



Region 8 Membership Development Newsletter

March 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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Recovery of Deactivated Members - Arrears The Most Important Task

till the **end of February 2010** (table on next page) **69.3%** of our 2009 members renewed for 2010. During February 8% members renewed, raising the percentage from 61.3% at the end of January to 69,3% at the end of February.

At the end of February, after the Terminator action, the number of Arrears was 18,798. Until 10 March the number went down to 18,198 Arrears.

During February personal letters have been sent out on the Regional level to all members in our Region who have not renewed.

Now we are **asking the Section Officers** to intensify their efforts during March, to encourage the deactivated members in their Sections to renew. Let us reduce together the number of arrears (deactivated members). There are big differences between Sections concerning renewal percentages from 86.7% down to only 22,2%.

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 - February 2010												
REGION	PROFESSIONALS			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,876	26,232	82.3%	1,674	1,228	73.4%	1,469	656	44.7%	35,019	28,116	80.3%
2	27,804	22,688	81.6%	1,569	1,153	73.5%	1,596	758	47.5%	30,969	24,599	79.4%
3	24,934	19,804	79.4%	1,961	1,499	76.4%	1,945	843	43.3%	28,840	22,146	76.8%
4	18,968	15,327	80.8%	1,575	1,166	74.0%	1,496	725	48.5%	22,039	17,218	78.1%
5	24,399	19,549	80.1%	1,461	1,117	76.5%	1,597	687	43.0%	27,457	21,353	77.8%
6	49,594	39,920	80.5%	2,704	1,962	72.6%	2,490	1,109	44.5%	54,789	42,991	78.5%
R 1-6	177,575	143,520	80.8%	10,944	8,125	74.2%	10,593	4,778	45.1%	199,113	156,423	78.6%
7	13,011	10,046	77.2%	1,530	1,344	87.8%	1,097	633	57.7%	15,638	12,023	76.9%
8	49,592	36,162	72.9%	8,092	6,209	76.7%	7,283	2,661	36.5%	64,967	45,032	69.3%
9	7,305	4,380	60.0%	1,039	751	72.3%	4,642	829	17.9%	12,986	5,960	45.9%
10	44,467	31,384	70.6%	8,027	3,776	47.0%	19,167	3,121	16.3%	71,661	38,281	53.4%
R 7-10	114,375	81,972	71.7%	18,688	12,080	64.6%	32,189	7,244	22.5%	165,252	101,296	61.3%
TOTAL	291,950	225,492	77.2%	29,632	20,205	68.2%	42,782	12,022	28.1%	364,365	257,719	70.7%

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

What We Have Done in February on the Regional Level to Retain Membership

Like in February 2009, on 8 February 2010 we sent out about 15,000 personal letters by e-mail to all our professional IEEE members who didn't renew. We pointed out the IEEE member benefits and gave several useful information concerning renewal. We received hundreds of replies and learned a lot about the reasons why many members didn't renew. There are many cases in which members sent their renewal but they were still in the pre-arrears list. Bank tranfers take a lot of time. Online renewal with credit card payment is by far the best way to renew. Sometimes members don't find the way in contacting Staff persons and there is often a lack of communication or there are difficulties in the location of the money.

Similar personal letters (more than 7,000) were sent out to student members on 19 February.

As a positive outcome many members renewed after receiving our letters and we could see in SAMIEEE the number of pre-arrears going down faster than usually.

We are asking Section MD Officers to take similar actions during March on the Section level.

February 2010 Statistics

Geographic IEEE Membership Summary - February 2010																
REGION	PROFESSIONALS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2010	2009	Change	% Change	2010	2009	Change	% Change	2010	2009	Change	% Change	2010	2009	Change	% Change
1	27,504	27,773	(269)	-1.0%	1,843	1,512	331	21.9%	1,763	1,511	252	16.7%	31,110	30,796	314	1.0%
2	23,991	24,076	(85)	-0.4%	1,783	1,466	317	21.6%	1,842	1,561	281	18.0%	27,616	27,103	513	1.9%
3	21,087	21,118	(31)	-0.1%	2,333	1,939	394	20.3%	2,413	2,316	97	4.2%	25,833	25,373	460	1.8%
4	16,064	16,127	(63)	-0.4%	1,762	1,487	275	18.5%	1,961	1,673	288	17.2%	19,787	19,287	500	2.6%
5	20,790	20,695	95	0.5%	1,775	1,361	414	30.4%	2,018	1,710	308	18.0%	24,583	23,766	817	3.4%
6	42,396	42,747	(351)	-0.8%	2,955	2,564	391	15.2%	2,916	2,438	478	19.6%	48,267	47,749	518	1.1%
R 1-6	151,832	152,536	(704)	-0.5%	12,451	10,329	2,122	20.5%	12,913	11,209	1,704	15.2%	177,196	174,074	3,122	1.8%
7	10,678	10,498	180	1.7%	1,810	1,587	223	14.1%	1,428	1,276	152	11.9%	13,916	13,361	555	4.2%
8	39,695	38,110	1,585	4.2%	9,243	8,221	1,022	12.4%	6,613	6,761	(148)	-2.2%	55,551	53,092	2,459	4.6%
9	5,209	4,878	331	6.8%	1,085	919	166	18.1%	2,857	2,720	137	5.0%	9,151	8,517	634	7.4%
10	35,437	33,492	1,945	5.8%	7,765	6,754	1,011	15.0%	14,093	12,670	1,423	11.2%	57,295	52,916	4,379	8.3%
R 7-10	91,019	86,978	4,041	4.6%	19,903	17,481	2,422	13.9%	24,991	23,427	1,564	6.7%	135,913	127,886	8,027	6.3%
TOTAL	242,851	239,514	3,337	1.4%	32,354	27,810	4,544	16.3%	37,904	34,636	3,268	9.4%	313,109	301,960	11,149	3.7%
% R1-6	63%	64%			38%	37%			34%	32%			57%	58%		
% R7-10	37%	36%			62%	63%			66%	68%			43%	42%		

At the end of February 2010 Region 8 had **55,551 members**. Comparing to the number of 53,092 members at the end of February 2009 it is an **increase of 2,459 members or 4.6%**. We are doing well concerning Professionals (4.2%) and GSMS (12.4%). We are slightly down with Undergraduate Student Members (-2.2%)...

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 and geo code description.

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. Members joining in March receive a **bonus of 4 months** of extra service above and beyond the six months they are paying for. 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).

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:

Although the membership of the competing small Sections can easily be checked every month by the sections themselves, a half year and a 9 months evaluation will be presented by the R8 MD SC. 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. If you have success stories in your sections, we are asking you again to send us a short article including a picture to publish it in the 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,
Aleksandar*

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