

# Digital Delivery of *IEEE Spectrum* & *The Institute* for IEEE Student and Graduate Student Members

## Volunteer Fact Sheet

### Overview

MGA Board approved moving Student and Graduate Student members to digital delivery of *IEEE Spectrum* and *The Institute*. If Student and Graduate Student members choose not to receive the digital version they will have the option to change to print copies for US\$5 or a combination of print and digital for US\$14.95. There are three key member segments that will be affected; Existing Students, New Students, and Elevated Students. Each segment has subtle differences in when this will be rolled out and our positioning statement to that group.

Who	Existing Students	New Students	Elevating Students
<b>When</b>	<ul style="list-style-type: none"> <li>Print subscription will continue through December 2012.</li> <li>Digital subscriptions will begin upon renewal.</li> </ul>	<ul style="list-style-type: none"> <li>Digital editions of <i>IEEE Spectrum</i> and <i>The Institute</i> will start 16 August 2012. Members will receive digital edition starting with the next available issue.</li> </ul>	<ul style="list-style-type: none"> <li>Print editions will start the month following their elevation (June or August). During the renewal period Elevated Members in developing nations will be presented with e-membership or traditional membership option which will determine future delivery methods.</li> </ul>
<b>Messaging</b>	<ul style="list-style-type: none"> <li>Going 'green' to mitigate use of natural resources</li> <li>Receipt of <i>IEEE Spectrum</i> on tablets, iPad, Android and Fire</li> <li>Real-time access to <i>IEEE Spectrum</i> issue archive from July 2007, 24/7 worldwide</li> <li>Platform offers interactive features, such as integrated audio and video</li> <li>Removed risk of delivery delay or interruptions by postal service(s)</li> </ul>	<ul style="list-style-type: none"> <li>'Green' delivery mitigating the use of natural resources</li> <li>Receipt of <i>IEEE Spectrum</i> on tablets, iPad, Android and Fire.</li> <li>Real-time access to <i>IEEE Spectrum</i> issue archive from July 2007, 24/7 worldwide.</li> <li>Platform offers interactive features, such as integrated audio and video</li> <li>Removed risk of delivery delay or interruptions by postal service(s)</li> </ul>	Benefit difference between Higher Grade and Student membership <ul style="list-style-type: none"> <li>Elevated Members in developing nations will be presented with e-membership or traditional membership option which will determine future delivery methods.</li> </ul>

## Student Member Transition to Digital Delivery

Student Members (including GSM)	16 Aug '12 – Dec '12	Jan – Feb '13	Mar – 15 Aug '13
<b>Existing Members</b>	All existing student members will receive <u>print</u> delivery through December 2012.  Upon renewal, student members will begin receiving <u>digital</u> publications.*	Upon renewal, student members will begin receiving <u>digital</u> publications.*  Non-renewed members continue receiving <u>print</u> publications.	Service deactivated for non-renewed members.  Members recovered after service deactivation to receive <u>digital</u> publications.*
<b>New Members</b>	Upon joining, student members will receive <u>digital</u> publications.*		

\* Note: Scenarios represent default delivery settings for publications. Members have the option to choose print vs. digital delivery, or a combination of both. See table, *Delivery Options with Student Membership*.

## FAQ

### What are the key benefits of Digital Delivery?

The digital versions offer

- Interactive features like integrated audio, video, embedded web links, and e-mail links
- Retrieval of back editions and archives available from July 2007 for Digital member subscribers
- Improved and consistent delivery by removing risk of delay or interruptions by postal service
- Reduced use of natural resources

Delivery Method	Cost
Digital Delivery	Included
Print* (No Digital)	+US\$5.00
Digital and Print*	+US\$14.95

\* Requires an additional fee

### Can I read *IEEE Spectrum* and *The Institute* on my Tablet?

Apps for the iPad, Android, and Kindle Fire are available for only *IEEE Spectrum*.

### Does the cost of student membership change?

No, the basic price would remain the same US\$27 outside North America; US\$32 within North America. The difference being the print version of *IEEE Potentials Magazine*.

### How will this be communicated to existing student members?

A communication plan is being executed in conjunction with 2013 renewal. Updating collateral and appropriate pages on IEEE.org will be addressed along with messaging on member invoices and e-mail renewal campaigns. Students will also be made aware through the student newsletter (*What's New for Students*) and *The Institute*.

