



# 2018 R10 Membership Development

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3-4 March 2018, Langkawi, Malaysia

# Membership Report 2017/2018

- › Membership cycle (ended 15<sup>th</sup> August 2017)
  - Total membership = **-0.6%** (compared to -1.8% worldwide)
  - Higher grade (excl GSMs) = **-5.4%**, Student grade (incl GSMs) = **7.2%**
  - Retention = **52.9% (92.5% to goal)**                      Goal = 57.2%
  - Recruitment = **45,400 (99.7% to goal)**                      Target = 45,545
  - Reinstatement = **5,187 (97.3% to goal)**                      Goal = 5,329

24 Sections met recruitment goal and 15 Sections met retention goal  
10 Sections met both goals
  
- › Calendar year (as of 31<sup>th</sup> January 2018)
  - Total membership = **+0.7%** at **129,726** (compared to -1.2% worldwide)
  - Higher grade (excl GSMs) = **-4.5%**, Student grade (incl GSMs) = **7.0%**
  - Retention = **40.1% (72.8% to goal)**                      Goal = 55.5%
  - Recruitment = **17,858 (38.5% to goal)**                      Target = 46,337
  - Reinstatement = **3,146 (57.8% to goal)**                      Goal = 5,446

# Membership By Region and Grade

Geographic IEEE Membership Summary - August 2017																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2017		2016		Change		2017		2016		Change		2017		2016	Change
		#	%		%		%		%		%		%		%	
1	25,952	26,823	(871)	-3.2%	1,332	1,402	(70)	-5.0%	1,351	1,569	(218)	-13.9%	28,635	29,794	(1,159)	-3.9%
2	22,498	23,429	(931)	-4.0%	1,177	1,286	(109)	-8.5%	1,046	1,228	(182)	-14.8%	24,721	25,943	(1,222)	-4.7%
3	22,413	23,006	(593)	-2.6%	1,688	1,687	1	0.1%	1,679	1,958	(279)	-14.2%	25,780	26,651	(871)	-3.3%
4	16,272	16,844	(572)	-3.4%	1,356	1,441	(85)	-5.9%	1,138	1,240	(102)	-8.2%	18,766	19,525	(759)	-3.9%
5	21,317	22,227	(910)	-4.1%	1,358	1,361	(3)	-0.2%	1,398	1,577	(179)	-11.4%	24,073	25,165	(1,092)	-4.3%
6	43,819	44,649	(830)	-1.9%	2,041	2,043	(2)	-0.1%	2,601	2,543	58	2.3%	48,461	49,235	(774)	-1.6%
R 1-6	152,271	156,978	(4,707)	-3.0%	8,952	9,220	(268)	-2.9%	9,213	10,115	(902)	-8.9%	170,436	176,313	(5,877)	-3.3%
7	12,334	12,685	(351)	-2.8%	1,391	1,391	0	0.0%	1,101	1,033	68	6.6%	14,826	15,109	(283)	-1.9%
8	52,338	53,514	(1,176)	-2.2%	7,924	8,424	(500)	-5.9%	8,633	7,717	916	11.9%	68,895	69,655	(760)	-1.1%
9	9,162	9,300	(138)	-1.5%	1,105	1,016	89	8.8%	5,974	5,270	704	13.4%	16,241	15,586	655	4.2%
10	63,841	67,507	(3,666)	-5.4%	12,905	12,745	160	1.3%	32,501	29,623	2,878	9.7%	109,247	109,875	(628)	-0.6%
R 7-10	137,675	143,006	(5,331)	-3.7%	23,325	23,576	(251)	-1.1%	48,209	43,643	4,566	10.5%	209,209	210,225	(1,016)	-0.5%
TOTAL	289,946	299,984	(10,038)	-3.3%	32,277	32,796	(519)	-1.6%	57,422	53,758	3,664	6.8%	379,645	386,538	(6,893)	-1.8%

- **Overall membership** down by -0.6%, was up 0.7% in July
  - Main driver: Strong STU and GSM recruitment gains leveled off
- **Higher-grade membership** behind by -5.4% y-o-y
  - We continue to see the YoY declines slowly; driven by weak recruitment
- **GSM grade** up 1.3% over last year
  - Main drivers: Retention slowed, as did recruitment gains
- **STU membership** is positive 9.7%
  - Main driver: Strong, positive recruitment

