



**Celebrating 125 Years**  
of Engineering the Future

## Region 8 Membership Development Newsletter

September 2008

Mailed to Section Membership Development Officers, Section Chairs, and Region 8 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!*

### Region 8 Membership

At the end of July 2008 Region 8 had 60721 members. Comparing to the number of 59223 at the end of July 2007 this is a total increase of 1498 members or 2.5%. This increase is lower than it was before. The lower increase in membership is due to student members (including graduate student members), who have a decrease in membership of -1.5%. The higher grade members still have a respectable 4.2% increase in membership. We should intensify membership recruitment, especially among students.

Geographic IEEE Membership Summary - JULY 2008												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS				TOTAL MEMBERS			
	2008	2007	Change		2008	2007	Change		2008	2007	Change	
			#	%			#	%			#	%
1	32,089	32,621	-532	-1.6%	3,116	3,527	-411	-11.7%	35,205	36,148	-943	-2.6%
2	27,357	27,695	-338	-1.2%	2,986	3,223	-237	-7.4%	30,343	30,918	-575	-1.9%
3	24,279	24,245	34	0.1%	4,128	4,383	-255	-5.8%	28,407	28,628	-221	-0.8%
4	18,651	18,837	-186	-1.0%	3,022	3,297	-275	-8.3%	21,673	22,134	-461	-2.1%
5	23,741	23,855	-114	-0.5%	2,996	3,409	-413	-12.1%	26,737	27,264	-527	-1.9%
6	49,799	50,408	-609	-1.2%	4,923	5,503	-580	-10.5%	54,722	55,911	-1,189	-2.1%
R 1-6	175,916	177,661	-1,745	-1.0%	21,171	23,342	-2,171	-9.3%	197,087	201,003	-3,916	-1.9%
7	12,089	11,730	359	3.1%	2,868	3,085	-217	-7.0%	14,957	14,815	142	1.0%
8	43,875	42,116	1,759	4.2%	16,846	17,107	-261	-1.5%	60,721	59,223	1,498	2.5%
9	6,105	6,143	-38	-0.6%	6,820	7,274	-454	-6.2%	12,925	13,417	-492	-3.7%
10	39,655	38,762	893	2.3%	24,738	22,186	2,552	11.5%	64,393	60,948	3,445	5.7%
R 7-10	101,724	98,751	2,973	3.0%	51,272	49,652	1,620	3.3%	152,996	148,403	4,593	3.1%
<b>TOTAL</b>	<b>277,640</b>	<b>276,412</b>	<b>1,228</b>	<b>0.4%</b>	<b>72,443</b>	<b>72,994</b>	<b>(551)</b>	<b>-0.8%</b>	<b>350,083</b>	<b>349,406</b>	<b>677</b>	<b>0.2%</b>

### Membership Statistics in R8 Sections

For Membership Statistics visit <https://analytics.ieee.org/analytics/saw.dll?dashboard>

Look into your Section Membership Statistics every month.

To learn more about the members in your Section use the predefined Queries in **SAMIEEE**: [www.ieee.org/organizations/vols/samieee/index.html](http://www.ieee.org/organizations/vols/samieee/index.html)

## 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 Updated

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](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.



## Start the New 2009 Membership Campaign - The Full-Year Dues Period

The beginning of the full-year dues period starting on 1 September is the peak recruitment time. Services for new members commence immediately upon joining and continue through 31 December 2009. A member joining in September receives a bonus of 4 months of extra service above and beyond the 12 months he is paying for. **In 2009 we will celebrate the IEEE 125<sup>th</sup> Anniversary. The goal of our MD Team for the Anniversary is to increase our membership to be the highest in the history of IEEE.**

For Membership Development Resources visit <http://www.ieee.org/md> and for best practices <http://www.ieee.org/ra/md/bestpractices.html>

## Member-Get-A-Member Program

The payout for recruited professional members (not students) is 15.00 US\$ per member. 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.

Announce and provide information on the Member-Get-A-Member

(<http://ieee.org/mgm>) program at Section, Student Branch and Chapter Meetings and Conferences. Make it a challenge within your Section to see who will be the best in Membership Development. The reward is more than a 15\$ IEEE credit voucher, it's a bigger organization with better connections into industry and community. If each of us is recruiting just one new Member, we would double our size in one year!!! But

let's try to increase our membership by 10%. Remember, without Membership Development, we cannot build the IEEE of tomorrow.

## **New Senior Member Initiative**

Start in your Section a new Senior Member Initiative. Senior Members are more likely to renew. New Senior Members receive an attractive plaque and 25 US\$ for joining a new Society. If you organize a new SM Section Elevation Campaign, you get 10US\$ per new SM for your Section. All the instructions you need you can find at <http://www.ieee.org/nsmi>

## **Graduate Student Members Rights and Privileges**

According to the IEEE Bylaws the Graduate Student Members shall have the rights and privileges of Members. So GS Members are qualified to vote for the IEEE President and the Region 8 Director. They are also qualified to sign the petition to form a new Section – important for new section and new chapter development!

## **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.

## **Section Membership Development Officers**

We all, the members and volunteers in IEEE, should be aware that Membership Development on all levels and especially in our sections is of extreme importance if we want to have more members, new volunteers and more activity. Some sections in R8 still have not appointed a Section Membership Development Officer! We are asking these sections to appoint Membership Development Officers willing to do their job! To appear in the Geographic Roster, the name of the MD Officer and any changes should be reported to IEEE at

<http://ewh.ieee.org/forms/scs/interactofficer.php>

We are also asking all Sections to send us the names and email addresses of their MD Officers especially if you have appointed new ones.

All Section MD Officers belong to the IEEE Membership Development Team.

## **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 Qiana Harder, the Membership Development Manager from IEEE Staff. By participating you will get a lot of useful information about MD and learn a lot from the ongoing discussions. You can find the PP Presentations from the previous MD Webcasts in the MD Online Community

<https://www.ieeecommunities.org/ieee.md.net>

## **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.

## Section MD Officers' Job and Activities

Visit our **IEEE Region 8 web-site** <http://www.ewh.ieee.org/reg/8/cms/>

Visit our **IEEE Region 8 Membership Development web-site**

[http://ewh.ieee.org/reg/8/cms/index.php?option=com\\_content&task=view&id=27&Itemid=52](http://ewh.ieee.org/reg/8/cms/index.php?option=com_content&task=view&id=27&Itemid=52)

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

Register for participation in the **IEEE Membership Development Community** at <https://www.ieeecommunities.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 IEEE members capable and willing to help in Membership Development. To get more members is everyone's business!*

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