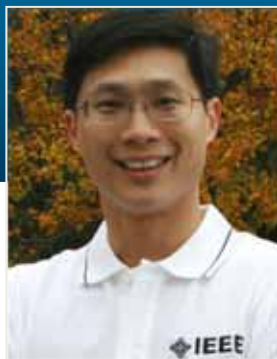




# Region 1 Membership Development

Region 1 BoG Annual Meeting  
August 6<sup>th</sup>, 2016  
Mystic, Connecticut



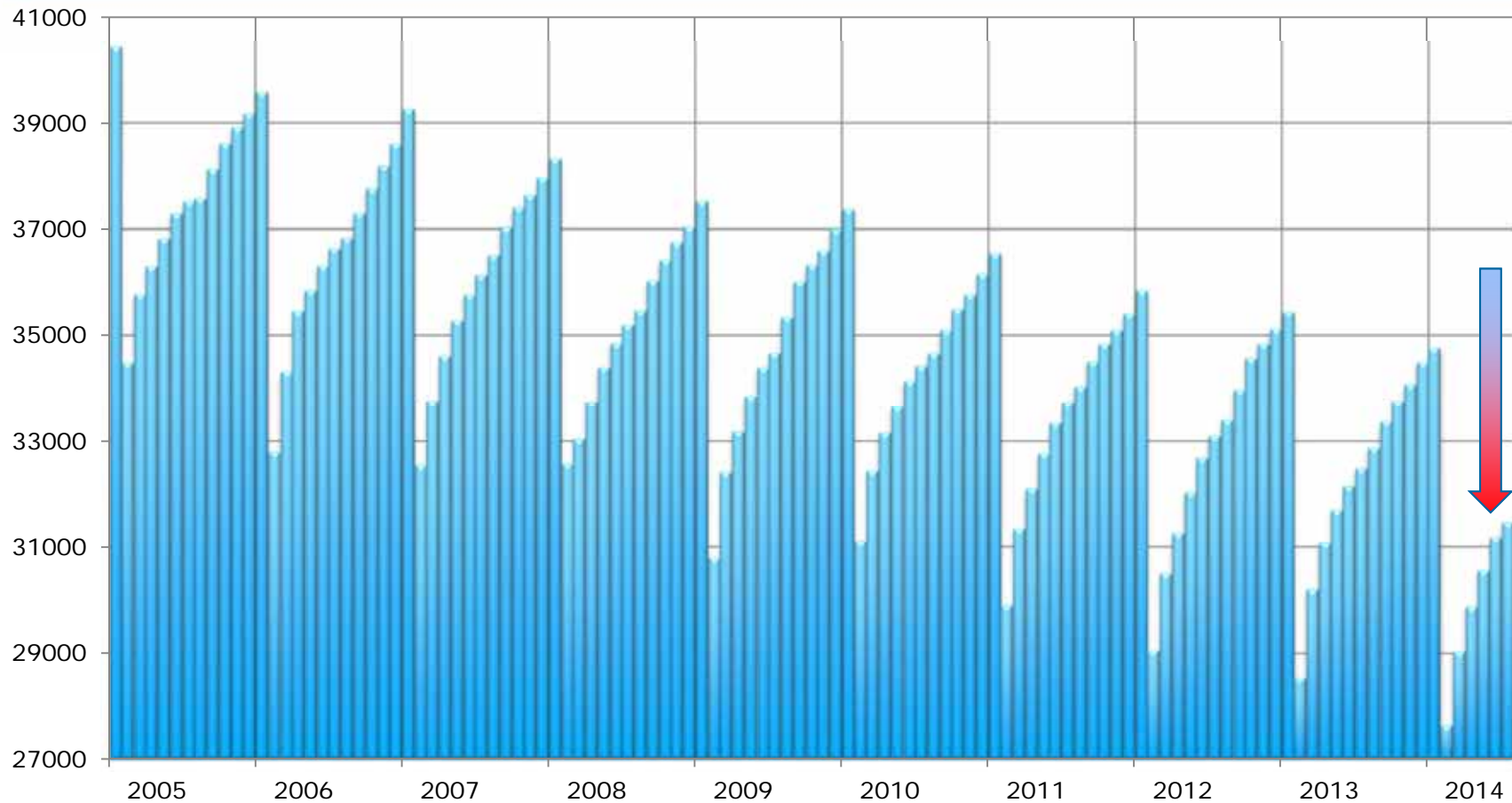
**Soon Wan**  
**Region 1 Membership Development Chair**  
[gimsoon@ieee.org](mailto:gimsoon@ieee.org)

# Contents

- **Region 1 Membership Status Quick Update**
- **2016 Section MD Goals and Updates**
- **2016 IEEE Segmentation Study**
- **Open Discussion**



# Region 1 Membership from Year to Year, and Month to Month



Region 1 total membership continued to decline since 2005. In June 2016, the total membership declined by **-3.3%**, or **1004 less members** as compared to last year.

# Region 1 Membership – June 2016

Region Snapshot	This Month	'16 vs. '15	% Change	2016 Membership Year progress, by Section, starts on page 2 of this report.
<b>Total Membership</b>	<b>29,247</b>	<b>(1,004)</b>	<b>-3.3%</b>	
Higher-Grade	26,080	<b>(1,023)</b>	<b>-3.8%</b>	
Students	3,167	<b>19</b>	<b>+0.6%</b>	
IEEE Worldwide	<b>370,394</b>	<b>1,057</b>	<b>+0.3%</b>	

Retention	Cumulative – Through June 2016				2016 % Goal	Top 3 Sections (by retention %)  New Jersey Coast = 86.7% Berkshire = 85.0% Rochester = 83.9%
	2016			2016 % Goal		
	Opportunity	# Renewed	% Renewed			
Higher Grade	27,590	23,386	84.8%	83.2%		
Student	3,112	1,404	45.1%			
<b>Total</b>	<b>30,702</b>	<b>24,790</b>	<b>80.7%</b>			
IEEE Worldwide	381,179	264,218	69.3%	72.3%		

Recruitment	Cumulative – Through June 2016						Top 3 Sections (by growth %) Mid-Hudson = 115.8% Rochester = 48.1% Mohawk Valley = 21.2%
			YoY Chg		Goals		
	2016	2015	#	%	#	YoY %	
Higher Grade	879	913	-34	-3.7%	3,712	+4.6%	
Student	2,405	2,240	165	7.4%			
<b>Total</b>	<b>3,284</b>	<b>3,153</b>	<b>131</b>	<b>4.2%</b>			
IEEE Worldwide	87,125	78,889	8,236	10.4%	93,610	+5.1%	

In June 2016, Region 1 total membership end up to 29,247. This is a **-3.3%** decline as compared to June 2015. Significantly lost in Higher-Grade Members.

