Engaging New Members: The First Year Member Experience

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Empowering Members to Create the Future

IEEE Sections Congress 2011

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Today's Session

- Stand Up For the First Year Member
- Why focus on first year members?
- Headquarters' Communications & Outreach
- What do we know about Section interaction
- Helpful Tools & Resources
- Discussion

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Stand Up
for the
First Year Member

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Why Focus on the First Year Members?

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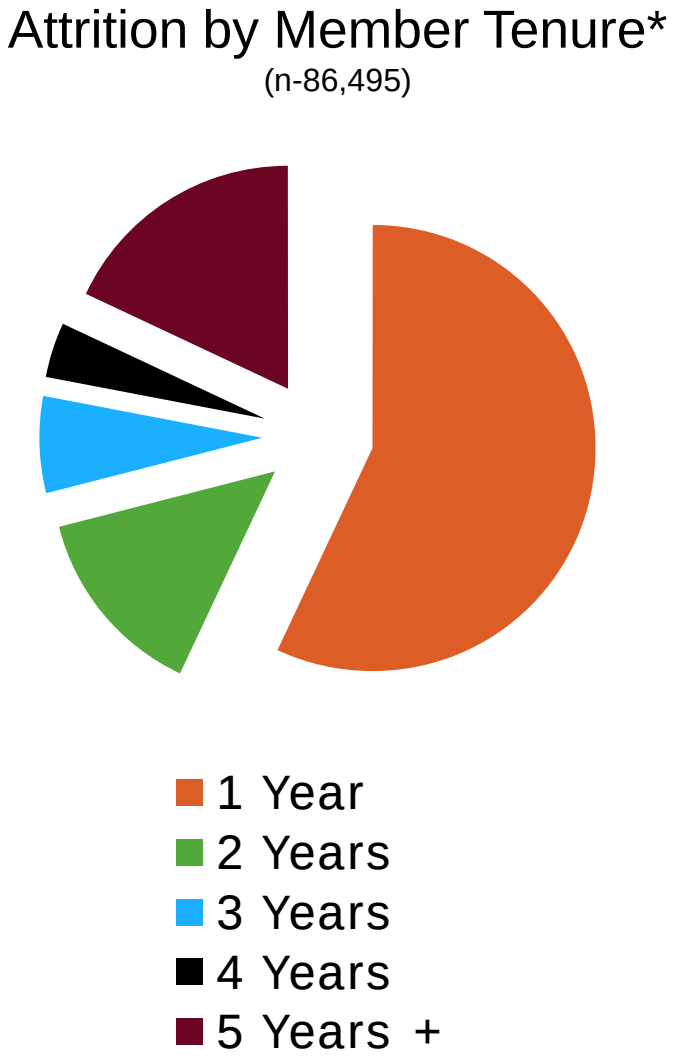
Who is leaving?



- 71% of our attrition was made up of members with 2 years or less of IEEE Membership; a trend that has been consistent for many years
- Even after removing the volatile student members and student elevations; 66% of the member attrition was members with 2 years of membership or less

