

# IEEE Region 8 Membership Development Report – July 2011

## INTRODUCTION

Membership development is an essential part of the working of any organization. This is no different for IEEE. Membership development provides guidance and help to the new and the long-time members. Membership development also means membership recruitment, essential to keep the membership count high. However, what is often forgotten is that membership development is an activity that should take place in all layers of the organization. Most importantly however is the membership development that is done at the local level: the section, the chapter, and even directly from member to member (or potential member). We would like to emphasize that it is essential to every unit within the IEEE to take care of its membership development. For sections this is usually done via the membership development officer, or the membership development team. However, we feel that many sections underestimate the importance of the MD officer, and many MD officers are only vaguely aware of their responsibilities and the possibilities/tools available to help them in their task. An example is that we get barely any response to emails (even when asking for feedback) and that almost no region 8 membership persons are attending the MD webcasts. We would like to ask all section chairs and MD officers to take MD seriously. MD is more than reporting the membership numbers at the end of the year...

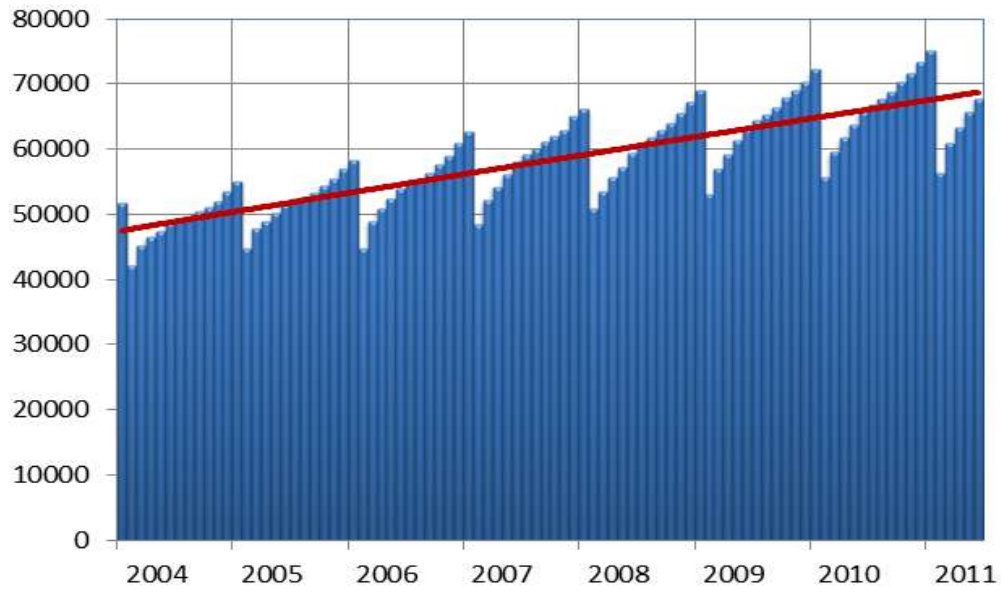
## THE NUMBERS

IEEE membership in Region 8 continues to grow. At the end of June 2011, we have a total of 67721 members in Region 8. The breakdown is as follows:

Honorary member	7
Life Fellows	233
Fellows	690
Life Senior Member	334
Senior Member	4816
Life Member	630
Member	38779
Associate Member	2639
Graduate Student Member	10790
Student Member	8803
<b>Total</b>	<b>67721</b>

Table 1: Membership data Region 8 (end of June)

In the diagram below, we can see the changes of membership in Region 8 from month to month. The red line shows the steady growth of membership from year to year.



Three important trends to note in the graph are:  
 1. The overall membership count is increasing steadily over time.  
 2. There is a seasonal fluctuation in membership numbers, with peaks occurring towards the end of each year.  
 3. The growth rate appears to be consistent year-over-year.

- nd is positive
- ⤴ The growth per year is growing each year
- ⤴ The drop after February is increasing every year (over proportional). This means retention is dropping over the years!

### Membership Development and Statistics in R8 Sections

For Membership Statistics visit <https://analytics.ieee.org/analytics/saw.dll?dashboard>

Look into your Section Membership Statistics to get your monthly data. Is your membership increasing or decreasing?

