



## 2020 Member & Geographic Activity

- Kukjin Chun, Vice President, IEEE MGA
- March 2020

# MGA Mission & Vision

**Vision:** Ensure Quality Member Opportunities Through Continuous Engagement

**Mission:** Inspire, Enable, Empower and Engage Members of IEEE

For the purpose of...

- Fulfilling the mission of IEEE
- Enhancing the member's growth and development through their life cycle
- Providing a professional home

## Principles

- The member is IEEE and IEEE is the member.
- Members shape IEEE's future.
- Members collaborate to create IEEE's future.
- IEEE enhances members' future.

## Goals

- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness.
- Enhance collaboration with other business units.
- Increase membership.

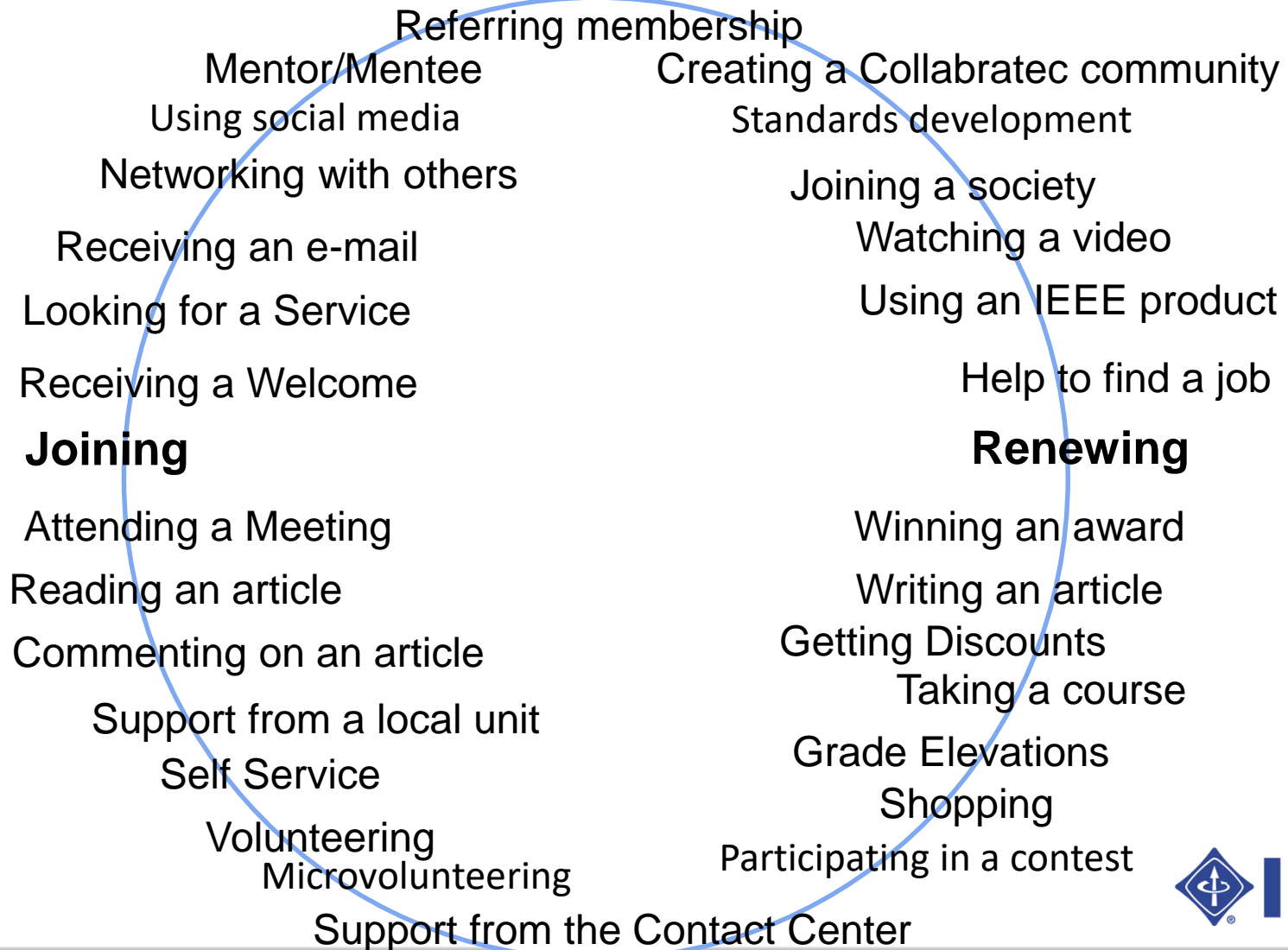


# Key MGA Functions

- Member Experience and Operations
  - Member and membership development, member research, member product portfolio mgmt, IEEE.tv, IEEE Collabratec™
  - Manages the annual membership cycle and processing of renewal invoices, membership cards, grade elevations membership programs for both join and renew