*2009

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First year member retention

First-Year Member Renewal / Retention - July 2011																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10
1	1964	770	39.2%	40.1%	645	351	54.4%	55.4%	1,146	445	38.8%	41.2%	3,755	1,566	41.7%	43.3%
2	1931	736	38.1%	39.3%	656	364	55.5%	56.5%	1,112	484	43.5%	46.9%	3,699	1,584	42.8%	44.4%
3	2040	733	35.9%	35.6%	894	561	62.8%	59.1%	1,524	662	43.4%	38.6%	4,458	1,956	43.9%	40.9%
4	1494	562	37.6%	43.0%	665	415	62.4%	58.5%	1,211	529	43.7%	46.3%	3,370	1,506	44.7%	47.3%
5	1962	766	39.0%	41.5%	697	403	57.8%	55.7%	1,367	567	41.5%	42.1%	4,026	1,736	43.1%	44.0%
6	3227	1,231	38.1%	39.7%	1,035	569	55.0%	53.8%	1,942	815	42.0%	41.2%	6,204	2,615	42.2%	42.5%
R 1-6	***12618***	***4,798***	***38.0%***	***39.7%***	***4,592***	***2,663***	***58.0%***	***56.3%***	***8,302***	***3,502***	***42.2%***	***42.4%***	***25,512***	***10,963***	***43.0%***	**43.5%**
7	1230	509	41.4%	43.9%	548	381	69.5%	73.3%	805	382	47.5%	54.7%	2,583	1,272	49.2%	53.1%
8	6644	2,622	39.5%	40.8%	4,176	2,579	61.8%	65.8%	5,770	1,686	29.2%	30.6%	16,590	6,887	41.5%	43.5%
9	1798	495	27.5%	26.9%	630	293	46.5%	60.3%	4,346	945	21.7%	21.8%	6,774	1,733	25.6%	26.4%
10	9043	3,201	35.4%	37.1%	6,127	2,004	32.7%	36.5%	19,118	3,329	17.4%	20.5%	34,288	8,534	24.9%	27.8%
R 7-10	***18715***	***6,827***	***36.5%***	***38.3%***	***11,481***	***5,257***	***45.8%***	***50.8%***	***30,039***	***6,342***	***21.1%***	***23.7%***	***60,235***	***18,426***	***30.6%***	***33.6%***
TOTAL	**31333**	**11,625**	**37.1%**	**38.9%**	**16,073**	**7,920**	**49.3%**	**52.5%**	**38,341**	**9,844**	**25.7%**	**28.0%**	**85,747**	**29,389**	**34.3%**	**36.8%**

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Timeline

2009:

Project strategy & plan

2010:

- First year member survey
- Join reasons in online application
- New member orientation
- Getting started brochures
- Basic start page
- New member alert for volunteers
- Greeting cards
- Communications' samples/templates

2011:

- Survey
- Interactive start page with tutorials
- Extended invitation to NMO to GSMs

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Headquarters' Communications & Outreach

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First year member online experience

- www.ieee.org/start
- Includes tutorials on:
  - myIEEE
  - Setting up tip codes
  - My Account

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Headquarters' Communications & Outreach

New Member Orientation

- Live monthly webinars – held typically on 4th Thursday of each month at 9am(EST) and 3pm(EST)
- New higher grade members invited to participate by email campaign
- In July 2011, expanded to include GSMs on invitation lists

Getting Started Brochures

- Included with ackpacks to new IEEE members
- Incorporates information covered in the new member orientation webinar

First Year Member Survey

Congratulations
You're a Member
Now what ?

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First Year Member Survey

2010

- Sent to all members who joined between 16 August 2009 and 28 February 2010
- 11% response rate
- 90% of higher grade respondents were Member grade
- Regional breakdown:
  - 49% Regions 1-6
  - 4% Region 7
  - 18% Region 8
  - 5% Region 9
  - 24% Region 10

2011

- Sent to higher grade members who joined between 16 August – 31 December 2010
- 17% response rate
- 88% of respondents were Member grade
- Regional breakdown:
  - 25% Regions 1-6
  - 4% Region 7
  - 28% Region 8
  - 6% Region 9
  - 37% Region 10

The overall margin of error with 95% confidence in +-2.5%

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Headquarters' Communications & Outreach

Welcome email to new higher grade members

- Sent within 30 days of joining – links to start page (www.ieee.org/start)

Welcome call to new higher grade members

- Administered by Contact Center staff to Higher Grade Members in US

Elevation kit

- Sent to all students upon elevation from student/GSM to higher grade level

Welcome to IEEE. By joining, you have taken an important step in expanding your opportunities to network, advancing your career and learning more about emerging technologies. Since you are new to the organization, we want to help you engage your membership.

