

IEEE R8 MD Newsletter

June 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, Student representatives, etc.

Welcome to the June 2013 issue of the newsletter

In this issue we have interesting news, successful experiences, and updates on the membership status of the Region.

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.

For any help, inquiry, suggestion, or idea, contact the MD team at ieee-r8md@ieee.org

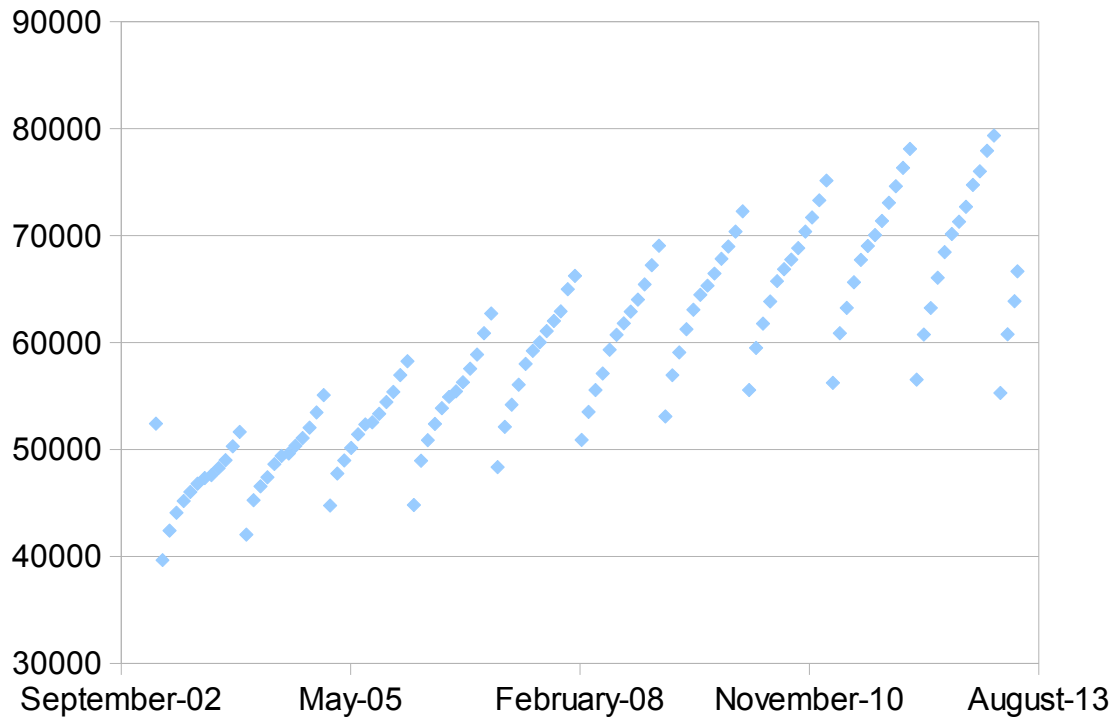
R8 Membership status

In the last months, evolution in membership in R8 has been very aligned with the global trend. We are now slightly better than same month in 2012, but still our retention rate for students is smaller than it should be.

Region 8	Total End of May	'13 vs. '12	% Change	Aug 2013 408,000 Member Goal – R8		2013 New Members (MAY)
Total Membership	66,643	592	0.9%	90.4%	Total	14,517
• Higher-Grade	49,095	432	1.0%	79.2%	Higher Grade	3550
• Students	19,983	160	0.7%	128.7%	Students	10,967
IEEE Worldwide - Total	366,889	3,896	1.1%	408,000		77,711

The monthly R8 MD report now includes retention and recruitment tables by Section and by member grade (Higher-grade, GSMs, and Students). Remember that IEEE is performing student elevation in June and August, so all students who expressed their graduation date between January and June will be elevated to Member grade now.

A time diagram (the so-called zig-zag diagram) of the evolution of membership in R8 in the last years can be seen in the figure below.



MD workshop

A MD workshop with all the MD officers in the region would be a great opportunity to learn from each other, share experiences, and exchange ideas. We are organizing such a workshop for Fall 2013. Depending on the budget, it might be advisable to divide the workshop in two, in different locations of the region, to minimize travel expenses. A first idea is to organize one workshop in Europe and another in Middle East, where it would be convenient for most of the Sections, located in those areas.

Regarding the covering of expenses, the R8 MD subcommittee would cover local expenses, while Sections are expected to cover travel costs.

We would like to hear your opinion on this and whether you would attend such a meeting. Write to us at ieee-r8ms@ieee.org with ideas and suggestions.

Senior Member campaign in the UK&RI Section

A successful SM campaign has been in place in the UK&RI Section in the last years. The Section chair, Nihal Sinnadurai, provides us with some details on how they are taking care of it. Thanks Nihal!

1. We encourage Senior Membership of our worthy members. This is always in our monthly eNewsletter.
2. Where we know the member's credentials, and they are deserving of elevation to Senior Member, we will provide the necessary nominator and reference supporters.
3. Where we do not know the member, we always verify the claimed credentials.

