

# IEEE R8 MD Newsletter

## November 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 November issue of the R8 MD newsletter

This issue is full with news, interesting data, and upcoming events. Make sure you don't miss anything!

### R8 Membership status

Membership year 2013 ended (in August) with a slight decrease in higher-grade members in R8. Since then, evolution has been positive and now we are at almost the same number of HGM as last year. Growth in membership has been caused by student members mainly. We need to focus in retaining higher-grade members, as well as recruiting them.

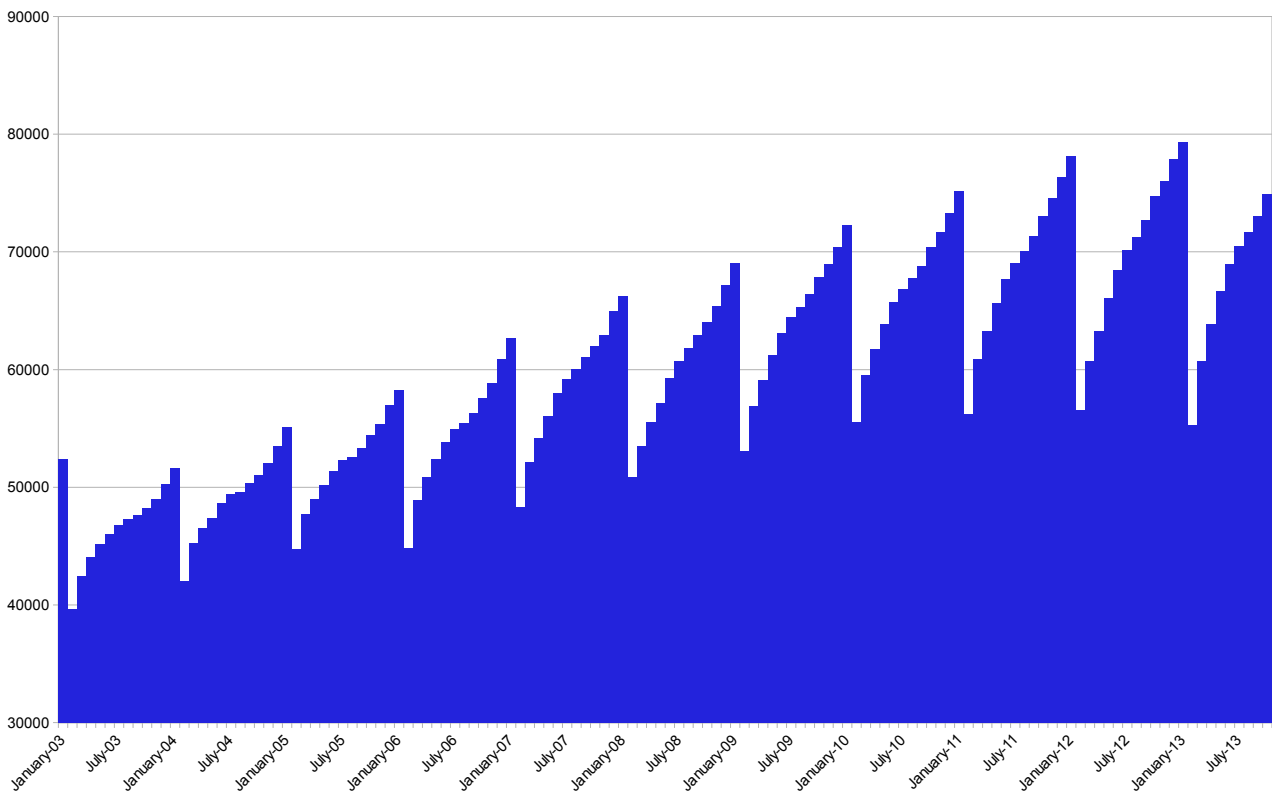
Region 8	Total End of October	'13 vs. '12	% Change	Aug. 2014 goal for R8		2013 New Members (OCT)
<b>Total Membership</b>	<b>74,951</b>	<b>223</b>	<b>0.3%</b>	<b>19.9%</b>	<b>Total</b>	<b>34,029</b>
• Higher-Grade	65,720	<b>-7</b>	~0%	19.2%	HGM	26,990
• Students	9,231	<b>230</b>	2.5%	21.9%	StM	7,039
IEEE Worldwide - Total	414,088	<b>-274</b>	0,07%	22.2%	405,000	172,198

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

Remember the R8 MD website is located at

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

For any help, inquiry, suggestion, or idea, contact the MD team at [ieeer8md@ieee.org](mailto:ieeer8md@ieee.org)



## MD workshop held in London

On October 19th, a workshop aimed to new MD officers took place in London. There, volunteers new to the position gathered together with more experienced officers and volunteers from the R8 MD team to learn the duties of Membership Development in Sections, share experiences, and get to know the many tools available for the job.

