Welcome to the March issue of the newsletter

Greetings! This newsletter is sent to you on behalf of the R8 MD team, composed by
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Remember the R8 MD website is located at
http://www.ieeer8.org/category/member-activities/membership-development/
You can find there a lot of information regarding membership in the Region and its Sections.

R8 Membership status

The statistics about membership after members who did not renew were deactivated show a sharp decrease, as usual. But when compared with the same moment last year, we see that IEEE has lost 3k members (roughly 1%), and our region alone lost 2.2% of the membership. This makes even more important to recover the members lost at the end of February by contacting them and reminding of the benefits of membership.

<table>
<thead>
<tr>
<th>Region 8</th>
<th>Total this Month</th>
<th>'13 vs. '12</th>
<th>% Change</th>
<th>Aug 2013 408,000 Member Goal – R8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Membership</td>
<td>55,288</td>
<td>(1245)</td>
<td>(2.2%)</td>
<td>64.4% Total</td>
</tr>
<tr>
<td>• Higher-Grade</td>
<td>39,651</td>
<td>(783)</td>
<td>(2%)</td>
<td>60.4% Higher Grade</td>
</tr>
<tr>
<td>• Students</td>
<td>15,637</td>
<td>(462)</td>
<td>(2.9%)</td>
<td>78.0% Students</td>
</tr>
<tr>
<td>IEEE Worldwide</td>
<td>310,748</td>
<td>(3,021)</td>
<td>(0.96%)</td>
<td>408,000</td>
</tr>
</tbody>
</table>

E-membership continues to grow in R8, with 3,878 members compared to 3,434 in 2012. In our region, 70% of the new members that can opt for e-membership actually do it.
A time diagram of the evolution of membership in R8 in the last years can be seen in the figure below. The drop in membership every February can be noticed, as well as the larger drop this year.

**Goals from MRRC**

MRRC is the IEEE Membership Recruitment and Recovery Committee. For 2013, the MRRC has set a goal of 408,000 total members, as measured at the end of the membership year in mid-August. Globally, we are currently at 67.1% of this goal, based on the cumulative count of renewal, recruitment and reinstatement activity from September through January.

For Region 8, our goal is of 73739 members. We are now at lowest point of membership, after the terminator ran at the end of February, and recruitment and recovery should increase the numbers from now to August.

Goals were developed using historical data for each region and grade. By reaching the overall 408,000 goal, it means we will have grown total IEEE membership by +3.8% this year. Last year, we reached a +1.9% increase YoY.

**Retention and members not renewed (Arrears)**

The numbers for retention are smaller in 2013 than were in 2012. The drop in student retention is significant. It is important to contact all the members who did not renew for 2013 and show them what they are missing now.
Associate to member elevation

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 grade elevation

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.

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.

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

New officer training

If you are new to the position of MD officer, don't worry. A volunteer training session will take place during March, to help you in understanding your task. It will be carried on the web, and details will be sent to you as soon as they are fixed.

Meanwhile, you can find useful information on the MD web:
Presentation to help new officers learn about membership activities
MD Webcast archive

Automatic renewal of membership

As you might know, IEEE has started to offer automatic renewal of memberships and subscriptions. Members who want to opt-in should go to
Once activated, IEEE will proceed to automatic renewal using credit card on file every October 17th. This initiative should help us improve the retention rate, as it can save the members the often-dreaded process of renewal. Disseminate this feature among your members, especially near the renewal period.

**New IEEE.tv video showcases importance of volunteers**

A new video just released by IEEE.tv shows the importance of IEEE volunteers. It showcases how IEEE volunteers, together, make it possible to nurture ideas, advance innovation, foster international collaboration, share knowledge, and make the world a better place.

The video is great to play during meetings and other activities, to show members how they can contribute to IEEE mission by becoming volunteers. Join us in communicating that message. Incorporate it into your volunteer activities. Play it during breaks in a volunteer meeting. Share with new volunteers.

See the video at (member log-in required):