

**Member Awareness
of Selected IEEE Organizations:
Pulse 2006 Survey 1**

**IEEE Strategic Research and Planning
April 2005**

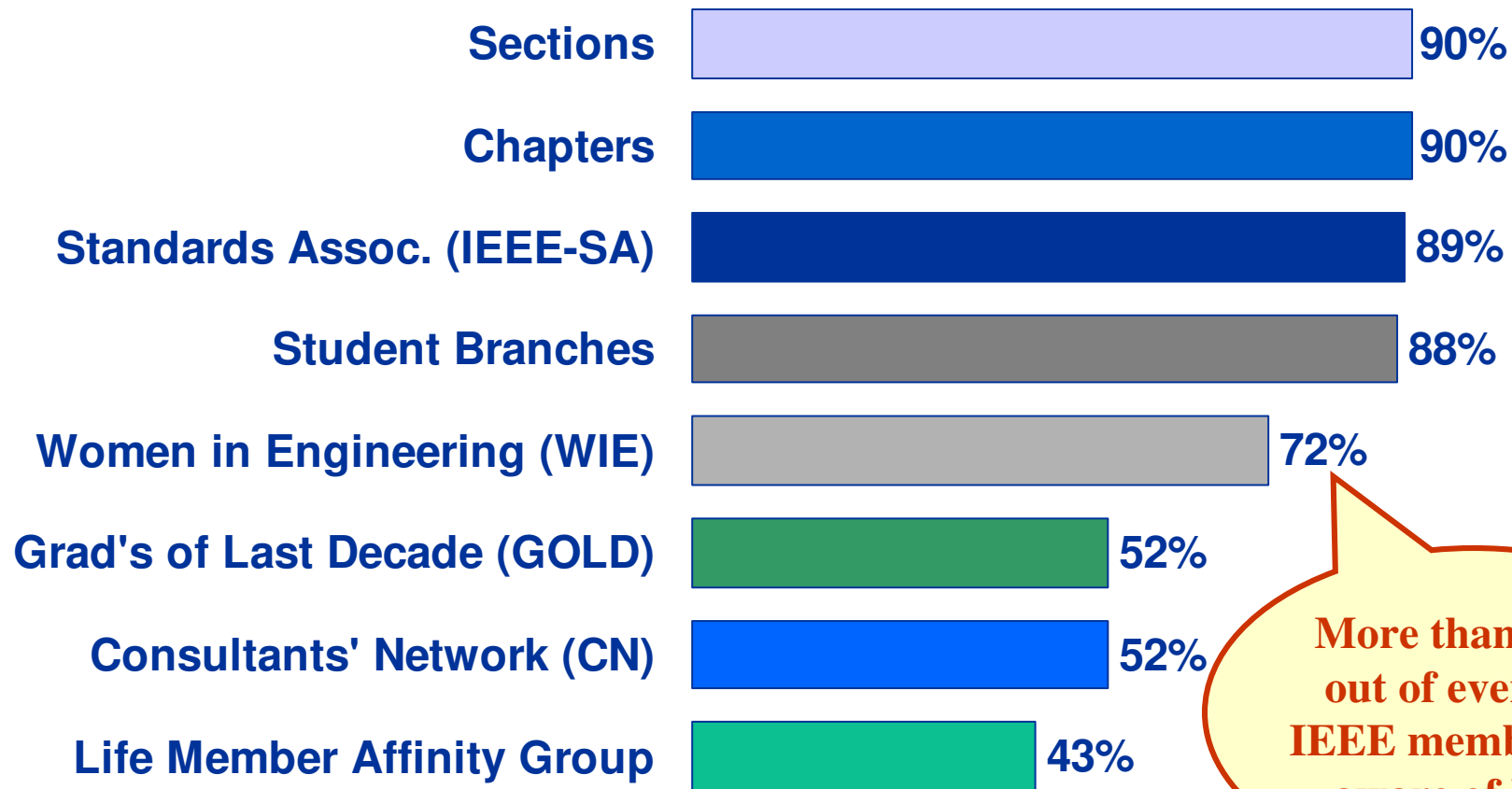
Survey Background

- **Launch date and invitation sent: 23 March 2006**
- **Reminder sent: 30 March 2006**
- **Close date: 3 April 2006**
- **Responses: 284**
- **Response Rate: 57%**

