IEEE R8 May 2011 Newsletter

Region 8 Membership Development Subcommittee
Contact: Dirk Van Hertem
dirk.vanhertem@ieee.org
ieee-r8md@listserv.ieee.org

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1 June 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!

If a new MD Officer is elected in your Section, please forward the Newsletter to him and send to me his/her e-mail address and make sure the person is listed in the geographic roster (through officer reporting: http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html).

For more information on MD activities in the region, visit our site: http://www.ieeer8.org/category/member-activities/membership-development/.

Dirk Van Hertem (Chair, Benelux)
Aleksandar Szabo (Croatia)
Mourad Loulou (Tunisia)
Antonio Luque Estepa (Spain)
Adam Jastrzebski (UKRI)
The R8 MD team
ieee-r8md@listserv.ieee.org

2   MD workshops and training

We have been trying to organize an MD workshop to give some hand-on experience to the MD officers, and to give the opportunity to network. Specifically, the meeting would have the following goals:

•   to meet and interact on MD matters
•   get to know fellow MD officers and their problems and their solutions
•   learn about ongoing MD matters and tools available (also the new samieee etc). We aim to deliver hands-on sessions to get a grasp of the new tools.
•   discussion: what do the data actually mean?

Who should attend:

•   MD officers
•   section, chapter or student branch volunteers interested in membership or IEEE management in general are allowed to attend as well

We were unable to organize the event earlier this year because the short timings made that insufficient attendees could guarantee their attendance. We aim for a group of about 10 attendees.

Nevertheless, a lot of positive feedback on the idea was given, and we plan to have a new meeting later this year. The meeting will be in Leuven (hosted at the university of Leuven), Belgium. A tentative date for the new workshop is September 22, which we hope to fix very soon.

Leuven is located at a 15 minute train ride from the airport in Brussels. The region will cover a part of the expenses (local expenses for registered MD officers). We expect the sections to cover the travel expenses. We are aware that Leuven might be easily reached from western Europe, but might be expensive or difficult for other locations. We therefore want to organize more of these workshops, in case the first one is a success, in other parts of the region at a later stage.

3   Renewal and retention

Each year a significant number of IEEE members does not renew its membership (see figure 1. Yearly the members who don't renew are moved at the end of February from the IEEE membership list of active members to the list of deactivated members and we have a significant drop in membership at the end of February.

In former years, we were seeing a strong increase in membership year-over-year, with a slowly declining number of members that renew (yet covered by stronger recruitment). This means that the average member remains a member for a shorter period. This year, probably also due to the economic situation in our region, the retention has been considerably lower than in previous years and in March and April, our membership count was lower than the year before. At this moment, slowly regaining ground, and we are again growing, although much slower than in previous years.

The retention rate of the first year member is a specific problem as it is very low. A question that needs to be asked is: "does the new member know what IEEE can offer him/her".

Traditionally also the recently graduated member has a low retention rate (less than 50 %). One reason for this low retention is the steep increase in membership fee from student membership to full membership (even if the first year is at half cost), the second is the change in career which might make IEEE membership less interesting to them.

It is the first year member and the recent graduate who deserve the attention of the MD officer. Each month, you are being sent an email from IEEE with the list of new members. Please use it to contact them and bring them in contact with your section and chapters and inform them what is going on in your organizational unit.
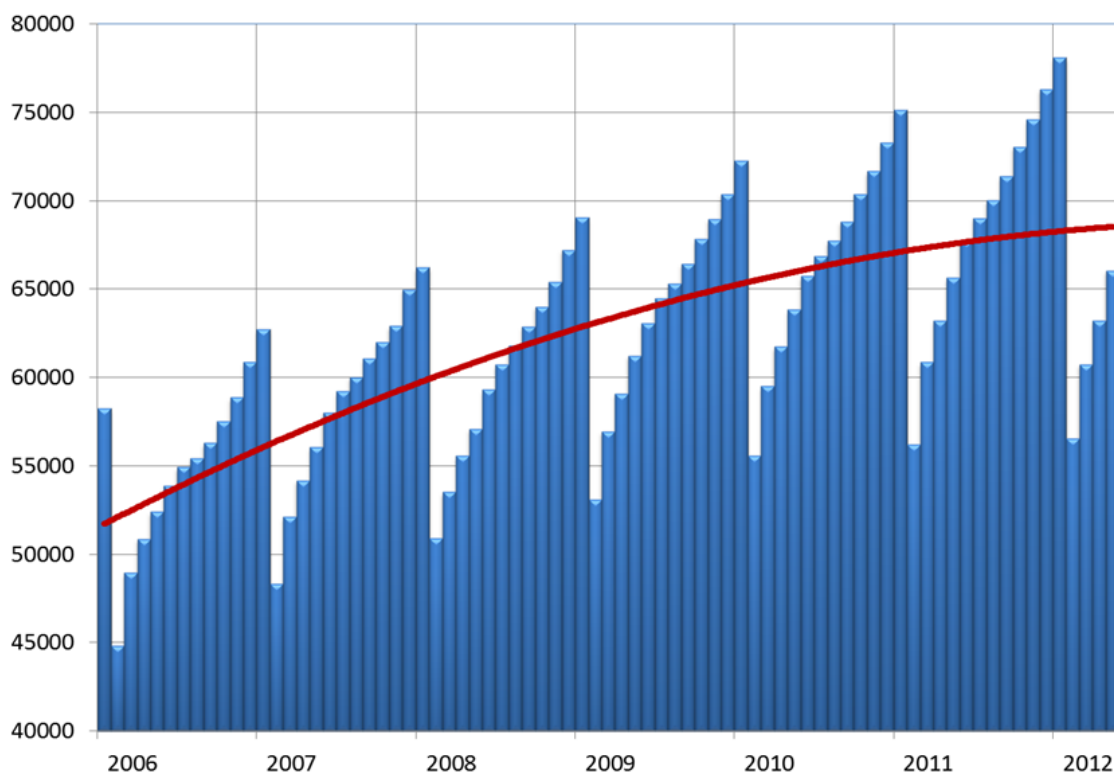

