



Region 8 Membership Development Newsletter

May 2007

Editors: Rolf Remshardt and Aleksandar Szabo

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 Membership Statistics

According to the Membership Statistics by the end of April 2007 Region 8 had 54180 members. Comparing to April 2006 it is an increase of 3.310 members or 6.5%. The steady increase of membership in Region 8 is continuing. **We are the leaders!**

Geographic IEEE Membership Summary - APRIL 2007												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS				TOTAL MEMBERS			
	2007	2006	Change		2007	2006	Change		2007	2006	Change	
			#	%			#	%			#	%
1	30.632	31.328	-696	-2,2%	3.986	3.912	74	1,9%	34.618	35.240	-622	-1,8%
2	26.006	26.471	-465	-1,8%	3.512	3.444	68	2,0%	29.518	29.915	-397	-1,3%
3	22.561	22.473	88	0,4%	4.859	4.583	276	6,0%	27.420	27.056	364	1,3%
4	17.444	17.718	-274	-1,5%	3.734	3.865	-131	-3,4%	21.178	21.583	-405	-1,9%
5	22.172	22.094	78	0,4%	3.867	4.144	-277	-6,7%	26.039	26.238	-199	-0,8%
6	47.152	47.357	-205	-0,4%	6.210	6.326	-116	-1,8%	53.362	53.683	-321	-0,6%
R 1-6	165.967	167.441	-1.474	-0,9%	26.168	26.274	-106	-0,4%	192.135	193.715	-1.580	-0,8%
7	10.500	10.338	162	1,6%	3.422	3.594	-172	-4,8%	13.922	13.932	-10	-0,1%
8	38.035	36.528	1.507	4,1%	16.145	14.342	1.803	12,6%	54.180	50.870	3.310	6,5%
9	5.284	5.158	126	2,4%	5.726	5.415	311	5,7%	11.010	10.573	437	4,1%
10	34.484	33.617	867	2,6%	20.219	18.879	1.340	7,1%	54.703	52.496	2.207	4,2%
R 7-10	88.303	85.641	2.662	3,1%	45.512	42.230	3.282	7,8%	133.815	127.871	5.944	4,6%
TOTAL	254.270	253.082	1.188	0,5%	71.680	68.504	3.176	4,6%	325.950	321.586	4.364	1,4%

Most Sections are also doing well. Only few sections have a decrease of membership. **Look into your Section Membership Statistics every month.** Is your membership increasing or decreasing? Could you have more members?

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

<http://www.ieee.org/organizations/vols/samieeee/index.html>

Contact the arrears in your section to see what are the reasons for not renewing.

Don't loose members!

Recruit new members!

Membership Development Campaign in 2007 and 2008

As you all know, IEEE and Region 8 as well lose many members every year, when they do not renew until February and the Terminator program puts them into arrear status and terminates all services. R8 lost about 25% of its membership at the end of February 2007.

Many discussions are presently going on in IEEE how to improve this situation, how to reduce the amount of arrears, and to gain more new members. The IEEE Membership Development Committee has started a 2007 campaign and the R8 MD Sub-Committee is also planning for a larger MD campaign within the next 2 years in R8. We want to increase our membership and compensate for the loss in arrears. Of course we cannot achieve much in our large Region without your active help. We therefore look forward to your supporting activities in your local sections.

1) Among other activities we are planning to use some of the over 200 IEEE Society conferences in R8 for advertising and promotion of IEEE since many non-members participate in these conferences. We think of having a booth or table with IEEE brochures and magazines, and possibly a monitor with videos on ieeetv.org, myIEEE.org, etc. A local volunteer should host the table and a Section Representative should give a promotional talk at the opening ceremony or at the conference dinner.

Since the members of the R8 MD Sub-Committee cannot travel to all conference sites, we have to rely on the support of our local colleagues. We will of course help you in all preparations as much as we can.

We are presently using the large ComSoc conference ICC 2007 in June in Glasgow as a pilot project.

What do you think of this proposal? Please respond asap and tell us if such a MD effort would be supported by you and your section for any conference.

2) At the moment R8 does not provide funding to hold Volunteer Training and Education meetings in several sections of our large Region. We therefore think of using the modern communication technology via Internet to have a one hour online meeting from time to time. We could use such a tool for many sections in one meeting to report on the latest information from IEEE, in particular on MD activities in IEEE and R8 and support you with ideas and material for MD activities in your local section. We could also use this opportunity as training and information session for new MD officers and other new volunteers and include a Q&A part to answer questions and to help in case of any local problems. We are presently looking into technical details for a suitable system with reasonable cost. It will probably need a high speed connection to Internet.

