

## MD Newsletter October 2011

**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](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.ewh.ieee.org/reg/8/cms/index.php?option=com\\_content&view=article&id=27&Itemid=52](http://www.ewh.ieee.org/reg/8/cms/index.php?option=com_content&view=article&id=27&Itemid=52).

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!

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

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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

[http://www.ieee.org/societies\\_communities/geo\\_activities/sections\\_congress/2011/DF\\_IEEE\\_MIG\\_MCT\\_100637](http://www.ieee.org/societies_communities/geo_activities/sections_congress/2011/DF_IEEE_MIG_MCT_100637)

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](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

## 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](http://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) -  $28 \times 10 = 280$  US\$

Kuwait (from 148 to 150) -  $2 \times 10 = 20$  US\$

Belarus (from 36 to 52) -  $16 \times 10 = 160$  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](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](http://www.ieee.org/about/volunteers/membership_development/index.html)



## August 2011 Statistics

Geographic IEEE Membership Summary - August 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	30,911	31,512	(601)	-1.9%	1,489	1,550	(61)	-3.9%	1,637	1,606	31	1.9%	34,037	34,668	(631)	-1.8%
2	27,315	27,862	(547)	-2.0%	1,417	1,429	(12)	-0.8%	1,714	1,641	73	4.4%	30,446	30,932	(486)	-1.6%
3	24,887	25,167	(280)	-1.1%	1,755	1,793	(38)	-2.1%	2,340	2,089	251	12.0%	28,982	29,049	(67)	-0.2%
4	18,850	19,140	(290)	-1.5%	1,478	1,386	92	6.6%	1,775	1,697	78	4.6%	22,103	22,223	(120)	-0.5%
5	24,420	24,605	(185)	-0.8%	1,336	1,396	(60)	-4.3%	1,981	1,857	124	6.7%	27,737	27,858	(121)	-0.4%
6	48,615	49,242	(627)	-1.3%	2,310	2,388	(78)	-3.3%	2,780	2,664	116	4.4%	53,705	54,294	(589)	-1.1%
<b>R 1-6</b>	<b>174,998</b>	<b>177,528</b>	<b>(2,530)</b>	<b>-1.4%</b>	<b>9,785</b>	<b>9,942</b>	<b>(157)</b>	<b>-1.6%</b>	<b>12,227</b>	<b>11,554</b>	<b>673</b>	<b>5.8%</b>	<b>197,010</b>	<b>199,024</b>	<b>(2,014)</b>	<b>-1.0%</b>
7	13,410	13,473	(63)	-0.5%	1,374	1,320	54	4.1%	1,145	1,188	(43)	-3.6%	15,929	15,981	(52)	-0.3%
8	54,102	52,168	1,934	3.7%	8,172	7,904	268	3.4%	7,771	7,668	103	1.3%	70,045	67,740	2,305	3.4%
9	9,206	8,177	1,029	12.6%	1,173	1,185	(12)	-1.0%	5,614	5,435	179	3.3%	15,993	14,797	1,196	8.1%
10	52,588	48,816	3,772	7.7%	9,110	8,698	412	4.7%	25,194	22,709	2,485	10.9%	86,892	80,223	6,669	8.3%
<b>R 7-10</b>	<b>129,306</b>	<b>122,634</b>	<b>6,672</b>	<b>5.4%</b>	<b>19,829</b>	<b>19,107</b>	<b>722</b>	<b>3.8%</b>	<b>39,724</b>	<b>37,000</b>	<b>2,724</b>	<b>7.4%</b>	<b>188,859</b>	<b>178,741</b>	<b>10,118</b>	<b>5.7%</b>
<b>TOTAL</b>	<b>304,304</b>	<b>300,162</b>	<b>4,142</b>	<b>1.4%</b>	<b>29,614</b>	<b>29,049</b>	<b>565</b>	<b>1.9%</b>	<b>51,951</b>	<b>48,554</b>	<b>3,397</b>	<b>7.0%</b>	<b>385,869</b>	<b>377,765</b>	<b>8,104</b>	<b>2.1%</b>
% R1-6	58%	59%			33%	34%			24%	24%			51%	53%		
% R7-10	42%	41%			67%	66%			76%	76%			49%	47%		

