

# 2010 Highlights and Helpful Hints

**Mary Ward-Callan**  
**Managing Director of Technical Activities**  
**AES Meeting**  
**April 23, 2010**

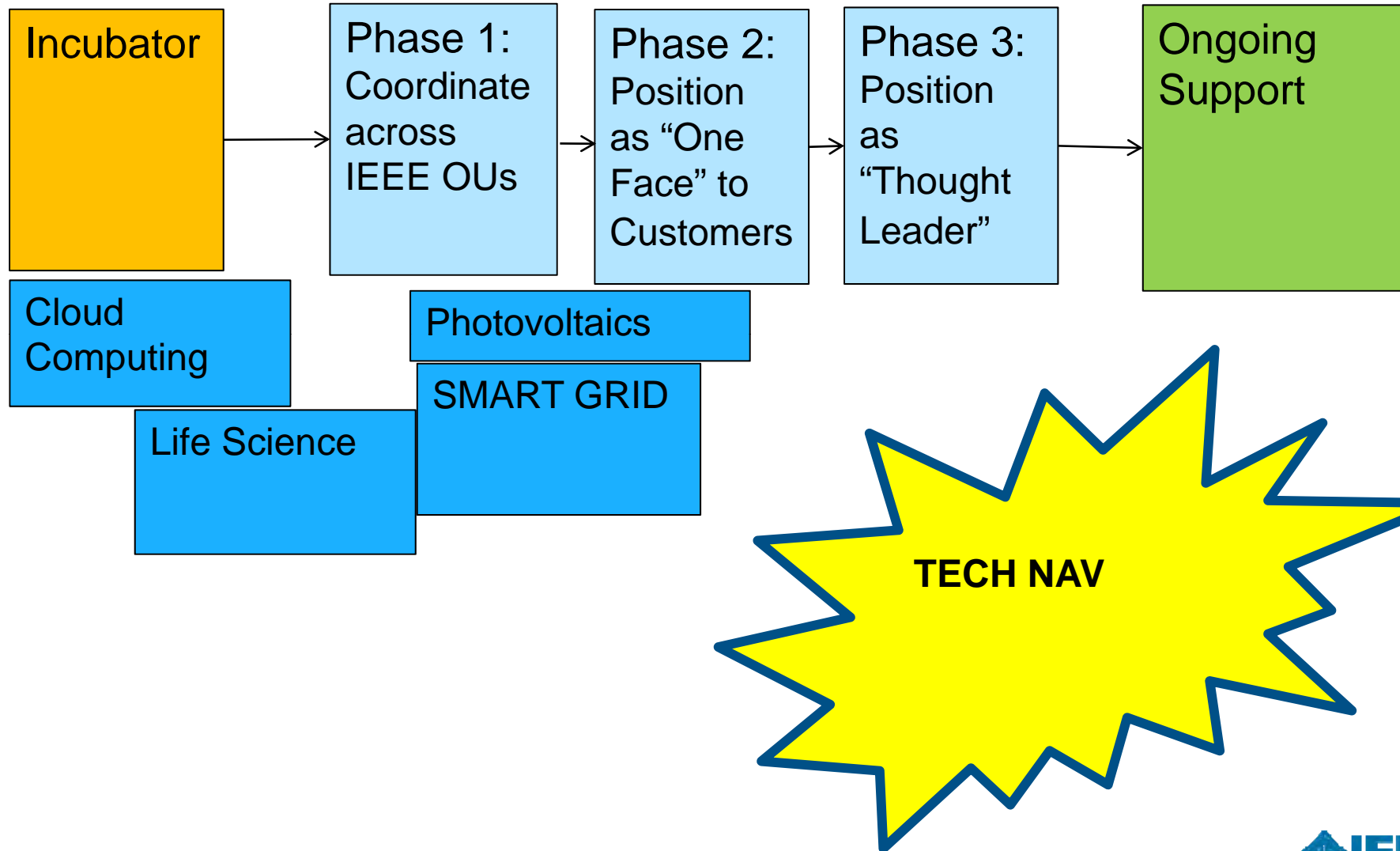
# Lots of Change ...

