

MD Newsletter February 2012

Winter Newsletter. Mailed to section membership development officers and R8 Committee members.

We are asking you to distribute this Newsletter to all other Section Officers and all our members willing to help in Membership Recruitment, Retention, Recovery and Elevation. To get more members is every member's business!

First of all, I would like to introduce Mourad Loulou and Antonio Luque who are joining the MD committee for 2012 as a member and corresponding member respectively. Mourad is the Tunisia Section chair and Antonio is the Spain section MD officer. Welcome!

The month of February is an important month in the membership year. At the end of this month, those members of 2011 that did not renew, will stop receiving the member benefits and be in "arrears". It is now that you could contact your members that did not renew to do so. In case you have not done it yet, it is also a good moment to remind your local members why they joined (Don't forget to list of your past and upcoming activities). We have already sent out (several) renewal reminders, but a local message means so much more than one from far away, especially if it is (also) in the local language.

For those in sections that are eligible for e-Membership, please do not forget to spread the message, also outside the current membership. It is an ideal opportunity to reach out!

<http://www.ieee.org/emember>.

The remainder of this newsletter contains news and updates, as well as useful information for MD officers. I would recommend for sure the last section on the membership information from Spain section. It shows you how you can analyse your new members. It has been prepared by Antonio Luque.

For more information on MD activities in the region, visit our site:

http://www.ewh.ieee.org/reg/8/cms/index.php?option=com_content&view=article&id=27&Itemid=52.

Thank you all for being involved in the membership development efforts of IEEE in your unit. The numbers show that you are doing a good job. Nevertheless, as good engineers we would like to be better still (and if possible with less effort). The Region 8 MD team is always willing to cooperate with you to help and to make things possible. Do not hesitate to contact us.

Your Region 8 Membership Development team (IEEE-R8MD@listserv.ieee.org)

Dirk Van Hertem (Chair)

Aleksandar Szabo

Mourad Loulou

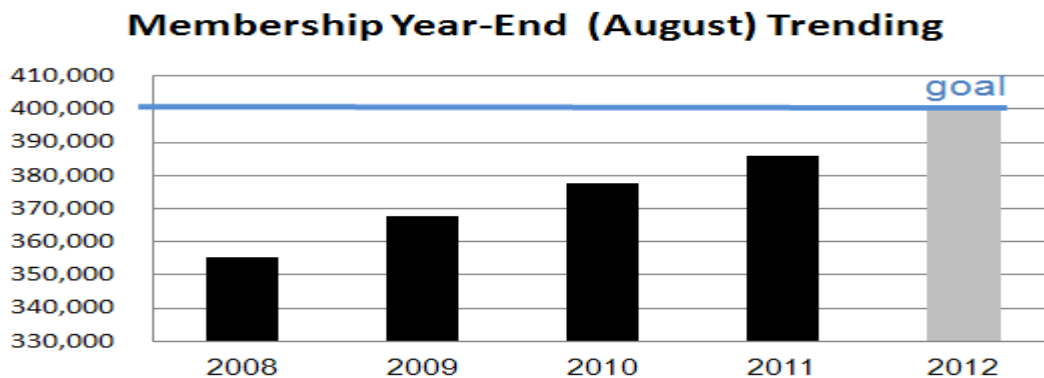
Adam Jastrzebski

Antonio Luque

Message from the 2012 IEEE Membership Recruitment and Recovery Committee (MRCC) chair:
2012 Membership Goal

Dear Section MD Officers,

I would like to inform you that we have a goal for the 2012 Membership Year! We want to increase our IEEE membership to reach 400,000 members at the end of the 2012 Membership Year (15 August 2012). It is a realistic consideration, but it will not be easy. As you can see from the chart, the increase should be higher than in previous years.



I am asking you to plan and strengthen your effort in increasing the membership of your Section. Set corresponding retention, recovery and recruitment goals. The outcome in August will depend on you and your work.

Thank you for your continuous work and efforts to increase the membership in your Section.