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

IEEE Membership Renewal / Retention - August 2011																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	% '11	% '10		#	% '11	% '10		#	% '11	% '10		#	% '11	% '10
1	30,952	26,837	86.7%	87.1%	1,920	1,414	73.6%	74.3%	1,591	774	48.6%	50.7%	34,463	29,025	84.2%	84.9%
2	27,362	23,534	86.0%	86.4%	1,820	1,354	74.4%	75.3%	1,628	832	51.1%	54.6%	30,810	25,720	83.5%	84.2%
3	24,502	20,529	83.8%	84.4%	2,358	1,784	75.7%	76.0%	2,023	1,004	49.6%	48.1%	28,883	23,317	80.7%	81.3%
4	18,641	15,776	84.6%	85.4%	1,778	1,356	76.3%	75.6%	1,668	853	51.1%	54.0%	22,087	17,985	81.4%	82.4%
5	24,064	20,366	84.6%	85.1%	1,793	1,335	74.5%	75.7%	1,813	872	48.1%	49.9%	27,670	22,573	81.6%	82.4%
6	48,365	41,186	85.2%	85.5%	3,076	2,278	74.1%	74.3%	2,639	1,317	49.9%	50.2%	54,080	44,781	82.8%	83.2%
R 1-6	173,886	148,228	85.2%	85.7%	12,745	9,521	74.7%	75.1%	11,362	5,652	49.7%	51.0%	197,993	163,401	82.5%	83.2%
7	12,897	10,603	82.2%	82.6%	1,810	1,489	82.3%	84.5%	1,184	682	57.6%	63.3%	15,891	12,774	80.4%	81.5%
8	49,793	39,451	79.2%	79.5%	9,841	7,372	74.9%	77.8%	7,723	3,001	38.9%	42.5%	67,357	49,824	74.0%	75.1%
9	7,794	5,398	69.3%	69.2%	1,450	967	66.7%	73.2%	5,322	1,418	26.6%	28.3%	14,566	7,783	53.4%	54.9%
10	47,482	36,292	76.4%	77.3%	9,573	4,703	49.1%	52.1%	22,615	4,884	21.6%	24.3%	79,670	45,879	57.6%	60.1%
R 7-10	117,966	91,744	77.8%	78.3%	22,674	14,531	64.1%	67.6%	36,844	9,985	27.1%	30.3%	177,484	116,260	66.5%	67.6%
TOTAL	291,852	239,972	82.2%	82.8%	35,419	24,052	67.9%	70.4%	48,206	15,637	32.4%	35.5%	375,477	279,661	74.5%	76.1%

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?