To learn more about the members in your Section use the predefined Queries in SAMIEEE:

[www.ieee.org/organizations/vols/samieee/index.html](http://www.ieee.org/organizations/vols/samieee/index.html)

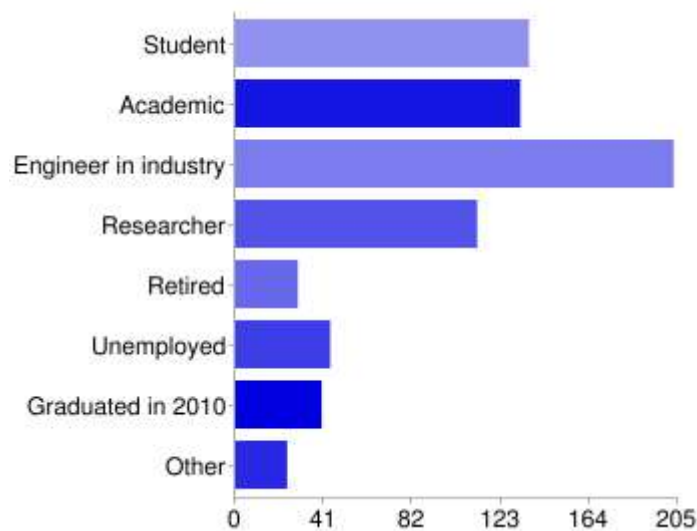
Register for participation in the **IEEE Membership Development Community**

<https://www.ieeecommunities.org/ieee.md.net>

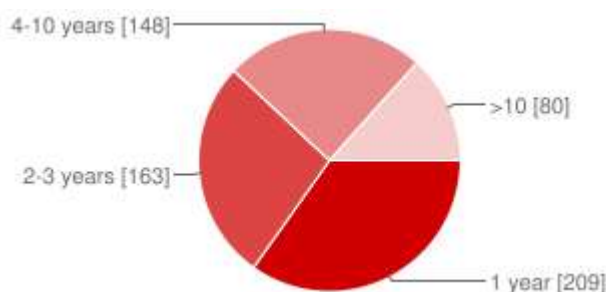
### Deactivated Members - Arrears

IEEE Headquarters in Piscataway have sent out several reminder emails to those members that did not renew. The Region 8 MD committee has sent an email to all members in arrears with a link to a questionnaire asking why they chose not to renew their membership. Results of this questionnaire are presented below.

In the future we should work more in advance by showing more activity in our Sections. We should point out the benefits of membership, especially on the Section level, to encourage members to renew on time (during November, December, January), well before the Service Terminator.



*Figure 1: Job description of participants in the questionnaire*



*Figure 2: Years of IEEE membership*

The questionnaire confirmed that over 60 % of those that do not renew are less than 3 years member of IEEE, 1/3rd of the arrears are 1<sup>st</sup> year members.

