



Region 8 Membership Development Newsletter

September 2007

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 and Chapter Officers and all our members able and willing to help in Membership Development. To get more members is everyone's business!

If you have any questions concerning Membership Development don't hesitate to contact anyone of our IEEE R8 MD team members:

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Region 8 Membership

At the end of July 2007 in Region 8 we had 59,223 members. Comparing to the number of 54,920 at the end of July 2006 it is an increase of 4,303 members or 7.8%. In the whole IEEE at the same time the increase was only 2%.

Geographic IEEE Membership Summary - JULY 2007												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS				TOTAL MEMBERS			
	2007	2006	Change		2007	2006	Change		2007	2006	Change	
			#	%			#	%			#	%
1	32.621	33.094	-473	-1,4%	3.527	3.559	-32	-0,9%	36.148	36.653	-505	-1,4%
2	27.695	27.976	-281	-1,0%	3.223	3.195	28	0,9%	30.918	31.171	-253	-0,8%
3	24.245	23.980	265	1,1%	4.383	4.188	195	4,7%	28.628	28.168	460	1,6%
4	18.837	19.029	-192	-1,0%	3.297	3.461	-164	-4,7%	22.134	22.490	-356	-1,6%
5	23.855	23.731	124	0,5%	3.409	3.660	-251	-6,9%	27.264	27.391	-127	-0,5%
6	50.408	50.612	-204	-0,4%	5.503	5.683	-180	-3,2%	55.911	56.295	-384	-0,7%
R 1-6	177.661	178.422	-761	-0,4%	23.342	23.746	-404	-1,7%	201.003	202.168	-1.165	-0,6%
7	11.730	11.476	254	2,2%	3.085	3.171	-86	-2,7%	14.815	14.647	168	1,1%
8	42.116	39.702	2.414	6,1%	17.107	15.218	1.889	12,4%	59.223	54.920	4.303	7,8%
9	6.143	5.919	224	3,8%	7.274	6.337	937	14,8%	13.417	12.256	1.161	9,5%
10	38.762	37.258	1.504	4,0%	22.186	21.392	794	3,7%	60.948	58.650	2.298	3,9%
R 7-10	98.751	94.355	4.396	4,7%	49.652	46.118	3.534	7,7%	148.403	140.473	7.930	5,6%
TOTAL	276.412	272.777	3.635	1,3%	72.994	69.864	3.130	4,5%	349.406	342.641	6.765	2,0%

Membership Statistics in R8 Sections

Most Sections are doing well. Only few sections have a decrease in membership. But there are also few Sections having less than 50 higher grade members! They should ask themselves how they will survive. Look into your Section Membership Statistics every month. Is your membership increasing or decreasing? Learn more about your Section members using SAMIEEE: www.ieee.org/organizations/vols/samieee

2008 Membership Development Promotional Material with Tactical Upgrades – Recruitment Kits sent to Sections

The new 2008 Membership Recruitment Kits have been sent to Sections and Student Branches. To order additional supplies go to <http://www.ieee.org/mdsupplies>

Membership Development Manual

The MD Manual is an essential overview of MD and includes resources such as an MD calendar and MD checklists. It helps you coordinate 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. The new MD Manual is updated with BMS tutorial and additional communication templates. You will receive it in the MD Recruitment Kit. You can find it also at Guides on the IEEE MD Page http://ieee.org/web/volunteers/membership_dev or at the Region 8 web page (<http://ieee.org/r8>) by selecting Membership Activities and afterwards Membership Development.



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 2008. A member joining at the end of September or at the beginning of October receives a bonus of 3 months of extra service above and beyond the 12 months he is paying for. Visit <http://www.ieee.org/md> for MD Resources and <http://www.ieee.org/ra/md/bestpractices.html> for best practices.

Member-Get-A-Member Program

The payout for recruited professional members (not students) is 15 \$ 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/sqs>) 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 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. 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 also qualified to sign the petition to establish a new Section – important for new section and new chapter development!

Arrears

To prevent the situation of having many arrears in the future 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.