The workshop lasted all day long at the University of Westminster, and contained talks about global membership status, new benefits for 2014, use of SAMIEEE and other electronic tools, roundtables with ideas, SWOT analysis of Sections, and more.



Another edition of the workshop will take place in early 2014 in Middle East (see below). Whether you are a new MD officer or an experienced one, consider attending, to learn or to share knowledge with others.

## **Next MD workshop in Middle East**

A new edition of the MD workshop is being planned now, to take place in February 2014 in Dubai, UAE. Again, all MD officers are invited to attend, learn, and share. As in the previous edition, the R8 MD subcommittee would cover local expenses, while Sections are expected to cover travel costs. Plan your travel and apply for Section funds as much ahead as possible to secure your participation.

Please write to us at [ieee-r8md@ieee.org](mailto:ieee-r8md@ieee.org) telling whether you intend to attend, and also please include ideas and suggestions.

## **Certificates of Recognition delivered to several Sections**

Sections which performed significantly well during the 2013 membership year were recognized with a certificate, which was delivered to the Section representative during the 101st R8 meeting in Sarajevo, Bosnia and Herzegovina, last October. The certificate included the name of the Section and also of the MD officer in charge.



The Sections receiving the certificates were:

- **For increase in total membership**
  - Turkey (large)
  - Croatia (medium)
  - Morocco (small)
- **For increase in membership in %**
  - Tunisia (large)
  - Denmark (medium)
  - Lithuania (small)

- For increase in retention
  - South Africa (large)
  - Saudi Arabia (medium)
  - Latvia (small)

Congratulations to all them!

## Incentives for using the MGM program

We all know that the Member-get-a-member (MGM) program is an excellent way of recruiting new members, as word of mouth is the best way of expanding awareness about IEEE. But in addition, it can bring benefits to your Section in the form of financial incentives. The Sections with the top 5 recruiters in MGM in the Region get an extra rebate after membership year end. This year the top 5 recruiters were:

1. Meher Ben Houria, who awarded Tunisia Section an extra \$500 rebate
2. Rami Kiwan, who awarded Lebanon Section an extra \$400 rebate
3. Yasemin Karadana, who awarded Turkey Section an extra \$300 rebate
4. Ghaleb Dwikat, who belongs to the Region but not to a Sections
5. Brett Terespolsky, who awarded the South Africa Section an extra \$100 rebate

Encourage your members to make use of the MGM program and get extra rebate for your Section next year. Of course, they will receive benefits too. Higher grade members receive \$15 for every HGM they recruit (\$5 if they recruit an e-member). Students and GSMs receive \$15 for each HGM recruited, or \$2 for each Student or GSM recruited.

## R8 program to increase membership in small Sections

The R8MD Subcommittee initiated a program in 2010 to increase the membership of small Sections having less than 200 professional members. We want the small Sections to become bigger and stronger organizations with more volunteers and more activity. This initiative has been continued in 2011, 2012 and 2013. The best way to maintain and enhance programs and services on the Regional and Section level to our members while holding down or reducing the member cost is to increase the number of members.

### Here are the rules:

All sections with less than 200 professional members (w/o Graduate and undergraduate students) that raise their membership by 10 professional members or more within the 2014 membership year (16 August 2013 - 15 August 2014) will be qualified for a financial incentive of 10 dollars per additional Professional member.

Professional Members include e-members and members using the reduction of dues according to the Special Circumstances. "Migrating" members (i.e. members who moved from one region/section to another) would not count.

**Example** for small Section membership increase and rebate:

- Professional/Higher-Grade , Full Dues Paying Members (w/o graduate and undergraduate students) on 15 August 2013: 61
- Professional/Higher-Grade, Full Dues Paying Members (w/o graduate and undergraduate

students) renewed until 15 August 2014: 52

- Professional/Higher-Grade, Full Dues Paying Members (w/o graduate and undergraduate students) recruited until 15 August 2013: 26

Increase  $52+26-61=17$

**Rebate for the Section**  $17 \times 10 = 170$  USD

## Update on conferences notices

Since May 2013 we are sending out conference notifications to all section MD officers summarizing the conferences taking place in each section between 3 and 6 months from the notice. These notices are aimed at making it easier for the MD officers to keep track of the conferences in their Section and to minimize their work in contacting the organizers and reminding them that they should include an IEEE membership development booth, deliver promotional materials, and reply to queries from potential new members. They can count on the Section MD team to assist in these matters.

