



“IEEE – The Value of Membership”

Michael Adler
2003 IEEE President

- IEEE Today
- The Value of Membership
- Future of the IEEE

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IEEE Today -- A Growing Organization

World's largest technical professional society

- More than 380,000 members in 150 countries
- Over 70,000 student members
- 300 local sections
- Nearly 2,000 Student Branches
- 37 Societies and 4 technical councils
- Nearly 1,300 Chapters



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IEEE Today -- A Growing Organization

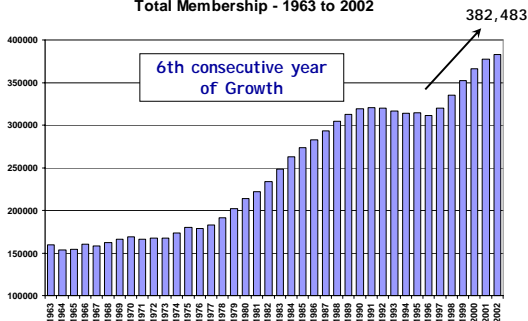
- 350 sponsored or cosponsored international conferences
- Over 30% of the world's literature in electrical and electronics engineering and computer science published yearly
- Nearly 900 active industry standards



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Long Term Membership Trends

Total Membership - 1963 to 2002



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IEEE Region 10

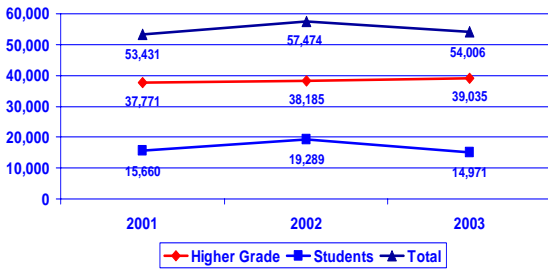
- 39,035 Total Higher Grade members
- 14,971 Total Student members
- 45 Sections
- 224 Chapters
- 310 Student Branches
- 41 Student Branch Society Chapters

Membership Data as of Aug 2003



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IEEE Region 10 Membership Growth Aug 2001 to Aug 2003



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IEEE Region 10 Membership by Grade Aug 2003

Grade	Count
Honorary	5
Associate	6,008
Member	29,597
Senior Member	2,792
Fellow	633
Student	<u>14,971</u>
Total	54,006

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IEEE Tokyo Section

- Established 1955
- 6,775 Higher Grade members
 - Second largest Section in Region 10
- 353 Student members
- 4 Student Branches

Membership Data as of August 2003



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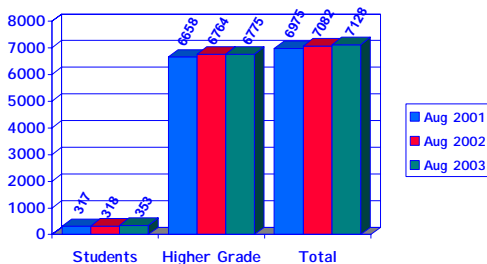
IEEE Tokyo Section Student Branches

- Keio University
 - 26 student members
- Tokyo Institute of Technology
 - 73 student members
- University of Tokyo
 - 69 student members
- Yokohama National University
 - 17 student members



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IEEE Tokyo Section Membership 2001 to 2003



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IEEE Tokyo Section Membership by Grade – Aug 2003

Grade	Count
Honorary	2
Associate	988
Member	5058
Senior Member	418
Fellow	309
Student	<u>353</u>
Total	7128

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Challenges Facing Engineers Today

- The world is getting smaller
- The economy is global
- Our work is becoming more interdisciplinary
- We have to work at the speed of change
- We have to be environmentally conscious
- Engineers viewed as a commodity
- We have to continue to promote our public image



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Global Economy

- Jobs are mobile and work can be done from all corners of the globe
- The ability to collaborate online is becoming a requirement
- IEEE is now offering online communities to encourage engineers with similar technical interests to exchange ideas and solve problems online



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IEEE Singapore Section

- Established 1977
- 2,510 Higher Grade members
- 359 Student members
- 2 Student Branches
- 18 Society Chapters
- GOLD Affinity Group