Register for the next "New IEEE Member Orientation" at ieee.org/start

Login to myIEEE to:
- Learn about everything membership has to offer
- Personalize your desktop to suit your professional and technical interests
- Find local events in your area and make connections

Get involved as an IEEE Volunteer - access your local officer contact information

Visit IEEE memberNet – the authoritative list of IEEE members, and create your professional profile

Get acquainted with your IEEE Web Account at ieee.org/webaccounts
- Change your username and password to something intuitive

The sooner you get started, the sooner you will realize the benefits and value of your IEEE membership.

Sincerely,
Adrienne Hahn
IEEE Member Development

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IEEE Contact Center Supports New Members

- Welcome calls
  - IEEE Associates make outbound calls to higher grade members and affiliates throughout the year
  - The goal is to answer questions regarding membership and their society affiliation
- Dedicated first year experience ACD answering questions about:
  - Grade elevation
  - Conference registration
  - Web account assistance
  - Member benefits
  - Joining societies
  - IEEE Xplore
  - Profile updates
  - Adding subscriptions
  - Accessing myIEEE
  - MDL trial
  - Standards

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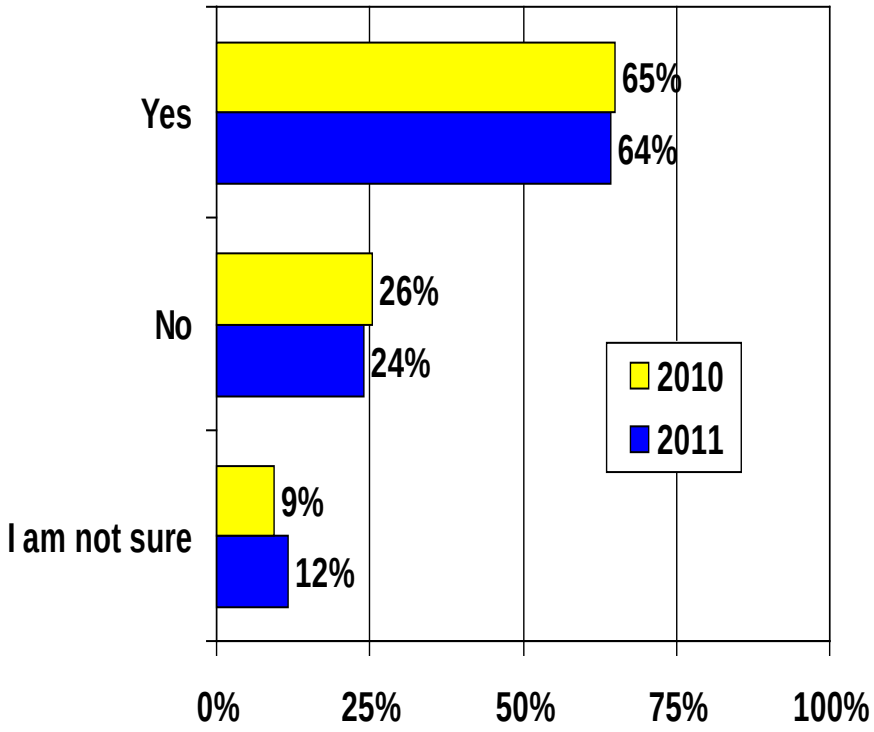
What do we know about Section interaction