- New CIO- Alexander Pasik
- New CFO – Tom Siegert
- New CMO – currently interviewing



- New tag line
- New web roll out
- New office to be opened - India

# Framework for New Directions



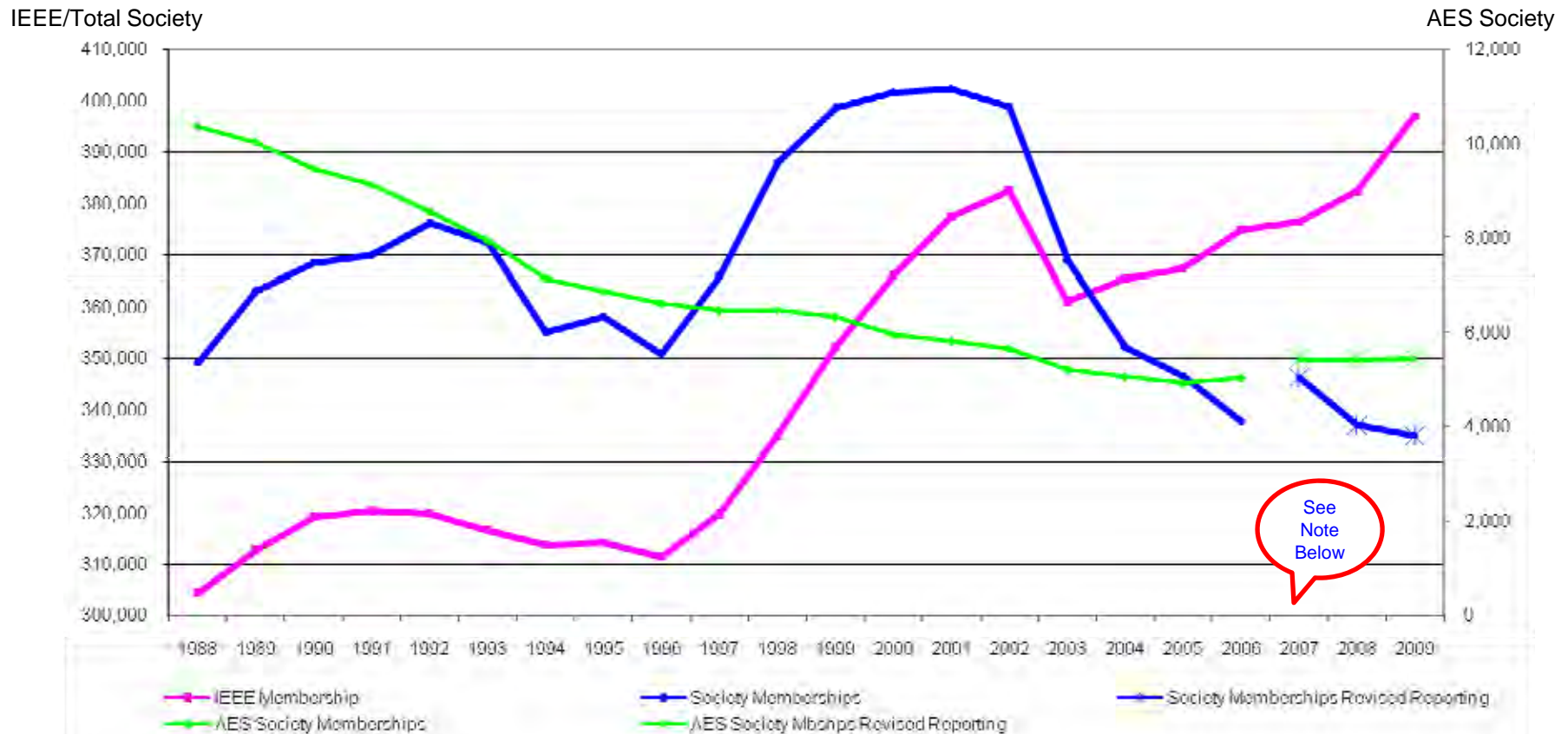
# Society Membership (March 2010)

