IEEE Communications Society

Membership Marketing
Recruit • Retain • Renew • Recognize

ComSoc Regional Chapter Chairs Conference
John Pape, Marketing Manager
Hong Kong, March 2007
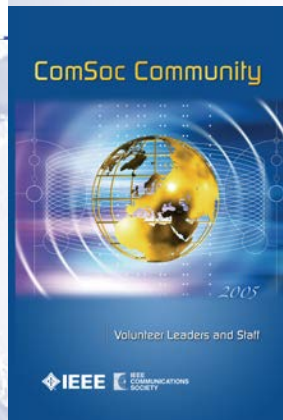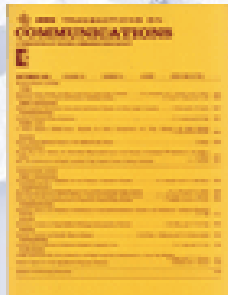
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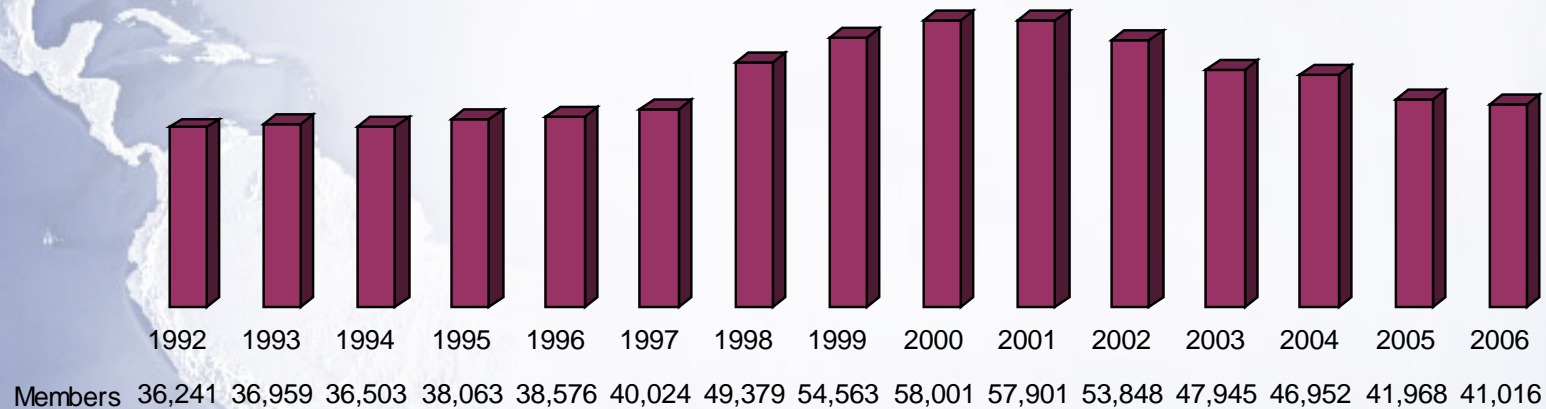
Membership marketing issues

- US Telecommunications Industry employment stabilizing after bubble?
- ComSoc US membership in minority
- Changing demographics, industry, needs?
- Member retention challenges
- Electronic access/subscription migration
- Declining response

Marketing

250+ marketing projects per year

ComSoc Membership 1992-2006

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Members	36,241	36,959	36,503	38,063	38,576	40,024	49,379	54,563	58,001	57,901	53,848	47,945	46,952	41,968	41,016

- *Most members: 62,390 --- September 2001*
- *End of 2006: 41,016 (-2.3% from 2005)*

