

IEEE R8 January 2011 Newsletter

Region 8 Membership Development Subcommittee

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1 New Region 8 MD Subcommittee

At the beginning of 2011, the new Membership Development subcommittee started its work. Therefore we would like to start this newsletter with a big thank you to the 2009-2010 team (Aleksandar Szabo, Ali El-Mousa, Mourad Loulou and Dirk Van Hertem). Special thanks go to Aleksandar who as the chairmain has been the driving force behind this committee, and I am sure we can continue to count on his expertise for the next years.

The task of the Membership subcommittee in Region 8 is to ensure that the local efforts of the independent Membership Development officer or committees are facilitated and that all membership officers are well informed of their tasks and the tools available.

This newsletter is the first one of 2011, we plan to send two more, one around May, and one in September-October. With the newsletters we hope to send some news and guidelines for those who are involved in membership development, as well as a summary of the most important activities related to membership development. Next to the MD newsletter (this document), we will continue to

supply you with a MD monthly report. This report mostly has data collected by IEEE staff in the IEEE headquarters in Piscataway. The newsletter and monthly report should complement each other.

The new team consists out of three members:

- Dirk Van Hertem (Chair, Benelux)
- Adam Jastrzebski (UKRI)
- Aleksandar Szabo (Croatia)

All three of us are the MD officer in our respective section, and we hope that we can use our experience and the problems we experience to help other MD officers. Nevertheless, we do count on you to interact with us! Feel free to contact the team (ieee-r8md@listserv.ieee.org) with questions, remarks, useful tips or good practices.

Dirk, Adam and Aleksandar

2 Region 8 MD action plan and focus areas for 2011-2012

The IEEE member is a diverse creature, with many reasons for him/her to join IEEE and to remain member of this organization. There are differences in age (from student to life member), occupation (industry or academia), objectives (networking and/or knowledge) and perspective (member for a specific benefit, the local activities,...).

As an MD officer, we need to understand the different members, and we need to make sure that they know that which benefits are out there.

The MD team wants to focus on some key areas during the next two years:

- Local presence from IEEE (through the chapter, the section, student branches or conferences) is essential for IEEE. Furthermore, we need to use these local events to raise awareness about IEEE, its activities and the benefits.
 - This is something that needs to be done on a local level, however, we will try to help you to make this easier
- Large sections: contact with the member in those sections with well over 1000 members is difficult. New approaches to reach the individual member also in these sections will be searched for and tested on the UKRI and Benelux section.
- E-membership is a lower membership fee available for members from developing nations http://www.ieee.org/membership_services/membership/join/emember_join.html. The main focus in those countries where E-membership is possible is to bring this message to the existing and potential new members (see also section 4).
- Continue to raise awareness of membership upgrades:
 - Associate to normal member
 - Member to senior member (the section can get money for this)
- Retention: Many members are only member for one or two years.
- Smaller sections (≤ 200) in general experience more difficulties in organizing events due to a low critical mass (there are exceptions). The small section initiative will be continued as it is now to support those sections that grow above the 200 member limit and become more sustainable.

3 Summary of the membership data for 2010

3.1 IEEE membership data

IEEE membership is steadily increasing, and reached an all time high with over 400000 members at the end of 2010 (see also figure 1). From figures 2 and 3 we can see the gain is especially from regions

