Digital Delivery of *IEEE Spectrum & The Institute* for IEEE Student and Graduate Student Members

Volunteer Fact Sheet

Overview

MGA Board approved moving Student and Graduate Student members to digital delivery of *IEEE Spectrum* and *The Institute*. If Student and Graduate Student members choose not to receive the digital version they will have the option to change to print copies for US\$5 or a combination of print and digital for US\$14.95. There are three key member segments that will be affected; Existing Students, New Students, and Elevated Students. Each segment has subtle differences in when this will be rolled out and our positioning statement to that group.

| Who | Existing Students | New Students | Elevating Students |
|-----------|---|---|--|
| When | Print subscription will continue through December 2012. Digital subscriptions will begin upon renewal. | Digital editions of IEEE Spectrum and The Institute will start 16 August 2012. Members will receive digital edition starting with the next available issue. | Print editions will start the month following their elevation (June or August). During the renewal period Elevated Members in developing nations will be presented with emembership or traditional membership option which will determine future delivery methods. |
| Messaging | Going 'green' to mitigate use of natural resources Receipt of IEEE Spectrum on tablets, iPad, Android and Fire Real-time access to IEEE Spectrum issue archive from July 2007, 24/7 worldwide Platform offers interactive features, such as integrated audio and video Removed risk of delivery delay or interruptions by postal service(s) | 'Green' delivery mitigating the use of natural resources Receipt of IEEE Spectrum on tablets, iPad, Android and Fire. Real-time access to IEEE Spectrum issue archive from July 2007, 24/7 worldwide. Platform offers interactive features, such as integrated audio and video Removed risk of delivery delay or interruptions by postal service(s) | Benefit difference between Higher Grade and Student membership • Elevated Members in developing nations will be presented with e-membership or traditional membership option which will determine future delivery methods. |



Student Member Transition to Digital Delivery

| Student Members (including GSM) | 16 Aug '12 – Dec '12 | Jan – Feb '13 | Mar – 15 Aug '13 |
|---------------------------------------|--|---|--|
| Existing Members | All existing student members will receive print delivery through December 2012. Upon renewal, student members will begin receiving digital publications.* | Upon renewal, student members will begin receiving digital publications.* Non-renewed members continue receiving print publications. | Service deactivated for non-renewed members. Members recovered after service deactivation to receive digital publications.* |
| New Members | Upon joining, student members will receive <u>digital</u> publications.* | | |

^{*} Note: Scenarios represent default delivery settings for publications. Members have the option to choose print vs. digital delivery, or a combination of both. See table, *Delivery Options with Student Membership*.

FAQ

What are the key benefits of Digital Delivery?

The digital versions offer

- Interactive features like integrated audio, video, embedded web links, and e-mail links
- Retrieval of back editions and archives available from July 2007 for Digital member subscribers
- Improved and consistent delivery by removing risk of delay or interruptions by postal service
- Reduced use of natural resources

Delivery Options with Student Membership Delivery Method Cost Digital Delivery Included Print* (No Digital) +US\$5.00 Digital and Print* +US\$14.95 * Requires an additional fee

Can I read IEEE Spectrum and The Institute on my Tablet?

Apps for the iPad, Android, and Kindle Fire are available for only IEEE Spectrum.

Does the cost of student membership change?

No, the basic price would remain the same US\$27 outside North America; US\$32 within North America. The difference being the print version of *IEEE Potentials Magazine*.

How will this be communicated to existing student members?

A communication plan is being executed in conjunction with 2013 renewal. Updating collateral and appropriate pages on IEEE.org will be addressed along with messaging on member invoices and e-mail renewal campaigns. Students will also be made aware through the student newsletter (*What's New for Students*) and *The Institute*.

How will this be communicated to new student members?

A communication plan is being executed in conjunction with 2013 membership year. Membership collateral and recruitment campaigns will feature this as a new benefit for 2013.

What is the combination option?

This allows the student or graduate student to receive a print and digital version of *IEEE Spectrum* and *The Institute*. The cost is US\$14.95 in addition to member dues.