Knowledge of Local Support

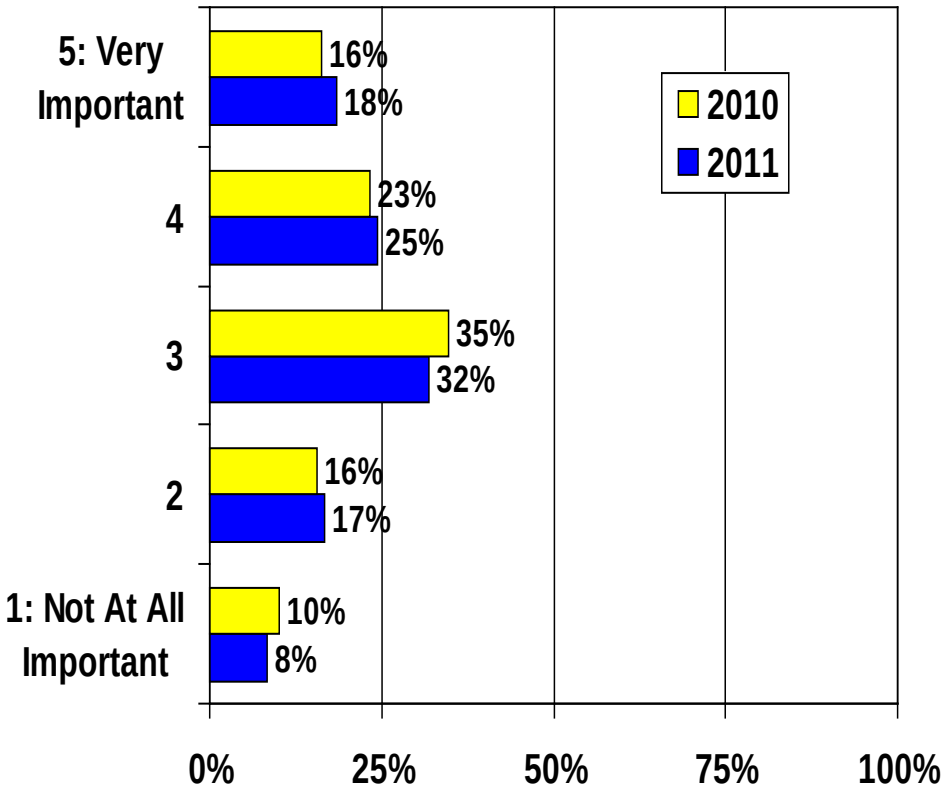
Question: Prior to this survey, did you know that IEEE has local sections and chapters with volunteer leaders who support members in your area?



- One third of new members are not aware of local/Section support
- How can you introduce the Section to new members?

Importance of Section Involvement

Question: How important is (or was) it for you to get involved in your local section?