Total IEEE Membership - 1963 to 2010

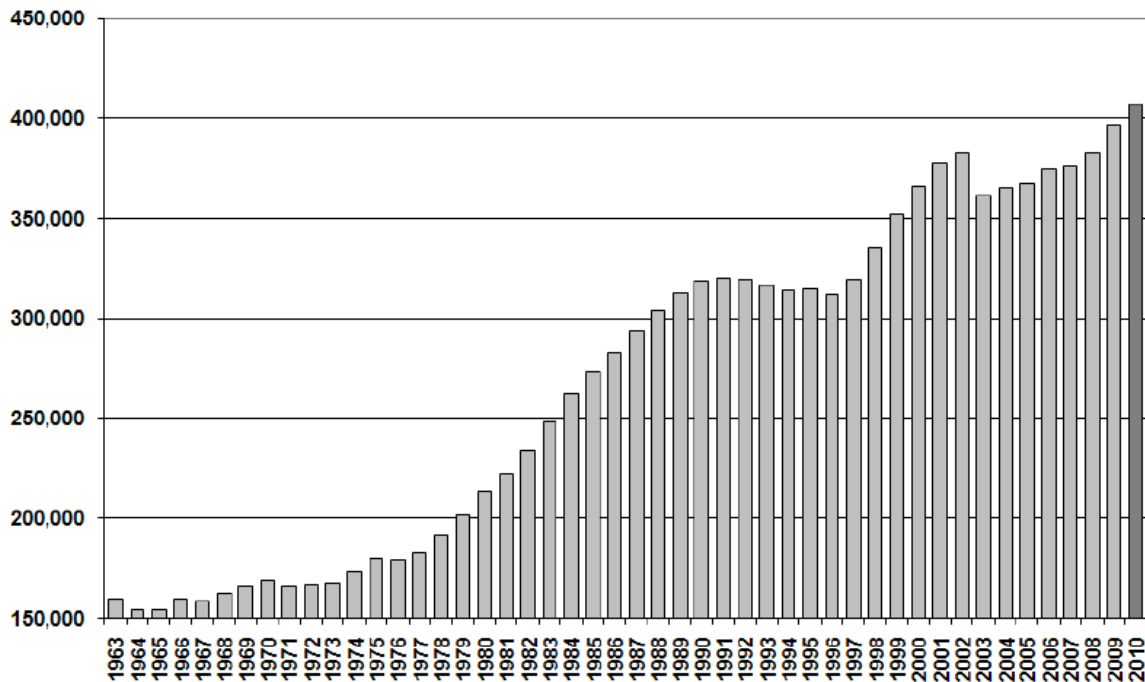


Figure 1: IEEE membership keeps increasing

8 and 10. We can expect that within a year time the main IEEE membership will be outside the United States!

In figure 4 we can see the effect of the “terminator” at the end of February, when all the members that don’t renew will be removed from the membership directory.

The detailed data for the different regions you can find in figure 5, with the overall data (figure 5a) and the specific problems with first year members (figure 5b)

3.2 Region 8 data

The membership in Region 8 increased with nearly 3000 members, or with 4 % (see figure 6). We have to make the remark that the region is doing an excellent job in gaining new members, but we have an issue with membership retention.

The effect of this retention we notice every year in February, where nearly 20000 members will be removed from the IEEE lists, this is over 25 % of our membership. In table 1 the society membership in the IEEE and the region are compared. We can see that our region has a significant presence in most societies!

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.

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

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%	8,955	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%		