Membership Data as of August 2003



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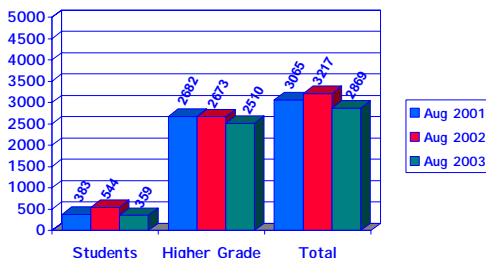
IEEE Singapore Section Student Branches

- Nanyang Technological University
 - 181 Student members
- National University of Singapore
 - 168 Student members



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IEEE Singapore Section Membership 2001 to 2003



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IEEE Singapore Section Membership by Grade – Aug 2003

Grade	Count
Honorary	0
Associate	246
Member	2,063
Senior Member	194
Fellow	7
Student	359
Total	2,869



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Interdisciplinary Work

- Diversity of technical teams (EEs, Chemicals, Biologists, Physicists are all working together)
- Everyone needs to learn to speak the other's language
- IEEE has a long-standing tradition of technical expertise in its societies, but that's a technology-specific approach
- Look for IEEE to become more focused on addressing the problems to be solved in terms that everyone can understand, and that invites those of the interdisciplinary community to join us.



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Working at the Speed of Change

- How do we quickly find the information we need and in what context?
- IEEE Xplore currently has almost 1,000,000 articles—but engineers need more than just IEEE information
- IEEE is working to become a clearing house for information with a search capability to help you navigate not only IEEE information, but all engineering information
- We continue to offer traditional conferences and workshops, but we are working on bringing conferences and workshops to you instead of you going to them



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Environmentally Conscious

- Engineers have to be concerned with social progress and environmental stewardship
- The EU has established a directive that suggests within five years all manufacturers of electronics should have a process that includes proper methods of disposal of their products
- “Cradle to grave” engineering
- IEEE is establishing a global partnership with other associations to sponsor a global response to this issue



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Value of Membership – Why Do Members Join IEEE?

- Access to technical information
- Stay up-to-date in technical field
- Develop career opportunities
- Build a community of colleagues
- Participate in local/regional activities
- Obtain products and services



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New Direction for *The Institute*

- More IEEE news about IEEE members, activities
 - 12 online and 4 quarterly print issues
 - More in-depth features in print
 - Monthly alert for online issues
 - Plans to increase online frequency



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Value -- Access to Technical Information

- IEEE publications expanding
 - 120 publications
 - 21 of the top 25 most highly cited in electrical and electronics engineering
 - Three new titles in 2003
- Publications available online through IEEE Xplore® <http://ieeexplore.ieee.org>
 - New: Member Digital Library
 - New: Single articles can be purchased



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IEEE Member Digital Library

- New subscription service for 2003
- Access to all IEEE technical information published in the last five years (except standards).
- Read, print, save up to 25 articles per month

To Subscribe: www.ieee.org/addservices

- Another option: Purchase individual articles online at www.ieeexplore.org



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IEEE Xplore®



Contains nearly 900,000 articles, including 85,000 articles from 1952-1987.

2 million PDFs viewed each month.



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Publications

- Three new publications slated for 2003
 - *IEEE Power Electronics Letters*
 - *IEEE Security and Privacy*
 - *IEEE Power & Energy Magazine*
- Two new libraries for industry, academe and government coming
 - *IEEE Information Technology Library (ITeL)*
 - *IEEE Biomedical Engineering Library*



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IEEE Content Highly Cited

- IEEE has 21 of the top 25 most highly cited in electrical, electronics engineering
- Rated #1 in eight technical fields:
 - Automation and Control Systems
 - Biomedical Engineering
 - Hardware & Architecture
 - Imaging Science & Photographic Technology
 - Robotics
 - Software Engineering
 - Telecommunications
 - Transportation Science & Technology



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Value -- IEEE Conferences

- 350+ international conferences
- 100,000+ attendees overall
- Searchable IEEE conference database at www.ieee.org/conferencesearch
- First-hand information on the latest developments from leaders in their fields
- More than 3,000 annual technical meetings, symposia, and other events.



