

Membership Development Overview Region 2 April 20, 2013

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Member Market Development

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Agenda

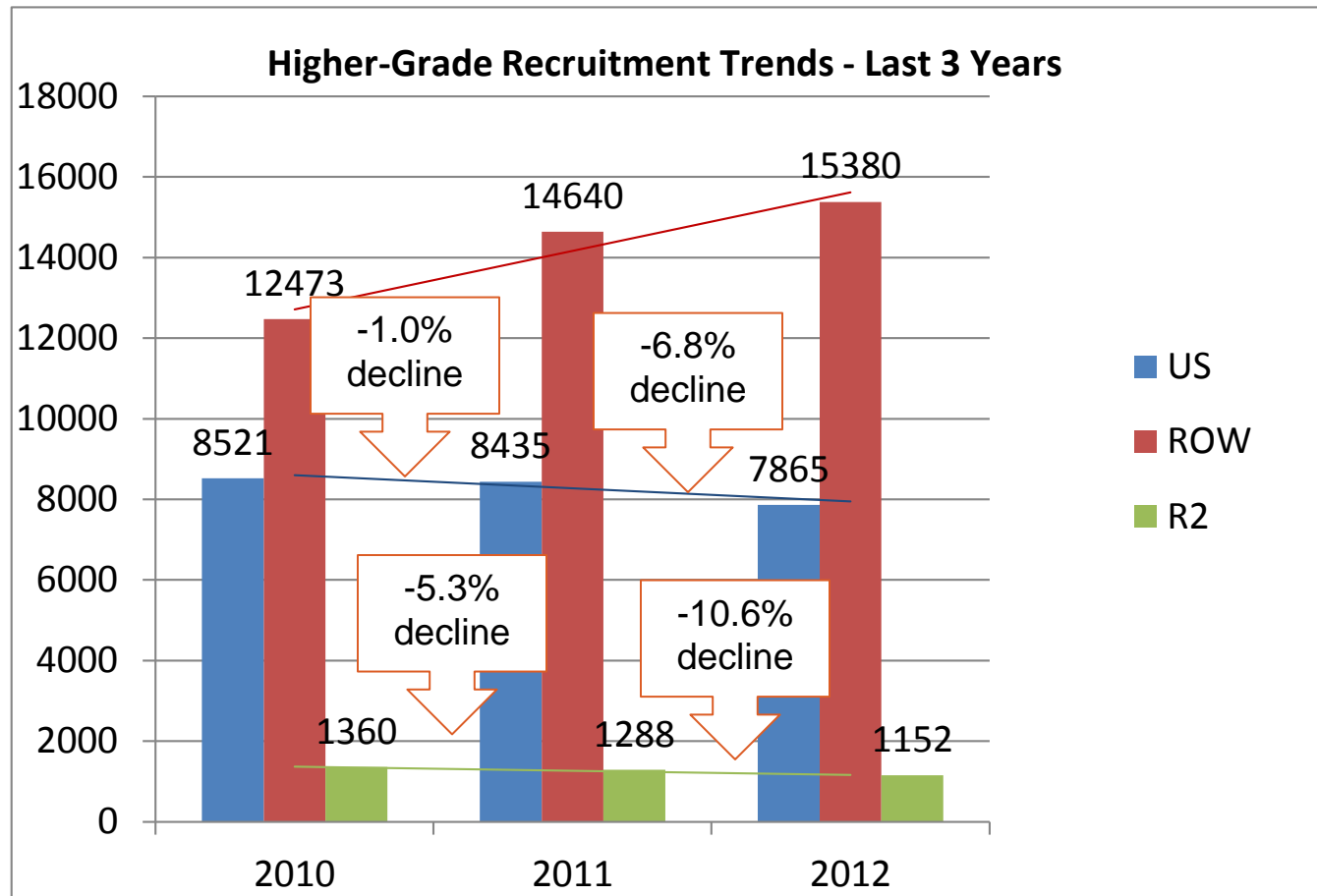
- Region 1-6 – Need for Focus
- Region 1-6 Marketing Strategy
- 1st Quarter Recruitment Efforts
- Arrears Recovery Efforts
- Membership Development Goals
- Questions / Ideas

