

IEEE R8 MD Newsletter

March 2014



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 March issue of the R8 MD newsletter

This issue contains important data and comments about retention in the Region and worldwide, as well as new features that can help you in doing your MD job easier.

R8 Membership status

The renewal campaign for 2014 has finished at the end of February with the deactivation of members who did not renew. They are now **members in arrears**. After deactivation, Region 8 kept 63.8% of its members (retention rate), which is slightly better than our performance last year. Moreover, IEEE-wide retention rate has been of 64%, worse than in 2013. Still, in R8 we lose many of our members every year and there is room for improvement.

Region 8	Total End of February	'14 vs. '13	% Change	Aug. 2014 member goal for R8 (72,491)		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%	HGM	2047
• Students	15,085	-552	-3.5%	84,2%	StM	6428
IEEE Worldwide - Total	307,348	-3,400	-1.1%	405,000		44,297

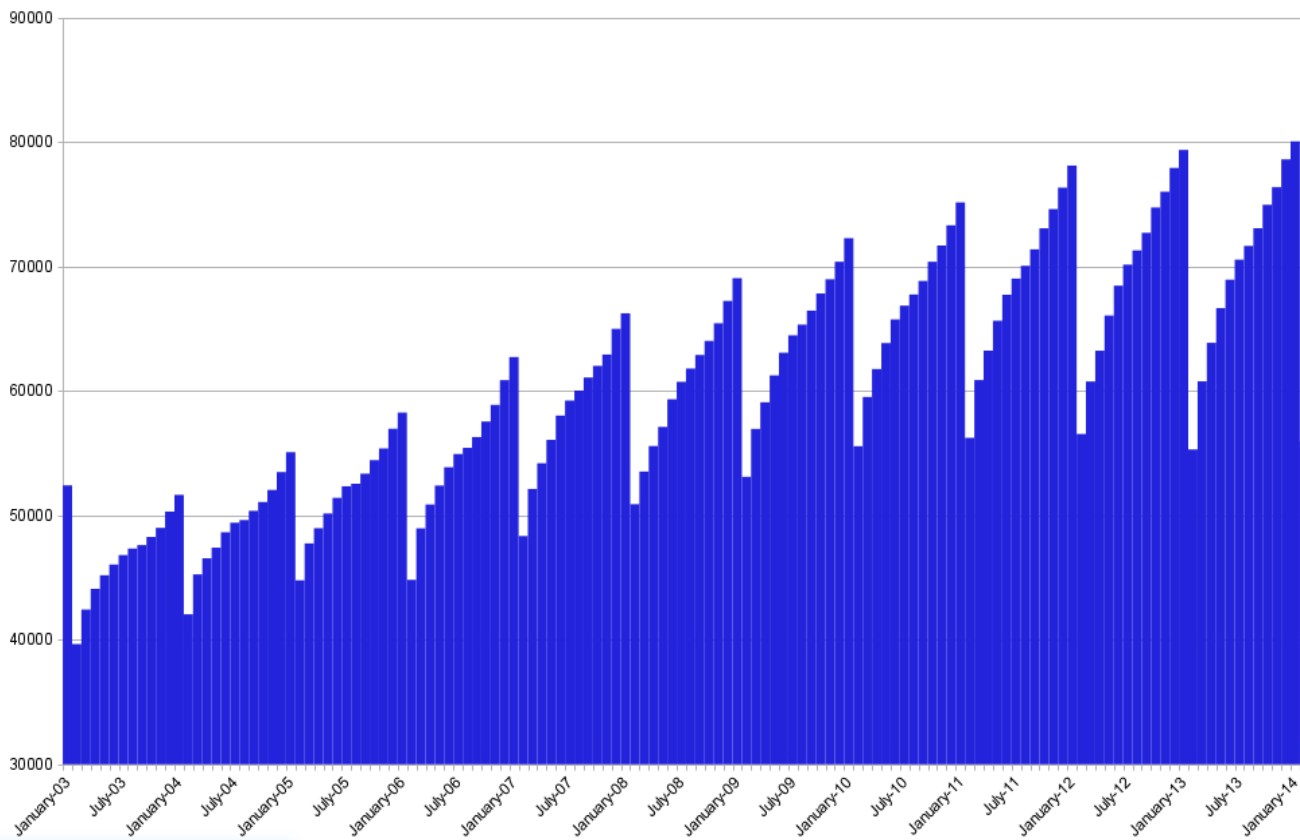
First-year members are very important in this. They are probably not fully aware of the benefits that IEEE membership can provide in their professional careers; it is our duty to keep them informed. If they stay with us for another year, it is much more probable that they will find IEEE membership more and more useful and will wish to stay for the rest of their professional life. Pay special care to them during the whole year, helping them to understand what IEEE can offer to them.

