

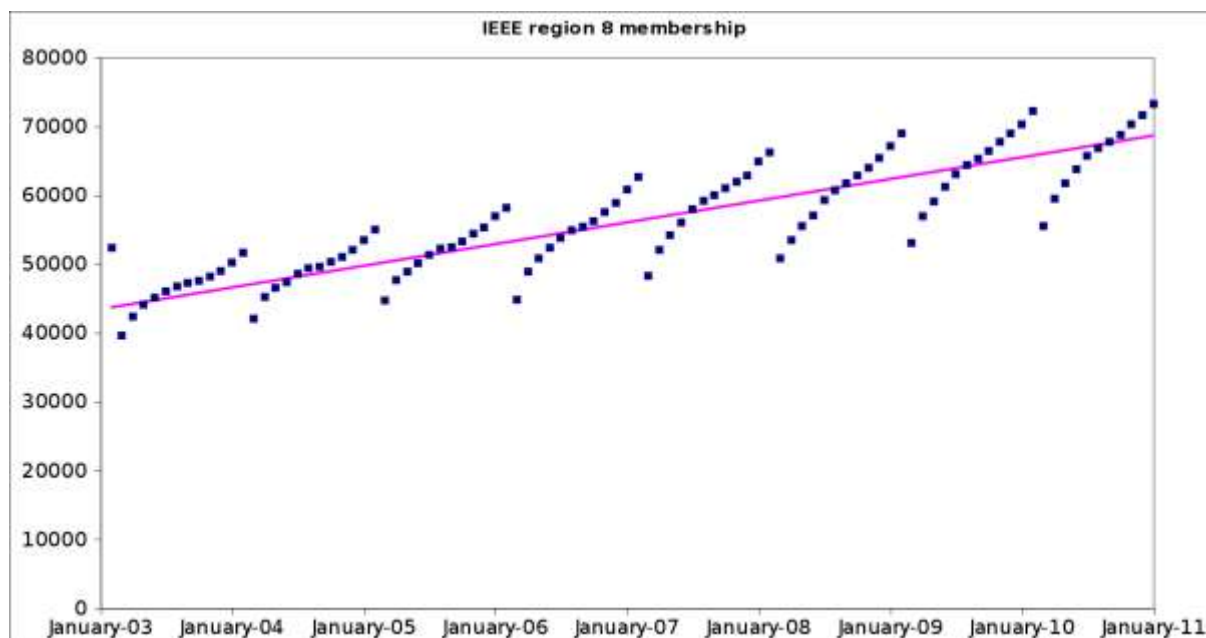
IEEE Region 8 Membership Development Report – March 2011

INTRODUCTION

IEEE membership in Region 8 continues to grow.

At the end of 2010 in Region 8 we had 73,297 members. Comparing to 70,371 at the end of 2009 it is an increase of 2,926 members or 4%.