Figure 2: IEEE membership in the different regions

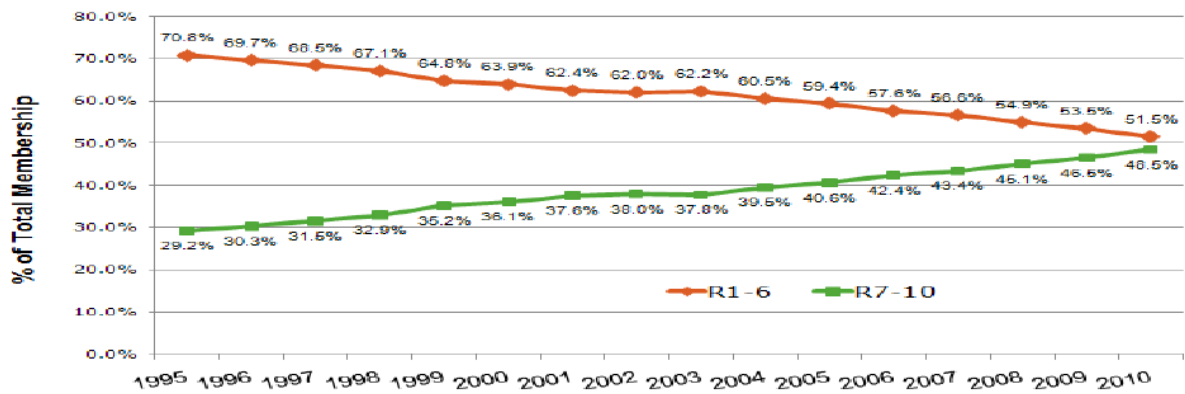


Figure 3: The membership in the regions outside the USA is gaining rapidly

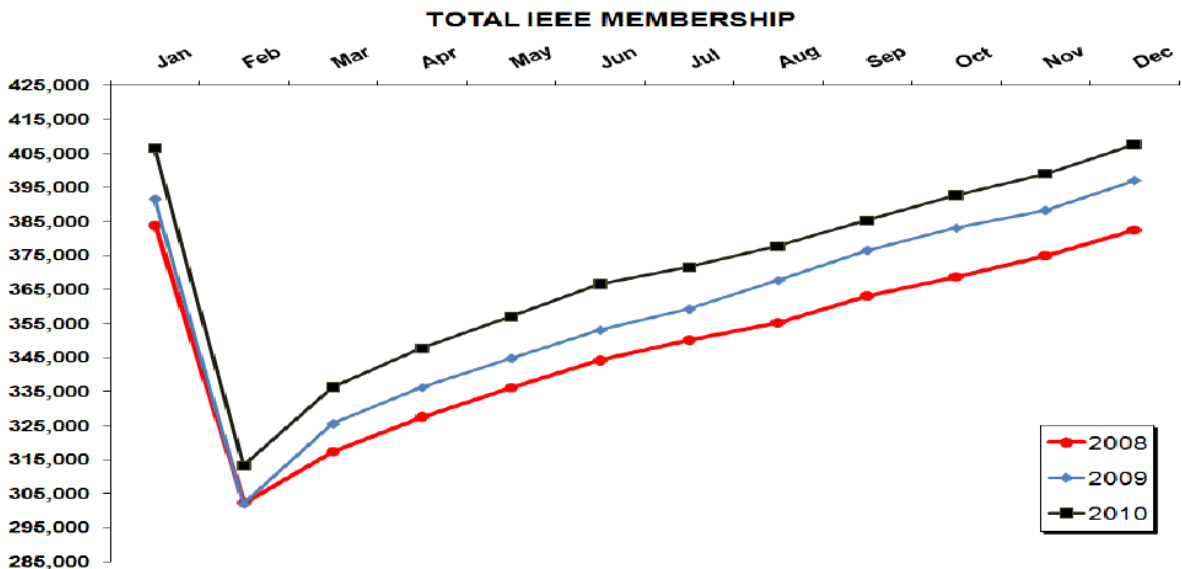


Figure 4: Increase in membership with terminator action

IEEE Membership Renewal / Retention - January 2011												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,143	23,598	75.8%	1,765	1,074	60.8%	1,592	592	37.2%	34,500	25,264	73.2%
2	27,588	20,767	75.3%	1,616	1,008	62.4%	1,632	602	36.9%	30,836	22,377	72.6%
3	24,806	18,056	72.8%	2,077	1,368	65.9%	2,028	733	36.1%	28,911	20,157	69.7%
4	18,856	14,019	74.3%	1,595	1,051	65.9%	1,662	662	39.8%	22,113	15,732	71.1%
5	24,308	17,956	73.9%	1,589	1,025	64.5%	1,800	630	35.0%	27,697	19,611	70.8%
6	48,740	36,126	74.1%	2,764	1,764	63.8%	2,636	1,026	38.9%	54,140	38,916	71.9%
R 1-6	175,441	130,522	74.4%	11,406	7,290	63.9%	11,350	4,245	37.4%	198,197	142,057	71.7%
7	13,105	9,143	69.8%	1,622	1,175	72.4%	1,191	571	47.9%	15,918	10,889	68.4%
8	50,876	32,575	64.0%	8,900	5,542	62.3%	7,676	2,066	26.9%	67,452	40,183	59.6%
9	7,961	4,231	53.1%	1,293	676	52.3%	5,313	707	13.3%	14,567	5,614	38.5%
10	48,009	30,362	63.2%	9,138	3,607	39.5%	22,592	2,605	11.5%	79,739	36,574	45.9%
R 7-10	119,951	76,311	63.6%	20,953	11,000	52.5%	36,772	5,949	16.2%	177,676	93,260	52.5%
TOTAL	295,392	206,834	70.0%	32,359	18,290	56.5%	48,122	10,194	21.2%	375,873	235,318	62.6%
Last Year			71.2%			59.6%			23.2%			64.6%

(a) Overall renewal data

First-Year Member Renewal / Retention - January 2011												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	1,987	582	29.3%	623	250	40.1%	1,145	339	29.6%	3,755	1,171	31.2%
2	1,958	554	28.3%	629	251	39.9%	1,112	345	31.0%	3,699	1,150	31.1%
3	2,094	543	25.9%	841	414	49.2%	1,523	477	31.3%	4,458	1,434	32.2%
4	1,521	439	28.9%	639	307	48.0%	1,210	408	33.7%	3,370	1,154	34.2%
5	2,007	574	28.6%	657	295	44.9%	1,362	400	29.4%	4,026	1,269	31.5%
6	3,270	938	28.7%	994	425	42.8%	1,940	619	31.9%	6,204	1,982	31.9%
R 1-6	12,837	3,630	28.3%	4,383	1,942	44.3%	8,292	2,588	31.2%	25,512	8,160	32.0%
7	1,255	384	30.6%	524	283	54.0%	804	312	38.8%	2,583	979	37.9%
8	6,813	1,918	28.2%	4,015	1,840	45.8%	5,762	1,075	18.7%	16,590	4,833	29.1%
9	1,821	356	19.5%	611	201	32.9%	4,342	438	10.1%	6,774	995	14.7%
10	9,147	2,402	26.3%	6,040	1,467	24.3%	19,102	1,683	8.8%	34,289	5,552	16.2%
R 7-10	19,036	5,060	26.6%	11,190	3,791	33.9%	30,010	3,508	11.7%	60,236	12,359	20.5%
TOTAL	31,873	8,691	27.3%	15,573	5,733	36.8%	38,302	6,096	15.9%	85,748	20,520	23.9%
Last Year			29.2%			39.8%			16.8%			25.8%

