



Region 8 Membership Development Newsletter

October 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 **Congratulations to Sections Achieving Highest Membership Growth**
 - 2 **New! E-Membership**
 - 3 **Recruiting New Members**
 - 3 **Member-Get-A-Member Program**
 - 4 **Senior Member Grade**
 - 4 **Associate to Member Grade Elevation**
 - 4 **Membership Development Promotional Material**
 - 4 **Plan your MD Activity**
 - 4 **August 2010 Membership Statistics**
 - 5 **Section Membership Statistics**
 - 6 **Program to Increase Membership of Small Sections**
 - 8 *****Special Circumstances**
-

Congratulations to Sections Achieving Highest Percentages in Membership Growth in the 2010 Membership Year

At the Region 8 Committee Meeting in Prague Certificates of Appreciation have been granted to the Sections having the highest percentages in membership growth during **the 2010 Membership Year**. These Sections are:

Iran

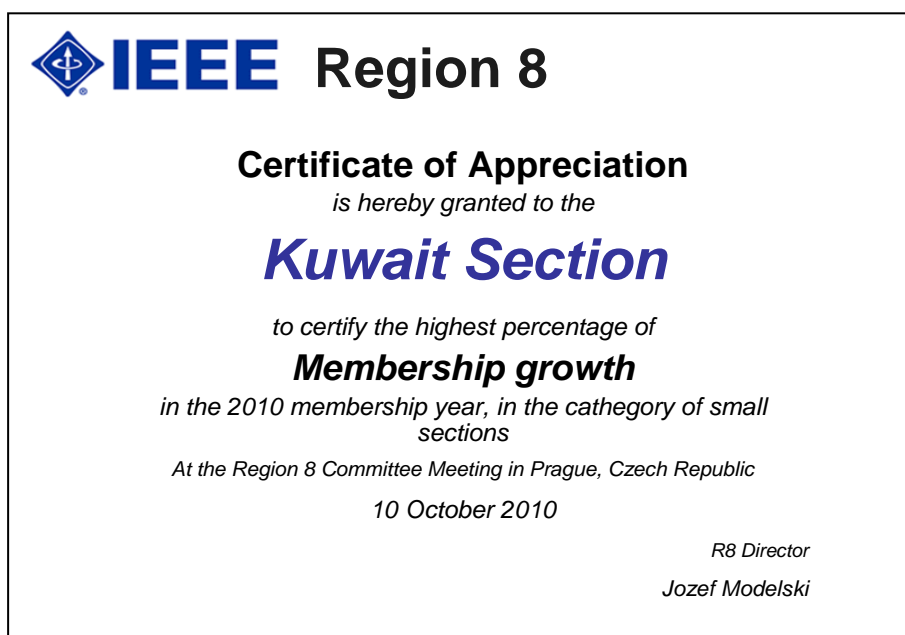
showing an increase of 25,95% (in the *category of big sections)

Saudi Arabia (East)

showing an increase of 20,27% (in the *category of medium sections)

Kuwait

showing an increase of 100,69% (in the *category of small sections)



* Categories: 1000 members and more - big sections
 500 to 999 members – medium sections
 499 members and less – small sections

New! E-Membership

www.ieee.org/emember

As of 16 August, IEEE has begun officially offering a **new electronic membership** (e-Membership) option to **individuals in developing nations**, beginning in the 2011 membership year. E-Membership is 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\$ 149**. The new 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. More information about the e-Membership offering (including the list of countries qualified for e-Membership) can be found at www.ieee.org/emember

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 2011. Joining in October you become member for 15 months. It's excellent value for money. For a 50% reduction of the membership dues look at *****Special Circumstances** (Minimum Income, Retired or Unemployed Provision). In countries which qualify take **e-Membership** (to pay only 63 US\$, even less than 50% of the regular dues)!

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

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 \$!

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 **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 2011 Membership Recruitment kit?

You can order it on the MD Page

http://www.ieee.org/about/volunteers/membership_development/index.html

Plan your MD Activity

For your membership development yearly plan and activity use the **IEEE Membership Development Manual**.

You will receive the new edition of the MD Manual it in the 2011 MD Kit.

