

Data from Surveys of Members/Non-Members in Japan

Jamie Moesch

Senior Director, IEEE Member Experience

Japan Workshop on Industry Promotion

8 November

Tokyo, Japan

Purpose of this Presentation and Discussion

Provide a common understanding

- Basic demographics of IEEE Members in Japan
- What do Members in Japan want from IEEE?
- How satisfied are Japanese Members with IEEE?
- Who are non-Members in Japan that could be members?
- What do non-Members want from IEEE?

Guide other workshop discussions

- Can IEEE better serve Technologists & Engineers in Japan?
- What does IEEE need to be doing differently?
- Where should resources be focused for the future?

Membership Statistics : (as of December 2013)

- Japan Total Membership: 14,384 (11,853 in 2003 +21.4%)
 - Higher Grade (without graduate students): 12,407 members
 - Undergraduate: 607 members
 - Graduate Students (GSM): 1,370 members

Note: Student/GSM % of membership: 7.6% in 2003 increased to 13.7% in 2013

2012 Segmentation Survey, Higher Grade Members only

Education	IEEE	Japan
Doctoral degree	37%	73%
Graduate/professional degree	35%	17%
Bachelor's degree or equivalent	23%	8%
Some college	1%	1%
Vocational/ technical degree/ certification	2%	1%
Other	2%	0

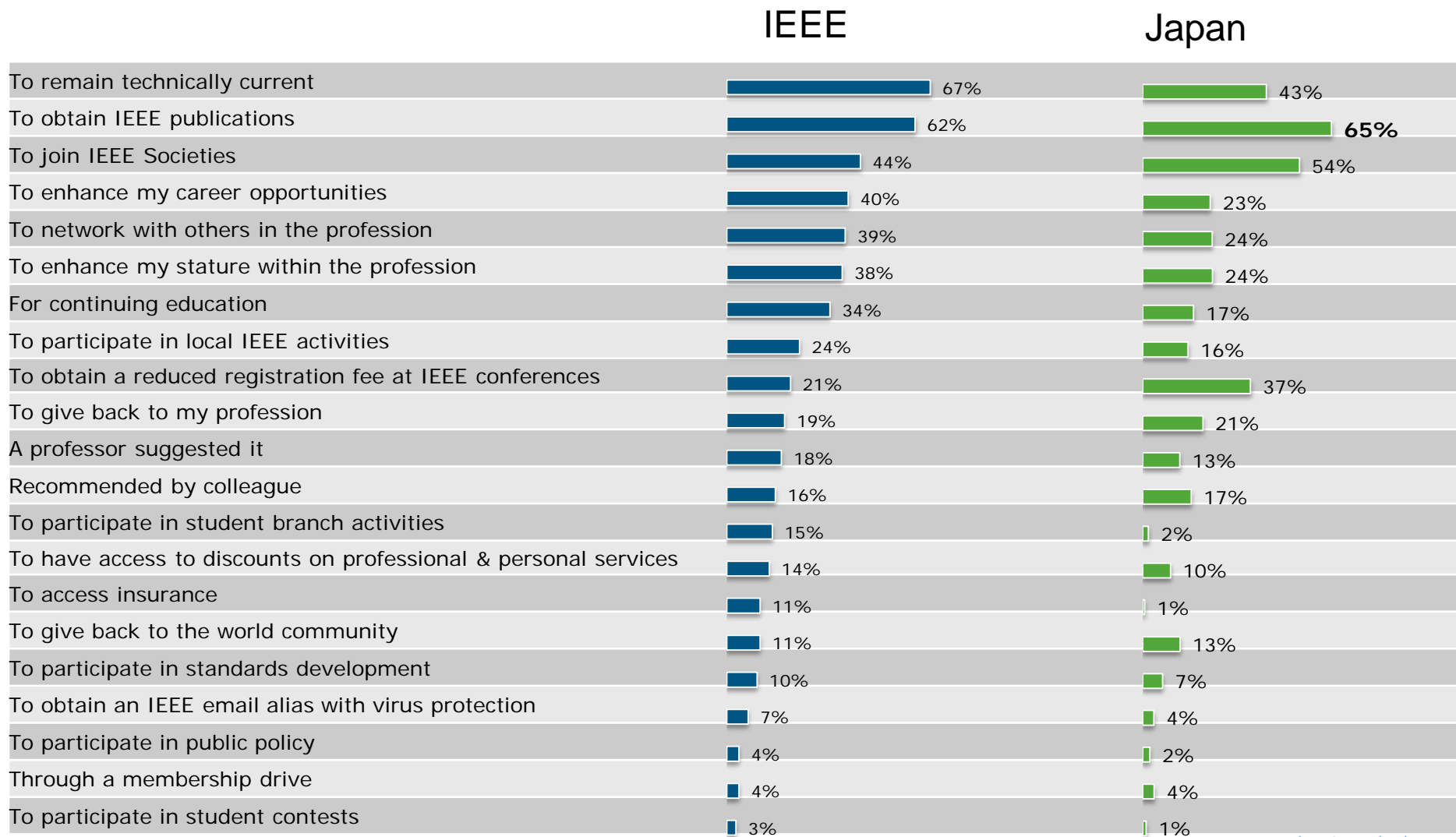
Employment	IEEE	Japan
Educational institution	24%	52%
Private industry	44%	33%
Public/government	11%	7%
Non-profit institution (non-educational)	3%	2%
Retired	3%	2%
Self-employed/consulting	7%	1%
Unemployed	4%	1%
Full time student	2%	1%

