

## IEEE R8 Membership Development Subcommittee Report April 2013

### 1. MDSC composition

Antonio Luque, Spain Section, Chair  
Andreas Koltes, UKRI Section, Member  
Adeel Sultan, UAE Section, Corresponding member  
Vincent Kaabunga, Kenya Section, Corresponding member

<http://www.ieeer8.org/category/member-activities/membership-development/>

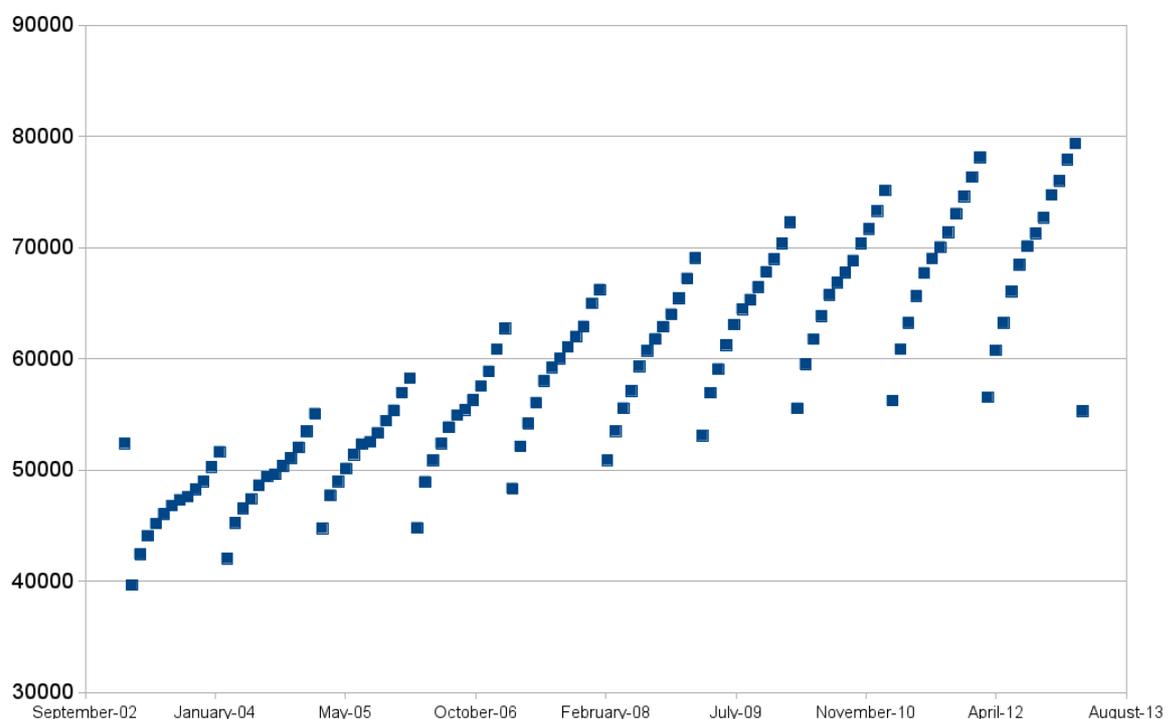
### 2. Goals for 2013

Involve all members of the MD subcommittee in the activities, dividing the tasks and having frequent communication  
Focus on two specific areas (Africa and Middle East), whose members share some characteristics  
Use the opportunity that the large number of IEEE conferences held yearly in R8 present for MD  
Encourage members to attract new ones by making them feel they are helping their colleagues when bringing them to IEEE  
Promote e-membership in the region  
Promote conversions from Associate to Member and from Member to Senior Member grade  
Collaborate with students and GOLDies in smoothing the transition to professional grade

### 3. Activities carried out during 2013

Presentation of MDSC to all Section MD officers  
Coordination with MRRC chair, Ed Perkins, and MD coordinator, Cathy Downer, via teleconference  
Delivery of R8 MD Newsletter in March (see Annex)  
Coordination with the campaign initiated by HQ to reach members in arrears  
Campaign to contact Sections with lowest retention and work with them to identify their local problems and help in solving them

### 4. Membership statistics



R8 Membership at the end of February was 55,288, distributed as:

<b>R8</b>	<b>Feb 2013</b>	<b>'13 vs '12</b>
<b>Members</b>	<b>55,288</b>	<b>-1245</b>
Higher grade	39,651	-783
Students	15,637	-462

Updated membership per Section, as of March 14th, on the following page. Totals do not include Affiliates.



