

IEEE R8 December 2012 Newsletter

Region 8 Membership Development Subcommittee

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Mailed to Section Membership Development Officers and R8 Committee Members

We are asking you to distribute this Newsletter to all other Section Officers and all our members willing to help in Membership Recruitment, Retention, Recovery and Elevation. To get more members is every member's business!

If a new MD Officer is elected in your Section, please forward the Newsletter to him and send to me his/her e-mail address and make sure the person is listed in the geographic roster (through officer reporting: http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html).

For more information on MD activities in the region, visit our site: <http://www.ieeer8.org/category/member-activities/membership-development/>.

Your Region 8 Membership development team

Dirk Van Hertem (Chair, Benelux)

Aleksandar Szabo (Croatia)

Mourad Loulou (Tunisia)

Antonio Luque Estepa (Spain)

Adam Jastrzebski (UKRI)

The R8 MD team

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Letter from the MD subcommittee chair

Dear IEEE region 8 MD officers,

Dear IEEE volunteers,

This newsletter concludes two years of Membership Development within Region 8, in which I have been asked to take the lead with respect to membership development efforts. This period ends at the end of this year, and within the next two weeks, my successor will be announced.

As always, one hopes to achieve a number of things at the beginning of a task as volunteer. At the end of such a period there is usually some disappointed in not achieving all that was foreseen or hoped for, and this is also the case for us. That being said, I am convinced that we as a team did realise a number of the goals we set out to do, and I am happy with the results that were achieved.

For one, I am happy that we could continue the work which had been set out by my predecessor, Aleksandar Szabo. Aleksandar also continued to be (very) active within the MD committee and is

now also elected to become IEEE vice-chair Member Activities. I am sure that this will result in an even higher support from the regional level to the important task of membership development. Furthermore, we tried to keep up a solid communication with the different MD officers in the region and the other volunteers through the creation of two mailinglists and keeping the website updated with all information.

We also had some very successful activities. The questionnaire “why did you not renew” was very successful (in April 2011). Furthermore, realized a considerable number of grade elevations from associate member to full member due to an email campaign. This year, we succeeded in holding an MD workshop in Leuven, of which the report is written below. We also presented MD activities at the Student Branch Conference in Madrid and at some smaller events for volunteers. After the low retention score of 2012, we also collaborated with IEEE MD Staff team in Piscataway and the different MD officers and section chairs in the region to try to correct this. I am happy to report that as a region, we had a very good response rate and activity level from the volunteers!

The new committee shall have a continued challenge to reach to all MD volunteers, which all have a very diverse set of requirements and problems. Reaching out to individual members in big sections remains a problem, as well as the retention in a number of sections. The outreach to potential new members throughout the region is an important task for all IEEE volunteers. It is up to the membership development officer to bring that message to the volunteers and help them achieving this.

To conclude, I would like to thank all volunteers and IEEE staff members who made it possible to achieve what we did. Specifically I would like to thank the other members of the MD team, as well as the VC member activities Ali El-Moussa and Cathy Downer and John Day of the IEEE staff.

Best regards,

Dirk Van Hertem

1 MD workshop on September 22, 2012

We have been trying to organize an MD workshop to give some hand-on experience to the MD officers, and to give the opportunity to network. This meeting was held in Leuven, Belgium on September 22, 2012. Specifically, the meeting had the following goals:

- to meet and interact on MD matters
- get to know fellow MD officers and their problems and their solutions
- learn about ongoing MD matters and tools available (also the new samiee etc). We aim to deliver hands-on sessions to get a grasp of the new tools.
- discussion: what do the data actually mean?

The meeting started with a joined dinner on September 21, after a short visit to the micro-brewery Domus, right in the city center of Leuven. The dinner gave ample opportunity to network and to get acquainted.

On September 22, the workshop was held in the rooms of the University of Leuven. A total of 15 participants registered, of which 14 attended and one person had issues reaching the location by train. There were 12 MD officers present, 1 Director-Elect (Martin Bastiaans) and 3 MD committee members.

The original agenda included a lengthy discussion on the status of membership development, an explanation of the different terms and linguistics that are used within IEEE, the ongoing trends,...

The small group allowed us to be interactive and many questions were raised from the participants.