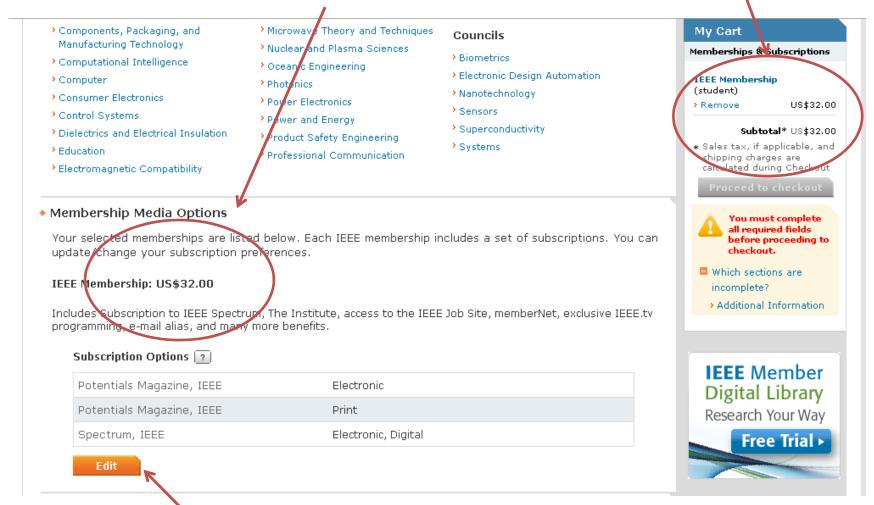
Who do I contact with questions?

If there are any questions about this transition please direct all inquiries to the IEEE Contact Center, www.ieee.org/contactcenter.

Digital Delivery of *IEEE Spectrum* & *The Institute*

Application Screen Shots

The screen shot below will display when a user accesses the Membership Application (Join or Renew). The price for IEEE Membership is displayed in the mini cart (right hand side) as well as the Membership Media Options panel.

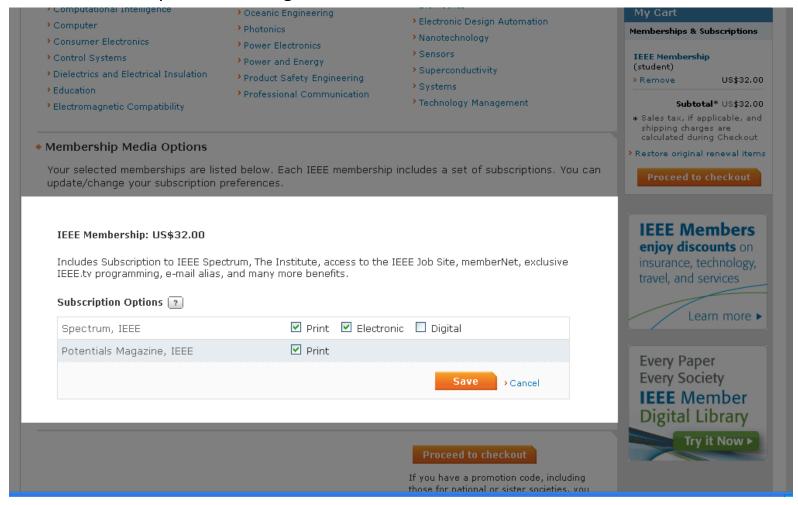


To make changes, the user clicks the Edit button. This places them into edit mode.

^{*} This scenario reflects a student member application from North America.

Transition from Digital to Print

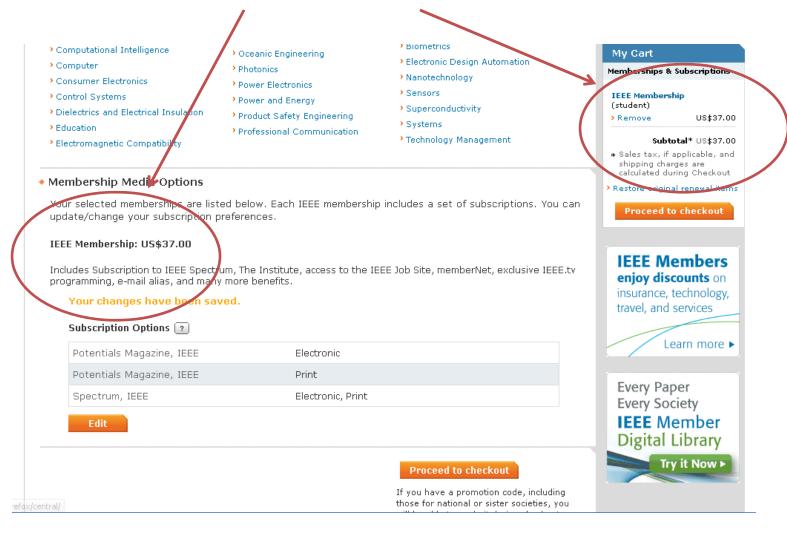
1. To switch from digital to print, uncheck the box next to digital and select the box next to print. Select "Save" to complete the change.