- AES is down (2.2%)
- All Society memberships are up 2.3%
- Opportunities
  - Introduction of IEEE e-membership
  - Targeted campaigns
  - Soc e-membership for future
  - Bundle Soc memberships with IEEE
    - Create win-win for all OUs
    - All pull in same direction
  - Better define Value
    - Added services
    - Chapter Development
    - Distinguished Lecturers

# Memberships - Long Term Trends

## IEEE vs. Total Soc Memberships vs. AES Society

### December, 1988-2009



**Note:** Effective 2007, Society membership totals appear higher as a result of a change implemented in the way current memberships are counted . Memberships cancelled during renewal (Sept-Dec) for the following membership year are counted in current year end totals. In prior years, these non-renewing members were not included in totals. Effective 2008, Society membership totals reflect a decline of 9,405 memberships which included the cancellation of approx. 6,000 Engineering Management Society memberships due to the Society's conversion to a Council. Decline also includes loss of 3,000 Computer Society affiliates.

# Growth in Revenues

- Drive new products
  - Educational products (Xpert Now, webinars)
  - White papers (SSP)
  - IEEE Technology News (new proposal)
- Strengthen existing products
  - Certification
  - Conference attendance
  - Electronic pub sales (Nonmember sales)
  - Electronic Packages Products

# Getting the right tools

- Platform
  - ICX – New Conference Platform (with several new conference tools as well)
  - IBP – New IEEE Business Platform
  - New or improved Society Conference tools
- Social Networking
  - Facebook
  - Linked In
  - Twitter

# Meeting Customer Expectations

- Timeliness
  - Periodical
  - Conference Proceeding
- Conference Practices
  - Conference Proceeding Quality
  - Technically Cosponsored Conferences and portfolio management
  - Assessment of Conference Practices in Geo Sponsored conferences





# SOCIETY LEADERSHIP ADVICE

# Remember the Unique aspects of IEEE

- IEEE is legally ONE company, even though many IEEE Organizational Units(OUs) perceive themselves as separate businesses.
- IEEE is headquartered in the US and must follow US (federal and state) tax and employment laws
- IEEE must also follow the tax and employment laws in ALL countries where IEEE employs individuals or does business.
- Volunteers can be considered an extension of the IEEE workforce and therefore need to adhere to many of the HR practices.

## Need to be aware of

- ❑ Workplace Discrimination
- ❑ General Harassment
- ❑ Discriminatory Harassment
  - Hostile work environment
  - Bullying
  - Sexual Harassment
- ❑ Damage to the IEEE reputation and brand
- ❑ Significant costs in lawsuits and legal fees



# Activities to be careful with... (i.e. call for advice)



- Hiring Society Support
- Facilities
- Tax issues
- Contracting
- Incorporation of anything – Conferences, in particular
- Conflict of Interest Concerns
- Purchasing assets such as computers
- New software product investments
  - Web Tutorials
  - Ecommerce
  - Conference tools



# Be Prepared

- Create a constantly renewed Initiative List (or “things we want to do” list)
  - Budget Opportunities
    - Items can be placed in your budget as operational items
    - Items can be placed in your budget as “formal initiatives” ( e.g. 1% of Reserves)
    - IEEE New Initiative Committee
  - Actuals Opportunities
    - Items can be started based on forecasted actuals (e.g. budget under runs)
    - Items can be started based on other relief that might be available ( e.g. 50% rule)
  - Keep the list constantly refreshed.