# Retention Report 2017

## IEEE Membership Renewal / Retention - August 2017

RE-GION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Oppor-tunity	Renewal			Oppor-tunity	Renewal			Oppor-tunity	Renewal			Oppor-tunity	Renewal		
		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16
1	26,581	22,725	85.5%	85.2%	1,542	864	56.0%	56.3%	1,564	493	31.5%	33.7%	29,687	24,082	81.1%	81.1%
2	23,209	19,882	85.7%	85.4%	1,443	856	59.3%	60.4%	1,237	425	34.4%	43.9%	25,889	21,163	81.7%	82.3%
3	22,691	18,890	83.2%	83.4%	1,894	1,176	62.1%	64.8%	1,957	657	33.6%	33.4%	26,542	20,723	78.1%	78.1%
4	16,621	13,997	84.2%	83.6%	1,604	985	61.4%	63.2%	1,237	399	32.3%	34.0%	19,462	15,381	79.0%	78.7%
5	22,004	18,120	82.3%	82.4%	1,508	924	61.3%	61.5%	1,551	510	32.9%	30.6%	25,063	19,554	78.0%	77.3%
6	44,260	36,840	83.2%	83.6%	2,303	1,334	57.9%	56.0%	2,530	863	34.1%	33.3%	49,093	39,037	79.5%	79.3%
R 1-6	155,366	130,454	84.0%	83.9%	10,294	6,139	59.6%	60.1%	10,076	3,347	33.2%	34.1%	175,736	139,940	79.6%	79.5%
7	12,368	9,905	80.1%	79.0%	1,643	1,053	64.1%	63.9%	1,054	406	38.5%	37.0%	15,065	11,364	75.4%	74.1%
8	51,978	39,366	75.7%	76.2%	9,573	5,816	60.8%	61.0%	7,936	2,364	29.8%	29.6%	69,487	47,546	68.4%	69.0%
9	8,899	5,744	64.5%	62.4%	1,207	705	58.4%	59.6%	5,404	1,432	26.5%	27.3%	15,510	7,881	50.8%	50.4%
10	65,995	45,061	68.3%	72.2%	13,588	5,856	43.1%	45.8%	30,018	7,104	23.7%	22.0%	109,601	58,021	52.9%	55.5%
R 7-10	139,240	100,076	71.9%	73.7%	26,011	13,430	51.6%	53.7%	44,412	11,306	25.5%	24.6%	209,663	124,812	59.5%	61.3%
TOTAL	294,606	230,530	78.3%	79.3%	36,305	19,569	53.9%	55.6%	54,488	14,653	26.9%	26.6%	385,399	264,752	68.7%	70.0%

Improve higher grade retention by promoting Senior Member elevation;

Provide events and content that match your member's needs and interests.

## First-Year Member Renewal / Retention - August 2017

RE-GION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Oppor-tunity	Renewal			Oppor-tunity	Renewal			Oppor-tunity	Renewal			Oppor-tunity	Renewal		
		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16
1	1,742	573	32.9%	36.5%	660	259	39.2%	40.7%	1,220	318	26.1%	26.1%	3,622	1,150	31.8%	34.0%
2	1,417	511	36.1%	36.3%	599	253	42.2%	42.6%	902	233	25.8%	33.9%	2,918	997	34.2%	37.0%
3	1,733	618	35.7%	33.3%	778	353	45.4%	46.6%	1,490	401	26.9%	23.9%	4,001	1,372	34.3%	32.1%
4	1,281	435	34.0%	34.0%	693	311	44.9%	44.2%	931	243	26.1%	27.3%	2,905	989	34.0%	33.9%
5	1,801	629	34.9%	37.6%	618	282	45.6%	45.0%	1,187	310	26.1%	22.6%	3,606	1,221	33.9%	33.2%
6	3,021	1,107	36.6%	37.5%	935	363	38.8%	35.7%	1,899	536	28.2%	26.2%	5,855	2,006	34.3%	33.3%
R 1-6	10,995	3,873	35.2%	36.7%	4,283	1,821	42.5%	41.9%	7,629	2,041	26.8%	25.9%	22,907	7,735	33.8%	33.7%
7	1,260	428	34.0%	35.2%	659	308	46.7%	47.6%	717	196	27.3%	26.2%	2,636	932	35.4%	35.5%
8	6,285	1,815	28.9%	30.7%	4,535	2,067	45.6%	44.9%	6,105	1,348	22.1%	21.5%	16,925	5,230	30.9%	31.4%
9	1,568	366	23.3%	23.1%	533	200	37.5%	40.4%	4,062	752	18.5%	19.9%	6,163	1,318	21.4%	22.3%
10	16,454	4,845	29.4%	28.6%	8,657	2,623	30.3%	31.7%	25,103	4,697	18.7%	17.9%	50,214	12,165	24.2%	23.3%
R 7-10	25,567	7,454	29.2%	29.2%	14,384	5,198	36.1%	37.3%	35,987	6,993	19.4%	19.0%	75,938	19,645	25.9%	25.8%
TOTAL	36,562	11,327	31.0%	31.7%	18,667	7,019	37.6%	38.4%	43,616	9,034	20.7%	20.4%	98,845	27,380	27.7%	27.8%