### How will this be communicated to new student members?

A communication plan is being executed in conjunction with 2013 membership year. Membership collateral and recruitment campaigns will feature this as a new benefit for 2013.

### What is the combination option?

This allows the student or graduate student to receive a print and digital version of *IEEE Spectrum* and *The Institute*. The cost is US\$14.95 in addition to member dues.

### Who do I contact with questions?

If there are any questions about this transition please direct all inquiries to the IEEE Contact Center, [www.ieee.org/contactcenter](http://www.ieee.org/contactcenter).

# Digital Delivery of *IEEE Spectrum* & *The Institute*

Application Screen Shots

The screen shot below will display when a user accesses the Membership Application (Join or Renew). The price for IEEE Membership is displayed in the mini cart (right hand side) as well as the Membership Media Options panel.

Components, Packaging, and Manufacturing Technology  
Computational Intelligence  
Computer  
Consumer Electronics  
Control Systems  
Dielectrics and Electrical Insulation  
Education  
Electromagnetic Compatibility

Microwaves Theory and Techniques  
Nuclear and Plasma Sciences  
Oceanic Engineering  
Photonics  
Power Electronics  
Power and Energy  
Product Safety Engineering  
Professional Communication

**Councils**  
Biometrics  
Electronic Design Automation  
Nanotechnology  
Sensors  
Superconductivity  
Systems

**Membership Media Options**

Your selected memberships are listed below. Each IEEE membership includes a set of subscriptions. You can update/change your subscription preferences.

**IEEE Membership: US\$32.00**

Includes Subscription to IEEE Spectrum, The Institute, access to the IEEE Job Site, memberNet, exclusive IEEE.tv programming, e-mail alias, and many more benefits.

**Subscription Options** ?

Potentials Magazine, IEEE	Electronic
Potentials Magazine, IEEE	Print
Spectrum, IEEE	Electronic, Digital

**Edit**

**My Cart**

**Memberships & Subscriptions**

**IEEE Membership (student)**  
US\$32.00  
[Remove](#)

**Subtotal\*** US\$32.00

\* Sales tax, if applicable, and shipping charges are calculated during Checkout

**Proceed to checkout**

**You must complete all required fields before proceeding to checkout.**

Which sections are incomplete?  
[Additional Information](#)

**IEEE Member Digital Library**  
Research Your Way  
**Free Trial**

To make changes, the user clicks the Edit button. This places them into edit mode.

\* This scenario reflects a student member application from North America.

# Transition from Digital to Print

1. To switch from digital to print, uncheck the box next to digital and select the box next to print. Select "Save" to complete the change.

The screenshot displays the IEEE membership website interface. At the top, there is a navigation menu with categories such as Computational Intelligence, Computer, Consumer Electronics, Control Systems, Dielectrics and Electrical Insulation, Education, Electromagnetic Compatibility, Oceanic Engineering, Photonics, Power Electronics, Power and Energy, Product Safety Engineering, Professional Communication, Electronic Design Automation, Nanotechnology, Sensors, Superconductivity, Systems, and Technology Management. Below the navigation menu, the "Membership Media Options" section is visible, stating: "Your selected memberships are listed below. Each IEEE membership includes a set of subscriptions. You can update/change your subscription preferences." The main content area shows the "IEEE Membership: US\$32.00" with a description: "Includes Subscription to IEEE Spectrum, The Institute, access to the IEEE Job Site, memberNet, exclusive IEEE.tv programming, e-mail alias, and many more benefits." Underneath, the "Subscription Options" section is displayed, featuring a table with the following items:

Subscription	Print	Electronic	Digital
Spectrum, IEEE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Potentials Magazine, IEEE	<input checked="" type="checkbox"/>		

At the bottom of the subscription options table, there are "Save" and "Cancel" buttons. To the right of the main content area, the "My Cart" section is visible, showing the "IEEE Membership (student)" for US\$32.00, a "Subtotal\*" of US\$32.00, and a "Proceed to checkout" button. Below the cart, there is a promotional banner for "IEEE Members enjoy discounts on insurance, technology, travel, and services" with a "Learn more" link. At the bottom of the page, there is another "Proceed to checkout" button and a note: "If you have a promotion code, including those for national or sister societies, you".

\* This scenario reflects a student member application from North America.