R1-6 NEED FOR FOCUS

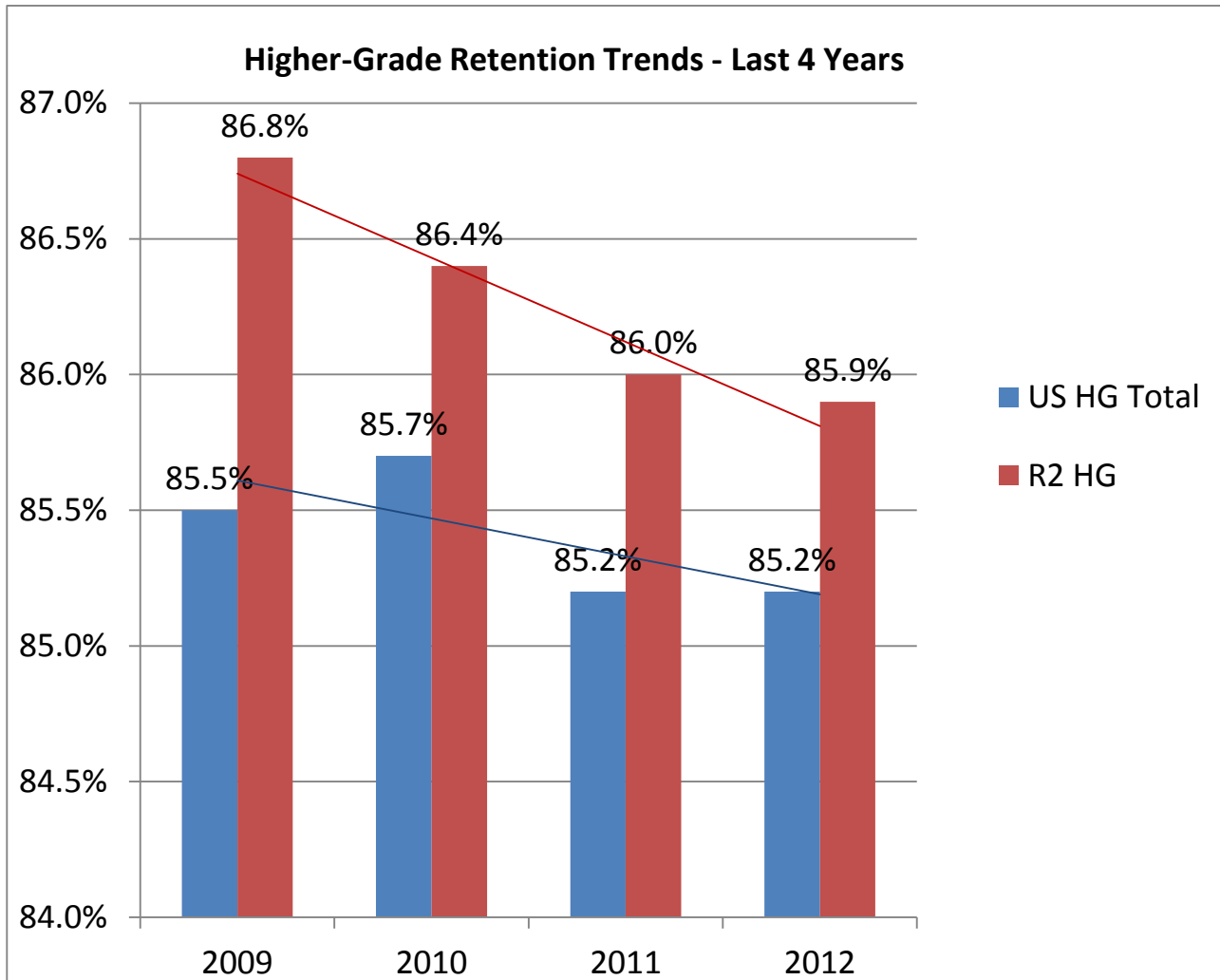
Region 1-6 – The Need for Focus

- IEEE members in the U.S.
 - Drive 58% of the total IEEE member dues revenue
 - Represent 50% of the total member count
- Market penetration in the US just 7.5%
- US HG member retention is 85.2%
 - Compared to HG average 73.4%
- Recruitment is the challenge