Verification due diligence is by obtaining from the candidate the names and phone numbers of two or more present or former supervisors.

4. We speak to the supervisors. We DO NOT email them.

5. We maintain the standard of Senior member by always verifying the claimed CV and credentials. We NEVER undermine the status of Senior Members by lazily rubber stamping a request for support.

6. Conscientious due diligence and responsibility are essential. Maintain standards. Never take the easy option.

Following is the email template used to reply to a member wishing to be elevated and helped to find references and support from the Section. Use or customize it to fit your needs.

Dear xxxxxxxx,

We are keen to support deserving candidates to be elevated to Senior Member. We have lined up some Senior Members and Fellows who will support verified candidates. In doing so, we do aim to protect the status of the grade.

So, we undertake due diligence to verify the candidate's credentials by checking with current or recent supervisors of the candidate to verify your CV.

Please check that you meet the IEEE requirements for Senior Membership http://www.ieee.org/membership_services/membership/senior/senior_requirements.html.

Then, email to me the names, positions and telephone numbers of two supervisors who know you and whom we may 'phone and who give permission that they may be contacted by an officer of IEEE UK&RI. Also please send me your CV and a draft of your Senior Member application which are the details we must have verified. When these are satisfactory, we will identify Senior Members to support the application.

Because we volunteers have our own business commitments, please be patient as we make time available to undertake the due diligence.

Yours sincerely,

Nihal Sinnadurai,
Chair, IEEE UK&RI Section

You could take a moment now and set up a campaign aimed to promote elevations to Senior Member in your Section. Remember that the Section gets a rebate of \$10 for every successful nomination initiated by the Section.



[Click here to download from SAMIEEE a list of members that might qualify for Senior Member elevation](#)

Note: This will only provide members within your access right at SAMIEEE (Section, Chapter, Student Branch, etc.)

Recruiting members at conferences: a unique opportunity

Conferences are an excellent way of recruiting new IEEE members. In addition to technical content, every IEEE conference should be a place where IEEE members can gather together and prospective members become interested in joining by looking at the great IEEE technical community.

That's why one of our jobs as MD team is to promote membership in conferences. All conferences that bear IEEE in its name should have a membership booth where potential members can know more about IEEE, ask questions, and even join online at the time. Organizers must secure a prominent place for this, but sometimes they don't know how to do, are not able to, or simply forget.

As MD officer, you should be in close contact with all organizers of conferences in your Section to help them in this task. You can find the information about upcoming conferences in IEEE website, but in order to help you, the R8 MD team has started to send personalized conference notices per Section. In this new email that you are receiving monthly, you will find the conferences scheduled between 3 and 6 months from the current date. This time frame allows enough time to discuss MD issues with the organizers.

Every time you receive this notice, please take a few minutes in taking care of it. You should contact the local organizers, remind them of their duties with new IEEE members, and offer help in fulfilling them. For example, you could provide them with MD kits, presentations to display in automated screens, or key slides to show during the opening or plenary sessions.

You or the conference organizers can order MD kits at

<http://ewh.ieee.org/forms/md/supplies.php>

IEEE Member Digital Library

A common request from members or potential members is how to have access to IEEEExplore and the technical content archived there. Nowadays, Xplore is the reference source for most technical content in the fields of electrical and electronics engineering and computer science.

While full subscription to Xplore (the IEEE Electronic Library) is usually only affordable to institutions and companies, members can have access to the content they need at a member-only rate. This is the Member Digital Library.

There are two options available for members:

- IEEE Member Digital Library: 25 articles per month for \$39 a month. There is a free trial available for 30 days

- IEEE Member Digital Library Basic: three articles per month, plus rollover unused downloads for 12 months, for only \$15 a month

Access to Xplore at these rates is an excellent way of promoting IEEE membership. You can find more information at

http://www.ieee.org/publications_standards/publications/subscriptions/prod/mdl_overview.html

GoogleApps@IEEE is out!

GoogleApps@IEEE is a new member benefit, and an excellent way of promoting IEEE membership with a tangible, actual difference of being a member. We should show the advantages of having a professional email address managed with Google technology. It can help us in recruiting new members interested in 30Gb storage on the cloud, and also to retain existing members that are used to the advantages of Gmail, Drive and Calendar.

With GoogleApps@IEEE, members gain a robust capability for messaging with access to e-mail, calendar, and contact services from any Internet-connected computer. In addition, members also have access to Google Drive, Google+, and Picasa.

GoogleApps@IEEE is available to members at no additional cost. Users have access to:

- a unique IEEE e-mail address (e.g., John.A.Doe@ieee.org);
- Mail forwarding or e-mail inbox (Gmail);
- 30-gigabytes of shared storage (Gmail and Google Drive);
- 99.9 percent up time guaranteed by Google;
- advertisement-free Gmail;
- storage of files in the cloud for easy sharing and access from anywhere via Google Drive.