The 100<sup>th</sup>  
**IEEE Region 8**  
 Committee Meeting

Madrid, Spain  
 20-21 April 2013

	Aff	Assoc	StM	GSM	M	LM	SM	LSM	F	LF	H	TOT
Austria Section	77	32	86	262	643	10	76	7	9	3	0	1128
Bahrain Section	1	1	16	2	59	0	12	0	0	0	0	90
Belarus Section	0	0	1	9	20	0	6	0	0	0	0	36
Benelux Section	192	56	115	675	1795	52	268	26	79	28	1	3095
Bosnia And Herzegovina Section	1	4	17	48	62	0	6	0	0	0	0	137
Bulgaria Section	4	10	31	36	159	0	21	0	0	0	0	257
Croatia Section	10	3	46	192	373	12	40	2	0	1	0	669
Cyprus Section	7	0	73	61	121	0	21	2	1	1	0	280
Czechoslovakia Section	22	13	19	59	329	0	43	1	1	1	0	466
Denmark Section	24	12	20	144	463	21	66	8	8	3	0	745
Egypt Section	9	11	665	231	357	8	100	20	2	3	0	1397
Estonia Section	3	1	21	15	60	0	5	0	0	0	0	102
Finland Section	31	21	53	202	545	13	70	8	14	5	1	932
France Section	144	118	171	365	1864	37	323	17	70	13	0	2978
Germany Section	475	171	220	1428	3938	81	511	39	93	46	0	6527
Ghana Section	3	3	9	11	78	0	2	0	0	0	0	103
Greece Section	49	19	453	249	748	12	133	10	16	1	0	1641
Hungary Section	8	8	44	54	223	2	26	4	7	7	0	375
Iceland Section	2	3	44	11	31	3	7	0	1	0	0	100
Iran Section	3	9	132	345	236	0	66	0	1	0	0	789
Iraq Section	1	3	3	15	61	0	6	0	0	0	0	88
Israel Section	39	21	27	104	440	42	184	41	34	23	0	916
Italy Section	224	110	126	528	2261	62	484	14	104	29	0	3718
Jordan Section	4	2	188	17	107	1	25	3	0	1	0	344
Kenya Section	4	0	15	9	55	0	3	1	0	0	0	83
Kuwait Section	6	3	49	13	80	0	13	1	0	1	0	160
Latvia Section	4	1	8	25	66	1	4	0	0	0	0	105
Lebanon Section	3	2	478	50	129	0	45	2	1	1	0	708
Lithuanian Section	0	4	6	14	70	0	8	0	0	0	0	102
Malta Section	4	2	34	45	63	1	6	0	0	0	0	151
Morocco Section	22	5	54	28	56	0	6	0	0	0	0	149
Nigeria Section	17	9	102	120	503	0	18	2	0	0	0	754
Norway Section	47	16	13	123	627	19	68	14	5	0	0	885
Oman Section	3	2	28	5	61	0	19	0	0	0	0	115
Poland Section	32	18	72	87	523	3	117	12	14	3	0	849
Portugal Section	44	14	200	297	462	4	98	2	11	0	0	1088
Qatar Section	3	6	24	15	97	1	16	0	2	0	0	161
Reg 8-Countries Outside Section	34	12	214	92	430	2	32	1	0	0	0	783
Region 8 - Apo/Fpo	6	0	10	9	70	0	8	0	0	0	0	97
Republic Of Macedonia Section	1	0	4	47	58	0	31	1	1	0	0	142
Romania Section	22	15	25	91	611	3	64	5	2	1	0	817
Russia (Northwest) Section	2	9	56	19	109	0	25	1	1	0	0	220
Russia (Siberia) Section	4	6	4	37	132	0	19	0	2	0	0	200
Russia Section	39	42	33	56	399	0	25	0	2	0	1	558
Saudi Arabia Section	18	7	76	46	373	0	73	4	2	1	0	582
Serbia And Montenegro Section	5	7	58	166	395	3	26	3	4	0	0	662
Slovenia Section	16	12	8	29	197	6	14	6	1	0	0	273
South Africa Section	22	14	40	134	592	6	78	2	3	3	1	873
Spain Section	136	58	264	468	1870	29	413	11	28	3	0	3144
Sweden Section	68	40	27	420	994	38	223	36	30	12	1	1821
Switzerland Section	159	86	56	410	1673	114	178	22	60	23	1	2623
Tunisia Section	1	3	388	226	154	0	12	0	0	0	0	783
Turkey Section	22	29	596	330	611	3	105	5	10	2	0	1691
U.K. & Rep Of Ireland Section	311	143	392	1561	4937	120	798	57	125	40	1	8174
Ukraine Section	6	11	37	90	167	1	65	1	3	1	0	376
United Arab Emirates Section	13	9	292	86	387	2	94	1	1	1	0	873
Western Saudi Arabia Section	9	2	51	33	124	0	22	0	0	0	0	232
Zambia Section	4	5	5	0	84	0	2	0	0	0	0	96
<b>TOTAL R8</b>	<b>2420</b>	<b>1223</b>	<b>6299</b>	<b>10244</b>	<b>32132</b>	<b>712</b>	<b>5229</b>	<b>392</b>	<b>748</b>	<b>257</b>	<b>7</b>	<b>57243</b>

