

IEEE Membership Development Manual

September 2006



Forward questions and suggestions to grow-membership@ieee.org



Getting Started Checklist

To jump-start your familiarity with IEEE membership development, here is a quick checklist that will help introduce you to IEEE's membership development program and to your team.

<u>TASK</u>	<u>COMPLETED</u>
Read this manual.	
Insure that you are registered to receive the monthly Membership Development report Send an email to listserv@listserv.ieee.org , leave the subject line blank and type "subscribe MEM-PROGRESS-RPT" in the body of the message (without the quotes).	
Know the benefits of IEEE membership.	
Identify fellow members as potential Volunteer officers for membership development within your IEEE Region, Section and/or Society. Get their contact information, and introduce yourself.	
Visit and review the resources located on the IEEE membership development web site, www.ieee.org/md . While there, join the Membership Development virtual community.	
Acquire the most recent membership statistics within your Region/Section. Review membership trends within your Region/Section/Society. services3.ieee.org/organizations/rab/md/protect/memstats/memstats.html	
Develop personal goals related to growing membership within your Region / Section / Society.	



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Introduction

Thank you for your Volunteer leadership!

Your dedication and commitment will help insure a vibrant professional association that evolves to meet the present and future needs of technology professionals worldwide. As you may be aware, IEEE does not have a professional sales force to promote membership. Rather, our sales force consists of our 370,000 members worldwide. Think of the possibilities of that! And it is volunteer leaders such as you that can help to direct and harness this tremendous asset.

Through its global membership, the IEEE is a leading authority on areas ranging from aerospace systems, computers, and telecommunications, to biomedical engineering, electric power, consumer electronics, and more. Members rely on the IEEE as a source of technical and professional information, career resources, and other benefits and services. To foster an interest in the engineering profession, the IEEE also serves student members in colleges and universities around the world. Other important constituencies include prospective members and organizations that purchase IEEE products and participate in conferences or other IEEE programs.

Recruiting individuals to become IEEE members begins with communicating your own personal experience with IEEE. Just as important – recruiting new IEEE members requires active listening, and understanding the needs of other individuals: the value of IEEE membership may translate differently for you than to another. When you ask an individual to join IEEE, or retain their membership, do so with the understanding that this individual may or may not already have a perception of IEEE and its benefits. Moreover, we are encouraging individuals to belong to a professional association in an era when information access and networking is desktop-accessible.

Most likely, you have chosen a profession that has little to do with membership recruitment or retention, and participating in a “sales” function may not come easy. However, truth be known, we’re all salespeople—whether it’s recommending a mechanic, a brand of wireless routers, or a colleague for employment. According to one definition, “selling” is to persuade (another) to recognize the worth or desirability of something. When you look around and notice how your organization, workplace or relationships have improved because you communicated your great ideas and made contributions, was “selling” really such a bad thing? To be successful with membership development, we will need to be diligent in both raising awareness and asking individuals to join IEEE.

Regional & Section Membership Development

Members of the IEEE automatically become members of their local IEEE Section, allowing them to share technical, professional and personal interests with others in IEEE's worldwide member community. The IEEE is divided into ten geographic regions worldwide:

- IEEE Region 1 - Northeast United States
- IEEE Region 2 - Eastern United States
- IEEE Region 3 - Southeastern United States
- IEEE Region 4 - Central United States
- IEEE Region 5 - Southwestern United States
- IEEE Region 6 - Western United States
- IEEE Region 7 - Canada
- IEEE Region 8 - Europe, Middle East, Africa
- IEEE Region 9 - Latin America
- IEEE Region 10 - Asia & Pacific



Within these regions are 314 local Sections and 1,384 technical Chapters that unite local members with similar technical interests. A Chapter is the technical subunit of one or more IEEE sections, and has both the Section and an IEEE Society as a parent. Chapters are your local link to the valuable resources available from the IEEE and its 39 technical societies. Chapter activities may include guest speakers, workshops, and seminars as well as social functions. Chapters provide society members with valuable opportunities to network at a local level - enabling both personal and professional growth.

Each IEEE Region has a Membership Development Chair. Responsibilities of the Region Chairs include coordinating activities between IEEE HQ and the Sections, as well as facilitating Region-wide membership development initiatives involving many Sections. It is imperative that every IEEE Section have a membership development officer with whom the Region Chair can make contact and support.

The names and contact information for all Section MD officers should be reported annually to IEEE as part of the Officer Confirmation Report:

http://www.ieee.org/web/geo_activities/rab/scs/Required_Reporting/Officerforms.html

Society Membership Development

Society membership development is coordinated by each Society, and implemented through many channels, including direct mail, conferences, and chapter activities. Brochures about Society membership are available from IEEE, and can be ordered online using the form found at www.ieee.org/md.

For a real-time and linked directory of IEEE Societies, visit <http://www.ieee.org/societies>.