On average, 30-40 notices are sent out every month covering over 100 conferences. The IEEE conferences in our Region offer a great recruitment potential for new members. Please encourage and support the conference organizers in your Section to support the IEEE's recruitment effort.

## Potential for membership per country

Not all Sections or countries are equal. We have very large and quite small countries in the Region, and their particularities make them unique, among other things in the number of members. But the penetration rate of IEEE membership in every country is very diverse. There are countries where the number of members relative to population is still very low, having big potential to grow.

The following table summarizes the number of IEEE members in every country (September 2013), its population, and the ratio IEEE members/million inhabitants. As you can see, in R8 the average penetration is about 50 members per million inhabitants.

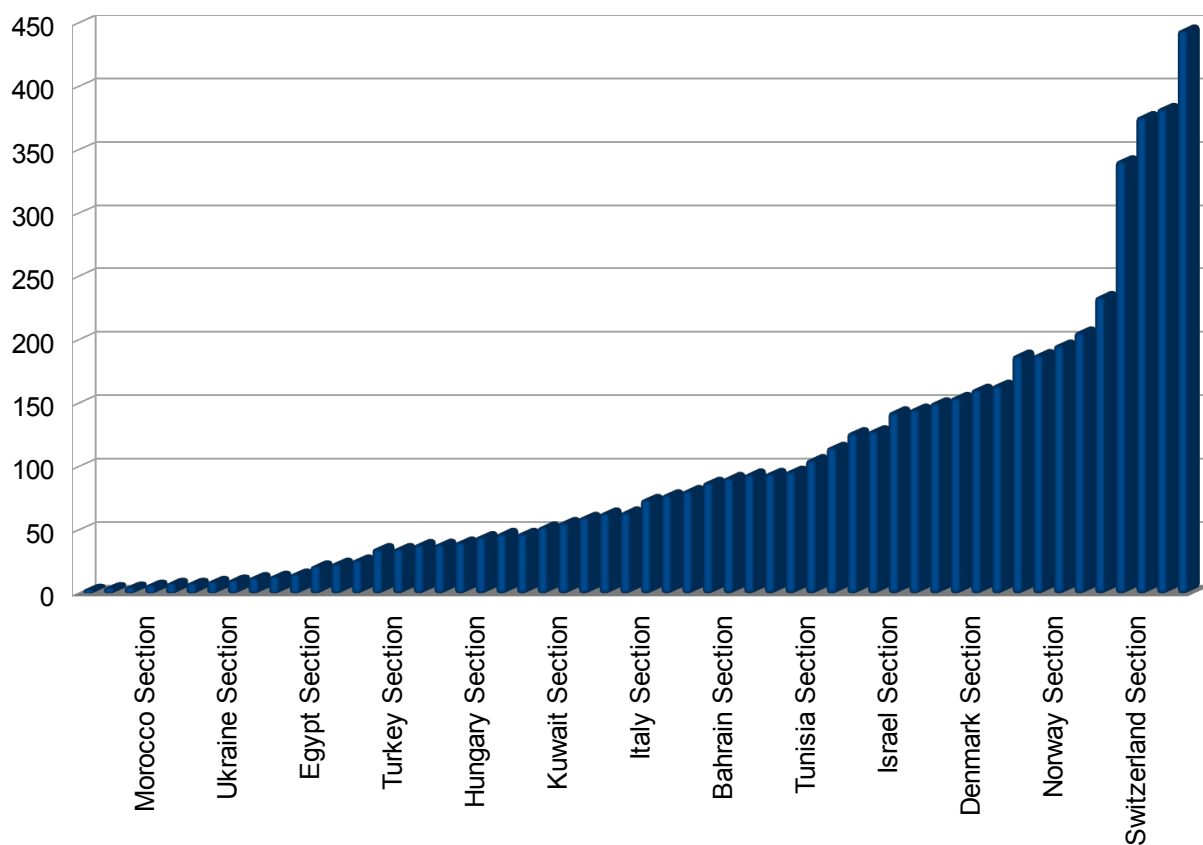
In the table, countries marked in red colors are those who have penetration below average, and those in green are the ones above average.

In the two tables that follow, countries are sorted by penetration rate. We can notice that there is potential to grow in most African and Middle East countries, and some European ones.

