IEEE COMMUNICATIONS SOCIETY

Membership Development

2006.6.

Byeong Gi Lee, *VP-MD*

Membership Development Council

Byeong Gi Lee, *VP-MD*
Alex Gelman, *Past VP-MD*
Robert Shapiro, *Director-Marketing*
Shri Goyal, *Director-MPD*
Daehyoung Hong, *Director-AP*
Andrzej Jajszczyk, *Director-EAME*
Araceli Garcia Gomez, *Director-LA*
Scott Atkinson, *Director-NA*

<u>ComSoc Staff:</u>
John Pape –*Director of Marketing*
Carole Swaim – *Membership Services*
Fanny Su – *AP Office*

ComSoc Membership

ComSoc Membership reflects
- *the values that ComSoc provides to members*
- *the status of communications industry*
- *the efforts for developing/retaining membership*
- *others*

Membership Development may be done by
- *collaborated efforts among all sectors of ComSoc for*
- *creating new values to members,*
- *expanding the footprint (new areas),*
- *publicizing ComSoc's values globally,*
- *developing new membership programs (benefits),*
- *others*

Membership Issues

Academe members vs. Industry members
- *Industry membership has decreased*
  - *from 66% in 2001 to 46 % in 2005*
- *Balance of theory and practice*
- *Publications: journals and magazines*
- *Conferences: regular and business appl. sessions*

US members vs. Global regional members
- *US membership has decreased*
  - *from 54% in 2001 to 47% in 2005*
- *Motivation may be different*
- *ComSoc's value may be different*
- *Cultural and regional factor may be important*

IEEE Society Membership Totals as of April 2006																
	IEEE Higher GradeMembers		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals		Change	
IEEE Societies	2,006	2005	#	%	2006	2005	#	%	2006	2005	#	%	2006	2005	#	%
DIVISION I																
Circuits & Systems	9,093	10,563	-1,470	-13.9%	1,138	1,336	-198	-14.8%	18	18	0	0.0%	10,249	11,917	-1,668	-14.0%
Electron Devices	9,578	9,880	-302	-3.1%	774	863	-89	-10.3%	18	28	-10	-35.7%	10,370	10,771	-401	-3.7%
Solid-State Circuits	9,919	10,217	-298	-2.9%	1,032	1,215	-183	-15.1%	22	26	-4	-15.4%	10,973	11,458	-485	-4.2%
Div I Subtotal	28,590	30,660	-2,070	-6.8%	2,944	3,414	-470	-13.8%	58	72	-14	-19.4%	31,592	34,146	-2,554	-7.5%
DIVISION II																
Components, Packaging & Mfg Tech	2,478	2,595	-117	-4.5%	189	156	33	21.2%	6	5	1	20.0%	2,673	2,756	-83	-3.0%
Dielectrics & Electrical Insulation	1,737	1,754	-17	-1.0%	84	76	8	10.5%	4	5	-1	-20.0%	1,825	1,835	-10	-0.5%
Industry Applications	8,620	8,799	-179	-2.0%	364	395	-31	-7.8%	5	7	-2	-28.6%	8,989	9,201	-212	-2.3%
Instrumentation & Measurements	3,848	3,680	168	4.6%	282	277	5	1.8%	8	7	1	14.3%	4,138	3,964	174	4.4%
Power Electronics	4,797	4,673	124	2.7%	504	509	-5	-1.0%	4	2	2	100.0%	5,305	5,184	121	2.3%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,838	1,874	-36	-1.9%	179	161	18	11.2%	3	3	0	0.0%	2,020	2,038	-18	-0.9%
Div II Subtotal	23,318	23,375	-57	-0.2%	1,602	1,574	28	1.8%	30	29	1	3.4%	24,950	24,978	-28	-0.1%
DIVISION III - Communications																
Communications	29,025	30,655	-1,630	-5.3%	6,319	5,930	389	6.6%	231	253	-22	-8.7%	35,575	36,838	-1,263	-3.4%
DIVISION IV - Electromagnetic Compatibility																
Antennas & Propagation	6,575	6,674	-99	-1.5%	843	865	-22	-2.5%	9	7	2	28.6%	7,427	7,546	-119	-1.6%
Broadcast Technology	1,644	1,638	6	0.4%	155	140	15	10.7%	11	12	-1	-8.3%	1,810	1,790	20	1.1%
Consumer Electronics	2,619	2,675	-56	-2.1%	201	238	-37	-15.5%	12	13	-1	-7.7%	2,832	2,926	-94	-3.2%
Electromagnetic Compatibility	3,641	3,764	-123	-3.3%	179	196	-17	-8.7%	3	4	-1	-25.0%	3,823	3,964	-141	-3.6%
Magnetics	2,458	2,434	24	1.0%	227	180	47	26.1%	26	26	0	0.0%	2,711	2,640	71	2.7%
Microwave Theory & Techniques	9,766	9,921	-155	-1.6%	1,135	1,258	-123	-9.8%	6	5	1	20.0%	10,907	11,184	-277	-2.5%
Nuclear & Plasma Sciences	2,241	2,370	-129	-5.4%	140	177	-37	-20.9%	40	43	-3	-7.0%	2,421	2,590	-169	-6.5%
Div IV Subtotal	28,944	29,476	-532	-1.8%	2,880	3,054	-174	-5.7%	107	110	-3	-2.7%	31,931	32,640	-709	-2.2%
DIVISION V/VIII - Computer																
Computer	50,723	53,338	-2,615	-4.9%	6,940	9,258	-2318	-25.0%	19,328	21,538	-2,210	-10.3%	76,991	84,134	-7,143	-8.5%
DIVISION VI																
Education	2,818	2,673	145	5.4%	196	219	-23	-10.5%	24	24	0	0.0%	3,038	2,916	122	4.2%
Engineering Management	5,384	5,319	65	1.2%	357	380	-23	-6.1%	54	72	-18	-25.0%	5,795	5,771	24	0.4%
Industrial Electronics	3,018	3,019	-1	0.0%	374	394	-20	-5.1%	4	3	1	33.3%	3,396	3,416	-20	-0.6%
Product Safety Engineering	511	463	48	10.4%	9	12	-3	-25.0%	2	0	2	---	522	475	47	9.9%
Professional Communication	878	933	-55	-5.9%	78	93	-15	-16.1%	105	92	13	14.1%	1,061	1,118	-57	-5.1%
Reliability	1,722	1,780	-58	-3.3%	67	63	4	6.3%	7	9	-2	-22.2%	1,796	1,852	-56	-3.0%
Social Implications of Technology	1,563	1,552	11	0.7%	134	145	-11	-7.6%	23	26	-3	-11.5%	1,720	1,723	-3	-0.2%
Div VI Subtotal	15,894	15,739	155	1.0%	1,215	1,306	-91	-7.0%	219	226	-7	-3.1%	17,328	17,271	57	0.3%