Region 1-6 – The Need for Focus



Region 1-6 – The Need for Focus



Region 1-6 – The Need for Focus

- Outside our control:
 - Economic factor
 - Unemployment
- In our control:
 - Provide relevant benefits
 - Volunteer engagement
 - Effective marketing strategies

Region 1-6 Team

- Two dedicated staff members in a new position: Member Market Development Specialist



Adrienne Hahn (Regions 1,2,4)



Lisa Kluberspies (Regions 3,5,6)

- Goal: Grow US HG membership
 - Double US HG membership recruitment in the next 5 years
 - Average of 8,200 over past 3 years
 - Increase US HG retention, specifically first-year members (and graduate students)
 - 2012 HG: 85.2% (38.8% first-year)
 - 2012 GSM: 74.0% (58.2% first-year)

Region 1-6 Marketing Strategy

MD Volunteer Support

- Regional MD Chairs
- Section MD Officers
- Region meeting attendance
- Region webcasts
- Outreach coordination and collaboration (recruitment, renewal and recovery)
- First Year Member Experience

List/Lead Development

- E-mail
- Direct mail
- Online advertising
- Social media/viral programs
- Peer-to-peer referral

Events and Conferences

- Metro Area Workshops
- Large Society conferences
- Industry conferences
- Meeting & Conference Management Collaboration

Affinity Marketing Partnerships

- IEEE Products
- Non-IEEE Products
- Joint membership agreements

1ST QUARTER RECRUITMENT EFFORTS

Internal Recruitment Campaigns

Monthly Emails to:

- IEEE authors
- IEEE product purchasers
- Incomplete applicants
- Inactive/reinstatement



3-4K new members/month



External Recruitment Campaigns

Jan / Feb

Integrated effort targeting US Higher Grade members with a combination of online advertising and email

- \$25 off through Feb 28th
- Landing page w/ three separate promotion codes

The screenshot shows the IEEE website's landing page for a promotion. The header includes the IEEE logo and tagline 'Advancing Technology for Humanity', along with navigation links for 'About IEEE', 'Membership & Services', 'Societies & Communities', 'Publications & Standards', 'Conferences & Events', and 'Education & Careers'. A search bar and social media links are also present.

Join IEEE and Save US\$25

To get your US\$25 discount, simply enter **MGA2013CB** in the promotion code box at checkout.*

Click below to get started. First, create your personal IEEE Account, then complete the membership application and proceed to payment.

[Begin join process](#)

Membership in IEEE gives you targeted tools to advance your engineering and technology career.

- **Job placement**
- **Networking opportunities**
- **Technical publications that keep skills current**

In addition, members are entitled to exclusive discounts on products and services, such as:

- **the cost of obtaining needed certifications;**
- **conducting research;**
- **continuing-education classes;**
- **savings on financial products including insurance, office products, and moving services.**

* Annual, professional membership ranges from US\$184 to US\$188 in the United States, depending on where you live. Discount only applies to first-year membership dues. Promotion is valid only for new, professional members (students and graduate students are not eligible). Void where prohibited. Discount offer expires 28 February 2013.

Benefits & Testimonials

IEEE members connect, communicate, and learn from colleagues, in addition to saving on products and services.

- ▶ [View member benefits](#)
- ▶ [See sample savings](#)
- ▶ [Read member testimonials](#)
- ▶ [Invite a friend to join IEEE](#)

External Recruitment Campaigns

Online Advertising



Estimated Impressions:
30-50M/Day



facebook

Audience: 3.3M

LinkedIn

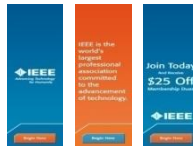
Est Target Audience: 2.1M

[Join IEEE Today](#)
Save \$25 When You Join IEEE

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Networking, Articles, Newsletters and More! Join Now & Save \$25 At Checkout.

careerbuilder

Impressions: 1.25M



Email



Electronics & Engineering
database from UBM

Target Audience:
104K emails x 2

careerbuilder

Target Audience:
125K emails x 2

4/21/2013

Imagine being able to network with over 400,000 engineers, technologists and innovators worldwide.

