Region 8 Membership Development Newsletter

December 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

Volunteer Trainings and Membership/Section Development Workshops in 2006 – An Overview

A very successful **Volunteer Training Workshop** was held in Cape Town, South Africa, on 25-26 November. It was attended by volunteers from South Africa,

Namibia, Swaziland, Lesotho and Botswana and our Regional Officers for Section Development and Membership Development Boris Levitas and Aleksandar Szabo. The local organizer was Saurabh Sinha. We can expect to have very soon more members and new Sections/Subsections in this area.

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 IEEE Region 8 Director-Elect Jean-Gabriel Remmy and our Regional Officers for Section Development and Membership Development Boris Levitas and Aleksandar Szabo. A one day workshop on Development of Leadership Skills was presented by Kurt Richter. The local organizers were Alexander Mikerov and Jurij Sepp. The students helped a lot as well. We are looking forward to have improved sections operation and more members in this area in the future.

A **Section Development Meeting** was held on Malta at the beginning of October attended by members from Malta , our IEEE Region 8 Director Baldomir Zajc and the IEEE Region 8 Coordinator for Section Development Boris Levitas. As a result the **new Malta Section** was formed.

A **Membership Development Workshop** held on 8-10 September 2006 in Zagreb, Croatia, organized by the IEEE R8 MD Officer Aleksandar Szabo and attended by our IEEE Region 8 Coordinator for Section Development Boris Levitas and 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 **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 and our Regional Officers for Section Development and Membership Development Boris Levitas and Aleksandar Szabo. Vello Kukk was the local organizer. After signing the petition and the approval of the IEEE Regional Activities Board, **Estonia became the 50th Section** in Region 8.

Volunteer Training Workshops in 2007

The IEEE Region 8 Committee recognized the importance of Volunteer Training Workshops for our volunteers to improve the section operation, to get more members and to form new sections/subsections in different areas of Region 8.
At the IEEE Region 8 Committee Meeting in October 2006 in Belgrade three volunteer training workshops have been approved for 2007. We are looking for candidates for the organization of these workshops in areas where a wish for volunteer training, section operation improvement, membership development and/or a new section/subsection formation exists.

IEEE Region 8 Membership – Approaching 60,000 !!!
According to the Membership Statistics by **30 November 2006** our Region had **58,869** members. Comparing to November 2005 it is an **increase of 3,501 members or 6.3%.** For the first time we can expect to have **more than 60,000 members** in Region 8 at the end of the year!

Membership Statistics in R8 Sections

Most Sections are doing well. **Look into your Section Membership Statistics every month.** Is your membership increasing?
To learn more about the members in your Section use **SAMIEEE**:
http://www.ieee.org/organizations/vols/samieee/index.html

The Full-Year Dues Period

Continue with actions to get new members! For Membership Development Resources visit http://www.ieee.org/mdresources and for best practices http://www.ieee.org/ra/md/bestpractices.html

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 development!**

Membership Development Promotional Material – Recruitment Kits sent to Sections

The 2007 Membership Recruitment Kits have been sent to Sections and Student Branches in September. To order additional supplies visit
http://ieee.org/web/volunteers/membership_dev/mdsupplyform.html

Membership Development Manual

The MD Manual is an essential overview of MD. It includes resources such as the 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
To get more information contact Qiana Harder q.harder@ieee.org

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 cannot build the IEEE of tomorrow.**

Arrears

The number of arrears by 27 February 2006, after the Service Terminator action, was very high in our Region. 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 try to indentify members who didn't renew and call them or send a kind letter asking them to do it.

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 to get 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! In the case you still cannot find a volunteer for the MD Officer job, one of the existing Section officers (chair, vice-chair or secretary) should be appointed and take the job and the responsibility for Section Membership Development. **I am asking all sections not having MD Officers to appoint them and send to IEEE their names together with other officer names in the Anual Officer Report Form**, so that MD Officer names appear in the IEEE database together with other Section Officers. **We need to have a contact person active in MD in every Section.**

Without Membership Development there is no future for IEEE!

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