



## Region 8 Membership Development Newsletter

December 2010

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.*

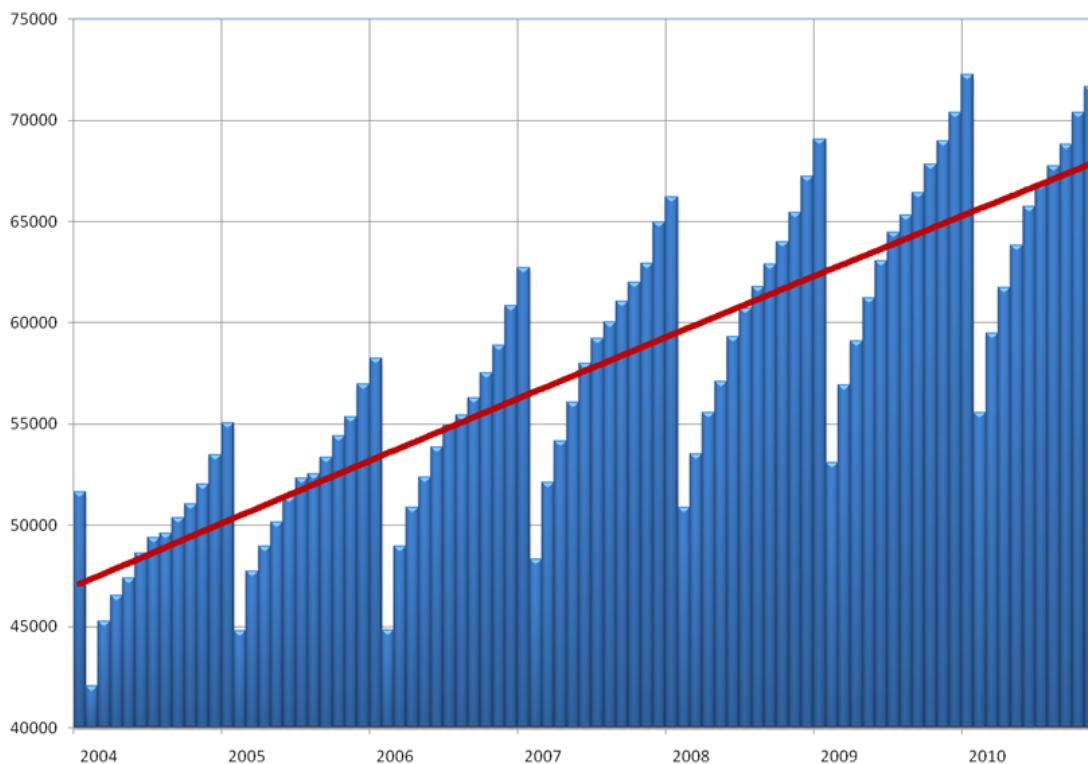
- 
- 1 November 2010 Membership Statistics
  - 2 Section Membership Statistics
  - 2 Recruiting New Members
  - 3 e-Membership
  - 3 Member-Get-A-Member Program
  - 4 Senior Member Grade
  - 4 Associate to Member Grade Elevation
  - 5 Renewals
  - 6 Membership Development Promotional Material
  - 6 Plan your MD Activity
  - 6 MD Monthly
  - 6 \*\*\*Special Circumstances
- 

