



# *IEEE Communications Society*

## Membership Marketing

Recruit • Retain • Renew • Recognize

ComSoc Regional Chapter Chairs Conference  
John Pape, Marketing Manager  
Las Vegas, January 2007



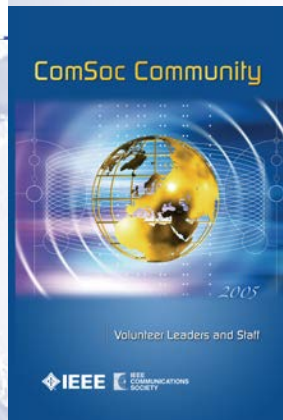
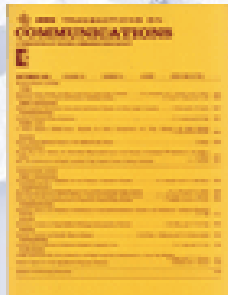
# *IEEE Communications Society*

## *Membership marketing issues*

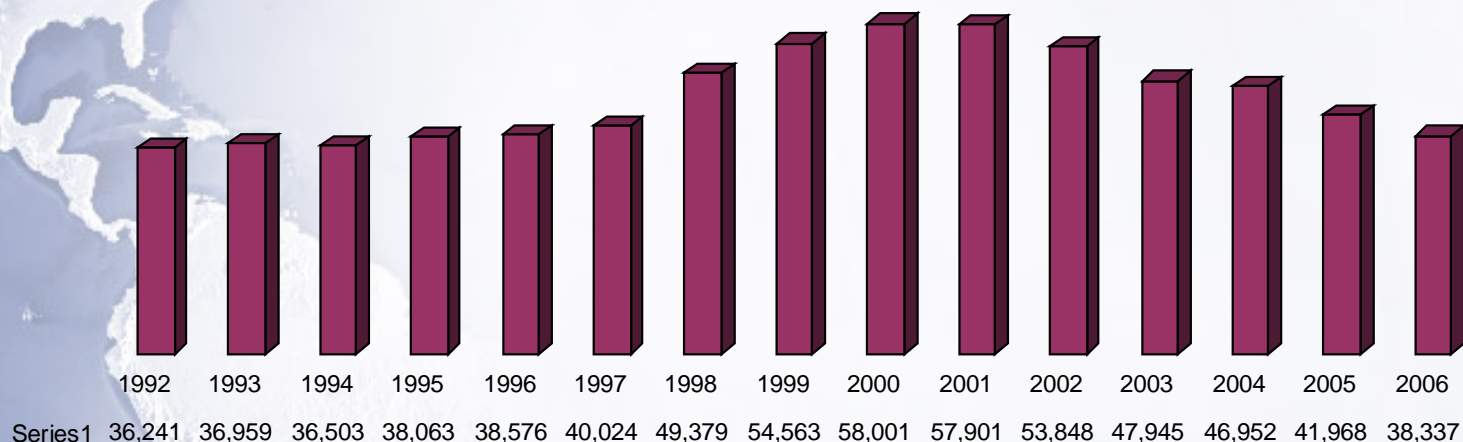
- Telecommunications Industry employment stabilizing after bubble?
- ComSoc US membership in minority
- Changing demographics, industry, needs?
- Member retention challenges
- Electronic access/subscription migration
- Declining response

# Marketing

250+ marketing projects per year



# ComSoc Membership 1992-2006



- *Most members: 62,390 --- September 2001*
- *End of 2006: 38,337 (-8.6% from 2005)*