(b) First year member retention

Figure 5: Retention/renewal data for IEEE regions

Regional Snapshot	Total this Month	'10 vs. '09	% Change	2011 1 st Year HG Retention Goal	2011 1 st Year HG R8 Retention Achieved	2010 New Members (DEC)
Total Membership	73,297	▲ 2,926	4.2%			4508
• Higher-Grade	52,435	▲ 1,631	3.2%	3,050	49.6%	1100
• Students	20,862	▲ 1295	6.7%	-	-	3398
IEEE Worldwide - Total	407,541	▲ 10,540	2.7%	13,350	6,755	25,761
2011 Retention Dashboard / Benchmark		Cumulative – Through This Month				
		Professionals	Graduate Students	Undergraduate Students	Total	
Region – Total Members		49.6%	47.8%	20.8%	46.1%	
Region – 1 st -Year Members		22.2%	35.0%	14.2%	22.5%	
IEEE – Total Members		56.5%	43.2%	15.0%	50.1%	
IEEE – 1 st Year Members		21.2%	27.8%	11.0%	17.8%	

Figure 6: A summary of IEEE Region 8 statistics of last year

Table 1: Society membership in the region

Society Memberships	Grand T	R8	percentage
Grand Total	281,199	63,726	23%
IEEE Computer Society	49,259	10,171	21%
IEEE Communications Society	38,978	9,646	25%
IEEE Power & Energy Society	24,440	3,197	13%
IEEE Signal Processing Society	13,740	3,813	28%
IEEE Microwave Theory and Techniques Society	10,747	2,612	24%
IEEE Electron Devices Society	9,508	1,725	18%
IEEE Engineering in Medicine and Biology Society	7,576	1,722	23%
IEEE Solid-State Circuits Society	9,318	2,025	22%
IEEE Photonics Society	5,905	1,319	22%
IEEE Circuits and Systems Society	9,038	2,348	26%
IEEE Industry Applications Society	9,506	1,455	15%
IEEE Antennas and Propagation Society	7,553	2,084	28%
IEEE Control Systems Society	7,756	2,033	26%
IEEE Power Electronics Society	6,364	1,620	25%
IEEE Aerospace and Electronic Systems Society	4,672	823	18%
IEEE Robotics and Automation Society	6,077	1,485	24%
IEEE Instrumentation and Measurement Society	4,279	1,246	29%
IEEE Vehicular Technology Society	3,978	983	25%
IEEE Computational Intelligence Society	5,549	1,669	30%
IEEE Information Theory Society	3,190	900	28%
IEEE Electromagnetic Compatibility Society	3,971	1,009	25%
IEEE Consumer Electronics Society	3,075	495	16%
IEEE Nuclear and Plasma Science Society	2,951	677	23%
IEEE Components, Packaging & Manufacturing Technology	2,516	476	19%
IEEE Education Society	3,203	1,002	31%
IEEE Oceanic Engineering Society	1,663	306	18%
IEEE Systems, Man, and Cybernetics Society	3,676	936	25%
IEEE Society on Social Implications of Technology	1,756	309	18%
IEEE Ultrasonics, Ferroelectrics, & Frequency Control	2,030	514	25%
IEEE Dielectrics and Electrical Insulation Society	2,041	482	24%
IEEE Industrial Electronics Society	4,673	1,685	36%
IEEE Reliability Society	1,830	346	19%
IEEE Magnetics Society	2,809	789	28%
IEEE Broadcast Technology Society	1,904	437	23%
IEEE Geoscience and Remote Sensing Society	2,727	761	28%
IEEE Product Safety Engineering Society	915	126	14%
IEEE Professional Communication Society	974	163	17%
IEEE Intelligent Transportation Systems Society	1,052	337	32%