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Telecom vs ComSoc

1.325 million

US Telecom Industry 979K

IEEE ComSoc 38.1K

992K

40K

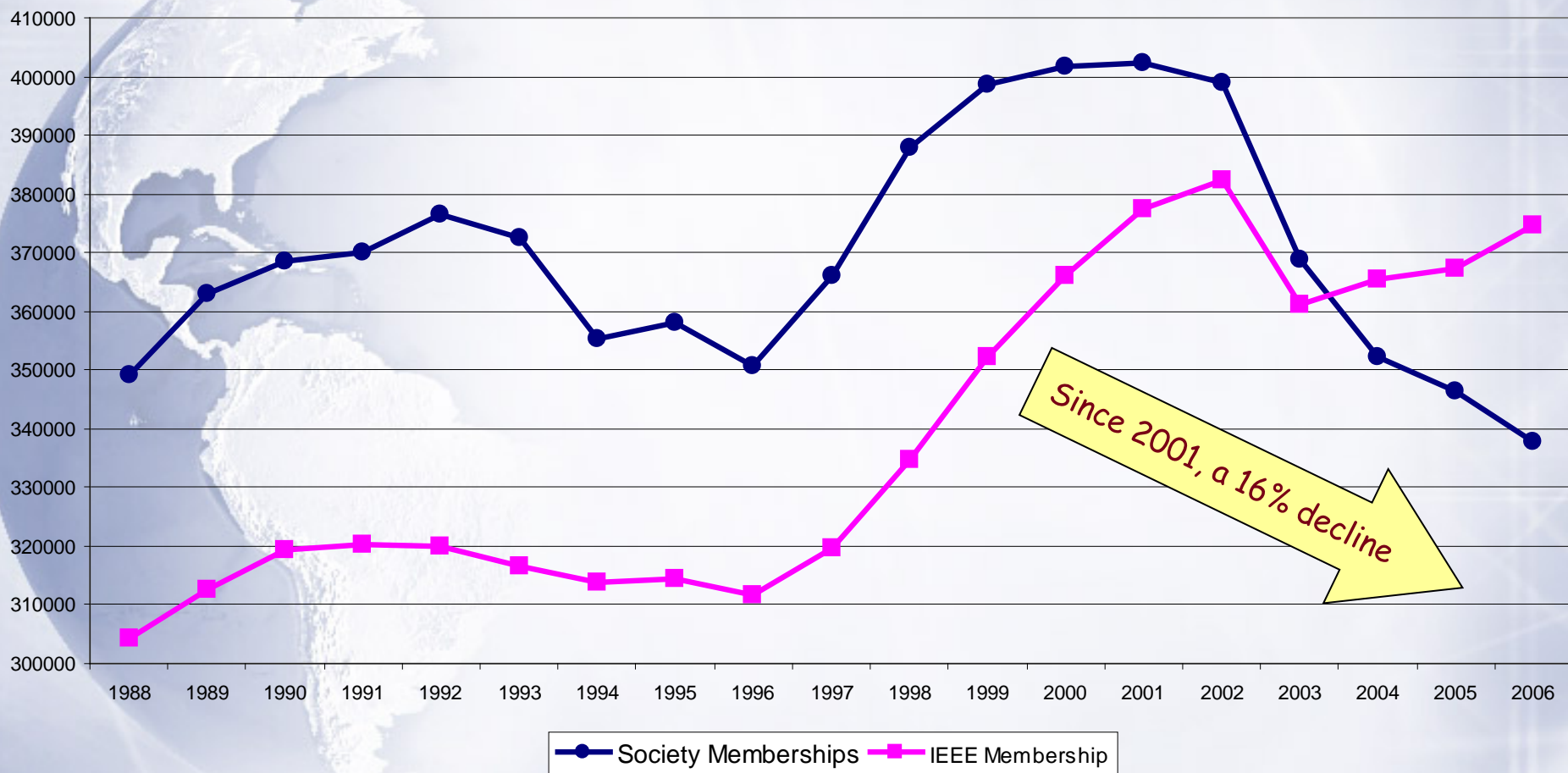1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006
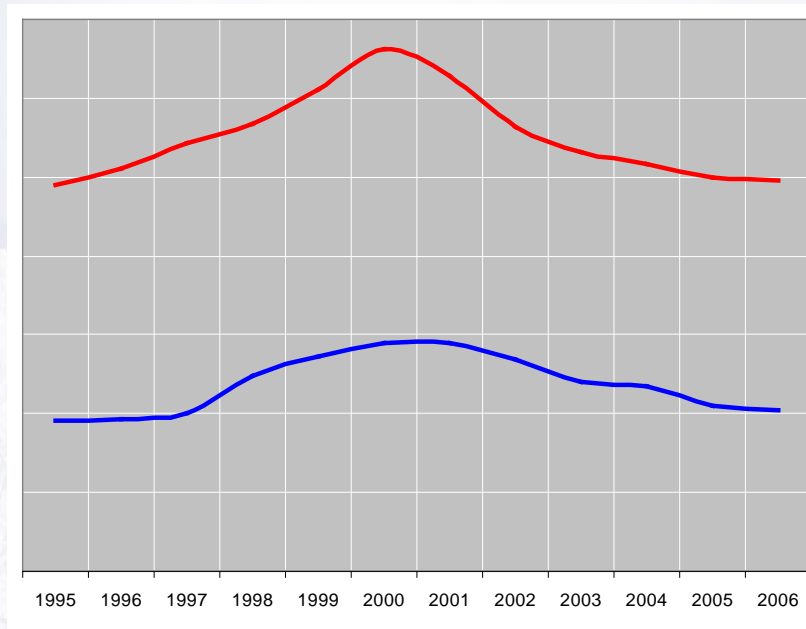
US Telecom Industry Source: US Dept of Labor, Bureau of Labor Statistics

