

IEEE COMMUNICATIONS SOCIETY

Membership Development

March 15, 2007

Asia Pacific Regional Chapter Chairs Congress

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Membership Development Council

VP-MD

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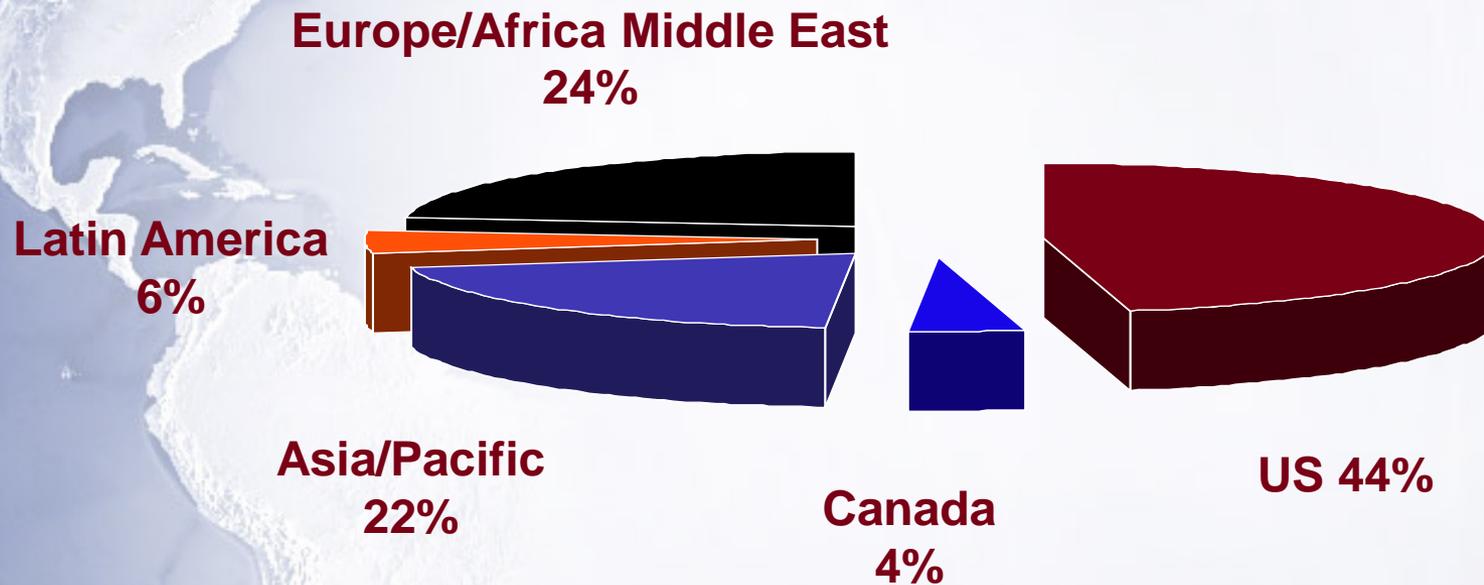
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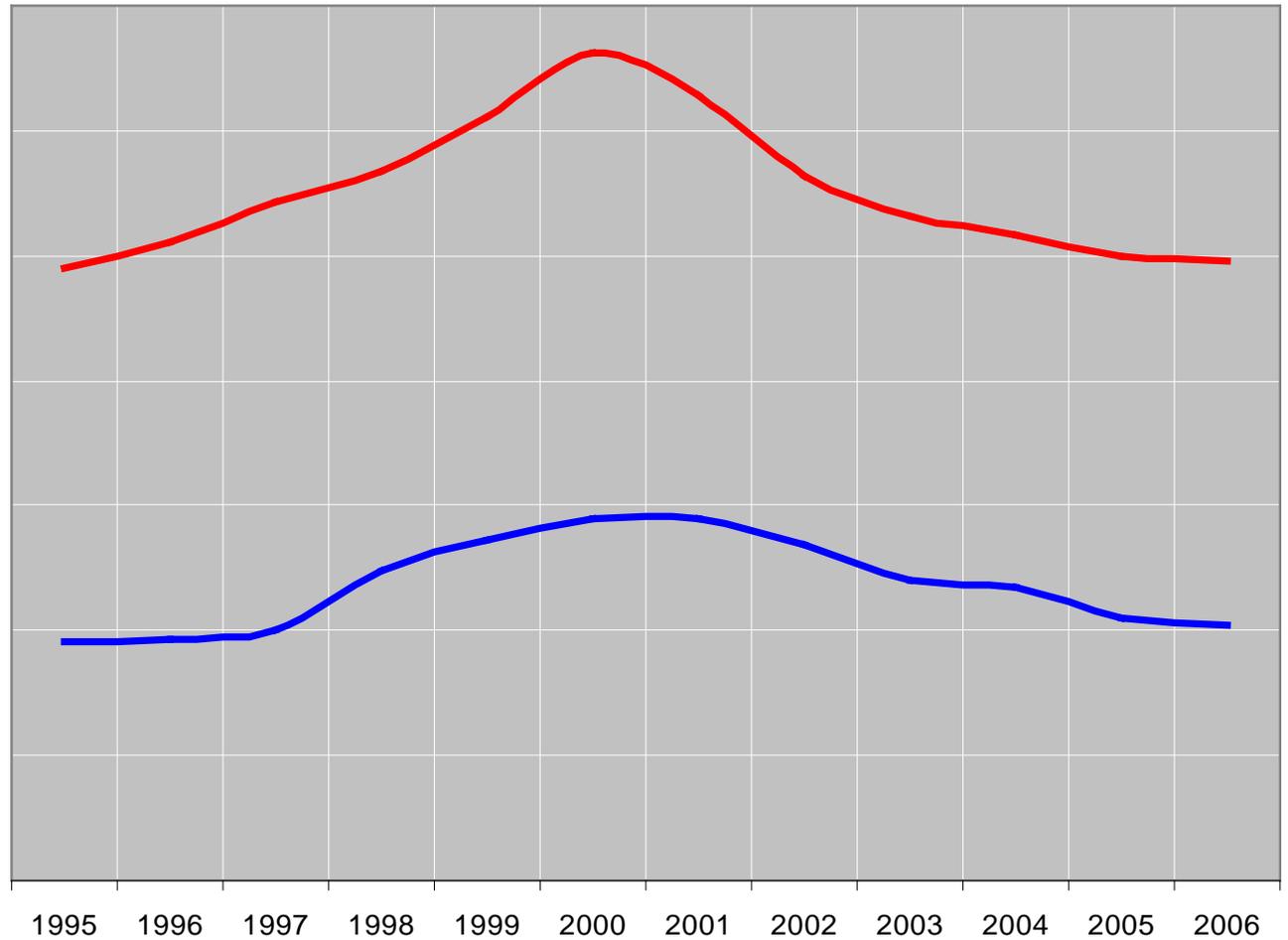
Where Members Live



