MD Subcommittee Report April 2014

R8 Committee Meeting, Budapest

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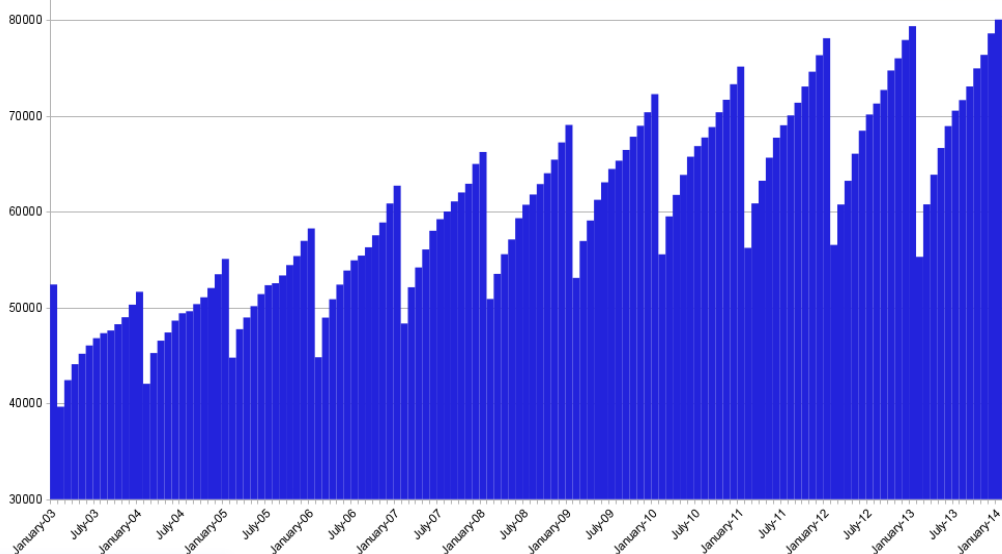**Andreas Koltes**
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Status of MD in R8 (End of Feb)

Regional Snapshot	Total this Month	'14 vs. '13		% Change	Aug 2014 405,000 Member Goal – R8		2014 New Members (FEB)
Total Membership	**55,921**	⌃	633	**1.1%**	77.0%	**Total**	8475
• Higher-Grade	40,836	⌃	1,185	3.0%	74.7%	Higher Grade	2047
• Students	15,085	⌄	(552)	-3.5%	84.2%	Students	6428
IEEE Worldwide - Total	307,348	⌄	3,400	-1.1%	405,000		44,297

2014 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	70.8%	56.1%	27.1%	63.8%
Region – 1st -Year Members	31.3%	41.3%	19.5%	29.7%
IEEE – Total Members	74.8%	48.5%	18.7%	64.2%
IEEE – 1st Year Members	30.6%	32.1%	13.8%	23.0%

- Improvement in retention, could be a change in trend
- Region with the highest increase in retention YoY
- One in only two Regions to increase recruitment in 2013 memb. year

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R8 and global MD status

Deactivation 2014

REGION	HIGHER GRADE w/o GSMs		Change		GRADUATE STUDENTS		Change		UNDERGRADUATE STUDENTS		Change		TOTAL MEMBERS		Change	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
1	5,488	5,627	139	2.5%	960	760	200	26.3%	1,143	1,025	118	11.5%	7,591	7,412	179	2.4%
2	4,710	5,256	546	10.4%	910	753	157	20.8%	946	1,048	102	9.7%	6,566	7,057	491	7.0%
3	5,008	5,375	367	6.8%	1,022	872	150	17.2%	1,505	1,431	74	5.2%	7,535	7,678	143	1.9%
4	3,530	3,828	298	7.8%	830	619	211	34.1%	962	932	30	3.2%	5,322	5,379	57	1.1%
5	4,853	5,174	321	6.2%	790	598	192	32.1%	1,442	1,270	172	13.5%	7,085	7,042	43	0.6%
6	9,631	10,271	640	6.2%	1,497	1,117	380	34.0%	2,186	1,794	392	21.9%	13,314	13,182	132	1.0%
R 1-6	33,220	35,531	2,311	6.5%	6,009	4,719	1,290	27.3%	8,184	7,500	684	9.1%	47,413	47,750	337	0.7%
7	3,208	3,371	163	4.8%	812	632	180	28.5%	961	636	325	51.1%	4,981	4,639	342	7.4%
8	15,410	16,725	1,315	7.9%	4,599	3,871	728	18.8%	5,792	5,537	255	4.6%	25,801	26,133	332	1.3%
9	4,184	4,037	147	3.6%	633	569	64	11.2%	4,375	4,767	392	8.2%	9,192	9,373	181	1.9%
10	19,233	19,794	561	2.8%	8,083	6,328	1,755	27.7%	26,340	24,441	1,899	7.8%	53,656	50,563	3,093	6.1%
R 7-10	42,035	43,927	1,892	4.3%	14,127	11,400	2,727	23.9%	37,468	35,381	2,087	5.9%	93,630	90,708	2,922	3.2%
TOTAL	75,255	79,458	4,203	5.3%	20,136	16,119	4,017	24.9%	45,652	42,881	2,771	6.5%	141,043	138,458	2,585	1.9%

