



Region 2 – IEEE Membership Development Activities

22 February 2014

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Agenda

- ▶ 2014 Goals
- ▶ 2013 High Level Membership Statistics
- ▶ IEEE US Membership Development Strategy
- ▶ US Section Strategy Suggestions
- ▶ Appendix



2014 Goals and Membership Statistics

2014 Membership Goals

▶ MRRC Membership Goals

GOALS BY REGION AND GRADE	HIGHER GRADE	STUDENT	TOTAL
R1	29,417	3,541	32,958
R2	25,535	3,149	28,684
R3	23,939	4,481	28,420
R4	17,971	3,175	21,146
R5	23,430	3,875	27,305
R6	47,016	6,217	53,233
R7	13,559	3,590	17,149
R8	54,645	17,846	72,491
R9	10,385	6,821	17,206
R10	59,220	47,672	106,892
TOTAL	305,117	100,367	405,484

SOURCE: December 2013 Monthly MD Reporting.

Overall Membership Counts by Region and Grade

IEEE Membership - January 2014																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	29,910	30,588	(678)	-2.2%	2,324	2,447	(123)	-5.0%	2,534	2,418	116	4.8%	34,768	35,453	(685)	-1.9%
2	25,939	26,959	(1,020)	-3.8%	2,205	2,341	(136)	-5.8%	2,161	2,326	(165)	-7.1%	30,305	31,626	(1321)	-4.2%
3	24,422	24,845	(423)	-1.7%	2,733	2,951	(218)	-7.4%	3,962	3,514	448	12.7%	31,117	31,310	(193)	-0.6%
4	18,274	18,745	(471)	-2.5%	2,192	2,242	(50)	-2.2%	2,445	2,480	(35)	-1.4%	22,911	23,467	(556)	-2.4%
5	23,939	24,387	(448)	-1.8%	2,121	2,206	(85)	-3.9%	3,161	3,211	(50)	-1.6%	29,221	29,804	(583)	-2.0%
6	48,627	49,354	(727)	-1.5%	3,636	3,826	(190)	-5.0%	5,147	4,736	411	8.7%	57,410	57,916	(506)	-0.9%
R 1-6	171,111	174,878	(3,767)	-2.2%	15,211	16,013	(802)	-5.0%	19,410	18,685	725	3.9%	205,732	209,576	(3844)	-1.8%
7	13,735	13,647	88	0.6%	2,361	2,455	(94)	-3.8%	2,185	2,041	144	7.1%	18,281	18,143	138	0.8%
8	55,851	56,040	(189)	-0.3%	12,673	12,466	207	1.7%	11,515	10,845	670	6.2%	80,039	79,351	688	0.9%
9	10,670	10,433	237	2.3%	1,568	1,736	(168)	-9.7%	7,078	7,595	(517)	-6.8%	19,316	19,764	(448)	-2.3%
10	60,797	59,623	1,174	2.0%	16,581	14,654	1,927	13.1%	37,959	37,135	824	2.2%	115,337	111,412	3925	3.5%
R 7-10	141,053	139,743	1,310	0.9%	33,183	31,311	1,872	6.0%	58,737	57,616	1,121	1.9%	232,973	228,670	4303	1.9%
TOTAL	312,164	314,621	(2,457)	-0.8%	48,394	47,324	1,070	2.3%	78,147	76,301	1,846	2.4%	438,705	438,246	459	0.1%

SOURCE: January 2014 Monthly MD Reporting. Section information is listed in Appendix