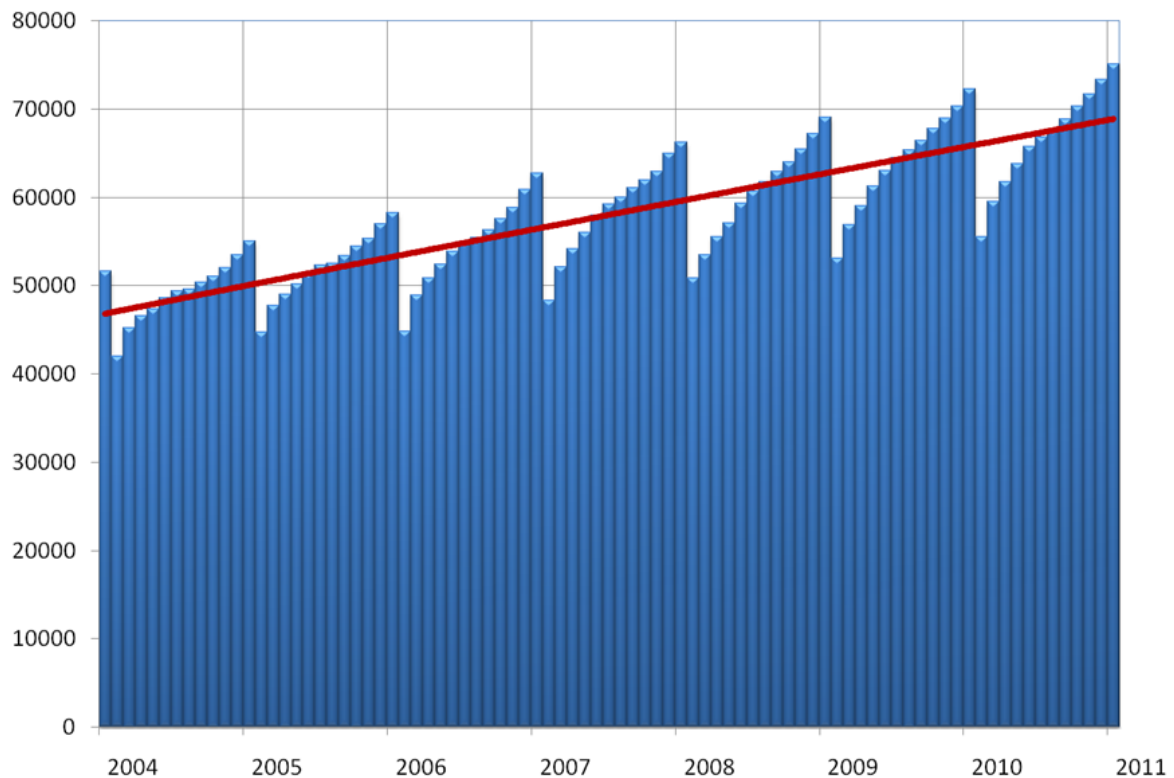


Figure 7: Region 8 terminator action

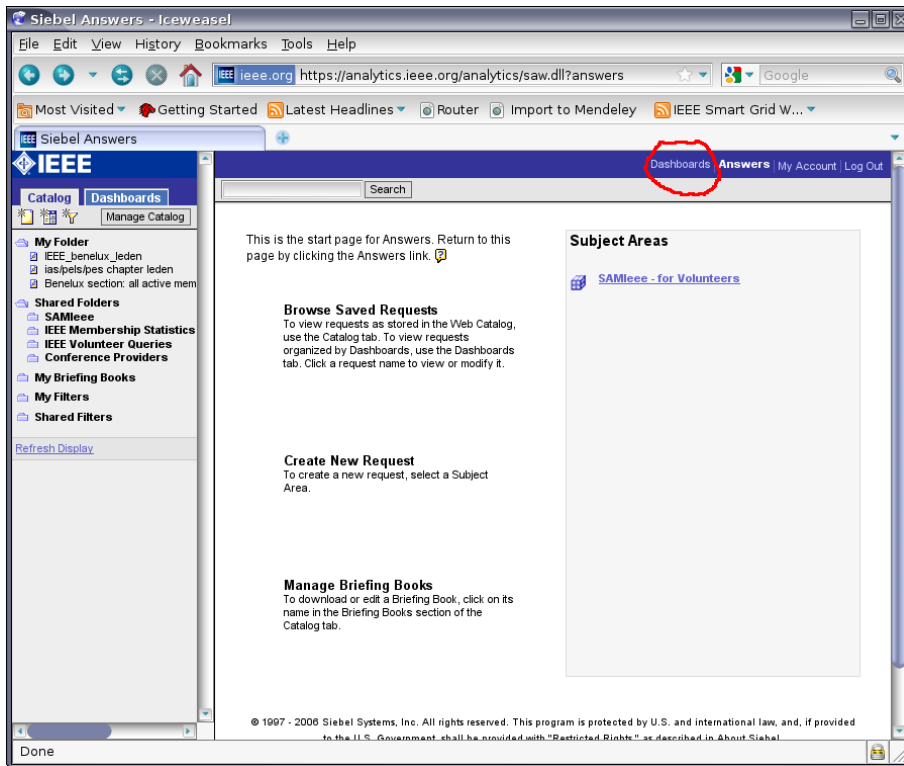
on data provided by the United Nations. Students and affiliates do not qualify for e-Membership. IEEE membership rates are already discounted for these constituencies, and in fact are less than e-Membership rates.