# Alias Lists

- You will be included on the email alias lists
- SPAM is increasing problem
  - We have used email filtering that limits who can send to alias lists based on email address of sender. Therefore if you use multiple email addresses, please contact Jayne Cerone ([j.cerone@ieee.org](mailto:j.cerone@ieee.org)) to get all allowable email addresses posted.

# Communication Guidelines



- Be professional and courteous in replying to emails –
  - Use New York Times Headline test
- Emails are a permanent record of conversations
  - They are discoverable in the event of a legal action
  - Often forwarded to large groups, sometimes unintentionally
  - Emails have “tones” that sometimes get in the way of resolution. Calls can sometimes cut through the difficulties
  - If sensitive information, use the phone and call
  - Limiting email discussions on sensitive topics is a good idea

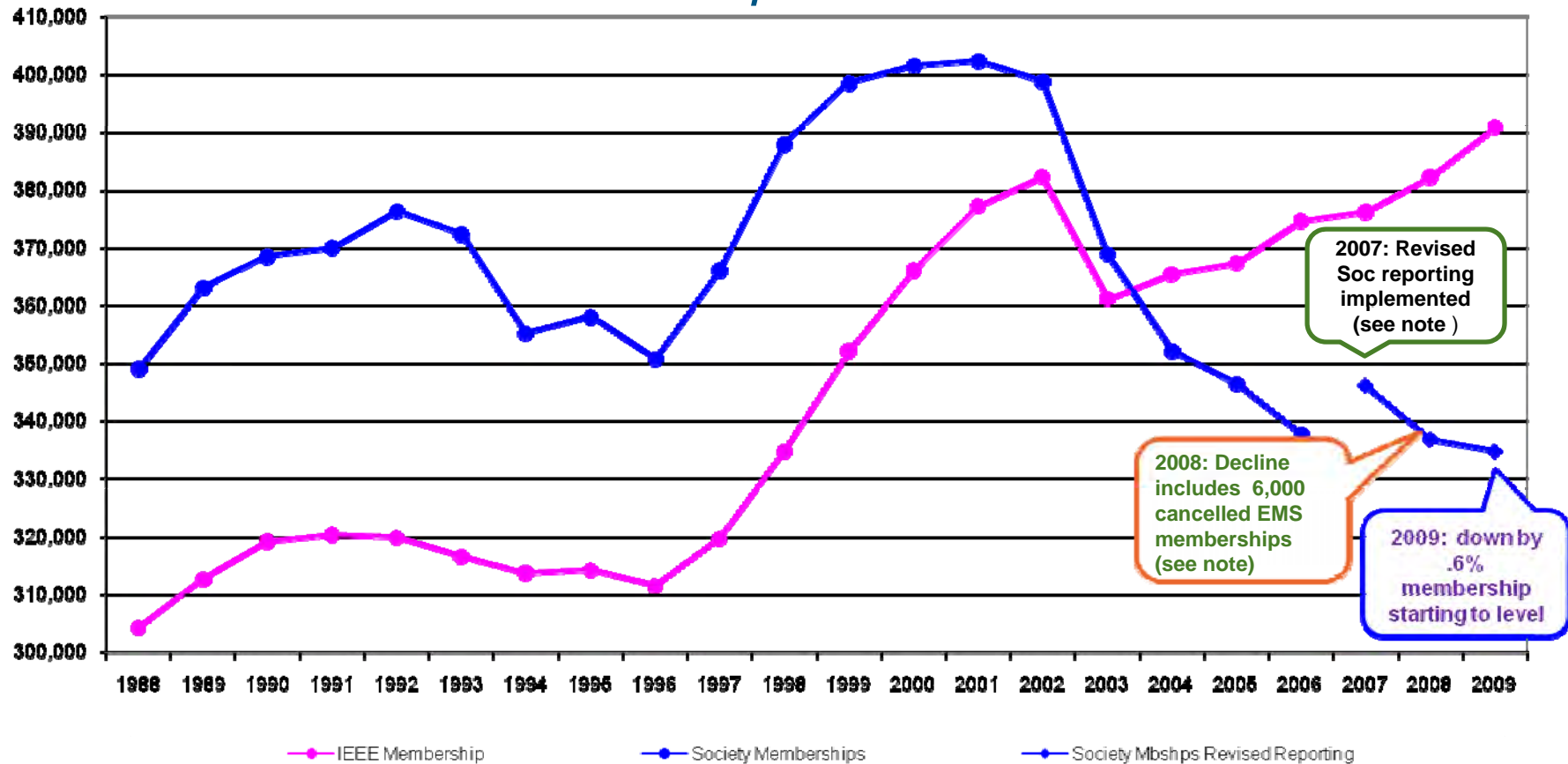


# Questions?

## The End



# Memberships - Long Term Trends IEEE vs. Total Society Memberships December, 1988-2009



**Note:** Effective 2007, Society membership totals appear higher as a result of a change implemented in the way current memberships are counted. Memberships cancelled during renewal (Sept-Dec) for the following