- **284 respondents produce +/- 6% margin of error with 95% confidence**

Awareness of Selected IEEE Groups

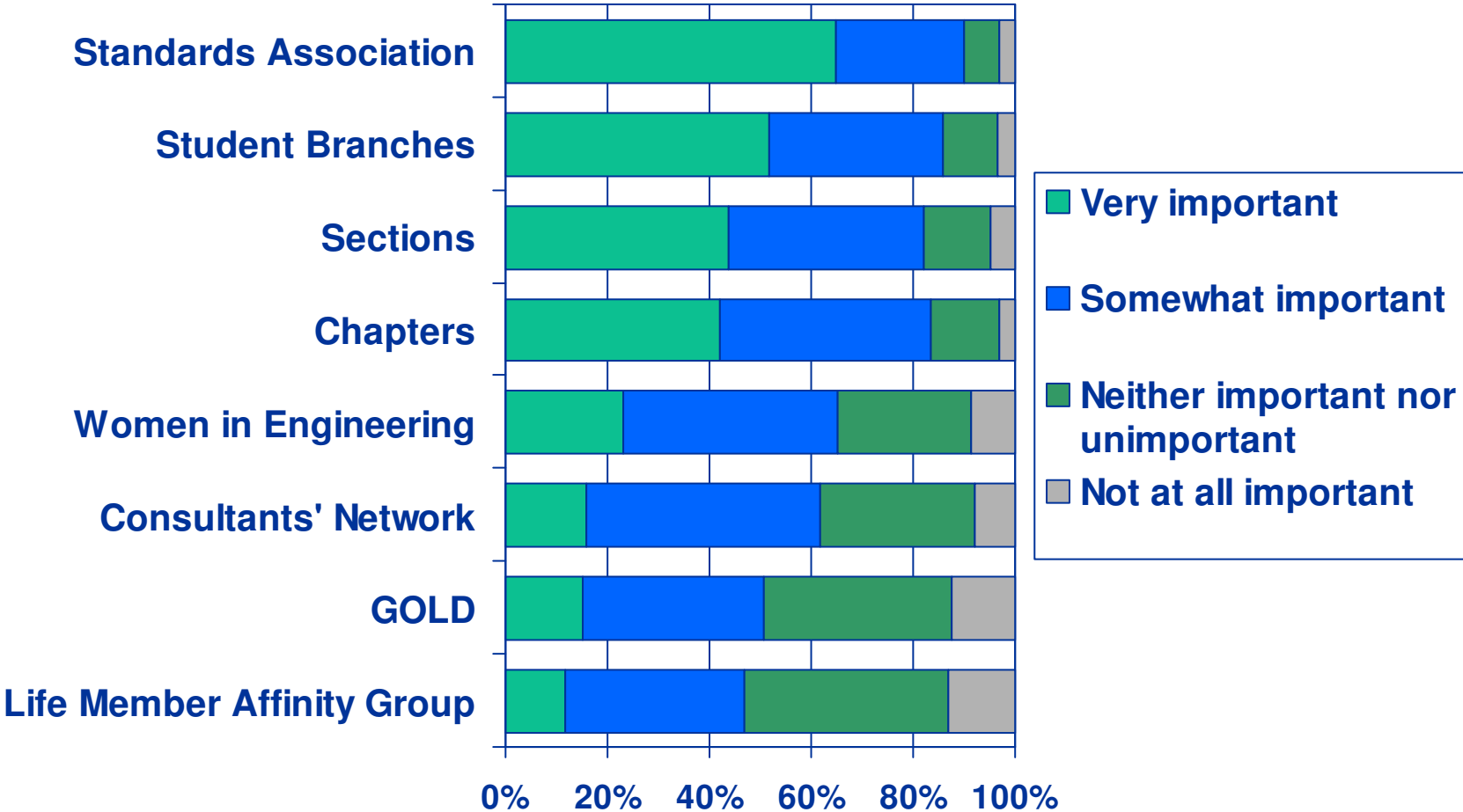
(Percentage of all respondents)



More than seven out of every ten IEEE members are aware of WIE.

Member Opinion on the Importance of IEEE Having These Organizations

(Percentage distributions for all respondents)



Question: For each of the organizations listed above, please rate how important it is that IEEE have the organization.