IEEE Membership Development Committee

IEEE's membership development activities are coordinated through the IEEE Membership Development Committee (MDC). MDC is a committee of the IEEE Regional Activities Board. The Membership Development Committee creates, promotes and monitors appropriate and effective membership development programs to increase IEEE membership. More information about the MDC is available later in this manual.

Whether you are a Region MD Officer, a Section MD Officer or a Society MD Officer, this Manual can be adopted to your needs providing an essential overview to make your job easier. Rest assured, you are not alone in this endeavor. The IEEE has developed a dynamic support network to enable your success, combining a Volunteer and Staff partnership unparalleled in any professional association.

IEEE is the world's largest technical professional association. We inherit 100+ years of legacy, and are dedicated to make IEEE the association of choice for future technologists and engineers.

Thank you for passion about IEEE, and devotion to membership development. Working together, we'll make it happen!

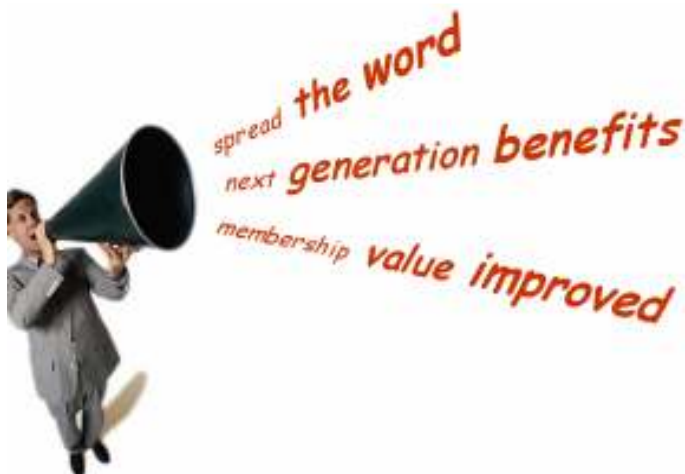




Summary of Duties and Responsibilities

Membership development is a vital function of IEEE. Members are important because their involvement helps to underwrite student memberships and the educational programs, thus facilitating the growth and knowledge among the technical professions. Your role as a Volunteer and Membership Development Officer includes:

- Receiving mailings of membership materials from IEEE Operations Center
- Developing a local Membership Development plan and/or plan of Membership Development activities.
- Monitoring a current record of membership
- Working with other volunteer leaders to develop, execute and monitor plans and goals for membership growth, retention, and recovery
- Analyzing membership information and trends to identify membership problems and opportunities



- Ensure adequate supplies of membership development materials are available for distribution at appropriate venues within your entity (chapter meetings, conferences, job fairs, etc).
- Communicating regularly with the Regional or Society Membership Development Officer (who is this written for? Seems directed at Section MD chairs. The audience seems to vary at different parts of the manual (Region, Society, Section), with no clear delineation as to who is being addressed)

- Providing quarterly membership status report with recommendations to Regional or Society Membership Development Officer (same comment as previous bullet)
- Coordinating membership exhibits for local meetings and conferences, including but not limited to use of IEEE Cooperative Displaying program, soliciting materials for exhibits, identifying volunteers to staff booth
- Optimizing local recruitment efforts by ensuring that Membership Development activities parallel headquarters' programs and processes
- Cultivation of a prospect lists for membership.

To help you accomplish these objectives, we recommend that you identify other volunteer leaders to assist you with specific tasks.



Who can help me ? (from my Section, work, neighborhood, school, etc.) ...



Membership Development Guidelines

1. Make sure that there is a Membership Development (MD) Officer appointed for your entity.

This is a crucial first-step. This person does not have to be experienced in Membership Development per se, but they should be willing to learn and have time available to develop and implement membership goals and plans. It is also very important that the names and contact information of MD Officers are reported to IEEE.

2. Develop a Membership Plan.

An effective membership plan is driven by data, and integrates multiple membership development tactics. Be sure to familiarizing yourself with these data sources and tactics.

SAMIEEE

Most membership development decisions have both a qualitative and quantitative component. Judgment, experience, and creativity play strong roles, as do data, models, and analysis. IEEE's membership development officers are automatically provided access to the SAMIEEE database. The data is updated weekly, pulled directly from the IEEE's membership database, reflecting the most current information. Specific data access is based on the OU and your volunteer position. Example: A Section chair will automatically have access to all Section members, while a Society President will have access to all members of that Society.

Tactic - Member-get-a-Member program

The member-get-a-member program encourages members to recruit their colleagues or fellow students to become IEEE members. As a reward for their efforts, they receive credit vouchers that can be used toward the following year's IEEE dues, IEEE Society fees or the purchase of IEEE products and services. Alternatively, members can donate the value of their voucher to the IEEE Foundation.

