



Celebrating 125 Years
of Engineering the Future

Region 8 Membership Development Newsletter

March 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 able and willing to help in Membership Development.
To get more members is everyone's business!*

What we have done in February to Retain Membership

On 10 February 2009 our Region 8 MD Team (Aleksandar Szabo and Ali El-Mousa) prepared and sent out more than 14,000 **personal letters** by e-mail to all our professional IEEE members who didn't renew. For the Subject of the letters we put "Invitation by the IEEE Region 8 Subcommittee". We pointed out the IEEE member benefits and gave several useful information concerning renewal. We received thousands 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. Sometimes members don't find their way in contacting Staff persons and there is often a lack of communication or there are difficulties in the location of the money. As a positive outcome many members renewed after receiving our letter and we could see in SAMIEEE the number of pre-arrears going down faster than usually.

Arrears – The Most Important Issue at the Moment

Members who did not renew until the end of February have been put into **Arrears** by the IEEE Service Terminator. They lost their membership rights, IEEE service to them was terminated, and they are not receiving their publications anymore. At the end of February we had 17,847 Arrears in Region 8.

Now we are asking Section MD Officers and Section Chairs to remind the Arrears to renew. Send them a nice letter. Explain them the IEEE member benefits. Many members are very busy and they just forgot to send their renewals on time... To get an idea you can use the letter we sent out in February to Pre-Arrears **by adjusting it and possibly translating it for your Section.** Here is the letter:

Dear <name of the member>,

Member of IEEE <name of the Section> Section

We sincerely hope that you are doing well.

Perhaps you forgot, but we still have not heard from you regarding your 2009 IEEE membership. We don't want to lose you as a valuable member, but unfortunately your IEEE membership is past due and your benefits and services stop by the end of February.

The IEEE exists to support members like you. Please take a moment to visit <http://www.ieee.org/myieee> to explore the many ways IEEE can support you and your career.

Also, please visit <http://ieee.org/web/membership/benefits/index.html> to discover more of the benefits of membership and the various opportunities it can provide you.

We truly hope that you will take the decision to reinstate your IEEE membership today, by going online at: <http://www.ieee.org/renew>. You will need your IEEE User Name and Password to use the web account. For your convenience, your membership number is <member number>. Or you can mail your renewal invoice (received from IEEE) with payment to IEEE to continue enjoying your member benefits.

I am sure that you are aware that your organization, the IEEE, is the largest technical organization in the world, and in fact, this year we are celebrating the 125th anniversary with some exciting events. You can find out more at <http://www.ieee125.org/>

Be sure to renew for 2009 now to be included in the 125th Anniversary Drawing to win one of 125 US\$100 Visa Gift Cards. You should renew by April 30 to be included in the draw.

For answers to frequently asked questions (FAQ) regarding renewal, please visit:

<http://www.ieee.org/web/membership/renew/faq.html>

For a PDF copy of the 2009 IEEE Special Interest Memberships & Subscriptions catalog, please visit:

<http://www.ieee.org/web/membership/renew/customize.html>

If you need assistance please contact the IEEE at <http://www.ieee.org/memberservices> or speak directly with an IEEE Member Services Associate by calling +1 732 981 0060.

If you have any specific questions, please don't hesitate in contacting your IEEE Section Membership Development Officer, Section Chair or our IEEE Region 8 Member Development Team.

With regards,

<name and e-mail of the Officer (s)>

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/iptables/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.

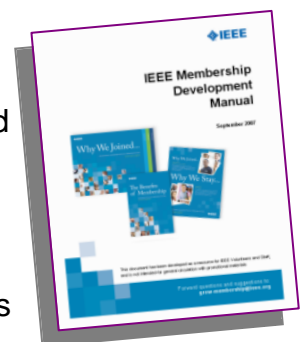
IEEE Membership Development Manual

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 copy 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.



The Half-Year Dues Period – Recruiting New Members is 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 31 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

February 2008 Membership Statistics

At the end February 2009 Region 8 had 53,092 members. Comparing to the number of 50,932 members at the end of February 2008 this is an increase of 2,160 members or 4.2%. The professional membership increased by 562 members, while the student membership increased by 1,598 student members. We should intensify the membership recruitment and recovery in Sections and Student Branches.

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

Geographic IEEE Membership Summary - February 2009												
REGION	PROFESSIONAL GRADE MEMBERS				STUDENT MEMBERS w/GSMs				TOTAL MEMBERS			
	2009	2008	Change		2009	2008	Change		2009	2008	Change	
			#	%			#	%			#	%
1	27,773	28,766	-993	-3.5%	3,023	3,279	-256	-7.8%	30,796	32,045	-1,249	-3.9%
2	24,076	24,547	-471	-1.9%	3,027	2,922	105	3.6%	27,103	27,469	-366	-1.3%
3	21,118	21,576	-458	-2.1%	4,255	4,088	167	4.1%	25,373	25,664	-291	-1.1%
4	16,127	16,618	-491	-3.0%	3,160	2,981	179	6.0%	19,287	19,599	-312	-1.6%
5	20,695	21,256	-561	-2.6%	3,071	3,053	18	0.6%	23,766	24,309	-543	-2.2%
6	42,747	44,593	-1,846	-4.1%	5,002	5,008	-6	-0.1%	47,749	49,601	-1,852	-3.7%
R 1-6	152,536	157,356	-4,820	-3.1%	21,538	21,331	207	1.0%	174,074	178,687	-4,613	-2.6%
7	10,498	10,388	110	1.1%	2,863	2,877	-14	-0.5%	13,361	13,265	96	0.7%
8	38,110	37,548	562	1.5%	14,982	13,384	1,598	11.9%	53,092	50,932	2,160	4.2%
9	4,878	4,823	55	1.1%	3,639	3,680	-41	-1.1%	8,517	8,503	14	0.2%
10	33,492	33,435	57	0.2%	19,424	17,440	1,984	11.4%	52,916	50,875	2,041	4.0%
R 7-10	86,978	86,194	784	0.9%	40,908	37,381	3,527	9.4%	127,886	123,575	4,311	3.5%
TOTAL	239,514	243,550	-4,036	-1.7%	62,446	58,712	3,734	6.4%	301,960	302,262	-302	-0.1%

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>

Region 8 Membership from year to year and from month to month

IEEE membership in Region 8 is showing a steady increase from year to year.



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 capable and willing to help in Membership Development. To get more members is everyone's business!

Best wishes,

Aleksandar and Ali

IEEE Region 8 MD Sub-Committee

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