		Very important	Somewhat important	Neither important nor unimportant	Not at all important	Total
Student Branches	Count	146	96	30	10	282
	% by Row	51.8%	34.0%	10.6%	3.5%	100.0%
Consultants' Network (CN)	Count	45	128	86	22	281
	% by Row	16.0%	45.6%	30.6%	7.8%	100.0%
Graduates of the Last Decade (GOLD)	Count	42	99	103	35	279
	% by Row	15.1%	35.5%	36.9%	12.5%	100.0%
Sections	Count	121	106	37	13	277
	% by Row	43.7%	38.3%	13.4%	4.7%	100.0%
Standards Association (IEEE-SA)	Count	180	70	19	9	278
	% by Row	64.7%	25.2%	6.8%	3.2%	100.0%
Life Member Affinity Group	Count	32	96	110	36	274
	% by Row	11.7%	35.0%	40.1%	13.1%	100.0%
Women in Engineering (WIE)	Count	65	119	74	24	282
	% by Row	23.0%	42.2%	26.2%	8.5%	100.0%
Chapters	Count	118	116	38	9	281
	% by Row	42.0%	41.3%	13.5%	3.2%	100.0%
Total	Count	749	830	497	158	2234
	% by Row	33.5%	37.2%	22.2%	7.1%	100.0%

Summary of the Comments About the Importance Rating of WIE (Open-ended responses)

Themes from Respondents Saying WIE is Important

- **IEEE's Responsibility**
 - It is the duty of professional societies to encourage women in the engineering professions
- **Encourage Young Women to Pursue Engineering**
 - As a professional society, the IEEE has a responsibility to support gender equality.
 - Relatively few women enter engineering and we need to get more women into science and engineering.
 - Very important to recognize and encourage women to study engineering
 - Provides encouragement for young females interested in engineering
 - WIE should encourage high school and junior high school girls into engineering professions. Make engineering fun for girls.
 - Encourages participation in the engineering disciplines

Summary of the Comments About the Importance Rating of WIE (Open-ended responses)

Themes from Respondents Saying WIE is Important

- **Support careers**
 - Support women in their careers
 - Simply put, I'm a proponent of anything that encourages women to seek technical, science, or engineering careers.
 - I believe it is important to promote the role of women in engineering and the related job opportunities
 - Women have a great opportunity to contribute and be rewarded in engineering
- **Provides a network**
 - It is important to encourage women in engineering for their professional improvement and to help to make some networks.
 - IEEE provides a good role model with WIE as a special interest group bringing together like minded individuals.

Summary of the Comments About the Importance Rating of WIE (Open-ended responses)

Themes from Respondents Saying WIE is Important

- **Women Offer a Different Point of View**
 - It is important to have different points of view that are essential in the success of IEEE.
 - Being a female engineer, I think it is very important that a robust organization like IEEE addresses issues relating to a minority group of engineers.
- **Serving needs worldwide:**
 - Engineering is a difficult field for women in South Africa.
 - In Australia only about 14% of engineering graduates are women. I would like to see this increase. Women in Engineering aids this.
 - In France, women are confronted with the "glass roof" problem
 - In India, there are certain stigmas on women in professions. They need exposure on par with men.

Summary of the Comments About the Importance Rating of WIE (Open-ended responses)

Themes from Respondents Saying WIE is Important

- **Underrepresented group**
 - Women tend to be underrepresented in engineering, especially electrical engineering, I think it is useful to have a group that focuses on their needs.
 - From my experience in the engineering industry and in the academic engineering environment, women have been under represented and under served.
 - I think that WIE should serve as a resource and support mechanism for women and address their issues.
- **Men with Daughters**
 - It's important to attract girls and women into Engineering. My own involvement (as a man !) has been via my own daughter.
 - We are a family of six and 5 of the 6 are scientists, including our 2 daughters. It is important to have role models.

