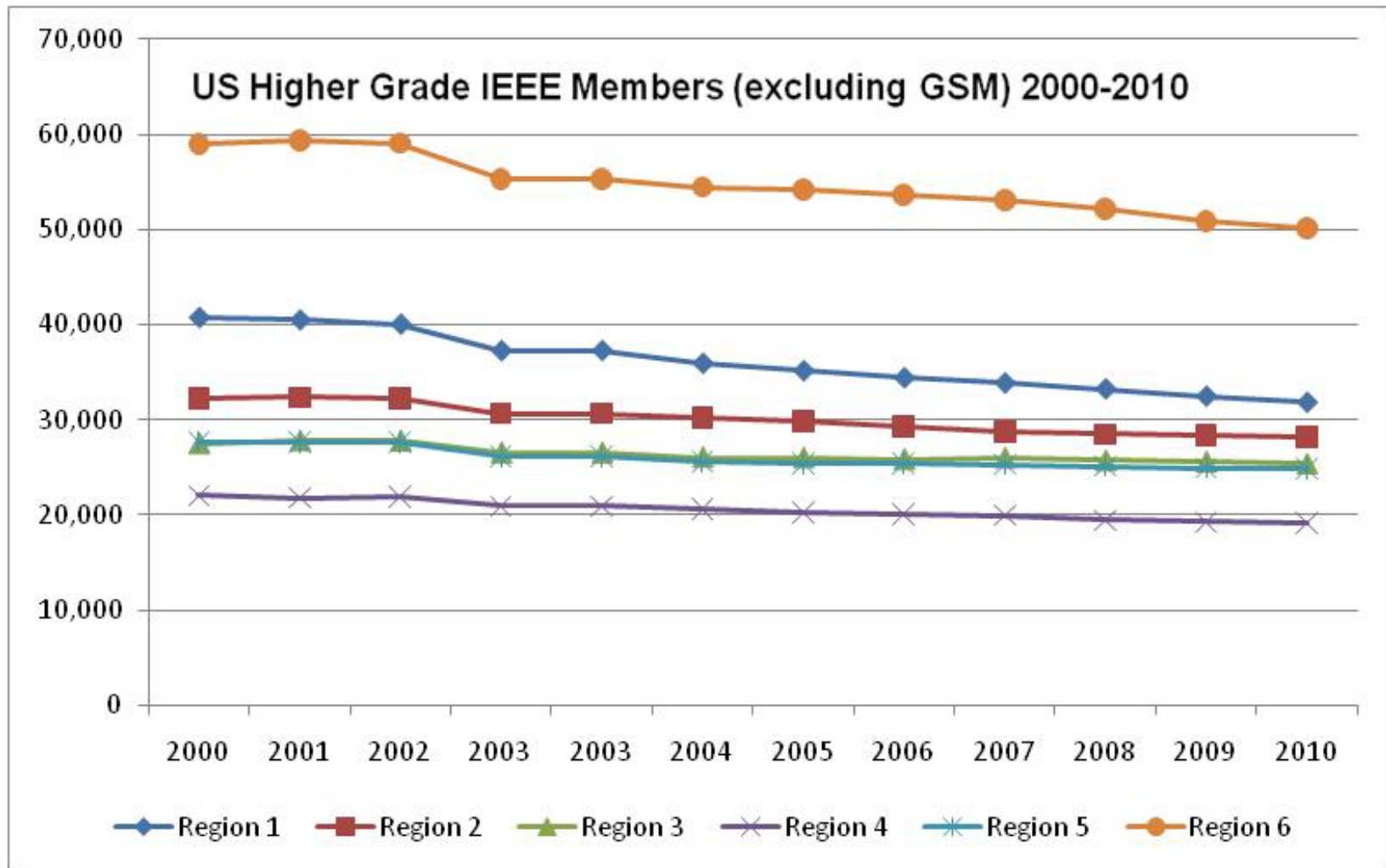


Region 1-6 Strategy

2011 MGA Board of Directors Retreat
San Juan, Puerto Rico
11 January 2011



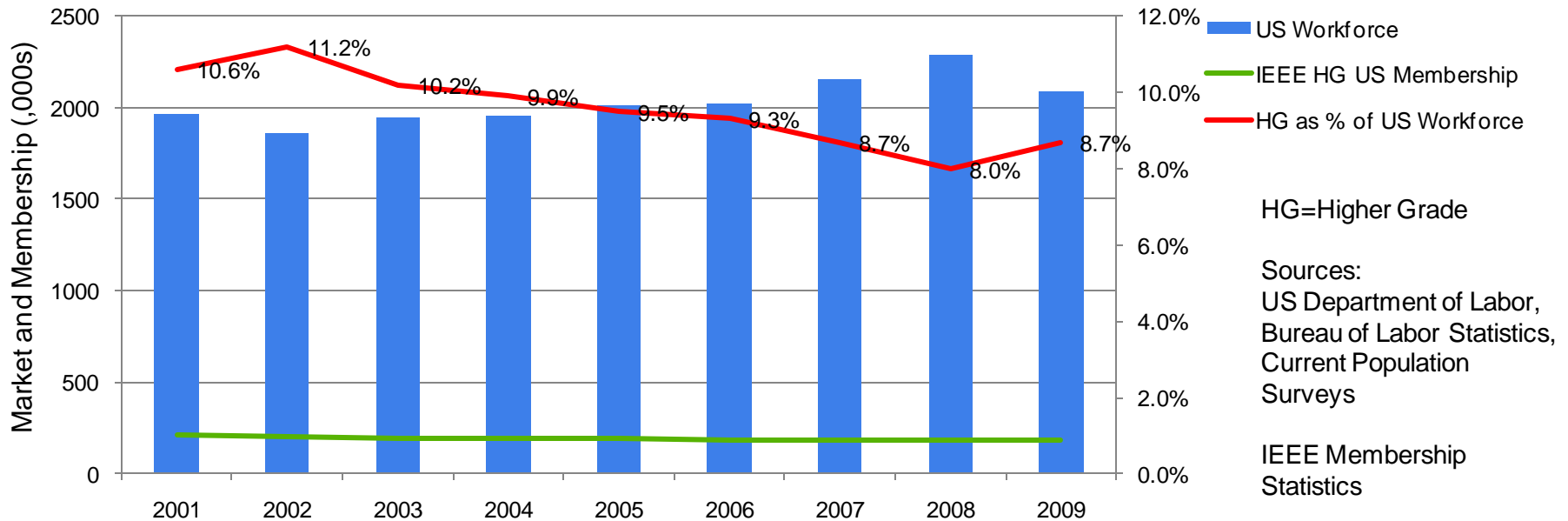
Higher Grade US Membership Trends



Since 2003 US Higher Grade Membership has declined an average of 1.3% per year