  - IEEE Support (Contact) Center
- Students, Young Professionals, Women in Engineering, Life Members (IEEE Potentials, IEEE Women in Engineering Magazine)
- Admission & Advancement (A&A) and Fellows process support
- GeoUnit Operations & Activities: GeoUnit Formations (Sections, Chapters, Affinity Groups) Student Branches, Volunteer Training– Center for Leadership Excellence (CLE)
- Volunteer Tools – vTools, eNotice, EWH, OU Analytics

# What is the Member Experience?

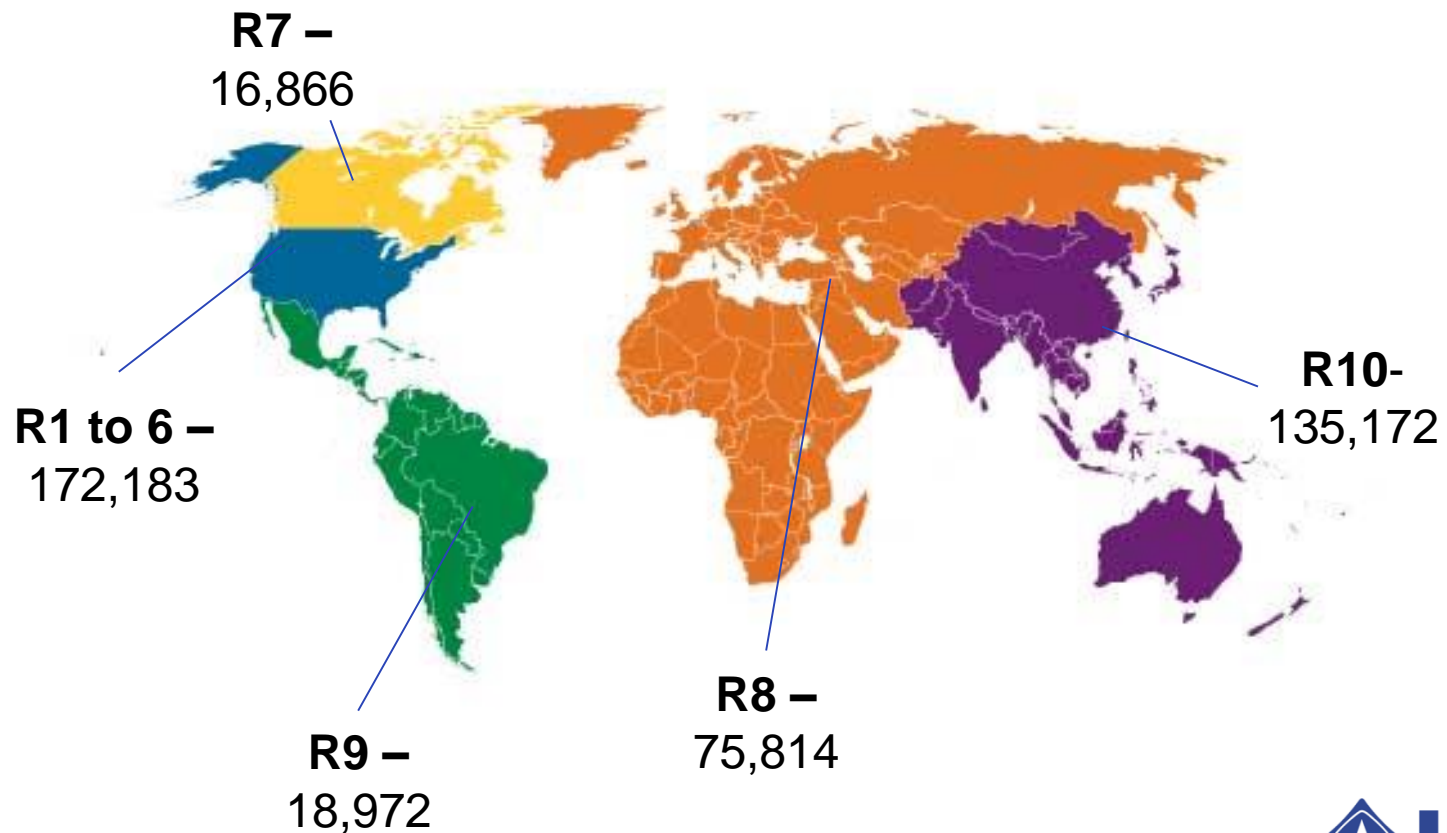
Orienting ourselves to the Member's point of view