## November 2010 Statistics

| Geographic IEEE Membership Summary - November 2010 |                       |                |              |             |                   |               |              |             |                        |               |              |             |                |                |               |             |
|----------------------------------------------------|-----------------------|----------------|--------------|-------------|-------------------|---------------|--------------|-------------|------------------------|---------------|--------------|-------------|----------------|----------------|---------------|-------------|
| REGION                                             | HIGHER GRADE w/o GSMs |                |              |             | GRADUATE STUDENTS |               |              |             | UNDERGRADUATE STUDENTS |               |              |             | TOTAL MEMBERS  |                |               |             |
|                                                    | 2010                  | 2009           | Change       |             | 2010              | 2009          | Change       |             | 2010                   | 2009          | Change       |             | 2010           | 2009           | Change        |             |
|                                                    |                       |                | #            | %           |                   |               | #            | %           |                        |               | #            | %           |                |                | #             | %           |
| 1                                                  | 31,748                | 32,394         | (646)        | -2.0%       | 1,968             | 2,012         | (44)         | -2.2%       | 2,064                  | 2,203         | (139)        | -6.3%       | 35,780         | 36,609         | (829)         | -2.3%       |
| 2                                                  | 28,067                | 28,296         | (229)        | -0.8%       | 1,814             | 1,905         | (91)         | -4.8%       | 2,070                  | 2,329         | (259)        | -11.1%      | 31,951         | 32,530         | (579)         | -1.8%       |
| 3                                                  | 25,309                | 25,513         | (204)        | -0.8%       | 2,378             | 2,375         | 3            | 0.1%        | 2,894                  | 2,926         | (32)         | -1.1%       | 30,581         | 30,814         | (233)         | -0.8%       |
| 4                                                  | 19,118                | 19,225         | (107)        | -0.6%       | 1,836             | 1,907         | (71)         | -3.7%       | 2,308                  | 2,328         | (20)         | -0.9%       | 23,262         | 23,460         | (198)         | -0.8%       |
| 5                                                  | 24,849                | 24,852         | (3)          | 0.0%        | 1,843             | 1,797         | 46           | 2.6%        | 2,554                  | 2,483         | 71           | 2.9%        | 29,246         | 29,132         | 114           | 0.4%        |
| 6                                                  | 49,876                | 50,592         | (716)        | -1.4%       | 3,170             | 3,209         | (39)         | -1.2%       | 3,630                  | 3,765         | (135)        | -3.6%       | 56,676         | 57,566         | (890)         | -1.5%       |
| R 1-6                                              | 178,967               | 180,872        | (1,905)      | -1.1%       | 13,009            | 13,205        | (196)        | -1.5%       | 15,520                 | 16,034        | (514)        | -3.2%       | 207,496        | 210,111        | (2,615)       | -1.2%       |
| 7                                                  | 13,420                | 13,331         | 89           | 0.7%        | 1,807             | 1,734         | 73           | 4.2%        | 1,559                  | 1,665         | (106)        | -6.4%       | 16,786         | 16,730         | 56            | 0.3%        |
| 8                                                  | 52,334                | 50,840         | 1,494        | 2.9%        | 10,167            | 9,206         | 961          | 10.4%       | 9,172                  | 8,915         | 257          | 2.9%        | 71,673         | 68,961         | 2,712         | 3.9%        |
| 9                                                  | 8,440                 | 7,653          | 787          | 10.3%       | 1,578             | 1,206         | 372          | 30.8%       | 6,405                  | 5,561         | 844          | 15.2%       | 16,423         | 14,420         | 2,003         | 13.9%       |
| 10                                                 | 49,928                | 46,007         | 3,921        | 8.5%        | 10,807            | 9,741         | 1,066        | 10.9%       | 25,814                 | 22,241        | 3,573        | 16.1%       | 86,549         | 77,989         | 8,560         | 11.0%       |
| R 7-10                                             | 124,122               | 117,831        | 6,291        | 5.3%        | 24,359            | 21,887        | 2,472        | 11.3%       | 42,950                 | 38,382        | 4,568        | 11.9%       | 191,431        | 178,100        | 13,331        | 7.5%        |
| <b>TOTAL</b>                                       | <b>303,089</b>        | <b>298,703</b> | <b>4,386</b> | <b>1.5%</b> | <b>37,368</b>     | <b>35,092</b> | <b>2,276</b> | <b>6.5%</b> | <b>58,470</b>          | <b>54,416</b> | <b>4,054</b> | <b>7.5%</b> | <b>398,927</b> | <b>388,211</b> | <b>10,716</b> | <b>2.8%</b> |
| % R1-6                                             | 59%                   | 61%            |              |             | 35%               | 38%           |              |             | 27%                    | 29%           |              |             | 52%            | 54%            |               |             |
| % R7-10                                            | 41%                   | 39%            |              |             | 65%               | 62%           |              |             | 73%                    | 71%           |              |             | 48%            | 46%            |               |             |

At the end of November 2010 Region 8 had **71,673 members**. Comparing to the number of 68,961 members at the end of November 2009 it is an **increase of 2,712 members or 3.9%**. The increase concerning Professionals (2.9%) is good but it could be better. Graduate Student Members have a high increase (10.4%). The increase of Undergraduate Student Members is remarkable (16.1%).

In the **zigzag diagram** bellow, we can see the changes in membership from month to month. The read line shows the steady growth of membership in Region 8 from year to year. What about the zigzag diagram for your Section? Is your membership growing?



## Section Membership Statistics

**Section Officers**, look into your **Section Membership Statistics** every month. Go to [www.ieee.org/organizations/vols/samieeee/](http://www.ieee.org/organizations/vols/samieeee/) and select **Access Geographical Membership Statistics** (don't click Access SAMIEEEE!). Insert you User ID and Password, and Login. Click on Geographic Membership Statistics. You will get the possibility to choose the months, geo code level (section) and geo code description (your section).