membership year are counted in current year end totals. In prior years, these non-renewing members were not included in totals. Effective 2008, Society membership totals reflect a decline of 9,405 memberships which included the cancellation of approx. 6,000 Engineering Management Society memberships due to the Society's conversion to a Council. Decline also includes loss of 3,000 Computer Society affiliates.

# Society Memberships 2008 vs. 2009

## Overall 21 Societies with Gains (+5,627 in aggregate)

AES010	+19	+0.4%	MTT017	+448	+3.8%
AP003	+117	+1.4%	NPS005	+361	+10.9%
BT002	+18	+0.9%	OE022	+79	+4.6%
CE008	+33	+1.0%	PC026	+79	+6.5%
CIS011	+316	+5.0%	PE031	+1,240	+5.2%
CS023	+239	+2.8%	PEL035	+335	+5.0%
DEI032	+31	+1.5%	PHO036	+100	+1.4%
E025	+86	+2.5%	PSE043	+66	+9.6%
EMB018	+359	+4.1%	RA024	+439	+6.4%
GRS029	+211	+6.7%	SMC028	+577	+13.3%
IE013	+474	+10.6%			

# Society Memberships 2008 vs. 2009

## 17 Societies with Losses

### (-7,701 in aggregate)

C016*	-3,353	-4.3%	ITSS	-65	-5.4%
CAS004	-367	-3.4%	MAG033	-143	-4.2%
COM019	-2,050	-4.5%	RL007	-7	-0.4%
CPMT021	-95	-3.5%	SIT030	-50	-2.8%
ED015	-300	-2.8%	SP001	-69	-0.5%
EMC027	-110	-2.6%	SSC037	-731	-6.4%
IA034	-78	-0.8%	UFFC020	-6	-0.3%
IM009	-195	-3.9%	VT006	-53	-1.2%
IT012	-29	-0.8%			