## Section Membership Recruitment Goals

- ❖ Region 1 Total Membership continued to decline (-3.3%). We are continuing to lose the higher grade members.

Region 1 Recruitment	% to Goal
Mid-Hudson Section	175.7%
Rochester	132.0%
Syracuse	107.0%
Buffalo	100.0%

# Section Membership Retention Goals

Region 1 Retention	% to Goal
To date, no Section Region 1 has made their Retention Goals, however a number of Sections are on the verge.	
Arrears members are a list option in <a href="#">eNotice Express</a> ! Be sure to take advantage of the Express as a quick and easy way to send a personalized message to members in Arrears; however, please be aware that in August, the new membership year begins. Renewal notices for 2017 go out early October – remember the experience – talk to me if you have questions.	
In your message, be sure to introduce yourself, talk about all of the great things you have going on and invite them to come out and participate.	

**\*Subject:** Required field, cannot be default value!  
eNotice id 12539

**\*To:** At least one organization must be selected!  
 R1000501 (Northshore Subsection)  
 R1 (Northeastern USA - Region 1)  
 CH01224 (Boston Section Chapter, PEL35)

**Membership** All IEEE Members

**Grades:**<sup>?</sup>

**Member Status**


Active  
 Inactive  
 Arrears



# Section MD Goals Update

# June 2016 Renewal

## Renewal by Section: 2016 Membership Year - June 2016

REGION 1	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2016 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
New Jersey Coast Section	1,238	1,105	89.3%	61	21	34.4%	1,299	1,126	86.7%	90.9%	95.3%
Berkshire Section	105	91	86.7%	8	5	62.5%	113	96	85.0%	86.0%	98.8%
Rochester Section	818	711	86.9%	100	59	59.0%	918	770	83.9%	84.1%	99.7%
New Hampshire Section	1,382	1,201	86.9%	123	55	44.7%	1,505	1,256	83.5%	87.0%	95.9%
Princeton/Central Jersey Secti	2,022	1,760	87.0%	223	108	48.4%	2,245	1,868	83.2%	83.7%	99.4%
Long Island Section	1,755	1,508	85.9%	146	64	43.8%	1,901	1,572	82.7%	84.6%	97.7%
Mid-Hudson Section	606	514	84.8%	41	21	51.2%	647	535	82.7%	83.4%	99.1%
Boston Section	6,789	5,814	85.6%	686	291	42.4%	7,475	6,105	81.7%	83.7%	97.6%
Providence Section	1,064	910	85.5%	116	49	42.2%	1,180	959	81.3%	84.9%	95.8%
Connecticut Section	1,938	1,638	84.5%	213	105	49.3%	2,151	1,743	81.0%	82.6%	98.1%
Mohawk Valley Section	271	230	84.9%	27	11	40.7%	298	241	80.9%	81.2%	99.6%
Worcester County Section	754	646	85.7%	88	31	35.2%	842	677	80.4%	81.2%	99.0%
North Jersey Section	2,402	2,042	85.0%	310	138	44.5%	2,712	2,180	80.4%	82.7%	97.2%
Schenectady Section	886	735	83.0%	83	37	44.6%	969	772	79.7%	82.9%	96.1%
Green Mountain Section	384	318	82.8%	44	21	47.7%	428	339	79.2%	86.3%	91.8%
Binghamton Section	263	215	81.7%	35	21	60.0%	298	236	79.2%	80.2%	98.8%
Springfield Section	351	295	84.0%	78	40	51.3%	429	335	78.1%	81.7%	95.6%
Maine Section	467	391	83.7%	83	38	45.8%	550	429	78.0%	82.2%	94.9%
Buffalo Section	398	329	82.7%	74	35	47.3%	472	364	77.1%	77.9%	98.9%
Ithaca Section	188	149	79.3%	56	35	62.5%	244	184	75.4%	77.3%	97.6%
Syracuse Section	420	350	83.3%	91	35	38.5%	511	385	75.3%	77.5%	97.2%
New York Section 	3,089	2,434	78.8%	426	184	43.2%	3,515	2,618	74.5%	77.1%	96.6%
<b>Grand Total</b>	<b>27,590</b>	<b>23,386</b>	<b>84.8%</b>	<b>3,112</b>	<b>1,404</b>	<b>45.1%</b>	<b>30,702</b>	<b>24,790</b>	<b>80.7%</b>	<b>83.9%</b>	<b>96.2%</b>



# June 2016 Recruitment

**Recruitment by Section: 2016 Membership Year June 2016**

Region Code	Section Name	2016	2015	# Change	% Change	2016 Goal	% to Goal
R1	Mid-Hudson Section ★	123	57	66	115.79%	70	175.7%
R1	Rochester Section ★	120	81	39	48.15%	91	132.0%
R1	Mohawk Valley Section	40	33	7	21.21%	44	90.9%
R1	Syracuse Section ★	92	76	16	21.05%	86	107.0%
R1	Buffalo Section ★	82	70	12	17.14%	82	100.0%
R1	North Jersey Section	332	284	48	16.90%	346	96.1%
R1	Connecticut Section	294	265	29	10.94%	320	91.9%
R1	New York Section	501	475	26	5.47%	566	88.6%
R1	Long Island Section	174	168	6	3.57%	200	87.0%
R1	Providence Section	122	118	4	3.39%	135	90.4%
R1	Binghamton Section	36	35	1	2.86%	39	92.3%
R1	Princeton/Central Jersey Section	230	225	5	2.22%	272	84.6%
R1	Maine Section	72	71	1	1.41%	82	87.8%
R1	Schenectady Section	91	92	-1	-1.09%	100	91.0%
R1	Boston Section	619	631	-12	-1.90%	720	86.0%
R1	Worcester County Section	89	92	-3	-3.26%	106	83.9%
R1	Green Mountain Section	42	47	-5	-10.64%	55	76.4%
R1	Ithaca Section	30	34	-4	-11.76%	46	65.2%
R1	New Jersey Coast Section	67	81	-14	-17.28%	97	69.2%
R1	Berkshire Section	5	8	-3	-37.50%	9	58.8%
R1	New Hampshire Section	87	143	-56	-39.16%	165	52.7%
R1	Springfield Section	36	67	-31	-46.27%	83	43.4%
<b>Grand Total</b>		<b>3,284</b>	<b>3,153</b>	<b>131</b>	<b>4.15%</b>	<b>3,866</b>	<b>84.9%</b>