## Recruiting New Members

**We are now in the 2011 Membership Year. New members become members from the day they join till the end of 2011.**

For a 50% reduction, only of the traditional membership dues of 149 US\$, look at **\*\*\*Special Circumstances** (Minimum Income, Retired or Unemployed Provision).

**IEEE has begun officially offering**  
**e-Membership**  
 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 [www.ieee.org/emember](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.**

**Important:** If an individual chooses e-Membership, he is not able to claim a Special Circumstances discount on IEEE membership. However, the Special Circumstances discount will still apply to Society membership, even for e-Members.

## 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

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

## **Inform members in your Section about the MGM Program and the possibility to earn up to 90 \$!**

Announce and provide information on the Member-Get-A-Member Program (<http://ieee.org/mgm>) in your Sections, Student Branches and Chapters. Make it a challenge within your Section to see who will be the best in Membership Recruitment. The reward is more than an IEEE credit voucher, it's a bigger organization with better connections to industry and community.

**The names of the double-digit MGM recruiters are published in the IEEE MD Monthly.**

Here are the R8 champions:

In **October 2010:**

J. Schreel, 17 members, Benelux Section

Ahmed Galal, 16 members, Egypt Section

In **November 2010:**

A. Hijazi, 17 members, Israel Section

A. Ellerbrock, 15 members, Germany Section

R. Eteiwi, 13 members, Jordan Section

J. Gastel, 11 members, Benelux Section

E. Issa, 10 members, Lebanon Sec. R-8

## **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: [Senior Member Grade](#)

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 to **apply for transfer to the 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.

## 2011 Renewals

| IEEE Membership Renewal / Retention - November 2010 |                      |                |              |                   |              |              |                        |              |              |                |                |              |
|-----------------------------------------------------|----------------------|----------------|--------------|-------------------|--------------|--------------|------------------------|--------------|--------------|----------------|----------------|--------------|
| REGION                                              | HIGHER GRADE w/o GSM |                |              | GRADUATE STUDENTS |              |              | UNDERGRADUATE STUDENTS |              |              | TOTAL MEMBERS  |                |              |
|                                                     | Opportunity          | Renewal        |              | Opportunity       | Renewal      |              | Opportunity            | Renewal      |              | Opportunity    | Renewal        |              |
|                                                     |                      | #              | %            |                   | #            | %            |                        | #            | %            |                | #              | %            |
| 1                                                   | 31,399               | 13,878         | 44.2%        | 1,519             | 611          | 40.2%        | 1,582                  | 323          | 20.4%        | 34,500         | 14,812         | 42.9%        |
| 2                                                   | 27,830               | 12,218         | 43.9%        | 1,390             | 522          | 37.6%        | 1,617                  | 308          | 19.0%        | 30,837         | 13,048         | 42.3%        |
| 3                                                   | 25,151               | 10,418         | 41.4%        | 1,753             | 689          | 39.3%        | 2,007                  | 372          | 18.5%        | 28,911         | 11,479         | 39.7%        |
| 4                                                   | 19,113               | 8,153          | 42.7%        | 1,350             | 561          | 41.6%        | 1,650                  | 357          | 21.6%        | 22,113         | 9,071          | 41.0%        |
| 5                                                   | 24,549               | 10,049         | 40.9%        | 1,358             | 539          | 39.7%        | 1,790                  | 319          | 17.8%        | 27,697         | 10,907         | 39.4%        |
| 6                                                   | 49,173               | 20,925         | 42.6%        | 2,352             | 996          | 42.3%        | 2,615                  | 576          | 22.0%        | 54,140         | 22,497         | 41.6%        |
| <b>R 1-6</b>                                        | <b>177,215</b>       | <b>75,641</b>  | <b>42.7%</b> | <b>9,722</b>      | <b>3,918</b> | <b>40.3%</b> | <b>11,261</b>          | <b>2,255</b> | <b>20.0%</b> | <b>198,198</b> | <b>81,814</b>  | <b>41.3%</b> |
| 7                                                   | 13,454               | 5,003          | 37.2%        | 1,291             | 691          | 53.5%        | 1,173                  | 344          | 29.3%        | 15,918         | 6,038          | 37.9%        |
| 8                                                   | 52,174               | 15,796         | 30.3%        | 7,700             | 2,998        | 38.9%        | 7,578                  | 1,032        | 13.6%        | 67,452         | 19,826         | 29.4%        |
| 9                                                   | 8,132                | 1,794          | 22.1%        | 1,136             | 296          | 26.1%        | 5,299                  | 308          | 5.8%         | 14,567         | 2,398          | 16.5%        |
| 10                                                  | 48,738               | 16,632         | 34.1%        | 8,449             | 1,916        | 22.7%        | 22,551                 | 703          | 3.1%         | 79,738         | 19,251         | 24.1%        |
| <b>R 7-10</b>                                       | <b>122,498</b>       | <b>39,225</b>  | <b>32.0%</b> | <b>18,576</b>     | <b>5,901</b> | <b>31.8%</b> | <b>36,601</b>          | <b>2,387</b> | <b>6.5%</b>  | <b>177,675</b> | <b>47,513</b>  | <b>26.7%</b> |
| <b>TOTAL</b>                                        | <b>299,713</b>       | <b>114,866</b> | <b>38.3%</b> | <b>28,298</b>     | <b>9,819</b> | <b>34.7%</b> | <b>47,862</b>          | <b>4,642</b> | <b>9.7%</b>  | <b>375,873</b> | <b>129,327</b> | <b>34.4%</b> |
| <i>Last Year</i>                                    |                      |                | 35.1%        |                   |              | 38.0%        |                        |              | 11.0%        |                |                | 32.5%        |

