



**Celebrating 125 Years**  
of Engineering the Future

## Region 8 Membership Development Newsletter

### November 2009

Mailed to Section Membership Development Officers and R8 Committee Members

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*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 in Sections and Chapters is every member's business!*

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### Certificates of Appreciation

At the Region 8 Committee Meeting in Lisbon, on 11 October 2009, Certificates of Appreciation have been granted to the **Western Saudi Arabia Section** (in the category of small/medium sections) and to the **Iran Section** (in the category of big sections) to certify the highest percentage of Membership growth in the 2009 membership year. **Congratulations!**

### October 2009 Membership Statistics

At the end of October 2009 Region 8 had **67,819 members**. Comparing to the number of 64,010 members at the end of October 2008 it is an **increase of 3,809 members or 6%**.

**Important!** In 2009 have begun recognizing August student elevations in August (rather than December). Short-term anomaly in year-over-year reporting of higher-grade and student membership August through November

Geographic IEEE Membership Summary - October 2009																
REGION	PROFESSIONALS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2009	2008	Change		2009	2008	Change		2009	2008	Change		2009	2008	Change	
			#	%			#	%			#	%			#	%
1	32,404	32,922	(518)	-1.6%	1,847	1,597	250	15.7%	2,092	1,916	176	9.2%	36,343	36,435	(92)	-0.3%
2	28,305	28,065	240	0.9%	1,744	1,492	252	16.9%	2,224	1,905	319	16.7%	32,273	31,462	811	2.6%
3	25,500	25,112	388	1.5%	2,184	1,966	218	11.1%	2,808	2,850	(42)	-1.5%	30,492	29,928	564	1.9%
4	19,263	19,137	126	0.7%	1,761	1,441	320	22.2%	2,209	2,032	177	8.7%	23,233	22,610	623	2.8%
5	24,836	24,539	297	1.2%	1,638	1,398	240	17.2%	2,349	2,172	177	8.1%	28,823	28,109	714	2.5%
6	50,515	51,344	(829)	-1.6%	2,988	2,517	471	18.7%	3,602	3,131	471	15.0%	57,105	56,992	113	0.2%
R 1-6	180,823	181,119	(296)	-0.2%	12,162	10,411	1,751	16.8%	15,284	14,006	1,278	9.1%	208,269	205,536	2,733	1.3%
7	13,403	12,780	623	4.9%	1,554	1,479	75	5.1%	1,572	1,508	64	4.2%	16,529	15,767	762	4.8%
8	51,030	47,314	3,716	7.9%	8,404	7,930	474	6.0%	8,385	8,766	(381)	-4.3%	67,819	64,010	3,809	6.0%
9	7,623	6,694	929	13.9%	1,064	1,188	(124)	-10.4%	5,344	6,417	(1,073)	-16.7%	14,031	14,299	(268)	-1.9%
10	45,844	42,447	3,397	8.0%	9,155	7,239	1,916	26.5%	21,391	19,427	1,964	10.1%	76,390	69,113	7,277	10.5%
R 7-10	117,900	109,235	8,665	7.9%	20,177	17,836	2,341	13.1%	36,692	36,118	574	1.6%	174,769	163,189	11,580	7.1%
TOTAL	298,723	290,354	8,369	2.9%	32,339	28,247	4,092	14.5%	51,976	50,124	1,852	3.7%	383,038	368,725	14,313	3.9%
% R1-6	61%	62%			38%	37%			29%	28%			54%	56%		
% R7-10	39%	38%			62%	63%			71%	72%			46%	44%		

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.

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://ieee.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).

## Renewals

To prevent the situation of having many arrears at the end of February 2010, we should take action in advance (November, December, January), especially on the Section level, to encourage members to renew on time.

### 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

## Renewals of First Year Members

If we look at the IEEE 2009 renewal data, we can see that out of the 83,000 members who didn't renew their membership, **57% have been first year members** – members who joined for 2008 as new members. We should take care about the first year members in our sections from the very beginning. 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/](http://www.ieee.org/organizations/vols/samieee/)  
 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

## 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 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) 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

## 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>



## A New 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.*

*Best wishes,*

*Aleksandar*

*The IEEE Region 8 MD Sub-Committee*

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