Region 8 Membership Development Newsletter

October 2006

For Section Membership Development Officers, Section Chairs, Section Vice-Chairs and Section 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

Membership Development Promotional Material – Recruitment Kits sent to Sections

The 2007 Membership Recruitment Kits have been sent to Sections and Student Branches. The kits were developed to assist volunteers in meeting the membership development goals of their entities.
To order additional supplies visit
http://ieee.org/web/volunteers/membership_dev/mdsupplyform.html
In R8 we are also spending some money to produce giveaways: pencils, meters, T-shirts, key rings, visiting-card boxes. Now we have them for MD actions.
Sections should also spend some money for their promotion as it has been already done in some of them.

Membership Development Manual

Many volunteers have asked for a concise guide that introduces them to the membership development processes and tools that are available from IEEE. Now we have it! The MD Manual is an essential overview of MD. It includes resources such as an 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 also download it from the MD Online Community: https://www.ieeecommunities.org/ieee.md.net Contact Qiana Harder q.harder@ieee.org to get more information.

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 try to increase our membership by 5 or 10%. **Remember, without Membership Development, we can't build the IEEE of tomorrow.**

The Full-Year Dues Period

Start an action to get new members! New members joining in October receive a bonus of 3 months of extra service above and beyond the year they are paying for. Services commence immediately upon joining and continue through December 2007. For Membership Development Resources visit http://www.ieee.org/mdresources and for best practices http://www.ieee.org/ra/md/bestpractices.html

Arrears

The number of arrears by 27 February 2006, after the Service Terminator action, was very high (15125). 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. Section MD officers should start already in October to look into the SAMIEEE data base to indentify members who didn't renew and call them or send a kind letter asking them to do it.

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

Membership and Section Development Workshops and Volunteer Trainings

A Membership and Section Development Workshop was held on 9-11 June in Tallinn, Estonia, attended by 24 participants from Estonia, Latvia, Lithuania and Russia NW. After signing the petition, Estonia became the 50th Section in Region 8.

A Membership Development Workshop held on 8-10 September 2006 in Zagreb, Croatia, attended by MD Officers from 10 Sections, was a significant success. All the participants were very satisfied because they learned a lot . The conclusion was to see if it is possible to held such workshops in the future for all the Section MD officers in Region 8.

A Section Development Meeting was held on Malta at the beginning of October. As a result we shall have very soon an approved new Malta Section.

A very successful Volunteer Training Workshop was held in St.Petersburg, Russia, on 5-8 October. It was attended by volunteers from all the three Russian Sections, Estonia, Lithuania, Belarus and Ukraine. The next Volunteer Training Workshop will be organized in Capetown (South Africa) in November.

IEEE Region 8 Membership Statistics

According to the Membership Statistics by 30 September 2006 our Region had 56287 members. Comparing to September 2005 it is an increase of 2945 members or 5,52%. For the first time we can expect to have **more than 60000 members** in Region 8 at the end of the year!

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/samieee/index.html
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' Job and 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 „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

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Aleksandar Szabo, IEEE Region 8 MD Chair