Also the Swedish and Kuwait section presented their section activities with respect to membership development.

In the afternoon, a considerable part of the sessions were devoted to the use of the (new) SAMIEEE interface, the use of vtools, myIEEE etc. For most participants, this was the most relevant part of the workshop.

2 Renewal and retention

Each year a significant number of IEEE members does not renew its membership (see figure 1. Yearly the members who don't renew are moved at the end of February from the IEEE membership list of active members to the list of deactivated members and we have a significant drop in membership at the end of February.

In former years, we were seeing a strong increase in membership year-over-year, with a slowly declining number of members that renew (yet covered by stronger recruitment). This means that the average member remains a member for a shorter period. This year, probably also due to the economic situation in our region, the retention has been considerably lower than in previous years and in March and April, our membership count was lower than the year before. At this moment, slowly regaining ground, and we are again growing, although much slower than in previous years.

The retention rate of the first year member is a specific problem as it is very low. A question that needs to be asked is: "does the new member know what IEEE can offer him/her". This is the moment of the year where we need to convince our members to renew their membership. It is of vital importance to the organization that we can convince our members that IEEE is worthwhile to pay the membership fees for. You can take the opportunity to point out to the members that IEEE offers a number of benefits far outweighing the actual membership fees. Different members perceive these benefits differently, yet it is important to point out that each member does experience them: through publications, international conferences, local events, networking or something else.

Traditionally also the recently graduated member has a low retention rate (less than 50 %). One reason for this low retention is the steep increase in membership fee from student membership to full membership (even if the first year is at half cost), the second is the change in career which might make IEEE membership less interesting to them.

It is the first year member and the recent graduate who deserve the attention of the MD officer. Each month, you are being sent an email from IEEE with the list of new members. Please use it to contact them and bring them in contact with your section and chapters and inform them what is going on in your organizational unit.

2.1 The New Membership Year – Recruiting New Members

On 16 August the 2012 Membership Year and full-year dues period started. New members become members from the day they join till the end of 2013. For a 50 % reduction of the membership base dues look at ***Special Circumstances (Minimum Income, Retired or Unemployed Provision). An option to individuals in developing nations is the e-Membership, www.ieee.org/emember, a paperless membership option with reduced annual base dues of US\$ 63 in Region 8, compared to the traditional membership option base dues of US\$ 152.

3 Membership data August 2012

This section shows the data at the end of the membership year in August 2012.