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>.

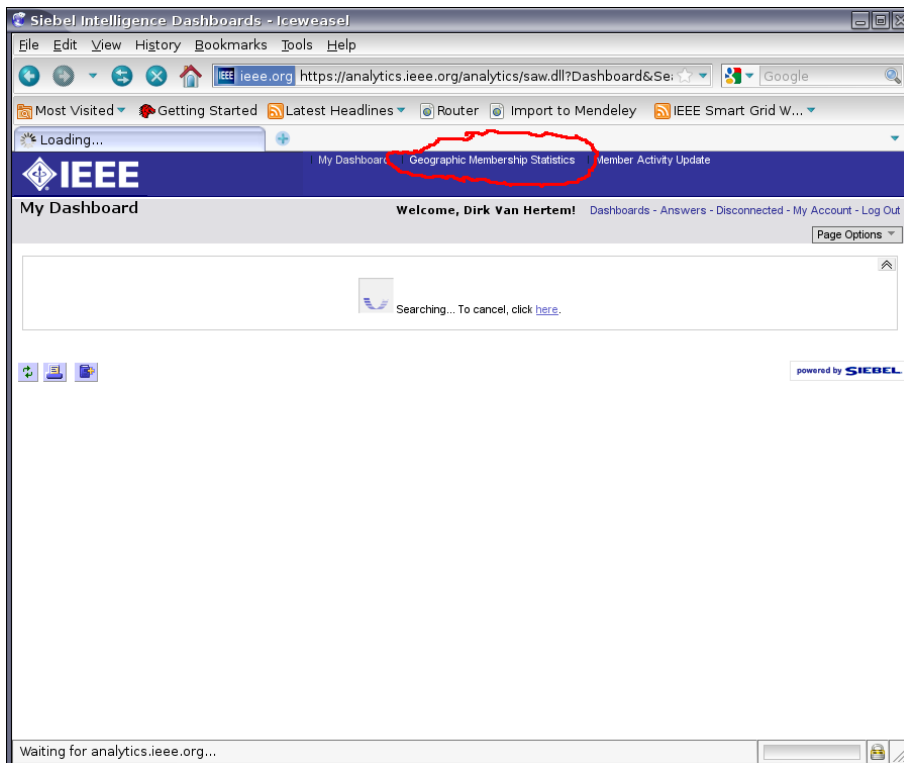
MD Volunteers in developing nations are encouraged to take the lead on recruitment, and promote the e-Membership option through events and local communications channels.

5 Good Practices: investigate your membership with a section membership development report

Keeping track of your members is essential to the MD officer. In this newsletter, we would like to show you an example of an MD report (the UKRI report of October last year is given in appendix A), and also how you can get the data to make this report from SAMIEEE. You can obtain the same data for your section in 4 simple steps. Step 1: connect to SAMIEEE using your IEEE webaccount credentials.