Share IEEE benefits and values with 1<sup>st</sup> year members, such as keeping technically current, professional networking, volunteering leadership opportunity, continuous education, etc.

1st year retention is extremely low for undergraduates and HGs (excl GSMs) at less than 20% and 30% respectively at the end of membership cycle in mid August. GSMs is slightly above 30%.



# 2018 Service Deactivation

## ▶ 24 February 2018

- ▶ All unrenewed members lose access
  - Benefits
  - Services (Resume Lab, MentorCentre)
  - Google Apps account
  - IEEE Collabratec member features
- ▶ Identify your pre-arrears members
  - SAMIEE query “(MD) 2017 Last Renewal Year for Active Members - Name, Grade, Email”
- ▶ Don't wait - outreach to them now, focus on local-level value
  - Upcoming events and activities
  - Tell them why you remain a member



# Best Practices - Retention

- › Using SAMIEEE and Vitality Dashboard, organize efforts to contact lapsed members, many come back when asked. It is our duty to contact the members in arrears.
- › Have your Section's SAMIEEE officer provide your outreach volunteers with the names of new members to be contacted each month to be invited to attend Section meetings.
- › Remind members who have not renewed the membership benefits that they will lose, in particular, subscription to publications, IEEE email alias with virus protection, and other offerings of IEEE Member Discounts, and IEEE Xplore's easy access to the latest technical information, professional networking opportunities, conference discounts, technical programs, and Standards activities.
- › Train Chapter officers to give mini-presentations on membership value. Invite Students and Life Members to take an active role and participate in the unit's membership development programs and activities.
- › Send out press releases praising local employers who support IEEE membership and volunteer services.
- › Sections can encourage prospective members to attend their events when they offer professional seminars that help engineers to upgrade their skills. Go to Educational Activities for information on how to develop a continuing education program or visit IEEE Continuing Education Units for information on awarding CEUs to engineers for attending a workshop, seminar, tutorial, or self-study course that meets their company's training requirements. This is good for our 1<sup>st</sup> year members. Engage them so that they know what IEEE is all about.