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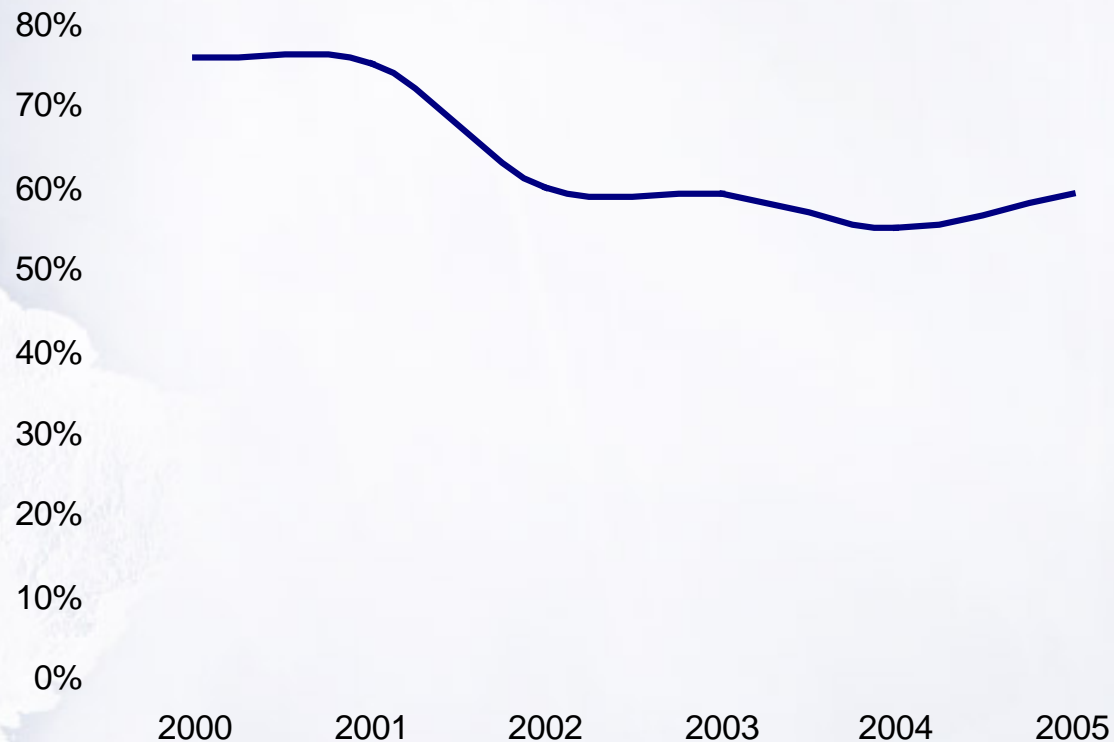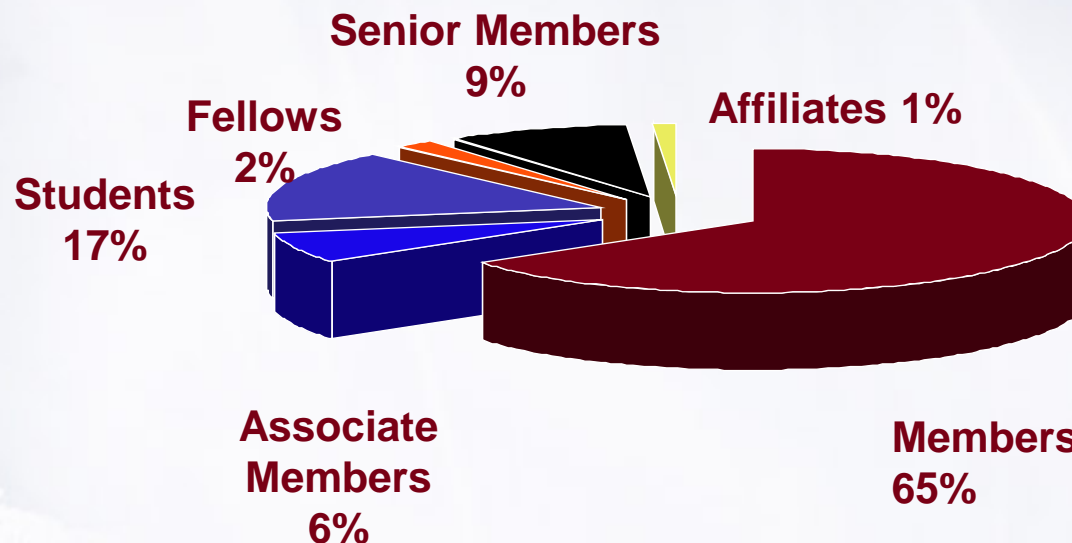# IEEE Society Memberships - Long Term Trends

