



Region 8 Membership Development Newsletter

May 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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The Half-Year Dues Period – Recruiting New Members is Now Easier

The half-year dues period is the **peak recruitment time**. It allows people to test IEEE membership for a smaller initial fee. **New members pay half-year dues** when they sign up from 1 March through 15 August. Services commence immediately upon joining and continue through December 31. For Membership Development Resources visit: <http://www.ieee.org/mdresources> and for Recruitment Best Practices http://www.ieee.org/web/volunteers/membership_dev/recruit_bestpractices.html

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

Recovery of Deactivated Members

- It is late, but it is not to late -

In Region 8, till the end of February, 69.3% of our 2009 members renewed for 2010. During March and April 2,695 members recovered by renewing their membership for 2010. At the end of April the percentage raised to **73,5%** (first table on page 2).

We should take care much more about the first-year members. The retention of them is much lower (second table on page 2).

Now we are **asking the Section Officers** to intensify their efforts during May and June, to encourage the deactivated members in their Sections to renew. Let us

reduce together 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).

IEEE Membership Renewal / Retention - April 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,686	27,148	85.7%	1,853	1,338	72.2%	1,481	721	48.7%	35,020	29,207	83.4%
2	27,650	23,534	85.1%	1,715	1,253	73.1%	1,604	843	52.6%	30,969	25,631	82.8%
3	24,687	20,503	83.1%	2,191	1,631	74.4%	1,962	921	46.9%	28,840	23,055	79.9%
4	18,820	15,822	84.1%	1,715	1,274	74.3%	1,504	785	52.2%	22,039	17,881	81.1%
5	24,199	20,286	83.8%	1,647	1,227	74.5%	1,611	774	48.0%	27,457	22,287	81.2%
6	49,318	41,448	84.0%	2,959	2,149	72.6%	2,512	1,212	48.2%	54,789	44,809	81.8%
R 1-6	176,360	148,741	84.3%	12,080	8,872	73.4%	10,674	5,256	49.2%	199,114	162,870	81.8%
7	12,822	10,428	81.3%	1,707	1,411	82.7%	1,109	683	61.6%	15,638	12,522	80.1%
8	48,696	37,961	78.0%	8,938	6,790	76.0%	7,333	2,976	40.6%	64,967	47,727	73.5%
9	7,148	4,768	66.7%	1,186	841	70.9%	4,652	1,169	25.1%	12,986	6,778	52.2%
10	44,099	33,229	75.4%	8,363	4,190	50.1%	19,199	4,354	22.7%	71,661	41,774	58.3%
R 7-10	112,765	86,386	76.6%	20,194	13,232	65.5%	32,293	9,182	28.4%	165,252	108,801	65.8%
TOTAL	289,125	235,127	81.3%	32,274	22,104	68.5%	42,967	14,438	33.6%	364,366	271,671	74.6%

First-Year Member Renewal / Retention - April 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	2,079	796	38.3%	735	381	51.8%	1,014	404	39.8%	3,828	1,581	41.3%
2	2,040	770	37.7%	614	330	53.7%	1,123	505	45.0%	3,777	1,605	42.5%
3	2,124	730	34.4%	794	446	56.2%	1,394	522	37.4%	4,312	1,698	39.4%
4	1,561	642	41.1%	680	382	56.2%	1,088	484	44.5%	3,329	1,508	45.3%
5	2,089	836	40.0%	637	342	53.7%	1,183	481	40.7%	3,909	1,659	42.4%
6	3,468	1,315	37.9%	1,066	551	51.7%	1,791	702	39.2%	6,325	2,568	40.6%
R 1-6	13,361	5,089	38.1%	4,526	2,432	53.7%	7,593	3,098	40.8%	25,480	10,619	41.7%
7	1,376	580	42.2%	569	399	70.1%	700	373	53.3%	2,645	1,352	51.1%
8	6,944	2,703	38.9%	3,913	2,448	62.6%	5,343	1,535	28.7%	16,200	6,686	41.3%
9	1,388	343	24.7%	473	270	57.1%	3,682	698	19.0%	5,543	1,311	23.7%
10	7,639	2,697	35.3%	5,299	1,821	34.4%	16,254	3,087	19.0%	29,192	7,605	26.1%
R 7-10	17,347	6,323	36.5%	10,254	4,938	48.2%	25,979	5,693	21.9%	53,580	16,954	31.6%
TOTAL	30,708	11,412	37.2%	14,780	7,370	49.9%	33,572	8,791	26.2%	79,060	27,573	34.9%

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

- Go to SAMIEEE www.ieee.org/organizations/vols/samieeee/
- Click Access SAMIEEE
- Insert you User ID and Password and Login
- Click SAMleee 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

Congratulations to Sections Achieving Highest Percentages in Retention

At the Region 8 Committee Meeting in Riga Certificates of Appreciation have been granted to the Sections having best percentages in retention **in the renewal period for 2010 till the end February**. Here are our best Sections in retention:

Switzerland (in the *category of big sections) with 85,8%
Norway (in the category of medium sections) with 84,5%
Slovenia (in the category of small sections) with 81,5%



Since beginning of March these sections continued with the recovery of members who didn't renew. At the end of April the percentages of members who renewed for 2010 in these sections were **increased further to 87,9% (Switzerland), to 86,7% (Norway) and to 84,8% (Slovenia). Congratulations once again!**

The **Zambia Section** made good use of **the recovery period**. The percentage of members who renewed for 2010 increased from 52,3% (at the end of February) to 85% (at the end of April). **Congratulations!**