# Recruitment Report 2017

Cumulative Recruitment - September through August 2017																
RE-GION	HIGHER GRADE w/o GSs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2017	2016	Change		2017	2016	Change		2017	2016	Change		2017	2016	Change	
			#	%			#	%			#	%			#	%
1	1,020	1,028	(8)	-0.8%	830	837	(7)	-0.8%	1,489	1,766	(277)	-15.7%	3,339	3,631	(292)	-8.0%
2	802	864	(62)	-7.2%	760	729	31	4.3%	1,082	1,255	(173)	-13.8%	2,644	2,848	(204)	-7.2%
3	884	992	(108)	-10.9%	983	942	41	4.4%	1,808	2,015	(207)	-10.3%	3,675	3,949	(274)	-6.9%
4	664	767	(103)	-13.4%	788	864	(76)	-8.8%	1,165	1,247	(82)	-6.6%	2,617	2,878	(261)	-9.1%
5	972	1,129	(157)	-13.9%	815	801	14	1.7%	1,510	1,675	(165)	-9.9%	3,297	3,605	(308)	-8.5%
6	2,136	2,061	75	3.6%	1,186	1,280	(94)	-7.3%	2,900	2,492	408	16.4%	6,222	5,833	389	6.7%
<b>R 1-6</b>	<b>6,478</b>	<b>6,841</b>	<b>(363)</b>	<b>-5.3%</b>	<b>5,362</b>	<b>5,453</b>	<b>(91)</b>	<b>-1.7%</b>	<b>9,954</b>	<b>10,450</b>	<b>(496)</b>	<b>-4.7%</b>	<b>21,794</b>	<b>22,744</b>	<b>(950)</b>	<b>-4.2%</b>
7	785	843	(58)	-6.9%	836	804	32	4.0%	990	975	15	1.5%	2,611	2,622	(11)	-0.4%
8	3,801	3,698	103	2.8%	5,041	5,390	(349)	-6.5%	8,385	8,064	321	4.0%	17,227	17,152	75	0.4%
9	956	980	(24)	-2.4%	740	617	123	19.9%	5,234	4,509	725	16.1%	6,930	6,106	824	13.5%
10	6,483	12,559	(6,076)	-48.4%	10,187	9,688	499	5.2%	28,730	27,906	824	3.0%	45,400	50,153	(4,753)	-9.5%
<b>R 7-10</b>	<b>12,025</b>	<b>18,080</b>	<b>(6,055)</b>	<b>-33.5%</b>	<b>16,804</b>	<b>16,499</b>	<b>305</b>	<b>1.8%</b>	<b>43,339</b>	<b>41,454</b>	<b>1,885</b>	<b>4.5%</b>	<b>72,168</b>	<b>76,033</b>	<b>(3,865)</b>	<b>-5.1%</b>
<b>TOTAL</b>	<b>18,503</b>	<b>24,921</b>	<b>(6,418)</b>	<b>-25.8%</b>	<b>22,166</b>	<b>21,952</b>	<b>214</b>	<b>1.0%</b>	<b>53,293</b>	<b>51,904</b>	<b>1,389</b>	<b>2.7%</b>	<b>93,962</b>	<b>98,777</b>	<b>(4,815)</b>	<b>-4.9%</b>

- **Overall membership** down by -9.5%, was -8.8% in July
  - R10 returning to normal recruitment levels following a big boom in 2016
- **Higher-grade recruitment** down by -48.4%
  - Recruitment shrinking
- **GSM grade** up 5.2%
  - Main drivers: Strong gains
- **STU membership** is positive 3.0%
  - Recruitment gains still strong

# Summary of Activities (1)

## › R10 monthly MD report

I delivered the monthly MD report to provide:

- a. Updates on Sections recruitment and retention efforts to goals
- b. Suggest activities to achieve the recruitment and retention goals
- c. Encourage Sections to put in more effort towards the goals
- d. Provide information on membership promotions
- e. Congratulatory message to Sections who attain the goals

## › Start tracking weak Sections early

At the beginning of the year, we identified and communicated with slow growth countries. We proposed to these countries to:

- a. Roll out membership development initiatives to raise the awareness and visibility of IEEE.
- b. Engage with existing members for member retention.
- c. Convert the students to higher grade members to retain them.
- d. Elevate members to Senior Members to instil a sense of loyalty and belonging to IEEE.
- e. Appoint sub-committee for students, young professionals and members to focus on these specific member grades in Section MD activities.
- f. Give a heads-up to members to renew their memberships in Section AGM.

## › Conduct MD training

I have also conducted Membership Development training for Section leaders at the Region 10 Meeting in Chiba, Japan to help the Section leaders to understand the membership cycle and the available resources that they can use to drive memberships. I have requested the Sections to appoint 2017 Section MD officers to study the membership cycles and MD plans, and also to form a Senior Member Elevation Committee to promote Senior Member applications. I also encouraged Sections to conduct SWOT analysis on their Section membership development. I assisted in conducting SWOT analysis on Singapore Section membership and shared the template with the other Sections in Region 10.



# Summary of Activities (2)

## › Membership Development private group on Collabratec

I created R10 Membership Development private group on IEEE Collabratec to discuss and share R10 MD plans and activities. It is a platform for Section Chairs and MD officers to interact and share activity plans.

## › Outreach to Sections

MD Outreach to Vietnam, Philippines, Nanjing and Shanghai Sections leaderships, to share membership development strategies.