2012 Member Segmentation Survey

of Responses:
Total IEEE: 7,895
Japan: 989

Reason for joining IEEE :

Obtaining access to IEEE publications top the list in Japan



5*Higher Grade Members (without graduate students)

6/4/2015

Advancing Technology
for Humanity

Japan IEEE Society Memberships

Total 15,660

**77% Higher Grade Members in Japan hold at least 1 society membership
vs. 56% of Total IEEE Higher Grade Membership**

Japan Top Society Membership* / as of Dec 2013	#
IEEE Computer Society	2,065
IEEE Communications Society	1,589
IEEE Electron Devices Society	1,030
IEEE Signal Processing Society	865
IEEE Solid-State Circuits Society	778
IEEE Microwave Theory and Techniques Society	768
IEEE Robotics and Automation Society	682
IEEE Photonics Society	665
IEEE Circuits and Systems Society	593

Importance and Satisfaction of Products and Services

	Importance		Satisfaction	
	Total	Japan	Total	Japan
Higher Grade Member				
Online access to transactions, journals, and magazines	84%	89%	65%	67%
Online access to standards	77%	63%	54%	39%
Online access to conference proceedings	76%	87%	60%	64%
Promoting the appreciation of technology and our profession to the general public	70%	58%	40%	28%
Conferences	69%	86%	62%	66%
Opportunities for professional networking	68%	58%	42%	30%
Continuing education opportunities	65%	48%	38%	25%
Discounts on professional products and services (for example, conferences, books)	62%	69%	46%	41%
Representation on public policy issues related to the profession	62%	42%	35%	22%
Interaction with other members	59%	55%	39%	29%
Local meetings with other professionals	56%	57%	41%	32%
Printed books	54%	58%	51%	40%
Printed copies of transactions, journals, and magazines	53%	57%	60%	51%
Online meetings/webinars	53%	40%	45%	25%
Online career resources	52%	31%	33%	18%
Forums, newsgroups, and other online collaboration tools	48%	42%	33%	20%
Contributing to the people of the world through humanitarian efforts	48%	49%	30%	23%
Ability to participate in standards development	47%	44%	41%	25%
Internet video programming of conference highlights, author interviews, and so on	47%	48%	44%	31%
Awards and scholarships	44%	52%	38%	29%
Printed copies of standards	43%	36%	47%	29%
IEEE online communities	42%	38%	32%	20%
Printed copies of conference proceedings	39%	50%	49%	43%
Having access to and obtaining responsive answers from the IEEE Contact Center	39%	34%	40%	23%
Opportunities for leadership roles	37%	31%	32%	17%
Insurance and other financial products and services	35%	16%	44%	12%
Providing email alias with virus protection	33%	39%	56%	36%