*\*includes loss of 1,962 Affiliates*

# Society Membership

IEEE Society Membership Totals as of March 2010																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMS)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%
<b>DIVISION I</b>																				
Circuits & Systems	8,501	8,547	-46	-0.5%	381	373	8	2.1%	40	39	1	2.6%	8,922	8,959	-37	-0.4%	8,882	8,920	-38	-0.4%
Electron Devices	8,900	9,003	-103	-1.1%	247	284	-37	-13.0%	39	45	-6	-13.3%	9,186	9,332	-146	-1.6%	9,147	9,287	-140	-1.5%
Solid-State Circuits	8,998	9,367	-369	-3.9%	188	216	-28	-13.0%	61	60	1	1.7%	9,247	9,643	-396	-4.1%	9,186	9,583	-397	-4.1%
<b>Div I Subtotal</b>	<b>26,399</b>	<b>26,917</b>	<b>-518</b>	<b>-1.9%</b>	<b>816</b>	<b>873</b>	<b>-57</b>	<b>-6.5%</b>	<b>140</b>	<b>144</b>	<b>-4</b>	<b>-2.8%</b>	<b>27,355</b>	<b>27,934</b>	<b>-579</b>	<b>-2.1%</b>	<b>27,215</b>	<b>27,790</b>	<b>-575</b>	<b>-2.1%</b>
<b>DIVISION II</b>																				
Components, Packaging & Mfg Tech	2,199	2,233	-34	-1.5%	45	57	-12	-21.1%	15	15	0	0.0%	2,259	2,305	-46	-2.0%	2,244	2,290	-46	-2.0%
Dielectrics & Electrical Insulation	1,836	1,797	39	2.2%	38	39	-1	-2.6%	29	18	11	61.1%	1,903	1,854	49	2.6%	1,874	1,836	38	2.1%
Industry Applications	8,825	8,836	-11	-0.1%	131	98	33	33.7%	40	32	8	25.0%	8,996	8,966	30	0.3%	8,956	8,934	22	0.2%
Instrumentation & Measurements	3,787	4,015	-228	-5.7%	92	101	-9	-8.9%	18	16	2	12.5%	3,897	4,132	-235	-5.7%	3,879	4,116	-237	-5.8%
Power Electronics	5,859	5,654	205	3.6%	213	224	-11	-4.9%	37	35	2	5.7%	6,109	5,913	196	3.3%	6,072	5,878	194	3.3%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,892	1,900	-8	-0.4%	37	48	-11	-22.9%	26	27	-1	-3.7%	1,955	1,975	-20	-1.0%	1,929	1,948	-19	-1.0%
<b>Div II Subtotal</b>	<b>24,398</b>	<b>24,435</b>	<b>-37</b>	<b>-0.2%</b>	<b>556</b>	<b>567</b>	<b>-11</b>	<b>-1.9%</b>	<b>165</b>	<b>143</b>	<b>22</b>	<b>15.4%</b>	<b>25,119</b>	<b>25,145</b>	<b>-26</b>	<b>-0.1%</b>	<b>24,954</b>	<b>25,002</b>	<b>-48</b>	<b>-0.2%</b>
<b>DIVISION III</b>																				
Communications	28,251	28,231	20	0.1%	2,412	1,439	973	67.6%	354	337	17	5.0%	31,017	30,007	1,010	3.4%	30,663	29,670	993	3.3%