Market Development

IEEE's Market share in the US is slightly declining

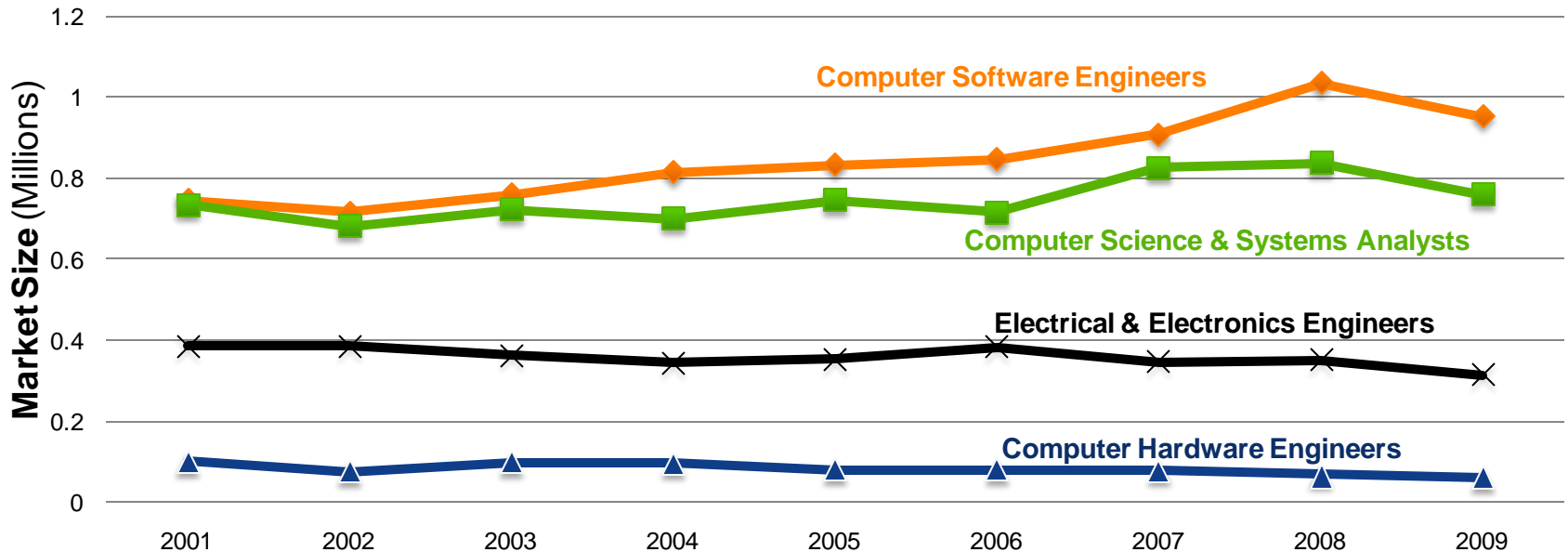


In IEEE key fields of interest (Electrical and Electronics Engineers, Computer Hardware Engineers, Computer Science & Systems Analysts, and Computer Software Engineers) IEEE membership has not kept pace with the markets.

The US Market

Combination of Mature, Under-Represented and Emerging Markets

US Dept. of Labor Bureau of Labor Statistics Employment Data



Since 2001, the number of people employed in these key IEEE fields of interest has only grown 6% to 2.1 Million people in 2009.