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 extreme importance if we want to have more members, new volunteers and more activity. We still have about 20% of Sections in R8 not having MD Officers! We are asking these sections to appoint MD Officers willing to do their job with enthusiasm and without sparing efforts! 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.

MD at IEEE Conferences in Region 8

R8 MD is planning for a large membership development campaign in 2007 - 2008. The major plan is to use the many IEEE Society conferences, which are held in our R8 countries as a platform for our efforts. It is an ideal opportunity for promoting IEEE and recruiting new members, since many non-members are attending our conferences in the region as well.

We plan to have an IEEE booth or table at the conference with IEEE posters, books, brochures, magazines, and application forms. In order to make the event happen with the necessary arrangements, we have to rely on the support of YOU, our local section chairs, MD officers, volunteers and friends.

We have already selected several conferences from our R8 Conference Calendar – which are also co-sponsored by R8 – and made plans for arrangements with our local colleagues (see below list).

ICC 2007 Glasgow, June 2007
EMBC 2007 Lyon, 22 August
EUROCON 2007 Warsaw, 9 September
ICL 2007 Villach/Austria, 26 September
AFRICON 2007 Windhoek, 26 September

ICSPC 2007 Dubai, 24 November
ICECS 2007 Marrakesch, 11 Dec
ICM 2007 Cairo, 29 December
ISCCSP 2008 Malta, 12 March
CCGrid 2008 Lyon, 18 May

At the time you read this, we will have already accomplished several promotion events. The first pilot project was held successfully at the large ICC 2007 in Glasgow / UK and others like EMBC in Lyon, EUROCON 2007 in Warsaw have followed. We thank all our friends who supported these events.

May we kindly ask all of you, the Section Chairs and MD officers, as well as the R8 Conference Committee to select conferences in your countries/sections for MD promotion events in 2008, to nominate a volunteer (or yourself) to prepare the necessary local arrangements, and to inform us. Of course R8 MD will work with you and your volunteers to organize the event including the support from IEEE staff.

Membership Development is the business of all of us! Many thanks for your support.

Region 8 MD Meetings by Webcast

Part of our Membership Development campaign is to plan for online meetings with our Section MD officers using modern communication tools via Internet.

In the past R8 has held several Training and Education meetings for MD officers and volunteers in several sections of our large Region. The cost of these face to face meetings was considerable. We therefore think of having one hour online meetings (webcasts) with section officers from time to time to report on the latest information from IEEE, in particular on MD activities in IEEE and R8, and provide them with ideas and material for MD activities in their sections. We could also use this opportunity as training and education sessions for new MD officers, include a Q&A part, and help in any case of local problems. The technical solution could be either:

- a Internet conference system with Voice over Internet, provided a high speed connection to Internet (DSL) is available for all participants,
- or a standard conference system with telecon for voice and online access for ppt slide display.

We intend to form 3-4 groups of Sections with 12-15 participants each pending on availability and time difference.

We would like to get your opinion on this proposal before we are going to start implementing it:

- Do you like this idea in general for your section or would you still prefer face to face meetings?

- Do your officers have a high speed connection to Internet?

- Would you or your colleagues participate in a MD webcast at late afternoon or evening or even on Saturday?

Please respond by email to R8 MD asap. Many thanks for your cooperation.

Section MD Officers' Job and Activities

Visit http://www.ieee.org/organizations/rab/scs/Officer_Training/index.html

and look at „Officer Job Description“. To learn about your job Select „Membership Development Chair“.

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

Register at <https://www.ieee.comunities.org/ieee.md.net> for participation in the IEEE Membership Development Community. Look at the MD Web Cast presentations.

Put Membership links on every web page that you have and point back to <http://www.ieee.org/web/membership/home/index.html>

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.

Develop your „Elevator Speech" that promotes your local IEEE entity. Stress member benefits listed at <http://www.ieee.org/web/membership/benefits/index.html>

For additional supplies of new 2008 IEEE Membership literature go to <http://www.ieee.org/mdsupplies> . Make it available at every meeting and conference.

Best regards from Rolf Remshardt and Aleksandar Szabo

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