IEEE Communications Society

Membership Marketing
Recruit ● Retain ● Renew ● Recognize

ComSoc Regional Chapter Chairs Conference
John Pape, Marketing Manager
Hong Kong, March 2007
Membership marketing issues

- US Telecommunications Industry employment stabilizing after bubble?
- ComSoc US membership in minority
- Changing demographics, industry, needs?
- Member retention challenges
- Electronic access/subscription migration
- Declining response
Marketing
250+ marketing projects per year
Most members: 62,390 --- September 2001

End of 2006: 41,016 (-2.3% from 2005)
Telecom vs ComSoc

US Telecom Industry

IEEE ComSoc

IEEE Society Memberships - Long Term Trends

Since 2001, a 16% decline

Source: Mary Ward Callan, TAB
ComSoc Member Renewal Rates 2000-2005
Members by Grade

- Students: 17%
- Senior Members: 9%
- Fellows: 2%
- Affiliates: 1%
- Associate Members: 6%
- Members: 65%
- Unknown: 6%

Members by Age

- Under 25: 13%
- 25-30: 12.10%
- 31-35: 11%
- 36-40: 10%
- 41-45: 10.60%
- 46-50: 6.30%
- 51-55: 5.80%
- 56-60: 4.30%
- 61-65: 7%
- Over 65: 5.80%

- Members: 65%
Where Members Live

Europe/Africa Middle East 24%
Asia/Pacific 22%
Latin America 6%
Canada 4%
US 44%

US Membership Decline

- Sept 2001 US membership - 35,000
- Sept 2006 US membership - 19,700
  Off 44%
- Sept 2001 non-US membership - 28,000
- Dec 2006 non-US membership - 24,600
  Off 12%
# IEEE Communications Society

## IEEE ComSoc PubsUsage

### ComSoc Pubs Xplore Usage Jan-Jun 2006

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<thead>
<tr>
<th>Xplore Rank</th>
<th>Periodicals</th>
<th>Pdf views</th>
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**Periodicals Jan-Jun 2006 1,462,488**

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**Proprietary Information - confidential**
Reasons for Joining/Maintaining Membership

- By far, the primary reason for joining ComSoc and maintaining the membership is to remain technically current. Reasons also mentioned by a majority of respondents were: obtaining ComSoc publications and being a part of the premier professional society for technology professionals.

- Motivations do vary by nature of employment.

Remaining technically current resonates more with those employed in industry (91%) compared to those in the academia/government/non-profits (76%).

Those in academia/government/non-profits are motivated more by networking with others in the profession (42%), presenting papers (21%) and obtaining reduced registration fees (23%) at ComSoc conferences compared to those in industry (28%, 9%, and 9%, respectively).
New ComSoc Members

2001 2002 2003 2004 2005 2006
16,287 13,991 11,277 16,932 10,552 13,408
Membership

**Recruiting** - various print and e-mail direct response campaigns, trade shows; free book premium; conference support; monthly new IEEE member e-campaign; www updates; sister society CD; local chapter support; posters; cover wraps; history book; Society PowerPoint presentation, back office coordination

**Retaining** - ComSoc Community Directory, new member kit, surveys; bi-weekly new member e-message; e-News; Book of the Month; Top Ten usage data; Optional pubs, DL; pubs special offers; ComMag ads, volunteer support; Technical Committee conference brochures; distinguisher lecturer tours; pins, pens, premiums; conference e-mail support; discounts; DL, CommOntology, My ComSoc; Ten Tips

**Renewing** - Direct e-mail campaigns to non-renewals, coordinate with TAB; TN Special offer; non-renew info to chapters

**Recognizing** - Awards; SM e-mail message; new fellow letter; 10, 20, 25 year certificate/gift; student grants
Membership Campaigns

- **October/November** -- Full year membership campaign (IEEE & ComSoc). Brochure, letter from president, membership application. Sent to current ComSoc members, IEEE members with appropriate technical profile, and prospective members, i.e. non-member conference attendees.
- **March** -- Affiliate member ½ year campaign to former members who have dropped both IEEE and ComSoc
- **March-Summer** -- ½ year free campaign to select non-ComSoc IEEE members.
- **April/May** -- Affiliate/IEEE/ComSoc ½ year campaign to prospective members (non-IEEE)
- **All year** -- Recruiting at exhibits - conferences and trade shows.
- **All year** -- Opportunistic mini campaigns, i.e. Military issue of ComMag sent to MILCOM attendees (Letter, Mag issue, member application)
- **2007** -- Special free book offer for new IEEE/ComSoc members
IEEE Communications Society

ComSoc $\frac{1}{2}$ year free campaign renewal analysis

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Possible appearance with main IEEE exhibit: ALA Midwinter & June SLA
Trade Show Recruiting

Exhibit Recruiting

IEEE Communications Society

IEEE/ComSoc Marketing/Product Experiments

- Three-tier conference registration
- Affiliate membership through conference registration
- Corporate Partnership development
- Webinars
- Certification initiative
- Member www space/alias
- ComSoc/Wiley Book of the Month
- ComSoc Videos & IEEE.tv (Technology Discourses)
- Best of the Best; Pocket Guides
- Full graphic digital ComMag edition?
- Other services/products like DVD set?
IEEE Communications Society

ComSoc Marketing Issues

- Certification: PATF - Wireless Technology -- committee met Dec 06; focus groups in early 2007


- First Corporate-sponsored Web Seminar Service due April 2007; Advances in Metropolitan Optical Networking and Wireless/Optical Integration - NEC. Steve Weinstein initiative
ComSoc Chapter Promotion Tools

Tools to help you keep your members, attract new members, and support your activities

• **Online assistance** ComSoc information -- CommOntology and Digital Library -- forms and links for updating records and conducting transactions -- ComSoc hosts your Chapter’s www site/chapter content

• **Literature, visual aids** Membership Applications -- Society Brochure -- Directory -- Sample copies -- Publication Promotions -- Posters -- Special Offers -- Premiums -- Brief History of Communications -- PowerPoint Presentation

• **Database help** E-mail addresses in text or Excel format -- Address labels for Chapter members -- Other database information

• **Chapter Visibility** Communications Magazine - Global Communications Newsletter (Carole Swaim) -- E-News - http://www.comsoc.org/e-news/index.html

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Questions? Ask Carole Swaim: c.swaim@comsoc.org