First-Year Member Renewal / Retention - August 2011																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	% '11	% '10		#	% '11	% '10		#	% '11	% '10		#	% '11	% '10
1	1,956	776	39.7%	40.4%	648	353	54.5%	55.3%	1,140	447	39.2%	41.4%	3,744	1,576	42.1%	43.6%
2	1,925	744	38.6%	39.4%	665	365	54.9%	56.5%	1,103	485	44.0%	47.1%	3,693	1,594	43.2%	44.5%
3	2,034	737	36.2%	36.0%	902	561	62.2%	58.3%	1,516	663	43.7%	38.5%	4,452	1,961	44.0%	41.0%
4	1,478	561	38.0%	43.2%	677	417	61.6%	58.6%	1,205	532	44.1%	46.4%	3,360	1,510	44.9%	47.4%
5	1,959	767	39.2%	41.7%	698	404	57.9%	55.8%	1,367	569	41.6%	42.2%	4,024	1,740	43.2%	44.1%
6	3,211	1,236	38.5%	40.0%	1,044	569	54.5%	53.7%	1,937	818	42.2%	41.2%	6,192	2,623	42.4%	42.7%
R 1-6	12,563	4,821	38.4%	40.0%	4,634	2,669	57.6%	56.2%	8,268	3,514	42.5%	42.5%	25,465	11,004	43.2%	43.6%
7	1,216	511	42.0%	44.2%	559	381	68.2%	72.8%	803	383	47.7%	54.9%	2,578	1,275	49.5%	53.2%
8	6,572	2,655	40.4%	41.2%	4,237	2,598	61.3%	65.2%	5,765	1,691	29.3%	30.7%	16,574	6,944	41.9%	43.6%
9	1,796	499	27.8%	27.3%	638	295	46.2%	58.8%	4,339	957	22.1%	21.9%	6,773	1,751	25.9%	26.5%
10	9,003	3,206	35.6%	37.5%	6,162	2,015	32.7%	36.5%	19,104	3,367	17.6%	20.6%	34,269	8,588	25.1%	27.9%
R 7-10	18,587	6,871	37.0%	38.7%	11,596	5,289	45.6%	50.5%	30,011	6,398	21.3%	23.8%	60,194	18,558	30.8%	33.7%
TOTAL	31,150	11,692	37.5%	39.2%	16,230	7,958	49.0%	52.3%	38,279	9,912	25.9%	28.0%	85,659	29,662	34.5%	36.9%

## 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.

Cumulative Recruitment -- September to August																
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	1,358	1,396	(38)	-2.7%	749	791	(42)	-5.3%	1,584	1,469	115	7.8%	3,691	3,656	35	1.0%
2	1,288	1,360	(72)	-5.3%	714	766	(52)	-6.8%	1,542	1,456	86	5.9%	3,544	3,582	(38)	-1.1%
3	1,175	1,227	(52)	-4.2%	899	1,038	(139)	-13.4%	2,336	2,048	288	14.1%	4,410	4,313	97	2.2%
4	917	920	(3)	-0.3%	799	802	(3)	-0.4%	1,646	1,568	78	5.0%	3,362	3,290	72	2.2%
5	1,227	1,268	(41)	-3.2%	697	854	(157)	-18.4%	1,918	1,817	101	5.6%	3,842	3,939	(97)	-2.5%
6	2,470	2,350	120	5.1%	1,080	1,169	(89)	-7.6%	2,506	2,404	102	4.2%	6,056	5,923	133	2.2%
<b>R 1-6</b>	8,435	8,521	(86)	-1.0%	4,938	5,420	(482)	-8.9%	11,532	10,762	770	7.2%	24,905	24,703	202	0.8%
7	814	757	57	7.5%	721	693	28	4.0%	984	1,115	(131)	-11.7%	2,519	2,565	(46)	-1.8%
8	5,196	4,449	747	16.8%	5,071	5,066	5	0.1%	7,081	7,116	(35)	-0.5%	17,348	16,631	717	4.3%
9	1,362	1,134	228	20.1%	778	742	36	4.9%	4,908	4,920	(12)	-0.2%	7,048	6,796	252	3.7%
10	7,268	6,133	1,135	18.5%	7,162	7,119	43	0.6%	23,054	21,063	1,991	9.5%	37,484	34,315	3,169	9.2%
<b>R 7-10</b>	14,640	12,473	2,167	17.4%	13,732	13,620	112	0.8%	36,027	34,214	1,813	5.3%	64,399	60,307	4,092	6.8%
<b>TOTAL</b>	23,075	20,994	2,081	9.9%	18,670	19,040	-370	-1.9%	47,559	44,976	2,583	5.7%	89,304	85,010	4,294	5.1%
% R1-6	37%	41%			26%	28%			24%	24%			28%	29%		
% R7-10	63%	59%			74%	72%			76%	76%			72%	71%		

### \*\*\* 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.