

# Membership development ComSoc 2019

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RCCC

# IEEE at a Glance

**Our Global Reach**



# Benefits

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Free electronic subscriptions to:

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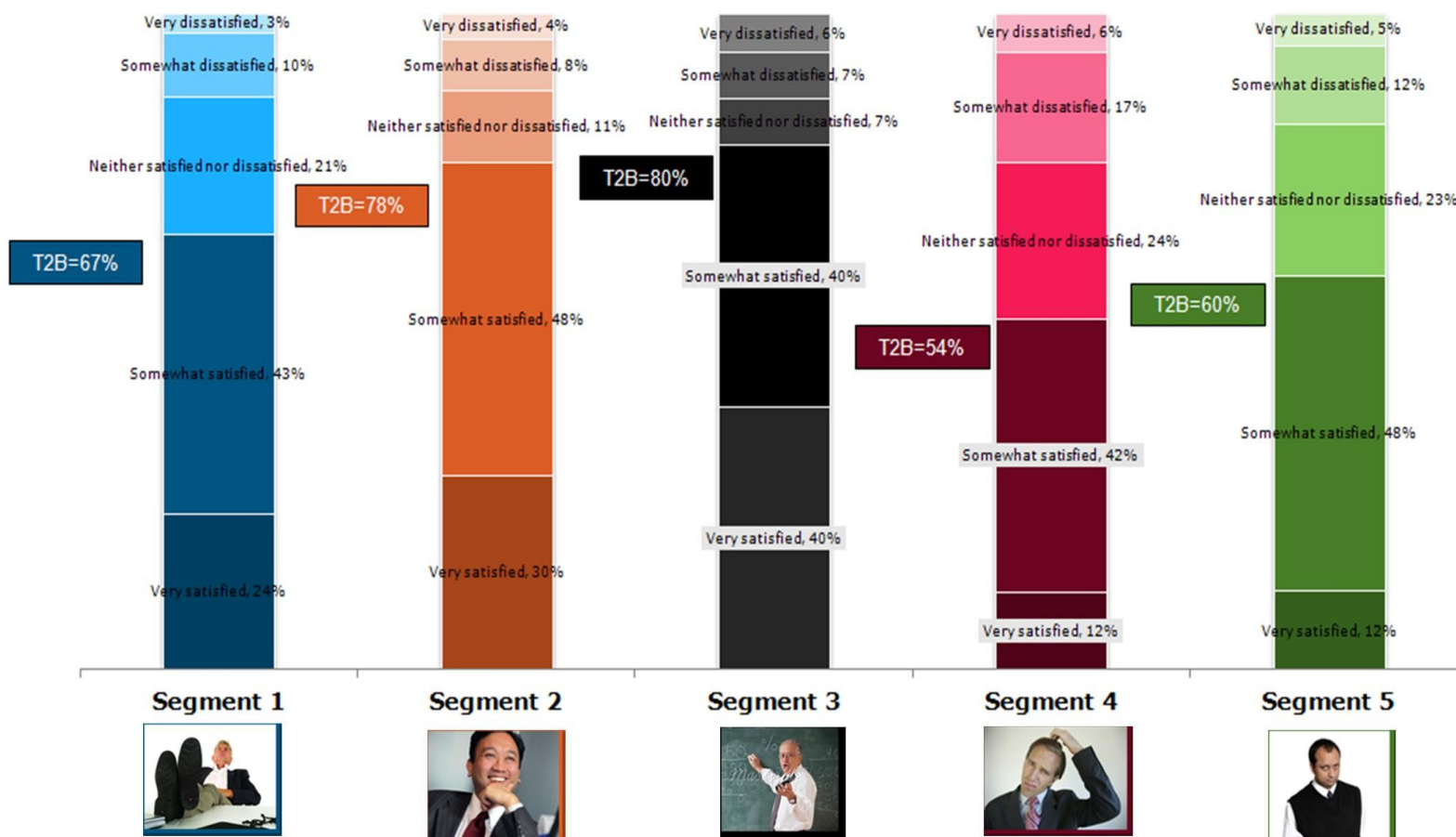
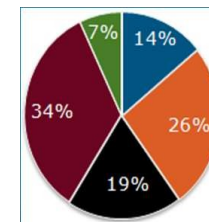
Certification program

Membership in your local [IEEE ComSoc Chapter](#)

Access to exclusive members-only content

# Member Development

## HG Member Satisfaction



## IEEE OU Analytics

### Members and Affiliates - Dashboard

This dashboard provides interactive views for members, society affiliates, and participants by region, geographic council, section and subsection.

- Refine data through filters or click within a visualization to view results and details.
- Hover over a visualization to display a tooltip with statistical facts.