## 5. Members in arrears

Currently there are 25k members in arrears (members in 2012 who did not renew for 2013), and 57k active members in R8. Recovery of these members is of utmost importance and several campaigns are directed towards them.

The following table shows the number of members in arrears, the opportunity for renewal, and the retention rate, per Section, as of mid-March.

Section Name	Arrears	Opp.	Retention
Austria Section	330	1314	74,89%
Bahrain Section	50	93	46,24%
Belarus Section	19	46	58,70%
Benelux Section	927	3547	73,87%
Bosnia And Herzegovina S	104	215	51,63%
Bulgaria Section	88	291	69,76%
Croatia Section	140	709	80,25%
Cyprus Section	92	286	67,83%
Czechoslovakia Section	183	571	67,95%
Denmark Section	213	828	74,28%
Egypt Section	1382	2183	36,69%
Estonia Section	54	127	57,48%
Finland Section	255	1073	76,23%
France Section	1436	3789	62,10%
Germany Section	1861	7548	75,34%
Ghana Section	149	214	30,37%
Greece Section	723	2025	64,30%
Hungary Section	132	444	70,27%
Iceland Section	46	105	56,19%
Iran Section	1836	2490	26,27%
Iraq Section	100	156	35,90%
Israel Section	384	1146	66,49%
Italy Section	1163	4458	73,91%
Jordan Section	487	650	25,08%
Kenya Section	57	113	49,56%
Kuwait Section	123	208	40,87%
Latvia Section	32	126	74,60%
Lebanon Section	472	800	41,00%
Lithuanian Section	31	91	65,93%

Section Name	Arrears	Opp.	Retention
Malta Section	54	165	67,27%
Morocco Section	76	149	48,99%
Nigeria Section	901	1307	31,06%
Norway Section	248	1022	75,73%
Oman Section	74	140	47,14%
Poland Section	281	989	71,59%
Portugal Section	421	1260	66,59%
Qatar Section	130	231	43,72%
Reg 8-Countries Outsi	701	1095	35,98%
Region 8 - Apo/Fpo	42	126	66,67%
Republic Of Macedonia	69	179	61,45%
Romania Section	285	996	71,39%
Russia (Northwest) Se	122	277	55,96%
Russia (Siberia) Sectio	78	230	66,09%
Russia Section	238	651	63,44%
Saudi Arabia Section	384	791	51,45%
Serbia And Montenegro	146	706	79,32%
Slovenia Section	65	309	78,96%
South Africa Section	466	1202	61,23%
Spain Section	944	3795	75,13%
Sweden Section	577	2186	73,60%
Switzerland Section	573	2919	80,37%
Tunisia Section	441	655	32,67%
Turkey Section	1052	2085	49,54%
U.K. & Rep Of Ireland	3087	9802	68,51%
Ukraine Section	206	472	56,36%
United Arab Emirates	933	1471	36,57%
Western Saudi Arabia	204	358	43,02%
Zambia Section	34	116	70,69%
<b>Region 8 TOTAL</b>	<b>25701</b>	<b>71330</b>	<b>63,97%</b>

## 6. March Newsletter

See annex from next page.

# 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  
 Andreas Koltes, UKRI  
 Adeel Sultan, UAE  
 Vincent Kaabunga, Kenya  
 You can contact us at [ieee-r8md@ieee-org](mailto: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.