# June 2016 Total Active Members

Four Sections have increased in the total active membership

Total Active Members by Section: June 2016									
REGION 1	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Berkshire Section	94	105	-10.5%	4	9	-55.6%	98	114	-14.0%
Binghamton Section	248	259	-4.2%	41	33	24.2%	289	292	-1.0%
Boston Section	6,473	6,682	-3.1%	596	671	-11.2%	7,069	7,353	-3.9%
Buffalo Section ★	380	375	1.3% ★	89	83	7.2%	469	458	2.4%
Connecticut Section	1,834	1,899	-3.4%	257	239	7.5%	2,091	2,138	-2.2%
Green Mountain Section	361	375	-3.7%	41	49	-16.3%	402	424	-5.2%
Ithaca Section	165	183	-9.8%	65	54	20.4%	230	237	-3.0%
Long Island Section	1,646	1,741	-5.5%	151	152	-0.7%	1,797	1,893	-5.1%
Maine Section	450	459	-2.0%	74	81	-8.6%	524	540	-3.0%
Mid-Hudson Section ★	586	594	-1.3%	85	47	80.9%	671	641	4.7%
Mohawk Valley Section	253	271	-6.6%	39	28	39.3%	292	299	-2.3%
New Hampshire Section	1,306	1,368	-4.5%	90	123	-26.8%	1,396	1,491	-6.4%
New Jersey Coast Section	1,148	1,231	-6.7%	65	57	14.0%	1,213	1,288	-5.8%
New York Section	2,851	2,984	-4.5%	461	442	4.3%	3,312	3,426	-3.3%
North Jersey Section	2,245	2,352	-4.5%	347	305	13.8%	2,592	2,657	-2.4%
Princeton/Central Jersey Section	1,939	1,990	-2.6%	247	221	11.8%	2,186	2,211	-1.1%
Providence Section	1,016	1,056	-3.8%	96	119	-19.3%	1,112	1,175	-5.4%
Rochester Section ★	791	815	-2.9%	126	94	34.0%	917	909	0.9%
Schenectady Section	826	869	-4.9%	68	86	-20.9%	894	955	-6.4%
Springfield Section	340	345	-1.4%	51	81	-37.0%	391	426	-8.2%
Syracuse Section ★	405	410	-1.2%	96	91	5.5%	501	501	0.0%
Worcester County Section	723	740	-2.3%	78	83	-6.0%	801	823	-2.7%
<b>Grand Total</b>	<b>26,080</b>	<b>27,103</b>	<b>-3.8%</b>	<b>3,167</b>	<b>3,148</b>	<b>0.6%</b>	<b>29,247</b>	<b>30,251</b>	<b>-3.3%</b>



# 2016 IEEE Segmentation Study

# 2016 vs. 2012 Segmentation Survey

- Quantitative online survey, conducted October 5-November 4, 2015
- International member database sample, Total Respondents (n=10,677)
- Completed Interviews: Higher Grade Members Without Graduate Students (n=9,181) and Student Members Including Graduate Students (n=1,496)

## Geographies Represented

Higher Grade Members		
	2012	2016
Higher Grade Total	6,259	9,181
India	653	717
Japan	909	631
US	974	2,836
EMEA	1,000	2,568
Latin America	924	701
China	451	383
Remaining Geographies	1,348	1,345



Student Members		
	2012	2016
Student Total	1,636	1,496
India	170	406
Japan	80	60
US	370	221
EMEA	426	372
Latin America	228	145
China	108	60
Remaining Geographies	254	232

# 2016 Segmentation Study Highlights

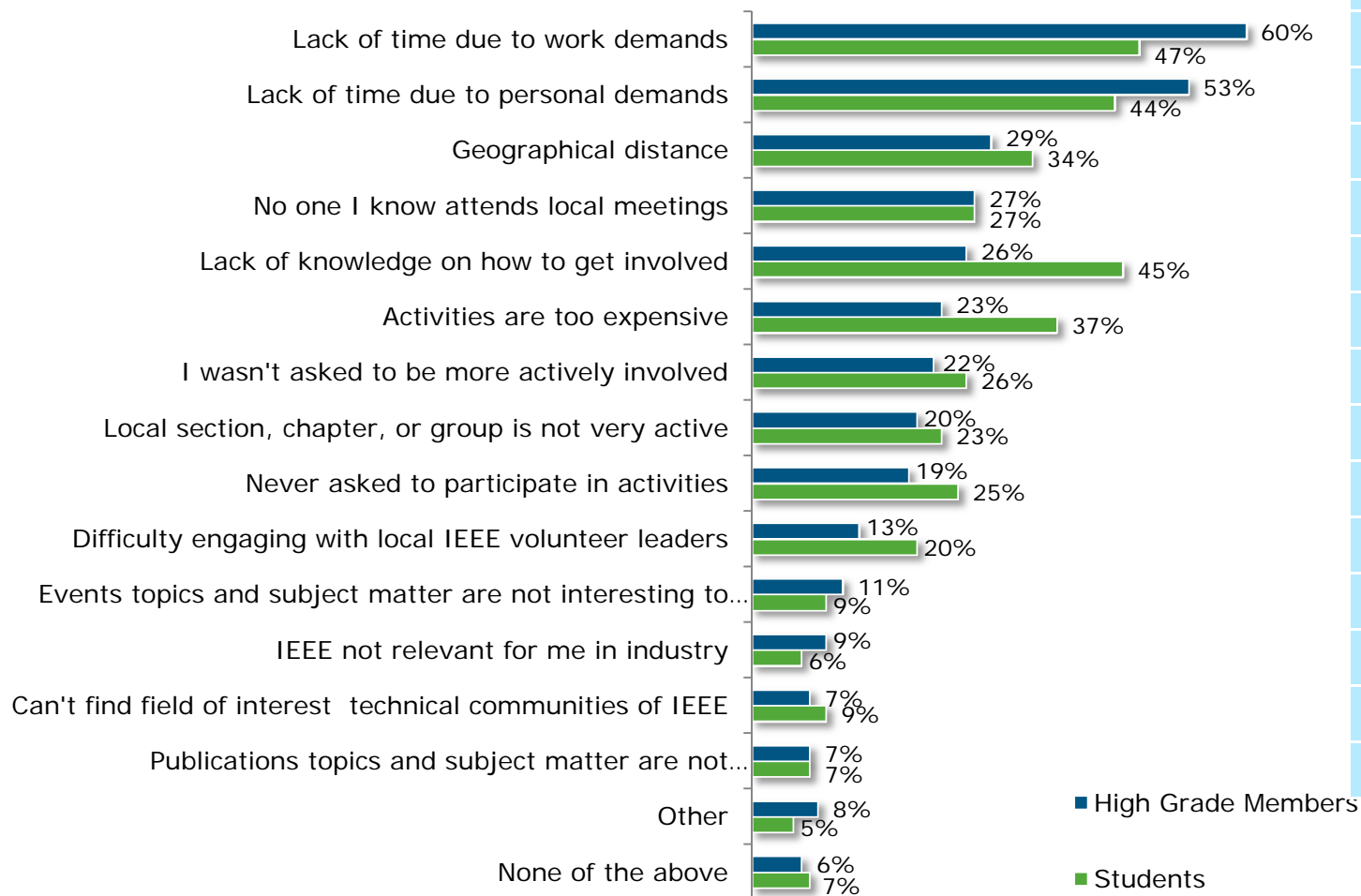
- ❖ Both Higher Grade member (HGM) and Student satisfaction with IEEE are moderate, declining slightly from 2012
- ❖ Decline in product importance and satisfaction for both HGM and Student members
  - This may be a result of an increase in the perception that there are an overwhelming number of products and services, which are not easy to use
- ❖ Majority of members continue to view Societies as “important”
  - ❖ Satisfaction levels remain above 60%
  - ❖ The key reason members interact with societies is for information and education

