IEEE R8 MD Autumn Meeting Report 2012

Your Region 8 Membership Development team (IEEE-R8MD@listserv.ieee.org)
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For more information on MD activities in the region, visit our site:
http://www.ieeeer8.org/category/member-activities/membership-development/

Membership status in IEEE

<table>
<thead>
<tr>
<th>Monthly Census</th>
<th>YoY Variance</th>
<th>Jul '12</th>
<th>Jul '11</th>
<th>Jun '12</th>
<th>Jul '12 vs. Jun '12</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Membership</td>
<td>+ 6,542</td>
<td>+ 1.7%</td>
<td>385,808</td>
<td>379,266</td>
<td>362,993 + 6.3%</td>
</tr>
<tr>
<td>Honorary</td>
<td>2 + 6.7%</td>
<td>32</td>
<td>30</td>
<td>31</td>
<td>+ 3.2%</td>
</tr>
<tr>
<td>Fellow</td>
<td>+ 164 + 2.5%</td>
<td>6,858</td>
<td>6,694</td>
<td>6,843</td>
<td>+ 0.2%</td>
</tr>
<tr>
<td>Senior Member</td>
<td>+ 913 + 2.8%</td>
<td>33,503</td>
<td>32,590</td>
<td>32,792</td>
<td>+ 2.1%</td>
</tr>
<tr>
<td>Member</td>
<td>+ 1,020 + 0.4%</td>
<td>234,978</td>
<td>233,958</td>
<td>212,565</td>
<td>+ 10.5%</td>
</tr>
<tr>
<td>Associate Member</td>
<td>- 821 - 5.8%</td>
<td>13,300</td>
<td>14,121</td>
<td>11,962</td>
<td>+ 11.2%</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>2,482 + 6.7%</td>
<td>39,675</td>
<td>37,193</td>
<td>41,548</td>
<td>- 4.5%</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>2,882 + 5.3%</td>
<td>57,462</td>
<td>54,680</td>
<td>57,252</td>
<td>+ 0.4%</td>
</tr>
</tbody>
</table>

Society Memberships (5,766) -1.8% 316,541 322,307 298,946 + 5.9%

- 5 Societies up > 1% 1,819
- 11 Societies +/- 1% 439
- 22 Societies down > 1% (10,414)

IEEE membership is still rising, and this over all membership grades (except for associate membership). However, the rise has been considerably lower than in previous years. This is due to multiple causes. First of all, the retention rate in February was considerably lower than before. This means that a higher percentage of the members of 2011 did not choose to renew for 2012. Furthermore, the decline in the US continues, with strong losses in higher grade membership (excluding GSM). Lastly, the recruitment is lower compared to previous years (also in Region 8), possibly through the crisis.

Regions 7 to 10 achieved an increase in membership. Regions 1 to 6 didn't.
Only Regions 7 and 9 had a slightly higher retention percentage in 2012 (comparing to 2011).

At the end of February, those members that did not renew are removed from the membership lists, and become "members in arrears". Each year a considerable part of the membership base decides not to renew its membership. This effect is compensated with a significant number of new members, compensating for our loss. This year, the drop was considerable and more than in previous years, and the membership numbers in March were lower than the year before. Together with IEEE headquarters (and more specifically through the help of Nick Lehotzky), the IEEE R8 MD team has contacted the larger sections to tackle this problem. Region 8 had the highest number of sections participating, and from our point of view, this activity was a success. In the meantime we have recovered from that situation, but our growth is still considerably below previous years. As can be seen in the staircase (ZigZag) graph above, we are still gaining overall, with a long term growth.

As the new membership year has started in the middle of August, it is now time to start recruiting new members. Start with the members in your vicinity: your company, local university, your next (IEEE(?) conference,...
More than counting members

Membership development is also more than just counting the numbers, it is also about informing the members about the possibilities within IEEE (making optimal use of their membership) and helping them (or the volunteer) through the difficult task of wading through the abundant information that is available online.

The membership development officer is also looking at the career path of the member: from student to GOLD to member and senior member and maybe even fellow. Many of our members are in the wrong category, often through lack of information.

Update of MD team activities after Berlin

MD presented itself at the SBC and Gold conference in Madrid. MD committee member Antonio Luque discussed the problems and opportunities of membership development as well as the available tools during the GOLD track.

Together with the GOLD team we have been organizing an associate member upgrade campaign which resulted in a significant upgrade of associate members to regular member.

We would like to upgrade about 500 members to senior members in 2012. We achieved our goal in 2011, and try to get the same...

Workshop to be held in Leuven, Belgium on September 22

All IEEE officers are welcome (only MD officers are sponsored for their local expenses).

Agenda of the meeting:

Friday evening:
- 20h00 dinner (place to be decided)

Saturday 22/9
- 9h30 start (with a coffee)
- 9h45 Introductions and welcome
- 10h00 IEEE membership and membership development: MGA and region perspectives
- 11h00 IEEE membership and IEEE membership developments and the task/job description of the MD officer
- 12h00 Lunch
- 13h00 Membership development resources: hands-on
  - new SAMIEEE
  - E-notice
  - Member grade elevation
  - vtools
- 15h00 Workshop: How to develop IEEE membership in your unit
  - Group discussions
  - Learning from your neighbors
  - Working towards an MD plan/roadmap for your section
- 17h00 Membership satisfaction
- 18h00 end of workshop