Certain segments are growing faster than others

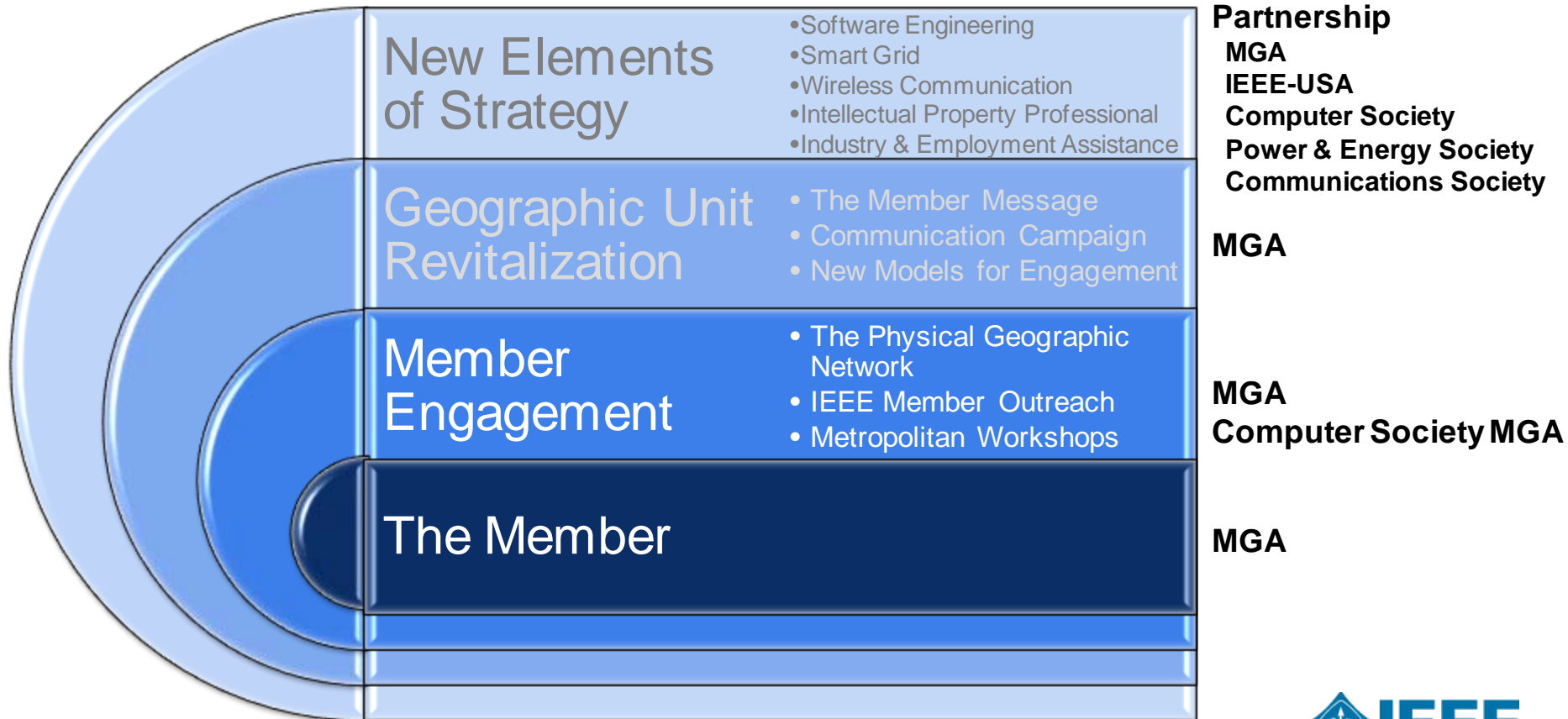
- Computer Software Engineers grew 27% in the same period

Other markets

- Power and energy focus and Smart Grid opportunities
- IP Professionals – 10,004 active patent agents and 30,326 active attorneys with licenses to practice before the U.S. Patent and Trademark office

The Region 1-6 Strategy

A Layered Strategy



Strengthening the Foundation

First Year Member Experience

Improve First-Year Member Experience

- First Year Member Monthly Webinar
- New “Getting Started” guide
- Courtesy Call from Contact Center
- Welcome materials for local volunteers

Membership Development

- Center for Leadership Excellence
- Membership Development Outreach & Communication

Geographic Unit Vitality

Geographic Unit Revitalization

- The Member Message
- Communication Campaign
- New Models for Engagement

Physical Geographic Network

Geographic Unit Revitalization

- Regions
- Sections
- Chapters
- Student Branches

Member & Geographic Activities

■ Geographic Unit Revitalization

\$60k

- Regional seed money focused on geographic unit revitalization.
- Regions provide matching funds for projects focused on member-focused engagement.

■ Metropolitan Area Workshops

\$65k

- Inter-Regional workshops that focus on the elements of the Region 1-6 strategy.

■ Communication Campaign

\$85k

- Mobilize the physical geographic network of Regions, Sections, Chapters, and Student Branches.
- Deliver new marketing material.

