



## Region 8 Membership Development Newsletter

### January 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.*

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## December 2009 – Surpassing the 70,000 Barrier

Geographic IEEE Membership Summary - December 2009																
REGION	PROFESSIONALS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2009	2008	Change	% Change	2009	2008	Change	% Change	2009	2008	Change	% Change	2009	2008	Change	% Change
1	32,497	33,263	(766)	-2.3%	2,157	1,745	412	23.6%	2,357	2,042	315	15.4%	37,011	37,050	(39)	-0.1%
2	28,434	28,487	(53)	-0.2%	2,051	1,619	432	26.7%	2,416	2,031	385	19.0%	32,901	32,137	764	2.4%
3	25,594	25,729	(135)	-0.5%	2,564	2,040	524	25.7%	3,048	2,788	260	9.3%	31,206	30,557	649	2.1%
4	19,271	19,460	(189)	-1.0%	2,036	1,599	437	27.3%	2,448	2,145	303	14.1%	23,755	23,204	551	2.4%
5	24,967	25,136	(169)	-0.7%	1,956	1,485	471	31.7%	2,553	2,144	409	19.1%	29,476	28,765	711	2.5%
6	50,859	52,208	(1,349)	-2.6%	3,417	2,769	648	23.4%	3,884	3,167	717	22.6%	58,160	58,144	16	0.0%
<b>R 1-6</b>	<b>181,622</b>	<b>184,283</b>	<b>(2,661)</b>	<b>-1.4%</b>	<b>14,181</b>	<b>11,257</b>	<b>2,924</b>	<b>26.0%</b>	<b>16,706</b>	<b>14,317</b>	<b>2,389</b>	<b>16.7%</b>	<b>212,509</b>	<b>209,857</b>	<b>2,652</b>	<b>1.3%</b>
7	13,304	13,023	281	2.2%	1,901	1,644	257	15.6%	1,728	1,592	136	8.5%	16,933	16,259	674	4.1%
8	50,804	48,857	1,947	4.0%	10,028	8,651	1,377	15.9%	9,539	9,713	(174)	-1.8%	70,371	67,221	3,150	4.7%
9	7,639	7,347	292	4.0%	1,332	1,249	83	6.6%	5,856	6,805	(949)	-13.9%	14,827	15,401	(574)	-3.7%
10	46,457	43,655	2,802	6.4%	10,819	8,346	2,473	29.6%	25,085	21,661	3,424	15.8%	82,361	73,662	8,699	11.8%
<b>R 7-10</b>	<b>118,204</b>	<b>112,882</b>	<b>5,322</b>	<b>4.7%</b>	<b>24,080</b>	<b>19,890</b>	<b>4,190</b>	<b>21.1%</b>	<b>42,208</b>	<b>39,771</b>	<b>2,437</b>	<b>6.1%</b>	<b>184,492</b>	<b>172,543</b>	<b>11,949</b>	<b>6.9%</b>
<b>TOTAL</b>	<b>299,826</b>	<b>297,165</b>	<b>2,661</b>	<b>0.9%</b>	<b>38,261</b>	<b>31,147</b>	<b>7,114</b>	<b>22.8%</b>	<b>58,914</b>	<b>54,088</b>	<b>4,826</b>	<b>8.9%</b>	<b>397,001</b>	<b>382,400</b>	<b>14,601</b>	<b>3.8%</b>
% R1-6	61%	62%			37%	36%			28%	26%			54%	55%		
% R7-10	39%	38%			63%	64%			72%	74%			46%	45%		

At the end of December 2009 Region 8 had **70,371 members**. Comparing to the number of 67,221 members at the end of December 2008 it is an **increase of 3,150 members or 4.7%**. We surpassed for the first time the 70,000 barrier.

