

# IEEE R8 May 2011 Newsletter

Region 8 Membership Development Subcommittee

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## 1 Spring 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 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](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).

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## 2 Renewal and retention

Each year a significant number of IEEE members does not renew its membership (see figure 1. Yearly the members that don't renew are removed from the IEEE membership database at the end of February. Although we are seeing a fast increase in membership over the years, we also notice that the percentage of members that renew is slowly dropping. This means that the average members remain a member for a shorter period. A very specific problem is the first year member, of which the retention rate is especially 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 of 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.

## Renewal and retention Recruitment rises faster than renewal

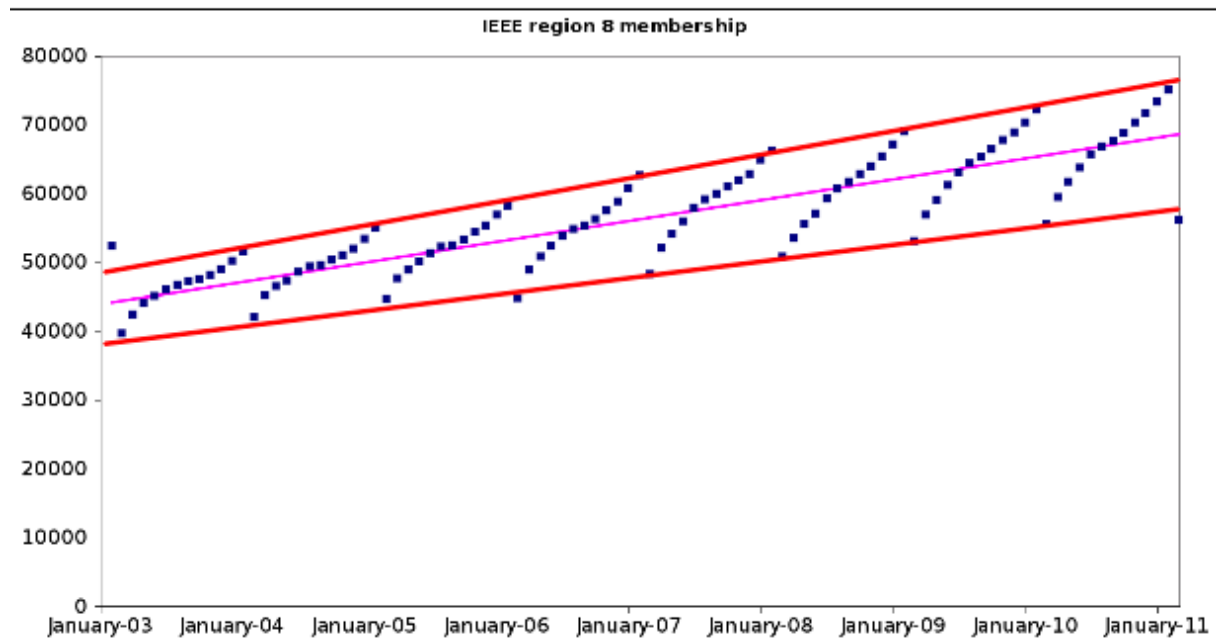


Figure 1: IEEE membership evolution throughout the year. Note that the region is growing year over year, but the percentage of renewals is lower each year.

### 2.1 Questionnaire: why don't members renew?

As we each year see that many members don't renew, we launched a questionnaire which we sent to all members in arrears. The questionnaire was set up using google docs and can still be found on [the questionnaire start page](#).

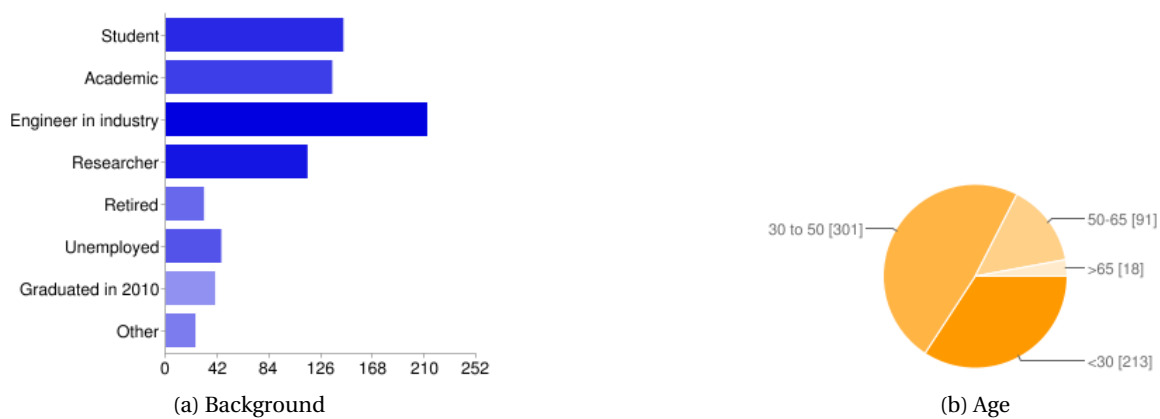


Figure 2: Who are the members that don't renew (and answered the questionnaire)