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Value -- More Benefits of Membership

- IEEE Email Alias Service
 - Permanent address
 - Virus protection updated daily
 - Members protected from nearly 350,000 viruses in 2002
- Instant Access Online
 - Join, Renew, Add Services, Update Records
 - Join Societies, Add subscriptions



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Value -- New Tools and Services Foster Cost-effective Collaboration



Online IEEE Communities

Internet Conferencing

Electronic authoring process



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Value: IEEE Standards



- 15,000 members participate in standards working groups
- Geographical Portals expanding international reach
 - Standards Americas
 - Standards Asia
 - Standards Europe

www.standardsamericas.org



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Value – Career Development

- Links to a wide range of career development resources

www.ieee.org/careers

- Web-based courses
 - Universities and business organizations
 - IEEE Computer Society
- Free Career Alert electronic newsletter
- IEEE Job Site : www.ieee.org/jobsite
- IEEE-USA-sponsored Professional Development Conference (ProDevCon)



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IEEE Job Site Grows



20,000 members registered;

2,400 employers in database

Automatic matches to your profile

www.ieee.org/jobsite



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Value -- Career Development -- A Community of Colleagues

- Build a network through local Section, Chapter, Student Branch activities
- Develop new skills by taking an active role in IEEE
 - Gain management, teamwork and leadership experience
- Opportunities to meet leaders in your technical interest areas



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Value -- More Benefits of Membership

- *IEEE Spectrum* and *IEEE Spectrum* online
 - Keeps members informed of trends, new developments
- News for Members in *The Institute* newspaper
 - 12 online and 4 quarterly print issues
 - Monthly email alert
- Member discounts on Wiley-IEEE Press books
- 11 free What's New @IEEE newsletters

www.whatsnew@ieee.org



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Value -- IEEE Benefits for Students

- Student Concourse
www.ieee.org/students
- Potentials Magazine
- More than \$250K in Scholarships
- Reduced Dues program first year after graduation
- GOLD program for recent graduates in the first 10 years of their careers



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Value – Benefits for Industry

- Volunteerism helps members build professional skills
 - Management training, leadership, teamwork
- Continuing education opportunities and professional development resources
- Software development certification
- Participation in Standards development
 - Corporations can join the IEEE Standards Assn.
- Increased corporate visibility



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Value – Benefits to Industry

- Access to the IEEE database
 - IEEE/IEE Electronic Library
 - New Specialized Libraries
 - IEEE Information Technology Library
 - IEEE Biomedical Engineering Library
- Gain a competitive advantage
 - More than 700 customers use IEEE electronic products at over 1,000 facilities



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Value -- Benefits to Industry

- Opportunities to increase corporate visibility
 - Employees present papers/keynotes at conferences
 - Employees contribute articles to IEEE publications
- Access to highly skilled workforce via IEEE Job Site



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Challenges for 2003 -- Our Strategic Focus

- Products and Services
- Volunteerism
- Relationships with industry



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2003 Focus Products and Services

- Build on newest technologies
 - Member Digital Library
 - New publications collections
 - Online communities
 - Internet conferencing
 - New Internet strategy for more efficient delivery of information
 - Business plan designed to counter threats to peer-reviewed concept



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2003 Focus: Volunteerism

- Decline in volunteerism
- Recent survey shows many reasons
 - Not aware of opportunities
 - Have not been asked
 - Don't have time
- We need to know more



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2003 Focus Industry Relationships

- Industry withdrawing support for memberships and volunteerism
- IEEE needs to provide incentives for industry support
- Working to gain a better understanding of industry needs



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The Challenge for Sections

- Create local visibility, public awareness of activities and IEEE
- Mentor new members to encourage active, ongoing participation
- Share your ideas on how to improve the IEEE



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The Challenge for IEEE Members

- Make the most of your IEEE membership
- Use the IEEE products and services
- Get involved
 - Take a leadership role- small or large
 - Become an active part of a community with those of similar interests
 - Invite your friends and colleagues to join



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The challenges are many, and it's up to us as volunteers to help IEEE carry our message about the value of the engineering profession.

I thank you for all you do for IEEE.



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How to Contact the IEEE

www.ieee.org: Contact Us



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