You can download it from the IEEE MD page

http://www.ieee.org/about/volunteers/membership_development/index.html

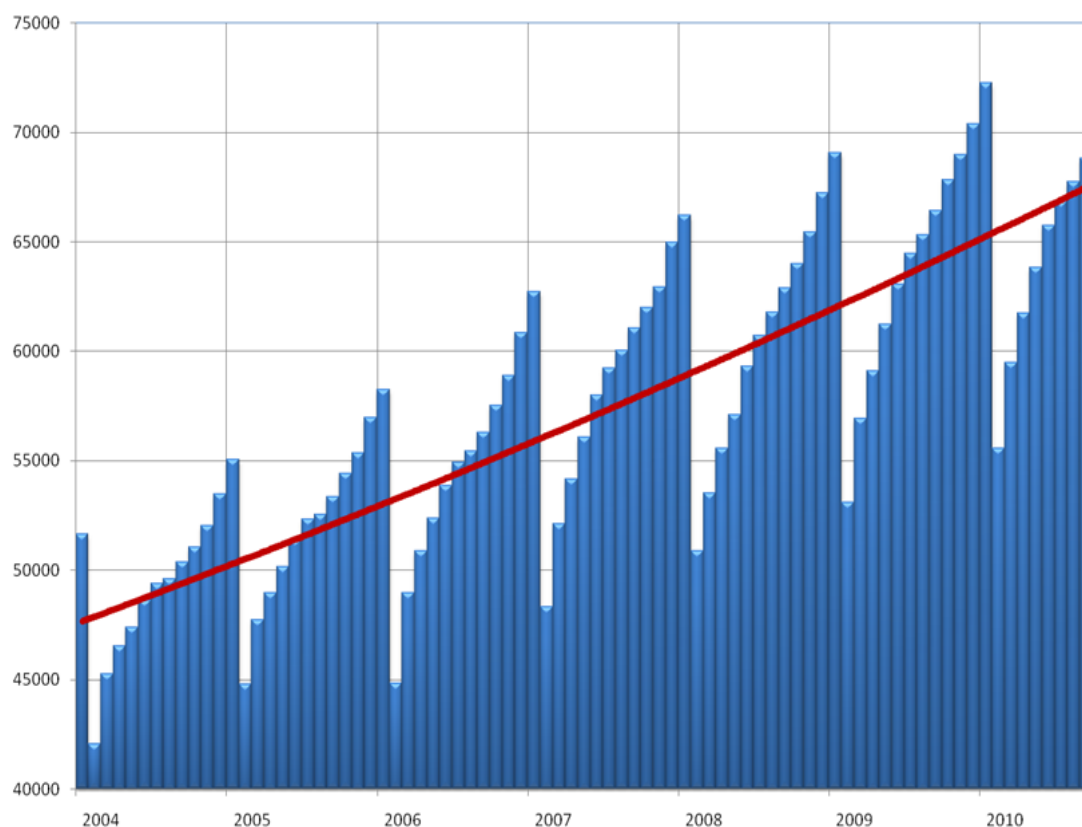


September 2010 Statistics

Geographic IEEE Membership Summary - September 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	31,664	32,455	(791)	-2.4%	1,639	1,662	(23)	-1.4%	1,810	1,904	(94)	-4.9%	35,113	36,021	(908)	-2.5%
2	27,971	28,280	(309)	-1.1%	1,534	1,575	(41)	-2.6%	1,837	2,021	(184)	-9.1%	31,342	31,876	(534)	-1.7%
3	25,290	25,497	(207)	-0.8%	1,965	1,935	30	1.6%	2,481	2,626	(145)	-5.5%	29,736	30,058	(322)	-1.1%
4	19,186	19,343	(157)	-0.8%	1,516	1,553	(37)	-2.4%	1,979	2,010	(31)	-1.5%	22,681	22,906	(225)	-1.0%
5	24,735	24,894	(159)	-0.6%	1,523	1,397	126	9.0%	2,246	2,178	68	3.1%	28,504	28,469	35	0.1%
6	49,576	50,480	(904)	-1.8%	2,595	2,640	(45)	-1.7%	3,063	3,257	(194)	-6.0%	55,234	56,377	(1,143)	-2.0%
R 1-6	178,422	180,949	(2,527)	-1.4%	10,772	10,762	10	0.1%	13,416	13,996	(580)	-4.1%	202,610	205,707	(3,097)	-1.5%
7	13,538	13,526	12	0.1%	1,443	1,313	130	9.9%	1,338	1,419	(81)	-5.7%	16,319	16,258	61	0.4%
8	52,437	51,290	1,147	2.2%	8,447	7,479	968	12.9%	7,944	7,670	274	3.6%	68,828	66,439	2,389	3.6%
9	8,313	7,641	672	8.8%	1,292	931	361	38.8%	5,764	5,116	648	12.7%	15,369	13,688	1,681	12.3%
10	49,287	45,739	3,548	7.8%	9,228	8,358	870	10.4%	23,622	20,324	3,298	16.2%	82,137	74,421	7,716	10.4%
R 7-10	123,575	118,196	5,379	4.6%	20,410	18,081	2,329	12.9%	38,668	34,529	4,139	12.0%	182,653	170,806	11,847	6.9%
TOTAL	301,997	299,145	2,852	1.0%	31,182	28,843	2,339	8.1%	52,084	48,525	3,559	7.3%	385,263	376,513	8,750	2.3%
% R1-6	59%	60%			35%	37%			26%	29%			53%	55%		
% R7-10	41%	40%			65%	63%			74%	71%			47%	45%		