Figure 1: IEEE membership evolution throughout the year. Note that the region is growing year over year, but the percentage of renewals is lower each year.

3.1 Outreach to the bigger sections

In order to tackle the low retention this year (about 2 % lower compared to last year), a IEEE wide effort was started to contact those members in arrears, and this through a local effort. A number of section chairs was contacted, and together with IEEE Staff, personal messages were sent out to those that did not renew. The messages focussed on the section and its activities in the last year. It is still too early to see the outcome of the outreach, but in general we received a good response. Furthermore, it was an excellent example of how IEEE MD Staff and MD or section volunteers can work together.

4 E-membership

E-Membership is a new electronic membership to individuals in developing nations.

E-Membership is a *paperless membership* option with reduced annual base dues. In Region 8 the e-Membership dues are US$ 63, compared to the traditional membership base dues of US$ 151. There is no change in society membership.

The new e-Membership option will be offered to both new and renewing professional grade members who live in *countries where the per capita Gross Domestic Product (GDP) is under $15,000*, based on data provided by the United Nations. Students and affiliates do not qualify for e-Membership. IEEE membership rates are already discounted for these constituencies, and in fact are less than e-Membership rates.

Students do not qualify for e-Membership. IEEE membership rates are already discounted for students, and in fact are less than e-Membership rates. Affiliates are Society members (not IEEE members) and there is no e-Membership for them (no change in Society membership).

More information about the e-Membership offering (including the list of countries qualified for e-Membership) can be found at http://www.ieee.org/emember.

MD Volunteers in developing nations are encouraged to take the lead on recruitment, and promote the e-Membership option through events and local communications channels.

5 Good Practices: investigate your membership with a section membership development report

Keeping track of your members is essential to the MD officer. We would like to urge you to develop your own plan of your section MD report. Such a report you can use within your section, and as a roadmap for the development of your section. As the MD committee, we would be interested in receiving your report, please send it to ieee-r8md@listserv.ieee.org.

Items that should or could be in the MD report:
- Analysis of the section membership
- Strengths and weaknesses of the section membership
- Current ongoing initiatives
- Plans for new membership activities and outreaches

6 Upgrade your membership

6.1 From associate to regular member

Associate Membership is designed for those who do not have a higher degree in an IEEE-designated field of interest nor have sufficient (6 year) experience in this field, yet still want to belong to IEEE. However, the reason why many of the Region 8 Associate Members are not full, normal Members is often due to communication problems during registration (sometimes, years ago), the different education systems outside the US and due to language issues. Sometimes this makes it hard for IEEE Staff to identify whether the applicant should be classified as a full Member or an Associate Member. Additionally, the IEEE designated fields became broader over the years.

As a consequence, many of our applicants did not comply with IEEE Member requirements when first registering and became Associate Members. In our opinion, most of the Associate Members in Region 8 do comply with the IEEE Member requirements.

The MD team, together with the GOLD team, did an outreach to our associate members, and we reached a quite noticeable effect on our membership, with over 150 associate members that were upgraded to regular member.

In order to become a full Member (with the same fees, but with more benefits such as: the ability to upgrade their membership further to senior or fellow of the IEEE, the eligibility to hold office and to vote in elections), the member needs to complete the online form: http://www.ieee.org/organizations/mga/md/memelv.htm.