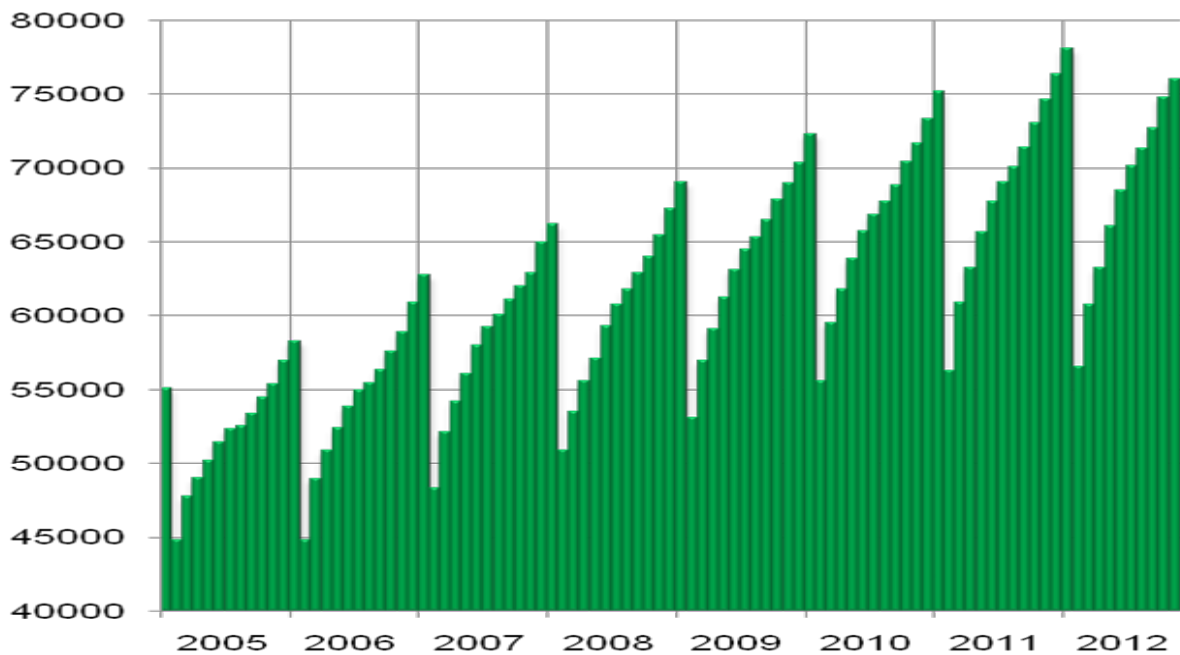


Figure 1: IEEE membership evolution throughout the year. Note that the region is growing year over year, but the percentage of renewals is lower each year. The graph contains data from January 2005 to November 2012.

3.1 August 2012 Statistics

At the end of August 2012 Region 8 had 71,282 members (see Table 1). Comparing to the number of 70,045 members at the end of August 2011 it is an increase of 1,237 members or 1.8 %. The increase of Professionals is 2.3 % and for Graduate Student Members 1.3 %. The number of Undergraduate Student Members decreased by 1.3 %.

Table 1: Geographic Membership Summary - August 2012

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%

3.2 Recovery of Deactivated Members

In Region 8, till the end of February 2012, only 68.5 % of our 2011 members renewed for 2012 (see Table 2). From 1 March till the end of the Membership Year (15 August) 3,598 members recovered by renewing their membership for 2011. At the end of the 2012 membership year (15 August) the percentage of members who renewed for 2012 raised to 74.0 %, a less good result comparing to the previous

year (75.1 %). If you look at the August MD Report, you will see that there are big differences between Sections in our Region concerning renewal percentages (from nearly 90 % to less than 30 %). Clearly there are local differences, but look at your neighboring sections to see how they do. Maybe you can do better? Contact us or your neighboring sections to see how you can improve your numbers.

Concerning First-Year Members the percentage is much lower. The low renewal of first-year-members is still a problem. It might be a good idea to target them specifically in your emails. Did you welcome them in the section when they joined?

Table 2: IEEE Membership Renewal/Retention - August 2012

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%

3.3 Cumulative Recruitment by Region & Grade – Year-over-Year

Table 3 presents the cumulative YoY (year over year) recruitment of IEEE's ten regions by grade, through August of the 2012 membership year. Section data is provided in the IEEE regional monthly which is sent to all MD officers and which can be found on our website: <http://www.ieeer8.org/category/membership-activities/membership-development/>.

Table 3: IEEE Membership Cumulative recruitment - August 2012

Cumulative Recruitment -- Sept through August 2012																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	1,249	1,358	(109)	-8.0%	787	749	38	5.1%	1,614	1,584	30	1.9%	3,650	3,691	(41)	-1.1%
2	1,152	1,288	(136)	-10.6%	815	714	101	14.1%	1,542	1,542	0	0.0%	3,509	3,544	(35)	-1.0%
3	1,135	1,175	(40)	-3.4%	993	899	94	10.5%	2,349	2,336	13	0.6%	4,477	4,410	67	1.5%
4	870	917	(47)	-5.1%	710	799	(89)	-11.1%	1,479	1,646	(167)	-10.1%	3,059	3,362	(303)	-9.0%
5	1,150	1,227	(77)	-6.3%	739	697	42	6.0%	1,966	1,918	48	2.5%	3,855	3,842	13	0.3%
6	2,309	2,470	(161)	-6.5%	1,121	1,080	41	3.8%	2,756	2,506	250	10.0%	6,186	6,056	130	2.1%
R 1-6	7,865	8,435	(570)	-6.8%	5,165	4,938	227	4.6%	11,706	11,532	174	1.5%	24,736	24,905	(169)	-0.7%
7	924	814	110	13.5%	787	721	66	9.2%	1,102	984	118	12.0%	2,813	2,519	294	11.7%
8	4,788	5,196	(408)	-7.9%	5,259	5,071	188	3.7%	7,352	7,081	271	3.8%	17,399	17,348	51	0.3%
9	1,424	1,362	62	4.6%	683	778	(95)	-12.2%	5,154	4,908	246	5.0%	7,261	7,048	213	3.0%
10	8,244	7,268	976	13.4%	8,499	7,162	1,337	18.7%	25,462	23,054	2,408	10.4%	42,205	37,484	4,721	12.6%
R 7-10	15,380	14,640	740	5.1%	15,228	13,732	1,496	10.9%	39,070	36,027	3,043	8.4%	69,678	64,399	5,279	8.2%
TOTAL	23,245	23,075	170	0.7%	20,393	18,670	1,723	9.2%	50,776	47,559	3,217	6.8%	94,414	89,304	5,110	5.7%