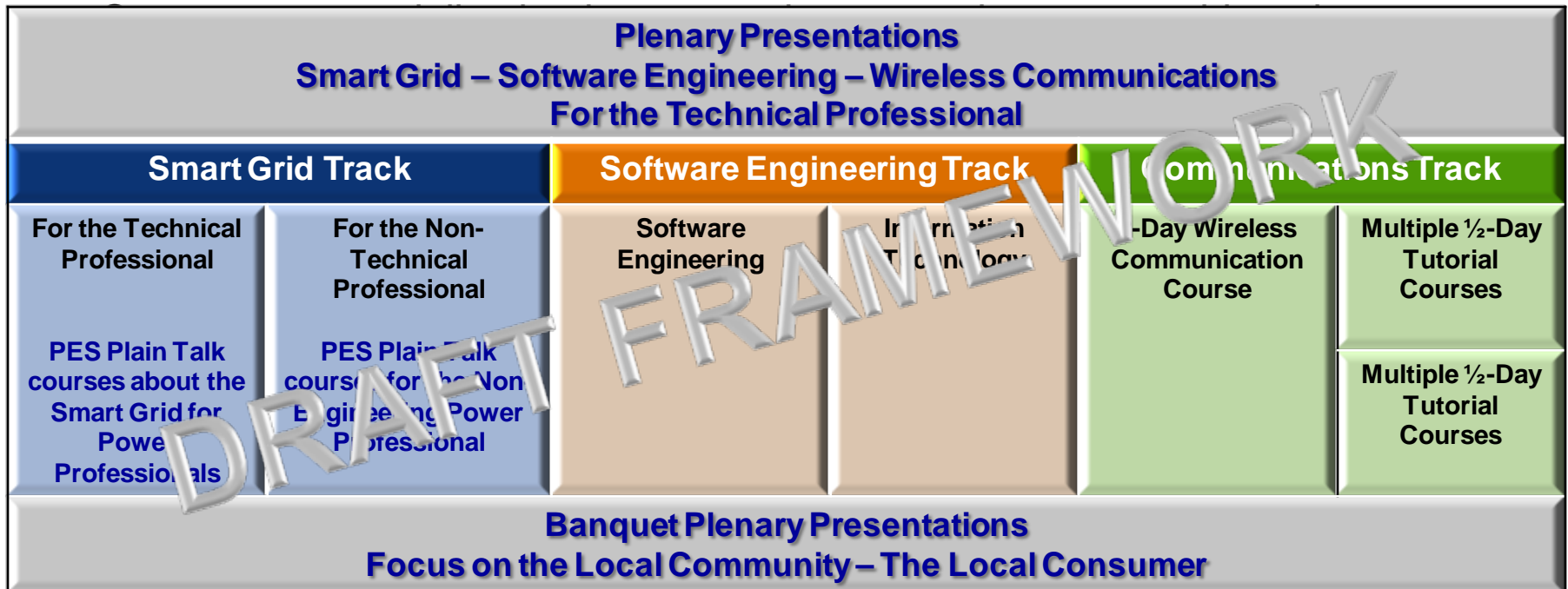
■ Industry Engagement & Employment Assistance

\$25k

- 2010 – Region 3 Pilot ... NIC funding
- 2011 – Export best practices to other Regions

Metropolitan Area Workshops

- Focus on large metropolitan areas to maximize participants and accessibility.
- Large-scale, multi-day, multi-track event focused on training and certification of technical professionals and education of the local consumer.
- Focus is on under-represented markets and potential growth sectors.
- Hosted by Regions, Sections and Chapters with technical content provided by Societies to maximize engagement and collaboration.



DRAFT FRAMEWORK

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Measuring Success

Program (Strategy) Metrics	Activity Metrics	Project Metrics
Retention of Higher Grade Members	Geo Unit Revitalization	Event Participation Member Satisfaction Retention of Attendees
Recruitment of Higher Grade Members	Metropolitan Workshops	Attendance Participation in tracks
Geographic Unit Vitality	Communications Campaign	Kits ordered Standard campaign metrics
Share of under-represented markets	First Year Experience	Participation rates Satisfaction
	Employee Assistance and Employment Networks	Member awareness Program participation Standard campaign metrics
	Software Engineering Bundle	Awareness Program Participation rates Standard campaign metrics
	Computing Professionals Conference	Standard campaign metrics Event attendee satisfaction
	Intellectual Property Professionals	Participation rates Satisfaction
	Online Career Manager	Participation rates Satisfaction