



## Region 8 Membership Development Newsletter

February 2007

Mailed to Section Membership Development Officers, Section Chairs, and  
Region 8 Committee Members

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*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*

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### New IEEE Region 8 Membership Development Team

A new year brings new challenges and new volunteers!

After serving as R8 GOLD Coordinator for two years, I was appointed Chair of the 2007 R8 Membership Development Subcommittee. I am very glad to present an experienced team of Subcommittee members, that is supporting me in my new responsibility. It consists of :

- **Pilar Molina Gaudó**, present R8 GOLD Coordinator, R8 VC SA 2003/4
- **Aleksandar Szabo**, past R8 MD Chair 2005/6, present member of RAB MDC
- **Marko Delimar**, present R8 VC Membership Activities, R8 VC SA 2005/6

In the first MD Newsletter I would like to briefly present myself and share with you some reasons why I enjoy serving as an IEEE volunteer:

Over 25 years ago, as a professional I joined IEEE for all the many good reasons most engineers decide to become a member of IEEE. In my job as IBM development engineer, I needed fast access to publications in my field (printed version at that time), I had to give papers in IEEE journals and on conferences, and I was looking for international contacts with colleagues in my field. After a few years I experienced the many benefits of being an IEEE volunteer. Soon I assumed several responsibilities in R8 and I enjoyed it very much. I became R8 Treasurer for many years and finally I became elected as 1999-2000 R8 Director. During that time I worked with colleagues in the IEEE committees in-and outside the US and made many friends around the world. Even my wife, who joined me on some IEEE trips met with my colleagues' wives and made many new friends.

Today this is one of my major IEEE benefits. I can travel to any place in the world, I will always find colleagues with similar technical interests, but even more important, I will find members and friends, who will help me in all professional or in private situations. So I feel like a member of a large worldwide family called "IEEE". And I am very proud to belong to this extraordinary family.

**Rolf Remshardt**, 2007 MD Subcommittee Chair

## **IEEE Region 8 Membership – More than 60,000 !!!**

According to the Membership Statistics by **31 December 2006** our Region had **60,856** members. Comparing to December 2005 it is an **increase of 3,903 members** or **6.9%**. For the first time we have **more than 60,000 members** in our Region.

## **Arrears – Most Important Issue for the Moment**

The number of arrears in February 2006, after the Service Terminator action, was very high in our Region. To prevent such a situation in 2007 we should take action in advance, especially on the Section level, to **encourage members to renew on time**, well before the **Service Terminator Action on 23 February**. On 2 Feb an e-mail has been sent by Aleksandar to all Sections asking them to take action. The 29 Jan-Pre-Terminator Arrears list, a sample letter and a list of Membership Benefits have been attached. MD officers should frequently **use SAMIEEE to identify members who didn't renew**. Go to <http://www.ieee.org/organizations/vols/samieeee/> Look for every member's **last paid year**. Call or send kind letters to members whose last paid year is still 2006 asking them to renew. Show and explain them **the benefits** [http://ieee.org/web/volunteers/membership\\_dev/benefits.html](http://ieee.org/web/volunteers/membership_dev/benefits.html)

## **The Half-Year Dues Period – Action to Start Very Soon**

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. A member joining in March receives 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 best practices <http://www.ieee.org/ra/md/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 – Recruitment Kits sent to Sections**

The 2007 Membership Recruitment Kits have been sent to Sections and Student Branches in September 2006. 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 should have received it in the Recruitment 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.

## **Member-Get-A-Member Program Gets an Upgrade for 2007**

Beginning in September, the payout for recruited professional members (not students) was **raised from 5.00 to 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.

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 recruited 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.**

## **Membership in R8 Sections**

Some of our Sections like UK&RI, Germany, Spain, France, Benelux etc. have many members. Maybe they should take into consideration the formation of an MD Team with members in different areas/towns of the country to do the MD job more easily. Most Sections are doing well. Only few sections have a decrease of membership.

**Look into your Section Membership Statistics every month.** Visit [http://ieee.org/web/volunteers/membership\\_dev/index.html](http://ieee.org/web/volunteers/membership_dev/index.html) and select Regional and Sectional Membership Statistics. Is your membership increasing or decreasing?

To learn more about the members in your Section use **SAMIEEE**:

<http://www.ieee.org/organizations/vols/samiee/>

Get new members and don't loose existing members!

## **Appoint Section Membership Development Officers!**

We all, the members and volunteers in IEEE, should be aware that Membership Development on all levels and especially on the section level is of extrem importance to get more members, new volunteers and more activity.

From the IEEE database I learned that **many sections in R8 have not appointed a Section Committee member taking care of Membership Development!** We still have more than 30% of Sections in R8 not having MD Officers! As soon as possible these sections should appoint MD Officers willing to do their job with enjoyment and without sparing efforts! In the case you still cannot find a volunteer for the MD Officer job, one of the existing Section officers (chair, vice-chair or secretary) should be appointed and take the job and the responsibility for Section Membership Development. **We are asking all sections not having MD Officers to appoint them and send to IEEE their names together with other officer names in the Anual Officer Report Form**, so that MD Officer names appear in the IEEE database together with other Section Officers. **We need to have an active contact MD person in every Section.**

**Without Membership Development there is no future for IEEE!**

## Section MD Officers' Job and Activities

Visit [http://www.ieee.org/organizations/rab/scs/Officer\\_Training/index.html](http://www.ieee.org/organizations/rab/scs/Officer_Training/index.html) and look at „Officer Job Description“. Select „Membership Development Chair“ to learn about your job.

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

Start developing 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!*

*IEEE Region 8 MD Sub-Committee Members:*

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