4 Membership data November 2012

The three tables of the previous section are repeated here for November 2012 (see Tables 4, 5 and 6). While the data for August are “end of year” data, the data for November are rather intermediate data. Nevertheless, they contain important information on trends.

Table 4: Geographic Membership Summary - November 2012

Geographic IEEE Membership Summary - November 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	30,468	31,072	(604)	-1.9%	2,150	1,901	249	13.1%	2,231	2,140	91	4.3%	34,849	35,113	(264)	-0.8%
2	26,823	27,516	(693)	-2.5%	2,056	1,779	277	15.6%	2,115	2,231	-116	-5.2%	30,994	31,526	(532)	-1.7%
3	24,845	25,038	(193)	-0.8%	2,513	2,272	241	10.6%	3,213	3,109	104	3.3%	30,571	30,419	152	0.5%
4	18,682	18,821	(139)	-0.7%	1,923	1,849	74	4.0%	2,238	2,355	(117)	-5.0%	22,843	23,025	(182)	-0.8%
5	24,250	24,574	(324)	-1.3%	1,881	1,738	143	8.2%	2,894	2,732	162	5.9%	29,025	29,044	(19)	-0.1%
6	48,767	49,290	(523)	-1.1%	3,251	2,941	310	10.5%	4,384	3,851	533	13.8%	56,402	56,082	320	0.6%
R 1-6	173,835	176,311	(2,476)	-1.4%	13,774	12,480	1,294	10.4%	17,075	16,418	657	4.0%	204,684	205,209	(525)	-0.3%
7	13,649	13,377	272	2.0%	2,132	1,853	279	15.1%	3,02	1,569	302	19.2%	16,799	853	5.3%	
8	55,760	54,377	1,383	2.5%	10,713	10,280	433	4.2%	9,528	9,945	-417	-4.2%	76,001	74,602	1,399	1.9%
9	10,285	9,399	886	9.4%	1,479	1,501	(22)	-1.5%	7,103	6,807	496	7.5%	18,867	17,507	1,360	7.8%
10	58,507	53,858	4,649	9.0%	12,181	11,000	1,181	10.7%	32,010	28,929	3,081	10.7%	102,698	93,587	9,111	9.7%
R 7-10	138,201	130,811	7,390	5.6%	26,505	24,634	1,871	7.6%	50,512	47,050	3,462	7.4%	215,218	202,495	12,723	6.3%
TOTAL	312,036	307,122	4,914	1.6%	40,279	37,114	3,165	8.5%	67,587	63,468	4,119	6.5%	419,902	407,704	12,198	3.0%