2014 IEEE Japanese Section Survey

- Conducted in Japanese during Q3 2014
- #Responses: Members(605), non-member(652)

Age	Member	Non-Member
<40	164	340
40-<60	327	297
60+	114	15
<i>Total</i>	<i>605</i>	<i>652</i>

Organization you work for	Member	Non-Member
University	299	43
Institute	8	1
Company	265	607
Not employed	33	1
<i>Total</i>	<i>605</i>	<i>652</i>

It is good to have data from non-member segment.

Category of work

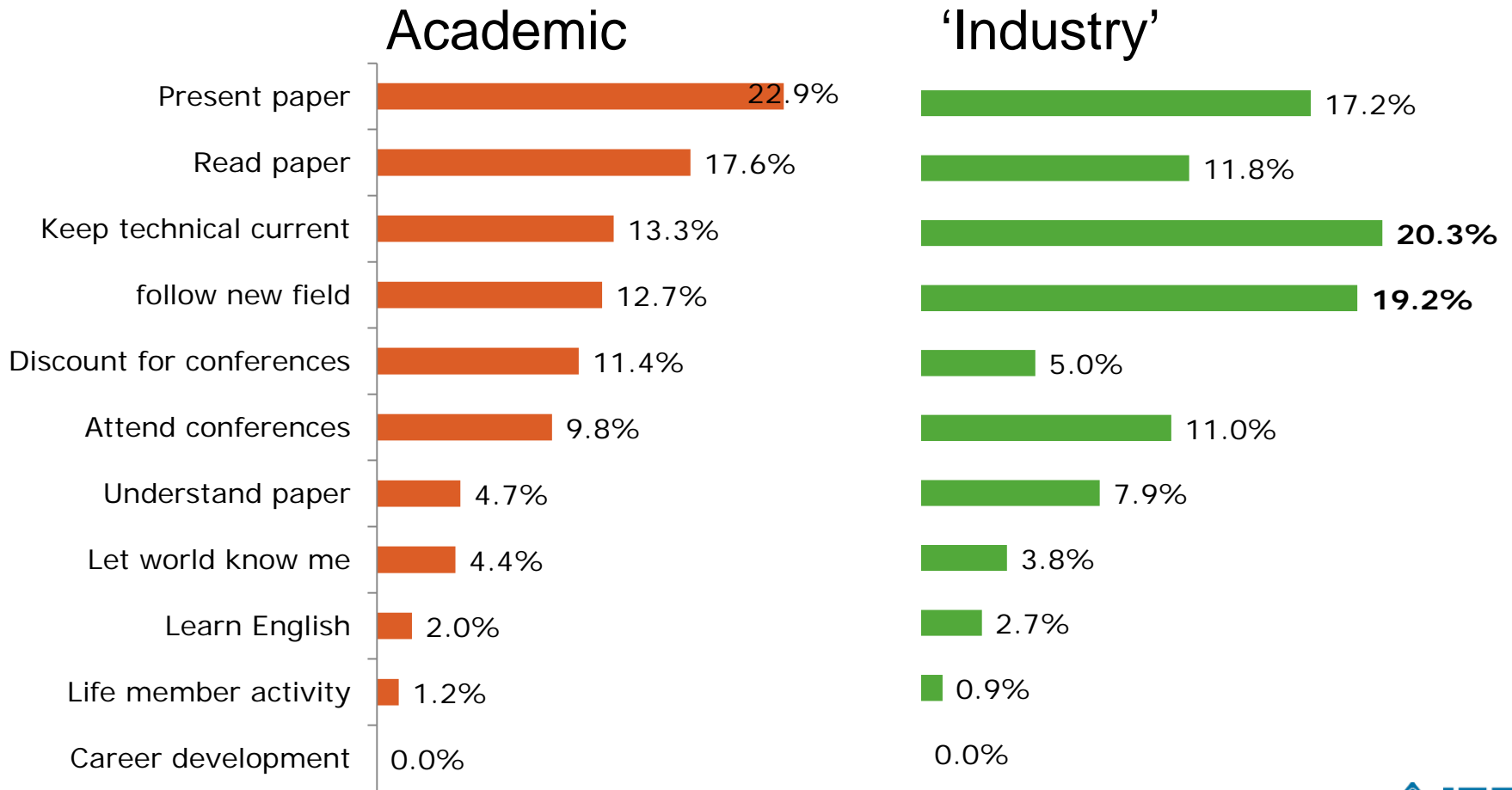
What Category is your work classified in?	Member	Non-Member
Basic	139	92
Applied	200	9
Development research	137	188
Development	129	363
<i>Total</i>	<i>605</i>	<i>652</i>