From IEEE Bylaws:

- Associate Member grade is designed for technical and non-technical applicants who do not meet the qualifications for Member grade, but who would benefit through membership and participation in the IEEE, and for those who are progressing, through continuing education and work experience, towards the qualifications for Member grade.
- Member grade is limited to those who have satisfied IEEE - specified educational requirements and/or who have demonstrated professional competence in an IEEE-designated field of interest. For admission or transfer to the grade of Member, a candidate shall be either:
    - An individual who shall have received a three- to- five year university-level or higher degree
        * from an accredited institution or program and
        * In an IEEE-designated field
    - An individual who shall have received a three- to- five year university-level or higher degree from an accredited institution or program and who has at least three years of professional work experience engaged in teaching, creating, developing, practicing or managing in IEEE-designated fields; or
    - An individual who, through at least six years of professional work experience, has demonstrated competence in teaching, creating, developing, practicing or managing within IEEE-designated fields.

6.2   Upgrade from regular member to senior member

Senior Member is the highest grade for which IEEE members can apply. Any regular members with sufficient experience can apply for senior member status.

To be eligible, candidates must:

- be engineers, scientists, educators, technical executives, or originators in IEEE-designated fields;
- have experience reflecting professional maturity; have been in professional practice for at least ten years;
- show "significant performance" over a period of at least five of their years in professional practice.

The ten years in the profession can include education (e.g. a masters degree counts as 4 years, a PhD as 5). Significant performance can be manager of a big project, responsible for development of a product, published papers or important reports,. . .

Members need to apply online using the IEEE Senior member portal: http://www.ieee.org/membership_services/membership/senior/DF_IEEE_MIG_MCT_91350. Three references must support your application. These references must be senior, fellow, life senior or life fellow member and need to write write a few lines about how experienced you are, and how significant your performance was. Alternatively, anyone (for instance the section) can nominate members, and only two other references are needed (if the nominator is a senior member or higher). The section can also help in finding references for the members. This is a simple and worthwhile service that the section can deliver.

For section and chapter officers: look in your boards for potential candidates for senior membership!

7 Important links for MD officers and some quick ideas

7.1 Some quick ideas

- Does your section have a facebook or linkedin group page?
- Did your section send a happy new years message with a summary of last years activities?
- Do you check/contact new members?
- Do you contact people that don't renew?

7.2 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.

7.3 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.

7.4 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 USD 10 (a non-member has to pay USD 30). 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 USD 35. 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 USD 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.

7.5 IEEE Solutionists

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

7.6 New SAMIEEE

It is extremely important for every MD officer to use SAMIEEE. Visit http://www.ieee.org/about/volunteers/samieee/index.html and inform yourself about the new SAMIEEE interface. View what is new with SAMIEEE, the powerpoint training slides and the recorded WebEx "what's new" training session.

7.7 Important links for MD officers

- The IEEE MD page: http://www.ieee.org/about/volunteers/membership_development/index.html. This page is a must for every MD officer. You can find a lot of very useful information there like Communication Templates, Elevator "pitch" for membership, Benefit Promotion Posters (for printing out), MD Key Resources, Membership Promotion material, Benefits, Elevation Programs, Retention and Recruitment Programs and e-Membership Resources and contact information.
- The Region 8 MD page: http://www.ieeer8.org/category/member-activities/membership-development/. We keep an online record of all MD monthly reports and newsletters.
- Learn who are the members in your section: http://www.ieee.org/samieee. USE SAMIEEE
- The MD manual for the MD officer: http://www.ieee.org/about/volunteers/membership_development/secure/mdmanual_finalsept2011_1.pdf
- Every month there is a webcast with interesting information. If you want to join, contact Cathy Downer c.downer@ieee.org. The archive is at the IEEE MD page. It is listed at: http://www.ieee.org/about/volunteers/membership_development/md2012archivegude.html
- E-Notice is a emailing system by IEEE to be used by volunteers to reach the IEEE members in your section: http://www.ieee.org/enotice.
- Need to advertise IEEE membership? You can print out promotional material from the IEEE MD page. You can also order your flyers, pens and other promotional material at http://www.ieee.org/mdsupplies.
- Information about IEEE membership for members with reduced income: http://www.ieee.org/membership_services/membership/cost/special_circumstances.html and the e-Membership: http://www.ieee.org/emember.
- For end of month membership statistics go to SAMIEEE and look at Geographic Membership Statistics.
- Power point presentation about membership: http://www.ieee.org/about/volunteers/membership_development/md_presentations2010.html
- IEEE MD Training for new MD officers. Go to the IEEE MD page and select the presentation on the right hand side.