Table 5: IEEE Membership Renewal/Retention - November 2012

IEEE Membership Renewal / Retention - November 2012																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	% '13	% '12		#	% '13	% '12		#	% '13	% '12		#	% '13	% '12
1	30,241	11,558	38.2%	43.6%	1,563	527	33.7%	38.3%	1,614	219	13.6%	18.7%	33,418	12,304	36.8%	42.2%
2	26,637	10,268	38.5%	43.8%	1,542	492	31.9%	34.6%	1,598	229	14.3%	18.9%	29,777	10,989	36.9%	42.0%
3	24,674	9,178	37.2%	42.3%	1,804	677	37.5%	39.2%	2,264	280	12.4%	15.5%	28,742	10,135	35.3%	40.0%
4	18,625	7,195	38.6%	42.5%	1,372	512	37.3%	36.9%	1,545	292	18.9%	20.5%	21,542	7,999	37.1%	40.4%
5	24,050	8,907	37.0%	41.0%	1,338	521	38.9%	41.7%	2,015	299	14.8%	18.5%	27,403	9,727	35.5%	39.4%
6	48,117	18,881	39.2%	43.3%	2,278	877	38.5%	39.0%	2,879	455	15.8%	20.2%	53,274	20,213	37.9%	41.9%
R 1-6	172,344	65,987	38.3%	42.9%	9,897	3,606	36.4%	38.4%	11,915	1,774	14.9%	18.7%	194,156	71,367	36.8%	41.2%
7	13,592	4,512	33.2%	38.1%	1,491	683	45.8%	52.9%	1,206	261	21.6%	29.2%	16,289	5,456	33.5%	38.7%
8	55,346	14,519	26.2%	29.9%	8,284	2,883	34.8%	38.3%	7,701	701	9.1%	14.4%	71,331	18,103	25.4%	29.2%
9	9,945	1,981	19.9%	24.1%	1,110	380	34.2%	28.6%	5,546	284	5.1%	5.3%	16,601	2,645	15.9%	17.8%
10	57,020	16,654	29.2%	33.9%	10,099	1,984	19.7%	23.5%	27,280	503	1.8%	3.8%	84,399	19,151	20.3%	24.1%
R 7-10	135,903	37,666	27.7%	32.0%	20,984	5,940	28.3%	31.9%	41,733	1,749	4.2%	6.8%	198,620	45,355	22.8%	26.7%
TOTAL	308,247	103,653	33.6%	38.3%	30,881	9,546	30.9%	34.1%	53,648	3,523	6.6%	9.6%	392,776	116,722	29.7%	34.1%

Table 6: IEEE Membership Cumulative recruitment - November 2012

Cumulative Recruitment - November 2012																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	226	250	(24)	-9.6%	307	199	108	54.3%	671	466	205	44.0%	1,204	915	289	31.6%
2	205	240	(35)	-14.6%	258	159	99	62.3%	528	483	45	9.3%	991	882	109	12.4%
3	198	206	(8)	-3.9%	322	217	105	48.4%	923	724	199	27.5%	1,443	1,147	296	25.8%
4	177	176	1	0.6%	296	163	133	81.6%	642	552	90	16.3%	1,115	891	224	25.1%
5	218	217	1	0.5%	267	189	78	41.3%	839	720	119	16.5%	1,324	1,126	198	17.6%
6	452	460	(8)	-1.7%	467	236	231	97.9%	1,461	1,025	436	42.5%	2,380	1,721	659	38.3%
R 1-6	1,476	1,549	(73)	-4.7%	1,917	1,163	754	64.8%	5,064	3,970	1,094	27.6%	8,457	6,682	1,775	26.6%
7	189	174	15	8.6%	309	170	139	81.8%	706	402	304	75.6%	1,204	746	458	61.4%
8	856	984	(128)	-13.0%	1,259	981	278	28.3%	1,958	2,035	(77)	-3.8%	4,073	4,000	73	1.8%
9	320	269	51	19.0%	170	157	13	8.3%	1,363	909	454	49.9%	1,853	1,335	518	38.8%
10	1,468	1,369	99	7.2%	1,838	1,330	508	38.2%	4,188	3,591	597	16.6%	7,494	6,290	1,204	19.1%
R 7-10	2,833	2,796	37	1.3%	3,576	2,638	938	35.6%	8,215	6,937	1,278	18.4%	14,624	12,371	2,253	18.2%
TOTAL	4,309	4,345	(36)	-0.8%	5,493	3,801	1,692	44.5%	13,279	10,907	2,372	21.7%	23,081	19,053	4,028	21.1%

5 R8 Program to Increase the Membership of Small Sections

The R8MD Subcommittee initiated a program in 2010 to increase the membership of small Sections having less than 200 professional members.

We want the small Sections to become bigger and stronger organizations with more volunteers and more activity. This initiative has been continued in 2011 and 2012.

The best way to maintain and enhance programs and services on the Regional and Section level to our members while holding down or reducing the member cost is to increase the number of members.

Note that since 2012 we simplified the rules: all sections with less than 200 members that raise their

membership by 10 members or more within the 2012 membership year (16 August 2011 - 15 August 2012) a financial incentive of 10 dollars per additional member will be provided.