What can IEEE do to become relevant to development engineers from industry?

Professional Fields	# Non-member
Telecommunication	81
Electromagnetics	45
Computers	43
Device	39
Microwaves	33
Semiconductor	28
Optics and Communication	23
Software	22
Antenna	21
Camera and Video	20
Information Technology	18
Circuit and Systems	17
Robotics	14
Radio Systems	13
Mechatronics	10
Acoustics	9
Bioelectronics	8
Power Electronics	8
Signal Processing	8
Control	6
Medical Electronics	6
Analog	5
Magnetics	5
Interface	4
Material	3
Others	86

Reasons for joining IEEE

- Existing IEEE Members



Degree Fields

What did you major in?	# Member	#Non-Member
Electricity	102	174
Information	80	112
Electronics	144	89
Telecommunication	109	64
Software	18	45
Computer	37	43
Physics	9	14
Biotechnology	16	12
Computer Science	42	8
Chemistry	1	6
Mathematics	4	0
Others	43	85
<i>Total</i>	<i>605</i>	<i>652</i>

Reasons Non-members Have Not Joined IEEE

Reasons not join IEEE	#
Fee is high*	137
Useless for my job	82
Do not find the need to join	68
English Problem	50
Too academic	30
I can get IEEE's information through my company	9
Already a member of other societies	7
<i>Total</i>	383

Separate question asked of IEEE Members:

How much do you think is appropriate for IEEE fees? (Members)

JPY 10,000

Membership in other Associations

Member of institutes other than IEEE	Member	Non-Member
IEICE (The Institute of Electronics, Information and Communication Engineers)	349	115
IEEEJ (The Institute of Electrical Engineers of Japan)	127	53
IPSS (Information Processing Society of Japan)	120	58
JSAP (Japan Society of Applied Physics)	60	33
ACM (Association for Computing Machinery)	38	4
JSME (Japan Society of Mechanical Engineers)	36	33
RSJ (The Robotics Society of Japan)	35	7
ITE (The Institute of Image Information and Television Engineers)	32	14
ASJ (the Acoustical Society of Japan)	22	3
ASME (American Society of Mechanical Engineers)	2	1
IEIJ (The Illuminating Engineering Institute of Japan)	2	1

Note: Average # of associations joined: Member : 2.4 ; non-member: 0.5

Needs from an IEEE Portal

What kind of services do you expect from IEEE Portal?	Non-Member
Information *	211
Xplore	164
Mail	75
Others	62
Social Networking System	53

* Information about conferences and seminars thru emails

Career Support

Do you want job placement support? (Member only)