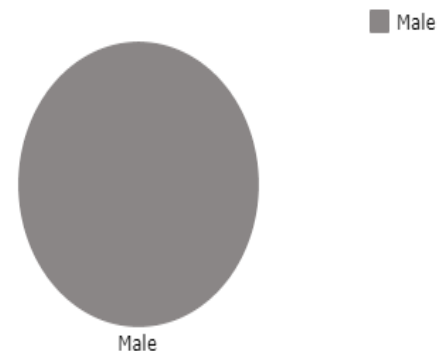
Region Grade IEEE Status

R9 (Todo) Active

Count by Region and Grade

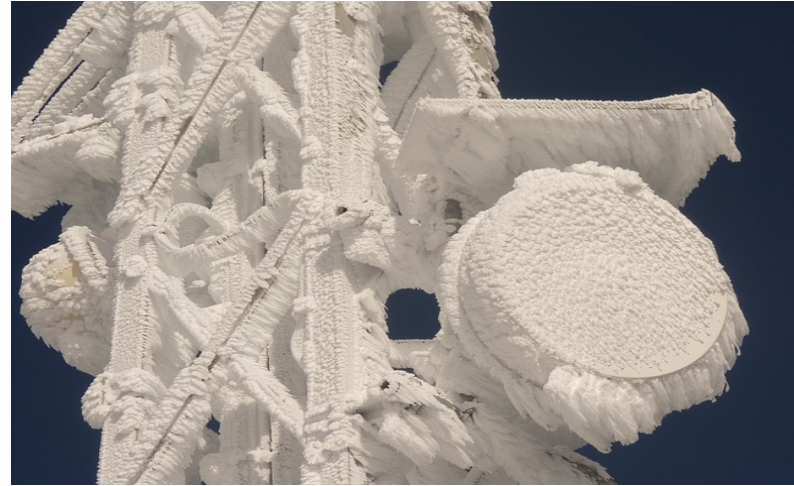
Region	Council	Section	Grade Category	Grade	Total
R9	Central Amer.& Panama Council	Guatemala Section	IEEE Grades	Member	6
				Senior Member	4
				Student Member	3
			Total		13
		Total			13
	Total				13
Total general					13