Full Dues Paying Members include e-members and members using the reduction of dues according to the Special Circumstances. "Migrating" members (i.e. members who moved from one region/section to another) would not count.

Example for small Section membership increase and rebate

- Professional/Higher-Grade, Full Dues Paying Members on 15 August 2012: 61
- Professional/Higher-Grade, Full Dues Paying Members renewed until 15 August 2013: 52
- Professional/Higher-Grade, Full Dues Paying Members recruited until 15 August 2013: 26
- Increase $52 + 26 - 61 = 17$. Rebate for the Section $17 \times 10 = 170$ US\$.

6 E-membership

E-Membership is a new electronic membership to individuals in developing nations.

E-Membership is a *paperless membership* option with reduced annual base dues. In Region 8 the e-Membership dues are US\$ 63, compared to the traditional membership base dues of US\$ 151. There is no change in society membership.

The new e-Membership option will be offered to both new and renewing professional grade members who live in *countries where the per capita Gross Domestic Product (GDP) is under \$15,000*, based on data provided by the United Nations. Students and affiliates do not qualify for e-Membership. IEEE membership rates are already discounted for these constituencies, and in fact are less than e-Membership rates.

Students do not qualify for e-Membership. IEEE membership rates are already discounted for students, and in fact are less than e-Membership rates. Affiliates are Society members (not IEEE members) and there is no e-Membership for them (no change in Society membership).

More information about the e-Membership offering (including the list of countries qualified for e-Membership) can be found at <http://www.ieee.org/emember>.

MD Volunteers in developing nations are encouraged to take the lead on recruitment, and promote the e-Membership option through events and local communications channels.

7 *** Special Circumstances

IEEE realizes that economic circumstances may impact some members' ability to pay the full amount of IEEE membership dues. For this reason, the following special circumstance categories have been established. Special circumstances are not available to Student members. Only one category may be claimed in any year.

Minimum Income Provision: Applicants who certify that their 2008 annual income did not exceed US \$13,400 or equivalent are granted a 50 % reduction in IEEE dues, regional assessment and dues for one IEEE Society and its optional publications. Please submit written certification with application and payment. Student members are NOT eligible.

Retired Provision: A retired member, not gainfully employed and not qualifying for Life Member Status, on attaining the age of 62 years, may apply for a 50 % reduction in dues and assessments. An individual who qualifies for the IEEE Retired Member category may continue any and all Society memberships held for not less than the 5 prior years. Optional publication fees equal those established for Student members.

Unemployed Provision: A 50 % reduction in membership dues, Society dues, other subscriptions and assessments are available to a member or applicant who informs the IEEE Operations Center Office that he/she: (1) has become involuntarily unemployed and is seeking reemployment, or (2) has become voluntarily unemployed for reasons of raising children. A statement of continued unemployment shall be provided with each annual dues payment. In the case of voluntary unemployment, the provisions of this Bylaw shall not exceed four years. The reduced payments may not be made in installments.

Permanently Disabled Provision: The IEEE membership dues and assessments, if any, shall be waived for those members who become permanently disabled. "Permanent disability" shall mean a medically determinable physical or mental impairment which (i) renders the individual incapable of performing any substantial gainful employment, (ii) can be expected to be of long-continued and indefinite duration or result in death, and (iii) is evidenced by a certification to this effect by a doctor of medicine approved by the Executive Director. The Executive Director shall determine the date on which the permanent disability shall have occurred if such determination is necessary.

8 Upgrade your membership

8.1 From associate to regular member

Most of the Associates qualify for the Member Grade. Section MD Officers should select from the Section Membership list the Associate Members and ask them apply for transfer to Member Grade online: Associate to Member The transition from Associate to Member grade grants several privileges. Members are permitted to vote in general IEEE elections. Members holding Member grade or higher are permitted to hold volunteer office positions.

8.2 Upgrade from regular member to senior member

Senior Member is the highest grade for which IEEE members can apply. Any regular members with sufficient experience can apply for senior member status.

To be eligible, candidates must:

- be engineers, scientists, educators, technical executives, or originators in IEEE-designated fields;
- have experience reflecting professional maturity; have been in professional practice for at least ten years;
- show "significant performance" over a period of at least five of their years in professional practice.