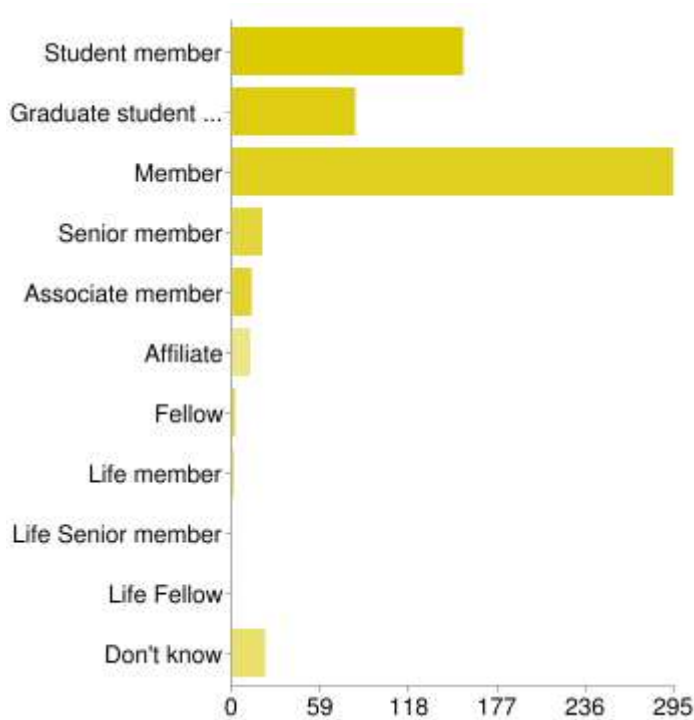


Figure 3: Grade description

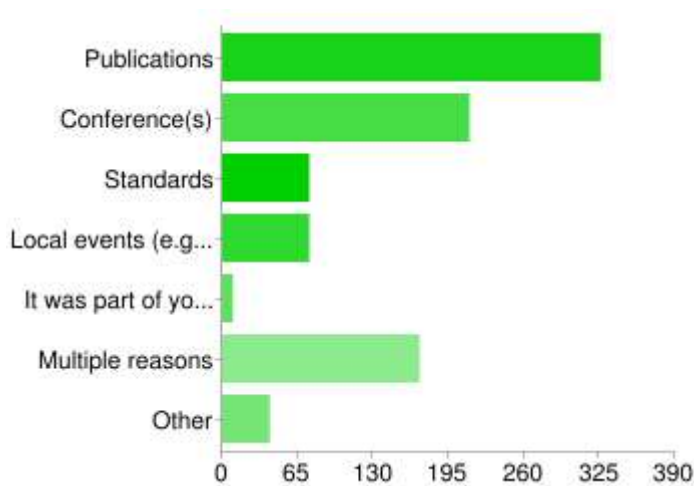


Figure 3: Reason for joining IEEE

Most members join for publications and conferences, testifying that IEEE in our region is a mostly research oriented organization (as opposed to an engineering association).

Did renew, but very recently	13	2%
Did not renew yet, but will	91	15%
Had problems during renewal	34	6%
Financial situation does not allow renewal	234	40%
1st year IEEE member and it did not deliver what was expected	68	12%
IEEE dues are too high for the services delivered	165	28%
Did not make optimal use of the services IEEE provided	133	23%
Change in professional career	71	12%
Was a student, and now not anymore	48	8%

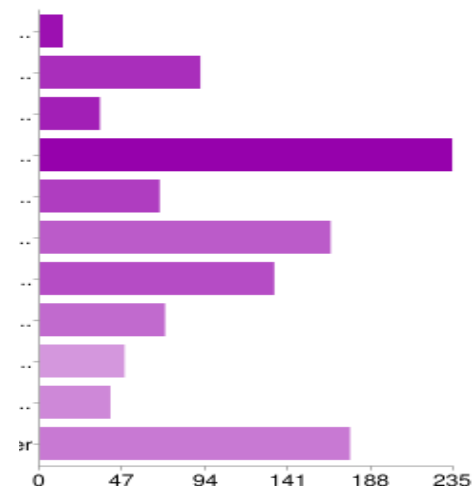


Figure 4: Why members did not renew

Only a member for specific benefits	40	7%
Other	176	30%

It is clear from the questionnaire that the average non-renewer was not sufficiently happy with the services that were provided (or might he/she not know of them) or was not able to make good use of IEEE services. Another big reason is a change in career. The personal financial situation is the other main reason for not renewing membership. The economic crisis might play an important role in this factor.

R8_Sections	Totals # of emembers end June 2011
Belarus Section	35
Bosnia And Herzegovina Section	39
Bulgaria Section	22
Croatia Section	255
Czechoslovakia Section	49
Egypt Section	203
Ghana Section	36
Hungary Section	67
Iran Section	207
Iraq Section	21
Jordan Section	59
Kenya Section	29
Latvia Section	28
Lebanon Section	82
Lithuanian Section	22
Morocco Section	37
Nigeria Section	256
Oman Section	1
Poland Section	313
Reg 8-Countries Outside Sections	352
Republic Of Macedonia Section	40
Romania Section	279
Russia (Northwest) Section	39
Russia (Siberia) Section	28
Russia Section	152
Serbia And Montenegro Section	95
South Africa Section	362
Tunisia Section	40
Turkey Section	411
Ukraine Section	101
Uttar Pradesh Section	1
Western Saudi Arabia Section	1
Zambia Section	9
Grand Total	3671

*Table 2: E-membership in the region at end June 2011*

#### **Local activities are essential for membership retention!**

We would like to urge all section officials to coordinate IEEE membership promotion at all events in the section and chapters. This will help to make the member and the non-volunteer member aware of all the IEEE activities. For many it is not clear that IEEE is more than just publications and international conferences (or standards). Presenting IEEE in 5 minutes at the beginning of a technical session can make a world of difference.

