

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.ieeer8.org/category/member-activities/membership-development/>

Membership status in IEEE

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

Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are down year-over-year by (3,358) or -1.1%.

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.

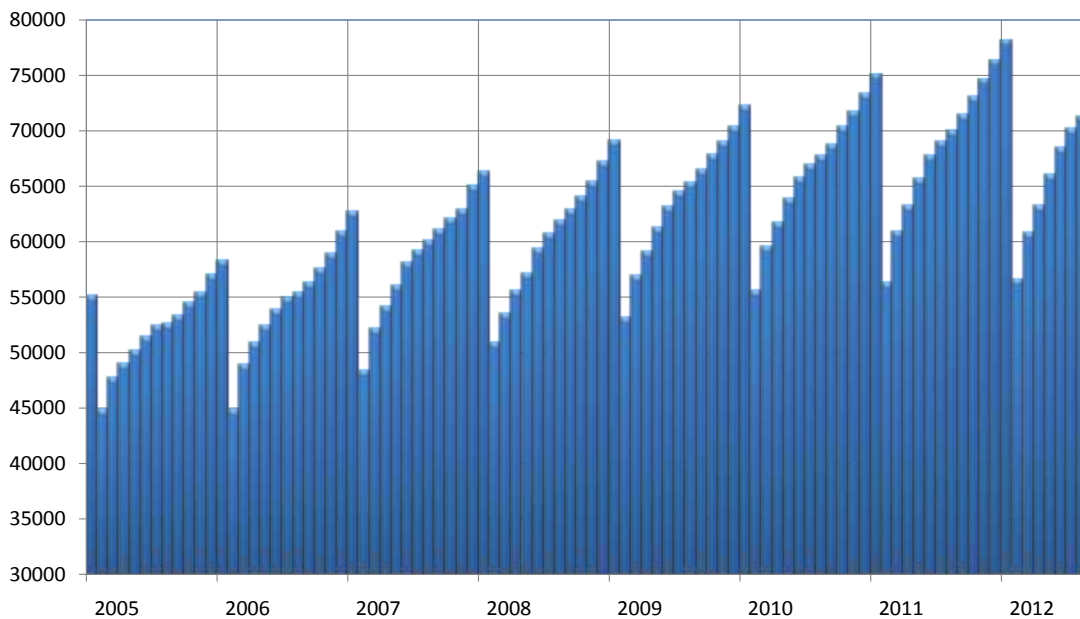
Regions 7 to 10 achieved an increase in membership. Regions 1 to 6 didn't.

Geographic IEEE Membership Summary - August 2012																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	30,273	30,911	(638)	-2.1%	1,547	1,489	58	3.9%	1,590	1,637	-47	-2.9%	33,410	34,037	(627)	-1.8%
2	26,639	27,315	(676)	-2.5%	1,546	1,417	129	9.1%	1,603	1,714	-111	-6.5%	29,788	30,446	(658)	-2.2%
3	24,657	24,887	(230)	-0.9%	1,830	1,755	75	4.3%	2,306	2,340	-34	-1.5%	28,793	28,982	(189)	-0.7%
4	18,631	18,850	(219)	-1.2%	1,384	1,478	(94)	-6.4%	1,579	1,775	(196)	-11.0%	21,594	22,103	(509)	-2.3%
5	24,043	24,420	(377)	-1.5%	1,337	1,336	1	0.1%	2,046	1,981	65	3.3%	27,426	27,737	(311)	-1.1%
6	48,077	48,615	(538)	-1.1%	2,292	2,310	(18)	-0.8%	2,910	2,780	130	4.7%	53,279	53,705	(426)	-0.8%
R 1-6	172,320	174,998	(2,678)	-1.5%	9,936	9,785	151	1.5%	12,034	12,227	-193	-1.6%	194,290	197,010	(2,720)	-1.4%
7	13,586	13,410	176	1.3%	1,495	1,374	121	8.8%	1,207	1,145	62	5.4%	16,288	15,929	359	2.3%
8	55,333	54,102	1,231	2.3%	8,277	8,172	105	1.3%	7,672	7,771	-99	-1.3%	71,282	70,045	1,237	1.8%
9	10,049	9,206	843	9.2%	1,136	1,173	(37)	-3.2%	5,685	5,614	71	1.3%	16,870	15,993	877	5.5%
10	57,025	52,588	4,437	8.4%	10,176	9,110	1,066	11.7%	27,295	25,194	2,101	8.3%	94,496	86,892	7,604	8.8%
R 7-10	135,993	129,306	6,687	5.2%	21,084	19,829	1,255	6.3%	41,859	39,724	2,135	5.4%	198,936	188,859	10,077	5.3%
TOTAL	308,313	304,304	4,009	1.3%	31,020	29,614	1,406	4.7%	53,893	51,951	1,942	3.7%	393,226	385,869	7,357	1.9%

Only Regions 7 and 9 had a slightly higher retention percentage in 2012 (comparing to 2011).

IEEE Membership Renewal / Retention -August 2012																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11
1	30,323	26,282	86.7%	86.7%	1,844	1,362	73.9%	73.6%	1,623	738	45.5%	48.6%	33,790	28,382	84.0%	84.2%
2	26,773	23,004	85.9%	86.0%	1,809	1,322	73.1%	74.4%	1,695	796	47.0%	51.1%	30,277	25,122	83.0%	83.5%
3	24,219	20,321	83.9%	83.8%	2,264	1,706	75.4%	75.7%	2,296	1,072	46.7%	49.6%	28,779	23,099	80.3%	80.7%
4	18,389	15,620	84.9%	84.6%	1,841	1,359	73.8%	76.3%	1,746	816	46.7%	51.1%	21,976	17,795	81.0%	81.4%
5	23,865	20,097	84.2%	84.6%	1,740	1,327	76.3%	74.5%	1,924	912	47.4%	48.1%	27,529	22,336	81.1%	81.6%
6	47,724	40,573	85.0%	85.2%	2,926	2,123	72.6%	74.1%	2,749	1,321	48.1%	49.9%	53,399	44,017	82.4%	82.8%
R 1-6	171,293	145,897	85.2%	85.2%	12,424	9,199	74.0%	74.7%	12,033	5,655	47.0%	49.7%	195,750	160,751	82.1%	82.5%
7	12,837	10,609	82.6%	82.2%	1,847	1,479	80.1%	82.3%	1,138	647	56.9%	57.6%	15,822	12,735	80.5%	80.4%
8	51,823	40,223	77.6%	79.2%	10,088	7,510	74.4%	74.9%	7,733	2,978	38.5%	38.9%	69,644	50,711	72.8%	74.0%
9	8,740	6,073	69.5%	69.3%	1,525	1,002	65.7%	66.7%	5,539	1,434	25.9%	26.6%	15,804	8,509	53.8%	53.4%
10	51,231	38,309	74.8%	76.4%	10,084	5,195	51.5%	49.1%	24,890	5,151	20.7%	21.6%	86,205	48,655	56.4%	57.6%
R 7-10	124,631	95,214	76.4%	77.8%	23,544	15,186	64.5%	64.1%	39,300	10,210	26.0%	27.1%	187,475	120,610	64.3%	65.5%
TOTAL	295,925	241,112	81.5%	82.2%	35,969	24,386	67.8%	67.9%	51,334	15,865	30.9%	32.4%	383,228	281,363	73.4%	74.5%

Membership status in the Region



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