Region	Higher Grade Members		Change		Student Members		Change		Total Members		Change	
	2006	2005	#	%	2006	2005	#	%	2006	2005	#	%
1	31,328	32,407	-1,079	-3.3%	3,912	3,965	-53	-1.3%	35,240	36,372	-1,132	-3.1%
2	26,471	27,237	-766	-2.8%	3,444	3,748	-304	-8.1%	29,915	30,985	-1,070	-3.5%
3	22,473	22,933	-460	-2.0%	4,583	4,783	-200	-4.2%	27,056	27,716	-660	-2.4%
4	17,718	18,159	-441	-2.4%	3,865	4,083	-218	-5.3%	21,583	22,242	-659	-3.0%
5	22,094	22,579	-485	-2.1%	4,144	4,371	-227	-5.2%	26,238	26,950	-712	-2.6%
6	47,357	48,384	-1,027	-2.1%	6,326	7,001	-675	-9.6%	53,683	55,385	-1,702	-3.1%
R1-R6	167,441	171,699	-4,258	-2.5%	26,274	27,951	-1,677	-6.0%	193,715	199,650	-5,935	-3.0%
7	10,338	10,223	115	1.1%	3,594	3,333	261	7.8%	13,932	13,556	376	2.8%
8	36,528	35,583	945	2.7%	14,342	13,381	961	7.2%	50,870	48,964	1,906	3.9%
9	5,158	4,950	208	4.2%	5,415	4,940	475	9.6%	10,573	9,890	683	6.9%
10	33,617	35,896	-2,279	-6.3%	18,879	16,605	2,274	13.7%	52,496	52,501	-5	0.0%
R7-R10	85,641	86,652	-1,011	-1.2%	42,230	38,259	3,971	10.4%	127,871	124,911	2,960	2.4%
Total	253,082	258,351	-5,269	-2.0%	68,504	66,210	2,294	3.5%	321,586	324,561	-2,975	-0.9%