Cummulative Recruitment by Region and Grade

Cumulative Recruitment - January 2014																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	431	407	24	5.9%	312	417	(105)	-25.2%	826	865	(39)	-4.5%	1,569	1,689	(120)	-7.1%
2	359	386	(27)	-7.0%	277	368	(91)	-24.7%	656	749	(93)	-12.4%	1,292	1,503	(211)	-14.0%
3	359	369	(10)	-2.7%	376	453	(77)	-17.0%	1,512	1,234	278	22.5%	2,247	2,056	191	9.3%
4	319	329	(10)	-3.0%	295	413	(118)	-28.6%	843	890	(47)	-5.3%	1,457	1,632	(175)	-10.7%
5	427	387	40	10.3%	320	388	(68)	-17.5%	879	1,170	(291)	-24.9%	1,626	1,945	(319)	-16.4%
6	780	856	(76)	-8.9%	499	677	(178)	-26.3%	1,724	1,839	(115)	-6.3%	3,003	3,372	(369)	-10.9%
R 1-6	2,675	2,734	(59)	-2.2%	2,079	2,716	(637)	-23.5%	6,440	6,747	(307)	-4.6%	11,194	12,197	(1,003)	-8.2%
7	356	325	31	9.5%	301	419	(118)	-28.2%	672	885	(213)	-24.1%	1,329	1,629	(300)	-18.4%
8	1,642	1,646	(4)	-0.2%	2,098	2,050	48	2.3%	3,390	3,359	31	0.9%	7,130	7,055	75	1.1%
9	472	515	(43)	-8.3%	186	251	(65)	-25.9%	1,669	1,840	(171)	-9.3%	2,327	2,606	(279)	-10.7%
10	2,278	2,637	(359)	-13.6%	3,712	3,598	114	3.2%	8,183	9,488	(1,305)	-13.8%	14,173	15,723	(1,550)	-9.9%
R 7-10	4,748	5,123	(375)	-7.3%	6,297	6,318	(21)	-0.3%	13,914	15,572	(1,658)	-10.6%	24,959	27,013	(2,054)	-7.6%
TOTAL	7,423	7,857	(434)	-5.5%	8,376	9,034	(658)	-7.3%	20,354	22,319	(1,965)	-8.8%	36,153	39,210	(3,057)	-7.8%

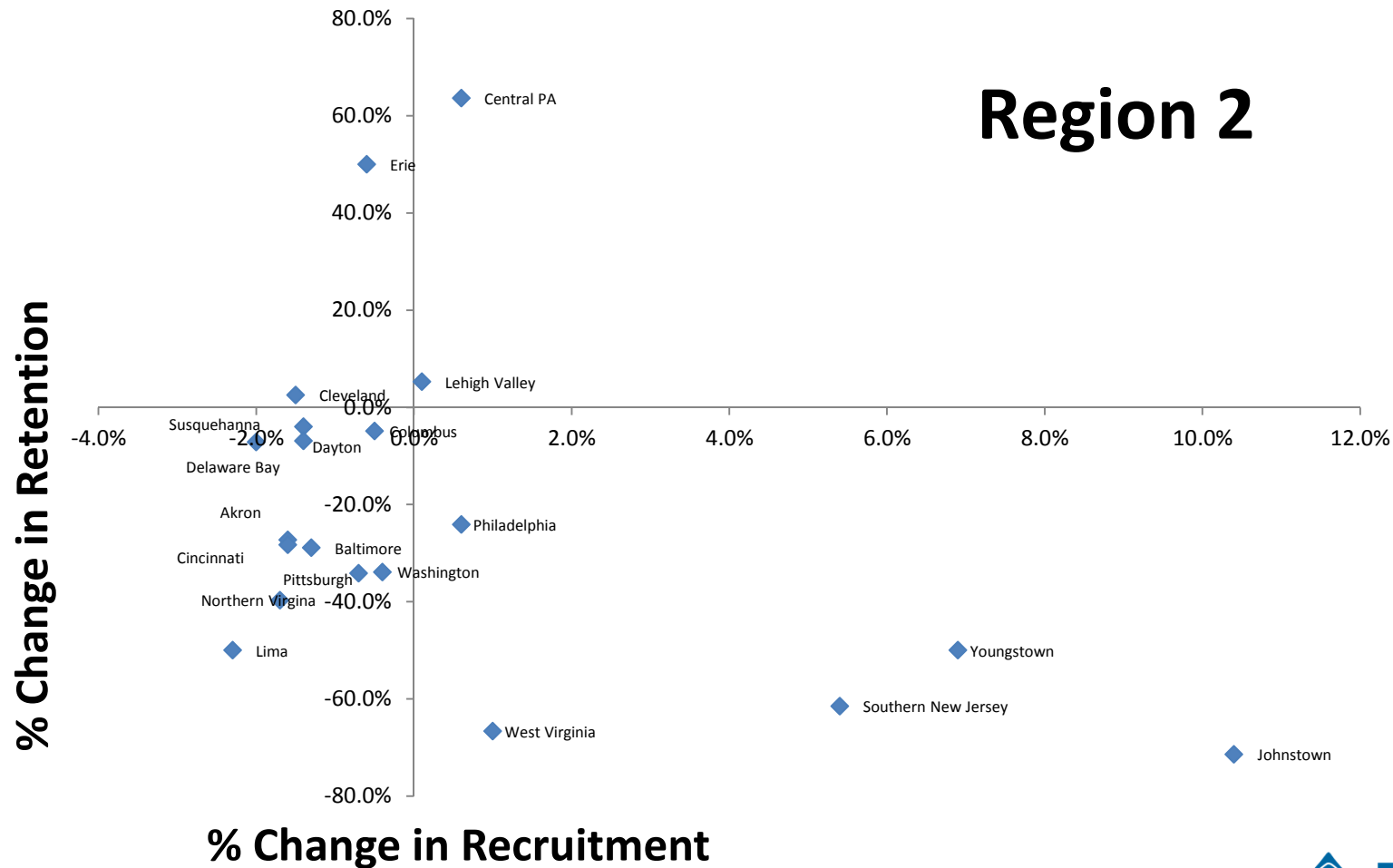
SOURCE: January 2014 Monthly MD Reporting.

