



## **Region 8 Membership Development Newsletter**

**August 2010**

Mailed to Section Membership Development Officers and R8 Committee Members

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*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.*

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### **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 September you become member for 16 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).

### **New! E-Membership**

[www.ieee.org/emember](http://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](http://www.ieee.org/emember)

## 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.

# July 2010 Statistics

Geographic IEEE Membership Summary - July 2010																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2010	2009	Change		2010	2009	Change		2010	2009	Change		2010	2009	Change	
			#	%			#	%			#	%			#	%
1	30,878	31,700	(822)	-2.6%	1,829	1,553	276	17.8%	1,724	1,422	302	21.2%	34,431	34,675	(244)	-0.7%
2	27,167	27,331	(164)	-0.6%	1,745	1,515	230	15.2%	1,813	1,655	158	9.5%	30,725	30,501	224	0.7%
3	24,053	24,153	(100)	-0.4%	2,309	2,005	304	15.2%	2,413	2,212	201	9.1%	28,775	28,370	405	1.4%
4	18,406	18,569	(163)	-0.9%	1,740	1,579	161	10.2%	1,897	1,580	317	20.1%	22,043	21,728	315	1.4%
5	23,655	23,851	(196)	-0.8%	1,776	1,447	329	22.7%	2,101	1,780	321	18.0%	27,532	27,078	454	1.7%
6	48,032	48,835	(803)	-1.6%	2,881	2,545	336	13.2%	2,973	2,490	483	19.4%	53,886	53,870	16	0.0%
R 1-6	172,191	174,439	(2,248)	-1.3%	12,280	10,644	1,636	15.4%	12,921	11,139	1,782	16.0%	197,392	196,222	1,170	0.6%
7	12,578	12,589	(11)	-0.1%	1,906	1,665	241	14.5%	1,345	1,274	71	5.6%	15,829	15,528	301	1.9%
8	46,993	45,906	1,087	2.4%	10,703	9,476	1,227	12.9%	9,146	9,079	67	0.7%	66,842	64,461	2,381	3.7%
9	6,897	6,445	452	7.0%	1,472	1,132	340	30.0%	5,751	5,058	693	13.7%	14,120	12,635	1,485	11.8%
10	44,789	41,763	3,026	7.2%	9,697	8,646	1,051	12.2%	22,838	19,940	2,898	14.5%	77,324	70,349	6,975	9.9%
R 7-10	111,257	106,703	4,554	4.3%	23,778	20,919	2,859	13.7%	39,080	35,351	3,729	10.5%	174,115	162,973	11,142	6.8%
TOTAL	283,448	281,142	2,306	0.8%	36,058	31,563	4,495	14.2%	52,001	46,490	5,511	11.9%	371,507	359,195	12,312	3.4%
% R1-6	61%	62%			34%	34%			25%	24%			53%	55%		
% R7-10	39%	38%			66%	66%			75%	76%			47%	45%		

At the end of July 2010 Region 8 had **66,842 members**. Comparing to the number of 64,461 members at the end of July 2009 it is an **increase of 2,381 members or 3.7%**. The increase concerning Professionals (2.4%) could be better. Graduate Student Members have the highest increase (12.9%). The increase of Undergraduate Student Members is the lowest (0.7%).

Altogether our membership is growing from year to year (see below).

## Section Membership Statistics

**Section Officers**, look into your **Section Membership Statistics** every month by using SAMIEEE [www.ieee.org/organizations/vols/samieee/](http://www.ieee.org/organizations/vols/samieee/)  
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).

## Recovery of Deactivated Members

IEEE Membership Renewal / Retention - July 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,686	27,482	86.7%	1,853	1,392	75.1%	1,481	748	50.5%	35,020	29,623	84.6%
2	27,650	23,826	86.2%	1,715	1,299	75.7%	1,604	875	54.6%	30,969	26,000	84.0%
3	24,687	20,742	84.0%	2,191	1,689	77.1%	1,962	945	48.2%	28,840	23,376	81.1%
4	18,820	16,015	85.1%	1,715	1,303	76.0%	1,504	811	53.9%	22,039	18,129	82.3%
5	24,199	20,519	84.8%	1,647	1,264	76.7%	1,611	805	50.0%	27,457	22,588	82.3%
6	49,318	41,989	85.1%	2,959	2,222	75.1%	2,512	1,261	50.2%	54,789	45,472	83.0%
<b>R 1-6</b>	<b>176,360</b>	<b>150,573</b>	<b>85.4%</b>	<b>12,080</b>	<b>9,169</b>	<b>75.9%</b>	<b>10,674</b>	<b>5,445</b>	<b>51.0%</b>	<b>199,114</b>	<b>165,188</b>	<b>83.0%</b>
7	12,822	10,565	82.4%	1,707	1,456	85.3%	1,109	701	63.2%	15,638	12,722	81.4%
8	48,696	38,558	79.2%	8,938	7,028	78.6%	7,333	3,110	42.4%	64,967	48,696	75.0%
9	7,148	4,905	68.6%	1,186	886	74.7%	4,652	1,313	28.2%	12,986	7,104	54.7%
10	44,099	33,952	77.0%	8,363	4,380	52.4%	19,199	4,659	24.3%	71,661	42,994	60.0%
<b>R 7-10</b>	<b>112,765</b>	<b>87,980</b>	<b>78.0%</b>	<b>20,194</b>	<b>13,750</b>	<b>68.1%</b>	<b>32,293</b>	<b>9,783</b>	<b>30.3%</b>	<b>165,252</b>	<b>111,516</b>	<b>67.5%</b>
<b>TOTAL</b>	<b>289,125</b>	<b>238,553</b>	<b>82.5%</b>	<b>32,274</b>	<b>22,919</b>	<b>71.0%</b>	<b>42,967</b>	<b>15,228</b>	<b>35.4%</b>	<b>364,366</b>	<b>276,704</b>	<b>75.9%</b>