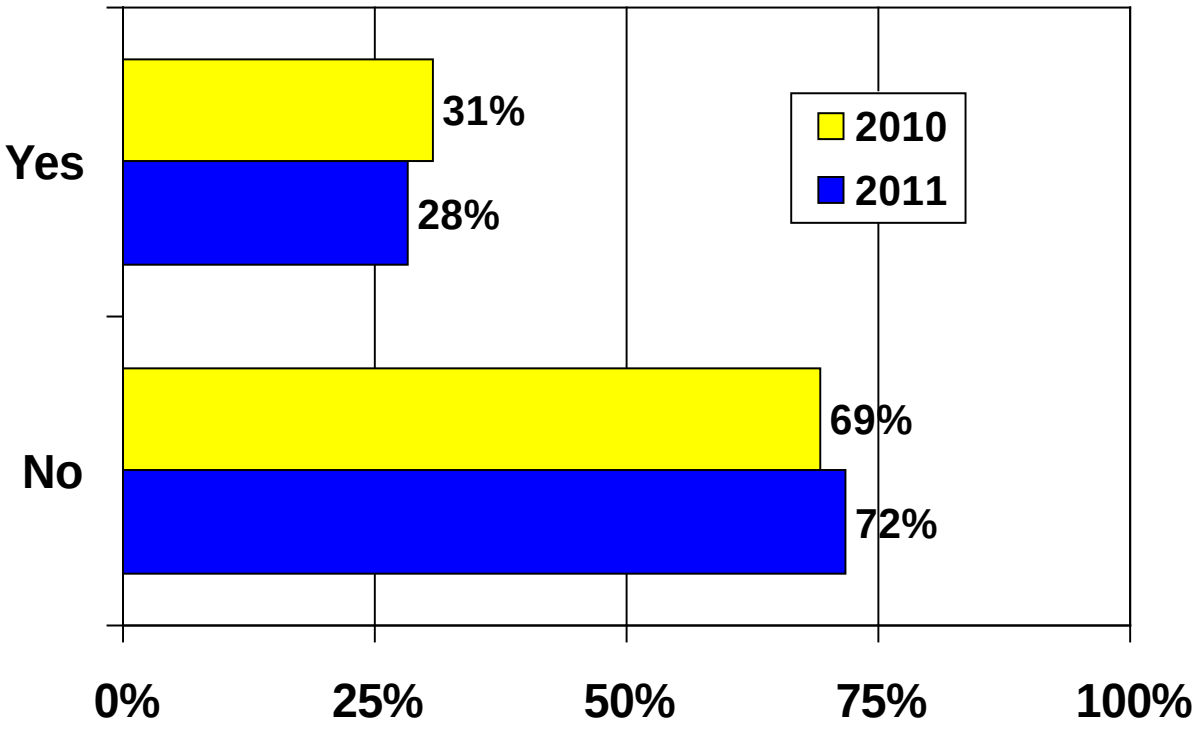


- Not all new members are interested in getting involved in local Sections
- Most find it important or very important

Section Contact

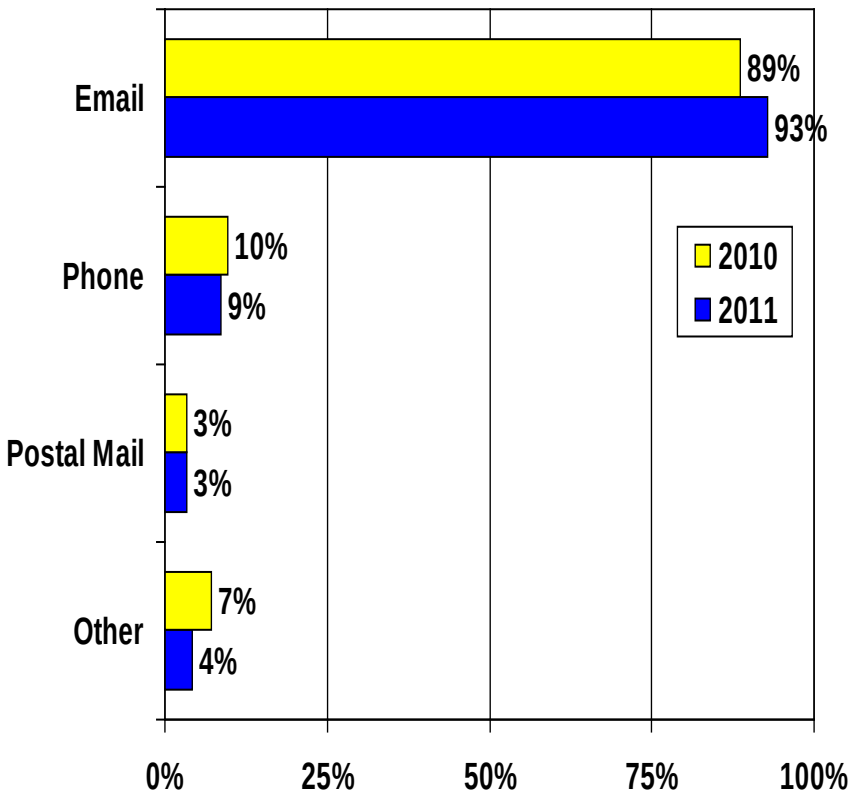
Question:

Has someone from your IEEE section or technical chapter contacted you?



Form of Section Contact

Question: How were you contacted by your local IEEE section?



- Only those who indicated that they had been contacted answered this question
- While email is, by far, the most widely used form of contact, it may not be the most impactful.
- How do you contact your new members?