Tactic - IEEE Conferences Member Recruitment program

The program runs from 1 September 2006 through 15 August 2007 and its goal is to recruit new IEEE members at conferences. As an incentive to join IEEE, each new full-dues paying higher grade IEEE membership applicant is given a free membership to one of IEEE's 39 technical societies. This is in addition to the normal discount that IEEE members receive on the conference registration fee.

Tactic - Senior Member Upgrade

IEEE membership statistics reveal that individuals who hold Senior Member grade are more likely to renew their IEEE membership. New Senior Members receive an attractive, engraved, wood and bronze plaque to proudly display; a gift certificate (up to US\$25 value) which can be used toward joining one new Society; a letter of commendation to his/her employer on the achievement of Senior member grade (upon the request of the newly elected Senior Member.); announcement of elevation in Section/Society and/or local newsletters, newspapers and notices, and; eligibility to hold executive IEEE volunteer positions. Membership development officers should make Senior Member elevation-campaigns a high priority.

3. Establish realistic membership goals.

Whether the goal is to increase membership retention by 3% or grow membership recruitment by 5%, an effective membership development plan needs to have quantifiable metrics.



4. The MD officer cannot do all the MD work that will be needed.

Invite life members, students, and others with some available time to help share the work. The tasks, no matter how trivial, can yield profound results. Something as simple as designating an individual the “brochure person,” responsible for bringing membership applications to every Section or Chapter event, will ensure a membership recruitment presence for non-members in attendance. Designating an individual as a “greeter” at an event will establish a welcoming environment.

5. Promote IEEE Membership.

Display member benefits on all IEEE Entity Web pages, and provide a link to the online membership application. Have a staffed membership table with applications and related MD materials at all Section, Student Branch and Chapter meetings. Recognize those local companies who support IEEE activities and membership.

Important Note: Membership Promotional Supplies – IEEE membership brochures and other promotional supplies are available for free to membership development officers and their respective organizational units, e.g., Sections, Societies. These supplies can be ordered online at:

www.ieee.org/mdsupplies

6. Communicate Value and Benefits

Communicate the benefits and services offered by IEEE at all meetings and activities. Before you can communicate the value of IEEE membership, you need to first know the benefits of membership. A list of IEEE member benefits can be found in this manual, and are also available at:

www.ieee.org/memberbenefits

7. Reward your MD volunteers

Acknowledge and showcase the volunteers who advance your membership development plan. Present them with certificates of accomplishment, buy them dinner, and/or submit their names to IEEE for recognition in the monthly, membership development progress report.



Calendar Year - IEEE Membership Development

Membership development is a function of recruiting new members as well as retaining existing members. As a membership development officer, IEEE will support you with both activities. The calendar below outlines the significant programs and processes that IEEE headquarters facilitates during the year.

<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>
<u>JAN</u> Quarterly Conference Call	Conferences & Section Meetings – Opportunities to disseminate membership brochures	Overdue Notification – HQ mails print notification to non-renewed members informing them their IEEE membership is overdue.	
<u>FEB</u>	Conferences & Section Meetings – Opportunities to disseminate membership brochures	Termination Warning – Beginning of February – HQ mails non-renewed members reminder to renew their membership prior to month's end to avoid termination. Membership Terminator – End of February - Annual refresh of the IEEE membership database to determine which members have allowed their membership to go into arrears.	
<u>MAR</u>	½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Conferences & Section Meetings – Opportunities to disseminate membership brochures		Arrears Recovery / HQ (US and Canada only) – Recovery outreach begins for those members whose membership has elapsed. E-mail message to recover arrears members in Regions 8-10 / HQ Region and Section recovery efforts should also commence.
<u>APR</u> Quarterly Conference Call			Arrears Recovery / Local – Region and Section recovery efforts commence. Arrears Recovery / HQ – IEEE Outreach continues
<u>MAY</u>	Conferences & Section Meetings – Opportunities to disseminate membership brochures	Student Graduation Notice – IEEE e-mails to graduating, student members reminder to update their mailing address information. Actually conducted several times throughout the year.	Arrears Recovery / HQ – IEEE Outreach continues
<u>JUN</u>	Conferences & Section Meetings – Opportunities to disseminate membership brochures		Arrears Recovery / HQ – IEEE Outreach concludes at end of month.
<u>JUL</u> Quarterly Conference Call	Conferences & Section Meetings – Opportunities to disseminate membership brochures		