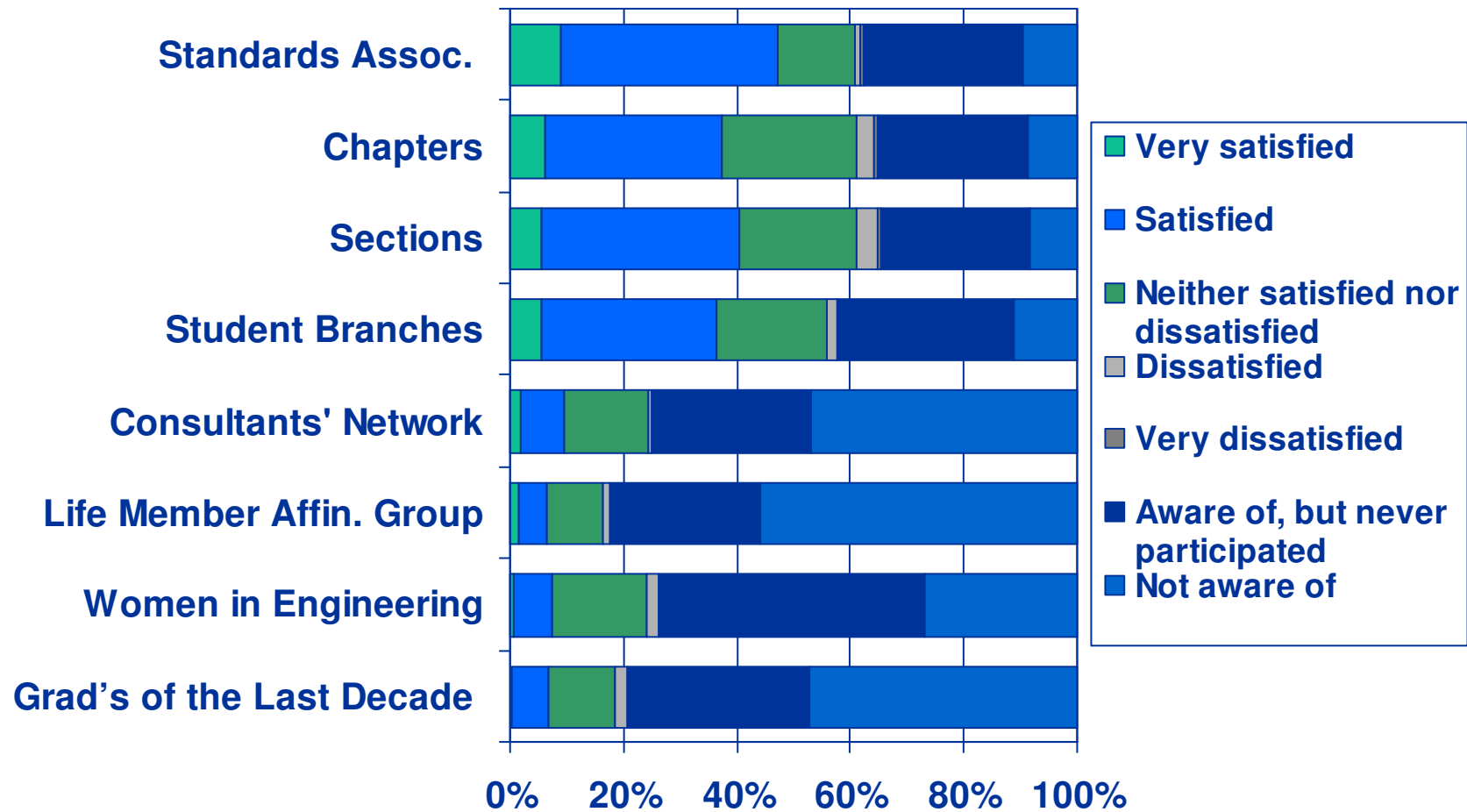
Summary of the Comments About the Importance Rating of WIE (Open-ended responses)

Themes from Respondents Saying WIE is Not Important

- I am a woman myself and it is not clear to me why there is so much emphasis on this subject and why the need for a separate group. Engineers, whether men or women, are engineers and I don't understand why they have to be split up into different groups.
- I feel this promotes differences or categorizes the individual. We have a society that is divided and should not be that way.
- IEEE should be gender neutral. Setting up a separate group tends to make women different.
- Although women in engineering is important, I generally find that electrical engineers are much more accepting of people than any other social/professional group with whom I associate. Instead, it would be better to direct the effort to increasing the prestige and opportunity for all engineers — a rising tide floats everyone's boat!