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

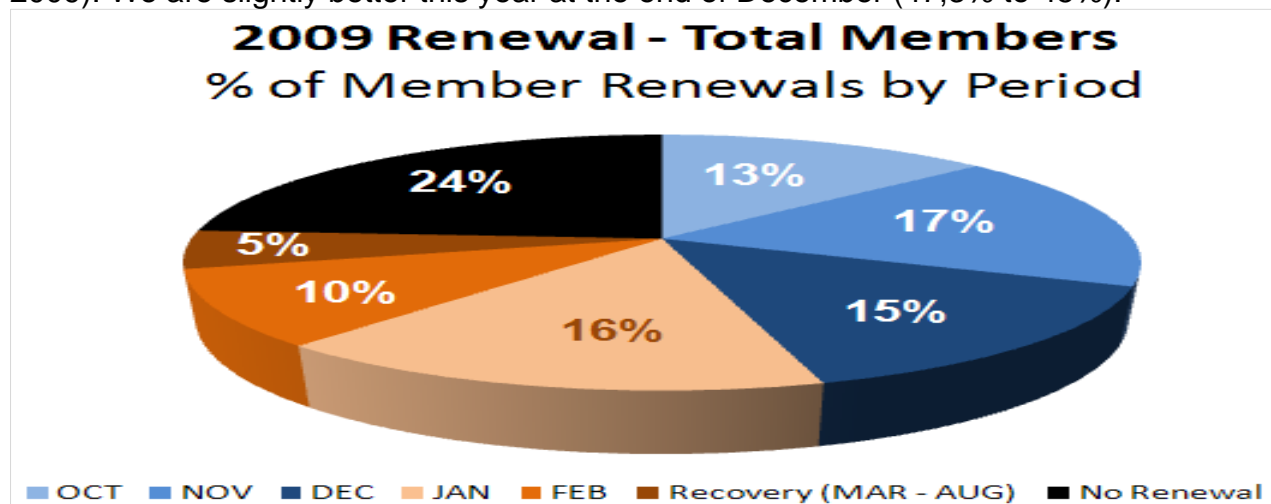
Click **Access Geographical Membership Statistics** (don't click Access SAMIEEE!). Insert you User ID and Password, and Login. Click on Geographic Membership Statistics. You will get the possibility to choose the months, geo code level and geo code description.

## 2010 Renewals

At the end 2009 (look into the table) nearly half of our 2009 members (47,3%) renewed for 2010. On 15 January 2010 we had 53,5% members who renewed. To prevent the situation of having many arrears at the end of February 2010, we should take action during January and February, especially on the Section level, to encourage members to renew.

IEEE Membership Renewal / Retention - December 2009												
REGION	PROFESSIONALS			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,876	19,749	62.0%	1,674	754	45.0%	1,469	410	27.9%	35,019	20,913	59.7%
2	27,804	17,166	61.7%	1,569	743	47.4%	1,596	486	30.5%	30,969	18,395	59.4%
3	24,934	14,942	59.9%	1,961	911	46.5%	1,945	483	24.8%	28,840	16,336	56.6%
4	18,968	11,699	61.7%	1,575	752	47.7%	1,496	485	32.4%	22,039	12,936	58.7%
5	24,399	14,578	59.7%	1,461	697	47.7%	1,597	405	25.4%	27,457	15,680	57.1%
6	49,594	29,774	60.0%	2,704	1,269	46.9%	2,490	675	27.1%	54,789	31,718	57.9%
<b>R 1-6</b>	<b>177,575</b>	<b>107,908</b>	<b>60.8%</b>	<b>10,944</b>	<b>5,126</b>	<b>46.8%</b>	<b>10,593</b>	<b>2,944</b>	<b>27.8%</b>	<b>199,113</b>	<b>115,978</b>	<b>58.2%</b>
7	13,011	7,330	56.3%	1,530	958	62.6%	1,097	440	40.1%	15,638	8,728	55.8%
8	49,592	24,962	50.3%	8,092	4,141	51.2%	7,283	1,634	22.4%	64,967	30,737	47.3%
9	7,305	2,682	36.7%	1,039	488	47.0%	4,642	458	9.9%	12,986	3,628	27.9%
10	44,467	23,225	52.2%	8,027	2,677	33.3%	19,167	1,581	8.2%	71,661	27,483	38.4%
<b>R 7-10</b>	<b>114,375</b>	<b>58,199</b>	<b>50.9%</b>	<b>18,688</b>	<b>8,264</b>	<b>44.2%</b>	<b>32,189</b>	<b>4,113</b>	<b>12.8%</b>	<b>165,252</b>	<b>70,576</b>	<b>42.7%</b>
<b>TOTAL</b>	<b>291,950</b>	<b>166,107</b>	<b>56.9%</b>	<b>29,632</b>	<b>13,390</b>	<b>45.2%</b>	<b>42,782</b>	<b>7,057</b>	<b>16.5%</b>	<b>364,365</b>	<b>186,554</b>	<b>51.2%</b>