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 ieee-r8md@ieee.org

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 on next page.



Recovering members in arrears

This time of year is critical for MD. We now need to **contact the members in arrears** (see above) and let them know that they are missing important benefits from IEEE. If they renew for 2014 now, their record of membership will not be discontinued.

Should they decide not to renew finally, it would be good if they could share with their reasons for not doing so. This would make us aware of the problems that our membership is finding. Send some time in understanding their reasons to leave and try to improve them for next year, so that members feel happier and become more willing to stay.



[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.)

MD workshop took place in Dubai

On March 8th, a workshop aimed to new MD officers took place in Dubai, UAE Section. Participants from all areas in the Region (Middle East, Africa and Europe) met to share experiences, and get to know the many tools available for the job. More experienced officers and volunteers from the R8 MD team shared their ideas and debated about the duties of Membership Development in Sections,

The workshop, locally organized by R8 MDSC member Adeel Sultan, lasted all day long and contained a presentation by the host Section chair, 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.



Section Vitality Dashboard has arrived

IEEE MGA has created the Section Vitality Dashboard, as a centralized place to access all data relevant to membership in a Section. It provides a monitoring tool for use by section leaders that provides real time, top-down status view of their section vitality metrics and key activities.

The URL for the Section Vitality Dashboard is

http://www.ieee.org/societies_communities/geo_activities/dashboard.html

Once there, select the Section Vitality Dashboard link.
Sign in with your IEEE account username and password.
Select your Section from the list and click "Apply"

Contact vtools@ieee.org for suggestions and questions about the Dashboard.

Volunteer training Workshop in UAE Section

A Local Volunteer Training Workshop was organized as part of the continuous effort of the UAE MD officer to augment and empower its circle of active IEEE members. The event was held at the 5* Villa Rotana hotel in Dubai on Nov. 16, 2013 and was attended by the UAE ExCom, local members, university faculty, students and many other interested members & potential volunteers.

The main objective of the event was to disseminate the important information about IEEE to volunteers/members and to equip them with the required tools/resources necessary for them to efficiently promote the cause of IEEE within the UAE.



MD Chair, UAE Section, Mr. Adeel Sultan, started off by highlighting the procedure of contributing as an IEEE volunteer on the Section level by sharing his valuable experience. Adeel emphasized the importance of getting everyone involved and how it helps in ensuring the success of the Section, Region & IEEE in general. He reiterated the fact that membership development is "everyone's business" and that all members should be ambassadors carrying the message of IEEE.

After spending some time describing the general information about IEEE and its structure, Adeel went on to explain the numerous benefits of IEEE and how they can be useful for the growth of an individual and their respective organizations. The workshop progressed with detailed discussion about the various tools and resources available for volunteers in a very fun and relaxed atmosphere and towards the end, Adeel took the participants through a demo/tour of the analytics tool, SAMIEEE.

The workshop was a great success and was concluded by appreciating the contribution of IEEE members in the UAE. Later, all the guests enjoyed networking with UAE Ex-Com and other members over lunch and were also awarded certificates of participation in the workshop.

Post workshop feedback was extremely positive and suggested an increase in enthusiasm and motivation to strive further amongst all members. As such UAE section is planning to hold more of such events within various cities of the UAE and would encourage other sections within the Region8 to plan the same.

Monthly webcasts

Every month, IEEE MD organizes webcasts to share the latest news about figures in membership, and to deliver hints and suggestions to make your job as MD Officer easier. Also, every month a focus topic is chosen, and a deeper insight on it is offered.

It is important that you attend these webcasts, which are held usually the third Friday every month, but if you missed one, a complete archive is located at

http://www.ieee.org/about/volunteers/membership_development/md2014archiveguide.html

You should receive a message from the md-alert-all mailing list every month, inviting you to register for the next webcast, but if you don't receive them, contact Cathy Downer [<c.downer@ieee.org>](mailto:c.downer@ieee.org) and she will be happy to assist you.

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.)

Membership Development Promotional Material

Did you order your 2014 Membership Recruitment kit? Have you received it?
You can order MD Promotional material at

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