# IEEE Membership By Region

As of 31 December 2019

**TOTAL MEMBERSHIP – 419,007**



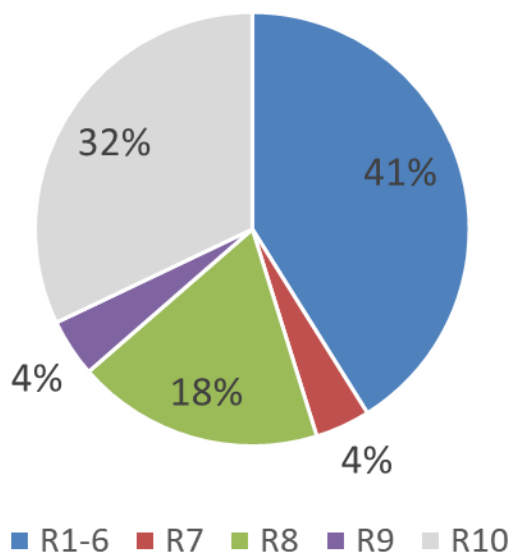
# Membership by Region

Geographic IEEE Membership Summary - December 2019

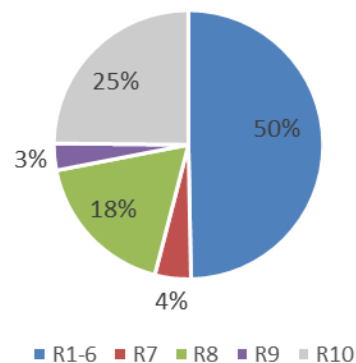
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2019		2018		2019		2018		2019		2018		2019		2018	
			Change													
			#	%			#	%			#	%			#	%
1	24,459	25,611	(1,152)	-4.5%	1,802	1,737	65	3.7%	1,971	2,217	(246)	-11.1%	28,232	29,565	(1,333)	-4.5%
2	21,172	22,084	(912)	-4.1%	1,616	1,554	62	4.0%	1,364	1,492	(128)	-8.6%	24,152	25,130	(978)	-3.9%
3	21,871	22,540	(669)	-3.0%	2,322	2,333	(11)	-0.5%	2,429	2,675	(246)	-9.2%	26,622	27,548	(926)	-3.4%
4	15,509	16,207	(698)	-4.3%	1,728	1,752	(24)	-1.4%	1,840	1,942	(102)	-5.3%	19,077	19,901	(824)	-4.1%
5	20,798	21,485	(687)	-3.2%	1,724	1,715	9	0.5%	2,218	2,282	(64)	-2.8%	24,740	25,482	(742)	-2.9%
6	42,565	44,165	(1,600)	-3.6%	2,868	2,817	51	1.8%	3,927	4,329	(402)	-9.3%	49,360	51,311	(1,951)	-3.8%
R 1-6	146,374	152,092	(5,718)	-3.8%	12,060	11,908	152	1.3%	13,749	14,937	(1,188)	-8.0%	172,183	178,937	(6,754)	-3.8%
7	12,935	13,038	(103)	-0.8%	2,151	2,235	(84)	-3.8%	1,780	1,980	(200)	-10.1%	16,866	17,253	(387)	-2.2%
8	52,743	53,866	(1,123)	-2.1%	11,103	10,768	335	3.1%	11,968	12,885	(917)	-7.1%	75,814	77,519	(1,705)	-2.2%
9	9,303	9,649	(346)	-3.6%	1,634	1,467	167	11.4%	8,035	7,108	927	13.0%	18,972	18,224	748	4.1%
10	73,210	70,307	2,903	4.1%	20,875	19,168	1,707	8.9%	41,087	41,052	35	0.1%	135,172	130,527	4,645	3.6%
R 7-10	148,191	146,860	1,331	0.9%	35,763	33,638	2,125	6.3%	62,870	63,025	(155)	-0.2%	246,824	243,523	3,301	1.4%
TOTAL	294,565	298,952	(4,387)	-1.5%	47,823	45,546	2,277	5.0%	76,619	77,962	(1,343)	-1.7%	419,007	422,460	(3,453)	-0.8%

# Membership Distribution

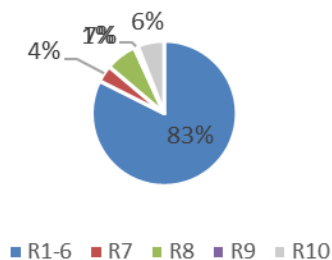
Total Membership



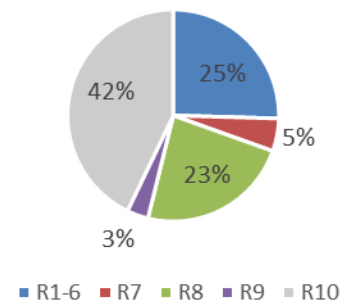
Higher Grade Members  
(70% of total)



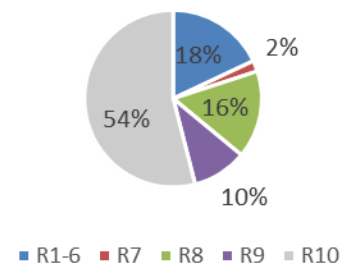
Life Members  
(8% of total)



Graduate Students  
(12% of total)

