



Region 8 Membership Development Newsletter

February 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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2010 Renewals The Most Important Task

At the **end of January 2010** (look into the table) **61.3%** of our 2009 members renewed for 2010. On **14 February 2010** the percentage increased to **66,8%**.

On 8 February a personal letter has been sent out on the Regional level to all professional members in our Region who have not renewed.

We are **asking the Section Officers** to intensify their efforts during the last two weeks of February, to encourage the members in their Sections to renew. Let us reduce the number of arrears (deactivated members) at the end of February 2010.

Use SAMIEEE to get the List of 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 - January 2010												
REGION	PROFESSIONALS			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,876	24,249	76.1%	1,674	1,076	64.3%	1,469	592	40.3%	35,019	25,917	74.0%
2	27,804	21,312	76.7%	1,569	1,003	63.9%	1,596	664	41.6%	30,969	22,979	74.2%
3	24,934	18,573	74.5%	1,961	1,278	65.2%	1,945	725	37.3%	28,840	20,576	71.3%
4	18,968	14,214	74.9%	1,575	1,050	66.7%	1,496	640	42.8%	22,039	15,905	72.2%
5	24,399	18,213	74.6%	1,461	992	67.9%	1,597	587	36.8%	27,457	19,792	72.1%
6	49,594	36,974	74.6%	2,704	1,771	65.5%	2,490	988	39.7%	54,789	39,733	72.5%
R 1-6	177,575	133,535	75.2%	10,944	7,170	65.5%	10,593	4,196	39.6%	199,113	144,902	72.8%
7	13,011	9,239	71.0%	1,530	1,245	81.4%	1,097	571	52.1%	15,638	11,055	70.7%
8	49,592	32,309	65.1%	8,092	5,307	65.6%	7,283	2,182	30.0%	64,967	39,798	61.3%
9	7,305	3,788	51.9%	1,039	640	61.6%	4,642	644	13.9%	12,986	5,072	39.1%
10	44,467	28,985	65.2%	8,027	3,303	41.1%	19,167	2,334	12.2%	71,661	34,622	48.3%
R 7-10	114,375	74,321	65.0%	18,688	10,495	56.2%	32,189	5,731	17.8%	165,252	90,547	54.8%
TOTAL	291,950	207,861	71.2%	29,632	17,666	59.6%	42,782	9,927	23.2%	364,365	235,455	64.6%

To get the List of Members in your Section who did not renew for 2010

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

From the list of Predefined Queries select

(GEO) 2009 Last Renewal Year for Active Members - Name, Grade, Email

Results show information only about members in your geographic unit who paid for 2009, but didn't renew for 2010 along with Name, Grade, Membership Status and Email Contact. You can download the table to Excel and sort the data as you like

2010 Renewals of First Year Members

First-Year Member Renewal / Retention - January 2010												
REGION	PROFESSIONALS			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	2,114	633	29.9%	705	293	41.6%	1,008	326	32.3%	3,827	1,252	32.7%
2	2,068	641	31.0%	588	245	41.7%	1,121	383	34.2%	3,777	1,269	33.6%
3	2,174	582	26.8%	746	335	44.9%	1,392	397	28.5%	4,312	1,314	30.5%
4	1,590	548	34.5%	654	302	46.2%	1,085	378	34.8%	3,329	1,228	36.9%
5	2,133	685	32.1%	598	272	45.5%	1,178	363	30.8%	3,909	1,320	33.8%
6	3,508	1,086	31.0%	1,031	431	41.8%	1,786	553	31.0%	6,325	2,070	32.7%
R 1-6	13,587	4,175	30.7%	4,322	1,878	43.5%	7,570	2,400	31.7%	25,479	8,453	33.2%
7	1,409	490	34.8%	540	357	66.1%	696	316	45.4%	2,645	1,163	44.0%
8	7,206	2,057	28.5%	3,669	1,836	50.0%	5,325	1,053	19.8%	16,200	4,946	30.5%
9	1,419	259	18.3%	442	204	46.2%	3,682	356	9.7%	5,543	819	14.8%
10	7,746	2,179	28.1%	5,202	1,371	26.4%	16,244	1,504	9.3%	29,192	5,054	17.3%
R 7-10	17,780	4,985	28.0%	9,853	3,768	38.2%	25,947	3,229	12.4%	53,580	11,982	22.4%
TOTAL	31,367	9,161	29.2%	14,175	5,646	39.8%	33,518	5,629	16.8%	79,059	20,436	25.8%