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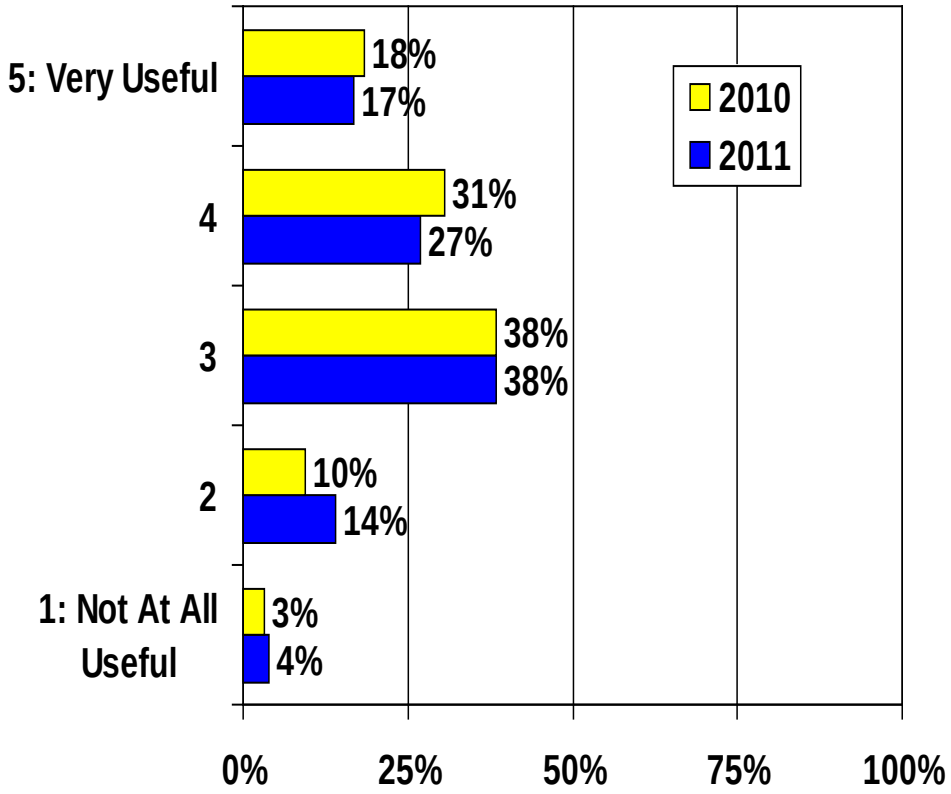
Utility of Section Contact

Question: How useful did you find the contact from your local section?



- Would a telephone call or hand-written note make a bigger impact on you?

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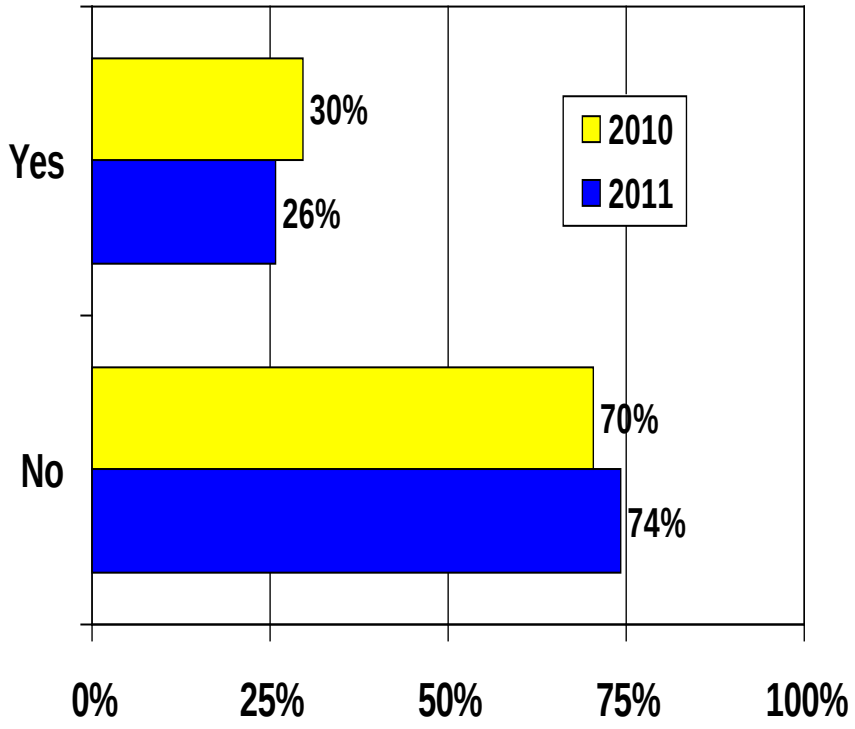
Section Meeting Attendance