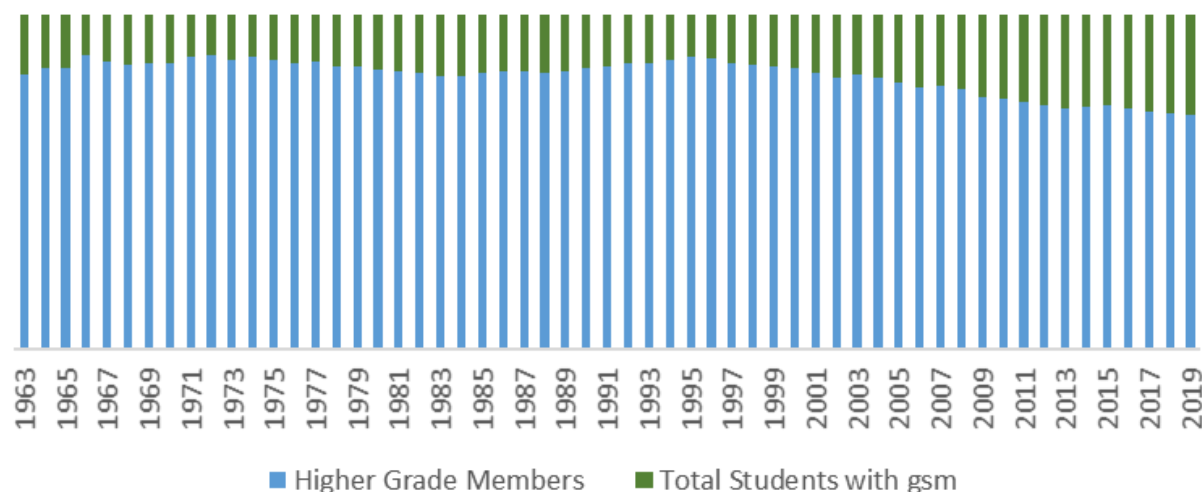


Students (18% of total)



# IEEE Membership

## Historical Year End



## December 2019 Snapshot by Grade

Monthly Snapshot	YoY Change		Dec '19	Dec '18	Nov '19	Dec '19 vs. Nov '19
<b>IEEE Membership</b>	<b>-3,453</b>	<b>-0.8%</b>	<b>419,007</b>	<b>422,460</b>	<b>409,699</b>	<b>+2.3%</b>
Honorary	-1	-2.9%	35	36	35	0.0%
Fellow	60	+0.8%	7,614	7,554	7,613	0.0%
Senior Member	2408	+5.2%	46,563	44,155	45,827	+1.6%
Member	-6193	-2.6%	233,808	240,001	232,289	+0.7%
Associate Member	-661	-10.1%	6,545	7,206	6,571	-0.4%
Graduate Student	2277	+4.8%	47,823	45,546	45,098	+6.0%
Undergraduate Student	-1343	-1.8%	76,619	77,962	72,266	+6.0%
<b>Society Membership</b>	<b>7,441</b>	<b>+2.3%</b>	<b>326,862</b>	<b>319,421</b>	<b>318,476</b>	<b>+2.6%</b>
20 Societies up > 1%	8,677		<b>Societies Note:</b> Sum of respective gains and losses, with all counts <b>excluding</b> Affiliates. <b>Including Affiliates, total Society memberships are up year-over-year by 6,894 or +2.1%.</b>			
10 Societies +/- 1%	-436					
9 Societies down > 1%	-773					





# Top 10 Largest Sections

As of 31 December 2019

Section	# of Members
Santa Clara Valley Section	10,707
Beijing Section	10,597
United Kingdom and Ireland Section	10,247
Kerala Section	8,852
Bangalore Section	8,822
Germany Section	8,061
Tokyo Section	7,761
Boston Section	7,087
Madras Section	7,039
Bombay Section	7,005

# Where are the Large Sections?

## Region 1

- Boston (7,087members)
- New York
- North Jersey
- Princeton Cen. Jersey (2,056 members)

## Region 2

- No. Virginia (4,104)
- Baltimore
- Washington
- Philadelphia (3,385)

## Region 3

- Atlanta (3,773)
- E. North Carolina
- Florida West Coast
- Orlando (1,323)

## Region 4

- Chicago (4,123)
- SE Michigan
- Twin Cities
- Central Indiana (1,622)

## Region 5

- Dallas (3,611)
- Houston
- Denver
- Central Texas (3,046)

## Region 6

- Santa Clara Valley (10,707)
- Seattle
- San Diego
- Oakland-East Bay (3,842)

## Region 7

- Toronto (4,238)
- Vancouver
- Montreal
- Ottawa (1,618)

## Region 8

- United Kingdom and Ireland (10,247)
- Germany
- Italy
- France (3,821)