2014 Renewal/Retention Rates by Region and Grade

IEEE Membership Renewal / Retention - January 2014																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13
1	29,142	21,414	73.5%	73.6%	1,886	783	41.5%	53.2%	1,597	383	24.0%	26.1%	32,625	22,580	69.2%	70.2%
2	25,314	18,744	74.0%	73.8%	1,793	736	41.0%	54.3%	1,421	368	25.9%	26.4%	28,528	19,848	69.6%	70.1%
3	23,614	16,910	71.6%	70.8%	2,175	1,010	46.4%	57.6%	2,266	623	27.5%	27.1%	28,055	18,543	66.1%	66.4%
4	17,763	12,934	72.8%	72.5%	1,781	801	45.0%	57.8%	1,462	414	28.3%	33.5%	21,006	14,149	67.4%	68.6%
5	23,171	16,625	71.7%	71.8%	1,645	751	45.7%	59.2%	2,103	539	25.6%	29.8%	26,919	17,915	66.6%	68.0%
6	46,603	33,929	72.8%	72.4%	2,868	1,225	42.7%	57.2%	3,264	879	26.9%	30.4%	52,735	36,033	68.3%	69.4%
R 1-6	165,607	120,556	72.8%	72.5%	12,148	5,306	43.7%	56.6%	12,113	3,206	26.5%	29.0%	189,868	129,068	68.0%	68.9%
7	13,253	8,925	67.3%	66.9%	1,922	1,001	52.1%	62.8%	1,459	433	29.7%	38.2%	16,634	10,359	62.3%	64.4%
8	53,306	32,696	61.3%	59.5%	10,177	4,792	47.1%	56.3%	7,881	1,713	21.7%	20.7%	71,364	39,201	54.9%	55.0%
9	9,946	4,821	48.5%	48.7%	1,300	577	44.4%	52.3%	5,242	634	12.1%	11.7%	16,488	6,032	36.6%	36.7%
10	57,166	33,773	59.1%	57.7%	12,321	3,749	30.4%	35.7%	29,478	1,975	6.7%	8.0%	98,965	39,497	39.9%	40.9%
R 7-10	133,671	80,215	60.0%	58.7%	25,720	10,119	39.3%	47.2%	44,060	4,755	10.8%	11.7%	203,451	95,089	46.7%	47.5%
TOTAL	299,278	200,771	67.1%	66.5%	37,868	15,425	40.7%	50.3%	56,173	7,961	14.2%	15.5%	393,319	224,157	57.0%	58.1%

SOURCE: January 2014 Monthly MD Reporting.