Since 2001, a 16% decline

Legend: Society Memberships — IEEE Membership

Source: Mary Ward Callan, TAB

ComSoc Member Renewal Rates 2000-2005

Members by Grade

Senior Members 9%

Fellows 2%

Affiliates 1%

Students 17%

Associate Members 6%

Members 65%

Members by Age

Over 65 4.30%

Unknown 5.80%

Under 25 10.60%

61-65 7%

25-30 10%

56-60

31-35 11%

51-55 8.60%

36-40 12.10%

46-50 11.50%

41-45 13%

Unknown 6.30%

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Where Members Live

Europe/Africa Middle East   24%

Latin America 6%

Asia/Pacific 22%

Canada 4%
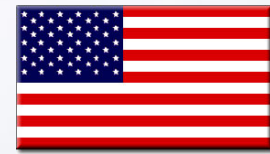
US 44%
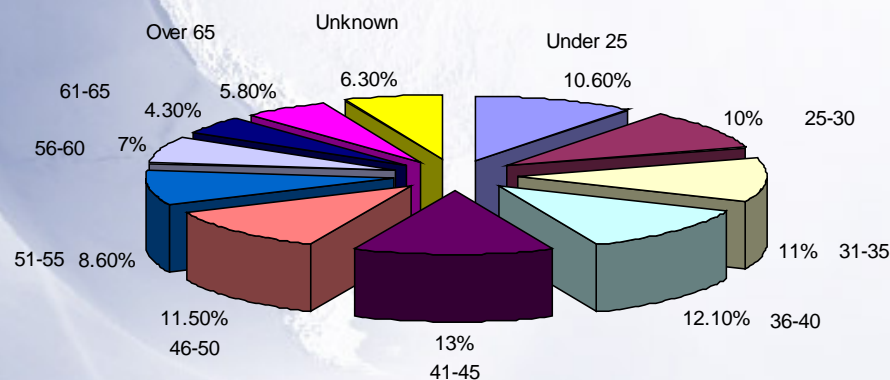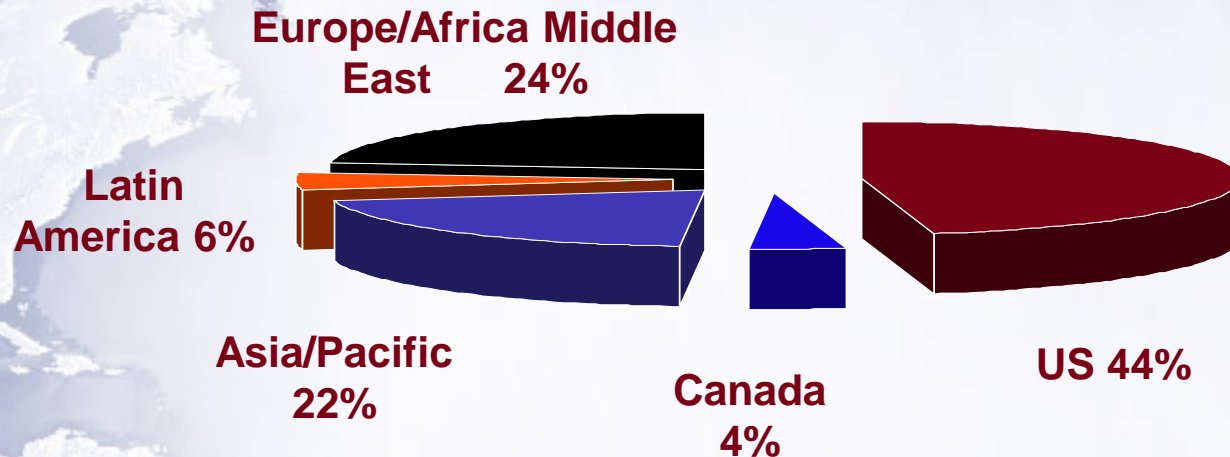
US Membership Decline

- Sept 2001 US membership - 35,000
- Sept 2006 US membership – 19,700

Off 44%

- Sept 2001 non-US membership - 28,000
- Dec 2006 non-US membership – 24,600

Off 12%

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IEEE ComSoc Pubs Usage

ComSoc Pubs Xplore Usage Jan-Jun 2006

Xplore Rank		Pdf views
9	Communications; IEEE Transactions on (12)	350,712
10	Communications Magazine; IEEE (9)	329,456
19	JSAC (19)	257,889
29	Wireless Communications; IEEE Transactions on (34)	159,878
37	Communications Letters; IEEE (38)	134,531
50	Wireless Communications; IEEE (51)	90,296
57	Communications; IEEE Trans on [legacy pre-1988] (47)	79,362
74	Network; IEEE (75)	60,364
	Periodicals Jan-Jun 2006	**1,462,488**
11	IEEE ICC 2005	48,689
14	IEEE GLOBECOM '04	39,241
19	IEEE WCNC 2005	36,314

Periodicals

Conferences

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Reasons for Joining/Maintaining Membership

| Reason	Percentage
remain technically current	84%
obtain publications	57%
be a part of the premier society	53%
continuing education	37%
network with others	31%
enhance career opportunities	27%
exchange ideas/information	25%
show support for profession	22%
"right" thing to do	19%
local chapter activities	14%
present paper at conference	13%
support mission of ComSoc	13%
discounts on publications	12%
insurance/services discounts	8%

base: 318 respondents

- By far, the primary reason for joining ComSoc and maintaining the membership is to remain technically current. Reasons also mentioned by a majority of respondents were: obtaining ComSoc publications and being a part of the premier professional society for technology professionals.

- Motivations do vary by nature of employment.

  Remaining technically current resonates more with those employed in industry (91%) compared to those in the academia/government/non-profits (76%).

  Those in academia/government/non-profits are motivated more by networking with others in the profession (42%), presenting papers (21%) and obtaining reduced registration fees (23%) at ComSoc conferences compared to those in industry (28%, 9%, and 9%, respectively).