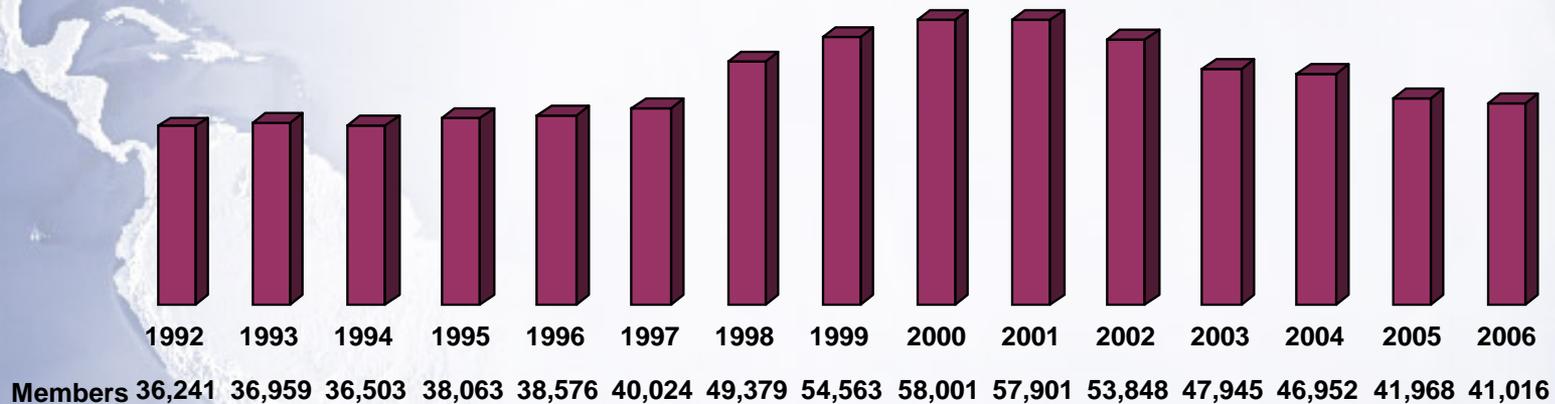
Membership vs. Telecom Industry

**US
Telecom
Industry** 979K

**IEEE
ComSoc** 38.1K



ComSoc Membership 1992-2006



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

Membership Decline

US

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

Off 44%



Overall

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

Off 12%



Membership Values

What members want

- Remain Technically current (84%)
- Obtain Publications (57%)
- Be part of the premier technical society (53%),
- Networking

Importance of benefits

- Publications (80%)
- Online Access to Publications (66%)
- ComSoc Website Access (48%)
- Events (46%)

Membership Value Proposition

- Monthly issues of ComMag
- Online Access; CommOntology
- Discounts - pubs, tutorials, events
- Local Chapter activities
- Membership in the premier professional society

Changes in Membership

- **Competition with Online Access --- 77% of members report having at least one method of accessing IEEE pubs online**
- **From 2001 to 2006, the percent of members who thought that ComSoc membership represented a good value dropped from 70% to 42%**
- **Average member attends fewer events, conferences, or trade shows; some increased interest in local chapter activities**
- **Decrease in members working in industry from 65% in 1996 to 46% in 2006**
- **74% increase in ComSoc dues since 2001**

What Members Want

Highlights of Member Needs Survey

- Members need more information on hot technologies (85%), innovative applications (84%), and standards (82%)
- Members have an interest in e-Newsletters (77%), web conferences (69%), video/streaming (67%)
- 70% indicate that ComSoc e-News should cover some industry news
- Online tutorials (89%), online technical monographs (83%), and DVD pubs collections (83%) are programs that interest members the most
- Members are most interested in local meetings with educational/technical content (92%) and interesting local speakers (82%)

Membership Marketing Issues

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

Membership Programs

Membership Development Support (MDS) Program **[NEW in 2007]**

- Goal: Provide support to promote the activities that contribute to ComSoc membership development.
- Approach: Support interested active members to participate in local and regional ComSoc activities, experience the professional values first-hand, and then utilize it for ComSoc membership development.

Student Travel Grant (STG)

- Now under VP-MS, with the goal redirected to recognizing good conference paper authors
- but still has effects on student membership development globally

Membership Programs

Distinguished Lecturers Tour (DLT) Program

- Goal: Stimulate Chapter activities by sharing the technical strength of ComSoc members.
- Approach: Regional Directors arrange the visits of ComSoc distinguished lecturers to Chapters in the region.

Extension to Regional Lecture Program [New in 2007]

- Goal: Support Chapter activities by arranging local speakers to Chapter events.
- Approach: Arrange local speakers and tutorial leaders to give lectures at Chapter events locally

Membership Programs

Chapters Funding

- Goal: Support and recognize Chapter activities and encourage Chapters' initiation of new activities.
- Approaches: Provide funding to Chapters based on the performance of the previous year.

Chapter Awards

- Goal: Recognize the chapters with distinguished performances
- Chapter Achievement Awards (CAA): one in each Region
- Chapter of the Year Award (CoY): one overall

Chapter Initiative Support [New in 2007]

- Goal: Support Chapters' initiation of new activities, including industry-related local Chapter activities.

Membership Programs

Regional Chapter Chairs Congress (RCCC)

- Goal: Share the knowledge and experiences of Chapter management among all the Chapters in each Region.
- Approach: Hold RCCC biennially in each Region and invite all the Chapter Chairs in the Region.

Membership Programs

2007 Budget

- Membership Development Support Program \$30K
- Distinguished Lecture Tour Program \$30K
- Regional Lecture Program \$10K
- Chapter Funding (+ awards, free conference proc.) \$60K
- AP Young Researcher's Award \$1.5K
- Singapore Office Funding \$30K
- Regional Chapter Chair Congress Program \$120K
 - NA-RCCC \$50K
 - AP-RCCC \$35K
 - LA-RCCC \$35K
 - EAME-RCCC \$25K (done in June 2006)