Best wishes,

Aleksandar

Aleksandar Szabo

IEEE MGAB Membership Recruitment and Recovery Committee Chair

IEEE Center of Leadership Excellence Page

The IEEE Center for Leadership Excellence (IEEE CLE) meets the needs of IEEE members and volunteers. Visit

http://www.ieee.org/societies_communities/geo_activities/resources/index.html and select the Training portal and the Volunteer Position Training. Among many positions available, you will find also the Membership Development Chair training program. You will find there the Membership Development Chair Quick Start Guide and the Membership Development Chair Job Description.

IEEE Support Center

Visit the IEEE Support Center <https://supportcenter.ieee.org/>

You will find there most popular questions and useful responses. You can also ask and get answers in a short time. Every member can use this opportunity.

IEEE Members and Xplore Access

IEEE members don't have free downloads from Xplore, but they have different possibilities to get access by paying much less than non- members.

An IEEE member can buy an article by paying 10 US\$ (a non-member has to pay 30 US\$).

Visit http://www.ieee.org/publications_standards/publications/buy/article.html

An IEEE member can subscribe to the Membership Digital Library (MDL) by paying monthly 35 US\$. In such a case he can download up to 25 articles every month. A six-month commitment is required and your credit card will be billed monthly. Non-Members, Society Affiliates and IEEE members in arrears are not eligible to subscribe. Visit

http://www.ieee.org/publications_standards/publications/subscriptions/prod/mdl/mdl_subscribe.html

An IEEE member can subscribe to the Membership Digital Library Basic by paying US\$15 per month. In such a case he gets three additional article downloads every month, plus rollover unused downloads for 12 months. A twelve-month commitment is required and your credit card will be billed monthly. Non-Members, Society Affiliates and IEEE members in arrears are not eligible to subscribe. Visit

http://www.ieee.org/publications_standards/publications/subscriptions/prod/mdl/mdlbasic_subscribe.html

Societies offer to their members free downloads of their journals and some of them have also their digital libraries. For different Societies the possibilities are various and you need to inform yourself.

IEEE Solutionists

Who is a solutionist? To inform yourself visit <http://solutionists.ieee.org/>.

Renewal

IEEE Membership Renewal / Retention -January 2012																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11
1	30,593	22,672	74.1%	75.8%	1,666	984	59.1%	60.8%	1,640	526	32.1%	37.2%	33,899	24,182	71.3%	73.2%
2	27,051	19,992	73.9%	75.3%	1,589	938	59.0%	62.4%	1,707	573	33.6%	36.9%	30,347	21,503	70.9%	72.6%
3	24,571	17,531	71.3%	72.8%	1,982	1,225	61.8%	65.9%	2,313	719	31.1%	36.1%	28,866	19,475	67.5%	69.7%
4	18,601	13,491	72.5%	74.3%	1,658	978	59.0%	65.9%	1,767	606	34.3%	39.8%	22,026	15,075	68.4%	71.1%
5	24,129	17,295	71.7%	73.9%	1,532	992	64.8%	64.5%	1,936	650	33.6%	35.0%	27,597	18,937	68.6%	70.8%
6	48,130	35,047	72.8%	74.1%	2,622	1,564	59.6%	63.8%	2,773	968	34.9%	38.9%	53,525	37,579	70.2%	71.9%
R 1-6	173,075	126,028	72.8%	74.4%	11,049	6,681	60.5%	63.9%	12,136	4,042	33.3%	37.4%	196,260	136,751	69.7%	71.7%
7	13,083	8,955	68.4%	69.8%	1,625	1,149	70.7%	72.4%	1,137	510	44.9%	47.9%	15,845	10,614	67.0%	68.4%
8	52,841	32,515	61.5%	64.0%	9,112	5,531	60.7%	62.3%	7,746	2,141	27.6%	26.9%	69,699	40,187	57.7%	59.6%
9	8,963	4,617	51.5%	53.1%	1,322	653	49.4%	52.3%	5,541	708	12.8%	13.3%	15,826	5,978	37.8%	38.5%
10	51,785	31,227	60.3%	63.2%	9,555	3,724	39.0%	39.5%	24,987	2,900	11.6%	11.5%	86,327	37,851	43.8%	45.9%
R 7-10	126,672	77,314	61.0%	63.6%	21,614	11,057	51.2%	52.5%	39,411	6,259	15.9%	16.2%	187,697	94,630	50.4%	52.5%
TOTAL	299,747	203,342	67.8%	70.0%	32,664	17,738	54.3%	56.5%	51,547	10,301	20.0%	21.2%	383,957	231,381	60.3%	62.6%

We have a lower renewal percentage in 2012 than in 2011. Let us improve in February!

