

**IEEE COMMUNICATIONS SOCIETY**

# ***Membership Development***

**March 15, 2007**

**Asia Pacific Regional Chapter Chairs Congress**

**Byeong Gi Lee, VP-MD**

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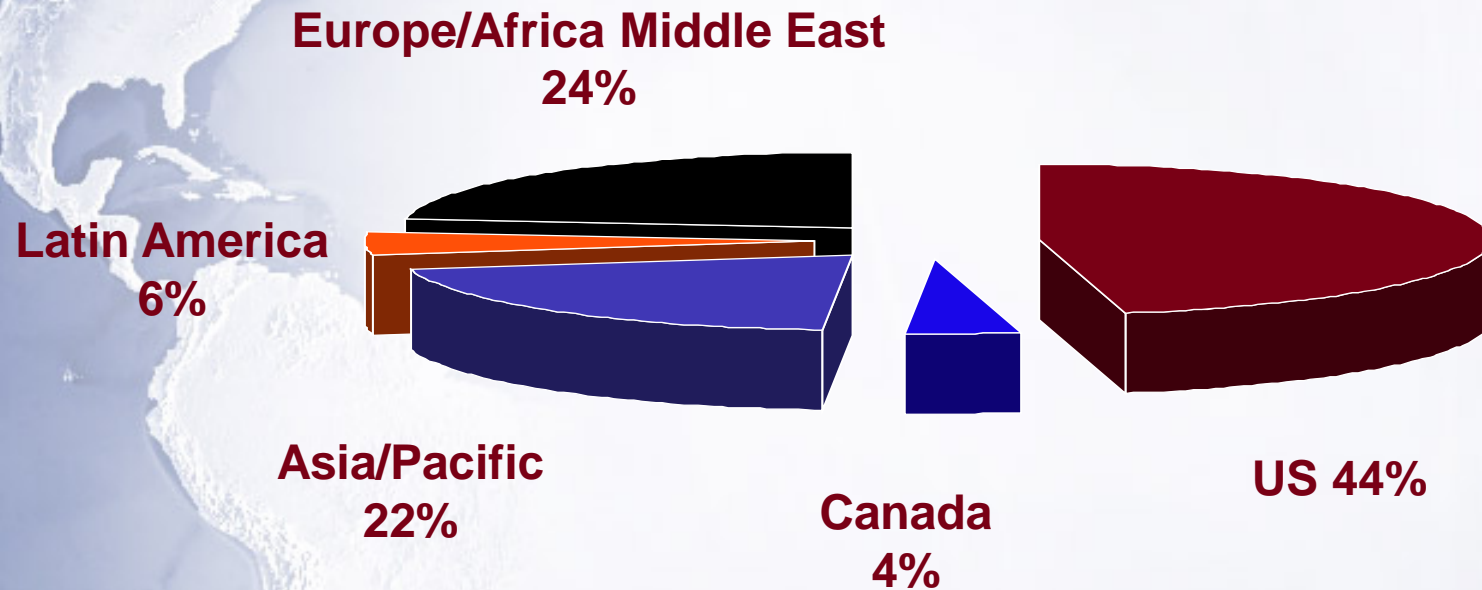
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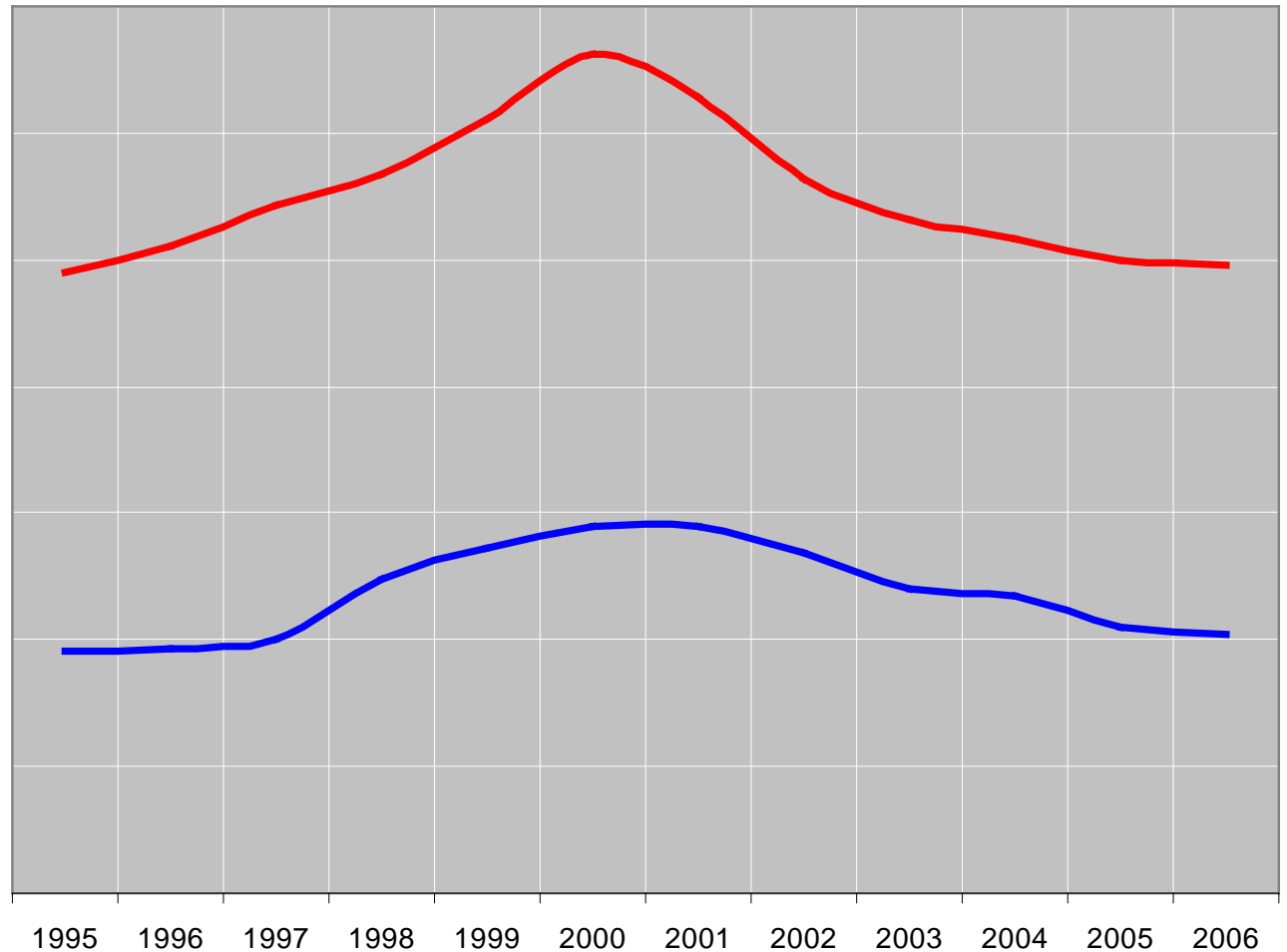
# *Where Members Live*