Member Satisfaction with the Performance of IEEE Organizations

(Percentage distributions for all respondents)



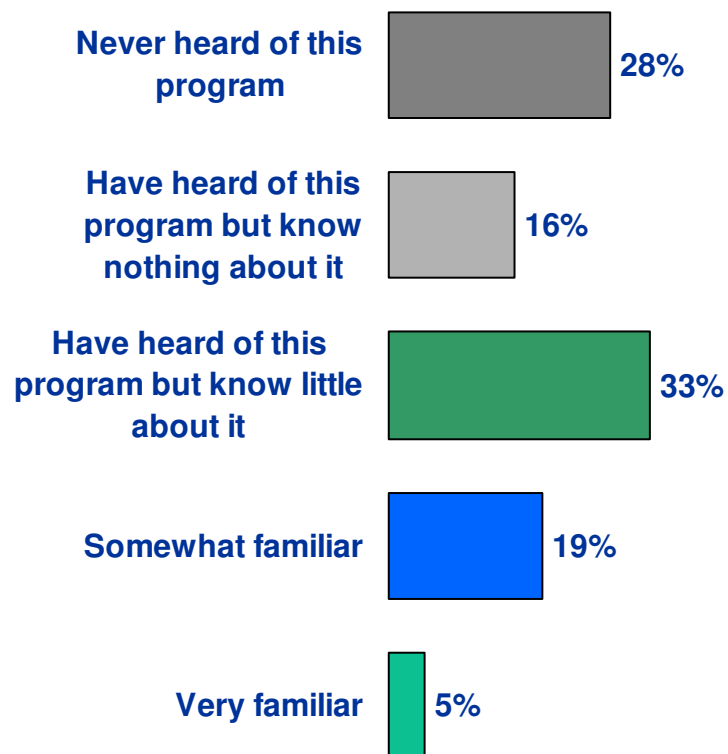
Question: How satisfied are you with each organization's performance in meeting member needs and providing service?

		Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Not aware of	Aware of, but never participated	Total
Student Branches	Count	16	86	55	5	0	31	87	280
	% by Row	5.7%	30.7%	19.6%	1.8%	0.0%	11.1%	31.1%	100.0%
Consultants' Network	Count	5	22	41	2	0	130	78	278
	% by Row	1.8%	7.9%	14.7%	0.7%	0.0%	46.8%	28.1%	100.0%
Grad's of the Last Decade	Count	1	18	33	6	0	133	90	281
	% by Row	0.4%	6.4%	11.7%	2.1%	0.0%	47.3%	32.0%	100.0%
Sections	Count	16	97	58	10	2	23	74	280
	% by Row	5.7%	34.6%	20.7%	3.6%	0.7%	8.2%	26.4%	100.0%
Standards Assoc.	Count	25	107	38	3	1	27	79	280
	% by Row	8.9%	38.2%	13.6%	1.1%	0.4%	9.6%	28.2%	100.0%
Life Member Affin. Group	Count	4	14	28	3	0	156	74	279
	% by Row	1.4%	5.0%	10.0%	1.1%	0.0%	55.9%	26.5%	100.0%
Women in Engineering	Count	2	19	46	6	0	75	131	279
	% by Row	0.7%	6.8%	16.5%	2.2%	0.0%	26.9%	47.0%	100.0%
Chapters	Count	17	87	66	9	2	24	74	279
	% by Row	6.1%	31.2%	23.7%	3.2%	0.7%	8.6%	26.5%	100.0%
Total	Count	86	450	365	44	5	599	687	2236
	% by Row	3.8%	20.1%	16.3%	2.0%	0.2%	26.8%	30.7%	100.0%

IEEE Women in Engineering (WIE) recognizes women's achievements in engineering and promotes networking at technical conferences and local meetings. WIE members have access to its electronic member roster, providing an opportunity to network with others with similar interests. WIE advocates women in leadership roles in IEEE, promotes career advancement for women in the profession, helps form new WIE affinity groups, and identifies new programs for the recruitment, retention and advancement of women in engineering. Membership in WIE is open to any IEEE member (male and female) for US \$25 annually and is free for students and life members.

