IEEE R8 Membership Development Subcommittee Report August 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. General status of MD in R8

During the membership year that ended in August 2013, the membership growth in R8 was pretty much aligned with the growth in global IEEE, around 1%. At the beginning of the year, MGA Membership Recruitment and Recovery Committee (MRRC) set goal of 408,000 members for IEEE, and divided the goal among regions. R8 ended the year at 97,2% of the goal (91% for higher-grade members, 113% and for students). IEEE membership was ~395,000 (96% of the goal).

Still, the retention rate for first-year members and students is quite low in R8, and special care must be taken in improving first-year experience for new members, and the period after graduation for students. This is something to do at the Section level. It is important that members feel that activities are taking place locally, and that they can count with the Section officers whenever they need something from IEEE.

Another way of improving membership in R8 is through conferences, where recruitment activities are very effective (usually the member discount in one conference is enough to pay the yearly dues for IEEE membership). MD officers of every Section are informed monthly by MDSC of the upcoming conferences in the Section (3-6 months in advance) and should collaborate with the rest of officers and the conference organizers in arranging MD activities during and after the conference.

3. Activities carried out since last report

The Regional MD report has been sent out monthly to all MD officers. Membership Development Newsletters have been published in March and June. All of them can be downloaded from the R8 MD website.

Certificates of appreciation (MD award) will be given to the best sections in MD at the end of the membership year, in three categories:
- Largest increase in membership from August 2012 to August 2013.
- Best improvement in membership. Largest percentage increase in membership from 2012 to 2013 membership year.
- Best improvement in retention. Largest percentage increase in retention rate from 2012 to 2013 membership year.
For each category, a certificate will be given to one large(>1000), one medium (>500) and one small (<500) section.

MD workshops planned for October in London, and Dubai

Encourage of clustering of MD activities in sections with similar profiles (e.g. Baltic countries, Mediterranean countries, etc.). Possibility of funding from MDSC

MD officers training sessions delivered through Membership Recruitment and Recovery Committee (MRRC), May 2013
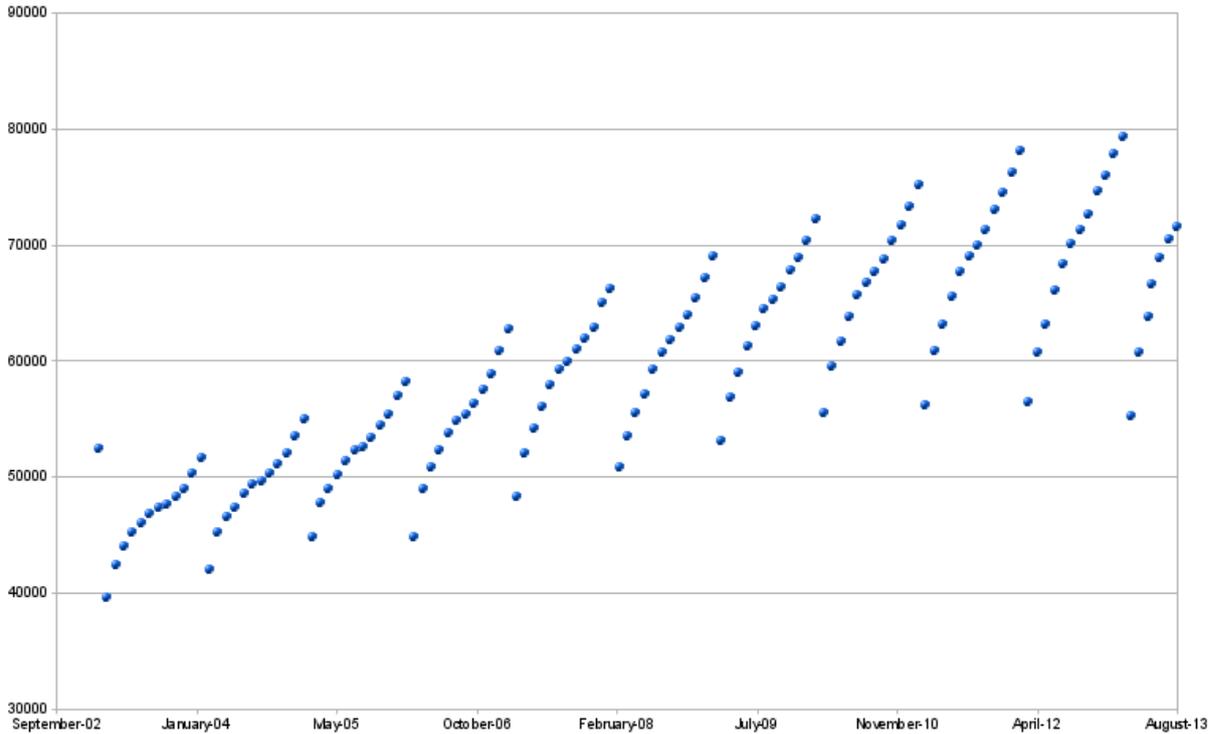
4. Membership statistics