## Region 9

- South Brazil (2,099)
- Peru
- Colombia
- Ecuador (1,383)

## Region 10

- Beijing (10,597)
- Kerala
- Bangalore
- Tokyo (7,761)

# Top 10 Countries: Total IEEE Membership

2019 Rank	Country	2019 Membership	2009 Membership	% Change Since 2009
1	USA	172,183	210,111	-18%
2	India	52,889	32,802	61%
3	China	26,900	6,676	303%
4	Canada	16,866	16,730	1%
5	Japan	14,232	13,674	4%
6	United Kingdom & Ireland	10,247	10,840	-5%
7	Germany	8,061	7,247	11%
8	Australia	7,802	7,161	9%
9	Korea (South)	5,967	4,388	36%
10	Italy	5,315	4,392	21%

# Top 10 Countries: Higher Grade Members

2019 Rank	Country	2019 Membership	2009 Membership	% Change Since 2009
1	USA	146,374	180,872	-19%
2	India	17,141	9,164	87%
3	China	16,757	4,428	278%
4	Canada	13,038	13,331	-2%
5	Japan	12,263	12,030	2%
6	United Kingdom & Ireland	8,059	8,653	-7%
7	Australia	6,176	5,712	8%
8	Germany	6,088	5,457	12%
9	Italy	4,085	3,707	10%
10	Korea (South)	3,474	3,041	14%

## Top 10 Countries: Student members including GSM

2019 Rank	Country	2019 Membership	2009 Membership	% Change Since 2009
1	India	35,748	23,638	51%
2	USA	25,809	29,239	-12%
3	China	10,143	2,248	351%
4	Canada	4,215	3,399	24%
5	Bangladesh	2,749	297	826%
6	Tunisia	2,647	239	1008%
7	Korea (South)	2,493	1,347	85%
8	United Kingdom & Ireland	2,188	2,187	0%
9	Germany	2,000	1,681	19%
10	Japan	1,969	1,644	20%

# MGA – Many GeoUnits

As of 31 December 2019

REGION	1	2	3	4	5	6	7	8	9	10	Total
Sections	22	20	41	23	27	35	21	59	35	59	342
Subsections	2	2	2	3	4	2	2	10	16	35	78
Chapters*	171	108	108	103	116	199	149	604	235	697	2,490
Affinity Groups	47	27	37	40	38	53	50	106	65	105	568
Councils	1	0	4	0	0	2	0	1	5	6	19
Student Branches	98	88	112	66	96	88	62	663	545	1,604	3,422
Student Branch Chapters	58	30	62	48	58	65	45	389	719	1,126	2,600
Student Branch Affinity Groups	4	7	9	4	4	5	15	126	159	360	693
<b>Total</b>	<b>403</b>	<b>282</b>	<b>375</b>	<b>287</b>	<b>343</b>	<b>449</b>	<b>344</b>	<b>1,958</b>	<b>1,779</b>	<b>3,992</b>	<b>10,212</b>

\* Joint Chapters of two or more Sections and/or two or more Societies are counted as one Chapter



# 2020 Priorities

- **Strengthen Sections through Section-Chapter collaboration**
  - In 2020 we need to promote Section vitality from joint activity among Section and Chapter.
- ⇒ **The 2020 MGA Challenge for best practices**
  - MGA/TA Joint AdHoc Committee on Improving Chapter Support**
    - Jill Gostin as Co-chair, Increase member engagement by providing the tools and resources which Chapters need, 2<sup>nd</sup> year, local activity in PSPB/TAB/SA/EAB
- **IEEE Sections Congress 2020**
  - In 2020 we will have successful SC2020 with beneficial programs and practical recommendations.
- **Regional Geographic Strategies with MGA adhoc**
  - In 2020 we will be a valued partner in the development of regional geographic strategies and Region realignment.
- **Potential changes to membership dues adhoc**
  - Develop, assess, and provide strategic options to the IEEE Board of Directors to respond to potential changes in the governance of IEEE membership dues-related pricing and revenues

# 2020 MGA Challenge

The 2020 MGA Challenge solicits success stories of the **collaboration between sections, chapters and affinity groups** that showcase outcomes across IEEE, e.g., Technical, Educational, Standards, Professional.

