



# Region 8 Membership Development Newsletter

March 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!*

*IEEE Region 8 MD Sub-Committee Members*

## Region 8 Membership – At the End of 2007 Nearly 65,000 !!!

According to the Membership Statistics by **31 December 2007** our Region had **64,976** members. Comparing to December 2006 it is an **increase of 4,120 members or 6.8%**. Comparing to other Regions, our Region has the highest increase.

Geographic IEEE Membership Summary - DECEMBER 2007												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS				TOTAL MEMBERS			
	2007	2006	Change		2007	2006	Change		2007	2006	Change	
			#	%			#	%			#	%
1	33.883	34.430	-547	-1,6%	4.090	4.187	-97	-2,3%	37.973	38.617	-644	-1,7%
2	28.751	29.293	-542	-1,9%	3.612	3.761	-149	-4,0%	32.363	33.054	-691	-2,1%
3	26.019	25.848	171	0,7%	4.763	4.767	-4	-0,1%	30.782	30.615	167	0,5%
4	19.989	20.096	-107	-0,5%	3.566	3.886	-320	-8,2%	23.555	23.982	-427	-1,8%
5	25.338	25.408	-70	-0,3%	3.682	4.036	-354	-8,8%	29.020	29.444	-424	-1,4%
6	53.087	53.670	-583	-1,1%	6.058	6.469	-411	-6,4%	59.145	60.139	-994	-1,7%
R 1-6	187.067	188.745	-1.678	-0,9%	25.771	27.106	-1.335	-4,9%	212.838	215.851	-3.013	-1,4%
7	12.716	12.433	283	2,3%	3.231	3.587	-356	-9,9%	15.947	16.020	-73	-0,5%
8	47.515	44.417	3.098	7,0%	17.461	16.439	1.022	6,2%	64.976	60.856	4.120	6,8%
9	7.604	7.345	259	3,5%	7.806	7.253	553	7,6%	15.410	14.598	812	5,6%
10	42.380	41.336	1.044	2,5%	24.777	26.106	-1.329	-5,1%	67.157	67.442	-285	-0,4%
R 7-10	110.215	105.531	4.684	4,4%	53.275	53.385	-110	-0,2%	163.490	158.916	4.574	2,9%
<b>TOTAL</b>	<b>297.282</b>	<b>294.276</b>	<b>3.006</b>	<b>1,0%</b>	<b>79.046</b>	<b>80.491</b>	<b>(1.445)</b>	<b>-1,8%</b>	<b>376.328</b>	<b>374.767</b>	<b>1.561</b>	<b>0,4%</b>

## Arrears – Most Important Issue for the Moment

Members who did not renew until end of February have been put into **Arrears** by the IEEE Service Terminator. During previous months Section MD Officers and Section Chairs have been asked to encourage members who didn't renew to send their renewals on time, before the Service Terminator Action. Many members sent their renewals during February. Regardless of that, the number of arrears in our Region remained high.

On 10 March we had 56455 Active Members and 15173 Arrears in Region 8. **Now we are asking you to remind the Arrears to renew.** Many members are very busy and they just forgot to send their renewals on time... For Retention Best Practices visit [http://www.ieee.org/web/volunteers/membership\\_dev/retention\\_bestpractices.html](http://www.ieee.org/web/volunteers/membership_dev/retention_bestpractices.html)

## Use SAMIEEE to Identify the Arrears in your Section

Go to SAMIEEE [www.ieee.org/organizations/vols/samieeee/index.html](http://www.ieee.org/organizations/vols/samieeee/index.html)

- Click Access SAMleee
- Insert your IEEE User ID and Password and Login
- Click SAMleee in Shared Folders
- Click Geographic Predefined Query and you will get the list of Predefined Queries
- Select (GEO) Arrears – Member Contact Info – By Section, By Grade
- Download to Excel and sort the Arrears data as you like!

If you go back to the list of Predefined Queries and click on "(GEO) 2007 Last Renewal Year for Active Members - Name, Grade, Email" you will get results showing 2007 Renewal Year for Members Falling under a Grace Period. These members are in the process of renewing and are not put into Arrears. I hope all of them will continue to be our active members.

## Membership Statistics

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

## Membership in R8 Sections

Most Sections are doing well. Only few sections have a decrease of membership. **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/samieeee/index.html](http://www.ieee.org/organizations/vols/samieeee/index.html)

Some of our Sections like UK&RI, Germany, Italy, Spain, France, Benelux etc. have many members. They should take into consideration the formation of an MD Team covering different areas/towns of the country to make the MD job more easy and more efficient.

## The Half-Year Dues Period – Start to Recruit New Members

The half-year dues period is a **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](http://www.ieee.org/web/volunteers/membership_dev/recruit_bestpractices.html)

## 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 also qualified to sign the petition to establish a new Section – **important for new section and new chapter development!**

## Membership Development Promotional Material

The 2008 Membership Recruitment Kits have been sent to Sections and Student Branches in September 2007. To order additional supplies visit <http://ewh.ieee.org/forms/md/supplies.php>

## Membership Development Manual

The MD Manual 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 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. The MD Manual is the best source of information for your everyday MD work.