Question: Have you attended a meeting sponsored by your IEEE section and/or technical chapter?



- Are new members attending your meetings?
- What do you do to make them feel welcome?

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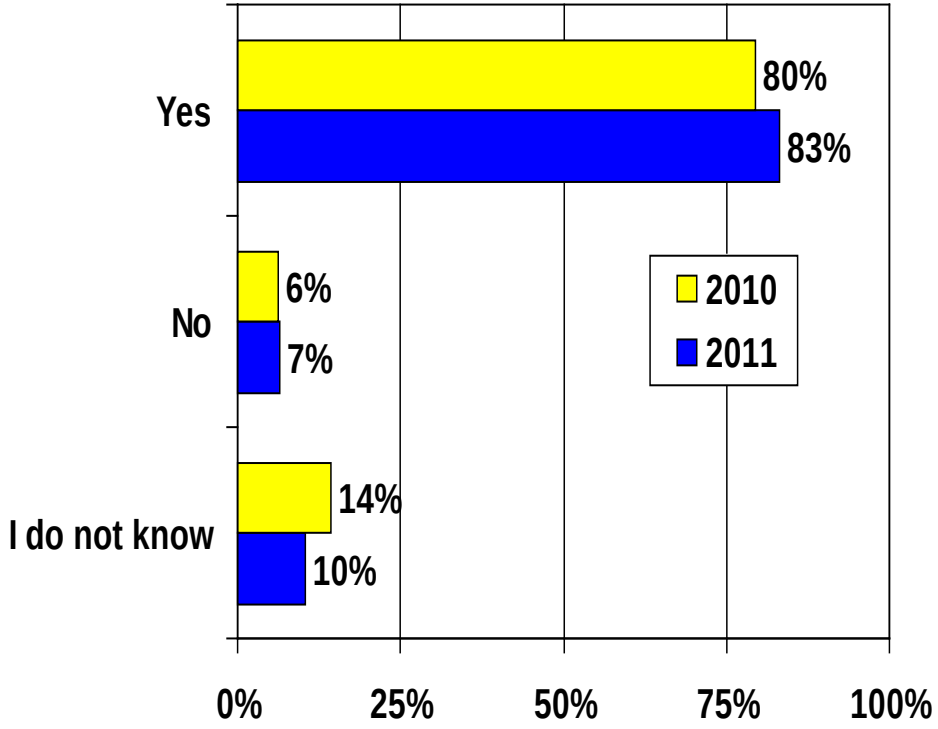
Section Meeting Repeat Attendance

Question: Would you attend another event?



- Most of the people who attended a local meeting found it useful
- Would you come back to a meeting in your Section?