At the end of January 2010 the percentage of first year members renewals is significantly lower (30.5%) than the average (61,3%). **We should take special care about the first year members in our sections.** Look at the First Year Member Experience for Higher Grade Members leaflet and the MD Manual received in the Membership Development Kit/Package.

To get the list of 2009 First Year Members in your Section who did not renew for 2010

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

From the list of Predefined Queries you can select

(MD) First Year Members not Renewed

Results show information only about first year members in your geographic unit who joined for 2009, but didn't renew for 2010, showing Name, Grade, Membership Status and Email Contact. You can download the table to Excel and sort the data as you like

January 2010 Statistics

Geographic IEEE Membership Summary - January 2010																
REGION	PROFESSIONALS			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS						
	2010	2009	Change	2010	2009	Change	2010	2009	Change	2010	2009	Change				
1	32,603	33,493	(890)	-2.7%	2,321	1,883	438	23.3%	2,457	2,156	301	14.0%	37,381	37,532	(151)	-0.4%
2	28,601	28,735	(134)	-0.5%	2,213	1,749	464	26.5%	2,548	2,113	435	20.6%	33,362	32,597	765	2.3%
3	25,669	25,981	(312)	-1.2%	2,796	2,212	584	26.4%	3,276	2,925	351	12.0%	31,741	31,118	623	2.0%
4	19,333	19,592	(259)	-1.3%	2,193	1,712	481	28.1%	2,595	2,214	381	17.2%	24,121	23,518	603	2.6%
5	25,074	25,405	(331)	-1.3%	2,183	1,607	576	35.8%	2,731	2,218	513	23.1%	29,988	29,230	758	2.6%
6	51,244	52,763	(1,519)	-2.9%	3,725	3,049	676	22.2%	4,114	3,328	786	23.6%	59,083	59,140	(57)	-0.1%
R 1-6	182,524	185,969	(3,445)	-1.9%	15,431	12,212	3,219	26.4%	17,721	14,954	2,767	18.5%	215,676	213,135	2,541	1.2%
7	13,338	13,116	222	1.7%	2,078	1,761	317	18.0%	1,824	1,656	168	10.1%	17,240	16,533	707	4.3%
8	51,047	49,378	1,669	3.4%	10,914	9,364	1,550	16.6%	10,299	10,307	(8)	-0.1%	72,260	69,049	3,211	4.7%
9	7,726	7,489	237	3.2%	1,443	1,329	114	8.6%	6,119	6,846	(727)	-10.6%	15,288	15,664	(376)	-2.4%
10	47,042	44,468	2,574	5.8%	11,629	9,252	2,377	25.7%	27,440	23,459	3,981	17.0%	86,111	77,179	8,932	11.6%
R 7-10	119,153	114,451	4,702	4.1%	26,064	21,706	4,358	20.1%	45,682	42,268	3,414	8.1%	190,899	178,425	12,474	7.0%
TOTAL	301,677	300,420	1,257	0.4%	41,495	33,918	7,577	22.3%	63,403	57,222	6,181	10.8%	406,575	391,560	15,015	3.8%
% R1-6	61%	62%			37%	36%			28%	26%			53%	54%		
% R7-10	39%	38%			63%	64%			72%	74%			47%	46%		

At the end of January 2010 Region 8 had **72,260 members**. Comparing to the number of 69,049 members at the end of January 2009 it is an **increase of 3,211 members or 4.7%**. We are doing well concerning Professionals (3.4%) and GSMS (16.6%). We are slightly down with Undergraduate Student Members (-0.1%)...

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.

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 prior year's 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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