# *Telecom vs ComSoc*

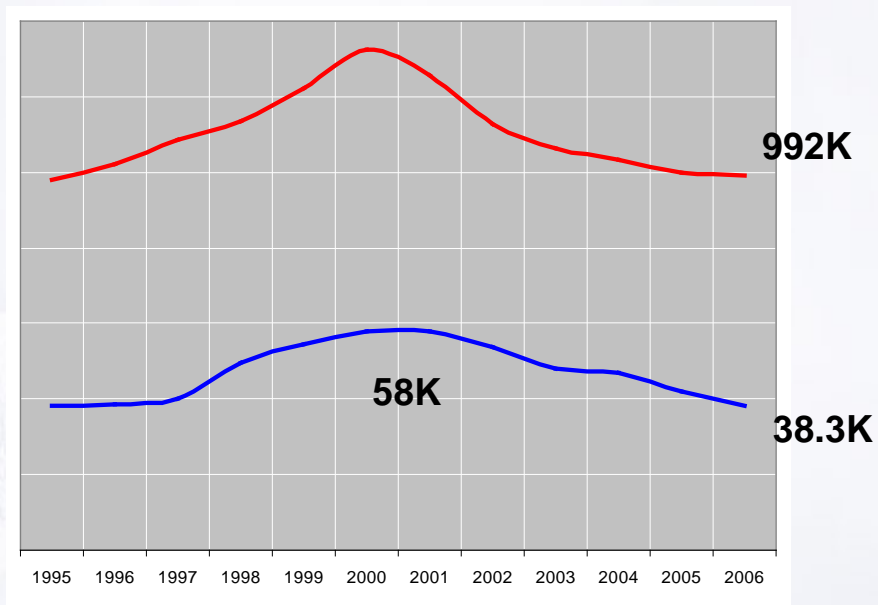
US  
Telecom  
Industry

979K

IEEE  
ComSoc

38.1K

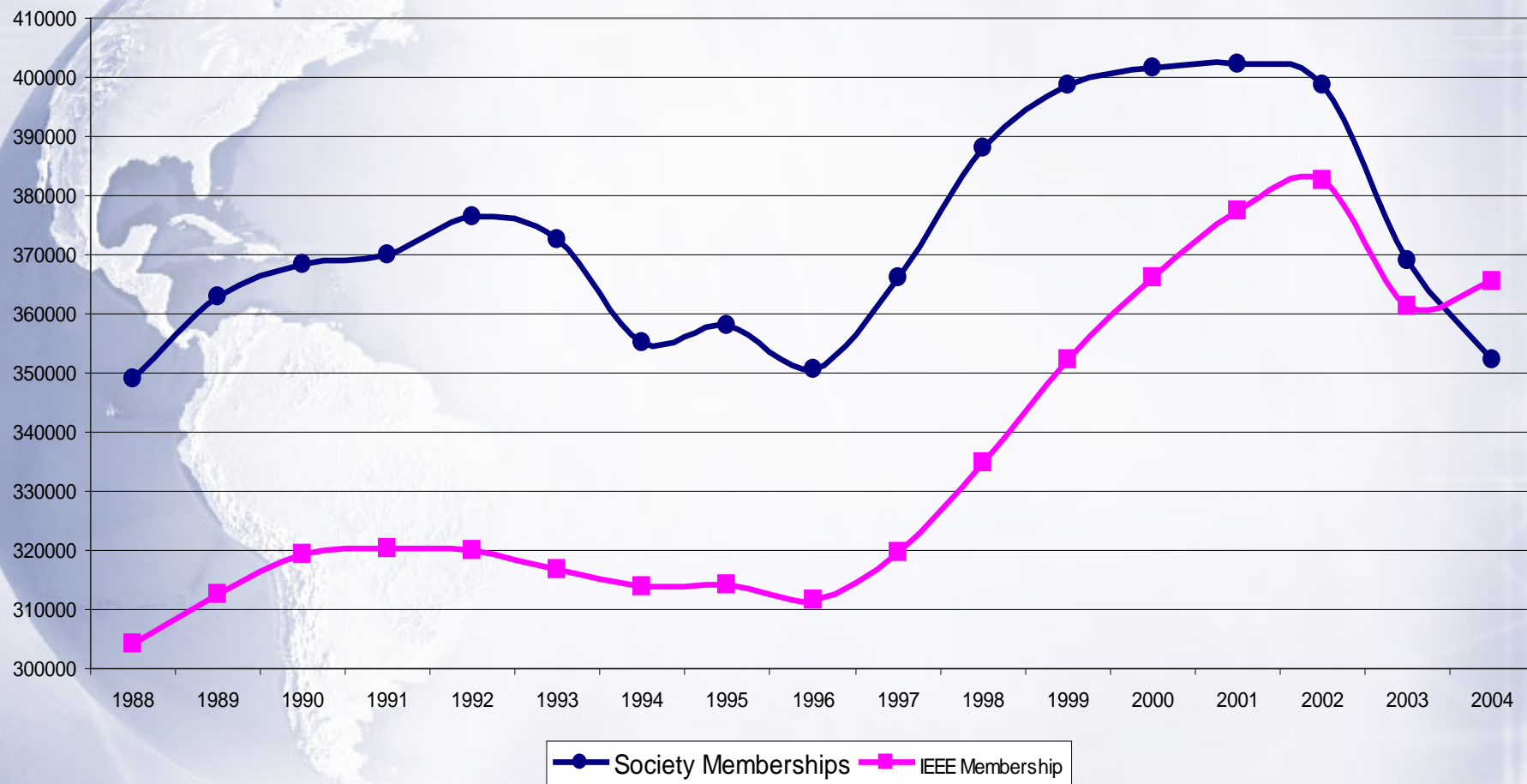