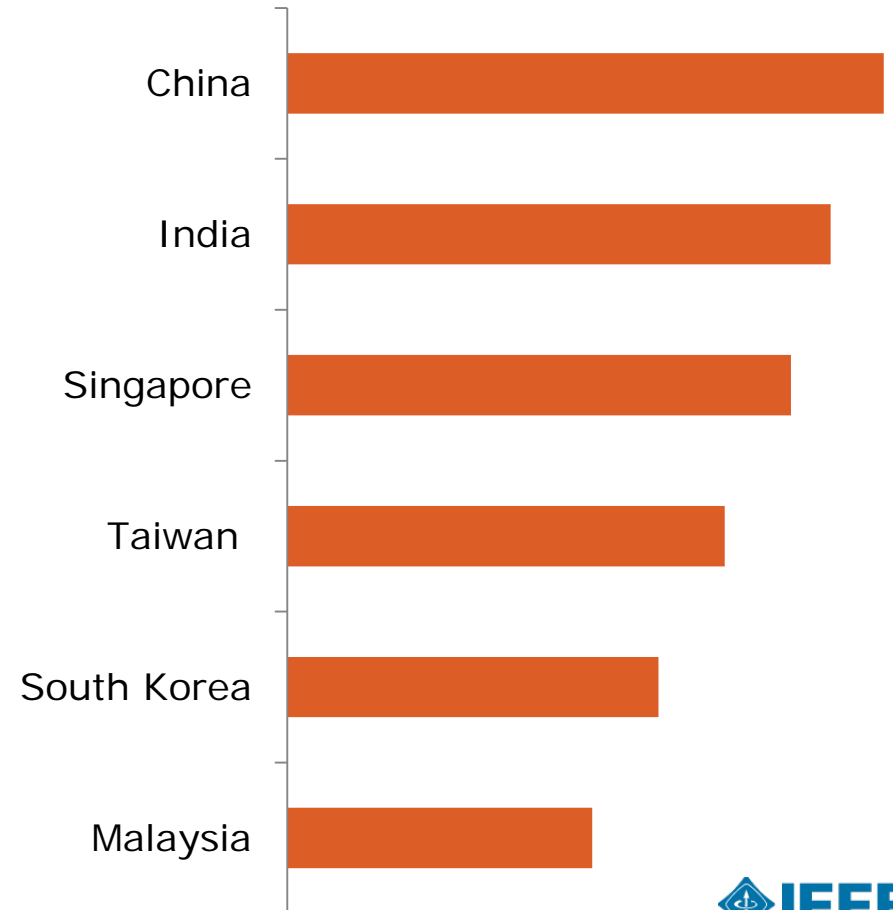
Yes	309
No	296

Do you want information on global companies regarding recruiting?

Yes	310
No	295

Global Integration

Most popular countries for collaboration



Conclusions

- **IEEE's goal to enhance profession for engineers and technology professionals around the globe**
 - **Participation from all segments of technology are needed**
- **Japan is world leader in technology/engineering**
- **In Japan, IEEE is a highly regarded Institute for Academics and Researchers**
- **To meet our goal, IEEE will need to better engage “working engineers” in Japan**
 - **Especially Young Professionals**

Conclusions

Additional Information is needed:

- In what industries should we prioritize?
- How can we get more information about “development” engineers?
 - What would they want from IEEE membership?
 - Are there unmet needs that IEEE can fill?

For Discussion

- Do the survey responses properly represent the larger population of Engineers & Technologists in Japan?
- Please share your thoughts about IEEE and whether or not our organization can meet the needs of the younger “working engineers”?
 - What should be done on a local level in Sections/Local Area?
 - What should be done from IEEE Headquarters?
- Should we change the way membership is promoted in Japan?
- What other questions should we be asking that would help us better serve members and potential members in Japan?

My Sincere Thanks for Your Time
Any other Questions or Comments?

Appendix

Japan Members by Grade

Membership by Grade	Dec-13	Dec-03	# Change	% Change
Honor	4	3	1	33.3%
Fellow	525	453	72	15.9%
Senior Member	879	665	214	32.2%
Member	10,538	8,981	1,557	17.3%
Associate Member	461	856	-395	-46.1%
Total Higher Grade Member	12,407	10,958	1,449	13.2%
GSM	1,370		1,370	
StM Total	607		607	
Total Student Member	1,977	895	1,082	120.9%
Grand Total	14,384	11,853	2,531	21.4%

What benefits/convenience could IEEE provide?	# Member
Discount on rent-a-car	84
Discount on zoo	41
Discount on aquarium	45
Discount on restaurant	99
Others	50