Contact members in your Section who have not renewed. They are now Past Due Members (Pre-Arrears) and they continue to have all the member benefits during the two months grace period (January and February 2012). But if they will not renew for 2012 till the end of February 2012, they will be deactivated and transferred to the list of Arrears.

To get the list of members in your Section who **have not renewed** (Pre-Arrears) use SAMIEEE:

Go to SAMIEEE www.ieee.org/samieee

Click Access SAMIEEE

Insert you User ID and Password and click Login

Click SAMIeee in Shared Folders

Click Geographic Predefined Queries and you will get the list of Predefined Queries

>From the list of Predefined Queries select

(GEO) 2011 Last Renewal Year for Active Members - Name, Grade, Email (Results show information only about members in your geographic unit who paid for 2011, but didn't renew for 2012 along with Name, Grade, Membership Status and Email Contact).

You can download the table to Excel and sort the data as you like.

>From the list of Predefined Queries you can also select

(MD) First Year Members not Renewed (Results show information only about first year members in your geographic unit who joined for 2011, but didn't renew for 2012, showing Name, Grade, Membership Status and Email Contact).

Download the table to Excel and sort the data as you like.

The MD Webcast

It is important to attend the Membership Development Webcast for all the Section MD Officers. Every month you get an invitation to attend.

The presentations from the previous webcasts you can download from the MD webpage http://www.ieee.org/about/volunteers/membership_development/index.html

You can view and listen the previous webcasts. Here are some presentation topics:

- IEEE *Xplore* for Corporate Workgroups
- Student Elevation & Opportunities
- Regional MD Reports
- Life Member Activities
- Membership Trends and Statistics
- First Year Experience, New Member Alerts
- The Renewal Period, Pulling Pre-Arrears Member Data
- IEEE Computer Society Member Development
- What we are doing in China
- IEEE WIE MD Strategic & Action Plan
- IEEE Student Competitions
- IEEE Society Outreach Discussion/Presentations: Communications Society, Nuclear and Plasma Sciences Society, Society on Social Implications in Technology
- Getting the Non-Joiner to Join
- IEEE Job Site
- And many others

Member-Get-A-Member Program

www.ieee.org/mgm

Through the IEEE Member-Get-A-Member program, IEEE rewards your efforts in recruiting new members. Your local IEEE Section can also benefit. For each new member you recruit, you earn an award which can be used toward IEEE dues, IEEE Society fees or the purchase of IEEE products and services. During the 2011 membership year (16 August 2010 through 15

August 2011), IEEE's MGM Program offers the following award schedule to members who recruit other individuals into IEEE membership.

Professional Members can earn:

- US\$15 for each Professional member recruited;
- US\$5 for each Professional member recruited to e-Membership (offered in developing nations only);
- The maximum amount a member can earn during the membership year is US\$90.

Student Members can earn:

- US\$2 for each Student or Graduate Student member recruited;
- US\$15 for each Professional member recruited;
- US\$5 for each Professional member recruited to e-Membership (offered in developing nations only);
- The maximum amount a member can earn during the membership year is US\$90.

Your local section can also benefit by your participation in the MGM program.

Regional awards: The top five recruiters in each IEEE geographic region will earn membership development awards for their Section, to help underwrite the sections' local programs and activities. Within each region, five awards will be given to the recruiters' section:

- First Place - US\$500.00
- Second Place - US\$400.00
- Third Place - US\$300.00
- Fourth Place - US\$200.00
- Fifth Place – US\$100.00

New Media

Do you already have a section facebook or linkedIn account? This is highly recommended for your membership to get acquainted and to spread quick news. Maybe a twitter account would be a nice idea as well!