The picture bellow shows the previous year renewal (2008 members renewing for 2009). We are slightly better this year at the end of December (47,3% to 45%).



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

Go to SAMIEEE [www.ieee.org/organizations/vols/samieeee/](http://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

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

At the end of 2009 the percentage of first year members renewals are significantly lower (23.8%) than the average (47.3%)

First-Year Member Renewal / Retention - December 2009												
REGION	PROFESSIONALS			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	2,114	466	22.0%	705	209	29.6%	1,008	221	21.9%	3,827	896	23.4%
2	2,068	472	22.8%	588	177	30.1%	1,121	285	25.4%	3,777	934	24.7%
3	2,174	456	21.0%	746	236	31.6%	1,392	269	19.3%	4,312	961	22.3%
4	1,590	441	27.7%	654	223	34.1%	1,085	284	26.2%	3,329	948	28.5%
5	2,133	522	24.5%	598	197	32.9%	1,178	257	21.8%	3,909	976	25.0%
6	3,508	836	23.8%	1,031	314	30.5%	1,786	388	21.7%	6,325	1,538	24.3%
<b>R 1-6</b>	<b>13,587</b>	<b>3,193</b>	<b>23.5%</b>	<b>4,322</b>	<b>1,356</b>	<b>31.4%</b>	<b>7,570</b>	<b>1,704</b>	<b>22.5%</b>	<b>25,479</b>	<b>6,253</b>	<b>24.5%</b>
7	1,409	392	27.8%	540	276	51.1%	696	244	35.1%	2,645	912	34.5%
8	7,206	1,622	22.5%	3,669	1,443	39.3%	5,325	798	15.0%	16,200	3,863	23.8%
9	1,419	193	13.6%	442	162	36.7%	3,682	259	7.0%	5,543	614	11.1%
10	7,746	1,736	22.4%	5,202	1,101	21.2%	16,244	991	6.1%	29,192	3,828	13.1%
<b>R 7-10</b>	<b>17,780</b>	<b>3,943</b>	<b>22.2%</b>	<b>9,853</b>	<b>2,982</b>	<b>30.3%</b>	<b>25,947</b>	<b>2,292</b>	<b>8.8%</b>	<b>53,580</b>	<b>9,217</b>	<b>17.2%</b>
<b>TOTAL</b>	<b>31,367</b>	<b>7,136</b>	<b>22.8%</b>	<b>14,175</b>	<b>4,338</b>	<b>30.6%</b>	<b>33,518</b>	<b>3,996</b>	<b>11.9%</b>	<b>79,059</b>	<b>15,470</b>	<b>19.6%</b>

**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/samieeee/](http://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

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

## Members Recruit New Members

The role of members in recruiting new members is very important! Members can use the MGM cards and take the advantage of the **Member-Get-A-Member-Program**. The payout for recruited professional members (not students) is **15.00US\$ per member** (up to 90US\$). Recruiters (including student members) have the option of using their reward vouchers to pay for IEEE products or services, including the membership renewal, or they can use the vouchers for a donation to the IEEE Foundation or the Region 8 Voluntary Contribution Fund.