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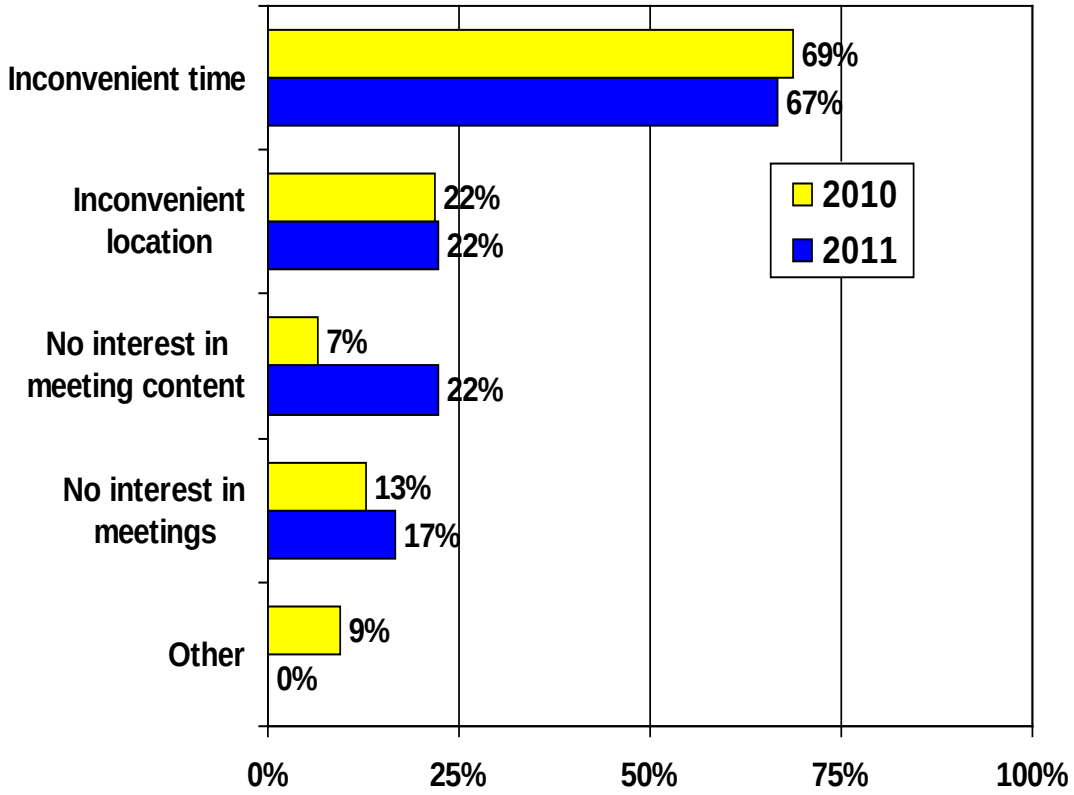
Reasons for Non-attendance of Section Meetings

Question: Why not [attend another local section event]? Please select all that apply.



- What can your Section do to help make meetings more convenient?

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Helpful Tools & Resources for Section/Chapter Volunteers

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New member alert

- Monthly email to all MD volunteers thank links to SAMIEEE login
- Automatically opens new member dashboard
- List includes:
  - Name
  - Contact information
  - Grade
  - Reason they joined
    - Remain technically current/obtain IEEE publications
    - Enhance my career opportunities
    - Expand my professional network
    - Connect me with local IEEE activities
    - Learn about IEEE humanitarian programs

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Helpful Tools & Resources

- MD Progress report – first year experience section
- Best Practices Guide + greeting cards
  - Suggested activities & frequency
  - Communications samples

- Retention Stats by Section
  see me at the table in exhibits hall

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Coming soon…

- Volunteer outreach
  - Expand/adapt new member orientation to co-facilitate with staff during new member orientation webinars
- Mapping of all IEEE communications/outreach to new members during their first year
  - Join +1 week
  - Join +2 weeks
- New tab in new member dashboard with a list of members who do not renew at their first renewal

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What can you do?

- Personally invite new members to a Section meeting/activity
- Identify a new member champion for your Section
- Organize events for new IEEE members
- Partner with Student Branches to introduce IEEE Students & GSMs to the value of membership
- Recognize new members at your meetings/assign a mentor

DISCUSSION/Q&A

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Where to find this Presentation:

This and all Sections Congress 2011 presentations will be available for view at the IEEE Center for Leadership Excellence website.

Visit us for this and other Volunteer Leadership training specifically designed to train volunteers like you!

Let us know what you think:

http://www.ieee.org/go/cle

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