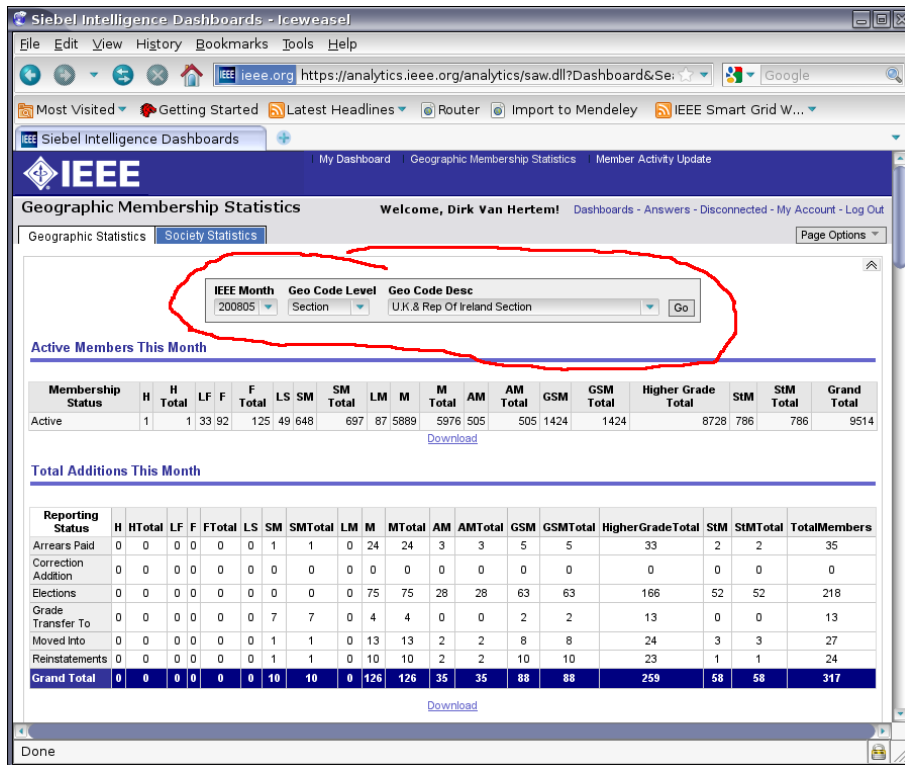


(a) Step 2: go to the dashboard



(b) Step 3: go to geographic membership statistics

Figure 8: Steps to get the historic data from your section



(c) Step 4: select the period and the correct geographic unit

Figure 8: Steps to get the historic data from your section

6 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.

6.1 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.

7 Important links for MD officers and some quick ideas

7.1 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?

7.2 Important links for MD officers

- The manual for the MD officer: http://www.ieee.org/about/volunteers/membership_development/secure/mdmanual_finalsept2011_1.pdf
- Learn who your members in your section: <http://www.ieee.org/samieee>. Note that there are videos available on that page with an introduction to SAMIEEE.
- The Region 8 MD page: 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.
- 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 and the e-Membership: <http://www.ieee.org/emember>.
- A prepared powerpoint presentation about membership activities: 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

A UKRI Section Membership Development report

IEEE UK&RI Membership Development Report October 2010

The recruitment to the new 2011 Membership Year started on 16 August. From that time onwards, new members have their IEEE membership covered until December 2011. That is probably why August has the largest number of new additions. Fig. 1 shows the total monthly additions per month in the UK&RI Section since January 2008.

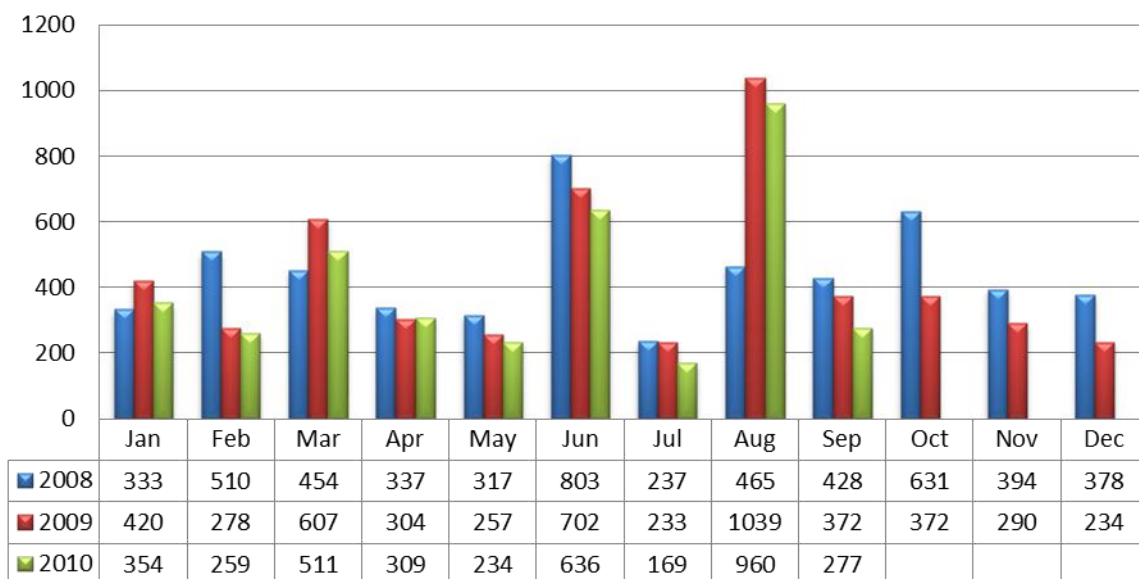


Figure 1. Total monthly membership additions in the UK&RI Section

We can observe that most of the time, the new monthly additions have been smaller this year than in the previous years. This is not good news, as we can see from the next graph (Fig. 2), which shows the member numbers at the end of August over the last five years. Unfortunately, for the second year running, our total membership has dropped when compared with the same month in the previous year, this time by -1.8%.

