

# “CHEAT SHEET” 2007 - The Benefits of Membership



**CORE BENEFITS** – *IEEE is the world's largest technical society, bringing members access to the industry's most essential technical information, peer-to-peer networking opportunities, career development tools, and many other exclusive benefits.*

## **Knowledge – staying current with the fast-changing world of technology...**

- **NEW!** IEEE.tv – Internet television offering exclusive, members-only technical programming
- IEEE Spectrum Magazine – 12 monthly issues (print) and online edition
- The Institute Newsletter – 12 monthly issues (4 print, 8 online)
- IEEE Potentials Magazine – research an innovation from students
- IEEE Xplore – search and abstract access to 1.2-million documents
- What's New@IEEE – monthly e-notice on technical topics, with 10 topics to choose from

## **Community – belonging to an exclusive network and buying-power of 365,000 members worldwide...**

- **NEW!** Online Membership Directory (available mid-2007) – searchable and personalized networking tool
- myIEEE – the members-only and personalized gateway into IEEE membership
- IEEE Sections & Chapters – network with others in the local community, participate in local technical events
- IEEE E-mail Alias – Identify yourself as a member of IEEE, featuring virus and spam filtering
- Volunteering – build leadership skills, expand your peer network, and give back to society
- Discounts, ShopIEEE – membership paying for itself, with as much as 50% off IEEE products
- Discounts, IEEE Conferences – membership paying for itself, with reduced conference registration fees

## **Profession – advancing members' careers, and the opportunity to give back to society...**

- **NEW!** IEEE Mentoring Connection – online matching of members for professional guidance and counseling
- IEEE Job Site – locate career opportunities easily and confidentially
- Career Alert – a weekly e-mail newsletter containing career advice plus a featured job of the week
- Consultants Database – a service available for matching technical consultants with clients
- Career Navigator – portal into career and professional development resources
- Continuing Education Partners Program – up to a 10% discount on online degree programs
- Today's Engineer – monthly webzine devoted to the issues affecting IEEE members' careers

## **PREMIUM BENEFITS / SERVICES** – *Fee-based benefits and services that are exclusively available to IEEE members.*

- **NEW!** Expert Now IEEE – the best of IEEE's educational content delivered in one-hour long online learning modules
- IEEE Member Digital Library – access up to 25 articles a month from any IEEE publication or conference proceeding
- Proceedings of the IEEE – leading resource for in-depth research coverage, tutorial information and reviews
- Insurance Services – selection of reduced-cost insurance products, for the professional engineer (varies by country)
- Financial Services – reduced-cost financial services from IEEE's partnering companies (varies by country)
- Home & Office Services – reduced-cost products and services for your home and office
- Travel Services – enhancing the overall travel experience for IEEE members and their families

## **ADDITIONAL MEMBERSHIPS** –

- Society Membership – 39 options for expanding technical scope and depth, and your professional network
- IEEE Standards Association – influence the direction and application of global, standards development
- IEEE Women in Engineering – promotes the entry into and retention of women in engineering programs

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*As a Membership Development Officer, expect to hear objections to IEEE membership and pointed questions about membership value. That's natural—we all compare. Listed below are common objections to IEEE membership, and suggestions for response.*

***My company will not pay for my dues.*** We're grateful that some employers reimburse for IEEE membership dues, but IEEE membership is about individuals who desire to take ownership of their career, regardless of an employer's willingness to reimburse dues. Individuals who belong to IEEE take personal responsibility for their careers. Let me share with you the benefits (turn page).

***IEEE membership is too expensive.*** [Customize response to your country – see example for United States below] The cost of IEEE membership compared to most professional associations is significantly lower, as much as 30%, compared to organizations such as the National Society of Professional Engineers, American Medical Association, and the American Bar Association. When you really think about it, IEEE membership dues are quite reasonable when you consider the quantity and quality of benefits offered to members. Also, IEEE membership often pays for itself. The discounts members receive on IEEE products or attending a conference makes membership a good return-on-investment.

***The value of IEEE membership does not justify the cost.*** IEEE membership offers an array of benefits that may be of interest to you. Perhaps you are unaware of some of these benefits. They include Access to technical publications; Professional and educational development; Unique networking venues; Discounts on conference attendance, insurance programs, IEEE products. And every member has their own, personalized gateway into IEEE membership via myIEEE. Let me share with you the benefits (turn page).

***I have no time to read the publications.*** It's a constant challenge between finding the time to be informed, and one day discovering that you're not technically current, and IEEE publications are the world's best collection of technical information. Our members tell us that reading IEEE publications saves them time, as they do not need to "reinvent-the-wheel" at work. Taking the time to read this information keeps you technically current. Investing 30 minutes with one, IEEE publication could save you 40 hours of research at work. Who has time to reinvent the wheel?

***I can find all this information on Google—what's the value of membership?*** There's a lot of information to be found on Google, but IEEE publications are not available for free on Google. Moreover, the quality of technical information found via Google is random, and doesn't adhere to any consistent standards of technical excellence. Did you know that 60,000 patents cite IEEE information? – These patents cite IEEE, not Google. IEEE membership is much more than access to information. It's about networking, professional development, and you taking personal responsibility for your career. Membership is about meeting new colleagues, and coming into contact with really great people—individuals who join IEEE form friendships that last a lifetime. You wouldn't meet these people on Google. Let me share with you the benefits (turn page).

***I can get all of the information through my employer, so why should I belong?*** Yes, organizations worldwide rely upon IEEE information to be technically current and competitive—it speaks to IEEE's quality. IEEE membership is more than access to information. IEEE membership is about you being competitive and taking personal responsibility for your career. IEEE's benefits include venues and tools for members to network, build valuable professional connections, and hone leadership skills. These are essential for managing your career. Membership is about meeting new colleagues, and coming into contact with really great people—individuals who join IEEE form friendships that last a lifetime. IEEE membership is more than what you receive—it's also about what you're giving back. When you belong to IEEE, you are supporting a much larger mission—your membership enables initiatives such as public information and policy efforts, affordable student membership, and the introduction of technology careers to young people worldwide. Let me share with you the benefits (turn page).

***I've recently been unemployed, and can no longer afford the dues.*** IEEE will help you during these times. IEEE has a reduced-dues program for unemployed members, which allows you to keep your benefits, which are very helpful for finding a new job—for example, networking at local Section and Chapter meetings, uploading your resume to the IEEE Job Site, engaging the career navigator.