These successful events have brought a high level of engagement for your Section and one or more Chapters and/or Affinity Groups.

We are looking for great examples of collaboration, **best practices, events and activities, that benefit members.**

Stories will be displayed in the MGA space during SC2020 to share among all SC participants

Prize: 10K to Sections



# Other Initiatives

- **MGA/TA adhoc on New engagement models and opportunities**
  - Francis Grosz
  - Develop new opportunities for IEEE to engage broadly and communicate more effectively with diverse communities, 4 projects with marketing
- **MGA/TA/SA adhoc on Sustainable development**
  - Maïke Luiken as co-chair
  - Develop new opportunities for IEEE to engage broadly and communicate more effectively with diverse communities
- **IEEE Strategic alignment committee**
  - Karen Pederson
  - OU alignment
- **MGA/TA adhoc on Special Interest Group**
  - Costas Stasopoulos, Maïke Luiken
  - Opportunity to reach members of non-society members, Industry Professionals

# Sections Congress 2020

## Leading our Global Technical Community

**Date: 21-23 Aug 2020**

**Location: Ottawa, Canada, Shaw Centre**

- Triennial flagship event that brings together the grassroots leadership of **IEEE** for training, sharing ideas and community building, industry engagement competition
- Chairs: Loretta Arellano, Christopher Whitt



# Geographic Alignment

- Region boundary established more than 50 years ago
- Membership grows and IEEE globalized. The resulting imbalance in Region membership has been discussed in MGA
- The effort started in 2018: one of the ground rules that had been agreed upon for the discussion was that the total number of Regions would remain at ten
- June 2019 meeting: it was suggested by the Region 8 and 10 representatives that the U.S. Regions be reduced to four.
- November 2019 meeting: MGA held a meeting with the Region Directors and Directors-Elect of all ten Regions and the three MGA V-Ps. there was strong pushback by the U.S. Directors against the idea that the U.S. be reduced to four Regions. no conclusions were reached.
- February 2020 meeting: another suggestion was to take a fresh look at Regions rather than to modify existing Regions. Therefore, MGA will engage a qualified independent third party to look at ways in which to create ten Regions from the world. Different weighting of the various parameters involved will be used in developing several alternatives.

# How You Can Help

## Focus on the Member, the Result will be Membership Growth

When we focus on “Membership” the member and their needs get lost in the crowd.



If we focus on the “Member” they can become Inspired, Enabled, Empowered, and Engaged



“I feel welcome”

“My needs are met”

“I make a difference”

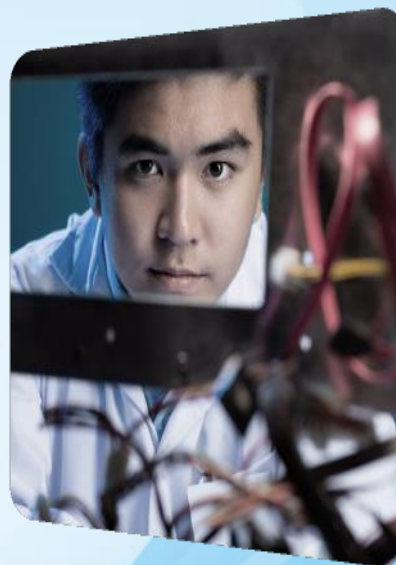
“I am the IEEE”

“I am a part of something great”

**Truly satisfied members renew and refer others to IEEE**







**Thank You!**

**[k.chun.kr@ieee.org](mailto:k.chun.kr@ieee.org)**