There is also a linkedIn group for MD leadership (called MD Leadership @ IEEE) which I invite you to join: http://www.linkedin.com/groups?home=&gid=4163260&trk=anet_ug_hm

R8 program to increase the membership in smaller sections

The R8MD Subcommittee initiated a program in 2010 to increase the membership of small Sections having less than 200 professional members.

We want the small Sections to become bigger and stronger organizations with more volunteers and more activity. This initiative has been continued in 2011 and will be continued also in 2012.

The best way to maintain and enhance programs and services on the Regional and Section level to our members while holding down or reducing the member cost is to increase the number of members.

Note that for 2012 we simplified the rules: all sections with less than 200 members that raise their membership by 10 members or more within the 2012 membership year (16 August 2011 - 15 August 2012) a financial incentive of 10 dollars per additional member will be provided. Full Dues Paying Members include e-members and members using the reduction of dues according to the Special Circumstances. "Migrating" members (i.e. members who moved from one region/section to another) would not count.

Example for small Section membership increase and rebate

- Professional/Higher-Grade, Full Dues Paying Members on 15 August 2011: 61

- Professional/Higher-Grade, Full Dues Paying Members renewed until 15 August 2012: 52
- Professional/Higher-Grade, Full Dues Paying Members recruited until 15 August 2012: 26
- Increase $52+26-61=17$. Rebate for the Section $17 \times 10=170$ US\$.

Senior Member Grade

Many of our members qualify for the Senior Member Grade. Start in your Section a new Senior Member Initiative. Inform and help your members to upgrade and apply online:

<http://www.ieee.org/seniormember>

Senior members are more likely to renew their membership, and in this economic difficult times, they do appreciate recognition which is good for your resume and the plaque does look nice in your office...

Last year we had 596 senior member upgrades in our region. At the end of January, we had 5408 senior members out of 78094 (6.9 %). This is still 1% below what the total IEEE has, and I believe that we still have sufficient potential to have even more region 8 members upgraded this year. Remember that the section can earn a little bit extra if it nominates senior members.

Associate to Member Grade Elevation

Most of the Associates qualify for the Member Grade. Section MD Officers should select from the Section Membership list the Associate Members and ask them **apply for transfer to Member Grade online**: [Associate to Member](#)

The transition from Associate to Member grade grants several privileges. Members are permitted to vote in general IEEE elections. Members holding Member grade or higher are permitted to hold volunteer office positions.

Membership Development Promotional Material

Did you order your 2012 Membership Recruitment kit? Have you received it?

You can order MD Promotional material at

<http://ewh.ieee.org/forms/md/supplies-ondemand.php>

Plan your MD Activity

For your membership development yearly plan and activity use the IEEE Membership Development Manual updated for 2012.

Select and download it from the IEEE MD page

http://www.ieee.org/about/volunteers/membership_development/index.html



December 2011 Statistics

At the end of 2011, Region 8 had **76,322 members**. Comparing to the number of 73,297 members at the end of 2010 it is an **increase of 3,025 members or 4.1%**. The increase of Professionals is 3.8%. The increase of Graduate Student Members is only 0.8 %; while the

increase of Undergraduate Student Members is 9.5%. This is quite surprising as last year the increase was mostly in graduate student members. We are looking into the data to see whether the increase is not due to incorrect labeling of some graduate student members as student members.