# Transition from Digital to Print, continued

2. User will notice the price change to US\$37.00, an increase of US\$5.00 for print only.

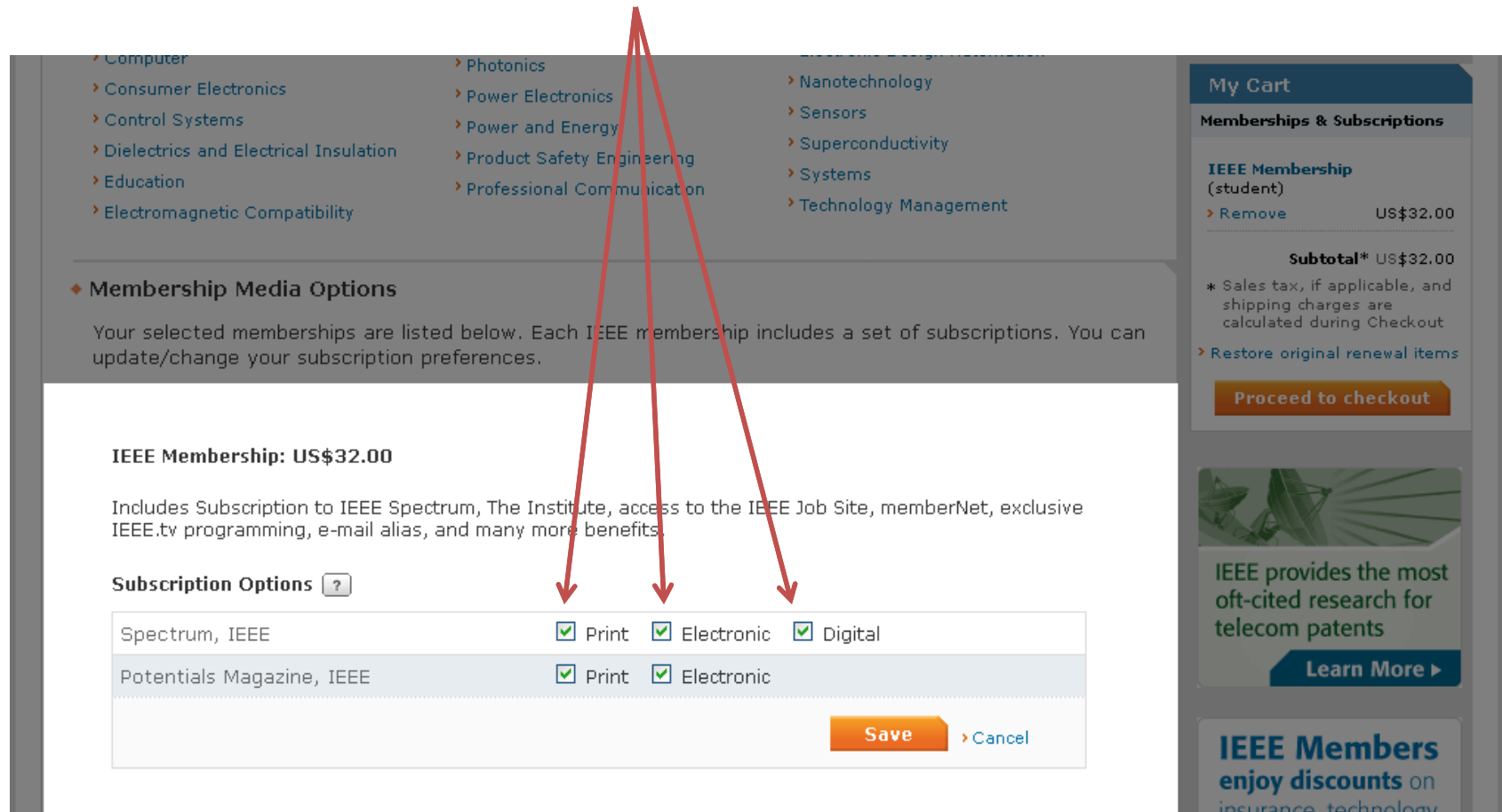
The screenshot displays the IEEE website's membership options page. At the top, there are three columns of subscription categories: Computational Intelligence, Computer, Consumer Electronics, Control Systems, Dielectrics and Electrical Insulation, Education, Electromagnetic Compatibility; Oceanic Engineering, Photonics, Power Electronics, Power and Energy, Product Safety Engineering, Professional Communication; and Biometrics, Electronic Design Automation, Nanotechnology, Sensors, Superconductivity, Systems, Technology Management. Below these is the 'Membership Media Options' section, which is circled in red. It states 'Your selected memberships are listed below. Each IEEE membership includes a set of subscriptions. You can update/change your subscription preferences.' and shows 'IEEE Membership: US\$37.00' circled in red. Below this, it lists subscription options: Potentials Magazine, IEEE (Electronic), Potentials Magazine, IEEE (Print), and Spectrum, IEEE (Electronic, Print). An 'Edit' button is present. To the right, the 'My Cart' sidebar shows 'IEEE Membership (student)' for US\$37.00, also circled in red, with a 'Remove' link. The cart subtotal is US\$37.00. A 'Proceed to checkout' button is visible at the bottom of the cart. At the bottom of the page, there is a 'Proceed to checkout' button and a note about promotion codes.