Announce and provide information on the Member-Get-A-Member Program (<http://iee.org/mgm>) in your Sections, Student Branches and Chapters. Make it a challenge within your Section to see who will be the best in Membership Recruitment. The reward is more than a 15\$ IEEE credit voucher, it's a bigger organization with better connections to industry and community. **The names of the double-digit MGM recruiters are published in the IEEE MD Monthly.**

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

## New Members Joined for 2010

It is important that the new members feel welcome in IEEE and in their IEEE Section. There are **New Member Orientation Webcasts** held by the MD Staff on fourth Thursday every month, twice per day to ensure a broad time-zone coverage. Send monthly **greeting cards** to new HG members (you received them in the MD Kit). Organize quarterly New Member **Social events** in your Section.

### To get the list of 2010 First Year Members in your Section

Go to SAMIEEE [www.ieee.org/organizations/vols/samieee/](http://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) All Members Joining Since Beginning of Membership Year

Membership Years begins on September 1st. You can download the table to Excel and sort the data as you like

### To get the list of 2010 First Year Members in your Section joined during last 30 days

Select from the list of Predefined Queries

(MD) Members Joining in Past 30 Days

Results include all members that have joined within the last 30 days of when the query is refreshed.

You can download the table to Excel and sort the data as you like

## Can Life Members Help?

Can Life Members help in recruiting and retaining new members in IEEE? Yes, they can!

A Life Member can explain to a new member the benefits of IEEE membership and why he/she has been a member for such a long time. Life members can help Section Officers in sending out the greeting cards. They can also help in organizing Technical Meetings and New Member Social Meetings.

Ask Life Members in your Section for help in Membership Development and especially for help in retaining first year members.

## Plan your MD Activity

For your membership development yearly plan and activity use the **IEEE Membership Development Manual**. You can download it from the IEEE MD page

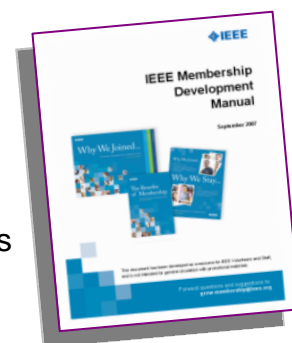
[http://iee.org/web/volunteers/membership\\_dev/index.html](http://iee.org/web/volunteers/membership_dev/index.html)

You can also find it at our R8 MD Page visiting

<http://www.ewh.ieee.org/reg/8/cms/> by selecting Membership Activities and Membership Development.

To order **2009 IEEE Membership promoting literature** go to

<http://www.ieee.org/mdsupplies>



## 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 at least maintain its 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.

## Associate to Member Grade Elevation

Most of the Associates qualify for the Member Grade. In September a personal email has been sent to all Associate Members in Region 8 asking them to apply online for the elevation to the Member Grade. **During September and October the number of Associates reduced by more than 400.**

I am asking the Section MD Officers to select from the Section Membership list the Associate Members and ask them to use the simple procedure and **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.

## MD at IEEE Conferences in Region 8

We are using our many conferences in R8 as a platform for IEEE promotion. We should have an IEEE booth or table at every conference with IEEE posters, brochures, magazines and application forms, and local volunteers hosting the table. Have a look into the IEEE Membership Development Manual, page 8: "Tactic – Membership Development at Conferences".

The best way of preparing the necessary arrangements is to find volunteers in sections, who are willing to support IEEE promotion events at conferences. May we kindly ask you, the Section Chairs and Section MD officers to select conferences to be held in your section for promotion. Nominate a volunteer – maybe yourself – and inform us. We will of course work with you and your volunteers to organize the event and get the material shipped from IEEE staff.

To order **2009 IEEE Membership promoting literature** and make it available at every meeting / conference go to <http://www.ieee.org/mdsupplies>

## \*\*\*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*

*The IEEE Region 8 MD Sub-Committee  
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