The ten years in the profession can include education (e.g. a masters degree counts as 4 years, a PhD as 5). Significant performance can be manager of a big project, responsible for development of a product, published papers or important reports,...

Members need to apply online using the IEEE Senior member portal: http://www.ieee.org/membership_services/membership/senior/DF_IEEE_MIG_MCT_91350. Three references must support your application. These references must be senior, fellow, life senior or life fellow member and need to write a few lines about how experienced you are, and how significant your performance was. Alternatively, anyone (for instance the section) can nominate members, and only two other references are needed (if the nominator is a senior member or higher). The section can also help in finding references for the members. This is a simple and worthwhile service that the section can deliver.

For section and chapter officers: you can already start by looking in your boards for potential candidates for senior membership!

9 Important links for MD officers and some quick ideas

9.1 The MD Webcast

It is important to attend the Membership Development Webcast for all the Section MD Officers. Every month you get an invitation to attend. The presentations from the previous webcasts you can download from the MD webpage http://www.ieee.org/about/volunteers/membership_development/index.html You can view and listen the previous webcasts. Here are some presentation topics:

- IEEE Xplore for Corporate Workgroups
- Student Elevation & Opportunities
- Regional MD Reports
- Life Member Activities
- Membership Trends and Statistics
- First Year Experience, New Member Alerts
- The Renewal Period, Pulling Pre-Arrears Member Data
- IEEE Computer Society Member Development
- What we are doing in China
- IEEE WIE MD Strategic & Action Plan
- IEEE Student Competitions
- IEEE Society Outreach Discussion/Presentations: Communications Society, Nuclear and Plasma Sciences Society, Society on Social Implications in Technology
- Getting the Non-Joiner to Join
- IEEE Job Site

9.2 Member-Get-A-Member Program

<http://www.ieee.org/mgm>

Through the IEEE Member-Get-A-Member program, IEEE rewards your efforts in recruiting new members. Your local IEEE Section can also benefit. For each new member you recruit, you earn an award which can be used toward IEEE dues, IEEE Society fees or the purchase of IEEE products and services. During the 2012 membership year (16 August 2012 through 15 August 2013), IEEE's MGM Program offers the following award schedule to members who recruit other individuals into IEEE membership. Professional Members can earn:

- US\$15 for each Professional member recruited;
- US\$5 for each Professional member recruited to e-Membership (offered in developing nations only);
- The maximum amount a member can earn during the membership year is US\$90. Student Members can earn:
- US\$2 for each Student or Graduate Student member recruited;
- US\$15 for each Professional member recruited;
- US\$5 for each Professional member recruited to e-Membership (offered in developing nations only);
- The maximum amount a member can earn during the membership year is US\$90.

Your local section can also benefit by your participation in the MGM program.

Regional awards: The top five recruiters in each IEEE geographic region will earn membership development awards for their Section, to help underwrite the sections' local programs and activities. Within each region, five awards will be given to the recruiters' section:

- First Place – US\$500.00
- Second Place – US\$400.00
- Third Place – US\$300.00
- Fourth Place – US\$200.00

- Fifth Place – US\$100.00

Overall IEEE award: The top recruiter in IEEE earns an additional US\$500 award for his/her Section. Additional rules apply to Section awards.

9.3 Membership Development Promotional Material

Did you order your 2013 Membership Recruitment kit? Have you received it? You can order MD Promotional material at <http://ewh.ieee.org/forms/md/supplies-ondemand.php>. Note that you can ask for specific material as well (e.g. related to a specific society to promote a certain event).

9.4 Plan your MD Activity

For your membership development yearly plan and activity use the IEEE Membership Development Manual updated for 2013. Select and download it from the IEEE MD page http://www.ieee.org/about/volunteers/membership_development/index.html

9.5 Some quick ideas

- Does your section have a facebook or linkedin group page?
- Did your section send a happy new years message with a summary of last years activities?
- Do you check/contact new members?
- Do you contact people that don't renew?