refox/central/

\* This scenario reflects a student member application from North America.

# Transition from Digital to Combination

1. To select the combination of print and digital all boxes must be selected. Select "Save" to complete the change.



The screenshot shows the IEEE membership options page. At the top, there is a navigation menu with categories like Computer, Consumer Electronics, Control Systems, Dielectrics and Electrical Insulation, Education, Electromagnetic Compatibility, Photonics, Power Electronics, Power and Energy, Product Safety Engineering, Professional Communication, Nanotechnology, Sensors, Superconductivity, Systems, and Technology Management. Below this is the 'Membership Media Options' section, which states: 'Your selected memberships are listed below. Each IEEE membership includes a set of subscriptions. You can update/change your subscription preferences.' The main content area shows 'IEEE Membership: US\$32.00' and includes a description: 'Includes Subscription to IEEE Spectrum, The Institute, access to the IEEE Job Site, memberNet, exclusive IEEE.tv programming, e-mail alias, and many more benefits.' Underneath is the 'Subscription Options' section, which contains a table of options. The first row is 'Spectrum, IEEE' with checkboxes for 'Print', 'Electronic', and 'Digital', all of which are checked. The second row is 'Potentials Magazine, IEEE' with checkboxes for 'Print' and 'Electronic', both of which are checked. At the bottom right of the table are 'Save' and 'Cancel' buttons. Three red arrows point from the top of the page to the 'Print', 'Electronic', and 'Digital' checkboxes for 'Spectrum, IEEE'. On the right side of the page, there is a 'My Cart' section showing 'IEEE Membership (student)' for US\$32.00, a 'Subtotal\*' of US\$32.00, and a 'Proceed to checkout' button. Below that is a promotional banner for IEEE research and a section for 'IEEE Members enjoy discounts on insurance, technology'.

Subscription	Print	Electronic	Digital
Spectrum, IEEE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Potentials Magazine, IEEE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

\* This scenario reflects a student member application from North America.

# Transition from Digital to Combination, continued

2. User will notice the price change to US\$46.95, an increase of US\$14.95 for the combination of print and digital.

The screenshot displays the IEEE website interface. On the left, there are navigation menus for various technical fields. The main content area is titled 'Membership Media Options' and shows a selected membership for US\$46.95. Below this, there is a table of subscription options. On the right, a 'My Cart' sidebar shows the 'IEEE Membership (student)' for US\$46.95, with a subtotal of US\$46.95. A red circle highlights the membership price in the cart, and another red circle highlights the membership price in the main content area. Red arrows point from the text above to these circles.

**Membership Media Options**

Your selected memberships are listed below. Each IEEE membership includes a set of subscriptions. You can update/change your subscription preferences.

**IEEE Membership: US\$46.95**

Includes Subscription to IEEE Spectrum, The Institute, access to the IEEE Job Site, memberNet, exclusive IEEE.tv programming, e-mail alias, and many more benefits.

Your changes have been saved.

Subscription Options

Potentials Magazine, IEEE	Electronic, Print
Spectrum, IEEE	Electronic, Digital, Print

**My Cart**

**Memberships & Subscriptions**

**IEEE Membership (student)** US\$46.95  
[Remove](#)

**Subtotal\*** US\$46.95

\* Sales tax, if applicable, and shipping charges are calculated during Checkout

[Restore original renewal items](#)

IEEE provides the most oft-cited research for telecom patents

**IEEE Members enjoy discounts** on insurance, technology, travel, and services

\* This scenario reflects a student member application from North America.