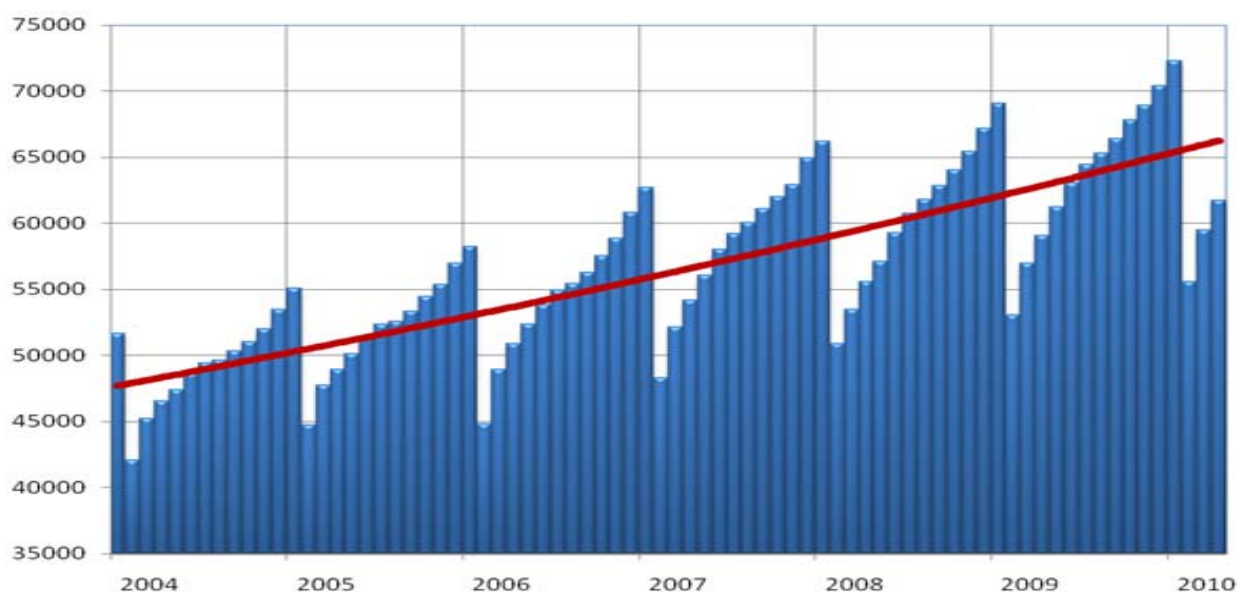
The Zambia Section should be a good example for all the other sections having low retention/recovery.

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

April 2010 Statistics

Geographic IEEE Membership Summary - April 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	28,845	29,517	-672	-2.3%	2,168	1,818	350	19.3%	2,153	1,854	299	16.1%	33,166	33,189	-23	-0.1%
2	25,270	25,454	-184	-0.7%	2,048	1,760	288	16.4%	2,218	1,964	254	12.9%	29,536	29,178	358	1.2%
3	22,100	22,246	-146	-0.7%	2,683	2,244	439	19.6%	2,852	2,771	81	2.9%	27,635	27,261	374	1.4%
4	16,810	17,029	-219	-1.3%	2,060	1,736	324	18.7%	2,239	1,979	260	13.1%	21,109	20,744	365	1.8%
5	21,899	22,007	-108	-0.5%	2,101	1,638	463	28.3%	2,486	2,194	292	13.3%	26,486	25,839	647	2.5%
6	44,662	45,616	-954	-2.1%	3,442	3,020	422	14.0%	3,532	3,025	507	16.8%	51,636	51,661	-25	0.0%
R 1-6	159,586	161,869	-2,283	-1.4%	14,502	12,216	2,286	18.7%	15,480	13,787	1,693	12.3%	189,568	187,872	1,696	0.9%
7	11,267	11,228	39	0.3%	2,074	1,841	233	12.7%	1,703	1,578	125	7.9%	15,044	14,647	397	2.7%
8	42,318	40,980	1,338	3.3%	10,871	9,682	1,189	12.3%	8,563	8,418	145	1.7%	61,752	59,080	2,672	4.5%
9	5,830	5,461	369	6.8%	1,410	1,136	274	24.1%	4,320	4,042	278	6.9%	11,560	10,639	921	8.7%
10	38,834	36,555	2,279	6.2%	9,898	8,496	1,402	16.5%	21,027	18,878	2,149	11.4%	69,759	63,929	5,830	9.1%
R 7-10	98,249	94,224	4,025	4.3%	24,253	21,155	3,098	14.6%	35,613	32,916	2,697	8.2%	158,115	148,295	9,820	6.6%
TOTAL	257,835	256,093	1,742	0.7%	38,755	33,371	5,384	16.1%	51,093	46,703	4,390	9.4%	347,683	336,167	11,516	3.4%
% R1-6	62%	63%			37%	37%			30%	30%			55%	56%		
% R7-10	38%	37%			63%	63%			70%	70%			45%	44%		

At the end of April 2010 Region 8 had **61,752 members**. Comparing to the number of 59,080 members at the end of April 2009 it is an **increase of 2,672 members or 4.5%**. We are doing well concerning Professionals (3.3%) and Graduate Student Members (12.3%). The increase of Undergraduate Student Members is the lowest (1.7%). 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 your 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).

R8 Program to Increase the Membership of Small Sections - A Good Opportunity -

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 T 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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