Geographic IEEE Membership Summary - December 2011																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
1	31,126	31,867	(741)	-2.3%	2,028	2,124	(96)	-4.5%	2,270	2,181	89	4.1%	35,424	36,172	(748)	-2.1%
2	27,548	28,183	(635)	-2.3%	1,893	1,967	(74)	-3.8%	2,332	2,162	170	7.9%	31,773	32,312	(539)	-1.7%
3	25,038	25,367	(329)	-1.3%	2,407	2,547	(140)	-5.5%	3,235	3,014	221	7.3%	30,680	30,928	(248)	-0.8%
4	18,817	19,168	(351)	-1.8%	1,962	1,961	1	0.1%	2,442	2,401	41	1.7%	23,221	23,530	(309)	-1.3%
5	24,623	24,934	(311)	-1.2%	1,891	1,965	(74)	-3.8%	2,821	2,651	170	6.4%	29,335	29,550	(215)	-0.7%
6	49,461	50,121	(660)	-1.3%	3,166	3,408	(242)	-7.1%	4,036	3,744	292	7.8%	56,663	57,273	(610)	-1.1%
R 1-6	176,613	179,640	(3,027)	-1.7%	13,347	13,972	(625)	-4.5%	17,136	16,153	983	6.1%	207,096	209,765	(2,669)	-1.3%
7	13,334	13,398	(64)	-0.5%	1,986	1,950	36	1.8%	1,623	1,607	16	1.0%	16,943	16,955	(12)	-0.1%
8	54,442	52,435	2,007	3.8%	11,119	11,036	83	0.8%	10,761	9,826	935	9.5%	76,322	73,297	3,025	4.1%
9	9,487	8,518	969	11.4%	1,638	1,700	(62)	-3.6%	7,110	6,713	397	5.9%	18,235	16,931	1,304	7.7%
10	54,301	50,755	3,546	7.0%	11,805	11,788	17	0.1%	31,287	28,050	3,237	11.5%	97,393	90,593	6,800	7.5%
R 7-10	131,564	125,106	6,458	5.2%	26,548	26,474	74	0.3%	50,781	46,196	4,585	9.9%	208,893	197,776	11,117	5.6%
TOTAL	308,177	304,746	3,431	1.1%	39,895	40,446	(551)	-1.4%	67,917	62,349	5,568	8.9%	415,989	407,541	8,448	2.1%

*** Special Circumstances

IEEE realizes that economic circumstances may impact some members' ability to pay the full amount of IEEE membership dues. For this reason, the following special circumstance categories have been established. **Special circumstances are not available to Student members.** Only one category may be claimed in any year.

Minimum Income Provision: Applicants who certify that their 2008 annual income did not exceed **US \$13,400** or equivalent are granted a **50% reduction** in IEEE dues, regional assessment and dues for one IEEE Society and its optional publications. Please submit written certification with application and payment. **Student members are NOT eligible.**

Retired Provision: A retired member, not gainfully employed and not qualifying for Life Member Status, on attaining the age of 62 years, may apply for a **50% reduction** in dues and assessments. An individual who qualifies for the IEEE Retired Member category may continue any and all Society memberships held for not less than the 5 prior years. Optional publication fees equal those established for Student members.

Unemployed Provision: A **50% reduction** in membership dues, Society dues, other subscriptions and assessments are available to a member or applicant who informs the IEEE Operations Center Office that he/she: (1) has become involuntarily unemployed and is seeking reemployment, or (2) has become voluntarily unemployed for reasons of raising children. A statement of continued unemployment shall be provided with each annual dues payment. In the case of voluntary unemployment, the provisions of this Bylaw shall not exceed four years. The reduced payments may not be made in installments.

Permanently Disabled Provision: The IEEE membership dues and assessments, if any, shall be **waived** for those members who become permanently disabled. "Permanent disability" shall mean a medically determinable physical or mental impairment which (i) renders the individual incapable of performing any substantial gainful employment, (ii) can be expected to be of long-continued and indefinite duration or result in death, and (iii) is evidenced by a certification to this effect by a doctor of medicine approved by the Executive Director. The

Executive Director shall determine the date on which the permanent disability shall have occurred if such determination is necessary.

From the Spain Section

New Member Info for Members in the Spain Section

Antonio Luque
 aluque@ieee.org
 December 2011

1. Introduction

Since the end of 2009, each new member joining IEEE is asked about the reasons for joining the organization and how did he find out about IEEE. These questions are optional for the new member, and not all choose to reply to them.

This document presents the responses of those who did reply. These responses can be helpful to better know what our members expect from IEEE when they join, and what are the most effective ways of recruiting new members and retaining the existing ones.

2. Analysis of New Member Info in the Spain Section

From December 2009 to November 2011, a total of 1247 new members joined IEEE in the Spain Section. Among those, 788 provided the new member info in the application form.

Table I summarizes the results for all new members who chose at least one reason for joining IEEE. The row "TOTAL" includes the total of these new members, and it is not the sum of the rows above.