IEEE Membership - February 2014

REGION	Higher-Grade w/o GSM		Change		Graduate Students		Change		Undergraduate Students		Change		TOTAL MEMBERS		Change	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
1	24,506	25,128	(622)	-2.5%	1,507	1,848	(341)	-18.5%	1,636	1,567	69	4.4%	27,649	28,543	(894)	-3.1%
2	21,346	21,836	(490)	-2.2%	1,441	1,717	(276)	-16.1%	1,471	1,482	(11)	-0.7%	24,258	25,035	(777)	-3.1%
3	19,484	19,571	(87)	-0.4%	1,898	2,270	(372)	-16.4%	2,718	2,334	384	16.5%	24,100	24,175	(75)	-0.3%
4	14,804	14,955	(151)	-1.0%	1,484	1,763	(279)	-15.8%	1,609	1,694	(85)	-5.0%	17,897	18,412	(515)	-2.8%
5	19,205	19,349	(144)	-0.7%	1,471	1,772	(301)	-17.0%	1,928	2,208	(280)	-12.7%	22,604	23,329	(725)	-3.1%
6	39,280	39,490	(210)	-0.5%	2,381	2,971	(590)	-19.9%	3,266	3,284	(18)	-0.5%	44,927	45,745	(818)	-1.8%
R 1-6	138,625	140,329	(1,704)	-1.2%	10,182	12,341	(2,159)	-17.5%	12,628	12,569	59	0.5%	161,435	165,239	(3,804)	-2.3%
7	10,568	10,338	230	2.2%	1,676	1,974	(298)	-15.1%	1,315	1,483	(168)	-11.3%	13,559	13,795	(236)	-1.7%
8	40,836	39,651	1,185	3.0%	8,836	9,691	(855)	-8.8%	6,249	5,946	303	5.1%	55,921	55,288	633	1.1%
9	6,586	6,528	58	0.9%	1,000	1,298	(298)	-23.0%	2,974	3,130	(156)	-5.0%	10,560	10,956	(396)	-3.6%
10	42,193	40,455	1,738	4.3%	9,479	9,539	(60)	-0.6%	14,201	15,476	(1,275)	-8.2%	65,873	65,470	403	0.6%
R 7-10	100,183	96,972	3,211	3.3%	20,991	22,502	(1,511)	-6.7%	24,739	26,035	(1,296)	-5.0%	145,913	145,509	404	0.3%
TOTAL	238,808	237,301	1,507	0.6%	31,173	34,843	(3,670)	-10.5%	37,367	38,604	(1,237)	-3.2%	307,348	310,748	(3,400)	-1.1%

MD workshops

- Dubai, UAE, March 8th, 2014
- 8 attendees + 2 MDSC members. Many new (or even future) officers, willing to learn the job
- Many discussions, more important than presentations, but difficult to learn everything in a single day
- Reasonable budget. Very well organized by Adeel Sultan
- Suggestions by MD officers present:
  - IEEE should lower its dues, approaching competing organizations
  - e-Membership shoud be offered in all countries
  - The membership calendar is not natural, and losing members in February to reinstate them later is an artifact which distorts the perception of our membership base
  - SAMIEEE is slow and inefficient

Recovery of de-activated members

- We should be able to recover ~20% of members in arrears
- MD Staff works with Sections to create customized messages that include Section specific information about events and activities, to alert the member of what they will be missing out on and perhaps re-engage them. In R8, only 5 Sections participated
- Utilizing MGM recruiters as "Member Ambassadors" in their respective sections to reach out to members in arrears on the value to renew their membership. The Member Ambassadors would use their membership experience in their conversations with their section membership. Tunisia, Nigeria and UAE Sections have been selected for this pilot program.

Future activities and points of concern

- Training, in the form of workshops or otherwise, is essential. MD takes time to learn and unfortunately many new officers do not devote enough time to it in the first months of their term

- It is possible that some MD officers do not attend the workshops because of lack of funding from their Sections. Sections should plan their budgets at the beginning of the year, and save some money for MD training, since MD is "everyone's business".

- R8 MD website will be redesigned to be more useful and Region-specific, not duplicating the global MD site. Some discussion or forum-like platform would be very beneficial

- Still, many MD officers do not participate even in teleconference calls. MDSC will be in contact with the Sections and try to find a solution.

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