<u>AUG</u>	<p>Upgrade Recruitment Materials – HQ sends work to printer.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>August 15th – end of half-year dues period.</p>	<p>Contest: Senior Member Upgrade – Begin a contest for nominating individuals to Senior Member grade.</p>	<p>Extended Arrears Recovery – Tentative -- IEEE HQ coordinates recovery of memberships, 18 months elapsed.</p>
<u>SEP</u>	<p>Recruitment Kick-Off – HQ mails membership recruitment kits to all Regional MD Chairs containing upgraded brochures (pricing, design) for new membership year.</p> <p>New members begin receiving acknowledgement pack/ welcome kit for subsequent year.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p>	<p>New Membership Year Begins – IEEE HQ activates online renewal form for subsequent membership year.</p>	
<u>OCT</u> Quarterly Conference Call	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p>	<p>Membership Renewal – 1st Notice – IEEE HQ sends e-mail renewal reminder, with incentive to renew online before 15 November.</p>	
<u>NOV</u>	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p>	<p>Membership Renewal – 2nd Notice – IEEE HQ sends e-mail renewal reminder to non-renewed, members, with incentive to renew online before 15 November.</p>	
<u>DEC</u> Begin building your MD team for the next year – identify volunteers.	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p>	<p>Membership Renewal – 3rd Notice – IEEE HQ mails print invoice and annual benefits update to non-renewed, members.</p> <p>Student Graduation Notice – IEEE HQ e-mails to graduating, student members reminder to update their mailing address information.</p>	<p>Local Renewal Outreach – Augment HQ efforts in an preemptive attempt to reduce members in arrears.</p>
<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>







Monthly Checklist - Membership Development Officers

With your knowledge of the IEEE membership development calendar, you can begin planning and synchronizing membership development activities regionally and locally. The checklist below will help you optimize your efforts by taking advantage of large-scale, IEEE membership development initiatives.

<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RESOURCES</u>
JAN <i>Quarterly Conference Call</i> Region and Section MD officers meet/greet. Set annual goals. Review Region and Section membership metrics. Review retention data from IEEE HQ; Plan local arrears recovery effort; Organize dissemination of recruitment kits.		 Region MD Officer – Planning for local arrears recovery efforts. Consider an outreach prior to 1 March, when non-paying members go into arrears.	<ul style="list-style-type: none"> - IEEE Membership Recruitment Kit - From HQ, list of non-renewed members - Correspondence templates to MD volunteers
FEB	Section MD Officer – Disseminate membership materials at all section meetings and local events.	Section MD Officer – Planning for local arrears recovery efforts.	<ul style="list-style-type: none"> - Online order form – recruitment supplies - Correspondence templates to MD volunteers
MAR	Region MD Officer – Planning for student member elevation outreach. Section MD Officer – Disseminate membership materials at all section meetings and local events. Promote half year membership option.	Section MD Officer – Execute local arrears recovery efforts.	<ul style="list-style-type: none"> - From IEEE HQ, list of elapsed members - IEEE Membership “Cheat Sheet” – benefits at a glance & responding to objections
APR <i>Quarterly Conference Call</i> Review Region and Section membership metrics. Review arrears recovery results. Plan for local, student membership elevation campaigns.	Region MD Officer – Disseminate membership materials at all regional events and conferences. Section MD Officer – Disseminate membership materials at all section meetings and local events.	Section MD Officer – Execute local arrears recovery efforts.	<ul style="list-style-type: none"> - From IEEE HQ, list of elapsed members - IEEE Membership “Cheat Sheet” – benefits at a glance & responding to objections
MAY	Region MD Officer – Disseminate membership materials at all regional events and conferences. Section MD Officer – Disseminate membership materials at all section meetings and local events.		<ul style="list-style-type: none"> - Online order form – recruitment supplies
JUN	Region MD Officer – Disseminate membership materials at all regional events and conferences. Begin offloading excess inventory of membership materials. Section MD Officer – Disseminate membership materials at all section meetings and local events. Begin offloading excess inventory of membership materials.		<ul style="list-style-type: none"> - Online order form – recruitment supplies



<p>JUL Quarterly Conference Call Review Region and Section membership metrics. Preview of marketing upgrades and membership pricing.</p>	<p>Region MD Officer – Disseminate membership materials at all regional events and conferences. Offload excess inventory of membership materials.</p> <p>Section MD Officer – Disseminate membership materials at all section meetings and local events. Offload excess inventory of membership materials.</p>		<ul style="list-style-type: none"> - Online order form – recruitment supplies
<p>AUG</p>	<p>Region MD Officer – Disseminate membership materials at all regional events and conferences. Offload excess inventory of membership materials, prepare for delivery of upgraded materials.</p> <p>Section MD Officer – Disseminate membership materials at all section meetings and local events. Prepare for delivery of upgraded materials.</p>	<p> Contest: Senior Member Upgrade – Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade.</p>	<ul style="list-style-type: none"> - Online order form – recruitment supplies - Senior member elevation packages
<p>SEP</p>	<p> <i>Individuals who join IEEE in September get 16-months of membership for the price of 12. Incorporate message into outreach.</i></p> <p>Region MD Officer – Discard outdated membership materials. Take delivery of membership recruitment kit – disseminate at Region events and conferences.</p> <p>Section Chair/MD Officer – Discard outdated membership materials. Take delivery of membership recruitment kits containing upgraded materials – disseminate at local meetings and events.</p>		<ul style="list-style-type: none"> - IEEE Membership Recruitment Kit - Correspondence templates to MD volunteers
<p>OCT Quarterly Conference Call Review Region and Section membership metrics. Plan for local, student membership elevation campaigns.</p>	<p> <i>Individuals who join IEEE in September get 15-months of membership for the price of 12. Incorporate message into outreach.</i></p> <p>Region MD Officer – Planning for student member elevation outreach.</p> <p>Section Chair/MD Officer – Disseminate membership materials at all section meetings and local events.</p>		<ul style="list-style-type: none"> - Online order form – recruitment supplies
<p>NOV</p>	<p> <i>Individuals who join IEEE in September get 14-months of membership for the price of 12. Incorporate message into outreach.</i></p> <p>Region MD Officer – Disseminate membership materials at all regional events and conferences.</p> <p>Section Chair/MD Officer – Disseminate membership materials at all section meetings and local events.</p>		<ul style="list-style-type: none"> - Online order form – recruitment supplies
<p>DEC</p>	<p>Region MD Officer – Disseminate membership materials at all regional events and conferences.</p> <p>Section Chair/MD Officer – Disseminate membership materials at all section meetings and local events.</p>		
<p>MONTH</p>	<p>RECRUITMENT</p>	<p>RETENTION</p>	<p>RESOURCES</p>



