Autumn 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 you have a new MD Officer in your Section, please forward the Newsletter to him and send us 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:

The most important item of the moment is the membership year that has ended, and the 2012 year has started. It is a good moment to remind your local members why they joined (you can email a list of your past and upcoming activities) and why they should renew. With the academic year starting anew, it is the moment to get in the student members in your universities to sign up.

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!


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Membership activities and more at the sections congress
The Sections Congress 2011 was a very successful event. It was the largest Congress attended to date. A total of 1,133 attended from 92 countries with representatives from 294 Sections and 41 Technical Societies/Councils. The Congress included a total of 33 different breakout session topics, with a total of 84 speakers. Unfortunately most of you didn't attend... But there is a lot of material at the SC website

To access the information: Visit the page and go to "Breakout Sessions". You will find many useful presentations especially about Membership Development and Geographic unit operation. The presentation by Aleksandar Szabo and Cathy Downer on "Resources and Tools for Member Development" should be of use for all IEEE volunteers interested in membership development.

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 Xplor 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

The New Membership Year - Recruiting New Members

On 16 August the 2011 Membership Year and full-year dues period started. New members become members from the day they join till the end of 2012. Joining in October you become member for 15 months. It’s excellent value for money.

For a 50% reduction of the membership base dues look at ***Special Circumstances (Minimum Income, Retired or Unemployed Provision).

An option to individuals in developing nations is the e-Membership, http://www.ieee.org/emember, a paperless membership option with reduced annual base dues of US$ 63 in Region 8, compared to the traditional membership option base dues of US$ 151.

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

Last year (membership year 2011), the awards went to the following sections, for which we would like to congratulate them:

1. Marlize Irene Naude, South Africa Section
2. Ahmed Yahya Ahmed, Saudi Arabia Section
3. Caren Zgheib, Lebanon Section
4. Walid Mohammad Abu Ziana, Jordan Section
5. Marwa Adala, Tunisia Section

CONGRATULATIONS

Overall IEEE award: The top recruiter in IEEE earns an additional US$500 award for his/her Section. Additional rules apply to Section awards.

R8 program to increase the membership in smaller sections

The R8 MD Subcommittee initiated a program in 2010 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 at least maintain its 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.

Note that for 2012 we plan to simplify the rules: all sections with less than 200 members that raise their membership with 10 members or more within one membership year (August - August) will get 10 dollar per additional member.

Based on the 2011 rules above, we can award the following sums to:

Cyprus (from 183 to 211) - 28x10 = 280 US$
Kuwait (from 148 to 150) - 2x10 = 20 US$
Belarus (from 36 to 52) - 16x10 = 160 US$

Congratulations!
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/membership_services/membership/senior/DF_IEEE_MIG_MCT_91350
Senior members are more likely to renew their membership.

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

August 2011 Statistics
At the end of August 2011 Region 8 had 70,045 members. Comparing to the number of 67,740 members at the end of August 2010 it is an increase of 2,305 members or 3.4%. The increase of Professionals is 3.7% and for Graduate Student Members have the highest increase (3.4%). The increase of Undergraduate Student Members (1.3%) could be better.
Recovery of Deactivated Members

In Region 8, till the end of February 2011, only 68.5% of our 2010 members renewed for 2011. From 1 March till the end of the Membership Year (15 August) 3,598 members recovered by renewing their membership for 2011. At the end of the 2011 membership year (15 August) the percentage of members who renewed for 2010 raised to 74.0%, a less good result comparing to the previous year (75.1%). If you look at the August MD Report, you will see that there are big differences between Sections in our Region concerning renewal percentages (from nearly 90% to less than 30%). Clearly there are local differences, but look at your neighboring sections to see how they do. Maybe you can do better? Contact us or your neighboring sections to see how you can improve your numbers.

Concerning First-Year Members the percentage is much lower (43.6% only). The low renewal of first-year-members is still a problem. It might be a good idea to target them specifically in your emails. Did you think of welcoming them in the section?

Cumulative Recruitment by Region & Grade –Year-over-Year

This table presents the cumulative YoY recruitment of IEEE’s ten regions by grade, through August of the 2011 membership year.
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.