# 2016 Segmentation Study Highlights

- ❖ Students are a bright light in this report
  - Compared to HGM, double the number of Students view their IEEE membership as important to them personally, and 50% more professionally
  - Students are twice as likely to be involved with IEEE than HGM, each group's involvement held steady since 2012
- ❖ Although “lack of time due to work demands” remains the top barrier to member involvement, it has declined significantly since 2012
- ❖ Willingness to promote IEEE down substantially vs. 2012
  - Both HGM and Students are less likely to share content, discuss IEEE, or recommend membership
- ❖ HGM and Students still perceive IEEE as “Academic” and “Global”

# Reasons for non-involvement show same hierarchy as 2012, but have declined significantly for both Higher Grade and Students













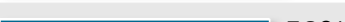















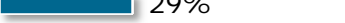

- Lack of time, due to work/personal demands still highest.
- Students need to know how to get involved and expense still barrier



Higher Grade Difference	Student Difference
-6	-5
-4	NC
-2	-4
NA	NA
-2	-2
-1	NC
-2	-2
+1	-5
-1	-1
NA	NA
-1	NC
NA	-5
-2	-2
NC	-3

# Higher Grade members significantly more likely to see IEEE as “approachable,” “responsive” and “humanitarian.” Students declined on many measures vs. 2012.

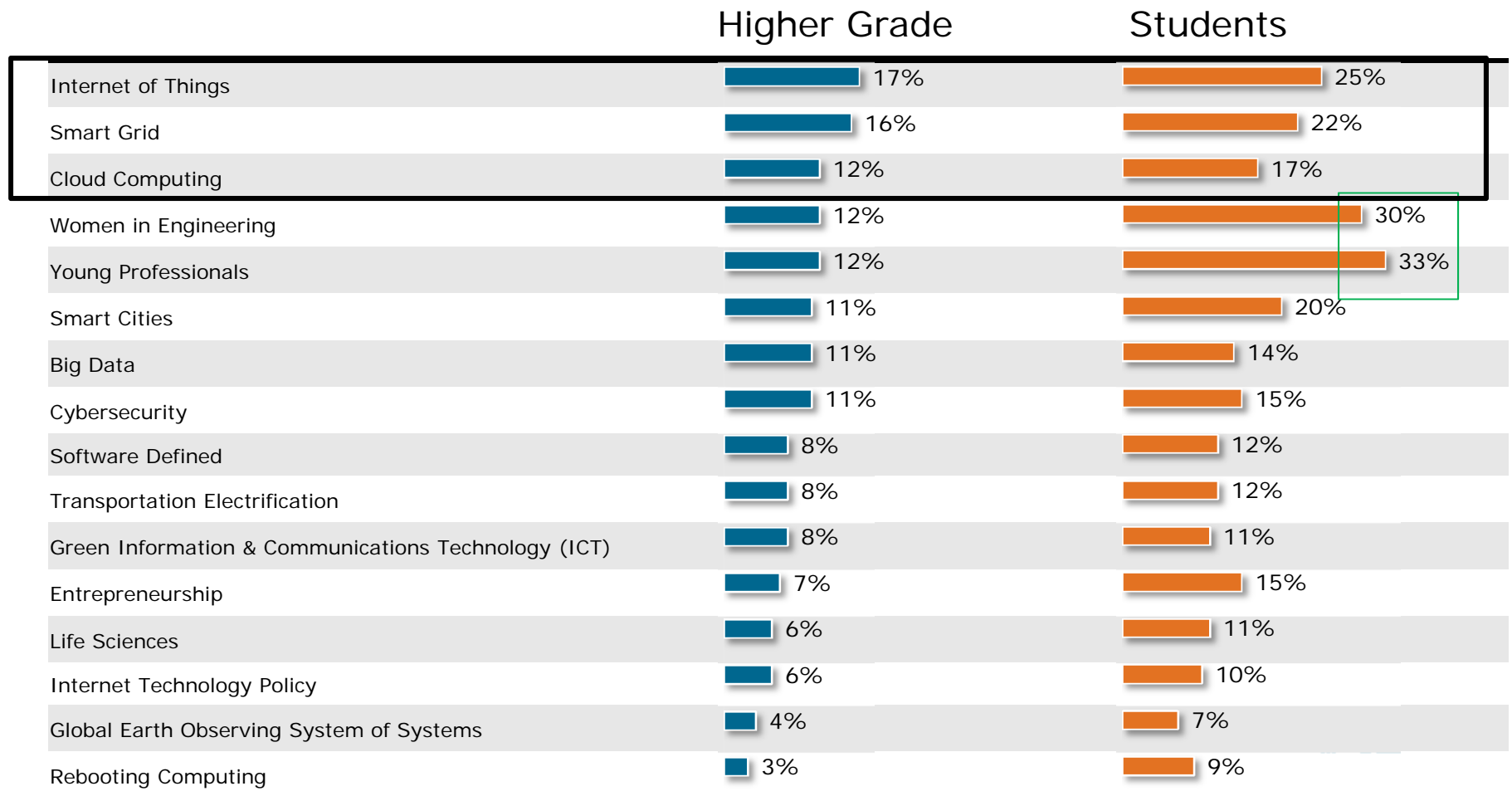
- Biggest decline for both member groups was on perception of IEEE as “global”

	Higher Grade*	Differences (2012 – 2016)	Students* *	Differences (2012 – 2016)
<b>Academic</b>	 76%	-2	 78%	-2
Promotes highest professional standards	 74%	NA	 71%	NA
<b>Global</b>	 73%	-9	 76%	-8
Unbiased source of technical information	 72%	NA	 66%	NA
Relevant to industry	 68%	-3	 69%	-5
Innovative	 62%	NA	 71%	NA
Prestigious	 59%	-2	 68%	-5
Practical	 53%	-3	 50%	-6
Expensive	 53%	+1	 63%	+2
Thought leader	 52%	-2	 59%	-6
US centric	 47%	NA	 53%	NA
Approachable	 44%	+3	 54%	-1
Responsive	 40%	+2	 55%	-3
Humanitarian	 29%	+4	 46%	+1
Exclusive	 26%	+1	 45%	-4