# Society Membership (cont)

IEEE Society Membership Totals as of March 2010																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%
<b>IEEE Societies</b>																				
<b>DIVISION IV</b>																				
Antennas & Propagation	7,203	7,118	85	1.2%	249	230	19	8.3%	49	48	1	2.1%	7,501	7,396	105	1.4%	7,452	7,348	104	1.4%
Broadcast Technology	1,689	1,705	-16	-0.9%	66	54	12	22.2%	25	27	-2	-7.4%	1,780	1,786	-6	-0.3%	1,755	1,759	-4	-0.2%
Consumer Electronics	2,658	2,579	79	3.1%	140	141	-1	-0.7%	27	35	-8	-22.9%	2,825	2,755	70	2.5%	2,798	2,720	78	2.9%
Electromagnetic Compatibility	3,628	3,633	-5	-0.1%	57	74	-17	-23.0%	29	25	4	16.0%	3,714	3,732	-18	-0.5%	3,685	3,707	-22	-0.6%
Magnetics	2,646	2,667	-21	-0.8%	74	68	6	8.8%	48	45	3	6.7%	2,768	2,780	-12	-0.4%	2,720	2,735	-15	-0.5%
Microwave Theory & Techniques	10,313	10,365	-52	-0.5%	350	362	-12	-3.3%	38	40	-2	-5.0%	10,701	10,767	-66	-0.6%	10,663	10,727	-64	-0.6%
Nuclear & Plasma Sciences	2,679	2,582	97	3.8%	51	66	-15	-22.7%	51	44	7	15.9%	2,781	2,692	89	3.3%	2,730	2,648	82	3.1%
<b>Div IV Subtotal</b>	<b>30,816</b>	<b>30,649</b>	<b>167</b>	<b>0.5%</b>	<b>987</b>	<b>995</b>	<b>-8</b>	<b>-0.8%</b>	<b>267</b>	<b>264</b>	<b>3</b>	<b>1.1%</b>	<b>32,070</b>	<b>31,908</b>	<b>162</b>	<b>0.5%</b>	<b>31,803</b>	<b>31,644</b>	<b>159</b>	<b>0.5%</b>
<b>DIVISION V/VIII</b>																				
<b>Computer</b>	<b>46,485</b>	<b>46,456</b>	<b>29</b>	<b>0.1%</b>	<b>3,849</b>	<b>2,795</b>	<b>1,054</b>	<b>37.7%</b>	<b>14,079</b>	<b>13,376</b>	<b>703</b>	<b>5.3%</b>	<b>64,413</b>	<b>62,627</b>	<b>1,786</b>	<b>2.9%</b>	<b>50,334</b>	<b>49,251</b>	<b>1,083</b>	<b>2.2%</b>
<b>DIVISION VI</b>																				
Education	2,945	2,912	33	1.1%	57	74	-17	-23.0%	27	32	-5	-15.6%	3,029	3,018	11	0.4%	3,002	2,986	16	0.5%
Industrial Electronics	4,266	3,814	452	11.9%	186	170	16	9.4%	28	18	10	55.6%	4,480	4,002	478	11.9%	4,452	3,984	468	11.7%
Product Safety Engineering	672	580	92	15.9%	5	8	-3	-37.5%	15	4	11	275.0%	692	592	100	16.9%	677	588	89	15.1%
Professional Communication	841	876	-35	-4.0%	46	57	-11	-19.3%	83	92	-9	-9.8%	970	1,025	-55	-5.4%	887	933	-46	-4.9%
Reliability	1,608	1,638	-30	-1.8%	36	27	9	33.3%	15	17	-2	-11.8%	1,659	1,682	-23	-1.4%	1,644	1,665	-21	-1.3%
Social Implications of Technology	1,564	1,453	111	7.6%	45	43	2	4.7%	22	18	4	22.2%	1,631	1,514	117	7.7%	1,609	1,496	113	7.6%
<b>Div VI Subtotal</b>	<b>11,896</b>	<b>11,273</b>	<b>623</b>	<b>5.5%</b>	<b>375</b>	<b>379</b>	<b>-4</b>	<b>-1.1%</b>	<b>190</b>	<b>181</b>	<b>9</b>	<b>5.0%</b>	<b>12,461</b>	<b>11,833</b>	<b>628</b>	<b>5.3%</b>	<b>12,271</b>	<b>11,652</b>	<b>619</b>	<b>5.3%</b>
<b>DIVISION VII</b>																				
<b>Power &amp; Energy</b>	<b>22,207</b>	<b>20,735</b>	<b>1,472</b>	<b>7.1%</b>	<b>1,071</b>	<b>565</b>	<b>506</b>	<b>89.6%</b>	<b>223</b>	<b>164</b>	<b>59</b>	<b>36.0%</b>	<b>23,501</b>	<b>21,464</b>	<b>2,037</b>	<b>9.5%</b>	<b>23,278</b>	<b>21,300</b>	<b>1,978</b>	<b>9.3%</b>

