



Region 8 Membership Development Newsletter

July 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.*

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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.

Senior Member Workshops in South Africa



Saurabh Sinha,

Section Chair and Membership Development Officer of the South Africa Section

The IEEE South Africa Section hosted two Senior Member Workshops (14 January 2010, Pretoria and another 5 March 2010, Stellenbosch).
Senior Member is the highest grade for which IEEE members can apply. To be eligible for application, candidates must:

- be engineers, scientists, educators, technical executives, or originators in IEEE-designated fields ;
- have experience reflecting professional maturity;
- have been in professional practice for at least ten years;
- show "significant performance" over a period of at least five of their years in professional practice

Using IEEE vTools and Joomla, websites were established to promote the workshops and Senior Membership. As a direct result of the workshops, at least 21 IEEE members were elevated. This led to a rise in the IEEE South Africa Section Senior Member count, where the Section now has around 62 Senior Members (including 2 Life Senior Members), representing around 6 % of the total member count in South Africa (July 2010).

The workshops were coordinated by Professor Gerhard Hancke, who is the Chair of the IEEE Admission and Advancement (A&A) Committee, and also a member of the IEEE South Africa Section, IEEE Region 8.

Global contact: Denise Maestri, Supervisor Admission & Advancement, IEEE Member & Geographic Activities Department (E-mail: senior-member@ieee.org)

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](#)

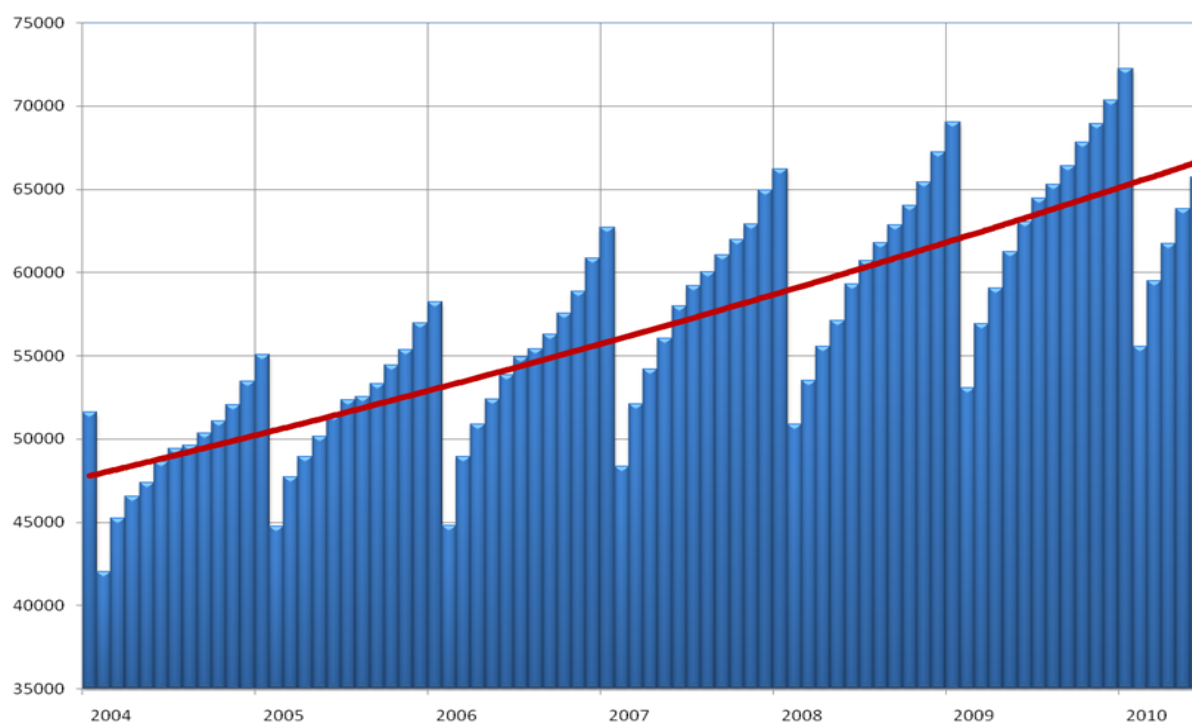
The transition from Associate to Member grade grants several privileges.

Members are permitted to vote in general IEEE elections. Members holding Member grade or higher are permitted to hold volunteer office positions.