Percentage Change in Retention vs. Recruitment between 2010 & 2013



3 Year Trend Retention vs. Recruitment

Region 2 Sections					
3 Year Change Trend in Recruitment vs. Retention					
+ Recruitment - Retention			+ Recruitment + Retention		
Erie Section	50.0%	-0.6%	Central Pennsylvania Section	63.6%	0.6%
Cleveland Section	2.5%	-1.5%	Lehigh Valley Section	5.3%	0.1%
- Recruitment - Retention			- Recruitment + Retention		
Susquehanna Section	-4.0%	-1.4%	Philadelphia Section	-24.1%	0.6%
Columbus Section	-4.9%	-0.5%	Youngstown Section	-50.0%	6.9%
Dayton Section	-6.9%	-1.4%	Southern New Jersey Section	-61.5%	5.4%
Delaware Bay Section	-7.1%	-2.0%	West Virginia Section	-66.7%	1.0%
Akron Section	-27.3%	-1.6%	Johnstown Section	-71.4%	10.4%
Cincinnati Section	-28.3%	-1.6%			
Baltimore Section	-28.9%	-1.3%			
Washington Section	-33.9%	-0.4%			
Pittsburgh Section	-34.2%	-0.7%			
Northern Virginia Section	-39.7%	-1.7%			
Lima Section	-50.0%	-2.3%			



IEEE US Membership Development Strategy

IEEE MD Region 1-6 Strategy

MD Volunteer Support

- Outreach, coordination and collaboration with:
 - Regional MD Chairs
 - Section MD Officers
 - Section Chairs
- Region meeting/committee participation

List/Lead Development

- E-mail
- Online advertising
- Social media/viral programs
- IEEE-USA MGM Pilot

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

2013 - 2014

2014



List/Lead Development: Recruitment

List/Lead Development

- Email
- Online Advertising
- Peer-to-Peer Referral

- Email Campaigns
 - IEEE Database Campaigns
 - Segmenting out US Regions from existing outreaches
 - Third Party List Purchase – Merit Direct
- Online Advertising / SEM
 - More Visibility
 - Display Ads
 - Video Advertising (YouTube)
 - Retargeting
 - Merit Direct– Retargeting
- Peer-to-Peer - IEEE-USA MGM Pilot

Events and Conferences

Events and Conferences

- Metro Area Workshops
- Large Society conferences
- Industry conferences

- Metro Area Workshops
 - Four events held in Fall of 2013
 - Boston
 - Atlanta
 - Seattle
 - Twin Cities
- Large Society Conferences
 - ISSCC 2014: San Francisco
 - APEC 2014: Fort Worth
- Industry Conferences
 - CES 2014
 - TBD

Affinity Partnerships: Recruitment

Affinity Marketing Partnerships

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

- Corporate Partnerships
 - E.g. Boeing, IEICE
 - Promote IEEE membership
 - Subsidize IEEE membership
 - Leverage Corporate Activities framework (planned with key volunteers and staff)
 - Early phase in development
 - 2014 Initiative

MD Volunteer Support

MD Volunteer Support

- Outreach to:
 - Regional MD Chairs
 - Section MD Officers
 - Section Chairs
 - Region meeting participation
 - IEEE-USA meeting participation
- Outreach, coordination and collaboration
 - Monthly Emails to Region/Sections
 - Outbound Phone Calls
 - Custom Training
 - Region Meetings Participation
 - Annual Meetings
 - IEEE-USA
 - Membership Development Committee
 - Annual Meeting – May 2014
 - Sections Congress 2014



US Section Strategy Suggestions

Back to Basics

- ▶ Is it time for a Section Website Review?
- ▶ Ensure there is an easily identifiable link **TO JOIN AND RENEW**
- ▶ **Annual Membership Deactivation**
 - 22 February 2014 - TODAY
 - Be sure to identify non-renewing members
 - Send a short message via e-notices or personal email
 - Have extra time? Give the member a call
 - Have no time? Find volunteers that do!

