Region 8 Membership Development Newsletter
May 2009

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 and Recovery.
To get more members in Sections and Chapters is every member's business!

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The Half-Year Dues Period – Easier Recruiting

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** (50% of the full-year dues) when they sign up from 1 March through 31 August. Services commence immediately upon joining and continue through December 31. Members joining in May receive a **bonus** of extra service above and beyond the six months they are paying for. For a 50% reduction of the half-year membership dues look at *****Special Circumstances** (Minimum Income, Retired or Unemployed Provision).

Member-Get-A-Member Program

For recruiting members, use 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.

Recovery

Members who did not renew until the end of February have been deactivated and put into **Arrears** by the IEEE Service Terminator. They lost their membership rights, IEEE service to them was terminated, and they were not receiving their publications anymore. At the end of February we had 17,847 Arrears in Region 8.
During March and April 2,179 members have been recovered. At the end of April we had 15,668 Arrears. I had a look into SAMIEEE on the 23 May. The number of Arrears went down to 15,477. I am sure we can recover many more members. I am asking again all the Section MD Officers to try to recover as many members as possible in their Sections, like the UK&RI Section is doing now by sending personal letters to members who didn't renew for 2009. Contact the Arrears in your Sections and explain the benefits of being a member of IEEE.
Unemployed members pay only 50% of their dues/assessments, Society dues and publications (have a look below at ***Special Circumstances**).

To get the list of Arrears 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 Queries and you will get the list of Predefined Queries
To get the list of **Arrears** of your Organizational Unit select
(GEO) Arrears: Member Contact Info By Section-By Grade
Download the list you got to Excel and sort the data as you like...

Member Benefits

Many MD officers have been asking for a summary of actual IEEE benefits in order to convince friends and colleagues on the advantages of IEEE and make them new members. You will find the latest summary of benefits under: www.ieee.org/benefits, or in the „Membership Development Manual" page 15, or under
http://ieee.org/web/volunteers/membership_dev/benefits.html
To get the list of Member Benefits at a Glance visit
http://ieee.org/portal/cms_docs_iportals/iportals/volunteers/membership_dev/Member_Benefits_at_a_Glance-2007.pdf
For Recruitment Best Practices visit
http://ieee.org/web/volunteers/membership_dev/recruit_bestpractices.html
Look also at the Benefits and Opportunities of Membership presentation at our MD web page and adopt it for presentations in your Section.

Associate to Member Grade Elevation

From the list of the Section Membership select the Associate Members and ask them to apply for **transfer to Member Grade online**.
The transition from Associate to Member grade grants several privileges. **Members are permitted to vote in general IEEE elections, while Associates are not eligible to vote. Members holding Member grade or higher are permitted to hold**

volunteer office positions, while Associates are not eligible for officer positions. Member grade implies that a member has demonstrated that he/ she is regularly employed in IEEE-designated fields with a combination of education and work experience for at least six years. Associates may simly apply for transfer to Member grade online: Associate to Member

New Senior Member Initiative
Start in your Section a new Senior Member Initiative in 2008. Apply online: Senior Member Grade

Organise a graduation reception– funding is available!
 By Adrian Pais

One of the major challenges facing the IEEE is **the retention of student members once they graduate**. Graduating students often do not know that the IEEE is a huge, global organisation that stretches far beyond the student branch to which they belonged. Additionally they are often unaware of the tremendous benefits they will have if they become a full IEEE member.

The IEEE Student Transition & Elevation Partnership (STEP) Program was developed to provide a standardized yet localized program for facilitating the transition from student member to young professional, by introducing the opportunities and benefits of IEEE membership during the onset of a career.
The objectives of STEP are to:
- Identify a local IEEE entity beyond the student branch for members to contact.
- Plan a joint Section and GOLD event to introduce local IEEE resources.
- Illustrate IEEE member benefits appropriate for young professional members.
- Identify recent IEEE Student members who have graduated with an undergraduate or graduate degree; help retaining members by capturing any change of address, email or other contact information.

The **STEP Manual** provides the one place to access information on how to plan and organize workshop activities to outreach to the transitioning student or graduating member. The manual contains a check list, best practices, program objectives, description of the student elevation process, format and activities of the STEP workshop and additional resources including Membership Development.

Funding is available for STEP activities including the graduation reception for groups holding an event with a minimum of 10 recent graduates. Basic funding will be provided at the amount of **$500 and additional funding** may be available if additional recent graduates attend beyond 25.

For further information about STEP, to download the STEP manual and a funding proposal form visit the STEP website at http://www.ieee.org/web/membership/gold/STEP/index.html. If you have any questions, please contact Adrian Pais from the Region 8 MD Subcommittee by e-mailing a.pais@ieee.org

All MD Officers Are Invited to the IEEE MD Webcast/Teleconference

All MD Officers should have received the invitation to attend the Membership Development Conference Call/Webcast on: Saturday, 30 May 2009, 10:00 AM (EDT). Refer to http://www.timeanddate.com/worldclock/ for correct times in your area (UK 3:00 PM, Germany 4:00 PM ...)