# Society Membership (cont)

SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%
<b>DIVISION IX</b>																				
Aerospace & Electronic Systems	4,208	4,325	-117	-2.7%	175	159	16	10.1%	30	30	0	0.0%	4,413	4,514	-101	-2.2%	4,383	4,484	-101	-2.3%
Geoscience & Remote Sensing	2,522	2,416	106	4.4%	132	112	20	17.9%	179	234	-55	-23.5%	2,833	2,762	71	2.6%	2,654	2,528	126	5.0%
Information Theory	3,067	3,007	60	2.0%	104	133	-29	-21.8%	23	22	1	4.5%	3,194	3,162	32	1.0%	3,171	3,140	31	1.0%
Intelligent Transportation Systems	899	915	-16	-1.7%	29	31	-2	-6.5%	14	15	-1	-6.7%	942	961	-19	-2.0%	928	946	-18	-1.9%
Oceanic Engineering	1,483	1,444	39	2.7%	47	47	0	0.0%	20	12	8	66.7%	1,550	1,503	47	3.1%	1,530	1,491	39	2.6%
Signal Processing	13,058	12,536	522	4.2%	397	468	-71	-15.2%	111	79	32	40.5%	13,566	13,083	483	3.7%	13,455	13,004	451	3.5%
Vehicular Technology	3,665	3,668	-3	-0.1%	107	121	-14	-11.6%	21	17	4	23.5%	3,793	3,806	-13	-0.3%	3,772	3,789	-17	-0.4%
<b>Div IX Subtotal</b>	<b>28,902</b>	<b>28,311</b>	<b>591</b>	<b>2.1%</b>	<b>991</b>	<b>1,071</b>	<b>-80</b>	<b>-7.5%</b>	<b>398</b>	<b>409</b>	<b>-11</b>	<b>-2.7%</b>	<b>30,291</b>	<b>29,791</b>	<b>500</b>	<b>1.7%</b>	<b>29,893</b>	<b>29,382</b>	<b>511</b>	<b>1.7%</b>
<b>DIVISION X</b>																				
Computational Intelligence	5,236	5,067	169	3.3%	301	354	-53	-15.0%	106	106	0	0.0%	5,643	5,527	116	2.1%	5,537	5,421	116	2.1%
Control Systems	7,298	7,203	95	1.3%	325	341	-16	-4.7%	62	57	5	8.8%	7,685	7,601	84	1.1%	7,623	7,544	79	1.0%
Engineering in Medicine & Biology	7,172	6,811	361	5.3%	394	487	-93	-19.1%	134	133	1	0.8%	7,700	7,431	269	3.6%	7,566	7,298	268	3.7%
Photonics	5,772	5,691	81	1.4%	282	440	-158	-35.9%	84	86	-2	-2.3%	6,138	6,217	-79	-1.3%	6,054	6,131	-77	-1.3%
Robotics & Automation	5,611	5,254	357	6.8%	631	577	54	9.4%	76	71	5	7.0%	6,318	5,902	416	7.0%	6,242	5,831	411	7.0%
Systems, Man & Cybernetics	3,759	3,599	160	4.4%	145	171	-26	-15.2%	35	38	-3	-7.9%	3,939	3,808	131	3.4%	3,904	3,770	134	3.6%
<b>Div X Subtotal</b>	<b>34,848</b>	<b>33,625</b>	<b>1,223</b>	<b>3.6%</b>	<b>2,078</b>	<b>2,370</b>	<b>-292</b>	<b>-12.3%</b>	<b>497</b>	<b>491</b>	<b>6</b>	<b>1.2%</b>	<b>37,423</b>	<b>36,486</b>	<b>937</b>	<b>2.6%</b>	<b>36,926</b>	<b>35,995</b>	<b>931</b>	<b>2.6%</b>
<b>TOTAL</b>	<b>254,202</b>	<b>250,632</b>	<b>3,570</b>	<b>1.4%</b>	<b>13,135</b>	<b>11,054</b>	<b>2,081</b>	<b>18.8%</b>	<b>16,313</b>	<b>15,509</b>	<b>804</b>	<b>5.2%</b>	<b>283,650</b>	<b>277,195</b>	<b>6,455</b>	<b>2.3%</b>	<b>277,337</b>	<b>261,686</b>	<b>5,651</b>	<b>2.2%</b>

2.3%