



Region 2 Meeting

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Morgantown, WV USA

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Role of Member & Geographic Activities (MGA)

Advocate for all IEEE members to meet their needs as technical professionals and provide a best in-class membership experience

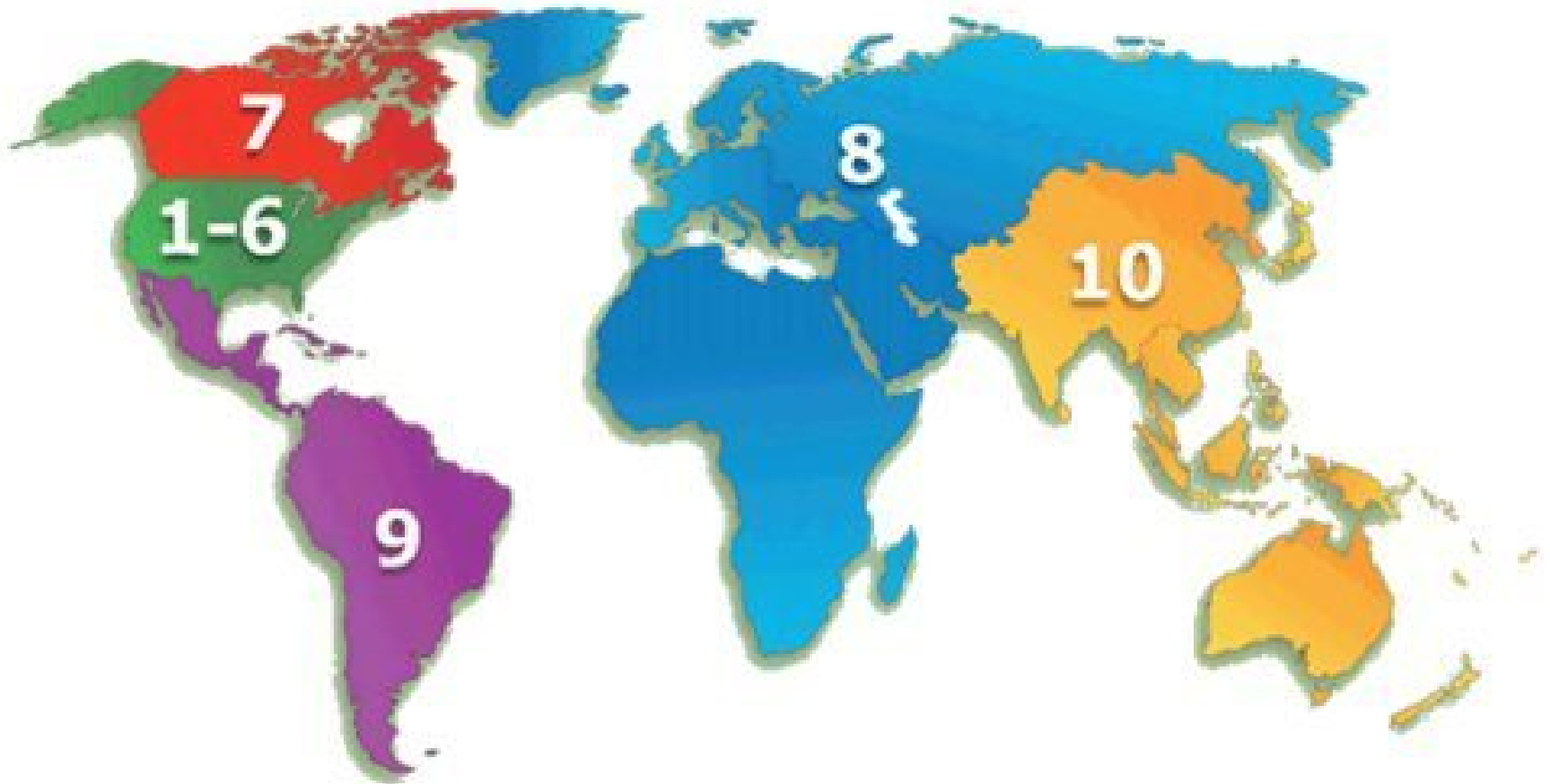
Across the IEEE Experience

Technical mastery ↔ Professional Skills

MGA Quick Facts

- ▶ 429,000 members in 2012
 - >50% outside of US
- ▶ 333 Sections in 10 geographic regions
- ▶ 2,110 technical chapters
- ▶ 2,173 student branches in 80 countries
- ▶ 585 student branch technical chapters
- ▶ 404 affinity groups