IEEE Member Benefits

Knowing how IEEE can benefit others requires an understanding of all the benefits IEEE offers. IEEE is the world's largest technical society, bringing Members access to the industry's most essential technical information, networking opportunities, career development tools, and many other exclusive benefits. IEEE membership benefits break down into two categories: (1) Core Benefits received by all individuals who join IEEE, and (2) Premium Benefits, which are available exclusively to IEEE members at an additional cost.

Additional memberships are also available—Society, Standards and Women in Engineering memberships enrich the IEEE experience.

(1) Core Benefits

Knowledge - Staying current with the fast-changing world of technology...

IEEE.tv™ - internet television offering exclusive programming about technology and engineering to IEEE members, and accessible from myIEEE, the members-only portal

IEEE Spectrum Magazine - 12 monthly issues (print) and online

The Institute Newsletter - 12 monthly issues (4 print, 8 online)

IEEE Potentials Magazine - 6 issues (online). Print editions for student members in U.S. and Canada.

IEEE Xplore - table-of-content and abstract access to 1.2-million documents

What's New @ IEEE - produced monthly, electronic newsletters on technical topics (10 topics to choose from)

Community - Belong to the network and buying power of 365,000 members in 150 countries...

IEEE Mentoring Connection - an online tool matching young IEEE members seeking professional guidance and counseling with veteran IEEE members willing to share their knowledge and life experiences

IEEE Online Member Directory - a fully searchable database to help expand your peer-to-peer networking opportunities (available 1Q-2007)

IEEE Sections - network with others in the local member community, and participate in local educational events

Technical Chapters - engage with others through informative technical meetings

IEEE e-mail alias - with virus protection and spam filtering

ShopIEEE discounts - membership paying for itself, with as much as 50% off IEEE products

IEEE Conference registration discounts

Volunteering - opportunities that build leadership skills and networking opportunities



[myIEEE](#) - members-only personalized gateway into IEEE membership

Profession - Empowering members to build and own their careers, and venues to give back to society...

[IEEE Job Site](#) - locate career opportunities easily and confidentially

[Career Alert](#) - a weekly email newsletter containing career advice plus the job of the week from the IEEE Job Site

[Awards](#) - recognize the accomplishments of technologists and engineers worldwide

[Scholarships](#) - enhance your resume with an IEEE scholarship

[Consultants Database](#) - a service available for matching technical consultants with clients

[Today's Engineer](#) - monthly webzine devoted to the issues affecting IEEE members' careers

(2) Premium Benefits (benefits requiring an additional fee)

[Expert Now IEEE™](#) - short courses and workshops delivered online in one-hour learning modules, offering Professional Development Hours (PDH) or Continuing Education Units (CEUs) to help maintain licensing or certification

[IEEE Member Digital Library](#) - access up to 25 articles a month from any IEEE publication or conference proceeding

[Proceedings of the IEEE](#) - leading authoritative resource for in-depth research coverage, tutorial information and reviews

[Continuing Education Partners Program](#) - up to a 10% discount on online degree programs

[Insurance Services](#) - customized selection of insurance products, designed for the professional technologist and engineer

[Financial Services](#) - receive discounts on financial services from IEEE's partnering companies

[Home & Office Services](#) - substantial discounts on products and services for your home and office

[Travel Services](#) - enhancing the overall travel experience for IEEE members and their families



Additional Memberships

IEEE Society Membership - Membership in an IEEE Society offers both tangible and intangible benefits. So what are some of the benefits of being an IEEE and Society member? Current members provide the answer. Members have cited the following benefits that influence their decision to join: affiliating or identifying oneself with a prestigious professional organization; having access to multi-disciplinary technical information; creating opportunities for peer networking; having the opportunity to publish and participate in conferences at member reduced rates; and advancing professionally on-the-job. IEEE's 39 Societies are as follows:

IEEE Aerospace & Electronic Systems Society

IEEE Antennas and Propagation Society

IEEE Broadcast Technology Society

IEEE Circuits and Systems Society

IEEE Communications Society

IEEE Components Packaging and Manufacturing Technology Society

IEEE Computational Intelligence Society

IEEE Computer Society

IEEE Consumer Electronics Society

IEEE Control Systems Society

IEEE Dielectrics and Electrical Insulation Society

IEEE Education Society

IEEE Electromagnetic Compatibility Society

IEEE Electron Devices Society

IEEE Engineering in Medicine and Biology Society

IEEE Engineering Management Society

IEEE Geoscience & Remote Sensing Society

IEEE Industrial Electronics Society

IEEE Industry Applications Society

IEEE Information Theory Society



IEEE Instrumentation and Measurement Society

IEEE Intelligent Transportation Systems Society

IEEE Lasers & Electro-Optics Society

IEEE Magnetics Society

IEEE Microwave Theory and Techniques Society

IEEE Nuclear and Plasma Sciences Society

IEEE Oceanic Engineering Society

IEEE Power Electronics Society

IEEE Power Engineering Society

IEEE Product Safety Engineering Society

IEEE Professional Communication Society

IEEE Reliability Society

IEEE Robotics & Automation Society

IEEE Signal Processing Society

IEEE Society on Social Implications of Technology

IEEE Solid-State Circuits Society

IEEE Standards Association

IEEE Systems Man and Cybernetics Society

IEEE Ultrasonics Ferroelectrics and Frequency Control Society

IEEE Vehicular Technology Society

[IEEE Standards Association Membership](#) - influence the direction and application of standards development worldwide

[IEEE Woman in Engineering Membership](#) - promotes the entry into and retention of women in engineering programs



Responding to Membership Objections

As a Membership Development Officer, expect to hear objections to IEEE membership and pointed questions about membership value. This is normal—we all compare. How you respond to such objections will differentiate your membership development success from others. Listed below are common objections to IEEE membership, and suggestions for how you can respond.

My employer 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.

IEEE membership is too expensive.

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 the 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. Every member has their own, personalized gateway into IEEE membership via myIEEE.

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. Our members tell us that reading IEEE publications saves them time, as they do not need to "reinvent-the-wheel" at work. IEEE publications are the world's best collection of technical information. Taking the time to read this information keeps you technically current. Investing 30 minutes with one publication could save you 40 hours of research at work.

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.



I can get all of the information through my employer, so why should I belong?

Information is only one component of IEEE membership. 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.

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.



Correspondence Templates

Section Communications to Members in Arrears

Dear Member,

Perhaps you forgot, but we still have not heard from you regarding your 200<x> membership. We don't want to lose you as a valuable member, but unfortunately at this time your IEEE membership is past due and your benefits and services have stopped.

We truly hope that you will reconsider your decision and reinstate your IEEE membership today, by going online at: <http://www.ieee.org/renew>. Or you can mail your renewal invoice with payment to IEEE and start enjoying your member benefits again.

The IEEE exists to support members like you. Take a moment to visit <http://www.ieee.org/myieee> to explore the many ways IEEE can support you and your career. If you need assistance please contact us at <http://www.ieee.org/memberservices> or speak directly with an IEEE Member Services Associate by calling +1 732 981 0060.

With regards,

John Doe
IEEE Dallas Section

***If you have already renewed your IEEE membership, we thank you for your continued interest in the IEEE and ask that you please disregard this notice. ***



Regional MD Chair to Members

Dear Colleague:

I have the distinct pleasure of serving you as the 200<x> Membership Development Chair of < x >, Region. Today I am writing to ask for your help and participation in the 2006 drive to help increase our membership.

The foundation and strength of the IEEE is a strong and growing base of members. IEEE does not have a professional sales and marketing force for membership. Rather, we depend on word of mouth to communicate our organization and that means you. To continue to grow and build the IEEE, we need your help. Here's what you can do.

Participate in the [Member-Get-A-Member](#) program. This program is available with incentives for finding new members. You will get a \$15.00 credit voucher for every member that you recruit. But the real reward is more than a credit voucher. It's a stronger, better IEEE with enhanced connections into industry and the community. These connections help to build the IEEE Network that supports our careers and the profession.

There are many tangible benefits associated with membership: career and professional development tools, discounts on products and services (both technical and non-technical), the award-winning Spectrum magazine, reduced conference registration fees, multiple opportunities to network with the leaders of the field, access to top technical information, an ever increasing number of continuing education courses, and much more. The list continues to grow each year. In 2005 we launched a members-only web portal, [myIEEE](#). This portal puts all your membership benefits together in one, easily-accessible place.