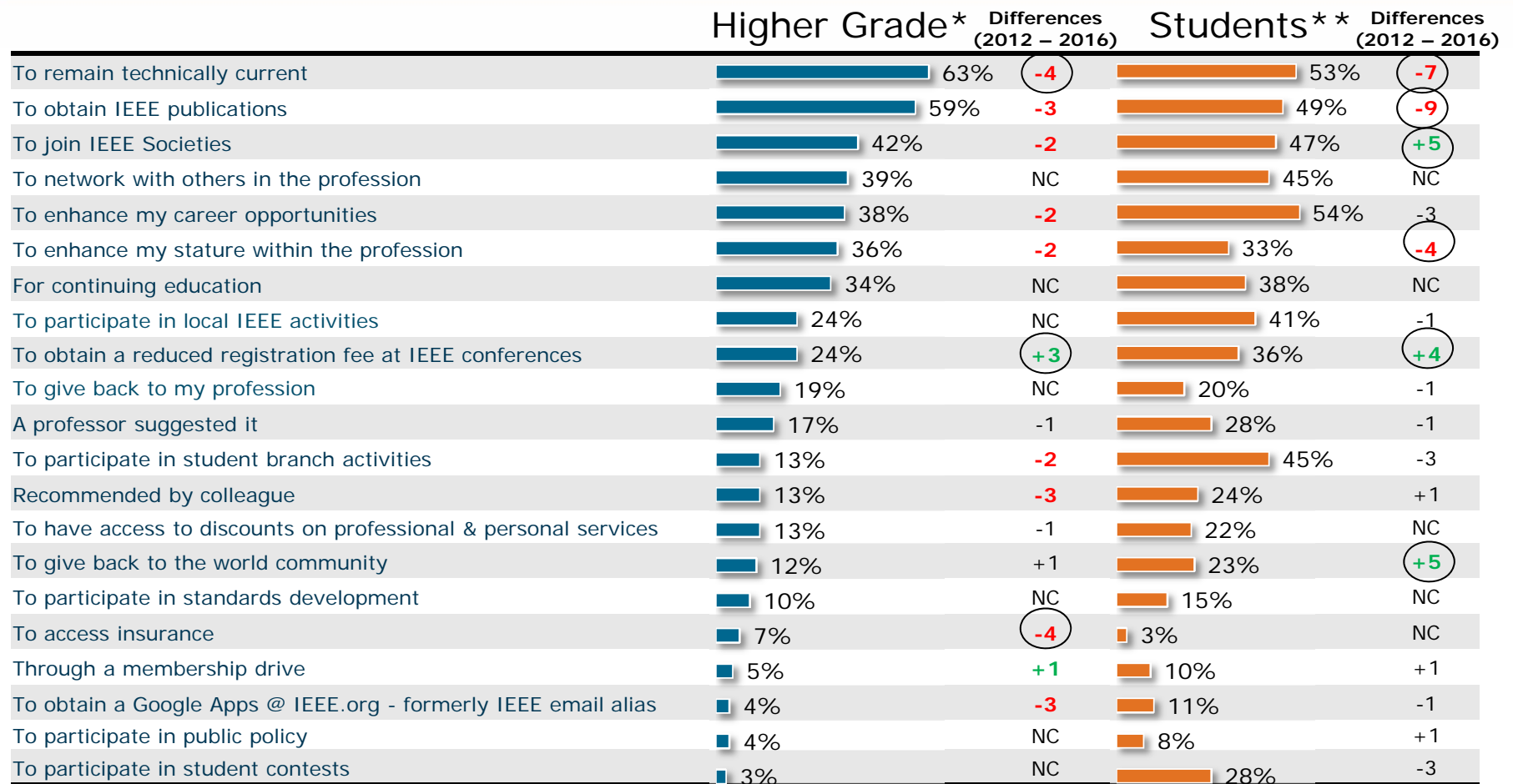


## Affinity group and technical community familiarity (new question in 2016) much higher among Students than Higher Grade

- IOT, Smart Grid and Cloud Computing high among both groups
- Women in Engineering and YP awareness very high among Students

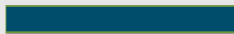



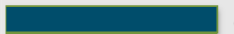



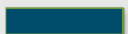



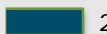



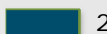









# No change in the order of reasons for joining vs. 2012.



# Reasons for belonging to primary society less about obtaining information and more about volunteering for both member groups.

- Students also more interested in discounts on conference fees

	Higher Grade 2016		Students 2016	
To keep myself informed of all the advancements in my field	 69%	-2	 65%	-2
To obtain technical information and resources	 66%	-2	 60%	-7
To obtain society publications (paper and/or electronic)	 63%	-5	 52%	-11
To meet and interact with others who share my professional interests (networking)	 38%	+1	 45%	+5
To contribute to my profession	 35%	+2	 39%	+4
To get access to continuing education opportunities	 28%	-1	 40%	-2
To support my industry	 23%	0	 21%	+4
To receive discounts on society conference fees	 22%	+3	 36%	+9
To serve as a volunteer (for example, write or review articles, speak at conferences, or serve on committees)	 22%	+3	 29%	+7
To attend local chapter activities	 20%	-1	 33%	+5
To get access to online career resources (For example, job listings)	 12%	-1	 31%	-1
Other	 1%	-1	 1%	NC