Join IEEE NOW and get \$25 OFF

Dear [First Name] [Last Name],

Membership in IEEE, the world's leading technical professional organization, gives you the tools you need to advance your career. Aside from traditional methods of job searching, consider IEEE membership as an additional valuable resource, when you'll receive:

- Access to the IEEE job site
- Networking opportunities with the world's largest community of technology professionals - over 400,000 members in 140 countries
- Award-winning, cutting-edge publications to keep you up-to-date on technical advancements
- Exclusive discounts on conferences, continuing education and financial products including insurance, office products and moving services

For a limited time, new members can receive \$25 off membership dues.

3020130201 Enter promotion code* **MGA2013HV** at checkout to receive your \$25 off. Or, join by calling 1-800-475-IEEE. *IEEE-USA/IEEEUSA-2013

We look forward to helping you discover all that [IEEE membership](#) has to offer and expanding the member network throughout the world.

Sincerely,
Elyse Perez
IEEE Membership Development

* Promotion is valid only for new, professional members (students and graduate students are not eligible). Discount only applies to first year membership dues. Void where prohibited.

IEEE - 445 Hoes Lane, Piscataway, NJ 08854 USA

Results by Region

Region	Total New HG Members
R1	16
R2	11
R3	12
R4	17
R5	14
R6	35
Grand Total	105

Total from Email = 79
Total from Advertising = 26



RECOVERY EFFORTS

GOAL – INCREASE 2013 RENEWALS

Pre-Deactivation Recovery Timeline (Worldwide)