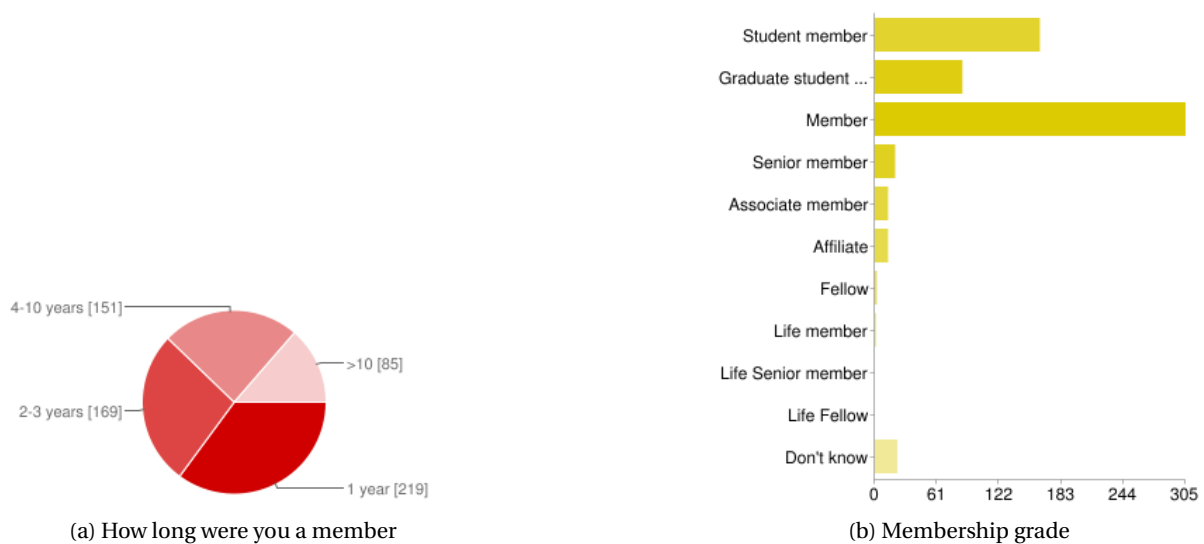


Figure 3: Who are they within IEEE

The objective of the questionnaire was to get an image of who does not renew and why. We also sent it as a reminder that they still can join and also to remind them on why they joined in the first place. We sent the email to over 20000 arrears and got a response of over 600. The results of the questionnaire are given below.

### 2.1.1 Profile of the member in arrears

A summary of the members in arrears is given in the figure 2 and 3.

We also asked them which section they belonged to, and we got responses from all over the region. It was also apparent that many do not know which section they belong to.

### 2.1.2 Why do members join?

The question “why do you join” is asked to each member during the joining process. IEEE has provided us with a nice overview why members join, which is shown in figure 4.

The same question was asked to the members that did not renew (figure

It is important to recognize that IEEE is a multifaceted organization:

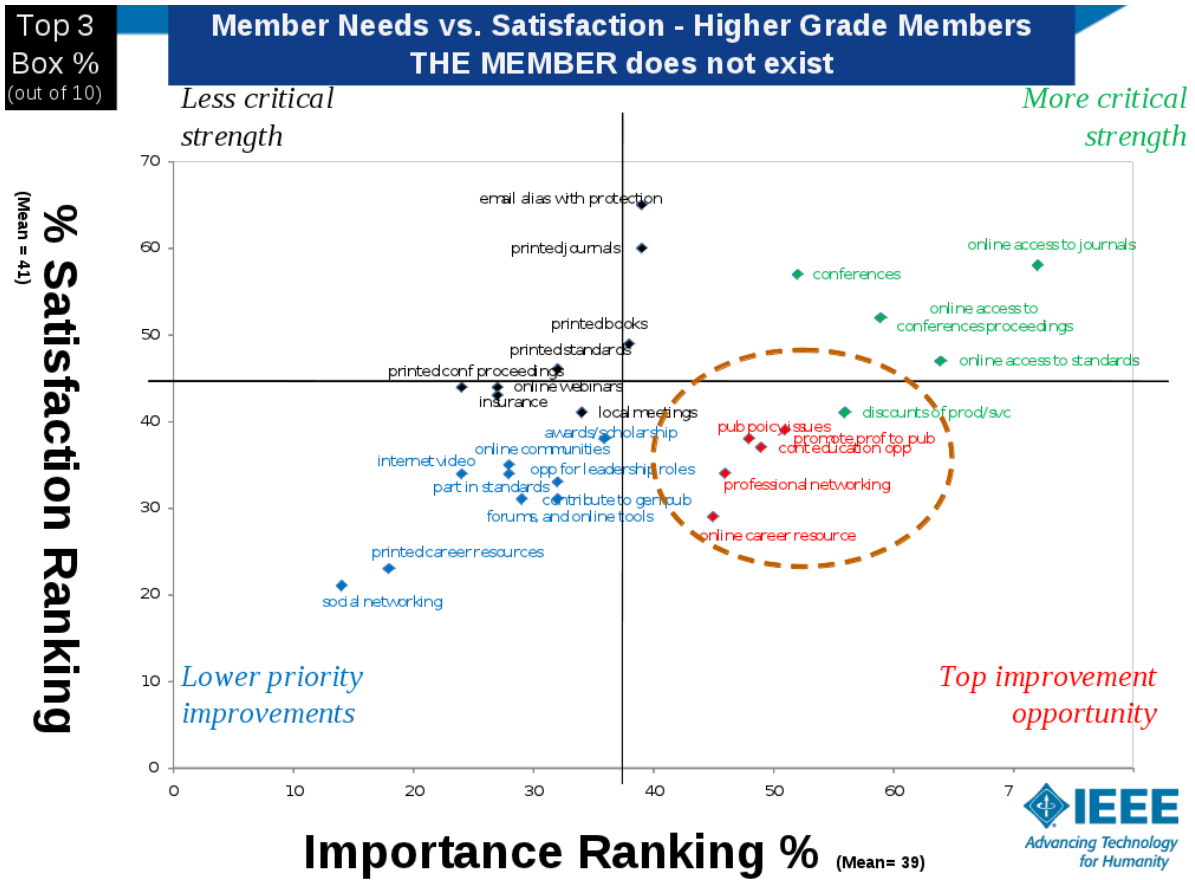


Figure 4: Why do members join in IEEE

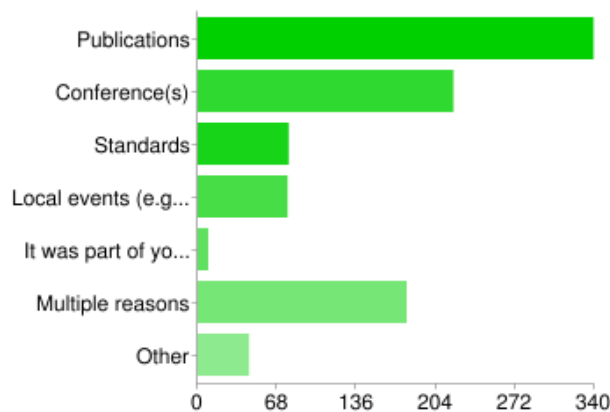


Figure 5: Why did you join IEEE (Questionnaire)

- Publication, conferences, standards, networking,...
- Membership benefits are very diverse...
- the perceived benefits are even more diverse
- Most members don't make use of their benefits
- Membership is a business of each section and chapter:
- Each activity is an opportunity to inform members and recruit new ones
- Local activities are THE driver for retention

### 2.1.3 Why did the region 8 members not renew?

The results of the questionnaire's most important question: "why did you not renew", is listed in the table 1.

Table 1: Why do members not renew results (multiple answers were possible)

Actually, you did renew, but the renewal/payment was too recent to be taken into account. The records must not have been up to date.	14	2 %
You did not renew yet, but you will	94	15 %
You had problems during renewal with the process (e.g. not remembering Web Account, system not accepting credit card, etc.).	36	6 %
Your current personal financial situation does not allow renewal.	238	39 %
Last year was your first year as a member, and it did not deliver what you expected. (Have you seen <a href="http://www.ieee.org/start?">http://www.ieee.org/start?</a> )	74	12 %
IEEE dues are too high for the services provided.	170	28 %
You do not feel you made optimal use of IEEE membership (Do you know all advantages of IEEE? <a href="http://www.ieee.org/web/membership/benefits/index.html">http://www.ieee.org/web/membership/benefits/index.html</a> )	142	23 %
You had a change in professional career, and you feel IEEE membership is less useful for you now	76	12 %
You were a student, and now not anymore. You don't want to pay full dues. ( Do you know the Gold track of IEEE: <a href="http://www.ieee.org/gold?">http://www.ieee.org/gold?</a> , and you know that the first year you pay only 50 %?)	51	8 %
You were only a member for a specific benefit (e.g. a conference discount)?	40	7 %
Other	181	30 %