^{*} This scenario reflects a student member application from North America.

Transition from Digital to Print, continued

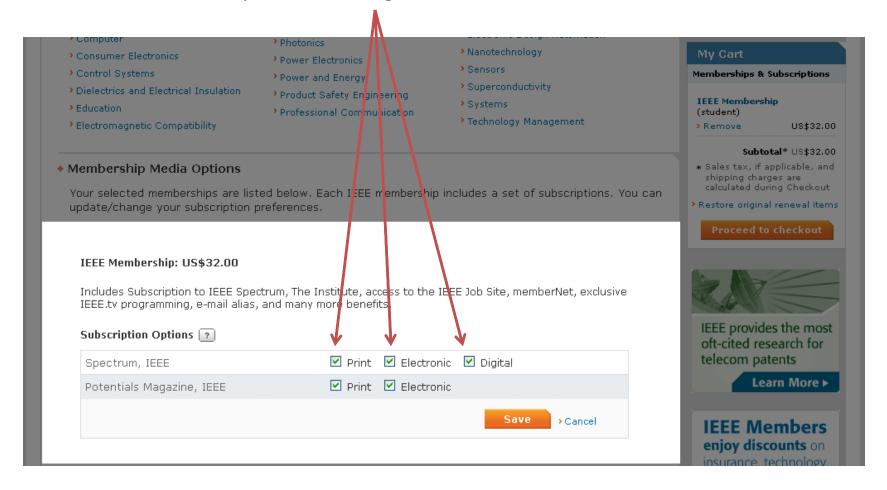
2. User will notice the price change to US\$37.00, an increase of US\$5.00 for print only.



^{*} This scenario reflects a student member application from North America.

Transition from Digital to Combination

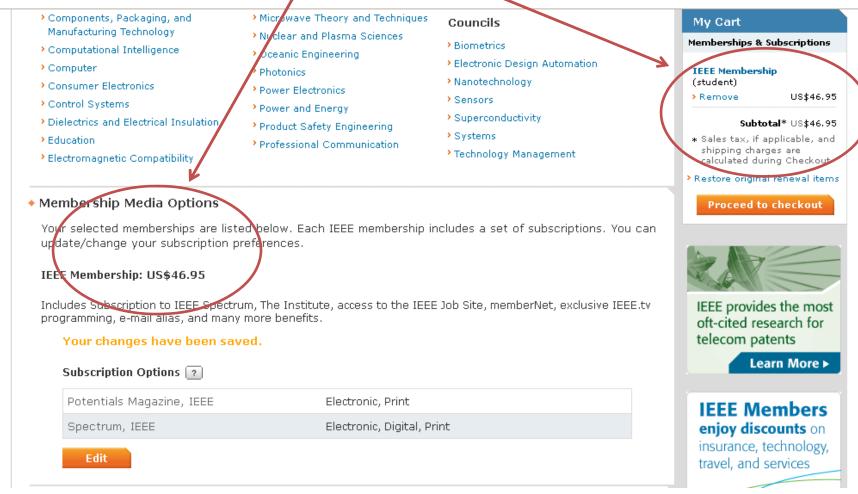
1. To select the combination of print and digital all boxes must be selected. Select "Save" to complete the change.



^{*} This scenario reflects a student member application from North America.

Transition from Digital to Combination, continued

2. User will notice the price change to US\$46.95, an increase of US\$14.95 for the combination of print and digital.



^{*} This scenario reflects a student member application from North America.