More Basics

- ▶ Don't forget **NEW** members
 - Access the monthly New Member report
 - Reach out to welcome and invite them to participate
- ▶ Encourage Members to seek Senior Member grade
- ▶ Monthly MD Activities from IEEE MD Staff
 - MD Marketing and Sales Specialist Email
 - Monthly MD Call
 - Monthly MD Report
 - If you are not receiving any information about any of these, please let me know

IEEE USA MGM Pilot

- ▶ Program Results to date are encouraging
 - 1,005 members referrals from 613 members
 - 232 new joins (23.1% conversion)
- ▶ What to do?
 - ADVERTISE!!! (e.g. Inform Members, Add to Section Site)
 - Referrers - are you keeping track of how many of those referrals have actually signed up?
 - Discount ends 28 February; however, will be extending merchandise rewards through 2014 (no discounts for new recruits during 1/2 year dues)

Short on Resources?

- ▶ Here is your chance to involve students
 - Review/revamp your websites
 - Run outreach programs
- ▶ Reach out to neighboring Sections
 - Joint effort on Activities/Events
 - Network for contacts
- ▶ Have great content or presentations but lack time/resources to host an in-person event?
 - vtools
 - web resources

Thank you
Questions?
Contact me at:
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Appendix

Region 2 Recruitment by Section

Section	January 2014	January 2013	# Change	% Change
West Virginia Section	9	3	6	200.00%
Dayton Section	76	66	10	15.15%
Cincinnati Section	59	52	7	13.46%
Johnstown Section	9	8	1	12.50%
Cleveland Section	81	75	6	8.00%
Susquehanna Section	56	53	3	5.66%
Lehigh Valley Section	44	44	0	0.00%
Columbus Section	82	84	-2	-2.38%
Philadelphia Section	158	182	-24	-13.19%
Pittsburgh Section	126	147	-21	-14.29%
Akron Section	29	34	-5	-14.71%
Washington Section	154	186	-32	-17.20%
Northern Virginia Section	180	233	-53	-22.75%
Baltimore Section	131	172	-41	-23.84%
Lima Section	7	10	-3	-30.00%
Youngstown Section	17	25	-8	-32.00%
Delaware Bay Section	30	46	-16	-34.78%
Erie Section	14	22	-8	-36.36%
Central Pennsylvania Section	23	44	-21	-47.73%
Southern New Jersey Section	7	17	-10	-58.82%

SOURCE: January 2014 Region 2 Monthly MD Reporting.

Region 2 Renewals by Section

REGION 2	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Lehigh Valley Section	951	732	77.0%	97	30	30.9%	1048	762	72.7%
Northern Virginia Section	4749	3562	75.0%	378	104	27.5%	5127	3666	71.5%
Philadelphia Section	3517	2675	76.1%	457	141	30.9%	3974	2816	70.9%
Cincinnati Section	751	570	75.9%	99	32	32.3%	850	602	70.8%
Akron Section	538	410	76.2%	72	22	30.6%	610	432	70.8%
West Virginia Section	109	81	74.3%	14	6	42.9%	123	87	70.7%
Dayton Section	868	651	75.0%	153	71	46.4%	1021	722	70.7%
Baltimore Section	3993	2912	72.9%	275	92	33.5%	4268	3004	70.4%
Susquehanna Section	622	472	75.9%	82	23	28.0%	704	495	70.3%
Lima Section	68	53	77.9%	16	6	37.5%	84	59	70.2%
Washington Section	3811	2749	72.1%	400	140	35.0%	4211	2889	68.6%
Cleveland Section	925	693	74.9%	173	60	34.7%	1098	753	68.6%
Southern New Jersey Section	153	109	71.2%	21	10	47.6%	174	119	68.4%
Pittsburgh Section	1994	1469	73.7%	397	140	35.3%	2391	1609	67.3%
Central Pennsylvania Section	340	252	74.1%	128	62	48.4%	468	314	67.1%
Columbus Section	1076	763	70.9%	252	101	40.1%	1328	864	65.1%
Delaware Bay Section	480	350	72.9%	104	25	24.0%	584	375	64.2%
Erie Section	123	85	69.1%	23	7	30.4%	146	92	63.0%
Youngstown Section	117	77	65.8%	57	27	47.4%	174	104	59.8%
Johnstown Section	129	79	61.2%	16	5	31.3%	145	84	57.9%

SOURCE: January 2014 Monthly Region 2 MD Report.