

IEEE R8 MD Newsletter

March 2013



This newsletter is mailed to all Section MD officers in R8. **Please distribute it** among the rest of volunteers in your Section, including Section Chair, Secretary, Chapter Chairs, Students representatives, etc.

Welcome to the March issue of the newsletter

Greetings! This newsletter is sent to you on behalf of the R8 MD team, composed by
 Antonio Luque, Spain
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You can contact us at ieee-r8md@ieee-org

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.

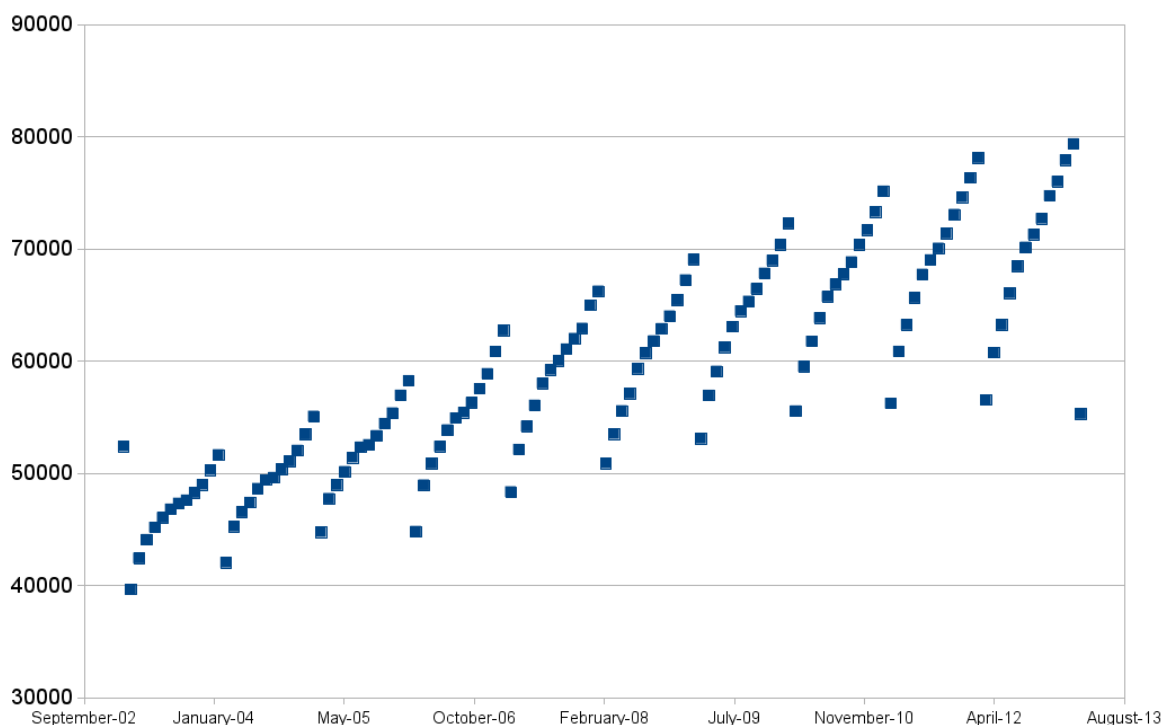
R8 Membership status

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.

Region 8	Total this Month	'13 vs. '12	% Change	Aug 2013 408,000 Member Goal – R8	
Total Membership	55,288	✓ (1245)	(2.2%)	64.4%	Total
• Higher-Grade	39,651	✓ (783)	(2%)	60.4%	Higher Grade
• Students	15,637	✓ (462)	(2.9%)	78.0%	Students
IEEE Worldwide	310,748	✓ (3,021)	(0,96%)	408,000	

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.

IEEE Membership Renewal / Retention -January 2013																
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	29,988	22,060	73.6%	74.1%	1,869	994	53.2%	59.1%	1,561	408	26.1%	32.1%	33,418	23,462	70.2%	71.3%
2	26,375	19,458	73.8%	73.9%	1,844	1,002	54.3%	59.0%	1,558	412	26.4%	33.6%	29,777	20,872	70.1%	70.9%
3	24,267	17,193	70.8%	71.3%	2,276	1,310	57.6%	61.8%	2,199	595	27.1%	31.1%	28,742	19,098	66.4%	67.5%
4	18,327	13,285	72.5%	72.5%	1,694	979	57.8%	59.0%	1,521	509	33.5%	34.3%	21,542	14,773	68.6%	68.4%
5	23,772	17,057	71.8%	71.7%	1,653	978	59.2%	64.8%	1,978	590	29.8%	33.6%	27,403	18,625	68.0%	68.6%
6	47,625	34,480	72.4%	72.8%	2,820	1,614	57.2%	59.6%	2,829	859	30.4%	34.9%	53,274	36,953	69.4%	70.2%
R 1-6	170,354	123,533	72.5%	72.8%	12,156	6,877	56.6%	60.5%	11,646	3,373	29.0%	33.3%	194,156	133,783	68.9%	69.7%
7	13,226	8,854	66.9%	68.4%	1,902	1,195	62.8%	70.7%	1,161	443	38.2%	44.9%	16,289	10,492	64.4%	67.0%
8	53,836	32,052	59.5%	61.5%	10,044	5,655	56.3%	60.7%	7,450	1,540	20.7%	27.6%	71,330	39,247	55.0%	57.7%
9	9,639	4,695	48.7%	51.5%	1,422	744	52.3%	49.4%	5,540	647	11.7%	12.8%	16,601	6,086	36.7%	37.8%
10	56,134	32,382	57.7%	60.3%	11,262	4,020	35.7%	39.0%	27,002	2,168	8.0%	11.6%	94,398	38,570	40.9%	43.8%
R 7-10	132,835	77,983	58.7%	61.0%	24,630	11,614	47.2%	51.2%	41,153	4,798	11.7%	15.9%	198,618	94,395	47.5%	50.4%
TOTAL	303,189	201,516	66.5%	67.8%	36,786	18,491	50.3%	54.3%	52,799	8,171	15.5%	20.0%	392,774	228,178	58.1%	60.3%




[Click here to download from SAMIEEE a list of members in arrears, including email address to contact them](#)
 Note: This will only provide members within your access right at SAMIEEE (Section, Chapter, Student Branch, etc.)

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.



[Click here to download from SAMIEEE a list of members with grade information, useful for finding associates and contact them, informing of the advantages of being elevated to member grade](#)
 Note: This will only provide members within your access right at SAMIEEE (Section, Chapter, Student Branch, etc.)

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

<https://www.ieee.org/profile/payment/showPaymentHome.html>

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):

<https://ieeetv.ieee.org/player/html/viewer?dl=#perpetual-power-source-revealed>