Membership Evolution

**Membership peaked in September 2001, 62,390
As of April 2006, it has dropped to 35,575**

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
계열1	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	41,966
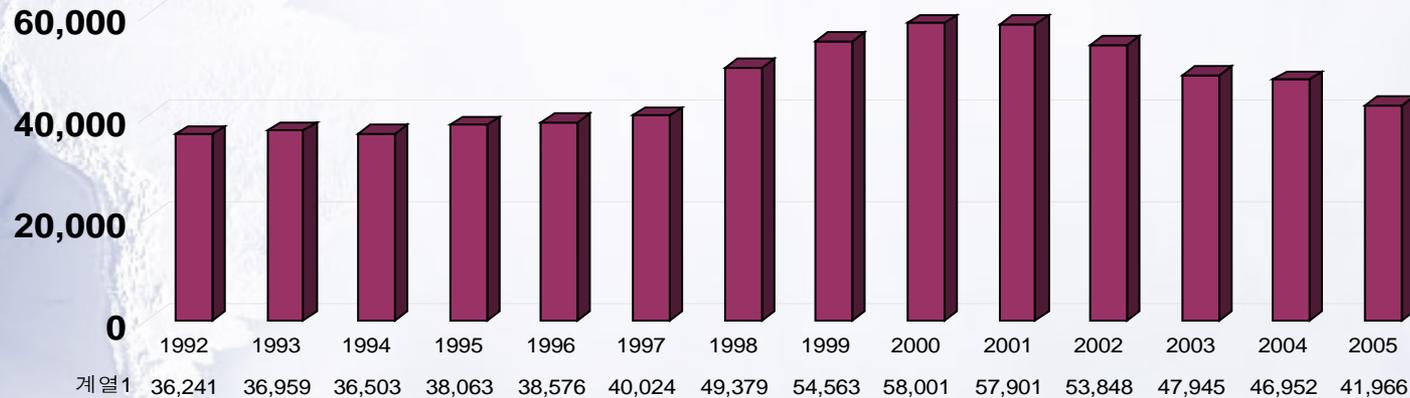
Membership vs. Industry

Membership evolution closely related to communication industry

US Telecom Industry

979K

1.325 million

1.031 million

IEEE ComSoc

38.1K

58K

46.9K

1995 1996 1997 1998 1999 2000 2001 2002 2003 2004
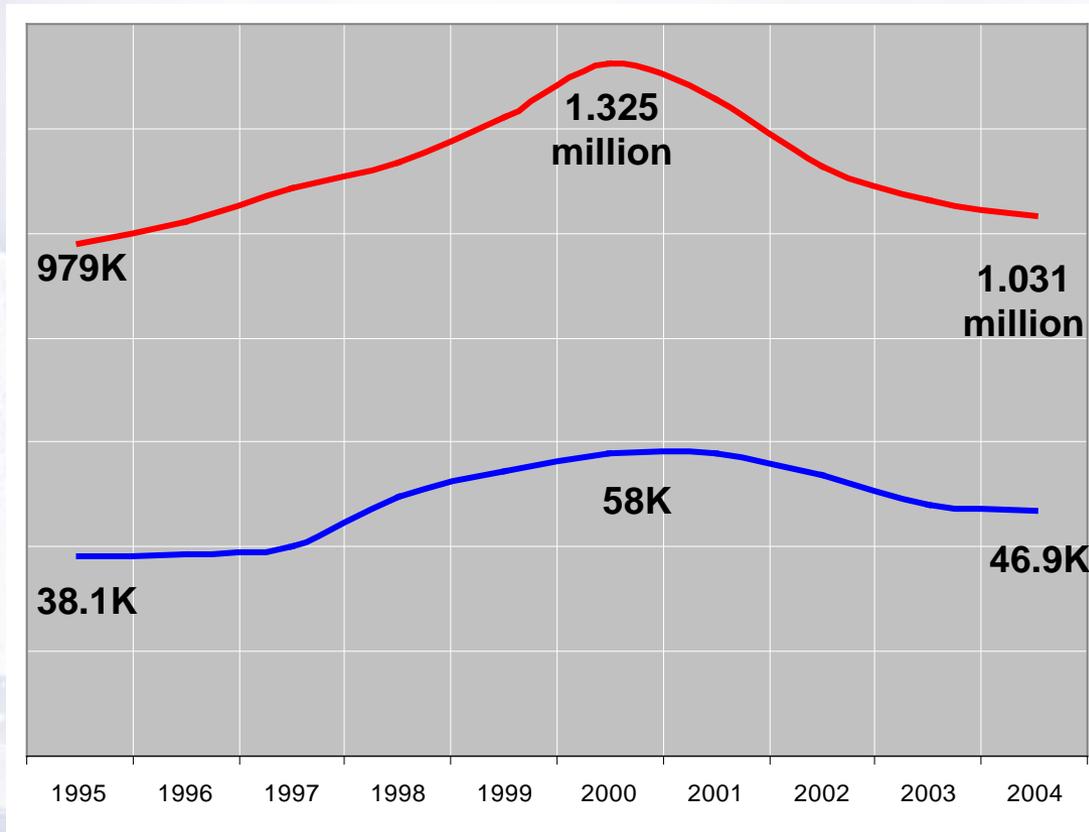
Membership vs. Investment