To prevent the situation of having many arrears at the end of February 2011, we should take action during December, January and February on the Section level, to encourage members to renew.

We should take special care about the first-year members. Their retention rate is very low:

| First-Year Member Renewal / Retention - November 2010 |                      |              |              |                   |              |              |                        |              |              |               |               |              |
|-------------------------------------------------------|----------------------|--------------|--------------|-------------------|--------------|--------------|------------------------|--------------|--------------|---------------|---------------|--------------|
| REGION                                                | HIGHER GRADE w/o GSM |              |              | GRADUATE STUDENTS |              |              | UNDERGRADUATE STUDENTS |              |              | TOTAL MEMBERS |               |              |
|                                                       | Opportunity          | Renewal      |              | Opportunity       | Renewal      |              | Opportunity            | Renewal      |              | Opportunity   | Renewal       |              |
|                                                       |                      | #            | %            |                   | #            | %            |                        | #            | %            |               | #             | %            |
| 1                                                     | 2,027                | 273          | 13.5%        | 585               | 133          | 22.7%        | 1,143                  | 175          | 15.3%        | 3,755         | 581           | 15.5%        |
| 2                                                     | 1,995                | 278          | 13.9%        | 594               | 133          | 22.4%        | 1,110                  | 172          | 15.5%        | 3,699         | 583           | 15.8%        |
| 3                                                     | 2,170                | 260          | 12.0%        | 775               | 201          | 25.9%        | 1,513                  | 243          | 16.1%        | 4,458         | 704           | 15.8%        |
| 4                                                     | 1,560                | 230          | 14.7%        | 602               | 163          | 27.1%        | 1,208                  | 214          | 17.7%        | 3,370         | 607           | 18.0%        |
| 5                                                     | 2,050                | 302          | 14.7%        | 616               | 152          | 24.7%        | 1,360                  | 207          | 15.2%        | 4,026         | 661           | 16.4%        |
| 6                                                     | 3,344                | 486          | 14.5%        | 927               | 236          | 25.5%        | 1,933                  | 342          | 17.7%        | 6,204         | 1,064         | 17.2%        |
| <b>R 1-6</b>                                          | <b>13,146</b>        | <b>1,829</b> | <b>13.9%</b> | <b>4,099</b>      | <b>1,018</b> | <b>24.8%</b> | <b>8,267</b>           | <b>1,353</b> | <b>16.4%</b> | <b>25,512</b> | <b>4,200</b>  | <b>16.5%</b> |
| 7                                                     | 1,308                | 221          | 16.9%        | 477               | 175          | 36.7%        | 798                    | 192          | 24.1%        | 2,583         | 588           | 22.8%        |
| 8                                                     | 7,066                | 1,033        | 14.6%        | 3,786             | 999          | 26.4%        | 5,738                  | 526          | 9.2%         | 16,590        | 2,558         | 15.4%        |
| 9                                                     | 1,858                | 166          | 8.9%         | 582               | 88           | 15.1%        | 4,334                  | 187          | 4.3%         | 6,774         | 441           | 6.5%         |
| 10                                                    | 9,303                | 1,217        | 13.1%        | 5,906             | 720          | 12.2%        | 19,079                 | 389          | 2.0%         | 34,288        | 2,326         | 6.8%         |
| <b>R 7-10</b>                                         | <b>19,535</b>        | <b>2,637</b> | <b>13.5%</b> | <b>10,751</b>     | <b>1,982</b> | <b>18.4%</b> | <b>29,949</b>          | <b>1,294</b> | <b>4.3%</b>  | <b>60,235</b> | <b>5,913</b>  | <b>9.8%</b>  |
| <b>TOTAL</b>                                          | <b>32,681</b>        | <b>4,466</b> | <b>13.7%</b> | <b>14,850</b>     | <b>3,000</b> | <b>20.2%</b> | <b>38,216</b>          | <b>2,647</b> | <b>6.9%</b>  | <b>85,747</b> | <b>10,113</b> | <b>11.8%</b> |
| <i>Last Year</i>                                      |                      |              | 14.1%        |                   |              | 23.4%        |                        |              | 7.6%         |               |               | 12.9%        |