1.325  
million



IEEE  
COMMUNICATIONS  
SOCIETY

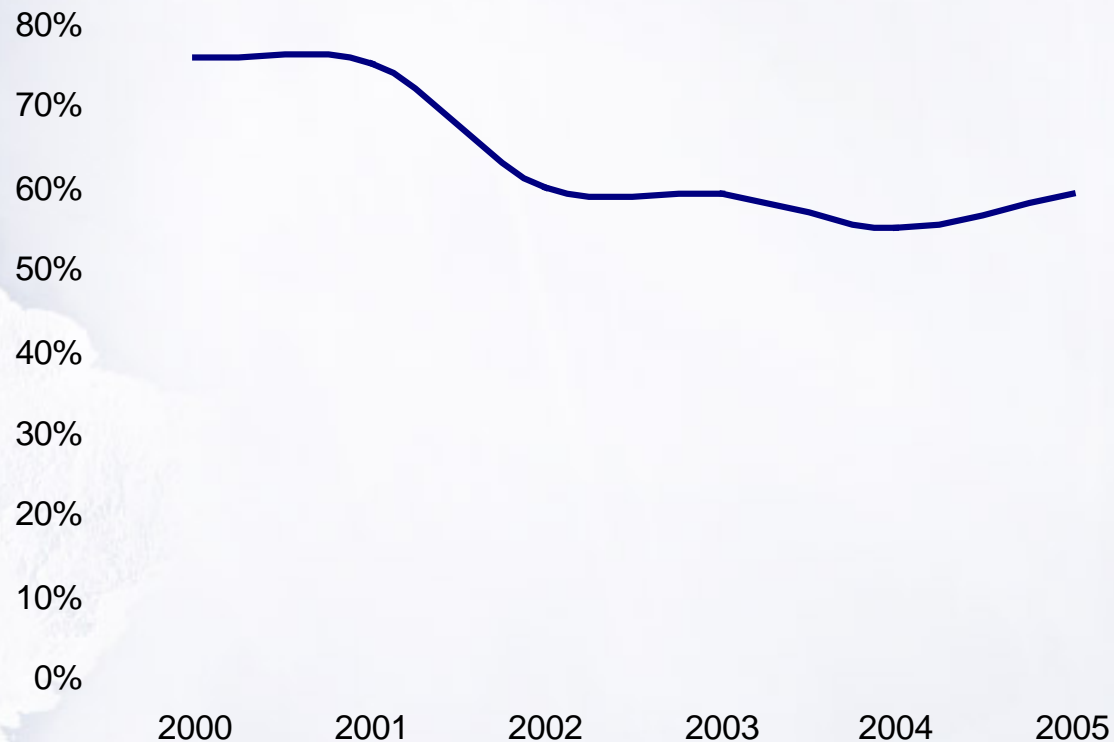


# *IEEE Society Memberships - Long Term Trends*