Membership evolution also related to ComSoc's investment

	2001	2006 [Revised]
Travel Grant	$135k	$70k [80k]
Dist. Lecture Tour	$60k	$20k [40k]
Chapters Funding	$100k	$40k [70k]
Other (CAA/STC)	$6k	??? [10k]
Chapter Chair Cong.	$280k	$25k [50k]
Singapore Office	$30k	$30k [30k]
Total	$611k	$185k [280k]

Membership Development

John Pape's 4R Components:

    - Recruiting, Retaining, Renewing, Recognizing

Membership Programs (STG, DLT, etc)

    - in collaboration with Regional Directors

Marketing

    - diverse set of activities worked by Bob and John

Regional Activities

    - visibility of ComSoc to global regions

    - reach out grass-roots

New Initiatives

Expansion of technical footprint (new areas)
	- *Technical Activities*
Bundling of membership fee with conference fee
	- *Meetings and Conferences*
Influencing industry's top-level management
	- *Marketing*
Developing new membership programs
	- *Membership Programs Dev. Board*
others

Marketing

- **Marketing Director Bob Shapiro**
- **Emphasis on Creation of Community Value**
  - Sister Societies multiply our reach
  - Attract direct and indirect business
  - Provide additional value to ComSoc members
- **Collaborate with**
  - Sister Society activities
  - Chapters activities
  - Local societies
  - DLT program
  - Others

Membership Programs Dev.

- *Memb Prog Dev Director: Shri Goyal*
- ***KEY THRUST***
- *Enroll new members: offer incentives to Chapters for membership enrollment*
- *Create "membership value"- Increase retention*
  - *Find out- What members want?*
  - *Deliver what members value*
- *Promote membership level upgrade*
- *Work with industry*
  - *Organize local activity with industry participation*
  - *Promote membership fee reimbursement programs*

Membership Programs

- **Chapter funding**
  - *Emphasizing membership growth & industry relations*
  - *Funding support for "value added" programs*
- **Chapter Achievement Awards**
  - *Reduced from 13 to 4 more visible awards*
    - *Chapter of the Year Award*
    - *Four Outstanding Chapters award*
- **Travel Grant**
  - *Planning to convert Student Travel Grant (STG) to "Student Membership Development Program (SMDP)"- Coordinating with Sisters Societies*
  - *Engaging the travel grant recipients in ComSoc activities*
- **Distinguished Lecture Tour**
  - *More DLT focused on covering strategic areas*
- **Regional Chapter Chairs Congress: EAME @ICC and NA @GLOBECOM in 2006**

AP Region

- *AP Director Daehyoung Hong*
- *APB meetings*
  - *In ICC, Istanbul*
  - *In GLOBECOM, San Francisco*
  - *In APCC 2006, Busan*
  - *Participants: Region 10 officers, members*
- *Singapore Office visit & meeting*

EAME Region

- *EMEA Director Andrzej Jajszczyk*
- ***Region 8 Regional Chapter Chairs Congress (RCCC)***

  - To be held on June 11-13, 2006

  - in Istanbul Hilton (ICC 2006)

  - Sponsored by ComSoc and Region 8

  - Participants: Region 8 Chapter Chairs

LA Region

- *LA Director, Araceli Garcia Gomez*
- ***Region 9 Annual Regional Meeting***

  - Held in Rio de Janeiro, Brazil.