Webcast Agenda:

<1> Preview Topic Rangachar Kasturi, Past President, IEEE Computer Society, will present on the TAB focus to support society membership development activities across all societies in 2009

<2> Business Cycle Spotlight: Recruitment

<3> Membership Statistics and Goals Update

<4> Updates / Wrap-Up / Direction and Open Floor Q&A

April 2009 Membership Statistics

At the end April 2009 Region 8 had 59,080 members. This is an excellent result. Comparing to the number of 55,563 members at the end of April 2008 it is an increase of 3,517 members or 6.3%. The professional membership increased by 1,223 members, while the student membership increased by 2,294 student members (1,842 GSM and 452 Student). We should continue to intensify the membership recruitment and recovery in our Sections, Chapters and Student Branches.

	PROFESSIONAL GRADE MEMBERS				GRADUATE STUDENT MEMBERS				UNDERGRADUATE STUDENT MEMBERS				TOTAL MEMBERS			
REGION	2009	2008	Change		2009	2008	Change		2009	2008	Change		2009	2008	Change	
			#	%			#	%			#	%			#	%
1	29,517	29,955	-438	-1.5%	1,818	1,744	74	4.2%	1,854	2,048	-194	-9.5%	33,189	33,747	-558	-1.7%
2	25,454	25,595	-141	-0.6%	1,760	1,540	220	14.3%	1,964	1,871	93	5.0%	29,178	29,006	172	0.6%
3	22,246	22,526	-280	-1.2%	2,244	1,866	378	20.3%	2,771	2,807	-36	-1.3%	27,261	27,199	62	0.2%
4	17,029	17,329	-300	-1.7%	1,736	1,498	238	15.9%	1,979	2,012	-33	-1.6%	20,744	20,839	-95	-0.5%
5	22,007	22,117	-110	-0.5%	1,638	1,431	207	14.5%	2,194	2,112	82	3.9%	25,839	25,660	179	0.7%
6	45,616	46,463	-847	-1.8%	3,020	2,642	378	14.3%	3,025	3,105	-80	-2.6%	51,661	52,210	-549	-1.1%
R 1-6	161,869	163,985	-2,116	-1.3%	12,216	10,721	1,495	13.9%	13,787	13,955	-168	-1.2%	187,872	188,661	(789)	-0.4%
7	11,228	10,847	381	3.5%	1,841	1,653	188	11.4%	1,578	1,598	-20	-1.3%	14,647	14,098	549	3.9%
8	40,980	39,757	1,223	3.1%	9,682	7,840	1,842	23.5%	8,418	7,966	452	5.7%	59,080	55,563	3,517	6.3%
9	5,461	5,223	238	4.6%	1,136	1,043	93	8.9%	4,042	4,189	-147	-3.5%	10,639	10,455	184	1.8%
10	36,555	35,685	870	2.4%	8,496	6,585	1,911	29.0%	18,878	16,478	2,400	14.6%	63,929	58,748	5,181	8.8%
R 7-10	94,224	91,512	2,712	3.0%	21,155	17,121	4,034	23.6%	32,916	30,231	2,685	8.9%	148,295	138,864	9,431	6.8%
TOTAL	256,093	255,497	596	0.2%	33,371	27,842	5,529	19.9%	46,703	44,186	2,517	5.7%	336,167	327,525	8,642	2.6%

Geographic IEEE Membership Summary - April 2009

Section Officers, look into your **Section Membership Statistics** every month!
For Membership Statistics visit https://analytics.ieee.org/analytics/saw.dll?dashboard
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** http://www.ieee.org/web/volunteers/membership_dev/mgm.html

IEEE Membership Development Manual

Make use of the IEEE Membership Development Manual as a guide for your membership development yearly plan and activity. You should have received a hard coy in the MD Kit in September 2008. You can download it from the IEEE MD page
http://ieee.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 afterwards Membership Development.

MD at IEEE Conferences in Region 8

As already reported in our previous MD Newsletters and on R8 Committee Meetings, we are using our many conferences in R8 as a platform for IEEE promotion. We have an IEEE booth or table at the conference with IEEE posters, brochures, magazines and application forms, and a local volunteer 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 colleagues and friends in our local sections, who are willing to support our IEEE promotion events. May we kindly ask you, the Section Chairs and Section MD officers to select additional conferences in 2009 in your section for promotion, to 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 and in the hands of Members to take back to their companies 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 $12,900 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.

We hope you will enjoy this newsletter, you will read it and use it to plan and arrange the MD activities in your Section. Our work as MD Officers is not always easy and it is time-consuming as well.

Please inform us about your plans and actions concerning MD in your Section. If you have success stories in your sections, please send us a short article including a picture to publish it in the Newsletter.

In case your term as MD officer has ended, please forward this document to your successor and help him/her to start with the new job. Send us the name of the new MD Officer and report his/her name to IEEE using the online Officer Reporting Form http://ieee.org/web/geo_activities/units/index.html

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.

To get more members is every member's business!

Best wishes,
Aleksandar

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