Count by Gender



IEEE Society Membership Totals as of September 2019																	
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMS)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (with affiliates)
IEEE Societies	2019	2018	#	%	2019	2018	#	%	2019	2018	#	%	2019	2018	#	%	2019
<b>DIVISION I</b>																	
Circuits & Systems	9,361	9,262	99	1.1%	508	553	-45	-8.1%	32	48	-16	-33.3%	9,901	9,863	38	0.4%	9,961
Electron Devices	8,879	9,279	-400	-4.3%	715	595	120	20.2%	64	47	17	36.2%	9,658	9,921	-263	-2.7%	9,594
Solid-State Circuits	9,701	9,700	1	0.0%	226	208	18	8.7%	104	101	3	3.0%	10,031	10,009	22	0.2%	9,921
Div I Subtotal	27,941	28,241	-300	-1.1%	1,449	1,356	93	6.9%	200	196	4	2.0%	29,590	29,793	-203	-0.7%	29,387
<b>DIVISION II</b>																	
Electronics Packaging	2,275	2,326	-51	-2.2%	70	81	-11	-13.6%	22	24	-2	-8.3%	2,367	2,431	-64	-2.6%	2,344
Dielectrics & Electrical Insulation	1,928	1,968	-40	-2.0%	17	41	-24	-58.5%	24	25	-1	-4.0%	1,969	2,034	-65	-3.2%	1,944
Industry Applications	10,612	10,756	-144	-1.3%	3,550	2,891	659	22.8%	45	100	-55	-55.0%	14,207	13,747	460	3.3%	14,161
Instrumentation & Measurements	3,590	3,608	-18	-0.5%	113	119	-6	-5.0%	26	23	3	13.0%	3,729	3,750	-21	-0.6%	3,707
Power Electronics	8,787	8,298	489	5.9%	1,543	1,000	543	54.3%	55	37	18	48.6%	10,385	9,335	1,050	11.2%	10,335
Ultrasonics, Ferroelectrics, Freq Ctrl	2,108	2,089	19	0.9%	47	42	5	11.9%	42	38	4	10.5%	2,197	2,169	28	1.3%	2,151
Div II Subtotal	29,300	29,045	255	0.9%	5,340	4,174	1,166	27.9%	214	247	-33	-13.4%	34,854	33,466	1,388	4.1%	34,644
<b>DIVISION III</b>																	
Communications	24,155	25,388	-1,233	-4.9%	1,054	872	182	20.9%	302	367	-65	-17.7%	25,511	26,627	-1,116	-4.2%	25,201
<b>DIVISION IV</b>																	
Antennas & Propagation	8,573	8,432	141	1.7%	333	248	85	34.3%	64	69	-5	-7.2%	8,970	8,749	221	2.5%	8,901
Broadcast Technology	1,500	1,589	-89	-5.6%	55	66	-11	-16.7%	60	49	11	22.4%	1,615	1,704	-89	-5.2%	1,551
Consumer Electronics	2,414	2,541	-127	-5.0%	62	75	-13	-17.3%	15	11	4	36.4%	2,491	2,627	-136	-5.2%	2,471
Electromagnetic Compatibility	3,410	3,567	-157	-4.4%	39	38	1	2.6%	45	45	0	0.0%	3,494	3,650	-156	-4.3%	3,441
Magnetics	2,611	2,669	-58	-2.2%	35	49	-14	-28.6%	57	77	-20	-26.0%	2,703	2,795	-92	-3.3%	2,641
Microwave Theory & Techniques	10,158	10,247	-89	-0.9%	302	225	77	34.2%	36	31	5	16.1%	10,496	10,503	-7	-0.1%	10,461
Nuclear & Plasma Sciences	2,966	2,882	84	2.9%	982	470	512	108.9%	37	41	-4	-9.8%	3,985	3,393	592	17.4%	3,941
Div IV Subtotal	31,632	31,927	-295	-0.9%	1,808	1,171	637	54.4%	314	323	-9	-2.8%	33,754	33,421	333	1.0%	33,441
<b>DIVISION V/VIII</b>																	
Computer	36,494	37,499	-1,005	-2.7%	4,995	4,809	186	3.9%	5,002	5,458	-456	-8.4%	46,491	47,766	-1,275	-2.7%	41,481
<b>DIVISION VI</b>																	
Education	3,097	3,077	20	0.6%	65	65	0	0.0%	35	44	-9	-20.5%	3,197	3,186	11	0.3%	3,161
Industrial Electronics	7,129	6,961	168	2.4%	203	283	-80	-28.3%	30	27	3	11.1%	7,362	7,271	91	1.3%	7,331
Product Safety Engineering	781	777	4	0.5%	11	33	-22	-66.7%	17	7	10	142.9%	809	817	-8	-1.0%	792
Professional Communication	528	596	-68	-11.4%	21	27	-6	-22.2%	34	49	-15	-30.6%	583	672	-89	-13.2%	549
Reliability	1,535	1,501	34	2.3%	22	21	1	4.8%	32	36	-4	-11.1%	1,589	1,558	31	2.0%	1,551
Social Implications of Technology	1,448	1,476	-28	-1.9%	156	125	31	24.8%	20	29	-9	-31.0%	1,624	1,630	-6	-0.4%	1,604
Technology and Engineering Mgmt	2,735	2,775	-40	-1.4%	87	66	21	31.8%	44	46	-2	-4.3%	2,866	2,887	-21	-0.7%	2,821
Div VI Subtotal	17,253	17,163	90	0.5%	565	620	-55	-8.9%	212	238	-26	-10.9%	18,030	18,021	9	0.0%	17,811
<b>DIVISION VII</b>																	
Power & Energy	30,517	30,380	137	0.5%	5,851	5,281	570	10.8%	423	432	-9	-2.1%	36,791	36,093	698	1.9%	36,361
<b>DIVISION IX</b>																	
Aerospace & Electronic Systems	4,392	4,417	-25	-0.6%	267	252	15	6.0%	22	20	2	10.0%	4,681	4,689	-8	-0.2%	4,651
Geoscience & Remote Sensing	3,811	3,599	212	5.9%	242	174	68	39.1%	207	196	11	5.6%	4,260	3,969	291	7.3%	4,051
Information Theory	3,054	3,013	41	1.4%	72	88	-16	-18.2%	38	32	6	18.8%	3,164	3,133	31	1.0%	3,121
Intelligent Transportation	1,936	1,749	187	10.7%	57	27	30	111.1%	48	29	19	65.5%	2,041	1,805	236	13.1%	1,991

# Actions: Keep it simple.



- Identify your leaders
- If you don't have them, recruit them: Influential spheres, Industry, etc.
- Put them into action. Don't be an obstacle but a facilitator and supporter to them.
- and finally... Reward them!!!



# Closing Thoughts / Direction

## Embracing Varying Needs



- ▶ **Diversified IEEE member experience, delivered through multiple venues ... Technical, networking, career development**
  - Different motivations for belonging
  - No single 'killer app' / 'configuration adjustment' that will make everything work right
  - Varying degrees of knowledge about IEEE, its benefits and opportunities
  - Member products offered from IEEE is only a portion of the equation





# Closing Thoughts / Direction

## Opportunity



### Segment 4

R9: 34%



- More than any other segment, these members need a clear pathway for involvement.
- Reach out and demonstrate how they can become involved. Sharing stories from other relatively young members who've discovered leadership and involvement pathways in the organization would be a quick way to engage them.
- Despite their desires, they have very low interaction; give them small, immediate actions that will connect them to the organization. They want to be involved, they want to lead.

- Introducing / improving First-Year Member Experience (increase awareness of membership value, improving peer-to-peer member engagement)
- Introducing / proliferating 'low-intensity' volunteering opportunities for higher-grade members, e.g. student competition judging
- Nothing will change without intervention ... *A body in rest will tend to stay at rest*

# Closing Thoughts / Direction

## Engagement is a Continuum



You are  
here



- Creating an environment—but just as importantly, a compelling message—for participation. **'Why?'** it matters
- Evolving members to become stakeholders
- Proactively identifying common opportunities that meet the needs of both the member and the IEEE
  - E.g. Perennial need for student competition judges & first-year members



Thanks. Obrigado. Gracias