Rationale: many members have no idea of all the benefits they have (yes, they are "somewhere" on the web) When presenting the IEEE, try to include the different aspects: Technical (societies, publications) and regional (section, student branches and chapters).

#### **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\$ 149.

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.

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>.

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

Table 2 shows the e-members per section in our region.

### **Use SAMIEEE to Identify the Arrears in your Section**

Go to SAMIEEE [www.ieee.org/organizations/vols/samieee/index.html](http://www.ieee.org/organizations/vols/samieee/index.html)

- Click Access SAMIEEE
- Insert your IEEE User ID and Password and Login
- Click SAMIEEE in Shared Folders
- Click Geographic Predefined Query and you will get the list of Predefined Queries
- Select (GEO) Arrears – Member Contact Info – By Section, By Grade
- Download to Excel and sort the Arrears data as you like!

### **Member-Get-A-Member Program**

The payout for recruited professional members (not students) is 15.00US\$ per member. Recruiters (including student members) have the option of using their reward vouchers to pay for IEEE products or services, including the membership renewal, or they can use the vouchers for a donation to the IEEE Foundation.

Announce and provide information on the Member-Get-A-Member (<http://ieee.org/mgm>) and Student-Get-A-Student (<http://ieee.org/sgs>) programs at Section, Student Branch and Chapter Meetings and Conferences. Make it a challenge within your Section to see who will be the best in Membership Development. The reward is more than a 15\$ IEEE credit voucher, it's a bigger organization with better connections into industry and community. If each of us recruited just one new Member, we would double our size in one year!!! But let's increase our membership by 10%. Remember, without Membership Development, we cannot build the IEEE of tomorrow.

### **Don't Forget - Graduate Student Members Have the Rights and Privileges of Members**

According to the IEEE Bylaws the Graduate Student Members shall have the rights and privileges of Members. They can be Section Officers. GS Members are also qualified to sign the petition to establish a new Section – important for new section and new chapter development!

### **Membership Development Manual– Plan your MD Activities – Set the Goals**

The MD Manual is an essential overview of MD. It includes resources such as the MD calendar and MD checklists. It helps you to coordinate your local efforts with headquarters' programs and processes. There is also a listing of IEEE member benefits, as well as sample letter templates for suggested outreaches. You can download it from the IEEE MD page [http://ieee.org/web/volunteers/membership\\_dev/index.html](http://ieee.org/web/volunteers/membership_dev/index.html).

You can also find it at our R8 MD Page by visiting <http://www.ieee.org/r8>.

Select Membership Activities and afterwards Membership Development.

### **Membership Development Promotional Material**

The process is in place for reserving the Annual MD Kit by Section/Society MD Chairs and Student Branch officers for the 2012 membership year. The shipping of the Annual Kit kicks off the start of the membership year in September with 2012 member recruitment printed materials, member applications, giveaways, and information pieces. We are continuing the process initiated in 2010 - reserving the Annual MD Kit via an online form (IEEE Web Account required for log on). You can reserve your 2012 kit at [www.ieee.org/go/2012annualkit](http://www.ieee.org/go/2012annualkit). The Annual MD Kit will be shipped out in August 2011 and it is designed to help you begin the membership year. The current on-demand MD Kit order form will continue to be available during the year to fulfill membership development needs.

### **R8 MD Newsletters and R8 MD Reports**

IEEE Region 8 Membership Development Newsletters have been sent from time to time to all R8 Committee Members and Section MD Officers pointing out important information and MD actions to be done.

IEEE Region 8 Membership Development Reports have been sent monthly to all R8 Committee Members and Section MD Officers presenting membership data for every Section. Information and guidelines for important MD actions are given. R8 MD Newsletters and MD Reports are also available at the IEEE Region 8 Membership

Development Page. Visit <http://www.ieee.org/r8> , select Membership Activities and afterwards Membership Development.

#### **MD meetings by Webcasts/Conferences Call**

Every month an MD Webcast/teleconference takes place with very informative and useful pp presentations and discussions. It is organized by the IEEE MGAB MRR Committee and the IEEE Staff. All MD Officers in all organizational units are invited to the Webcast/Conference Call by e-mails sent from Piscataway.