Total membership in R8 in the last years is shown in the figure below (zig-zag graphic). Taking into account the last ten years, overall growth YoY is now smaller and yearly variations are larger, due mainly to a larger membership and a more important proportion of student members, whose retention rate is usually lower. Deactivation after termination in February every year has been increasing as well.

In order to improve in this areas we would need to focus on retention of existing members.

5. Membership per Section

Updated membership per Section, as of August 28th, on the following page. Totals do not include Affiliates.

	Aff	Assoc	StM	GSM	M	LM	SM	LSM	F	LF	H	TOT
Austria Section	89	44	86	215	840	12	75	11	8	4	0	**1295**
Bahrain Section	1	5	5	5	85	0	13	0	0	0	0	**113**
Belarus Section	0	0	2	10	29	0	7	0	0	0	0	**48**
Benelux Section	244	77	140	598	2327	60	282	30	71	37	1	**3623**
Bosnia And Herzegovina Section	1	7	53	55	122	0	7	0	0	0	0	**244**
Bulgaria Section	4	10	25	21	201	1	22	0	0	0	0	**280**
Croatia Section	10	7	114	166	447	13	49	4	0	1	0	**801**
Cyprus Section	9	7	55	42	196	0	22	2	1	1	0	**326**
Czechoslovakia Section	25	14	24	63	407	2	48	1	1	1	0	**561**
Denmark Section	39	23	36	123	603	23	69	9	8	3	0	**897**
Egypt Section	12	69	703	188	709	8	104	24	2	3	0	**1810**
Estonia Section	4	4	13	17	81	1	5	0	0	0	0	**121**
Finland Section	49	27	51	198	718	15	78	9	14	5	1	**1116**
France Section	228	246	218	328	2592	46	360	23	72	15	0	**3900**
Germany Section	573	247	244	1359	5005	95	553	42	89	53	0	**7687**
Ghana Section	6	7	28	15	146	0	3	0	0	0	0	**199**
Greece Section	69	62	513	205	1050	14	144	10	17	2	0	**2017**
Hungary Section	13	12	41	38	301	2	28	4	7	8	0	**441**
Iceland Section	3	8	38	4	42	3	8	0	1	0	0	**104**
Iran Section	3	50	164	277	606	0	83	2	1	0	0	**1183**
Iraq Section	2	3	22	19	110	0	7	0	0	0	0	**161**
Israel Section	51	35	25	97	640	46	198	42	34	27	0	**1144**
Italy Section	280	152	143	498	2862	66	526	17	107	32	0	**4403**
Jordan Section	5	20	271	17	176	1	29	4	0	1	0	**519**
Kenya Section	4	1	16	15	111	0	3	1	0	0	0	**147**
Kuwait Section	10	5	46	9	122	0	15	2	0	1	0	**200**
Latvia Section	4	1	13	21	88	1	4	0	0	0	0	**128**
Lebanon Section	3	14	423	35	268	1	45	3	1	0	0	**790**
Lithuanian Section	1	8	9	14	80	0	8	0	0	0	0	**119**
Malta Section	4	4	22	24	124	1	6	0	0	0	0	**181**
Morocco Section	24	10	62	29	110	0	9	0	0	0	0	**220**
Nigeria Section	24	16	147	133	1051	0	24	2	0	0	0	**1373**
Norway Section	58	19	13	100	741	20	76	14	6	0	0	**989**
Oman Section	3	4	70	4	82	0	19	1	0	0	0	**180**
Poland Section	38	35	72	73	678	4	125	13	14	3	0	**1017**
Portugal Section	56	25	216	247	710	4	104	5	11	0	0	**1322**
Qatar Section	7	11	28	12	159	1	20	0	2	0	0	**233**
Reg 8-Countries Outside Sections	42	87	300	86	719	2	37	4	0	0	0	**1235**
Region 8 - Apo/Fpo	7	2	8	6	90	0	8	0	0	0	0	**114**
Republic Of Macedonia Section	1	1	19	32	95	0	31	1	2	0	0	**181**
Romania Section	24	20	29	67	749	3	67	5	2	1	0	**943**
Russia (Northwest) Section	3	11	67	19	149	1	27	1	1	0	0	**276**
Russia (Siberia) Section	18	8	12	28	185	0	19	0	1	0	0	**253**
Russia Section	45	55	42	60	526	1	27	0	1	1	1	**714**
Saudi Arabia Section	21	19	88	50	545	1	83	5	2	1	0	**794**
Serbia And Montenegro Section	6	19	45	134	494	3	28	3	4	0	0	**730**
Slovenia Section	19	11	9	26	222	8	16	6	1	0	0	**299**
South Africa Section	25	21	96	124	916	6	81	4	3	3	1	**1255**
Spain Section	167	86	306	395	2306	36	444	14	29	3	0	**3619**
Sweden Section	87	58	30	426	1346	46	236	38	28	14	1	**2223**
Switzerland Section	175	108	60	394	2024	129	187	23	57	27	1	**3010**
Tunisia Section	1	25	499	258	323	0	21	0	0	0	0	**1126**
Turkey Section	31	66	1090	326	1046	4	114	6	13	3	0	**2668**
U.K. & Rep Of Ireland Section	382	245	352	1429	6852	139	887	66	122	46	1	**10139**
Ukraine Section	7	24	49	66	270	1	73	1	3	1	0	**488**
United Arab Emirates Section	18	24	441	81	710	2	107	1	1	1	0	**1368**
Western Saudi Arabia Section	15	14	46	28	206	2	24	0	0	0	0	**320**
Zambia Section	4	7	2	0	109	0	3	0	0	0	0	**121**
TOTAL R8	**3054**	**2200**	**7741**	**9309**	**44501**	**824**	**5698**	**453**	**737**	**298**	**7**	**71768**