Emails targeted by grade



Paper Invoice

Reminder Postcard

Paper Invoice

De-Activation



Oct 1

Nov 22

Jan 1

Feb 23

October

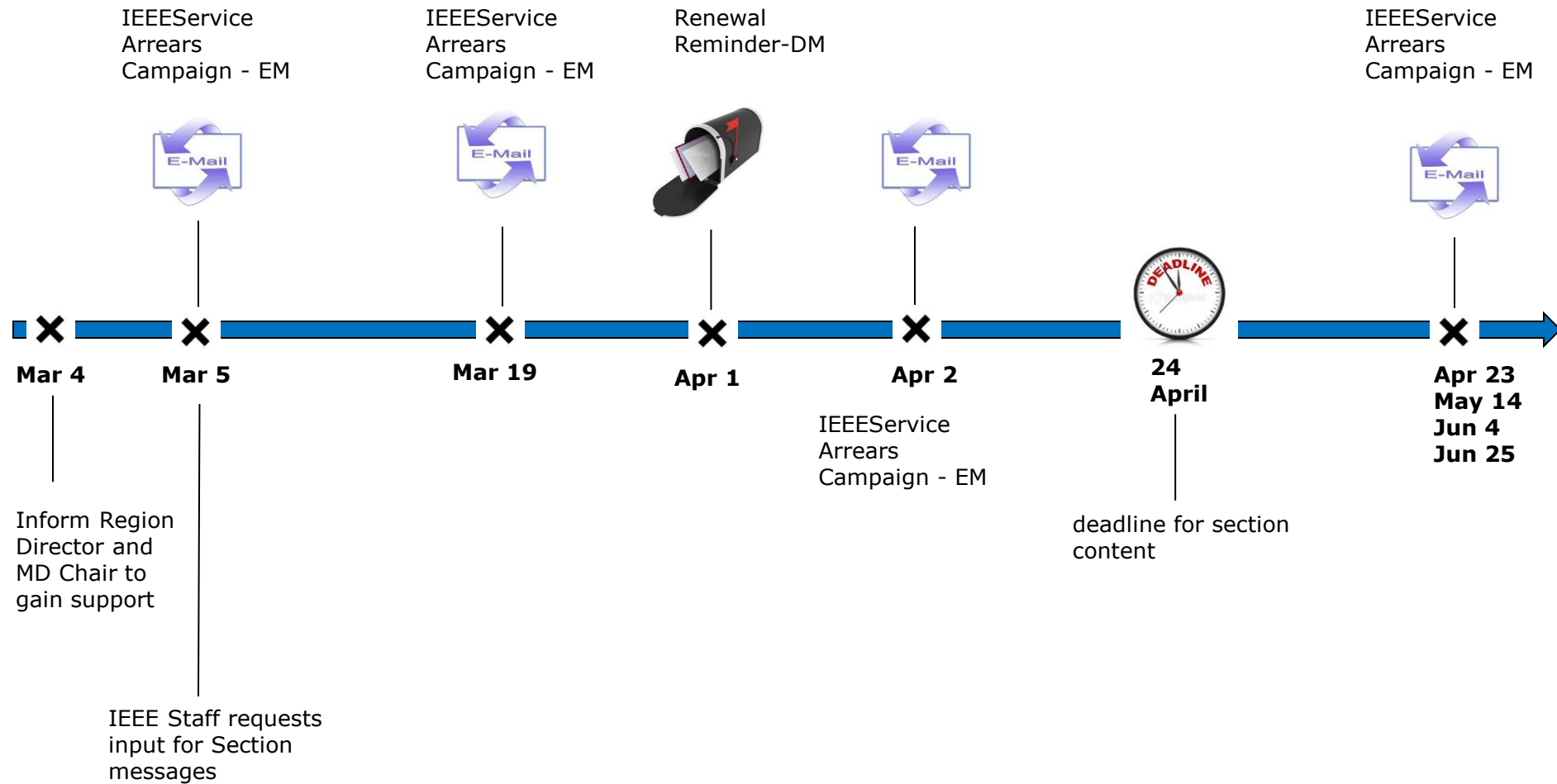
February

Service Deactivation 2013

Deactivation 2013																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2013	2012	Change		2013	2012	Change		2013	2012	Change		2013	2012	Change	
			#	%			#	%			#	%			#	%
1	5,627	5,584	43	0.8%	760	661	99	15.0%	1,025	1,040	15	1.4%	7,412	7,285	127	1.7%
2	5,256	4,951	305	6.2%	753	665	88	13.2%	1,048	1,065	17	1.6%	7,057	6,681	376	5.6%
3	5,375	5,120	255	5.0%	672	763	89	11.4%	1,451	1,416	35	2.5%	7,076	7,319	243	3.3%
4	3,828	3,639	189	5.2%	619	656	37	5.6%	932	1,062	130	12.2%	5,379	5,357	22	0.4%
5	5,174	4,904	270	5.5%	598	568	30	5.3%	1,270	1,172	98	8.4%	7,042	6,644	398	6.0%
6	10,271	9,640	632	6.4%	1,117	1,007	110	10.9%	1,704	1,670	34	2.0%	13,182	12,416	766	6.2%
R 1-6	35,531	33,847	1,684	5.0%	4,719	4,430	289	6.5%	7,500	7,425	75	1.0%	47,750	45,702	2,048	4.5%
7	3,371	2,899	472	16.3%	632	517	115	22.2%	636	574	62	10.8%	4,639	3,990	649	16.3%
8	16,725	14,498	2,227	15.4%	3,871	3,494	377	10.8%	5,537	5,241	296	5.6%	26,133	23,233	2,900	12.5%
9	4,037	3,345	692	20.7%	569	682	113	16.6%	4,767	4,519	248	5.5%	9,373	8,546	827	9.7%
10	19,794	16,033	3,761	23.5%	6,328	5,596	732	13.1%	24,441	21,118	3,323	15.7%	50,563	42,747	7,816	18.3%
R 7-10	43,927	36,775	7,152	19.4%	11,400	10,289	1,111	10.8%	35,381	31,452	3,929	12.5%	90,708	78,516	12,192	15.5%
TOTAL	79,458	70,622	8,836	12.5%	16,119	14,719	1,400	9.5%	42,881	38,877	4,004	10.3%	138,458	124,218	14,240	11.5%

- 2013 renewal opportunity was 2.3% larger than last year, and deactivations were 11.5% higher.
- Region 2 above US average for deactivations
- In Region 2, to date, we have recovered 1,005 of the 7,057 that were deactivated (14.2%)
 - Compared to US average recovery, 13.8%