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



January 2011 Statistics

Geographic IEEE Membership Summary - January 2011																
REGION	HIGHER GRADE w/o GSMS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
	#	%		#	%		#	%	#	%		#	%	#	%	
1	31,965	32,603	(638)	-2.0%	2,297	2,321	(24)	-1.0%	2,296	2,457	(161)	-6.6%	36,558	37,381	(823)	-2.2%
2	28,284	28,601	(317)	-1.1%	2,145	2,213	(68)	-3.1%	2,289	2,548	(259)	-10.2%	32,718	33,362	(644)	-1.9%
3	25,448	25,669	(221)	-0.9%	2,763	2,796	(33)	-1.2%	3,201	3,276	(75)	-2.3%	31,412	31,741	(329)	-1.0%
4	19,166	19,333	(167)	-0.9%	2,141	2,193	(52)	-2.4%	2,552	2,595	(43)	-1.7%	23,859	24,121	(262)	-1.1%
5	25,082	25,074	8	0.0%	2,138	2,183	(45)	-2.1%	2,830	2,731	99	3.6%	30,050	29,988	62	0.2%
6	50,493	51,244	(751)	-1.5%	3,717	3,725	(8)	-0.2%	3,947	4,114	(167)	-4.1%	58,157	59,083	(926)	-1.6%
R 1-6	180,438	182,524	(2,086)	-1.1%	15,201	15,431	(230)	-1.5%	17,115	17,721	(606)	-3.4%	212,754	215,676	(2,922)	-1.4%
7	13,425	13,338	87	0.7%	2,086	2,078	8	0.4%	1,698	1,824	(126)	-6.9%	17,209	17,240	(31)	-0.2%
8	52,681	51,047	1,634	3.2%	11,958	10,914	1,044	9.6%	10,499	10,299	200	1.9%	75,138	72,260	2,878	4.0%
9	8,653	7,726	927	12.0%	1,821	1,443	378	26.2%	6,955	6,119	836	13.7%	17,429	15,288	2,141	14.0%
10	51,599	47,042	4,557	9.7%	12,841	11,629	1,212	10.4%	30,913	27,440	3,473	12.7%	95,353	86,111	9,242	10.7%
R 7-10	126,358	119,153	7,205	6.0%	28,706	26,064	2,642	10.1%	50,065	45,682	4,383	9.6%	205,129	190,899	14,230	7.5%
TOTAL	306,796	301,677	5,119	1.7%	43,907	41,495	2,412	5.8%	67,180	63,403	3,777	6.0%	417,883	406,575	11,308	2.8%
% R1-6	59%	61%			35%	37%			25%	28%			51%	53%		
% R7-10	41%	39%			65%	63%			75%	72%			49%	47%		

After the Service Terminator Action at the end of February 2011 membership went down as usual. At the time of writing of the report the exact data are not yet available, but a similar fallback as previous years is suspected, which will result in a total of about 56000 members. This means that about 31% of the 2010 members will be deactivated.

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

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 will send out 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 will be presented at the Region 8 meeting.

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.

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.

Use SAMIEEE to Identify the Arrears in your Section

Go to SAMIEEE 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!

The Half-Year Dues Period for New Members

The half-year dues period is a peak recruitment time. It allows people to test IEEE membership for a smaller initial monetary outlay. **New members** pay half-year dues when they sign up from 1 March through 15 August. Services commence immediately upon joining and continue through December 31. A member joining in April receives a bonus of 3 months of extra service above and beyond the six months they are paying for. Take care about the Special Circumstances*.

For Membership Development Resources visit <http://www.ieee.org/mdresources> and for best practices visit <http://www.ieee.org/ra/md/bestpractices.html>

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://www.ieee.org/mgm>) and Student-Get-A-Student (<http://www.ieee.org/sqs>) 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!

Section Membership Development Officers

We all, the members and volunteers in IEEE, should be aware that Membership Development on all levels and especially on the section level is of extreme importance if we want to have more members, new volunteers and more activity. Few sections in R8 have not appointed Section Membership Development Officers yet! We are asking these sections to appoint Membership Development Officers willing to do their job with enthusiasm and fun without sparing efforts! Report to IEEE the names of your Section MD Officers online at

<http://ewh.ieee.org/forms/scs/interactofficer.php> We are also asking all Sections to send us the names and email addresses of their MD Officers especially if you have new ones appointed.

All the Section MD Officers belong to our Region 8 MD Team working on Membership Recruitment, Retention and Recovery. The work of Section MD Officers is of great importance to our Sections, our Region and to IEEE as a whole.

Small Sections

The R8 MD Subcommittee initiated a program to increase the membership of small Sections**. We have 56 Sections and **5 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 ones, but many of them exist for years. We are asking small Sections to increase their membership to become bigger and stronger organizations. Let us try to increase the membership of the small Sections gradually. The goal during the 2011 Membership Year should be to achieve 100 members (for Sections having less than 100 members), 150 members (for Sections having more than 100, but less than 150 members) and 200 members (for Sections having more than 150, but less than 200 members).

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 .

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 2011 Membership Recruitment Kits have been sent to Sections and Student Branches in August 2010. To order additional supplies visit <http://ewh.ieee.org/forms/md/supplies.php>

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

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

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

**** 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 on 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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