## Member-Get-A-Member Program

The payout for recruited professional members (not students) is **15.00US\$ 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 or the Region 8 Voluntary Contribution Fund.

Announce and provide information on the Member-Get-A-Member (<http://ieee.org/mgm>) and Student-Get-A-Student (<http://ieee.org/sgs>) programs 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 would recruit just one new Member, we would double our size in one year!!! But let's increase our membership by 10%. **Remember, without Membership Development, we cannot build the IEEE of tomorrow.**

## Appoint Section Membership Development Officers!

There is a **strong push** this year to fill all the vacant Membership Development Chair positions **worldwide**. I hope that this push will help us **to fill the few remaining vacant positions in some of our sections in Region 8.**

During last three years the number of Section MD Officers in R8 has been significantly improved. In R8 we have 52 Sections and most of them have an MD Officer. In few Sections temporary not having MD Officers, the Chairs or Treasurers are responsible for MD and they get the same information as MD Officers receive in other Sections. Our emails concerning MD are sent not only to Section MD Officers, but also to Section Chairs. We would like to use this opportunity to kindly ask once again all the few remaining sections not having an MD Officer to appoint them and report their names to the the R8 MD Subcommittee members and online to IEEE (so that they appear in the Geographic Roster).

If you cannot find an MD Officer, you should officially appoint one of the existing Section officers to be at the same time the MD Officer. **We should have an MD**

**Officer in every Section!** The job of MD Officers is very important for the future of the Sections and IEEE as a whole.

### **Region 8 MD meetings by Webcasts/Teleconferences**

In the November MD Newsletter issue we had proposed to hold R8 MD meetings using modern communication tools like teleconferences/webcasts. It was also thought for training & education of MD officers and we have asked you some questions with respect to your participation. Unfortunately the feedback was very low and a few responses indicated preference of more effective face to face MD meetings. We therefore did not start any webcast so far and we will try to get financial support from R8 to hold a face to face meeting in 2008.

### **MD at IEEE Conferences in Region 8**

As already reported in November, 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. In 2007 we had already several successful events at conferences and we will continue with the same approach this year.



Aleksandar Szabo hosting the IEEE Membership Promotion Table at ICL2007 in Villach, Austria. Aleksandar is talking to Armands Strazds, the Organizer of the new Latvia Section,

For the first half of 2008 we made arrangements with the help of local colleagues and volunteers at the following conferences:

- AISPC 2008, Student Paper Conference Aalborg, Denmark, February 2008
- ICT 2008, Cairo, Egypt, February 2008
- NOCS and ASYNC , Newcastle, UK , April 2008
- Czech and Slovak Microwave + Radioelectronic Week, April 2008, Prague
- MELECON 2008, Ajaccio, France, May 2008
- ISBI 2008, Paris, France, May 2008
- MIKON 2008, Wroclaw, Poland, May 2008
- IEEE US/EU BALTIC , Tallin, Estonia, May 2008
- IWSSIP 2008, Bratislava, Czech Republic, June 2008

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 2008 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.

## **Region 8 Events in 2008**

We would like to draw your attention to two major R8 events in 2008, where your section should try to participate as much as possible:

- 1.) The SB & GOLD Congress from 28 August to 1 September 2008 in London. Please inform the SB and GOLD AG chairs in your section to make their plans for participation and ask the section for financial support. Information is available under [www.ieee.org/r8sbc2008](http://www.ieee.org/r8sbc2008).
- 2.) The Sections Congress from 19 – 22 September 2008 in Quebec, Canada. The Section Congress is the largest and most important event sponsored by IEEE MGAB, which happens every three years and assembles approximately 600 participants from over 300 sections in 10 regions. It is the best opportunity to meet with international colleagues from around the world, to discuss and exchange ideas, to learn how to utilize IEEE resources and to better serve our members, and to participate in determining the future of IEEE.

We will have a R8 Committee meeting together with SC 2008 in Quebec and all primary delegates – usually the section chairs – are invited to participate at SC 2008 for free. IEEE is however requesting additional participants in particular from larger sections, where the sections have to pay for the expenses. We therefore recommend you to talk to your section as soon as possible for financial 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

[http://www.ieee.org/web/geo\\_activities/units/Resources/Officer\\_Training/index.html](http://www.ieee.org/web/geo_activities/units/Resources/Officer_Training/index.html) and look at „Officer Job Description“. Select „Membership Development Chair“ to learn more about your job.

Visit regularly the IEEE Membership web-site and become familiar with the various pages and information sources. A good place to start is [http://iee.org/web/volunteers/membership\\_dev/index.html](http://iee.org/web/volunteers/membership_dev/index.html)

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

Order 2007 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.iee.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.iee.org/web/membership/home/index.html>

Start developing your „Elevator Speech" that fits and promotes your local IEEE entity. Stress the benefits of Membership listed at <http://www.iee.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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