Vietnam Section – small student member base from last year statistics (13 April 2017)

Philippines Section – needs to grow the Student and Senior Members (5 August 2017)

Nanjing and Shanghai Sections – China Sections are the growth engine for memberships in the coming years with the dominant Chinese economy (16-17 October 2017)

Our discussions include:

- a. Section statistics and how to grow the member
- b. R10 MD monthly report and checking on the membership goals
- c. MD training material to understand the importance of such activities
- d. Section SWOT analysis and membership flyers to help them to understand their Section in order to help their members
- e. Coordinate presentations on activities from R10 Women in Engineering and Young Professionals

# Summary of Activities (3)

## › Incentive Awards

Awarded the 2017 MD incentive grants to deserving Sections for membership growth. These MD incentive grants reward Sections with the most innovative events and activities to promote recruitment, retention, Senior Member elevations and Young Professional promotions. The outcomes must result in positive growth and achieving the goals set by HQ. The recipients of the recruitment category did exceptional well and exceeded the goals set by HQ.

- A. Recruitment
  - 1<sup>st</sup> - New Zealand Central
  - 2<sup>nd</sup> - Kerala
  - 3<sup>rd</sup> - Australia Capital Territory
- B. Retention
  - 1<sup>st</sup> - Nagoya
  - 2<sup>nd</sup> - New Zealand Central
  - 3<sup>rd</sup> - Queensland
- C. Senior Member Elevations
  - 1<sup>st</sup> - Malaysia
  - 2<sup>nd</sup> - Uttar Pradesh
  - 3<sup>rd</sup> - Bombay
- D. Student Member promoted to Young Professionals
  - 1<sup>st</sup> - Bombay
  - 2<sup>nd</sup> - Bangladesh
  - 3<sup>rd</sup> - Uttar Pradesh

# Summary of Activities (4)

- › Overall, Region 10 achieved good results in the areas of recruitment, retention, reinstatement and Senior Member elevation for the membership cycle in 2017. Our Senior Member elevations are the highest among the Regions at **881**. We also have **8674** Student Members who have extended their memberships to Young Professionals as of August 2017. Our total membership growth as of Jan 2018 is **0.7%**. This large pool of members presents good opportunities for retention.
- › Our weakest area is still the retention of members, with only 68.3% and 29.7% renewals for Higher Grades (excl GSMs) and Students (incl GSMs) respectively for the 2017 membership cycle. This year, we are fortunate to be able to make the shortfall with students recruitments. As of January 2018, we welcomed **15,336** new Student members. Therefore, I would like to make the retention of members a key focus for the 2018 Membership Development in R10.

# Key Takeaways

- › Follow the membership cycles for recruitment and retention activities and drives.
- › Retention is the most important contributing factor to total membership.
- › Work closely with the WIE, YP and Student affinity groups.
- › Senior Member elevation is also very important as SM has a strong sense of belonging and loyalty.
- › Student elevation to full membership is also critical. Be sure to contact these members and remind them of IEEE benefits in their professional careers. Encourage graduating Student Members promoting to Young Professionals with 50% 1<sup>st</sup> year dues.
- › Student membership drive at half rates from March.
- › Outreach to Sections and understand their situations.
- › Engaging and enabling members to volunteer in Sections, Chapters, conferences and other events.
- › Engaging industries in activities and networking events.
- › Conferences and seminars are excellent places to promote IEEE membership and recruit new members.
- › 2017 had been a challenging year for membership due to the phenomenal growth in 2016. Yet R10 achieves good growth in 2017. This large membership base presents good opportunity for retentions.

# R10 Collabratec MD Community

To promote both professional and student membership growths in Region 10 and the Institute as a whole and to encourage all members to seek the highest membership grade for which they qualify. To monitor membership status and to conceive, develop, and implement membership growth programs in Region 10. To promote and monitor MD activities and grants, such as membership promotion events, membership publicity projects, and membership development activities.

The screenshot displays the IEEE Collabratec interface for the 'R10 Membership Development' group. The top navigation bar includes the IEEE Collabratec logo, a search bar for groups, and user profile information for Ling Chuen. The left sidebar lists navigation options such as Home, People, My Network, Communities, Groups, Opportunities, Events, Library, Premium Services, and Feedback. The main content area features a group header with the IEEE R10 Membership Development logo, the group name 'R10 Membership Development', and a count of 50 participants. Below the header is a post creation area with options for POST, FILE, and TO DO, and a text input field for sharing thoughts. A 'Post' button is visible. The right sidebar identifies the group owner as Ling Chuen Ong, located in Singapore, and includes an 'ABOUT THIS GROUP' section with a description: 'To promote both professional and student membership growths in Region 10 and the Institute as a...'. The bottom navigation bar contains icons for Activities, Files, To Dos, and Participants.