



Region 8 Membership Development Newsletter

May 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!*

The Transition from Regional Activities to Member and Geographic Activities started on 1 January 2008

IEEE wants to focus more on the member and properly serve the members of the future. That is the main reason for the transformation from RA to MGA. At Piscataway we have now the MGA Department instead of the RA Department. Joseph V. Lillie, Chair, IEEE Member and Geographic Activities Board (MGAB) will join the 17 May Membership Development Conference Call/Webcast and share the vision of the MGAB and provide a brief status update.

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, May 17, 2008

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 ...)

Joseph V. Lillie, Chair, IEEE Member and Geographic Activities Board (MGAB) will join us and share the vision of the MGAB and provide a brief status update.

Also, Mirelle White, Promotion Manager, IEEE Educational Activities, will present many of the global programs that provide value-added benefits to membership and are helpful in recruiting and retaining membership.

IEEE Region 8 Membership Statistics

According to the Membership Statistics by the end of April 2008, Region 8 had 55,563 members. Comparing to 54,180 members at the end of April 2007 it is an increase of 1,383 members or 2.6%. The increase in membership is slowing down!

Membership Statistics

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

IEEE Membership - Geographic Summary - APRIL 2008												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS w/GSMs				TOTAL MEMBERS			
	2008	2007	Change		2008	2007	Change		2008	2007	Change	
			#	%			#	%			#	%
1	29,955	30,632	-677	-2.2%	3,792	3,986	-194	-4.9%	33,747	34,618	-871	-2.5%
2	25,595	26,006	-411	-1.6%	3,411	3,512	-101	-2.9%	29,006	29,518	-512	-1.7%
3	22,526	22,561	-35	-0.2%	4,673	4,859	-186	-3.8%	27,199	27,420	-221	-0.8%
4	17,329	17,444	-115	-0.7%	3,510	3,734	-224	-6.0%	20,839	21,178	-339	-1.6%
5	22,117	22,172	-55	-0.2%	3,543	3,867	-324	-8.4%	25,660	26,039	-379	-1.5%
6	46,463	47,152	-689	-1.5%	5,747	6,210	-463	-7.5%	52,210	53,362	-1,152	-2.2%
R 1-6	163,985	165,967	-1,982	-1.2%	24,676	26,168	-1,492	-5.7%	188,661	192,135	-3,474	-1.8%
7	10,847	10,500	347	3.3%	3,251	3,422	-171	-5.0%	14,098	13,922	176	1.3%
8	39,757	38,035	1,722	4.5%	15,806	16,145	-339	-2.1%	55,563	54,180	1,383	2.6%
9	5,223	5,284	-61	-1.2%	5,232	5,726	-494	-8.6%	10,455	11,010	-555	-5.0%
10	35,685	34,484	1,201	3.5%	23,063	20,219	2,844	14.1%	58,748	54,703	4,045	7.4%
R 7-10	91,512	88,303	3,209	3.6%	47,352	45,512	1,840	4.0%	138,864	133,815	5,049	3.8%
TOTAL	255,497	254,270	1,227	0.5%	72,028	71,680	348	0.5%	327,525	325,950	1,575	0.5%

Use SAMIEEE to Identify the Arrears in your Section

Go to SAMIEEE www.ieee.org/organizations/vols/samieee/index.html

- Click Access SAMIEEE
- Insert your IEEE User ID and Password and Login
- Click SAMIEEE 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!

Arrears – A Very Important Issue

On 14 May we had in Region 8 still a very high number of **15672 Arrears**. In R8 22% of our members are Arrears. There are sections with lower percentages of Arrears, but there are sections having extremely high percentages of Arrears. MD Officers in every Section should continue to **ask members in Arrear to renew for 2008**.

Action of the UK&RI Section

Nearly 20% of all members in Region 8 belong to the United Kingdom & Republic of Ireland Section. Because of a significant number of Arrears, the UK&RI Section took action in March. **2100 personal emails have been sent to Arrears**. 70 members renewed or were going to renew. They got 165 replies, 90 of them with negative comments. The reasons for not renewing were renewal system problems, poor service (33), retired, changed or lost the job, financial problems (22), no enhancement, no sufficient benefits (12), limited access to the digital library (11). **We highly recommend to start a similar action in your section.**

The Half-Year Dues Period – 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 May receive a **bonus of 2 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

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 Program (<http://ieee.org/mgm>) 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 to 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.**

New Senior Member Initiative

Start in your Section a new Senior Member Initiative in 2008. Visit http://www.ieee.org/web/volunteers/membership_dev/senior_member.html#nominate

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 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

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.

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 temporarily not having MD Officers, the Chairs or Treasurers are responsible for MD. We would like to use this opportunity to kindly ask once again all the few remaining sections not having an MD Officer to appoint one and report the 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!**

MD at IEEE Conferences in Region 8

As already reported in March, we are using our many conferences in R8 as a platform for IEEE promotion. We have an IEEE booth or desk 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.

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



The Malta Section Chair Carl James Debono with his team hosting the MD Desk at ISCCSP 2008

- AISPC 2008, Student Paper Conference Aalborg, Denmark, February 2008
- ICT 2008, Cairo, Egypt, February 2008
- ISCCSP 2008, Malta, March 2008

- NOCS and ASYNC , Newcastle, UK , April 2008
- Czech and Slovak Microwave + Radioelectronic Week, April 2008, Prague
- IMCL 2008 Amman, Jordan
- 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
- ICL 2008, Villach, Austria

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 Student Branch & 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 your section and R8 SAC for financial support. Information is available under 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, 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 plan for additional participants and 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

Visit

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 the MD web-site http://iee.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 IEEE members capable and willing to help in Membership Development. To get more members is everyone's business!

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