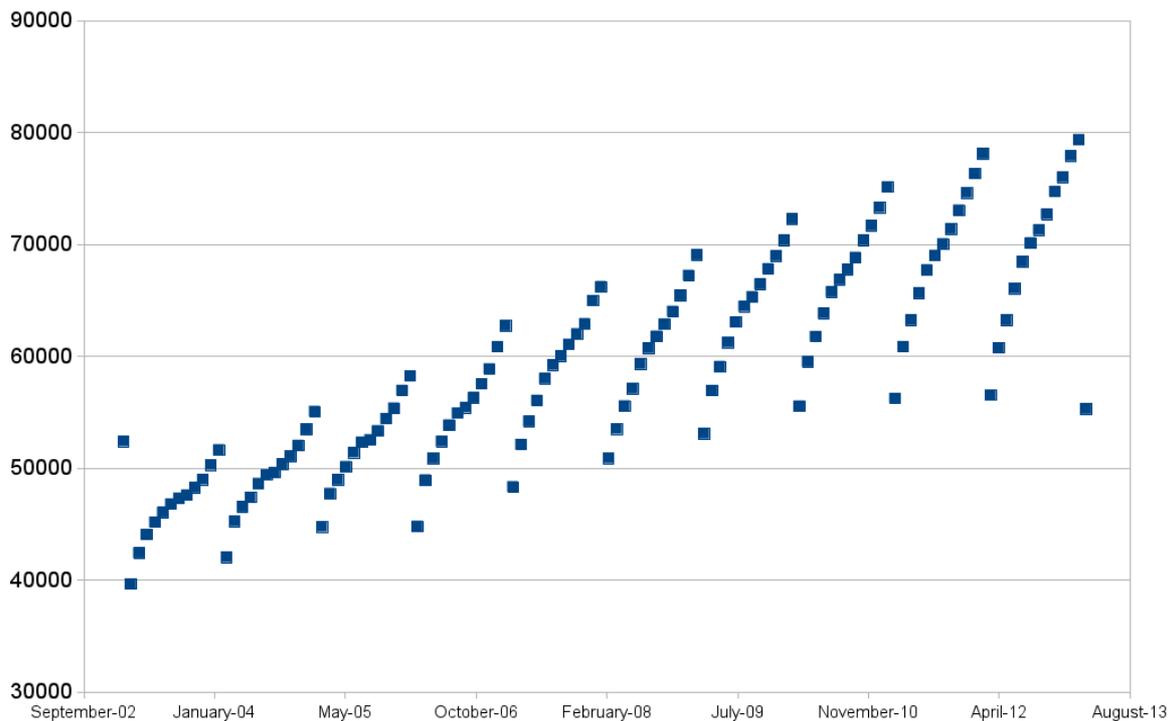
### R8 Membership status

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	
<b>Total Membership</b>	<b>55,288</b>	✓ (1245)	(2.2%)	<b>64.4%</b>	<b>Total</b>
• 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%
<b>R 1-6</b>	<b>170,354</b>	<b>123,533</b>	<b>72.5%</b>	<b>72.8%</b>	<b>12,156</b>	<b>6,877</b>	<b>56.6%</b>	<b>60.5%</b>	<b>11,646</b>	<b>3,373</b>	<b>29.0%</b>	<b>33.3%</b>	<b>194,156</b>	<b>133,783</b>	<b>68.9%</b>	<b>69.7%</b>
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%
<b>R 7-10</b>	<b>132,835</b>	<b>77,983</b>	<b>58.7%</b>	<b>61.0%</b>	<b>24,630</b>	<b>11,614</b>	<b>47.2%</b>	<b>51.2%</b>	<b>41,153</b>	<b>4,798</b>	<b>11.7%</b>	<b>15.9%</b>	<b>198,618</b>	<b>94,395</b>	<b>47.5%</b>	<b>50.4%</b>
<b>TOTAL</b>	<b>303,189</b>	<b>201,516</b>	<b>66.5%</b>	<b>67.8%</b>	<b>36,786</b>	<b>18,491</b>	<b>50.3%</b>	<b>54.3%</b>	<b>52,799</b>	<b>8,171</b>	<b>15.5%</b>	<b>20.0%</b>	<b>392,774</b>	<b>228,178</b>	<b>58.1%</b>	<b>60.3%</b>



[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>