

# Bundled Model Proposal: IEEE & Society Membership

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# TWO TIER SOCIETY MEMBERSHIP MODEL

# Current situation -

- 50% of IEEE Member do not belong to any Society.
- No Society Membership included in IEEE base dues.
- 38 Society choices for members, all with varying costs to join.
- All IEEE Members have a Geographic “home”.

# What do we want to do and why?

- Have IEEE base membership dues include a choice of one Technical Society.
- Have every IEEE Member have a Technical and a Geographic “home”.

# Why should Society Membership matter to IEEE?



8/9/2022

# Adding a “Technical Home” will likely improve overall IEEE retention

- Especially for new Members, the least likely to renew

	2010 Higher Grade Retention	
	All	$\leq 5$ Years of Service
No society affiliation	76.5%	46.0%
At least 1 Society	87.6%	66.3%



80% of Higher Grade Attrition is Members with 5 years of service or less

# Why are they leaving?

While non-renewing members join for the same reasons that renewing members join; when we ask them what they will miss, we are clearly not meeting their initial needs.

## Top Reasons for Joining:\*

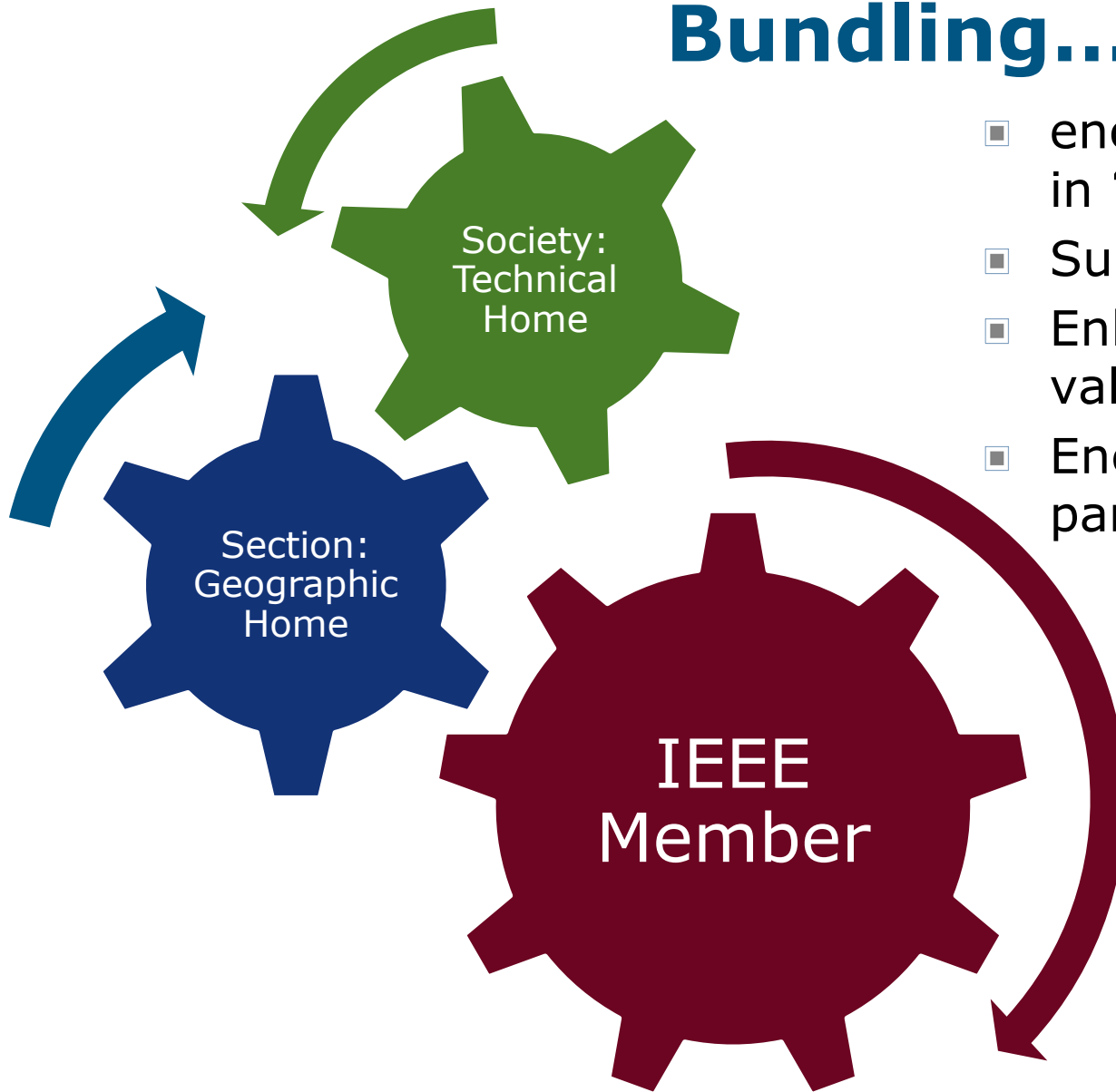
1. Obtain IEEE Publications (55%)
2. Remain technically current (52%)
3. Join IEEE Societies (42%)
4. Enhance my career opportunities (37%)
5. For continuing education (34%)
6. Enhancing my stature (29%)
7. Networking with other professionals (27%)

## What they will miss:\*

1. IEEE Spectrum (35%)
2. Nothing (25%)
3. Technical society membership (21%)
4. Discounts on conferences (15%)
5. Opportunities to stay technically current (13%)
6. Discounts on publications (12%)
7. IEEE Educational Products (11%)



# Bundling....



- encourages participation in “One IEEE”
- Supports the IEEE Mission
- Enhances the Membership value equation
- Encourages MGA & TA partnership & alignment



# Assumption Check:

## Bundling increases the value proposition of IEEE Membership



- Every IEEE membership includes
  - Geographic Community
  - Technical Community
- Additionally IEEE members can “upgrade” their Technical Community involvement

# 5 Year Two-Tier Bundle Perspective

**2011:  
Decision**

**Feb-June:**  
Socialize  
@ AdComs  
**June:**  
Two-Tier &  
Bundling  
Decision

**2012:  
Final Prep**

**Feb:**  
Finalize  
Two-Tier  
Product  
Offerings  
**March-  
July:**  
Finalize  
Marketing

**2013:  
Membership  
Year**

IEEE  
Markets  
***NEW***  
Member  
Value  
Proposition

**2014/2015:  
Algorithm  
Re-Evaluation**

Direct  
Infrastructure  
distribution  
freezes from  
2012 until  
reevaluation  
after new  
paradigm  
stabilization

# Possible financial choices for enabling IEEE bundling

- \$5 (USD) increase in dues spread over 3 years
- \$15 (USD) increase in dues in one year

## **OTHER OPTIONS:**

- Reduce IEEE Infrastructure costs as a portion of the expected revenue loss
- Increase the IEEE Membership dues to cover the inclusion of a Society Membership
- Invest from reserves/surpluses to cover short-term shortfall in revenue
- **A combination of any of the options above**

# EACH SOCIETIES GOALS/CHALLENGES

# Create A Two-Tier Membership Model for AESS (Example Only)

## **\$15 AESS Membership Model**

- **Electronic Magazine**
- **QEB**

## **\$28 AESS Membership Model**

- **Printed Magazine**
- **QEB**
- **Access to Transactions**
- **Webinars**
- **Conferences**

# AESS Two-Tier Membership Motion

- Moved that the AESS endorses the concept of the IEEE Two-Tier Membership project.