



IEEE Sections Congress 2008 Recommendation Response form

Please complete the form below
1. IEEE Sections Congress Recommendation
<p>#10. Implement sustained membership options for all membership grades exclusive of student grade:</p> <ul style="list-style-type: none"> • Single dues payment for multiple years/life-long membership; • Increasing benefits in proportion to length of renewal: • Lowers IEEE administrative expenses related to “annual” membership cycles.
2. Provide a project description or statement of the work being conducted in support of this recommendation.
<p>The project has been broken into two pieces. The first piece will focus on developing alternatives for the MGA Board to consider for a 2 and 3 year membership option that will include dues, assessments and society memberships. A pricing model will be developed keeping the revenue stream whole, making assumptions with regard to discount factors, inflation rates and dues increases. The second piece of the project will focus in a developing a recommendation for a loyalty program for members reaching several years of service milestones.</p>
3. Next Milestone or expected completion date of this recommendation.
<p>27 May – Project status review and draft recommendation discussion at MELCC Conference Call 27 June – Project status report provided to MGA Board at the June meeting series.</p>
4. What outcomes do you expect, what are the potential impacts on IEEE and what metrics can be used to measure success?
<p>Both programs are expected to have a positive impact on retention rates and not impact revenue. Success will be determined by reviewing the number of members who opt into the program and an analysis of retention rates for those who participate in the programs.</p>
5. Please provide any additional information that will be helpful in providing an update on this recommendation.
6. Submitted by and Date
<p>Marc Apter & Gerhard Hancke, 1 May 2009</p>