Use the table and the data inside with caution, there are of course many more particularities in countries and associated Sections, but the numbers there can be helpful to know whether you can spend your efforts in recruiting members or on retaining them (or ideally, both).

	<b>MEMTOT</b>	<b>Population</b>	<b>Members/1e6 inhab</b>
Austria Section	1311	8464554	154,88
Bahrain Section	113	1234571	91,53
Belarus Section	48	9465500	5,07
Benelux Section	3663	28510378	128,48
Bosnia And Herzegovina Section	247	3839737	64,33
Bulgaria Section	282	7282041	38,73
Croatia Section	807	4290612	188,09
Cyprus Section	330	862000	382,83
Czechoslovakia Section	566	15924908	35,54
Denmark Section	904	5608784	161,18
Egypt Section	1830	83661000	21,87
Estonia Section	122	1286540	94,83
Finland Section	1124	5445883	206,39
France Section	3962	65806000	60,21
Germany Section	7777	80523700	96,58
Ghana Section	202	24658823	8,19
Greece Section	2039	10815197	188,53
Hungary Section	445	9906000	44,92
Iceland Section	111	325010	341,53
Iran Section	1187	77035000	15,41
Iraq Section	162	34035000	4,76
Israel Section	1160	8092700	143,34
Italy Section	4446	59829079	74,31
Jordan Section	529	6507600	81,29
Kenya Section	149	44354000	3,36
Kuwait Section	201	3582054	56,11
Latvia Section	128	2014000	63,56
Lebanon Section	793	4822000	164,45
Lithuanian Section	120	2950684	40,67
Malta Section	185	416055	444,65
Morocco Section	221	33075100	6,68
Nigeria Section	1408	173615000	8,11
Norway Section	996	5077798	196,15
Oman Section	185	3897000	47,47
Poland Section	1022	38533299	26,52
Portugal Section	1341	10562178	126,96
Qatar Section	235	2035106	115,47
Republic Of Macedonia Section	181	2062294	87,77
Romania Section	955	20121641	47,46
Russian Sections	1816	143500000	12,66
Saudi Arabian Sections	1138	29195895	38,98
Serbia And Montenegro Section	736	7801534	94,34
Slovenia Section	300	2061309	145,54
South Africa Section	1269	52981991	23,95
Spain Section	3638	46704314	77,89
Sweden Section	2254	9616429	234,39
Switzerland Section	3043	8085300	376,36
Tunisia Section	1139	10777500	105,68
Turkey Section	2692	75627384	35,60
U.K. & Rep Of Ireland Section	10276	68290400	150,48
Ukraine Section	490	45461627	10,78
United Arab Emirates Section	113	8264070	13,67
Zambia Section	126	13092666	9,62
<b>TOTAL R8</b>	<b>70517</b>	<b>1342071249</b>	<b>52,54</b>

	Members/1e6 inhab
Kenya Section	3,36
Iraq Section	4,76
Belarus Section	5,07
Morocco Section	6,68
Nigeria Section	8,11
Ghana Section	8,19
Zambia Section	9,62
Ukraine Section	10,78
Russian Sections	12,66
United Arab Emirates Section	13,67
Iran Section	15,41
Egypt Section	21,87
South Africa Section	23,95
Poland Section	26,52
Czechoslovakia Section	35,54
Turkey Section	35,60
Bulgaria Section	38,73
Saudi Arabian Sections	38,98
Lithuanian Section	40,67
Hungary Section	44,92
Romania Section	47,46
Oman Section	47,47
<b>TOTAL R8</b>	<b>52,54</b>
Kuwait Section	56,11
France Section	60,21
Latvia Section	63,56
Bosnia And Herzegovina Section	64,33
Italy Section	74,31
Spain Section	77,89
Jordan Section	81,29
Republic Of Macedonia Section	87,77
Bahrain Section	91,53
Serbia And Montenegro Section	94,34
Estonia Section	94,83
Germany Section	96,58
Tunisia Section	105,68
Qatar Section	115,47
Portugal Section	126,96
Benelux Section	128,48
Israel Section	143,34
Slovenia Section	145,54
U.K. & Rep Of Ireland Section	150,48
Austria Section	154,88
Denmark Section	161,18
Lebanon Section	164,45
Croatia Section	188,09
Greece Section	188,53
Norway Section	196,15
Finland Section	206,39
Sweden Section	234,39
Iceland Section	341,53
Switzerland Section	376,36
Cyprus Section	382,83
Malta Section	444,65



Penetration of membership by country. The order is the same as in the second table above.