Regional Activities

NA-RCCC 2007

- During CCNC 2007, Las Vegas, January 11-13, 2007

AP-RCCC 2007

- During WCNC 2007, Hong Kong, March 15, 2007

LA-RCCC 2007

- During IEEE Region 9 Annual Meeting, Lima, Peru, March 7-8, 2007

EAME- RCCC 2006

- During ICC 2006, Istanbul, June 2006

Regional Activities

AP Young Researcher Award

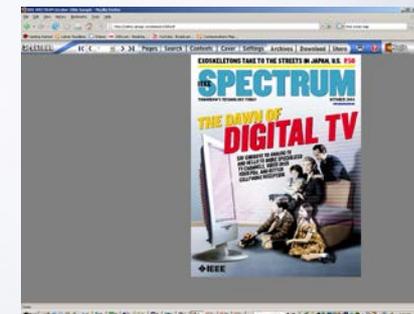
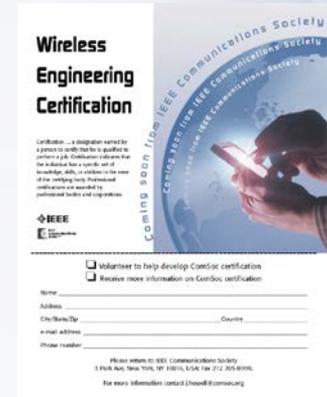
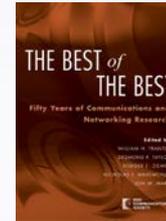
- 3rd Award announced for in 2007
- Presentation in APCC 2007
- Budget of \$1.5K allocated

APCC Best Paper Award

- APCC run jointly by ComSoc APB and ComSoc Sister Societies in AP Region
- CIC (China), IEICE (Japan), KICS (Korea)
- Each entity will fund \$1K for the operation of the award and steering of APCC. (in process)

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 ?



New Direction of Membership Development

- **Develop new ComSoc membership value**
- **Strengthen membership development programs**
- **Strengthen industry relations**
- **Strengthen Chapter level activities (in NA)**
- **Intensive investment to growing countries**
- **Contact “exposed individuals” individually**

New Membership Programs - 2007

1. Membership Development Support (MDS) Program

- Provide support to interested active members to participate in local and regional ComSoc activities that would lead to ComSoc membership development..

2. Local Lecture Program

- Support Chapter activities by arranging local speakers to local Chapter events.

3. Chapters Funding for New Initiatives

- Support Chapters' initiation of new activities, including industry-related local Chapter activities.

“Exposed Individuals” Contact - 2007

1. Invited Speakers/Panelists Contact

- Reach out to the invited speakers and panelists (of Business Application Sessions or other panel sessions) of major ComSoc conferences to solicit them to join ComSoc as members.

2. Publication Authors Individual Contact

- Reach out to the non-member authors of all the ComSoc publications (transactions, magazines) to solicit their joining ComSoc membership.

3. Conference Authors Individual Contact

- Reach out to the non-member authors of all the ComSoc conferences to solicit their joining ComSoc membership.

Chapter Activity Promotion - 2007

1. Launch “Local Chapter Leaders Meetings” in NAR

- Chapter leaders in the neighboring Chapter get together and share experiences and initiate cooperation at a low-level support of ComSoc (e.g., mileage support)

2. Publish “Best Practices of Chapter Operation”

- Collect and publish in a book and web the best practices of Chapter operations among all the Chapters globally (based on the presentations made in RCCC’s)

3. Publish “RCCC Guide Book”

- Publish an RCCC Guide Book based on the four RCCC’s held in 2006-2007.

New Initiatives - 2006

1. 1/2-year Affiliate Membership Program

- Goal: Increase membership from developing or growing regions by making initial membership fee more affordable.
- Approach: Offer special new member \$31 affiliate rate
 - 1/2 year rate for special areas. (\$105 from the second year)

2. Top-level Management Contact

- Goal: Reach out to the top-level management of communications companies to request them to encourage their employees to join ComSoc and to reimburse the membership fee.

3. 3-Tier Conference Registration Fee

- Goal: Do “bundling” conference registration fee and ComSoc membership fee in three tiers (- promote affiliate membership).

More About MDS Programs

Membership Development Support (MDS) Program

-Motivation:

- To encourage ComSoc members to participate in regional, national and international activities that contribute to ComSoc membership development

-Supported Activities: (in development)

- Provide assistance to members for professional development
- Support members/Chapters to develop and retain professional and student membership
- Offer services to it's members,
- Promote member grade level enhancement
- Support Chapter growth worldwide