



Region 8 Membership Development Newsletter May 2006

For Section Membership Development Officers, Chairs, Vice-Chairs and Secretaries
For Membership Development Team Members
For Region 8 Committee Members

I am asking you to spread this Newsletter to all our members being in the possibility and willing to help in Membership Development. To get more members is everyone's business!

Aleksandar Szabo, IEEE Region 8 MD Chair

IEEE Region 8 Membership Statistics

According to the Membership Statistics by 29 April 2006 our Region had 50870 members. Comparing to April 2005 it is an increase of 1906 members or 3.9%.

Membership Statistics in R8 Sections

Most Sections are doing well. Only few sections have a decrease of membership. But there are also some Sections having less than 50 members! They should ask themselves how they will survive. **Look into your Section Membership Statistics every month.** Is your membership increasing or decreasing?

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 and get new 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 if we want to have 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!

I am asking all Sections to give or send to me the names and email addresses of their new MD Officers. Send also the names to the IEEE database. Without Membership Development there is no future. In the case you still cannot find a volunteer for the MD Officer job, please let me know who of the existing Section officers (chair, vice-chair or secretary) has taken the job and the responsibility for Section Membership Development. **We need to have a contact person active in MD in every Section.**

Section MD Officers Activities

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.

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

Order 2006 IEEE Membership literature and make it available at every meeting / conference and in the hands of Members to take back to their companies: http://www.ieee.org/web/volunteers/membership_dev/mdsupplyform.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.

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 sales "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>

R8 MD Team

There is still a need for MD officers taking care of parts of Region 8. The job of these officers, as the members of the R8 MD Team, is to work in sub-teams together with MD Section Officers in neighboring sections.

Arrears

The number of arrears by February 27, after the Service Terminator action, was 15125, what is very high. This happened although I have sent e-mails in February twice to all the Section Chairs/Section Membership Development Officers asking them to look into SAMIEEE and send letters to members who didn't renew.

After receiving the list of Arrears from Piscataway, I sent e-mails again to all Section Chairs/ Section Membership Development Officers asking them to contact the arrears from the lists I attached to the e-mails. On March 27 the number of arrears in Region 8 reduced to 13477. This means that 1648 members or 10.9% recovered. At the end of April the number of arrears reduced to 12545, what means that 2580 or 17.1% recovered.

Our recovery rate is the second one among 10 regions. But there is still a long road ahead of us. We must strengthen our efforts to further reduce the number of arrears being so high this year. **Contact the arrears in your section again and kindly ask them to renew. Many arrears Members will come back if you just ask, but prepare yourself to respond to their objections.**

The percentage of recovery is always the highest immediately after the Service Terminator. To prevent such a situation in the future we should **work more in advance** (November, December, January), especially on the Section level, to encourage members **to renew on time**, well before the Service Terminator.

The Half-Year Dues Period

The half-year dues period is a peak recruitment time. It 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. A member joining in May still receives a bonus of more than 1 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>

Member-Get-A-Member AND Student-Get-A-Student Programs

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 is the best in Membership Development. The reward is more than a 5\$ 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 try to increase our membership by only 5 or 10%! Set your Section goal! **Remember, without Membership Development, we can't build the IEEE of tomorrow.**

New Senior Member Initiative

Start in your Section a new Senior Member Initiative in 2006. All the instructions you need you can find at <http://www.ieee.org/nsmi>

MD Promotional Material

In Piscataway they have mostly printed promotional material. They are also selling branded merchandize.

To order promotional material visit

http://ieee.org/web/volunteers/membership_dev/mdsupplyform.html

In October 2005 (together with SAC) we spent some R8 money to produce giveaways: pencils, tape-measures, T-shirts, key-rings, visiting-card boxes. Now we have them for MD actions. The IEEE R8 Committee at the Meeting in Vilnius approved additional money for the production of giveaways.

Sections should also spend some money for their promotional items, as it has been already done in some of them.

MD Workshop

The IEEE R8 Committee approved us to hold a Membership Development Workshop for Section MD Officers. The Workshop is planned for September 2006 in Zagreb. More information will be sent out soon.

Aleksandar Szabo, IEEE Region 8 MD Chair