



Membership Development Update

2013 Spring Region 2 Meeting – April 20, 2013

Bob Brooks – Region 2 Membership Development Chair

Membership Development Update

- About me & what I hope to accomplish...
- Membership Development Statistics & the Highlights from the Monthly Report.
- Some membership development programs you should be aware of (...and some you may not be).
- Other resources
- Q&A

A little something about me



- ▶ Bob Brooks
- ▶ Pittsburgh Section Chair 2011
- ▶ EMBS Pittsburgh Chapter Chair for >10 years
- ▶ Work in Medical Devices and Industrial fields
- ▶ Musician (Jazzcat-in-training)

R2 Membership Statistics - March

Regional Snapshot	Total this Month	'13 vs. '12	% Change	Aug 2013 408,000 Member Goal – R2		2013 New Members (MAR)
Total Membership	26,373	▼ (755)	- 2.8%	88.5%	Total	2249
• Higher-Grade	22,699	▼ (847)	- 3.6%	85.4%	Higher Grade	687
• Students	3,674	▲ 92	2.5%	113.7%	Students	1651
IEEE Worldwide - Total	337,872	▲ 1,089	0.3%	408,000		61,326

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	82.2%	63.7%	35.9%	78.6%
Region – 1 st -Year Members	32.7%	46.3%	29.9%	34.5%
IEEE – Total Members	76.2%	59.9%	22.6%	67.4%
IEEE – 1 st Year Members	30.3%	42.4%	17.9%	26.9%

R2 MD Statistics

Year-over-Year – Renewal: 2013 Membership Year – March 2013

REGION 2	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Johnstown Section	121	110	90.9%	24	13	54.2%	145	123	84.8%
Baltimore Section	4105	3441	83.8%	315	152	48.3%	4420	3593	81.3%
Philadelphia Section	3624	3056	84.3%	446	223	50.0%	4070	3279	80.6%
Lehigh Valley Section	982	822	83.7%	124	69	55.6%	1106	891	80.6%
Northern Virginia Section	5058	4145	81.9%	383	184	48.0%	5441	4329	79.6%
Southern New Jersey Section	161	132	82.0%	22	13	59.1%	183	145	79.2%
Washington Section	3987	3227	80.9%	412	229	55.6%	4399	3456	78.6%
Susquehanna Section	653	537	82.2%	86	37	43.0%	739	574	77.7%
Cleveland Section	949	786	82.8%	190	97	51.1%	1139	883	77.5%
Delaware Bay Section	472	383	81.1%	79	40	50.6%	551	423	76.8%
Erie Section	123	97	78.9%	21	13	61.9%	144	110	76.4%
Dayton Section	889	725	81.6%	176	87	49.4%	1065	812	76.2%
Columbus Section	1089	879	80.7%	287	162	56.4%	1376	1041	75.7%
Pittsburgh Section	2102	1678	79.8%	432	239	55.3%	2534	1917	75.7%
Cincinnati Section	781	636	81.4%	127	47	37.0%	908	683	75.2%
Akron Section	572	462	80.8%	97	41	42.3%	669	503	75.2%
Central Pennsylvania Section	345	274	79.4%	139	78	56.1%	484	352	72.7%
West Virginia Section	118	92	78.0%	26	12	46.2%	144	104	72.2%
Youngstown Section	109	88	80.7%	59	33	55.9%	168	121	72.0%
Lima Section	74	58	78.4%	18	8	44.4%	92	66	71.7%

R2 MD Statistics

Year-over-Year – Recruitment: 2013 Membership Year

Section	March 2013	March 2012	# Change	% Change
Southern New Jersey Section	20	8	12	150.00%
Erie Section	29	14	15	107.14%
Delaware Bay Section	75	49	26	53.06%
Central Pennsylvania Section	68	55	13	23.64%
Philadelphia Section	303	250	53	21.20%
Cleveland Section	111	93	18	19.35%
Susquehanna Section	71	61	10	16.39%
Washington Section	273	243	30	12.35%
Columbus Section	134	121	13	10.74%
Northern Virginia Section	330	324	6	1.85%
Baltimore Section	244	240	4	1.67%
Lima Section	14	14	0	0.00%
Cincinnati Section	87	88	-1	-1.14%
Dayton Section	94	98	-4	-4.08%
Youngstown Section	37	39	-2	-5.13%
Lehigh Valley Section	78	83	-5	-6.02%
Johnstown Section	9	10	-1	-10.00%
Akron Section	46	52	-6	-11.54%
Pittsburgh Section	216	250	-34	-13.60%
West Virginia Section	10	18	-8	-44.44%

Retention & Recruitment

Member Get A Member (MGM) Program

- ▶ Professional Member can earn \$15 per member recruited (up to \$90!!).
- ▶ Student Member can earn \$2 per student member and \$15 per professional member (up to \$90!!)
- ▶ Sections can win \$100 (fifth place) to \$500 (first place) for the most recruited under this program.

Professional members cannot win awards for recruiting student members under this program

Retention & Recruitment

Senior Member Drive

- ▶ Need a panel of 3-4 senior members in the section.
- ▶ Call for candidates – each provides a resume.
- ▶ Meet & greet over dinner

Retention & Recruitment

Retention – Focus on Engagement at Section Level

- ▶ Local outreaches to members – personal welcome e-mails to new members.
- ▶ Involve student members in activities – make friends with your student chapters.
- ▶ Communication through website and newsletter – Chapters: sell your regional value!
- ▶ Sell benefits of membership
- ▶ Pre / Post arrears outreaches

Retention & Recruitment

Retention – Focus on Engagement at Section Level

Remember – if a member is not engaged, he / she is only getting an overpriced magazine subscription!!!

Some Resources

- ▶ **Benefits of IEEE membership:**
www.ieee.org/membership_services/membership/benefits/index.html
- ▶ **Member Grade Elevation:**
www.ieee.org/membership_services/membership/grade_elevation.html
- ▶ **Senior Member Elevation:**
www.ieee.org/membership_services/membership/senior/index.html
- ▶ **Membership & Services:** http://www.ieee.org/membership_services/index.html

Questions??