New ComSoc Members

2001	2002	2003	2004	2005	2006
16,287	13,991	11,277	16,932	10,552	13,408
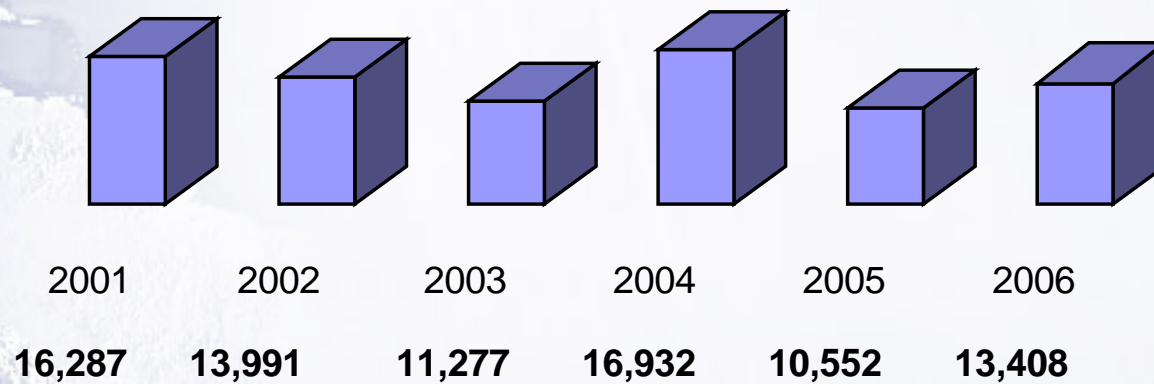
Membership

- **Recruiting –** various print and e-mail direct response campaigns, trade shows; free book premium; conference support; monthly new IEEE member e-campaign; www updates; sister society CD; local chapter support; posters; cover wraps; history book; Society PowerPoint presentation, back office coordination

- **Retaining –** ComSoc Community Directory, new member kit, surveys; bi-weekly new member e-message; e-News; Book of the Month; Top Ten usage data; Optional pubs, DL; pubs special offers; ComMag ads, volunteer support; Technical Committee conference brochures; distinguisher lecturer tours; pins, pens, premiums; conference e-mail support; discounts; DL, CommOntology, My ComSoc; Ten Tips

- **Renewing –** Direct e-mail campaigns to non-renewals, coordinate with TAB; TN Special offer; non-renew info to chapters

- **Recognizing –** Awards; SM e-mail message; new fellow letter; 10, 20, 25 year certificate/gift; student grants

Membership Campaigns

- October/November -- Full year membership campaign (IEEE & ComSoc). Brochure, letter from president, membership application. Sent to current ComSoc members, IEEE members with appropriate technical profile, and prospective members, i.e. non-member conference attendees.
- March – Affiliate member ½ year campaign to former members who have dropped both IEEE and ComSoc
- March-Summer -- ½ year free campaign to select non-ComSoc IEEE members.
- April/May – Affiliate/IEEE/ComSoc ½ year campaign to prospective members (non-IEEE)
- All year – Recruiting at exhibits – conferences and trade shows.
- All year – Opportunistic mini campaigns, i.e. Military issue of ComMag sent to MILCOM attendees (Letter, Mag issue, member application)
- 2007 – Special free book offer for new IEEE/ComSoc members

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ComSoc ½ year free campaign renewal analysis

Years	1998	1999	2000	2001	2002	2003	2004	2005
Response	10756	11063	9423	10419	10020	9676	14335	11255
Renews 98		4643	3313	3028	2426	2181	1627	1565
99			4286	2565	2090	1978	1266	1158
00				3938	2184	1827	1370	1131
01					3649	1859	1401	1241
02						2086	1357	1308
03							2289	1347
04								2352
Paid Totals		4643	7599	9531	10349	9931	9310	10102

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Conference/Trade Events for Communication Society