# Importance of Products & Services

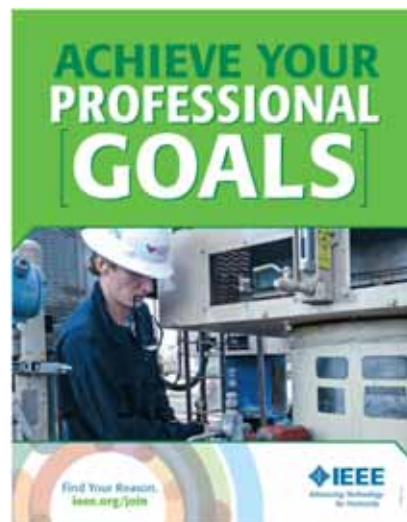
Importance of aspects of membership	Higher Grade*		Students**	
	2016 (%)	Difference*** (2012-2016)	2016 (%)	Difference*** (2012-2016)
Online access to transactions, journals, and magazines	84	NC	85	-3
Online access to conference proceedings	77	+1	80	-1
Online access to standards	74	-3	77	-3
Conferences	71	+2	82	NC
Opportunities for professional networking	67	-1	80	-1
Technical Skills	66	NA	80	NA
Continuing education opportunities	65	NC	80	-2
Promoting the appreciation of technology and our profession to the general public	63	-7	73	-6
Open access publishing	62	NA	76	NA
Interaction with other members	58	-1	72	-3
Discounts on professional products and services	58	-4	76	-6
Representation on public policy issues related to the profession	56	-6	63	-4
Local meetings with other professionals	54	-2	70	-2
Online meetings/webinars	53	NC	64	-3
Contributing to the people of the world through humanitarian efforts	49	+1	70	-1
Internet video programming of conference highlights, author interviews, and so on	49	+2	67	-3
Printed copies of transactions, journals, and magazines	48	-5	60	-9
Online career resources	47	-5	71	-6
Salary and compensation benchmark data in your field	47	NA	63	NA
Printed books	47	-7	59	-7
Ability to participate in standards development	45	-2	62	-2
Opportunities for leadership roles	44	+7	68	+4
Forums and newsgroups	43	-5	56	-10
Awards and scholarships	43	-1	77	-4
Non-Technical Business Skills	40	NA	66	NA
Having access to and obtaining responsive answers from the IEEE Contact Center	39	NC	61	-7
Printed copies of standards	38	-5	51	-6
Printed copies of conference proceedings	35	-4	51	-6
Social networking	32	+2	59	-1
Google Apps @IEEE.org account- formerly the IEEE email alias	31	NA	50	-3
Insurance and other financial products and services	28	-7	41	-3
Student contests (Students)	NA	NA	67	-2
Student branch meetings (Students)	NA	NA	67	-2

# Satisfaction With Products & Services

Satisfaction with aspects of membership	Higher Grade*		Students**	
	2016 (%)	Difference*** (2012-2016)	2016 (%)	Difference*** (2012-2016)
Online access to transactions, journals, and magazines	61	-4	64	-1
Conferences	58	-4	60	-4
Online access to conference proceedings	55	-5	60	-2
Printed copies of transactions, journals, and magazines	50	-10	49	-11
Online access to standards	46	-8	52	-4
Open access publishing	42	NA	54	NA
Opportunities for professional networking	41	-1	49	-2
Google Apps @IEEE.org account- formerly the IEEE email alias	41	-15	51	-8
Discounts on professional products and services	41	-5	50	-4
Printed books	41	-10	41	-11
Printed copies of conference proceedings	40	-9	42	-9
Online meetings/webinars	39	-6	49	-4
Continuing education opportunities	38	NC	51	-2
Technical Skills	37	NA	48	NA
Promoting the appreciation of technology to the general public	37	-3	49	-3
Local meetings with other professionals	37	-4	45	-1
Interaction with other members	36	-3	48	NC
Printed copies of standards	36	-11	43	-7
Obtaining responsive answers from the IEEE Contact Center	35	-5	49	-3
Internet video programming of conference highlights, and interviews	35	-9	46	-5
Insurance and other financial products and services	34	-10	33	-9
Awards and scholarships	34	-4	46	NC
Ability to participate in standards development	34	-7	43	-4
Opportunities for leadership roles	33	-1	50	2
Salary and compensation benchmark data in your field	33	NA	38	NA
Contributing to the people of the world through humanitarian efforts	31	-1	47	-3
Representation on public policy issues related to the profession	31	-4	42	-5
IEEE online communities	30	-2	45	-2
Forums, newsgroups, and other online collaboration tools	30	-3	42	-4
Online career resources	28	-5	45	-5
Social networking	27	-1	47	1
Non-Technical Business Skills	26	NA	45	NA
Student contests (Students)	-	-	52	-4
Student branch meetings (Students)	-	-	51	-3

# 2017 Collateral Updates

- All newly designed materials
- Leveraged photos from the 'IEEE Into Focus' Photo Contest
- New infographic →



# 2017 Collateral Updates

- ▶ All new materials
- ▶ Leveraged photos from the 'IEEE Into Focus' Photo Contest



# vTools Events

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## IEEE vTools **EVENTS**

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### About vTools Events


vTools Events is used for managing section and chapter events. Officers can create event announcements with no dependence on webmaster availability and show them on your website. Event registration with or without credit card payments is available.

[Learn more about vTools Events](#)

Map shows all upcoming or past IEEE events.

Region

Section




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### Recent Activity


- 2016 IEEE International Conferen...
- 31st Annual Computer Graphics F...
- What is the price to exploring the ...
- Measuring the choices to go to M...
- We've Already Passed the Tipping...
- Moon landing discussion
- PCJS ExCom Meeting
- 32nd Annual Computer Graphics F...

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# IEEE Collabratec Recruitment



IEEE Collabratec (CT) now has more than 43,000 users (as of month end), adding roughly 4,000 new users in May. The platform is open to members and non-members alike, with special member-only features that are now driving recruitment activity. Half of CT users are not IEEE members, a ripe opportunity for recruitment.

We see two different trends. First, those that signed up on Collabratec and then became IEEE members, some of which were former members who came back. (See chart below.) Second is the engagement of first year members.

**What does this mean to you?** Leverage the platform as an easy lead generation tool. Invite non-members at your events and conferences to sign up for a free account. That is the single easiest way to engage them, and to capture their contact information that we utilize in follow up campaigns for recruitment.

ACTIVITY	Higher Grade	Graduate Student	Undergrad Student	TOTAL
<i>Membership Year Cumulative - Sep through May 2016</i>				
Non-Member Sign-up to Active Member Conversions	125	129	343	597
Former Member Sign-up to Active Member Conversions	125	80	116	321
<i>sub-total</i>	<i>250</i>	<i>209</i>	<i>459</i>	<i>918</i>
First-Year Member Sign-ups to IEEE Collabratec (joined IEEE, and then signed-up)	846	808	2108	3,762

# IEEE-USA RECRUITMENT INCENTIVE

## IEEE-USA Recruitment Incentive



In an effort to increase US higher-grade membership, IEEE-USA and MGA have partnered to pilot a campaign building on the existing Member-Get-a-Member program.

Higher-grade members in the US are eligible to submit referrals through a special online form. An automated email invites the referral to join and offers a US\$25 discount on their first year (16 August - 28 February), or to join at the special half year dues rate (1 March – 15 August). For each successful new recruit, the referring member can select an IEEE-USA branded merchandise item including a hat, cooler, backpack, golf balls, pen sets, portable charger, tablet case, umbrella and more.

MGA promotes the program in the monthly Benefits Bulletin, and **Sections and Regions should promote the program on their own website.** For more information on how to do this, contact [elyn.perez@ieee.org](mailto:elyn.perez@ieee.org).