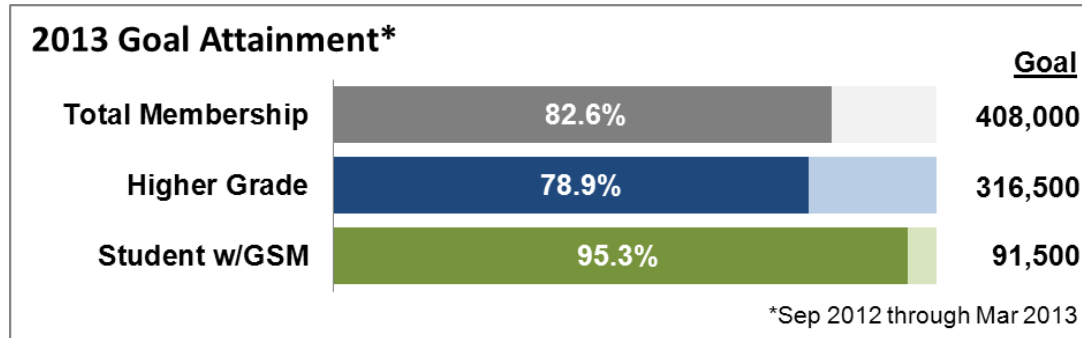
Post-Deactivation Recovery Timeline



Section Outreach to HG Members

- Partner with Section and MD Chairs to include 3 activities or value statements, unique to the particular section, in order to reinforce the value of IEEE membership
 - If you send me information, I can have these queued through e-notice in either the last week in april – early May
 - Send your bullet points, name, IEEE Section name and your email to me at a.hahn@ieee.org

2013 MD Goals



As of March 2013									
	HIGHER-GRADE			STUDENT-GRADE			TOTAL		
	GOAL	ACHIEVED #	ACHIEVED %	GOAL	ACHIEVED #	ACHIEVED %	GOAL	ACHIEVED #	ACHIEVED %
R1	30,273	26,291	86.8%	3,200	3,950	123.4%	33,473	30,241	90.3%
R2	26,639	22,760	85.4%	3,212	3,651	113.7%	29,851	26,411	88.5%
R3	24,657	20,267	82.2%	4,219	5,177	122.7%	28,876	25,444	88.1%
R4	18,631	15,590	83.7%	3,022	3,751	124.1%	21,653	19,341	89.3%
R5	24,043	20,167	83.9%	3,552	4,418	124.4%	27,595	24,585	89.1%
R6	48,077	40,828	84.9%	5,462	6,839	125.2%	53,539	47,667	89.0%
R1-6 Total	172,320	145,903	84.7%	22,667	27,786	122.6%	194,987	173,689	89.1%
R7	13,858	10,914	78.8%	2,972	3,876	130.4%	16,830	14,790	87.9%
R8	56,993	42,410	74.4%	16,746	18,353	109.6%	73,739	60,763	82.4%
R9	11,054	7,033	63.6%	7,162	5,337	74.5%	18,216	12,370	67.9%
R10	62,271	43,473	69.8%	41,968	31,855	75.9%	104,239	75,328	72.3%
TOTAL	316,500	249,733	78.9%	91,500	87,207	95.3%	408,000	336,940	82.6%

- Mar 2012
 - R2 was at 87.0% of total goal
 - R2 was at 86.1% of HG goal

- Year End (Aug 2012)
 - R2 was at 91.4% of total goal
 - R2 was at 95.7% of HG goal

We're here to support YOU...

■ MD Staff

- Elyn Perez, Senior Manager, elyn.perez@ieee.org
- Cathy Downer, Membership Development, c.downer@ieee.org
- Adrienne Hahn (Regions 1,2,4), a.hahn@ieee.org
- Lisa Kluberspies (Regions 3,5,6), l.kluberspies@ieee.org
- Denise Maestri, Membership Marketing, d.maestri@ieee.org

■ Volunteers

- R2 MD Chair:
- Central Area Chair: Joe Kalasky
- East Area Chair: Rob Lawson
- South Area Chair: Carole Carey
- West Area Chair: Robert Walston

THANK YOU!

QUESTIONS ?

IDEAS