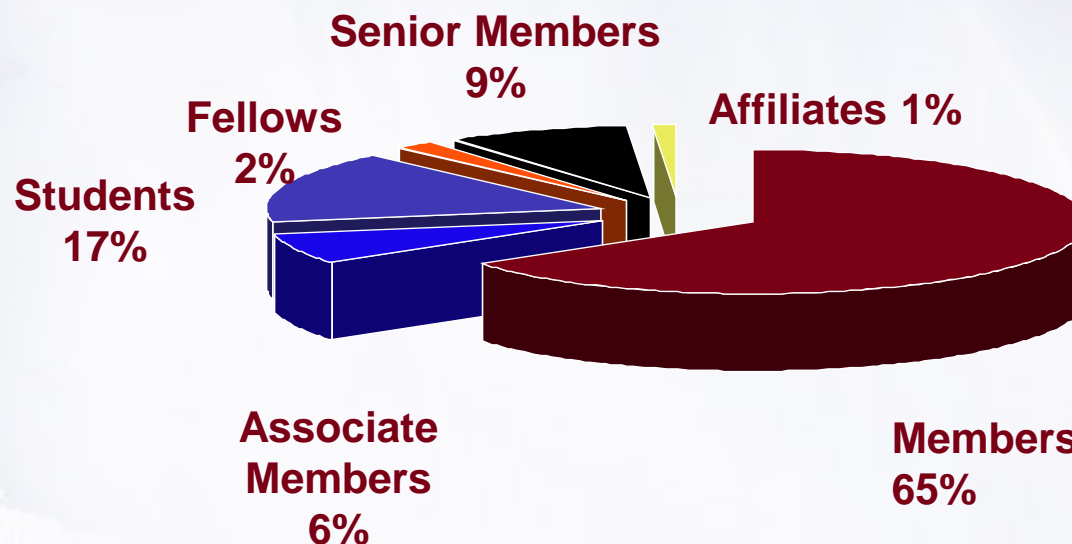


Source: Mary Ward Callan, TAB

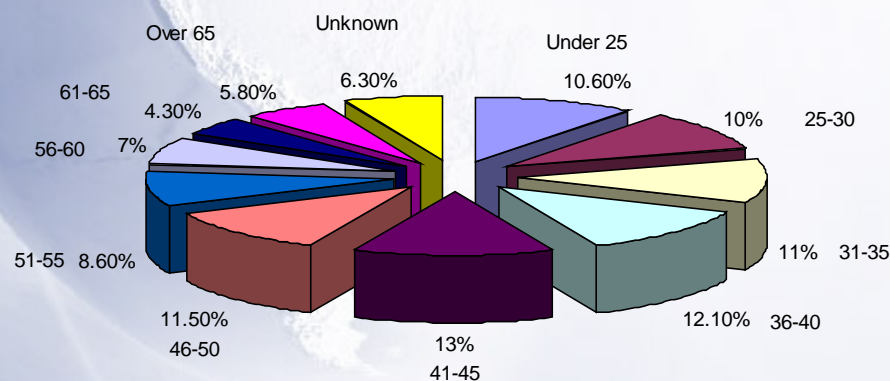
# *ComSoc Member Renewal Rates 2000-2005*