	2016 MY To Date	2015 MY Total	2014 MY Total	Program To Date
Referrals Submitted	1,044	941	1,240	3,225
Referrals Joined	451	224	397	1,072
% of Referrals Joined	43.2%	23.8%	32.0%	33.2%
# New US HG Members	354	168	295	817



# Membership Development Portal – [www.ieee.org/md](http://www.ieee.org/md)

The screenshot shows the IEEE Membership Development Portal. At the top left is the IEEE logo with the tagline "Advancing Technology for Humanity". To the right is the text: "The world's largest technical professional organization dedicated to advancing technology for the benefit of humanity". Below this is a navigation menu with tabs for "About IEEE", "Membership & Services", "Societies & Communities", "Publications & Standards", "Conferences & Events", and "Education & Careers". A search bar is located below the navigation menu. The main content area is titled "Membership Development" and features a banner image of people. Below the banner is a paragraph explaining the role of membership development. To the right of the main text is a sidebar with a "Volunteer Desktop" section, a "Join/Renew IEEE or a Society" section with "Join" and "Renew" buttons, and a "Welcome members!" section with an "Access myIEEE" button. At the bottom left, there is a "Most used resources" section with a table of links.

**Membership Development**

Membership development plays a key role in ensuring the future growth of IEEE and its members. This page supports IEEE volunteers worldwide who are engaged in membership development activities.

This suite of tools and resources is designed to give MD volunteers what they need to be successful. Do you have a question or suggestion? Email [grow-membership@ieee.org](mailto:grow-membership@ieee.org).

**On this page:**

- Most used resources
- Training
- Communication templates
- Reports and data
- Programs and online resources
- Promotional collateral

**Most used resources**

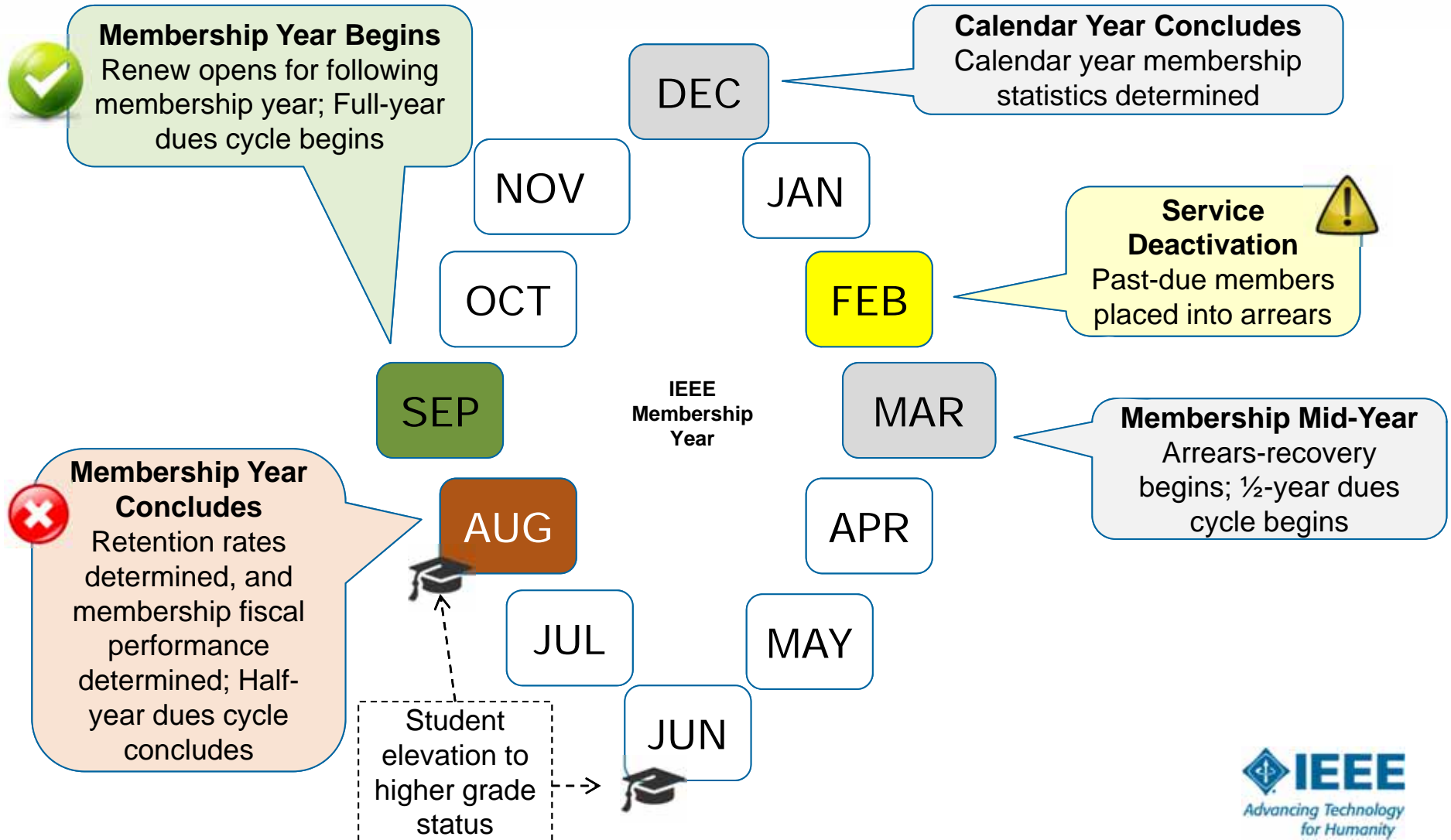
This section contains links to the most used membership development resources.

Volunteer resources	MD Kit Order Form
Benefits of Membership	Section Vitality Dashboard
IEEE Contact Center & Support	myIEEE
Senior Member Program	Member Loyalty Program
Member-Get-a-Member (MGM) Program	Conference Member Recruitment Program
vTools	IEEE Collabratec™

1 top of page

- ✓ Training
- ✓ Communication Templates
- ✓ Reports & Data
- ✓ Programs & Online Resources
- ✓ Promotional Collateral (downloadable posters, brochures)

# Membership Development Cycle



# MD Prioritization

- ❑ January through April
  - 85% effort - Retention / Arrears Recovery
  - 15% effort - Recruitment
- ❑ May through August
  - 10% effort - Arrears Recovery
  - 90% effort - Recruitment
- ❑ September through December (switching gears)
  - 85% Recruitment
  - 15% Renewal monitoring



All the while ... MD Staff support:

- Retention / arrears recovery campaigns, electronic and print (through August)
- Recruitment / incomplete applications / reinstatement campaigns (monthly)

