



IEEE Sections Congress 2008 Recommendation Response form

1. IEEE Sections Congress Recommendation #1

Every member to have an annual entitlement to a limited number of free IEEE Xplore downloads.

2. Provide a project description or statement of the work being conducted in support of this recommendation.

This is a long standing request as a benefit of IEEE membership. The major problems to be overcome are that many societies rely on IEEE downloads for their income, and there will be resistance to a number of included downloads that puts these revenue streams at risk. The IEEE itself relies heavily on the income from IEL and many interests will be reluctant to agree to this proposal if the income stream is impacted – the real problem we have is trying to determine the potential impact of these free downloads on other income streams.

Significant work on the impact of included downloads to was conducted for the Alternate Membership models project and much of this work can be repurposed into the due diligence of the project for this request. Essentially, the project will include:

1. Due diligence assessment of varying levels of included downloads for members in the following areas:
 - A. IEEE Membership: Number of Members (recruitment and retention) and Revenue
 - B. Society Members: Number of Members (recruitment and retention) and Revenue
 - C. Society Optional Publications: Reduction in optional publication subscriptions as a result of the included downloads
 - D. IEEE Product Sales: Reductions in revenues and/or marketing strategies to bring in new customers (Single Article Sales, MDL, Enterprise, IEL)
 - E. IT Implementation Costs
2. Proposals for implementation plans and possible test models that would limit exposure to revenue losses.
3. There has also been discussion of the possibility of offering the included downloads as a renewal incentive for members in their early years of IEEE membership. The vast majority of the attrition of IEEE members occurs in their first 5 years of membership. A team will be assessing the impact of including downloads for members in their second, third, fourth and fifth years of membership. This may allow for improved member satisfaction for these new members while limiting the exposure to Societies and product sales.

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The next milestones to be completed during the 3rd quarter of 2009 would be:
<ol style="list-style-type: none">1. A complete assessment of the impact of including between 6 and 12 free downloads with membership. This impact study would include the impact on IEEE Membership recruitment and retention, Single Article Sales, Enterprise and IEL sales, Member Digital Library, Society Membership, Society Publications, as well as the IT costs to implement such an offer.2. An assessment of the impact of including downloads for renewing members as an incentive for renewal. The assessment needs to be conducted across all of the area listed in item #1 above.
4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?
The expected outcome will ideally be fulfillment of the Sections Congress recommendation in some fashion. However, if it is not possible to fulfill the request, the expectation will be a complete report of the due diligence that has been conducted to support the final decision.
5. Please provide any additional information that will be helpful in providing an update on this recommendation.
6. Submitted by and Date
Mike Williams, Jamie Moesch – 7 May 2009