### SAMIEEE Pre-Defined Queries for Renewal

The following queries are available in SAMIEEE's (MD) folder:

**First-Year Members Not Renewed** – Report isolates first-year members who have not renewed their membership. Provides names, grade, and contact information.

**Renewal Year for All Members** – Report shows most current membership year, and renewal status. Provides names and contact information.

**2010 Last Renewal Year for Active Members** – This report isolates members who did not renew for 2011.

**2010 Last Renewal Year for Active Society Members** – This report isolates members who did not renew their Society membership(s) for 2011.

Example:

### How to get the List of Members in your Section who did not renew for 2011

Go to SAMIEEE [www.ieee.org/organizations/vols/samieee/](http://www.ieee.org/organizations/vols/samieee/)

Click Access SAMIEEE

Insert you User ID and Password and Login

Click SAMIEEE in Shared Folders

Click MD Predefined Query and you will get the list of MD Predefined Queries

From the list of MD Predefined Queries select

(GEO) 2010 Last Renewal Year for Active Members - Name, Grade, Email

Results show information only about members in your geographic unit who paid for 2010, but didn't renew for 2011 along with Name, Grade, Membership Status and Email Contact. You can download the table to Excel and sort the data as you like

## Membership Development Promotional Material

Did you order your 2011 Membership Recruitment kit?

You can order it on the MD Page

[http://www.ieee.org/about/volunteers/membership\\_development/index.html](http://www.ieee.org/about/volunteers/membership_development/index.html)

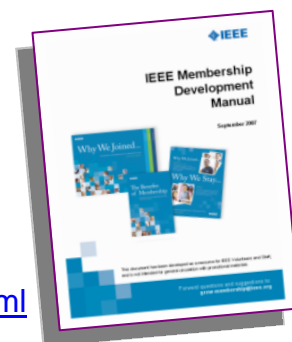
### Plan your MD Activity

Use the **Membership Development Manual** for preparing your Section membership development plan.

You should have received the new edition of the MD Manual in the 2011 MD Kit.

You can download the MD Manual 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)



## MD Monthly – November 2010

Membership Development Report

From John Day all Section MD Officers and Section Chairs receive every month the MD Monthly containing many important information about membership development.

Read it carefully to be up to date and use it for improving your work in your Sections.

You can also download these reports (since 2004) from

[http://www.ieee.org/about/volunteers/md\\_reports.html](http://www.ieee.org/about/volunteers/md_reports.html)

### \*\*\* Special Circumstances

**Please note: If you decide to take e-Membership (63 \$), you will pay less than using the 50% reduction according to the Special circumstances (74.50 \$)!**

**Inform your members! Look at [www.ieee.org/emember](http://www.ieee.org/emember)**

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 e-Membership.** 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.

X X X

**Dear Colleagues,**

*We are publishing this document to inform you on the latest membership developments in IEEE and R8, and to assist and encourage you for MD activities in your Section.*

*We are asking you to distribute this Newsletter to all Chapter and Affinity Group Chairs, Student Branch Chairs and all other IEEE members in your Section willing to help in Membership Development - Recruitment, Retention, Recovery and Elevation.*

***If you have a new MD Officer in your Section, please forward the Newsletter to him and send to me his name and e-mail address.***

*I am sure you have success stories in your sections helping in retention, recovery and recruitment. Send us short articles about them for publishing them in the MD Newsletter.*

***If you have any questions don't hesitate to ask me or any of my colleagues in the R8 MD Sub-Committee.***



*Best wishes from Aleksandar*

The IEEE Region 8 MD Sub-Committee  
 Aleksandar Szabo, Chair [a.szabo@ieee.org](mailto:a.szabo@ieee.org)  
 Ali El-Mousa [elmousa@ju.edu.jo](mailto:elmousa@ju.edu.jo)  
 Dirk Van Hertem [dirk.vanhertem@ieee.org](mailto:dirk.vanhertem@ieee.org)  
 Mourad Loulou [loulou\\_mourad@yahoo.com](mailto:loulou_mourad@yahoo.com)