# What shall WE do in 2016-2017?

- ▶ Keep recruiting more HG new member
- ▶ Focus on recruiting new Student members through **Section** student activities
- ▶ Improve graduating students, young professionals and 1<sup>st</sup> year members retention

# Wrap Up / Take Away Points



## 4 Important URLs:

- Join IEEE [www.ieee.org/join](http://www.ieee.org/join)
- Renew [www.ieee.org/renew](http://www.ieee.org/renew)
- MD volunteer resources [www.ieee.org/md](http://www.ieee.org/md)
- Membership benefits [www.ieee.org/benefits](http://www.ieee.org/benefits)

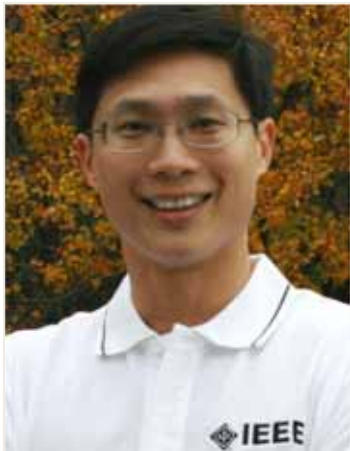
- Region 1 Membership Specialist: Adrienne Hahn at [a.hahn@ieee.org](mailto:a.hahn@ieee.org)





Thank you

Question?



Soon Wan

Region 1 Membership Development Chair

[gimsoon@ieee.org](mailto:gimsoon@ieee.org)



## IEEE Region 1



**Open Discussion**  
**What can you and your Section do?**





# Appendix



# 2016 Region 1 MD Plan

# 2016 Region 1 MD Plan

- To fill Section MD Chair position vacancies.
- To increase the partnership between Region 1 MD and Section MD Chairs.
  - Provide Training
  - Provide Supports at Section Membership drive events
- To encourage Section to Members Communication
- To support and focus on new members recruitment.
- To continue maintain high or to improve members retention rate.
- To pilot and implement new initiatives to improve Region 1 Membership.
- **To stop Region 1 Membership decline trend, and achieve the same number/more of total members in 2015.**

# 2016 Region 1 MD Plan

- Section MD Chairs Training
  - Introduction to IEEE Membership Development Webinar
  - All new MD Chairs should attend one of the 3 offered sessions.
  - Region 1 Conference Calls
- To develop a long term (2 to 3 years) vision and strategic plan of Region 1 to meet the needs of the professional and student members in Region 1, while also aligning with MGA objectives.
  - Create an innovative program to engage members to attend meetings and activities.
  - "Wow" the first year memberships (higher grade and student). To have an amazing experience with their first year membership, feel the values and the worth of their membership due. Then, they will renew their membership for next year, and more years to come.
  - Create a strategy to enhance the Industries Relationship
  - Create a strategy to increase the Public Visibility of Region 1 IEEE.

# 2016 Region 1 MD Plan (continue)

- Region 1 MD Conference Calls (Monthly, 4<sup>th</sup> Friday of each month)
- **To attend Section / Area meetings**
  - Meet Section Officers – MD Chair, Student Activities Chair
  - Talk about Region 1 MD efforts, best practices and issues
  - Scout good volunteers for IEEE and Region 1
- To setup Membership Drive Booth at local Conferences, Seminars, and Events.

2016 Section MD Chairs			
FIRST NAME	LAST NAME	SECTION	E-MAIL
	Soon	Wan	R1 Membership Development <a href="mailto:gimsoon@ieee.org">gimsoon@ieee.org</a>
1	Moshe	Lessner	Berkshire Section <a href="mailto:moshe.lessner@gd-ais.com">moshe.lessner@gd-ais.com</a>
2	Daniel	Snieszek	Binghamton Section <a href="mailto:desnieszek@yahoo.com">desnieszek@yahoo.com</a>
3	Ramon	De La Cruz	Boston Section <a href="mailto:rdelacru@ieee.org">rdelacru@ieee.org</a>
	Alik	Apelian	
4	James	Bates	Buffalo Section <a href="mailto:jim.bates54@gmail.com">jim.bates54@gmail.com</a>
5	Oscar	Tonello	Connecticut Section <a href="mailto:ot@ieee.org">ot@ieee.org</a>
6	Edward	Nowak	Green Mountain Section <a href="mailto:ejnowak@us.ibm.com">ejnowak@us.ibm.com</a>
7	Ehsan	Afshari	Ithaca <a href="mailto:ehsan@ece.cornell.edu">ehsan@ece.cornell.edu</a>
8	Nazrul	Islam	Long Island Section <a href="mailto:islamn@FARMINGDALE.EDU">islamn@FARMINGDALE.EDU</a>
9	Stanley	Koski	Maine Section <a href="mailto:stanley.koski@gmail.com">stanley.koski@gmail.com</a>
10	Eric	Perfecto	Mid-Hudson Section <a href="mailto:perfecto@us.ibm.com">perfecto@us.ibm.com</a>
11	Richard	Ackley	Mohawk Valley Section <a href="mailto:r.ackley@ieee.org">r.ackley@ieee.org</a>
12		New Hampshire Section	
13	Frank	Feather	New Jersey Coast Section <a href="mailto:fefeather@verizon.net">fefeather@verizon.net</a>
14A	Neil	Weisenfeld	New York Section <a href="mailto:Weisenfeldn@coned.com">Weisenfeldn@coned.com</a>
14B	Robert	Pellegrino	Tappan Zee Subsection <a href="mailto:bobpellegrino@ieee.org">bobpellegrino@ieee.org</a>
15	Mani	Iyer	North Jersey Section <a href="mailto:miyer108@gmail.com">miyer108@gmail.com</a> <a href="mailto:northjerseymembership@yahoo.com">northjerseymembership@yahoo.com</a>
	Kai	Chen	
16	Roger	Ding	Princeton/Central Jersey Section <a href="mailto:ding@ieee.org">ding@ieee.org</a> <a href="mailto:Airseadog@msn.com">Airseadog@msn.com</a>
17	David	Clarke	Providence Section <a href="mailto:d.clarke@ieee.org">d.clarke@ieee.org</a>
18		Rochester Section	
19	Amal	Mallavarapu	Schenectady Section <a href="mailto:amal.mallavarapu.r@ieee.org">amal.mallavarapu.r@ieee.org</a>
20	Thomas	Ferguson	Springfield Section <a href="mailto:thomasgrantferguson@gmail.com">thomasgrantferguson@gmail.com</a>
21	Gail	Brenkus	Syracuse Section <a href="mailto:gbrenkus@gmail.com">gbrenkus@gmail.com</a>
22	Tony	Mak	Worcester County Section <a href="mailto:t.mak@ieee.org">t.mak@ieee.org</a>

## 2016 Region 1 Section MD Chairs (as 02/25/2016)

\* New MD Chairs