Ten Geographic Regions



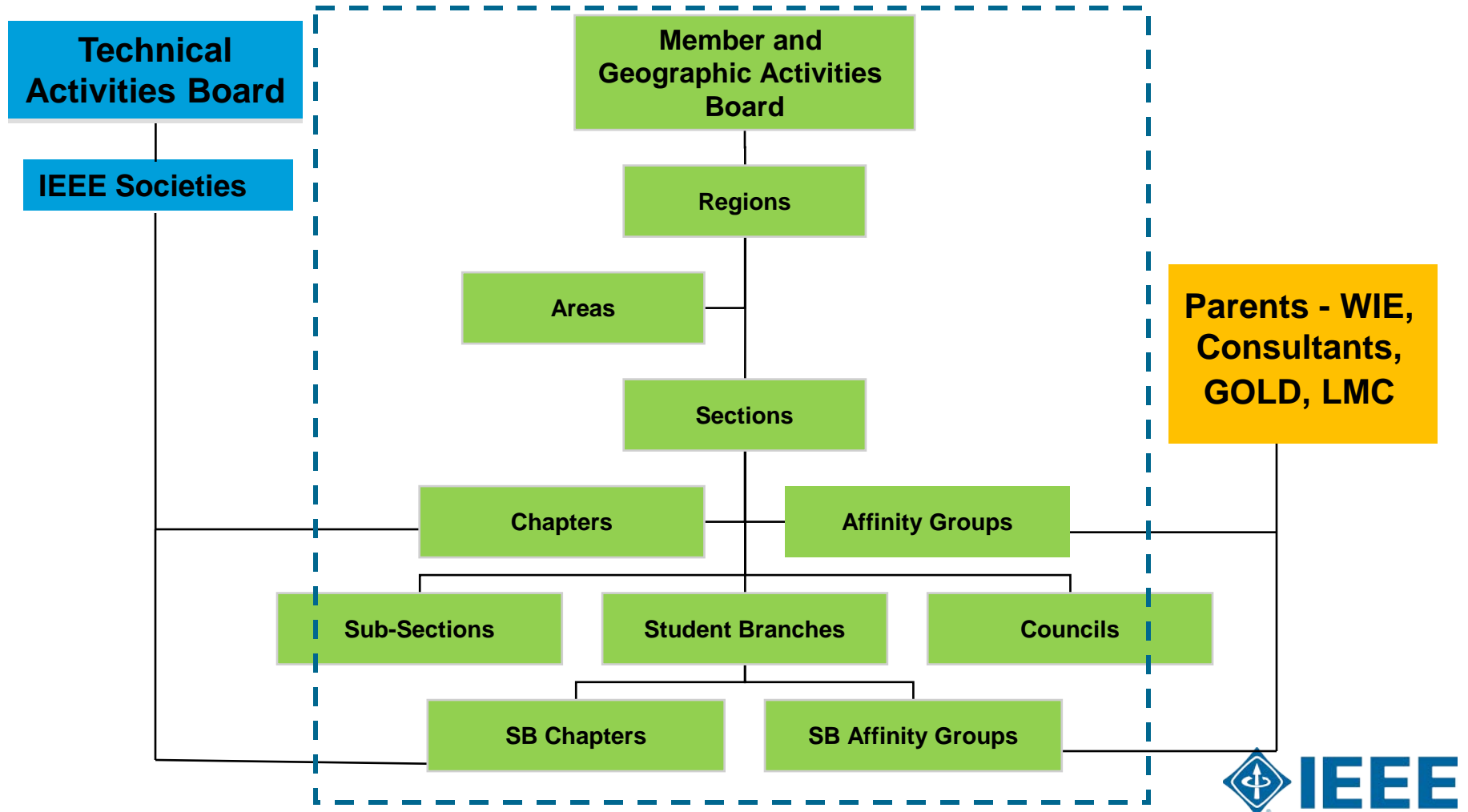
Region 2 Membership

As of March 2013 Region 2 had 26,327 total members

- 22,699 Higher Grade Members
- 1,956 Graduate Student Members
- 1,708 Student Members

- R2 membership is down 2.8% from March 2012
 - loss of 755 members
- Higher grade membership is down by 3.6% from March 2012
 - loss of 847 members
- Graduate student membership is up by 9.0% from 2012
 - gain of 162 members
- Student membership is up by 3.9% from March 2012
 - gain of 70 members

MGA Geo Unit Structure supports member interests at the local level



Challenges and Opportunities

Low Member Satisfaction

New geographic markets

Declining membership in mature markets

Rise of social media & changing demographics

Complexity & volunteer commitment

Goal 2: Expand IEEE's Global Membership Presence

Increase the IEEE membership base & geographic reach

New
geographic
markets

New markets
of professional
members

Geo-Unit
Vitality

New
membership
models



Goal 3: Modernize the Volunteer Experience

Segment 2

Young members who are connected to IEEE's vision and want to be more involved. Career services, networking, education, and social media/online tools are very important to them.



(20%) Segment 4

Members (geographically located to EMEA) who want to be more involved and hold leadership positions in the future, but do not know how and have not been invited to do so. They feel products and services are difficult to use. Because of this, satisfaction is low and they are the least inclined to renew their membership.



Implement new experimental approaches for volunteer commitment & engagement

- Social media & professional career tools
- Limited time & focus commitments

MGA 2013 Priority Projects

Geo-Unit Vitality

- Section Vitality pilot
- Geo-Unit Vitality Dashboard
- Volunteer Onboarding pilot

Online Member Networking

- Provide a trusted environment for members to network
- Pilot online communities to meet business needs
 - Women in Engineering and Metro Area Workshops
- MyIEEE & MemberNet Enhancements

MGA 2013 Priority Projects, cont'd

Career Resources

- Development of a comprehensive plan to improve career offerings
- Business plan being developed for a IEEE-wide career portfolio
- Researching and developing 3 new career products for members

Smart Tech Metro Area Workshops (Regions 1-6)

Regional Geographic Implementation

- Japan
- India
- USA (R1-6 strategy)

MGA 2013 Priority Projects, cont'd

Smart Tech Workshop in a Box

Member Experience

- Google Apps for IEEE members & ieee.org alias
- Volunteer Extranet
- Improved member & volunteer communications

Affinity Group & SAC Plans

Women in Engineering

- 2014 International Women's Conference
- Online chats & social media
- Continued membership & affinity group growth

GOLD

- Career support for young professionals
- Affinity group formation
- STEP program

Student Activities

- Global student competitions
- Web presence for better access to resources
- ASME-IEEE Student Pilot

Keys to our success