June 2010 Statistics

Geographic IEEE Membership Summary - June 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	30,698	31,530	-832	-2.6%	1,766	1,486	280	18.8%	1,683	1,383	300	21.7%	34,147	34,399	-252	-0.7%
2	27,037	27,111	-74	-0.3%	1,684	1,440	244	16.9%	1,759	1,592	167	10.5%	30,480	30,143	337	1.1%
3	23,954	23,998	-44	-0.2%	2,240	1,938	302	15.6%	2,328	2,131	197	9.2%	28,522	28,067	455	1.6%
4	18,327	18,451	-124	-0.7%	1,673	1,502	171	11.4%	1,841	1,535	306	19.9%	21,841	21,488	353	1.6%
5	23,516	23,641	-125	-0.5%	1,713	1,385	328	23.7%	2,036	1,732	304	17.6%	27,265	26,758	507	1.9%
6	47,748	48,439	-691	-1.4%	2,791	2,420	371	15.3%	2,888	2,414	474	19.6%	53,427	53,273	154	0.3%
R 1-6	171,280	173,170	-1,890	-1.1%	11,867	10,171	1,696	16.7%	12,535	10,787	1,748	16.2%	195,682	194,128	1,554	0.8%
7	12,485	12,468	17	0.1%	1,844	1,575	269	17.1%	1,311	1,224	87	7.1%	15,640	15,267	373	2.4%
8	46,564	45,358	1,206	2.7%	10,309	9,063	1,246	13.7%	8,863	8,641	222	2.6%	65,736	63,062	2,674	4.2%
9	6,790	6,335	455	7.2%	1,405	1,070	335	31.3%	5,414	4,641	773	16.7%	13,609	12,046	1,563	13.0%
10	44,439	41,197	3,242	7.9%	9,344	8,178	1,166	14.3%	22,173	19,148	3,025	15.8%	75,956	68,523	7,433	10.8%
R 7-10	110,278	105,358	4,920	4.7%	22,902	19,886	3,016	15.2%	37,761	33,654	4,107	12.2%	170,941	158,898	12,043	7.6%
TOTAL	281,558	278,528	3,030	1.1%	34,769	30,057	4,712	15.7%	50,296	44,441	5,855	13.2%	366,623	353,026	13,597	3.9%
% R1-6	61%	62%			34%	34%			25%	24%			53%	55%		
% R7-10	39%	38%			66%	66%			75%	76%			47%	45%		

At the end of June 2010 Region 8 had **65,736 members**. Comparing to the number of 63,062 members at the end of June 2009 it is an **increase of 2,674 members or 4.2%**. The increase concerning Professionals (2.7%) could be better. Graduate Student Members have the highest increase (13.7%). The increase of Undergraduate Student Members is the lowest (2.6%). Altogether our membership is growing from year to year (see below).



Section Officers, look into your **Section Membership Statistics** every month by using SAMIEEE 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

It is late, but it is still not too late to recover some of the deactivated members

In Region 8, till the end of February, 69.3% of our 2009 members renewed for 2010. From March till the end of June 3,558 members recovered by renewing their membership for 2010. At the **end of June** the percentage of members who renewed for 2010 raised to **74.8%** (table on page 4).

According to SAMIEEE, on **20 July 2010** there were still 15,985 members (24,6%) who have not renewed for 2010 – that means **75.4%** have renewed.

IEEE Membership Renewal / Retention - June 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,686	27,452	86.6%	1,853	1,386	74.8%	1,481	745	50.3%	35,020	29,584	84.5%
2	27,650	23,801	86.1%	1,715	1,295	75.5%	1,604	872	54.4%	30,969	25,968	83.9%
3	24,687	20,717	83.9%	2,191	1,685	76.9%	1,962	941	48.0%	28,840	23,343	80.9%
4	18,820	15,992	85.0%	1,715	1,299	75.7%	1,504	808	53.7%	22,039	18,099	82.1%
5	24,199	20,502	84.7%	1,647	1,256	76.3%	1,611	804	49.9%	27,457	22,562	82.2%
6	49,318	41,950	85.1%	2,959	2,214	74.8%	2,512	1,257	50.0%	54,789	45,421	82.9%
R 1-6	176,360	150,414	85.3%	12,080	9,135	75.6%	10,674	5,427	50.8%	199,114	164,977	82.9%
7	12,822	10,549	82.3%	1,707	1,447	84.8%	1,109	699	63.0%	15,638	12,695	81.2%
8	48,696	38,486	79.0%	8,938	7,004	78.4%	7,333	3,100	42.3%	64,967	48,590	74.8%
9	7,148	4,898	68.5%	1,186	873	73.6%	4,652	1,313	28.2%	12,986	7,084	54.6%
10	44,099	33,901	76.9%	8,363	4,356	52.1%	19,199	4,645	24.2%	71,661	42,905	59.9%
R 7-10	112,765	87,834	77.9%	20,194	13,680	67.7%	32,293	9,757	30.2%	165,252	111,274	67.3%
TOTAL	289,125	238,248	82.4%	32,274	22,815	70.7%	42,967	15,184	35.3%	364,366	276,251	75.8%

Try to reduce the number of arrears (deactivated members), especially in sections having low retention. There are big differences between Sections concerning renewal percentages (from more than 80% to less than 30%).

Use SAMIEEE to get the List of Arrears – Deactivated Members in your Section who did not renew for 2010. **Contact these members and ask them to renew.**

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

To get the List of Arrears – Deactivated Members in your Section

- Go to SAMIEEE www.ieee.org/organizations/vols/samieee/
- Click Access SAMIEEE
- Insert you User ID and Password and Login
- Click SAMIEEE in Shared Folders
- Click Geographic Predefined Query and you will get the list of Predefined Queries
- In the list of Predefined Queries find (GEO) Arrears: Member Contactby Section by Grade
- Click Modify
- Add filter for your Section
- Click Results
- You will get the list and you can download it to Excel and sort the data as you like

Recruiting New Members

The 2010 half-year dues period is approaching its end. New members pay half-year dues when they sign up from 1 March through 15 August. Services commence immediately upon joining and continue through 31 December 2010. These members will get in autumn the invoice for the 2011 full-year membership.

On the other hand, **on 16 August the 2011 Membership Year and full-year dues period will start. New members become members from the day they join till the end of 2011. It's excellent value for money.**

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

R8 Program to Increase the Membership of Small Sections

The R8 MD Subcommittee initiated a program to increase the membership of small Sections. **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.

Let us try to increase the membership of the small Sections gradually. The goal during the 2010 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 rise its professional (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.

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.

*** 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

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