At the end of September 2010 Region 8 had **68,828 members**. Comparing to the number of 66,439 members at the end of September 2009 it is an **increase of 2,389 members or 3.6%**. The increase concerning Professionals (2.2%) could be better. Graduate Student Members have the highest increase (12.9%). The increase of Undergraduate Student Members is rather low (3.6%).

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.



Section Membership Statistics

Section Officers, look into your **Section Membership Statistics** every month by using SAMIEEE www.ieee.org/organizations/vols/samieeee/. Click **Access Geographical Membership Statistics** (don't click Access SAMIEEE!). 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).

\$\$\$ for Small Sections

R8 Program to Increase the Membership of Small Sections

Continuing in the 2011 Membership Year

In 2009 the R8 MD Subcommittee initiated a program to increase the membership of small Sections during the 2010 Membership Year. **Our intention was to encourage 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.**

Unfortunately in 2010 not any of our small Sections has been successful in increasing their membership sufficiently to receive financial incentives. We are sure that our small Sections can be more efficient in membership retention and recruitment. Therefore we decided to **continue our program** for small Sections (see table below) in the 2011 Membership Year.

Like in the previous year, the goal during the 2011 Membership Year should be to achieve **100 professional members** (for Sections having less than 100), **150 professional members** (for Sections having more than 100, but less than 150) and **200 professional members** (for Sections having more than 150, but less than 200 professional members). Set the goal for your section! If you were in August 2010 near to the goal with your professional membership, try to achieve the next goal (for example, if you had 96 professional members try to reach 150 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 rise its professional (higher-grade, full dues paying) previous membership level during the 2011 Membership Year (using the August 2010 membership report as the reference base). Sections which achieve the goal would receive

US\$10
incentive funding for each Professional/Higher grade member
(w/o GSMs and Students)

recruited in that Section during the period September-August **above the previous year's 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 2010: 68

Professional/Higher-Grade, Full Dues Paying Members, August 2011: 108
 Professional/Higher-Grade, Full Dues Paying Migrating Members August 2011: 2
 Section qualified for the incentive (108-2=106).

Qualifying for Rebate: 106 – 68 = 38

Rebate for the Section: **US\$ 380.00**

Full Dues Paying Members include also members using e-Membership or the 50% reduction of dues according to the Special Circumstances.

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 known in September 2010.

The program would be for a period of one year, after which it would be assessed and a determination made whether to continue for another year on a permanent basis.

Small Sections Qualified for the Program				
Section/Country	HG Members w/o GSMs and Students (Aug 2010)	Members Total (Aug 2010)	Population (2010)	Members per million
Cyprus	183	242	801851	302
Qatar	171	218	1696563	128
Kuwait	148	291	3051000	95
Bosnia and Herzegovina	138	184	3760000	49
Zambia	125	126	13257000	10
Malta	124	179	416333	430
Iraq	119	160	31467000	5
Oman	110	198	2905000	68
Macedonia	102	144	2048620	70
Ghana	96	123	24333000	5
Estonia	80	104	1340021	78
Lithuania	80	97	3329227	29
Kenya	79	85	38610097	2
Bahrain	79	83	807000	103
Morocco	76	151	31921000	5
Latvia	68	86	2237600	38
Iceland	65	96	318006	302
Belarus	36	46	9467700	5

*** 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

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.

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. 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.

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.



Best wishes from Aleksandar

The IEEE Region 8 MD Sub-Committee
Aleksandar Szabo, Chair a.szabo@ieee.org
Ali El-Mousa elmousa@ju.edu.jo
Dirk Van Hertem dirk.vanhertem@ieee.org
Mourad Loulou loulou_mourad@yahoo.com