



Region 8 Membership Development Newsletter

November 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:

Rolf Remshardt r.remshardt@ieee.org Aleksandar Szabo a.szabo@ieee.org
 Pilar Molina Gaudo pimolina@ieee.org Marko Delimar m.delimar@ieee.org

Region 8 Membership

At the end of October 2007 in Region 8 we had 62.004 members. Comparing to the number of 57.540 members at the end of October 2006, it is an increase of 4.464 members or 7.8%. In the whole IEEE at the same time the increase was only 1,6%.

Geographic IEEE Membership Summary - OCTOBER 2007												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS				TOTAL MEMBERS			
	2007	2006	Change		2007	2006	Change		2007	2006	Change	
			#	%			#	%			#	%
1	33.449	33.801	-352	-1,0%	3.964	3.974	-10	-0,3%	37.413	37.775	-362	-1,0%
2	28.335	28.650	-315	-1,1%	3.526	3.637	-111	-3,1%	31.861	32.287	-426	-1,3%
3	25.211	24.886	325	1,3%	4.981	4.869	112	2,3%	30.192	29.755	437	1,5%
4	19.510	19.519	-9	0,0%	3.629	3.898	-269	-6,9%	23.139	23.417	-278	-1,2%
5	24.612	24.545	67	0,3%	3.832	4.184	-352	-8,4%	28.444	28.729	-285	-1,0%
6	51.910	52.173	-263	-0,5%	6.021	6.436	-415	-6,4%	57.931	58.609	-678	-1,2%
R 1-6	183.027	183.574	-547	-0,3%	25.953	26.998	-1.045	-3,9%	208.980	210.572	-1.592	-0,8%
7	12.374	12.016	358	3,0%	3.195	3.448	-253	-7,3%	15.569	15.464	105	0,7%
8	45.563	42.261	3.302	7,8%	16.441	15.279	1.162	7,6%	62.004	57.540	4.464	7,8%
9	6.786	6.374	412	6,5%	7.989	7.174	815	11,4%	14.775	13.548	1.227	9,1%
10	40.954	39.589	1.365	3,4%	23.178	22.982	196	0,9%	64.132	62.571	1.561	2,5%
R 7-10	105.677	100.240	5.437	5,4%	50.803	48.883	1.920	3,9%	156.480	149.123	7.357	4,9%
TOTAL	288.704	283.814	4.890	1,7%	76.756	75.881	875	1,2%	365.460	359.695	5.765	1,6%

Membership Statistics in R8 Sections and New SAMIEEE

Most Sections are doing well. Only few sections have a decrease in membership. Look into your Section Membership Statistics every month. Is your membership increasing or decreasing? Learn more about your Section members using new SAMIEEE: www.ieee.org/samieee

IEEE has launched a **new Business Management System (BMS)**. With the new system comes an exciting change of the SAMIEEE database program. Several parts of SAMIEEE have been replaced with a new tool, called **Analytics**. The existing tool will be available only until 31 December 2007. In order to prepare you for SAMIEEE Analytics, IEEE is offering training for all users in two ways:

Attending an online, instructor led Internet Conference or using „OnDemand“, a self-paced learning tool that allows you to watch and practice in a simulated environment. Register for training at: <http://www.ieee.org/samieee/register-ou-bms.html>

May we kindly ask all MD officers to join the training sessions, since SAMIEEE is imperative for your successful section activities. Each section should have at least one or two officers familiar with the new database system.

Renewal for 2008

It is time to renew! IEEE made changes to the online renewal process for 2008. The renewal process is explained in a Quick Reference Guide that arrives in the renewal letter (by regular mail). To renew online visit [ieee.org/renew](http://www.ieee.org/renew), where you can also find the Quick Reference Guide. Encourage and help members to renew as soon as possible. **We would recommend to Section Chairs and MD Officers to send an e-mail to all Section members with Season's Greetings and Best Wishes for the New Year including the hope that they renewed their 2008 IEEE membership.**

Arrears

To prevent the situation of having many arrears we should take action much more in advance (December, January), especially on the Section level, to encourage members to renew on time, well before the 2008 February Service Terminator action.

Recruit New Members

We are now in the Full-Year Dues Period. Services for new members commence immediately upon joining and continue through 31 December 2008. If each of us would recruit just one new member, we would double our size in one year!!!

But let's be realistic and try to increase our membership by 10%. Remember, without MD, we cannot build the IEEE of tomorrow. For MD Resources and Best Practices visit <http://www.ieee.org/md> and <http://www.ieee.org/ra/md/bestpractices.html>

Recruit New Student Members

Membership dues for Student Members including Graduate Student Members are 25 US\$ only. Services for new Student Members commence immediately upon joining and continue through 31 December 2008. According to the IEEE Bylaws the **Graduate Student Members shall have the rights and privileges of Members**. So GS Members are qualified for any job in the section. They are also qualified to sign the petition to establish new sections and/or new chapters!

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 or R8 VCF. Announce and provide information on the Member-Get-A-Member

(<http://iee.org/mgm>) and Student-Get-A-Student (<http://iee.org/sgs>) programs at Section, Student Branch and Chapter Meetings and Conferences. Make it a challenge for 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.

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://iee.org/web/volunteers/membership_dev or at the Region 8 web page (<http://iee.org/r8>) by selecting Membership Activities and then Membership Development.



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>

Appoint Section Membership Development Officers

We should be aware that Membership Development 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. One major plan is to use the many IEEE conferences, which are held in our R8 sections, as a platform for our efforts. We plan to have an IEEE booth or desk 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. In 2007 we had already seven successful MD events at conferences in R8 and we are planning to continue with these activities in 2008.

May we kindly ask all 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. R8 MD will of course 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

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 would 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,
- or a standard conference system with telecon for voice and online access for ppt slide display.

We would like to get your opinion on this proposal before we are going to start implementing it. We did ask you already in our last MD Newsletter. However the response was very low. May we kindly request your response again:

- **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, and Counsellors and contact them in local language. 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
r.remshardt@ieee.org , a.szabo@ieee.org