The table lists clearly the main reasons for non-renewals:

1. Financial situation/money
2. IEEE membership was not satisfactory

We also succeeded in convincing about 100 members to rejoin. We felt the questionnaire was a success, and will continue this effort next year.

## 2.2 Recovery

It is still not too late to try to recover the deactivated members in your Section. Contact them!

## 3 R8 Program to Increase the Membership of Small 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. This initiative will be continued in 2011.

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. 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 2009: 70
- Professional/Higher-Grade, Full Dues Paying Members, August 2010: 108
- Professional/Higher-Grade, Full Dues Paying Migrating Members August 2010: 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.

### 3.1 Milestones:

The membership of the competing small Sections can easily be checked every month at the Geographic Membership Statistics Page by the sections themselves. The final results will be presented by the R8 MD SC in September 2011. The decision about continuing the program for the next year will be made in October 2011.

## 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\$ 149. 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.

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](mailto: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

As a guideline, we show you three examples:

- Hungary section MD report: [http://www.ewh.ieee.org/reg/8/cms/index.php?option=com\\_phocadownload&view=category&download=149:ieee-hungary-md-report-may-2011&id=7:md&Itemid=400014](http://www.ewh.ieee.org/reg/8/cms/index.php?option=com_phocadownload&view=category&download=149:ieee-hungary-md-report-may-2011&id=7:md&Itemid=400014)
- UKRI section MD report: [http://www.ewh.ieee.org/reg/8/cms/index.php?option=com\\_phocadownload&view=category&download=150:ieee-ukri-md-report-may-2011&id=7:md&Itemid=400014](http://www.ewh.ieee.org/reg/8/cms/index.php?option=com_phocadownload&view=category&download=150:ieee-ukri-md-report-may-2011&id=7:md&Itemid=400014)
- Benelux section MD report: [http://www.ewh.ieee.org/reg/8/cms/index.php?option=com\\_phocadownload&view=category&download=148:ieee-benelux-md-report-may-2011&id=7:md&Itemid=400014](http://www.ewh.ieee.org/reg/8/cms/index.php?option=com_phocadownload&view=category&download=148:ieee-benelux-md-report-may-2011&id=7:md&Itemid=400014)

## 6 Important links for MD officers and some quick ideas

### 6.1 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?

### 6.2 Important links for MD officers

- The manual for the MD officer: [http://www.ieee.org/about/volunteers/membership\\_development/secure/mdmanual\\_finalsept2011\\_1.pdf](http://www.ieee.org/about/volunteers/membership_development/secure/mdmanual_finalsept2011_1.pdf)
- Learn who your members in your section: <http://www.ieee.org/samieeee>. Note that there are videos available on that page with an introduction to SAMIEEEE. **USE SAMIEEEE**
- The Region 8 MD page: [http://ewh.ieee.org/reg/8/cms/index.php?option=com\\_content&view=article&id=27&Itemid=52](http://ewh.ieee.org/reg/8/cms/index.php?option=com_content&view=article&id=27&Itemid=52). We keep an online record of all MD monthly reports and newsletters.
- The IEEE MD page: [http://www.ieee.org/about/volunteers/membership\\_development/index.html](http://www.ieee.org/about/volunteers/membership_development/index.html).
- Every month there is a webcast with interesting information. If you want to join, contact Cathy Downer [c.downer@ieee.org](mailto:c.downer@ieee.org). The archive is listed here: [http://www.ieee.org/about/volunteers/membership\\_development/md2011archiveguide.html](http://www.ieee.org/about/volunteers/membership_development/md2011archiveguide.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? order your fliers, 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](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 <http://www.ieee.org/about/volunteers/samieeee/index.html> and select "Access Geographic Membership Statistics"

- A prepared powerpoint presentation about membership activities: [http://www.ieee.org/about/volunteers/membership\\_development/md\\_presentations2010.html](http://www.ieee.org/about/volunteers/membership_development/md_presentations2010.html)

Many more links are available from the MD page of IEEE: [http://www.ieee.org/about/volunteers/membership\\_development/index.html](http://www.ieee.org/about/volunteers/membership_development/index.html)