



IEEE Region 2 Membership Development

2017 Annual Meeting

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Agenda

- Setting the stage
- MD Overview
- Volunteering
- MD Statistics Review
- Marketing & Sales
- Available Resources
- Open discussion/next steps

Setting the stage

- Applaud your efforts
- Ask questions
- Listen & talk to each other
- Meet someone new
- Share your best practices
- Take notes



KEEP IT POSITIVE – YOU'RE DOING GOOD WORK



MD Overview

What is Membership Development?

Lead Generation + Member Engagement

- Not just about recruiting new members (lead generation)
- Provide opportunities for current members so they want to stay
- Most member involvement is at the local level
- Provide an excellent member experience based on what they want, everything else will follow

Membership Development Themes

- You play a pivotal role in making IEEE your members' professional home
- Understand and serve your members' needs so they can grow and develop in the profession.
- Data is the backbone of understanding and growing membership
- Are you offering what your members "value"?

Why is Membership Important?

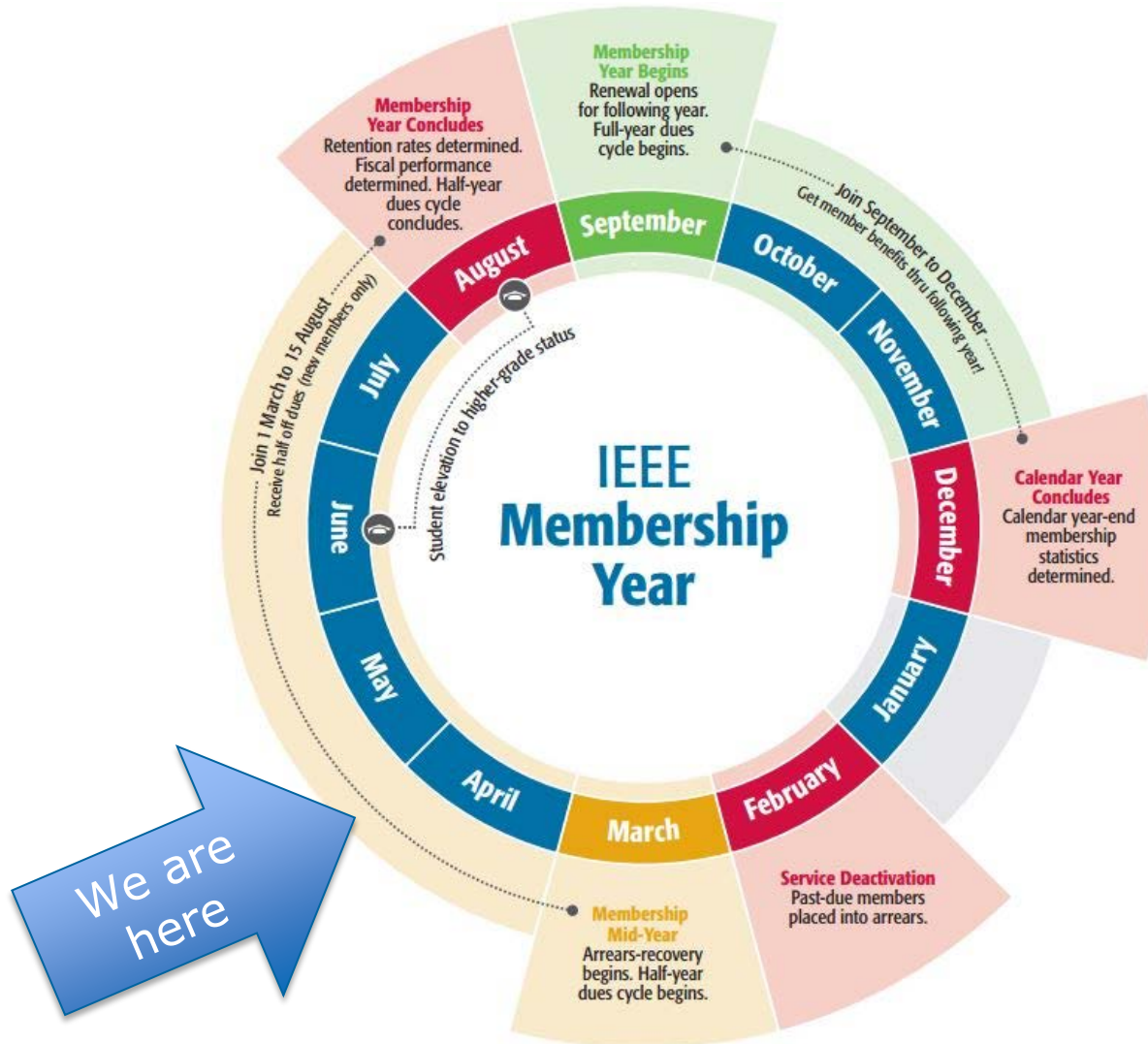
Everything you plan, develop and execute Affects Your Members*