9.6 IEEE Center of Leadership Excellence Page

The IEEE Center for Leadership Excellence (IEEE CLE) meets the needs of IEEE members and volunteers. Visit http://www.ieee.org/societies_communities/geo_activities/resources/index.html and select the Training portal and the Volunteer Position Training. Among many positions available, you will find also the Membership Development Chair training program. You will find there the Membership Development Chair Quick Start Guide and the Membership Development Chair Job Description.

9.7 IEEE Support Center

Visit the IEEE Support Center <https://supportcenter.ieee.org/> You will find there most popular questions and useful responses. You can also ask and get answers in a short time. Every member can use this opportunity.

9.8 IEEE publications for members and Xplore Access

Many new members expect to have full access to the IEEE database of papers. This is not the case, regular IEEE members don't have free downloads from Xplore except for a limited subset of the portfolio. However, they have different possibilities to get access by paying much less than non-members. E.g. an IEEE member can buy an article by paying USD 10 (a non-member has to pay USD 30). Visit <http://ieeexplore.ieee.org> for more information.

An IEEE member can subscribe to the Membership Digital Library (MDL) by paying monthly USD 35. In such a case he can download up to 25 articles every month. A six-month commitment is required and your credit card will be billed monthly. Non-Members, Society Affiliates and IEEE members in arrears are not eligible to subscribe. Visit http://www.ieee.org/publications_standards/publications/subscriptions/prod/mdl/mdl_subscribe.html for more information.

An IEEE member can subscribe to the Membership Digital Library Basic by paying USD 15 per month. In such a case he gets three additional article downloads every month, plus rollover unused downloads for 12 months. A twelve-month commitment is required and your credit card will be billed monthly. Non-Members, Society Affiliates and IEEE members in arrears are not eligible to subscribe. Visit http://www.ieee.org/publications_standards/publications/subscriptions/prod/mdl/mdlbasic_subscribe.html for more information.

Some societies offer to their members free downloads of their journals and some of them have also their own digital libraries. For different Societies the possibilities can be different and you need to inform yourself on what the exact benefits are.

9.9 IEEE Solutionists

Who is a solutionist? To inform yourself visit <http://solutionists.ieee.org/>.

9.10 New SAMIEEE

It is extremely important for every MD officer to use SAMIEEE. Visit <http://www.ieee.org/about/volunteers/samieee/index.html> and inform yourself about the new SAMIEEE interface. View what is new with SAMIEEE, the powerpoint training slides and the recorded WebEx "what's new" training session.

9.11 Important links for MD officers

- The IEEE MD page: http://www.ieee.org/about/volunteers/membership_development/index.html. This page is a must for every MD officer. You can find a lot of very useful information there like Communication Templates, Elevator "pitch" for membership, Benefit Promotion Posters (for printing out), MD Key Resources, Membership Promotion material, Benefits, Elevation Programs, Retention and Recruitment Programs and e-Membership Resources and contact information.
- The Region 8 MD page: <http://www.ieeer8.org/category/member-activities/membership-development/>. We keep an online record of all MD monthly reports and newsletters.
- Learn who are the members in your section: <http://www.ieee.org/samieee>. USE SAMIEEE
- The MD manual for the MD officer: http://www.ieee.org/about/volunteers/membership_development/secure/mdmanual_finalsept2011_1.pdf
- Every month there is a webcast with interesting information. If you want to join, contact Cathy Downer c.downer@ieee.org. The archive is at the IEEE MD page. It is listed at: http://www.ieee.org/about/volunteers/membership_development/md2012archiveguide.html
- E-Notice is a emailing system by IEEE to be used by volunteers to reach the IEEE members in your section: <http://www.ieee.org/enotice>.
- Need to advertise IEEE membership? You can print out promotional material from the IEEE MD page. You can also order your flyers, pens and other promotional material at <http://www.ieee.org/mdsupplies>.
- Information about IEEE membership for members with reduced income: http://www.ieee.org/membership_services/membership/cost/special_circumstances.html and the e-Membership: <http://www.ieee.org/emember>.
- For end of month membership statistics go to SAMIEEE and look at Geographic Membership Statistics.
- Power point presentation about membership: http://www.ieee.org/about/volunteers/membership_development/md_presentations2010.html
- IEEE MD Training for new MD officers. Go to the IEEE MD page and select the presentation on the right hand side.