  - On March 8-11, 2006.

  - Organized by Rio de Janeiro Section

  - Participants: Section and Region officers

Region 9 Annual Meeting
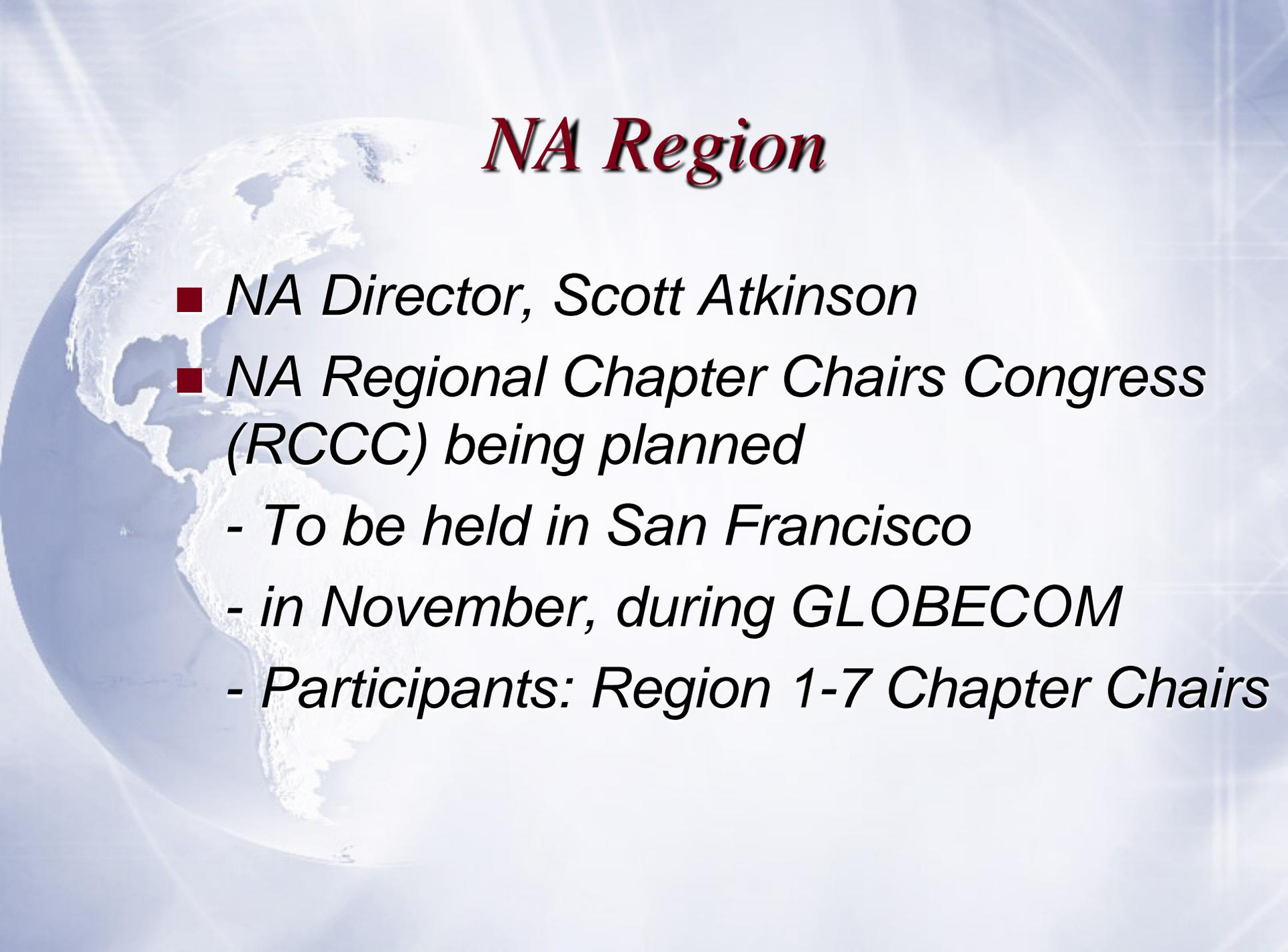
NA Region

- *NA Director, Scott Atkinson*
- *NA Regional Chapter Chairs Congress (RCCC) being planned*

  - To be held in San Francisco

  - in November, during GLOBECOM

  - Participants: Region 1-7 Chapter Chairs