<substitute this paragraph with a new benefit to debut> In 2006 you will see the launch of IEEE.tv™, which, through streaming video, can place conference presentations, technical seminars, and other items of general interest directly on your desktop. We also have plans to launch a new, online member directory to help our members get in touch, and stay in touch with each other.

With all of that, I thank you for maintaining your membership in IEEE this year and hopefully in the future. I also urge you to recommend IEEE to your colleagues and co-workers. Please direct your colleagues to <http://www.ieee.org/join> to become a part of the IEEE Network. Remind them that if they join between now and 15 August 200<x>, they can join for just one-half the normal dues rate.

This is your organization. Help us to grow it and to keep it as vital and vibrant in the future as it has been in the past. Thank you for your participation in the 2006 Membership Drive.

Very truly yours,
John Doe, Ph. D.
Region < x >, Membership Development Chair IEEE



Correspondence Templates (cont)

Region Director to Volunteers

Region < X > ,

We need your help in 200<x> to expand our Membership Development program. The foundation and strength of the IEEE is a growing base of Members. While the current Region < X > , Membership (as of January 31, 200<x>) is about < xx,xxx > , that number could change if we don't encourage old Members to renew and find prospective new Members. It is estimated that there are several hundred thousand potential IEEE Members in Region < X > alone. Just think of what we could do as an organization if just half of that number joined. To support this growth, we need your help. Here's what you can do:

First. Every Section has a list of Members that have not paid their dues and are now in "arrears". Please contact your local Section Chair and volunteer your time in contacting these Members and encouraging their renewal. Many will renew if you just ask. For help in answering renewal questions, please contact or visit the Membership Services web page at, www.ieee.org/myieee.

Second. Promote the Member-Get-A-Member program. This program is available with incentives for finding new IEEE Members. You will get a \$15.00 IEEE credit voucher for every Member that you recruit. Make it a challenge within your Section to see who is the best at Membership Development. The reward is more than a credit voucher; it's a bigger organization with better connections into industry and community. These connections help to build the IEEE Network that supports our careers and the profession. More information on this program can be found at, www.ieee.org/mgm.

Third. The Class of 200<x> will graduate in several months. Go participate in a Student meeting. Have a joint Section / Branch meeting and answer their questions about life after graduation. You will help them start their Network and it will re-enforce their commitment to the IEEE. The Student Branch near you can be found at, http://www.ieee.org/portal/pages/membership/students/sc_branches.html.

In closing, we need your help with Membership Development in Region < X > . Our goal is to increase Region < X > , membership 5% over the January count of <xx,xxx>. If each of us recruited just one new Member, we would double our size in one year. Remember, without Membership Development, we can't build the IEEE of tomorrow.

Sincerely,

Jane Doe
Region < X > , Director
j.doe@ieee.org



My Correspondence Ideas ...



Resources & Links

Enabling IEEE's Volunteers is essential to effective membership development. Please take a few minutes to acquaint yourself with IEEE's membership development resources and links.

Membership Development Web Site

Be sure to bookmark www.ieee.org/md! As a Membership Development Officer, you should immediately become familiar with the membership development web pages, linked from the IEEE home page. This one-stop resource allows you to access password-protected areas and peruse membership development tactics. With an IEEE web account, you can access:

- Monthly, membership progress reports
- Regional and section membership statistics
- IEEE Membership Development online community
- SAMIEEE

Membership development tactics are only a click away, including the following time-tested, IEEE programs:

- Member-Get-A-Member
- Authors outreach
- Conference member recruitment program



Should you need to contact Volunteers and Staff involved with membership development, the site also provides a rolodex of Committee and Staff contacts.

Online Order Form – Membership Development Supplies

A favorite resource to membership development officers is the online order form for membership recruitment materials. The form is accessible 24x7. Upon completing the form, IEEE HQ will ship the requested materials to the local address of the requester, at no cost to the entity. The online order form is accessible from the membership development website.

Membership Development Online Community

Staying connected throughout the year is significantly augmented by IEEE's online community for membership development. In this community, membership development officers can gain access to the latest insights and discussion threads surrounding IEEE membership development, and gain instant access to crucial and updated PowerPoint presentations. The online community is accessible from the membership development website.

Membership Recruitment Kits

Twice a year—in January and September—the IEEE HQ will assemble and ship membership recruitment materials to IEEE Region membership development officers worldwide. Each membership recruitment kit will contain a comprehensive supply of materials, a sample listing as follows:

- IEEE Membership Brochure/Applications (higher grade and student versions)
- Catalog of special interest memberships and subscriptions, an inventory of Society memberships, benefits, and pricing
- CD-ROM, "Discovering the Benefits of Membership"



-
- 11"x17" posters (higher-grade and student membership, GOLD)
 - IEEE Bookmarks
 - Member-Get-A-Member brochures (higher grade and student versions)
 - Member-Get-A-Member business cards

Should a Region, Society, or Section membership development officer exhaust the supply of their kit, they can request additional materials using the aforementioned, online order form.



