Membership Development

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Welcome to GCCC!

• How can we do more with less?
  – Grassroots “Chapters”
  – Global “ComSoc”
  – Information and Communications “Community”
  – Industry and academia
  – ComSoc staff

• Why should we do it?
  – Professional growth?
  – Valuable technical and social interchange?

• What are some tangible steps we can take?
  – Chapters work with local industry to exhibit at ComSoc events?

• When should we do these?
  – Next month? Next year? In two years?

• Who will do them?
  – ComSoc Chapter in City-A will do local arrangements, advertising, and sharing in surplus for ComSoc’s Event 200x
The members [and others] are the Society [and more]!

- Roberto Demarca and Doug Zuckerman
IEEE Communications Magazine
October 2000
IEEE Communications
Society Leadership

• President
  – VP Technical Activities
  – VP Membership Services
  – **VP Membership Development**
  – VP Society Relations
Goals

• Make the Communications Society
  – More responsive and valuable to its members, with increased services to a truly global community
  – A relevant partner to industry
  – A still greater asset to the communications and information community
Focus for 2000-2001

- Distinguished Lecturer Program
- Information services via web, etc.
- Recognition of member accomplishments
- Broadened Regional Director responsibilities
- Leverage marketing programs
Volunteer Directors

• Membership Programs Development – Oversee member activities and benefits programs and coordinate across chapters

• Regional Directors (4) – Promote and coordinate activities of members and chapters throughout Asian-Pacific, Europe-Africa-Middle East, Latin American and North American regions

• Marketing – Ensure a comprehensive and effective marketing program of Society products and services
Key Membership Programs

• **Student and Professional Travel Grants** – encourages paper presentations at major ComSoc conferences (GLOBECOM/ICC, INFOCOM, NOMS/IM, WCNC)

• **Chapter Achievement Award** – recognizes chapters that have distinguished themselves through benefiting members and the Society

• **Distinguished Lecturer Program** – provides speaking tours to chapters on latest and most important communications topics

• **Experts Lecturer Program** – expands and enhances DLP to meet demand
Key Membership Programs - Details

- Student and Professional Travel Grants
  - Y2K STGs (Applied vs. Granted)
    - NOMS 8/4
    - ICC 35/31 - GLOBECOM 49/47
    - WCNC 15/13
  - Resolving how Regional Directors get review scores from GLOBECOM/ICC Technical Program Committees

- Chapter of the Year Award
  - Renamed Chapter Achievement Award
  - Typically receive several applications (need more)
    - Dallas, San Diego, India Council (applied in 2001)

- Distinguished Lecturer Program
  - Tours continue in popularity
    - In 2000: AP-2, EAME-1, LA-2, NA-4
    - In 2001 (estimate): AP-5, EAME-1, LA-1, NA-6

- Experts Lecturer Program
  - Approved by BoG
  - Almost identical to Distinguished Lecturer Program
Key Regional Activities

• Account for unique regional interests and characteristics

• Interface directly with local chapters
  – Work with Director of Membership Programs Development to implement chapter-level programs (e.g., Student Travel Grants)

• Stimulate conference and publication activities within regions (e.g., Asian-Pacific Communications Conferences)

• Organize Regional Chapter Chairs Congresses (RCCC)
Key Regional Activities - Details

• Chapters support
  – Funding support questionnaires distributed (~140 chapters)
  – New-member financial incentives being distributed (~$200-$1,000 per chapter)
  – Funding levels being computed (~$60K used last year for both, ~$100K for 2001)

• Regional offices
  – Can access Singapore and Brussels (IEEE) offices

• Chapter Chairs Congresses
  – North American at GLO 2000 and EAME at ICC 2001 were highly successful
  – GCCC – this week in San Antonio!
Chapter Chair Congresses

• Main Goal: Enhance chapter development and activities
  – Facilitate communications across our chapters and other parts of the Society
  – Provide forum for information exchange between chapter chairs and Society officers

• Regional (RCCC)
  – Annual (except when GCCC)

• Global (GCCC)
  – Once every four years
  – First is GCCC 2001 at GLOBECOM 2001
    • San Antonio, Texas
    • November 25-28, 2001
    • <www.comsoc.org/socstr/gccc/index.html>

• Colocate xCCCs with major ComSoc conferences
Marketing

• Phenomenal growth in ComSoc products and services
• Created Director of Marketing in 2000
• Volunteer focal point (in addition to HQ staff) supporting conferences, publications, etc.
• Initiated programs to stimulate membership growth
• Enhance ComSoc’s visibility and presence (e.g., through www.comsoc.org)
Marketing - Details

• Expand beyond ‘traditional’ ComSoc community
  – Mailing to people in ‘Internet’ companies completed late last year
  – Major effort associated with OFC, e.g., ‘membership wrap’ with Communications Magazine

• Rebate program
  – Trial is officially over
  – Mostly used to buy publications at conferences
  – Hard to use for membership dues
  – Future implementations should be on-line, automated

• Frequent customer programs
  – Has uncertain future
New Industry Membership Development - Ongoing

• Marketing
  – Invitation letter sent to Internet people selecting addresses from many lists (feedback soon)
  – Booth tentatively planned for COMDEX this Fall
  – Considering asking top Internet folks (e.g., Vint Cerf) endorsing ComSoc in letter to potential members

• Awareness
  – Highlight that IEEE membership saves companies money for conference registrations and products
  – Help IEEE in grassroots interactions with industry executives (e.g., Region 3 pilot expansion)
  – Have ComSoc officers continue beating the drum with industry executives