Before going into details, we would like to have your opinion:

- Do you like this idea in general?
- Would you still prefer a face to face meeting?
- Do you have a high speed Internet connection?
- Would you or colleagues be willing to participate in a webcast/teleconference or similar approach at any late afternoon/evening or even on a Saturday?

Please respond asap and let us have your opinion on this new proposal.

Thank you and best regards,
Rolf Remshardt
R8 MD Subcommittee Chair
r.remshardt@ieee.org

2007 Membership Development Retreat & Orientation

The 2007 IEEE Membership Development Retreat & Orientation was held on 4 – 6 May 2007 in Piscataway and New Brunswick, New Jersey. 9 of 10 Regions and 17 Societies were represented. Retreat Co-chairs were Jan Brown and Lee Stogner.

Topics covered during the Retreat included

- IEEE values / benefits (you have to know them)
- Membership data (interesting trends)
- Membership programs
- Membership best practices from Regions and Societies
- Membership resources / tools / staff support
- Membership communications
- The Plan – What to do once you get home

Unlike a lot of IEEE meetings where you forget what you promised when you get back home, there is an organized follow-up and plan to leverage these learnings well beyond just the people that were at the Retreat. **The training materials are being uploaded to the MD Virtual Community.** An enotice went out to every Section / Chapter Chair encouraging them to download the membership materials and get in synchronization with the overall membership program.

Since I attended the Retreat as the Region 8 representative, I am ready to help all our Section MD Officers and other volunteers active in MD. As the first step I am asking you to **join the MD Virtual Community** and download the MD Retreat material at <https://www.ieeecommunities.org/ieee.md.net>

At the MD Virtual Community pages you will also find other interesting MD material, information and discussions. Don't hesitate to send me and/or to the Virtual Community your comments and questions.

Actually we don't have a recruitment problem, we have a leakage problem. We get new members, but at the same time we loose a lot of members. Our goal should be to focus on ensuring that our student and higher grade members know the benefits and values of membership. And become more involved. If members believe that IEEE membership is just a magazine subscription, then it is an expensive magazine subscription. If IEEE membership is something that you are involved in, then it becomes a part of your career, life and future. At the MD Retreat I learned that two US Regions had their MD Retreats in 2007 to train their Section MD Officers. Since our Region is large, we had in 2006 trainings in some areas covering several sections in these areas. These meetings were extremely beneficial. I hope that one day we will continue to have face to face MD meetings/workshops in Region 8.

Aleksandar Szabo
R8 MD Subcommittee Member
a.szabo@ieee.org

Appoint Section Membership Development Officers

We should be aware that Membership Development on all levels and especially on the section level is of extreme importance if we want to have more members, new volunteers and more activity. We still have **20%** of Sections in R8 not having MD Officers! We are asking these sections to **appoint MD Officers** willing to do their job with enjoyment and without sparing efforts! **We need to have a contact person responsible for MD in every Section.**

The Half-Year Dues Period

The half-year dues period allows people to test IEEE membership for a smaller initial monetary outlay. 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. For Membership Development Resources visit:

<http://www.ieee.org/mdresources> and for best practices
<http://www.ieee.org/ra/md/bestpractices.html>

Member-Get-A-Member Program

Beginning in September 2006, the payout for recruited professional members (not students) was **raised from 5.00 to 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 2008 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 program (<http://iee.org/mgm>). **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 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.**

New Senior Member Initiative

Start in your Section a new Senior Member Initiative in 2007. All the instructions how to do it you can find at <http://www.ieee.org/nsmi>

Membership Development Promotional Material

To order additional Membership Development Promotional Material visit <http://www.ieee.org/mdsupplies>

Some Important Jobs and Activities

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

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

Visit 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. Look also into the **Membership Development Manual**

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

Contributions from other Colleagues

Membership Development in the IEEE Austria Section

The IEEE Austria Section presently has about 1200 members with around 10% fluctuation every year. On this basis the membership development activities in 2007 concentrate on two goals: (1) to identify the reasons for the fluctuation, and (2) to spread the word about IEEE within the section in order to increase the number of members.