2007	Event	Location	Space	Reps
1/11-13	IEEE CCNC	Las Vegas	Table	none
3/11-15	IEEE WCNC	Hong Kong	Table	JP
3/25-30	OFC/NFOEC	Anaheim	Registration	JP/ES/EL
3/26-29	IEEE ISPLC	Pisa	Table	none
3/30-4/3	CTIA	Las Vegas	Booth	TQ
4/18-20	IEEE DySPAN	Dublin	Table	JP
4/22-25	IEEE VTC	Dublin	Table	JP
4/30-5/2	Sarnoff	Princeton	Table	TQ
5/6-12	IEEE INFOCOM	Anchorage	Table	none
6/18-21	IEEE SECON	SanDiego	Table	none
6/18-21	NxtComm	Chicago	Booth	JP/ES/EL
6/24-28	IEEE ICC	Glasgow	Booth/Table	JP
9/3-6	IEEE PIMRC	Athens	Booth	JP
10/29-31	MILCOM	Orlando	Booth	JP
11/26-30	IEEE GLOBECOM	DC	Booth/Table	JP

Possible appearance with main IEEE exhibit: ALA Midwinter & June SLA

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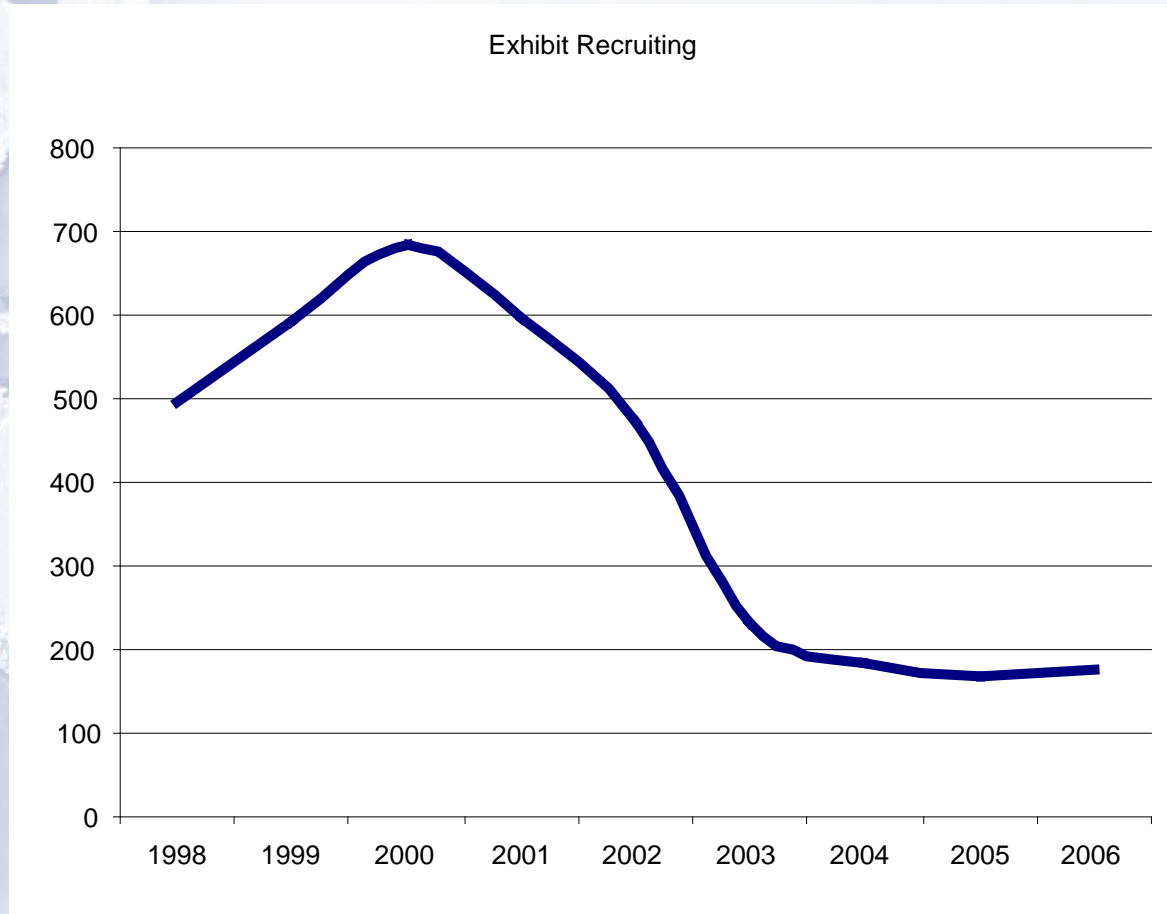
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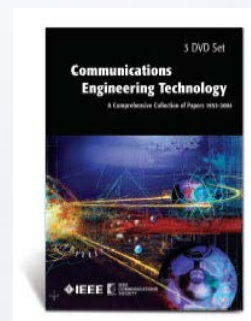
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IEEE/ComSoc Marketing/Product Experiments