R8 Membership at the end of August was 71,641, distributed as:

R8	Aug 2013	'13 vs '12
Total Members	**71,641**	**+359**
Higher grade w/o GSM	54,645	-688
GSM	9,274	+997
Student Members	7,722	+50

6. June Newsletter

See annex from next page.

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.

IEEE R8 MD Newsletter, June 2013
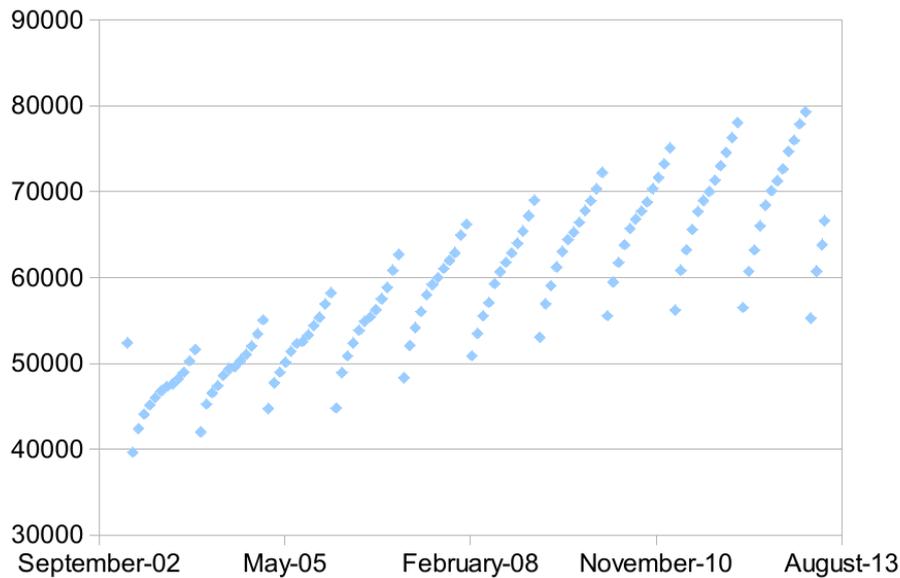
MD workshop

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.

IEEE R8 MD Newsletter, June 2013

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.

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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_requirem
ents.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
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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 be 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 IEEEXplore 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.