REASON FOR JOINING		
Technical Information or Publications	726	92,13%
Professional Network	543	68,91%
Career Opportunities	544	69,04%
Local Activities	517	65,61%
Humanitarian Programs	302	38,32%
TOTAL	788	

Table I. Replies to the question about reasons for joining, counting only those new members who stated at least one reason

From this table, it can be concluded that the main reasons for people to join in Spain are the publications and the technical information that IEEE provides. The least important reason is the humanitarian program, which is probably due to the lack of such a program in the Section or the Region.

The rest of reasons have approximately the same relative importance to new members.

Being technical information the main declared reason to join IEEE, members should join one or more societies when they join IEEE. Strangely, the average number of society subscriptions among the 62 members who did **not** declare "Technical information" as one reason for joining is 1.31, not very different from the average number of subscriptions among the other 726 members who did declare (1.40).

Regarding the referral that prompted them to join IEEE, a smaller number of people gave an answer. The replies collected are summarized in Table II.

From this table, it can be inferred that most people joined when referred by another person (professor, member, friend/colleague, manager/supervisor), the source given by more than a

half of the respondents (56,82%). Mouth to mouth continues to be the most efficient way of recruiting members.

The next source of referrals are conferences or publications, with 31,16% of all referrals.

Other sources, like advertisements, direct mails or search engines amount only to about 12%

JOIN REFERRAL SOURCE		
College professor	94	20,70%
Friend/colleague	117	25,77%
Member referral	29	6,39%
IEEE conferences	65	14,32%
IEEE publications	76	16,74%
Manager/supervisor	18	3,96%
Direct mail/Postal mail	6	1,32%
Email Invitation	14	3,08%
Advertisement	8	1,76%
Search Engines	9	1,98%
Other	18	3,96%
TOTAL	454	100,00%

Table II. Referrals to join (one answer per member at most)

3. Responses Split by Member Grade

If we split the responses given to each reason to join by grade of the new members, some differences can be appreciated. The data is shown in Table III.

REASON FOR JOINING	Membership Grade									
	Associate Member	%	Student	%	Graduate Student	%	Member	%	Senior Member	%
Technical Information or Pub.	8	88,9%	153	89,5%	267	93,0%	296	92,2%	2	100,0%
Professional Network	7	77,8%	122	71,3%	203	70,7%	209	65,1%	2	100,0%
Career Opportunities	7	77,8%	130	76,0%	218	76,0%	187	58,3%	2	100,0%
Local Activities	6	66,7%	140	81,9%	194	67,6%	175	54,5%	2	100,0%
Humanitarian Programs	5	55,6%	80	46,8%	121	42,2%	94	29,3%	2	100,0%
Total	9		171		287		321		2	

Table III. Replies among membership grades

In this table, it can be seen that technical information or publications are more important to higher grade members and GSMs, and less to students. On the other hand, networking, career opportunities and local activities are more important to students. This is an area where more effort could be put in order to recruit and, more importantly, to retain student members.

Humanitarian program is of little importance to higher grade members (less than 30% chose this option), but is significant for students and GSMs (46% and 42%, respectively). This is another area of opportunity for the Section.

The referral source could also be split among member grades, but the number of responses in each category would probably be too small to be of statistical significance.

4. Conclusions

Information presented here can be used to improve the ways of recruiting new members, and to improve the first-year experience of members that just joined, as we can know what they expect from IEEE.

Regarding recruitment of new members:

- Word of mouth is the most popular way of recruiting new members. The Member-Get-a-Member program could be publicized more, to reward those members who encourage others to join.
- The recruitment of members in conferences can be improved. Membership desks at each conference do a very good job in recruiting new members (although the retention rate is usually poor).
- Other techniques of recruiting are not very effective so far. New ones should be investigated and put into action.

Regarding retention of members after one or two years:

- Effort should be put in providing members the benefits they expected when joined IEEE.
- In particular, it would be important for student retention and transition to have local activities, encourage ways of professional networking, and start a humanitarian program.
- For professional members, the single most important reason for them to join is technical information, but only 291 of the 788 new members analysed here join a Society, where most of the technical information that they look for can be found. Maybe a campaign to make new members aware of the benefits of joining a society could help in retaining them in the future.

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