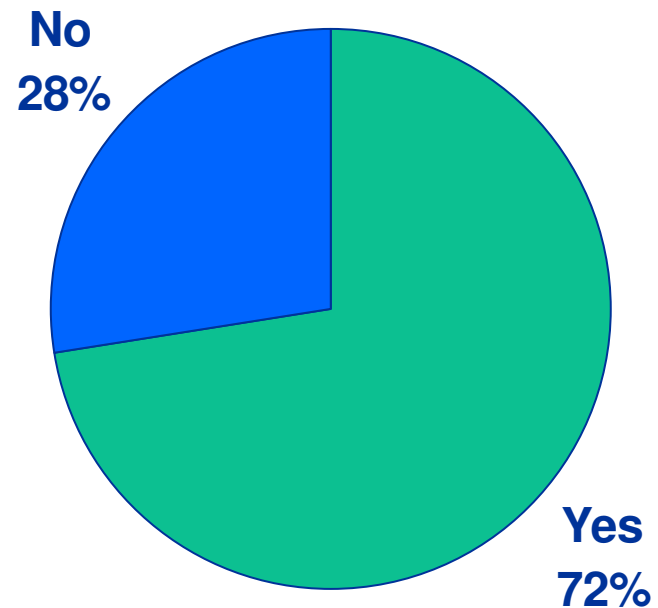
Question: Before you read this statement, how familiar were you with WIE?

Response	Frequency	Count
Very familiar	4.6%	12
Somewhat familiar	19.2%	50
Have heard of this program but know little about it	32.7%	85
Have heard of this program but know nothing about it	15.8%	41
Never heard of this program	27.7%	72
Not Answered		7
Mean		3.427
Valid Responses		260
Total Responses		267



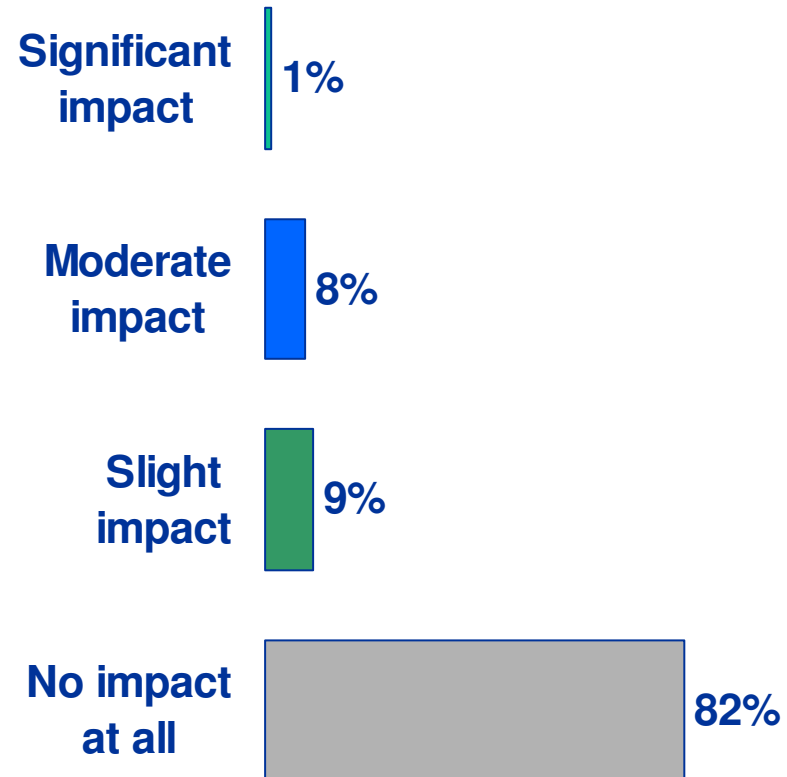
Question: Do you feel the IEEE Women in Engineering program adds value to IEEE membership?

Response	Frequency	Count
Yes	72.4%	181
No	27.6%	69
Not Answered		17
Mean		1.276
Valid Responses		250
Total Responses		267



Question: How much impact does IEEE's Women in Engineering have on your decision to renew your IEEE membership?

Response	Frequency	Count
Significant impact	1.2%	3
Moderate impact	7.8%	20
Slight impact	9.3%	24
No impact at all	81.8%	211
Not Answered		9
Mean		3.717
Valid Responses		258
Total Responses		267



Open-ended responses

All verbatim comments for all open-ended questions are in the accompanying Word document named Member Awareness WIE Openended Responses (FINAL).