In order to tackle the first goal we will try to obtain feedback from all our members using a questionnaire and direct contact. First actions in this direction were dedicated emails in an effort to remind the arrears for renewal of their IEEE membership. The responses we got were mostly positive. However, some replies addressed also some weak spots. E.g., that some societies provide only limited access to relevant articles in certain communities or that joint agreements between some organizations and the IEEE are not always handled properly. We forwarded this feedback – backed by the R8 membership officer Rolf Remshardt – to the IEEE headquarter in order to get these problems fixed.

One action item to address the second goal is the production of a dedicated flyer tailored to the local needs that highlights relevant IEEE benefits in the German language. The latter will be sent to all universities of interest – especially the newer founded universities of applied sciences – in order to distribute these flyers to their students and graduates. Furthermore, this flyer will be used to promote IEEE on dedicated local conferences and fairs, like the annual Austrochip Conference.

Another item is to directly encourage students to join the IEEE. The Austria Section gives high priority to its student branches and encourages the formation of new ones in cities and at universities where no branches are formed so far. Finally, we will join forces with the Austrian OVE (the Austrian Electrotechnical Association) to expand the networks of either organization.

Martin Horauer, IEEE Austria Section MD Officer

Work Commences in Malta Too!

As the IEEE Malta Section has been established only recently, our main objective was to set up the foundation for the local section. One of the tasks we set out to do was to draft a questionnaire to send out to all of our members. The questionnaire has two main aims: the first being general feedback and comments on the IEEE in general as well as the expectations members have from the local section; the second objective is to see what talks or lectures, or indeed subjects, members are particularly interested in, so we can organize them accordingly. We have also requested our members to indicate whether they are themselves interested in providing some talks.

As an ongoing process we are also following through members in arrears. The two main reasons why people have not renewed are either lack of time or cash flow problems. On the other side, there are few members who have moved abroad and in one particular case a member claimed that locally the IEEE was inactive and he only received word at renewals or magazines. With the setting up of the local section, hopefully this situation would not repeat itself. For the time being, recruitment is concentrated through the student branch. More recruitment programs will follow once we establish further ourselves.

With the summer close at hand, we are also planning some social events to help get the members oriented with the IEEE local community. We will have an update on these events hopefully in the next issue!

Dunstan Briffa, IEEE Malta Section MD Officer

GOLD Members

GOLD is an acronym for „Graduates of the last decade“. From a SAMIEEE point of view, a member is marked as „GOLD“ during the first ten years of IEEE membership after student membership, during graduate student membership and (senior) membership. GOLD therefore covers GSM, M and even SM within 10 years after getting the first university degree.

The time of being GOLD is a critical period in the „life cycle“ of any IEEE member. When joining the „standard“ membership ranks, dues soar to unknown heights and the perception of IEEE membership changes dramatically: A student member felt the „warmth“ of a close group of fellow student members, of regular IEEE events at the university and of an international breeze coming from fellow student branches and student branch meetings.

Dropping out of university coincides with changing membership status: IEEE is no longer a „social“ entity near to one's own location. Suddenly the number of events drop to a different (lower!) level compared to university times. And also, dues rise considerably.

Within this environment, GOLD should be seen as a means to keep these members busy and comfortable, to cater for their needs: Where society chapters target the technical needs of a member, GOLD tends to work towards the social needs of a member, possibly in close cooperation with local chapter and section activities.

GOLD offers various aspects:

- Volunteering and leadership positions for young members (e.g. leadership in a GOLD Affinity group, organization and coordination of events and cooperation with other IEEE entities)
- Local „membership products“ for members (networking events, bar meetings, talks and lectures)
- Enriched life in a section where only technical events take place
- Greater benefits and satisfaction for the individual member through higher-level GOLD entities (both on Section, Region and global level)

It is suggested that a GOLD Affinity Group or at least a GOLD Coordinator is appointed in each section of Region 8. Don't forget that formerly active student members offer a great source of volunteers to draw from! If you need any kind of help in this, please get in touch with the GOLD Committee of Region 8. This team is led by Pilar Molina Gaudo. She is supported by Eva Gutsmedl and Gerald Anleitner. The R8 GOLD Sub-Committee can be reached via e-mail r8gold@ieee.org or at www.ieee.org/r8gold

Gerald Anleitner, R8 GOLD Sub_Committee Member

If you have any questions concerning Membership Development don't hesitate to contact anyone of our R8 MD team members. 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 R8 MD Sub-Committee Members: Rolf Remshardt r.remshardt@ieee.org

Aleksandar Szabo a.szabo@ieee.org Pilar Molina Gaudo pimolina@ieee.org

Marko Delimar m.delimar@ieee.org