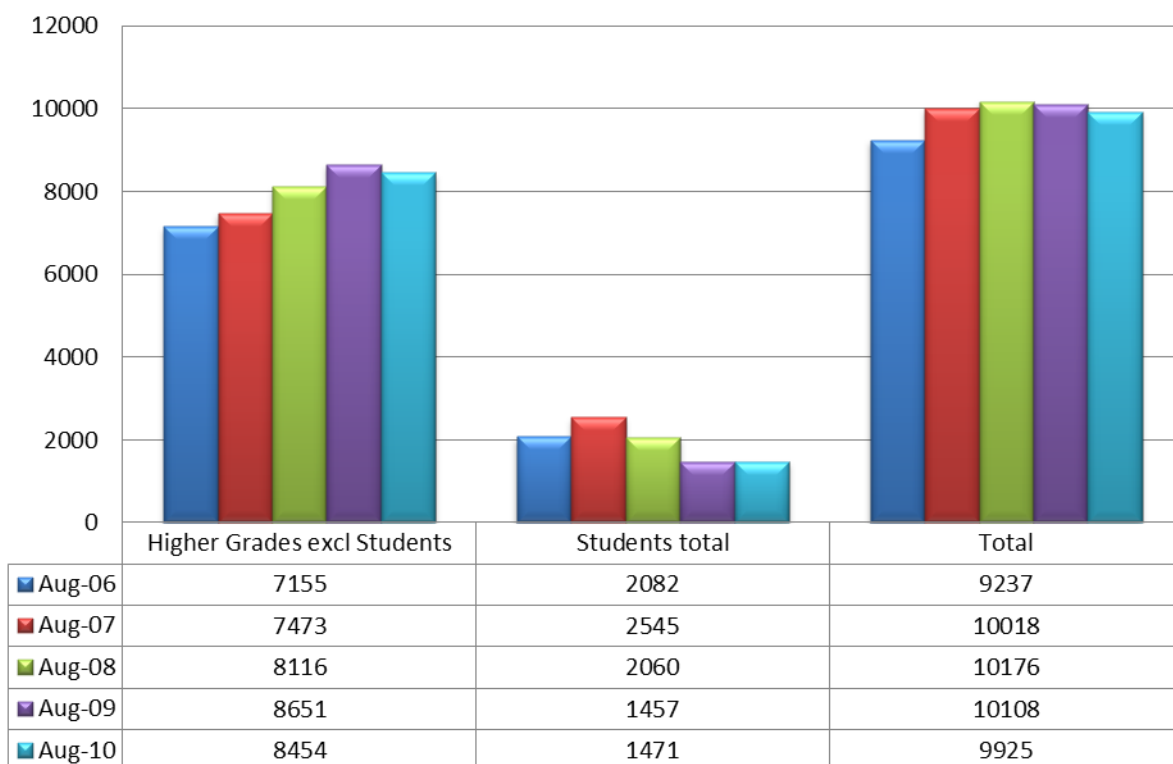


Figure 2. UK&RI membership changes over the last five years

Last year, our membership dropped by only -0.7% and it was mainly due to the reduction in the student numbers, while the remaining Higher Grades had a healthy growth of 6.6%. This year however, the roles reversed, and the Higher Grades excluding students fell by -2.3%.

As of the end of August 2010 our membership numbered 9925 and consisted of 143 Fellows, 802 Senior Members, 7091 Members, 1023 Graduate Student Members, 448 Student Members, 417 Associate Members, and one Honorary Member. As of 14 October the total number of IEEE members in the Section grew to 10239 with additional 489 Affiliate members.

The membership figures compare rather badly with the Region 8, which had an annual growth of 3.7%, and with the IEEE Worldwide, which grew by 2.8%. However, the USA Regions had also the drop in the membership of -1%.

Our retention figures (proportion of members which renew) are slightly better than the average level for the Region 8, so the problem is in the recruitment of new members. Between September 2008 and August 2009, there were 2095 new members (most important component of the Additions in Fig. 1) joining our Section. During the same period ending in August 2010, there were only 1965 new members, i.e. fewer by -6.2%. The situation was quite varied across Europe. For example, Germany, the second largest section in Region 8, had a drop in new recruitments of -11.9% during the same period. However, other large sections, such as France or Italy, had a very good growth in new recruitments.

It is obvious that we need to strengthen our recruitment activities and utilise every opportunity to promote IEEE at meetings, conferences, seminars and larger companies. One of such initiatives was the IEEE promotional stand at the Rolls-Royce Global Software Forum in Nottingham on 5 October 2010, which we hope will be repeated in future years. What was interesting to observe, that IEEE was the only professional organisation at the Forum which relied 100% on volunteers. We need to discuss how we could carry this kind of functions in a more structured and systematic way, perhaps using paid staff as well.

We also need to strengthen the benefits off IEEE to its members in UK & RI. For example, I receive many enquiries from our members regarding Chartered Engineer qualifications. In my view, we should explore this issue with the UK Engineering Council in more detail.

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