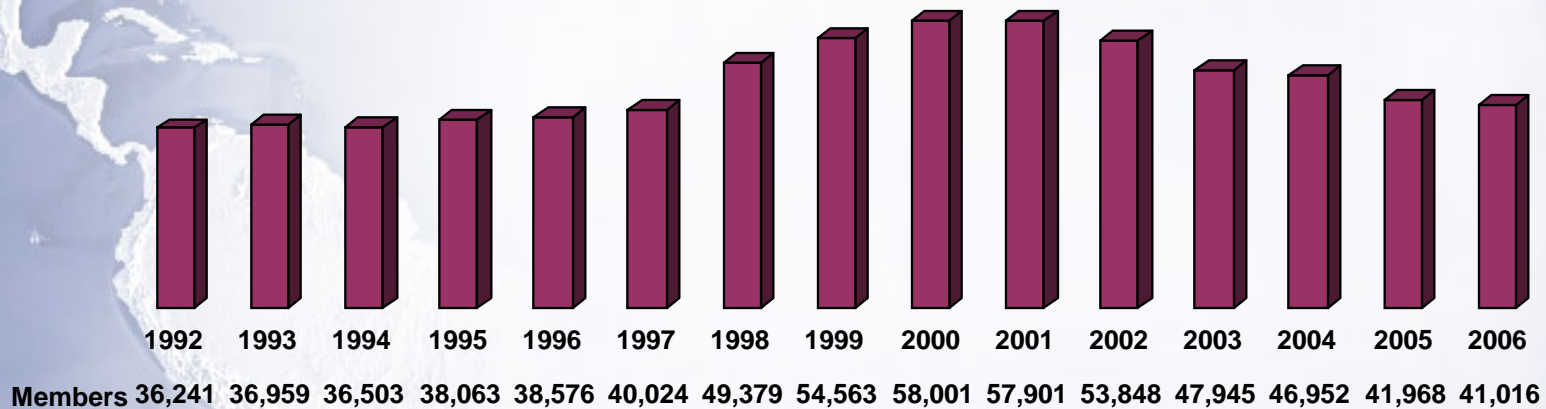
# *Membership vs. Telecom Industry*

**US  
Telecom  
Industry** 979K

**IEEE  
ComSoc** 38.1K



# *ComSoc Membership 1992-2006*



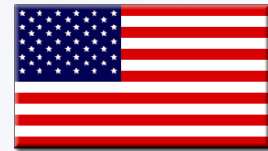
- **Most members: 62,390 --- September 2001**
- **End of 2006: 41,016 (-2.3% from 2005)**



# *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***

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

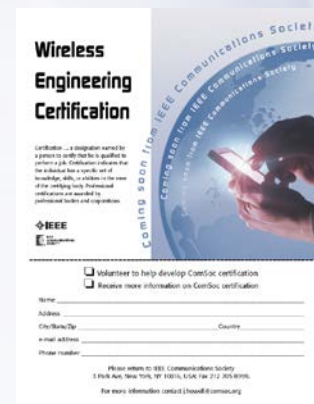
## ***APCC Best Paper Award***

- 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