## *Members by Grade*

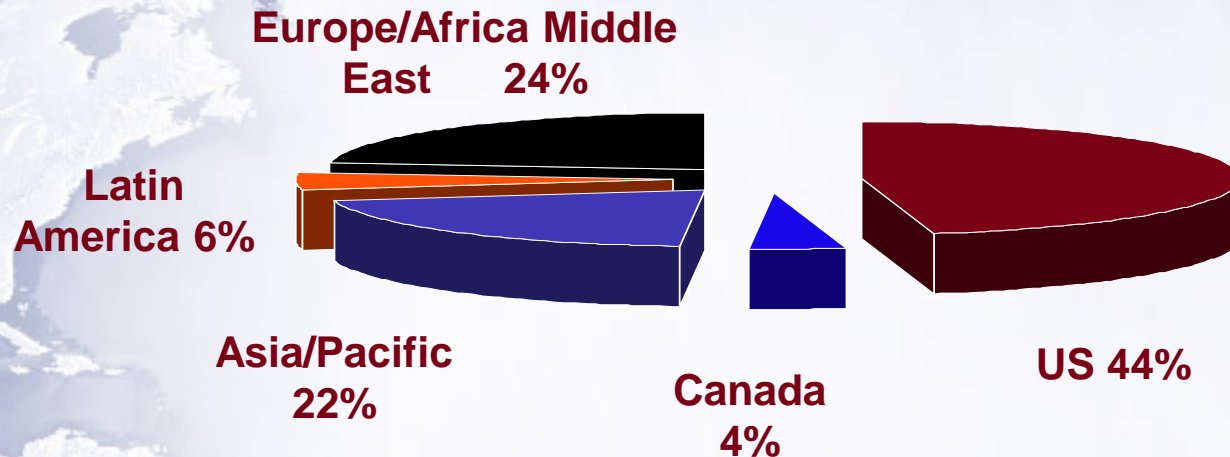


## *Members by Age*





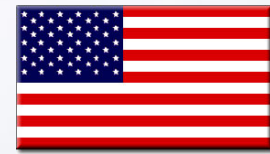
# Where Members Live



## US Membership Decline

- Sept 2001 US membership - 35,000
- Dec 2006 US membership - 16,800

Off 52%



- Sept 2001 non-US membership - 28,000
- Dec 2006 non-US membership - 21,500

Off 23%



# *IEEE Communications Society*

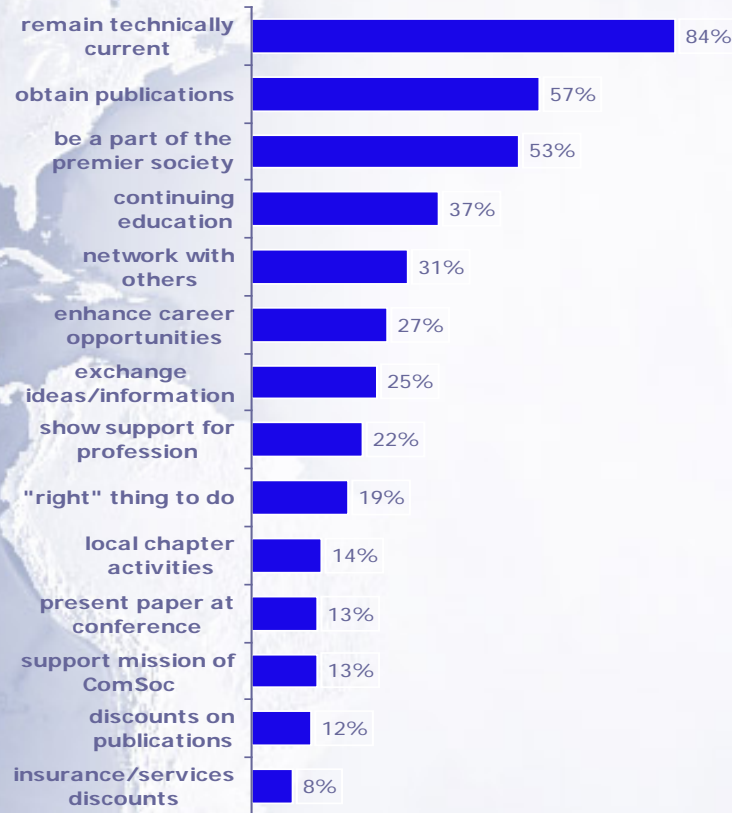
## IEEE ComSoc Pubs Usage

### ComSoc Pubs Xplore Usage Jan-Jun 2006

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



# Reasons for Joining/Maintaining Membership



base: 318 respondents

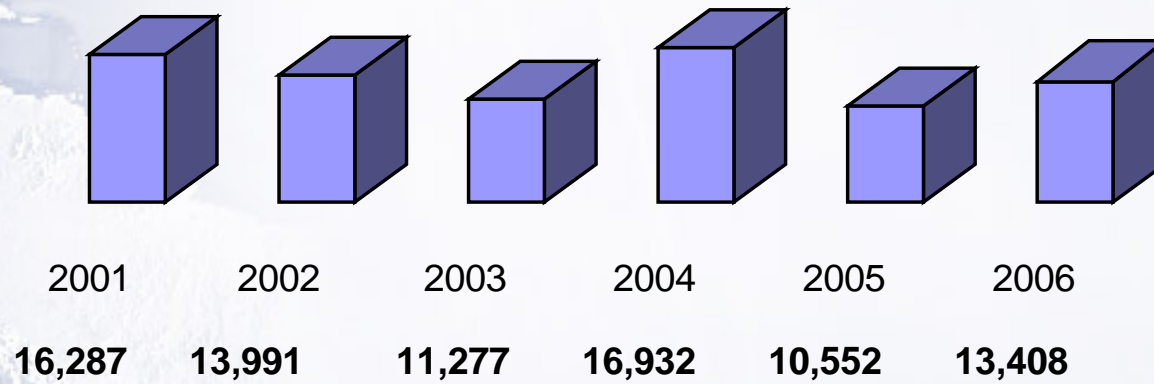
- By far, the primary reason for joining ComSoc and maintaining the membership is to remain technically current. Reasons also mentioned by a majority of respondents were: obtaining ComSoc publications and being a part of the premier professional society for technology professionals.

- 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 Members*





# *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  $\frac{1}{2}$  year campaign to former members who have dropped both IEEE and ComSoc
- March-Summer --  $\frac{1}{2}$  year free campaign to select non-ComSoc IEEE members.
- April/May - Affiliate/IEEE/ComSoc  $\frac{1}{2}$  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

