



Celebrating 125 Years
of Engineering the Future

Region 8 Membership Development Newsletter

November 2008

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!*

Exceed the All-Time Membership Record!

Let us have 385,000 Members on 31 Dec 2008!

IEEE started in September the Year End Membership Campaign. The goal is to exceed the all-time IEEE Membership record at the end of 2008!

We are asking you to **use personal contacts, emails, meetings, workshops, conferences and newsletters to promote IEEE and recruit new members.**

Organize and arrange for technical lectures, workshops in chapters, SB's and professional activity seminars, also inviting industry and always use the event for any IEEE promotion activity. Campaigns can be organized at Universities by asking student members/branches for help. In our opinion it would be useful to **announce the Year End Membership Campaign and our goal to exceed the all-time IEEE membership record on Section websites.**

In your Sections/Countries you are familiar with the local circumstances and you are in the position to find the best way for the promotion of IEEE and the recruitment of new members in your Sections.

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

Working together we can exceed the all-time IEEE membership record at the end of 2008!

Region 8 Membership

At the end of October 2008 Region 8 had 64,010 members. Comparing to the number of 62,000 at the end of October 2007 this is a total increase of 2,010 members or 3.24%. The higher grade members still have a respectable 3.8% increase in membership. After having a decrease for months, the student members (including graduate student members) have again an increase of 1.7%. We should intensify the membership recruitment in our Sections and Student Branches.

For Membership Statistics visit <https://analytics.ieee.org/analytics/saw.dll?dashboard>
Section MD Officers, look into your **Section Membership Statistics** every month.

Geographic IEEE Membership Summary - October 2008												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS				TOTAL MEMBERS			
	2008	2007	Change		2008	2007	Change		2008	2007	Change	
			#	%			#	%			#	%
1	32,922	33,453	-531	-1.6%	3,513	3,965	-452	-11.4%	36,435	37,418	-983	-2.63%
2	28,065	28,340	-275	-1.0%	3,397	3,528	-131	-3.7%	31,462	31,868	-406	-1.27%
3	25,112	25,217	-105	-0.4%	4,816	4,980	-164	-3.3%	29,928	30,197	-269	-0.89%
4	19,137	19,510	-373	-1.9%	3,473	3,629	-156	-4.3%	22,610	23,139	-529	-2.29%
5	24,539	24,613	-74	-0.3%	3,570	3,834	-264	-6.9%	28,109	28,447	-338	-1.19%
6	51,344	51,917	-573	-1.1%	5,648	6,015	-367	-6.1%	56,992	57,932	-940	-1.62%
R 1-6	181,119	183,050	-1,931	-1.1%	24,417	25,951	-1,534	-5.9%	205,536	209,001	(3,465)	-1.66%
7	12,780	12,374	406	3.3%	2,987	3,193	-206	-6.5%	15,767	15,567	200	1.28%
8	47,314	45,578	1,736	3.8%	16,696	16,422	274	1.7%	64,010	62,000	2,010	3.24%
9	6,694	6,789	-95	-1.4%	7,605	7,989	-384	-4.8%	14,299	14,778	-479	-3.24%
10	42,447	40,985	1,462	3.6%	26,666	23,154	3,512	15.2%	69,113	64,139	4,974	7.76%
R 7-10	109,235	105,726	3,509	3.3%	53,954	50,758	3,196	6.3%	163,189	156,484	6,705	4.28%
TOTAL	290,354	288,776	1,578	0.5%	78,371	76,709	1,662	2.2%	368,725	365,485	3,240	0.89%

Simple Use of SAMIEEE

We understand that some of you are experts in using SAMIEEE, but some are not. We know that some people told us that SAMIEEE is not user friendly. **However, it is very simple and quick in SAMIEEE to use the Geographic Predefined Queries. And this is what you mostly need in your activity as an MD Officer.** There are a lot of predefined Queries and we strongly encourage you to use them. Here is the explanation how to get the Predefined Queries from SAMIEEE Step-by-Step:

Go to SAMIEEE 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 Queries and you will get the list of Predefined Queries

To get the list of **New IEEE Members for the last 31 days** of your Organizational Unit select

(GEO) New IEEE Members – Last 31 Days

Download the list to Excel

To get the list of **Pre-Arrears** of your Organizational Unit select

(GEO) Last renewal Year for Active Members – Name, Grade, Email

Download the list to Excel

To get the list of **Arrears** of your Organizational Unit select

(GEO) Arrears - Member Contact Info - By Section-By Grade

Download the list to Excel

There are many other useful Predefined Queries. Have a look at them and use them!

If you would like to learn more look at the Reference Materials

<http://www.ieee.org/organizations/vols/samieeee/references.html> and select for the beginning the first one: "**Quick Guide for SAMIEEE/Analytics**".

Membership Development Kits sent to Sections

The 2009 Membership Development Kits have been sent to Sections and Student Branches on 15 August 2008, earlier than ever before. Have you received them? To order additional supplies go to <http://www.ieee.org/mdsupplies>

Membership Development Manual September 2008

The 2008 September Edition of the MD Manual has been updated and completed. It is an essential overview of MD. It includes resources such as the MD calendar and MD checklists. It helps you to coordinate your local efforts with headquarters' programs and processes. There is also a listing of IEEE member benefits, as well as sample letter templates for suggested outreaches. You should have received it in the MD Kit.

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/> and selecting Membership Activities and afterwards Membership Development.



Attend the IEEE Membership Development Conference Call/Webcast

All MD Officers are invited by e-mail to attend the Monthly Membership Development Conference Call/Webcast. The organizers of the Conference Call/Webcasts are Lee Stogner, the Chair of the IEEE Membership Recruitment and Retention Adhoc Committee and John Day, Senior Manager from IEEE Staff. By participating you will get a lot of useful information about MD and learn a lot from the ongoing discussions. To find the PP Presentations from the previous MD Webcasts go to the MD Online Community <https://www.ieeecommunities.org/ieee.md.net>

Arrears

From time to time look into the list of Pre-Arrears. To prevent the situation of having many arrears we should take action much more in advance (November, December, January), especially on the Section level, to encourage members to renew on time, well before the Service Terminator.

MD at IEEE Conferences in Region 8

As already reported in our MD Newsletters and on previous 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.

During the past months in 2008 we had presence with an IEEE promotion desk at seven conferences and we have made plans and arrangements for another 5-6 events during the forthcoming months.

The best way of preparing the necessary arrangements is to find colleagues and friends in our local sections, who are willing to support our 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. Many thanks in advance for your support.



In the photo Aleksandar is shown in front of an IEEE and Education Society Membership Development booth that he created and maintained at the recent ICL conference in Villach, Austria.

Section MD Officers' Jobs and Activities

Visit our **IEEE Region 8 web-site** <http://www.ewh.ieee.org/reg/8/cms/>
To go to the **IEEE Region 8 Membership Development web-site** select Membership Activities and afterwards Membership Development.

Visit regularly the **IEEE Membership web-site** and become familiar with the various pages and information sources. A good place to start is the MD web-site http://ieeeweb.org/web/volunteers/membership_dev/index.html

Register for participation in the **IEEE Membership Development Community** at <https://www.ieee.comunities.org/ieee.md.net>

Order **2008 IEEE Membership literature** and make it available at every meeting / conference and in the hands of Members to take back to their companies: <http://ewh.ieee.org/forms/md/supplies.php>

Get to know your local **Student Branch leaders/advisors**. Make the students feel that they are a part of the IEEE family and not just a magazine subscriber. Put Membership links on every web page that you have and point back to <http://www.ieee.org/web/membership/home/index.html>

Develop your „Elevator Speech" that fits and promotes your local IEEE entity. Stress the **benefits of Membership** listed at <http://www.ieee.org/web/membership/benefits/index.html>

*If you have any questions concerning MD don't hesitate to ask anybody in our team. 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!*

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