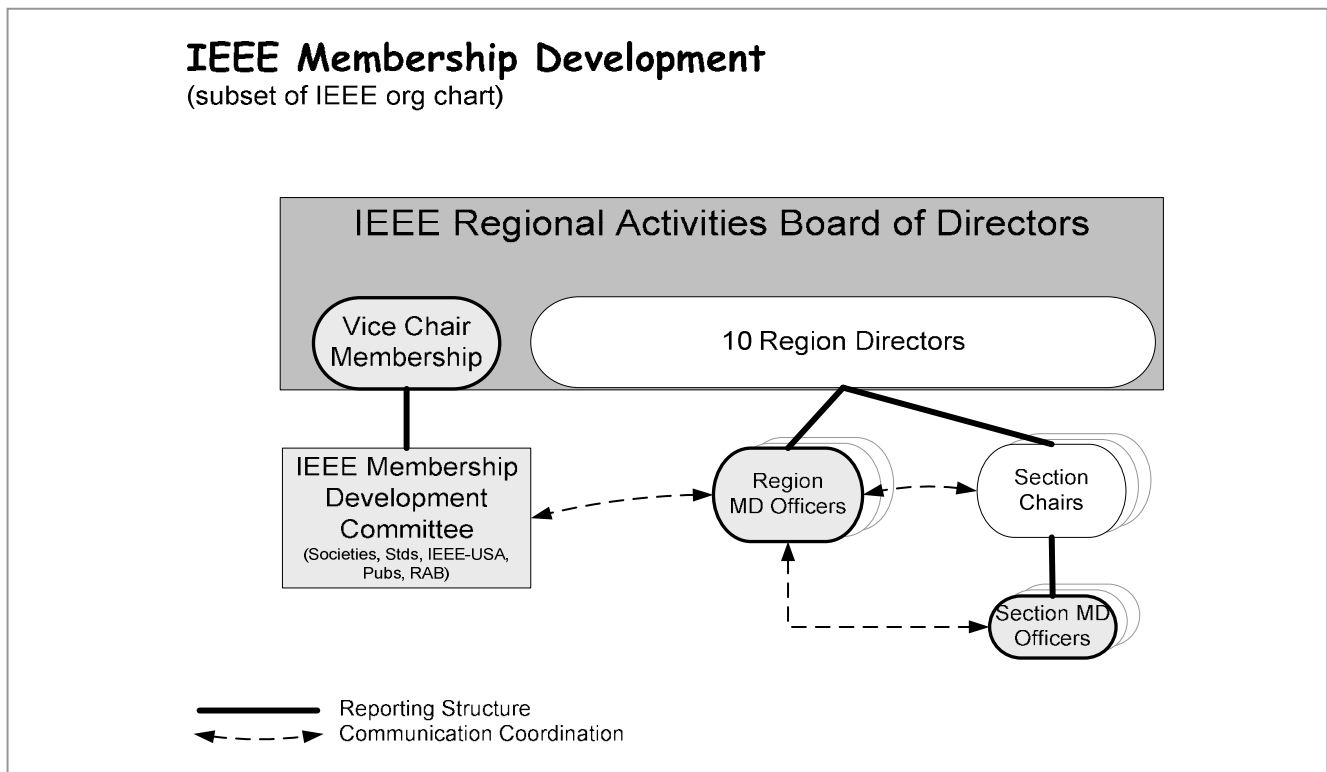
Membership Development Organization Chart & Contacts

The Membership Development Committee is charged with creating, promoting, and monitoring appropriate and effective membership development programs to increase IEEE membership. Specifically, the IEEE Membership Development Committee is responsible for:

- Increasing IEEE Membership by recruiting new members, retaining current members and recovering members in arrears;
- Increasing IEEE membership quality;
- Promoting elevations in grade;
- Increasing Society memberships;
- Increasing awareness by members of the values of IEEE membership, and;
- Providing efficient and timely communication to all management levels of interests and concerns over membership trends, changes and problems.

The Membership Development Committee implements these responsibilities by emphasizing the value and benefits of IEEE membership, involving all IEEE organizational units and staff in coordinated membership development activities, encouraging, motivating and recognizing volunteerism and insuring that the needs and concerns of members are measured and understood.

The Membership Development Committee (MDC) is a committee of the IEEE Regional Activities Board.





Membership Development Contacts

For a list of IEEE Volunteers and Staff responsible for membership development at IEEE, visit the committee and staff rosters at www.ieee.org/md.

IEEE Member Services

E-mail

member-services@ieee.org

Telephone

+ 1 800 678 IEEE or 4333 (USA)
+1 732 981 0060 (Outside USA & Canada)

Fax

+1 732 562 6380

Thank you for your
Volunteer leadership

Thank you for making a difference!