#### **Member Grade Elevation: Associate to Member and Member to Senior Member**

Most of the Associates qualify for the Member Grade. To apply for the transfer to Member Grade online

[www.ieee.org/organizations/mga/md/memelv.html](http://www.ieee.org/organizations/mga/md/memelv.html)

Section MD Officers could also help. They can select from the Section Membership list the Associate Members and ask them to simply apply for transfer to Member Grade online.

Many of our members qualify for the **Senior Member Grade**, and yet the members are unaware that they are eligible. Sections are asked to start Senior Member Initiatives. Visit

[www.ieee.org/web/membership/senior-members/index.html](http://www.ieee.org/web/membership/senior-members/index.html)

#### **MD at IEEE Conferences in Region 8**

We should continue to use our many conferences in R8 as a platform for IEEE promotion. There should be an IEEE booth or table at the conference with IEEE posters, brochures, magazines and application forms, and a local volunteer hosting the table. Previously we had several successful events at conferences and we are going to continue with the same approach this year.

If your section/chapter is supporting an event (financially?), why shouldn't you have an opportunity to address the attendees during the opening session?

The best way of preparing the necessary arrangements is to find colleagues and friends in our local sections, who are willing to support our promotion events. May we kindly ask you, the Section Chairs and Section MD officers to select conferences in 2011 in your section for promotion, to nominate a volunteer – maybe yourself – and inform us. We will of course work with you and your volunteers to organize the event and get the material shipped from the IEEE staff. Many thanks in advance for your support.

#### **\* 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 and Graduate Student members. Only one category may be claimed in any year.**

**Minimum Income Provision:** Applicants who certify that their prior year's income did not exceed US \$13,600 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

#### **Small Sections**

The R8 MD Subcommittee initiated a program to increase the membership of small Sections\*\*. We have 56 Sections and **7 Subsections** in Region 8. We have large Sections having several hundreds or several thousands of members, but we have also small Sections having even less than hundred members.

At the moment we have 20 Sections having less than 200 professional members (not counting the student and graduate student members). Few of them are new recruits and most of them have been members for years.

#### **\*\* R8 Program to Increase the Membership of Small Sections**

The R8 MD Subcommittee initiated a program to increase the membership of small Sections. **We want the small Sections to become bigger and stronger organizations with more volunteers and more activity.**

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.

Let us try to increase the membership of the small Sections gradually. The goal during the 2011 Membership Year should be to achieve 100 professional members (for Sections having less than 100), 150 members (for Sections having more than 100, but less than 150) and 200 members (for Sections having more than 150, but less than 200 professional members). **To successful Sections in increasing their membership a financial incentive will be provided.**

In order to qualify for the incentive, a Section would have to rise its professional (higher-grade, full dues paying) previous membership level for the current calendar year (using the August membership report as the reference base).

Sections which achieve the goal would receive US\$10 incentive funding for each Professional/higher grade member recruited in that Section during the period September-August above the previous year's total higher grade membership up to 100, 150 or 200 members respectively. "Migrating" members (i.e. members who moved from one region/section to another) would not count.

Transfer would be in a lump sum in the amount determined sometime in early Fall (following release of the August membership report and new membership determination).

**Section Incentive Example for a possible case (goal 100 higher-grade members):**

Professional/Higher-Grade, Full Dues Paying Members, August 2010: 70

Professional/Higher-Grade, Full Dues Paying Members, August 2011: 108

Professional/Higher-Grade, Full Dues Paying Migrating Members August 2011: 2

Section qualified for the incentive (108-2=106).

Qualifying for Rebate: 100-70=30

Rebate for the Section: US\$ 300.00

Full Dues Paying Members include members using the reduction of dues according to the Special Circumstances.

**Milestones:**

The membership of Sections can easily be checked every month by the sections themselves. The final results will be known in September 2011.

The program would be for a period of one year, after which it would be assessed and a determination made whether to continue for another year on a permanent basis.

*The activity at the Section and Chapter level is of great importance for recruiting and retaining members.*

*Membership Development is the business of all of us!*

*If you have any questions concerning MD don't hesitate to ask us.*

*Thank you for your work in your Sections.*

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