- Contributes to (& affects) your [Region/Section/Chapter Budget](#)
- Expands your network
- Increases your members' network
- Creates a larger pool of volunteers

**keep this in mind throughout this meeting and when you return home*



IEEE Membership Development Cycle



Volunteering

6 Ways to Keep Volunteers Engaged



- Make your volunteers feel needed and appreciated.
- Ask volunteers to help in specific, actionable ways.
- Inspire your volunteers with the cause, not the organization.
- Stay connected, and make sure your communication channels go both ways.
- Develop a community of volunteers.
- Show your volunteers how they made a difference.

Source: <http://blogs.volunteermatch.org/engagingvolunteers/2013/01/31/6-ways-to-keep-your-volunteers-engaged/>

5 Surprisingly Easy Ways to Lose Volunteers

- Lack of clear organization
- No concrete goals
- Failing to recognize their contribution
- No strong leadership
- Lack of training or investment



Source: <http://blogs.volunteermatch.org/engagingvolunteers/2015/02/23/5-surprisingly-easy-ways-to-lose-volunteers/>

Statistics

2017 Region 2 Membership Stats

Region Snapshot	This Month	'17 vs. '16	% Change
Total Membership	22,831	(1,064)	-4.5%
Higher-Grade	20,198	(783)	-3.7%
Students	2,633	(281)	-9.6%
IEEE Worldwide	329,594	(4,938)	-1.5%

NOTE: All Membership Statistics are based data through the end of March 2017 are available via the Monthly Region Membership Development Report

2017 Retention & Recruitment

Retention	Cumulative – Through March 2017			2017 % Goal
	2017 Membership Year			
	Opportunity	# Renewed	% Renewed	
Higher Grade	23,244	19,324	83.1%	
Student	2,633	1,083	40.7%	
Total	25,907	20,407	78.8%	83.2%
IEEE Worldwide	358,544	248,285	64.4%	71.6%

Recruitment	Cumulative – Through March 2017					
			YoY Chg		Goals	
	2017	2016	#	%	#	YoY %
Higher Grade	453	498	(45)	-9.0%		
Student	1,291	1,370	(79)	-5.8%		
Total	1,744	1,868	(124)	-6.6%	3,003	9.9%
IEEE Worldwide	57,213	59,189	(1,976)	-3.3%	102,709	4.0%

Marketing & Sales

Marketing

- Every section has a market made up of potential members.
- Volunteers job is to know and serve your market.
- Market consists of:
 - Companies
 - Schools
 - Utilities
 - Research facilities
 - Etc
- Scale accordingly

Marketing – Ex. Pittsburgh Section

- Power & Industrial Apps
- Bioengineering
- Med Devices
- Transportation
- Robotics
- Technical Associations



University of Pittsburgh



PHILIPS



Sales – What do we offer?

- Technical presentations (i.e. free pizza)
- Educational programs (Robot car race, Engineers Week)
- History and Awards banquets - Networking
- IEEE USA Fly-ins, government relations opportunities - Influence
- Local plant & operations tours - Insight
- Opportunities to shape the future direction of the IEEE

Sales – What is possible?

- Targeted technical presentations, tutorials, panel discussions
- Hack-a-thons
- Humanitarian Projects (EPICS)
- Teacher In-Service Programs
- Career Services & Assistance
- Partnership with other organizations (i.e. other professional organizations, recruiters, technology consortiums, etc.).

Sales – What is obvious

- Members (potential and current) want to see value in their membership.
- The IEEE provides access to information, people, and funding (yeah, really...funding) to make all of this happen.
- IEEE needs people who want more out of an organization than a magazine subscription.
- IEEE offers a lot of stuff – learn it, then sell it into your market.

Sales – What now??

- Find the value you provide to your market
- Evangelize - Share that value proposition
- ASK for the sale (i.e. offer membership) & be prepared to sign up new members.