# *IEEE Communications Society*

## ComSoc $\frac{1}{2}$ 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

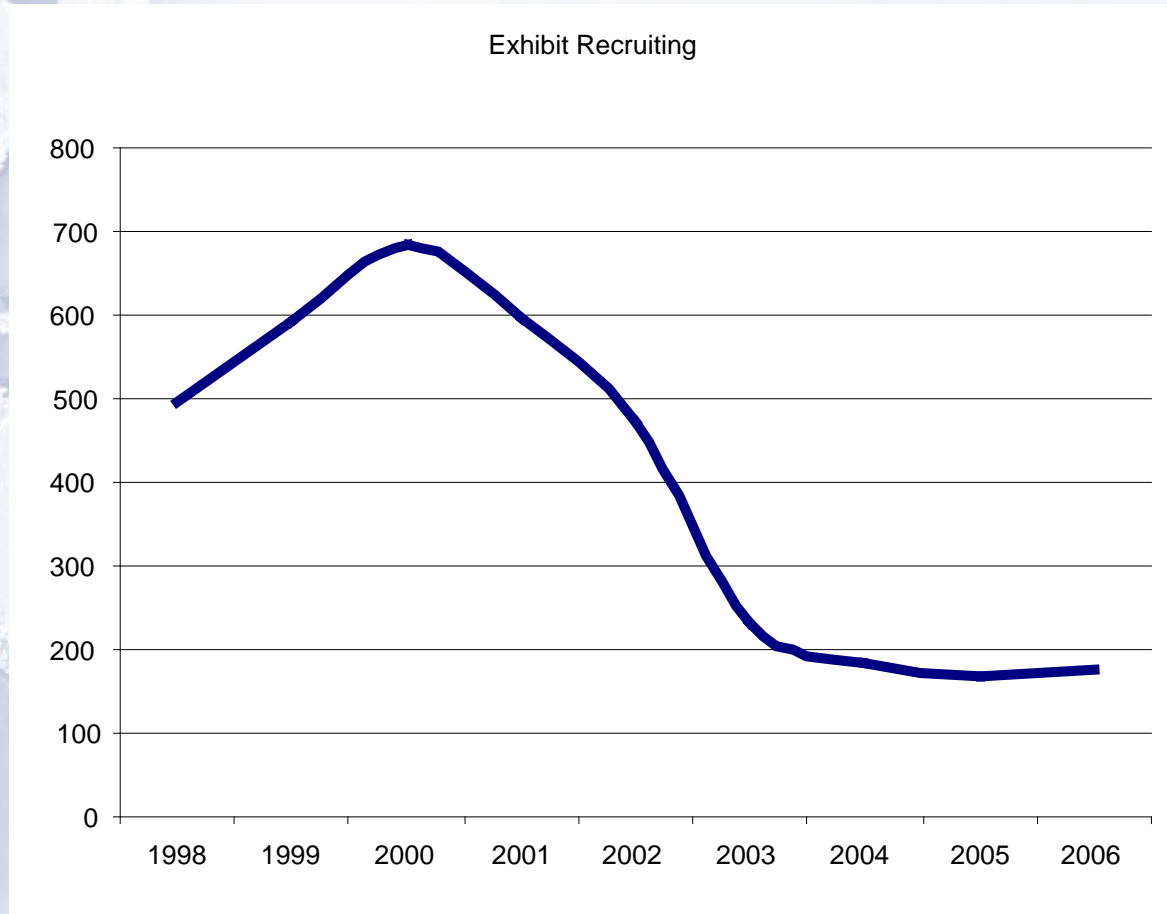
## Conference/Trade Events for Communication Society

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

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



# *Trade Show Recruiting*



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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 ?

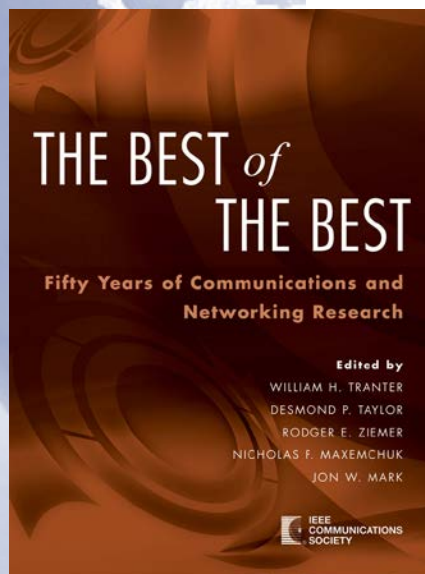


# IEEE Communications Society

## ComSoc Marketing Issues

### 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

Country \_\_\_\_\_

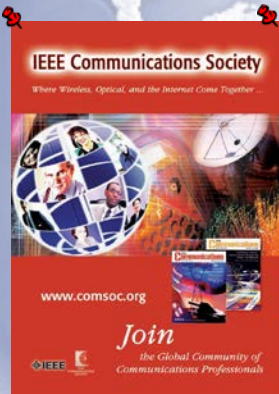
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3 Park Ave, New York, NY 10016, USA; Fax 212 705 8999.  
For more information contact [j.howell@comsoc.org](mailto:j.howell@comsoc.org)

- 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

# 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>

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