In Region 8, till the end of February 2010, only 69.3% of our 2009 members renewed for 2010. From March till the end of July 3,664 members recovered by renewing their membership for 2010. At the **end of July** the percentage of members who renewed for 2010 raised to **75%** (table on page 3). There are big differences between Sections concerning renewal percentages (from nearly 90% to less than 30%). Concerning First-Year Members the percentage is much lower (43,5% only).

First-Year Member Renewal / Retention - July 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	2,079	833	40.1%	735	407	55.4%	1,014	418	41.2%	3,828	1,659	43.3%
2	2,040	802	39.3%	614	347	56.5%	1,123	527	46.9%	3,777	1,676	44.4%
3	2,124	757	35.6%	794	469	59.1%	1,394	538	38.6%	4,312	1,764	40.9%
4	1,561	672	43.0%	680	398	58.5%	1,088	504	46.3%	3,329	1,574	47.3%
5	2,089	867	41.5%	637	355	55.7%	1,183	498	42.1%	3,909	1,720	44.0%
6	3,468	1,377	39.7%	1,066	573	53.8%	1,791	738	41.2%	6,325	2,688	42.5%
<b>R 1-6</b>	<b>13,361</b>	<b>5,308</b>	<b>39.7%</b>	<b>4,526</b>	<b>2,549</b>	<b>56.3%</b>	<b>7,593</b>	<b>3,223</b>	<b>42.4%</b>	<b>25,480</b>	<b>11,081</b>	<b>43.5%</b>
7	1,376	604	43.9%	569	417	73.3%	700	383	54.7%	2,645	1,404	53.1%
8	6,944	2,830	40.8%	3,913	2,575	65.8%	5,343	1,636	30.6%	16,200	7,041	43.5%
9	1,388	373	26.9%	473	285	60.3%	3,682	804	21.8%	5,543	1,462	26.4%
10	7,639	2,837	37.1%	5,299	1,934	36.5%	16,254	3,338	20.5%	29,192	8,110	27.8%
<b>R 7-10</b>	<b>17,347</b>	<b>6,644</b>	<b>38.3%</b>	<b>10,254</b>	<b>5,211</b>	<b>50.8%</b>	<b>25,979</b>	<b>6,161</b>	<b>23.7%</b>	<b>53,580</b>	<b>18,017</b>	<b>33.6%</b>
<b>TOTAL</b>	<b>30,708</b>	<b>11,952</b>	<b>38.9%</b>	<b>14,780</b>	<b>7,760</b>	<b>52.5%</b>	<b>33,572</b>	<b>9,384</b>	<b>28.0%</b>	<b>79,060</b>	<b>29,098</b>	<b>36.8%</b>

## Small Sections in Region 8

In Region 8 we have 56 Sections. Many of them are small Sections having less than 200 or even less than 100 professional members.

In 2009 the R8 MD Subcommittee initiated a program to increase the membership of small Sections, with a financial incentive provision for the Section (R8 Program to Increase the Membership of Small Sections). At the of July (15 days before the end of the 2010 Membership Year) the membership in the small Sections declined and the number of small Sections remained the same.

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.

### Small Sections in Region 8 with less than 200 professional Members (w/o GSM and Student Members)

Section	15 Aug 2009	31 July 2010	Difference	E-Membership
Bahrain	75	74	-1	Yes
Belarus	46	35	-11	Yes
Bosnia & Herzegovina	121	101	-20	Yes
Cyprus	172	169	-3	No
Estonia	69	75	+6	No
Ghana	60	84	+24	Yes
Iceland	62	64	+2	No
Iraq	131	117	-14	Yes
Kenya	73	79	+6	Yes
Kuwait	133	132	-1	No
Latvia	73	56	-17	Yes
Lithuania	78	73	-5	Yes
Malta	123	100	-23	No
Morocco	46	60	+14	Yes
Oman	104	106	+2	No
Qatar	158	168	+10	No
Republic of Macedonia	82	87	+5	Yes
Russia NW	150	142	-8	Yes
Russia Siberia	139	130	-9	Yes
Tunisia	157	151	-6	Yes
Zambia	106	124	+18	Yes
<b>Sum</b>	2158	2127	<b>-31</b>	

Our intention is to continue with the Program to Increase the Membership of Small Sections (especially Sections having less than 100 professional Members) during the 2011 Membership Year (from the 16 August 2010 until the 15 August 2011). We hope that the **e-Membership option** [www.ieee.org/emember](http://www.ieee.org/emember) to individuals in developing nations, beginning in the 2011 membership year, will significantly help to **increase membership in most of the small Sections.**

### \*\*\* 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.

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### **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  
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