Resources & Next Steps

Your Available Resources

- Section Vitality Dashboard
 - www.ieee.org/vitalitydb
- MD Kits
- eNotice (+ Express service)
 - www.ieee.org/enotice
- Monthly MD Reports
 - Global
 - Regional
- Regional MD Chair + MD Staff
- Member Interest Survey
- Monthly New Member Orientation
 - www.ieee.org/start
- Communications Templates
- MD Planning Workbooks
- Collabratec Communities
 - IEEE Membership Forum
 - IEEE Volunteer Exchange (coming soon)
- More...

Not on the list??? Ask for it

How are we going make an impact?

- **Develop and Implement a Section Plan**
 - Use data
 - List existing events
 - Adapt based on members needs
 - Ask questions
- **Effectively Communicate**
- **Welcome new members**
- **Offer/suggest small volunteering opportunities**
- **Team Effort – together we can make it happen and support each other**



Let's Talk!

Appendix

Membership Development (MD) Chair Role

- Description: Shepherd the activities pertaining to membership recruitment and retention in order to deliver an excellent member experience.
- Work closely with:
 - Section Chair and ExCom
 - Sub-Committees within their Section
 - IEEE Membership Marketing Specialist (staff)
- Design and execute a Section Membership Plan for a given year.

Keys to MD Chair Role

- Should be an IEEE “Champion”
 - Interested in networking/relationship building with people both within IEEE and externally
- Passionate about:
 - Serving the members by understanding what they want/need
 - Partnering with the various committees within their Section to deliver a better member experience
 - Getting people involved in both short-term and long-term engagement within the Section

Keys to MD Chair Role (cont.)

- There are a number of development & engagement opportunities already available in your Section that **ARE NOT** being utilized
- Attract individuals through
 - Events/Conferences
 - Sub-Committee Activities/meetings



Learn About Your Section

- Research your Section
 - Identify meetings and events
 - Work with Affinity Groups/Chapters
 - Meet with Section ExCom
- Generate a list of what is Happening
- Map out a calendar of activities



Know Your Members

- Understand how your members want to interact with the Section
- Use the available data
 - Collected via the membership application
 - Available via SAMIEEE/Section Vitality Dashboard
 - Pre-defined queries
- Perform gap analysis
 - What is being offered
 - What the members want



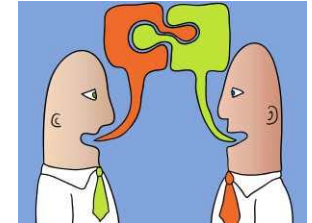
Recruiting New and Former Members

- IEEE Collabratec is free to non-members
 - Find potential members
 - Profile with interests – connect with relative people, events, projects
 - Introduce various aspects of IEEE
- Users remain on IEEE Collabratec even if they do not renew their membership
 - Still connected to the organization
 - Easily reach out to former members
 - Profile with interests – connect with relative people, events, projects

Member Engagement Tool



- **New!** Membership Forum Community
 - Active members automatically opted in
 - First-year member engagement
 - Must be a CT user
 - Moderated by Contact Center, MD and other staff
 - Alternative support option for members
- Create a community:
 - Promote local IEEE events
 - Discuss ideas, projects, strategies
 - Post files such as meeting minutes or new proposals
 - Access to IEEE news, updates, events, promotions
 - Share local events and happenings



Lead Generation Tool

- Conferences
- Local Section events
- Soft sell for membership
 - Try Collabratec - it's free
 - Have a tablet or laptop handy
 - *Coming in 2016 – CT business cards*
- CT non-member users are targeted by Staff-led campaigns in subsequent months
- New members-only features will also drive recruitment activity



Starting a community

- Contact: Ctcommunity@ieee.org
Subject: New Community for IEEE Collabratec
- Each community needs a moderator
 - Micro-volunteer opportunities
 - Community Greeter
 - Discussion poster
 - Responder

Leveraging IEEE Collabratec™ in Your MD Efforts

Goals of Membership Development via IEEE Collabratec

- Keep members and non members engaged
 - Networking with each other
 - Local community
 - Authoring
 - Technical interest
 - Career resources



How Can Sections Leverage the IEEE Collabratec?

- Lead generation tool
- Member engagement tool
 - First-year members
 - Disengaged members
 - Alternative member support channel