- Three-tier conference registration

- Affiliate membership through conference registration

- Corporate Partnership development

- Webinars

- Certification initiative

- Member www space/alias

- ComSoc/Wiley Book of the Month

- ComSoc Videos & IEEE.tv (Technology Discourses)

- Best of the Best; Pocket Guides

- Full graphic digital ComMag edition?

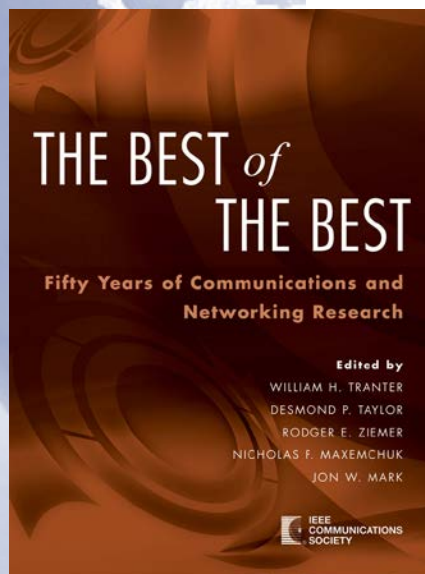- Other services/products like DVD set ?

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ComSoc Marketing Issues

- Certification: PATF – **Wireless Technology** -- committee met Dec 06; focus groups in early 2007

- **The Best of the Best** (outstanding ComSoc journal papers) produced by IEEE Press/John Wiley. In print. List price $99.95; ComSoc members $59. Prepub offer at $49.

- First Corporate-sponsored Web Seminar Service due April 2007; **Advances in Metropolitan Optical Networking and Wireless/Optical Integration** – NEC. Steve Weinstein initiative

Wireless Engineering Certification

Certification.... a designation earned by a person to certify that he is qualified to perform a job. Certification indicates that the individual has a specific set of knowledge, skills, or abilities in the view of the certifying body. Professional certifications are awarded by professional bodies and corporations.

☐ Volunteer to help develop ComSoc certification
☐ Receive more information on ComSoc certification

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Country_____

Please return to IEEE Communications Society
3 Park Ave, New York, NY 10016, USA; Fax 212 705 8999.

For more information contact j.howell@comsoc.org

THE BEST of THE BEST

Fifty Years of Communications and Networking Research

Edited by
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ComSoc Chapter Promotion Tools

Tools to help you keep your members, attract new members, and support your activities
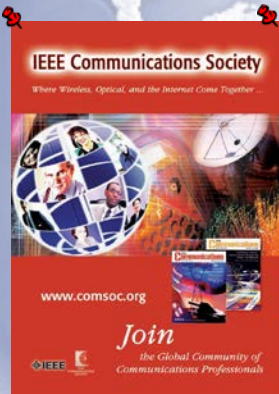
- **Online assistance** ComSoc information -- CommOntology and Digital Library -- forms and links for updating records and conducting transactions -- ComSoc hosts your Chapter's www site/chapter content

- **Literature, visual aids** Membership Applications -- Society Brochure – Directory -- Sample copies -- Publication Promotions – Posters -- Special Offers – Premiums – Brief History of Communications – PowerPoint Presentation

- **Database help** E-mail addresses in text or Excel format -- Address labels for Chapter members -- Other database information

- **Chapter Visibility** *Communications Magazine* - Global Communications Newsletter (Carole Swaim) -- E-News - http://www.comsoc.org/e-news/index.html

Contact: John Pape j.pape@comsoc.org

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Questions? Ask Carole Swaim: c.swaim@comsoc.org