

MD Subcommittee Report August 2014

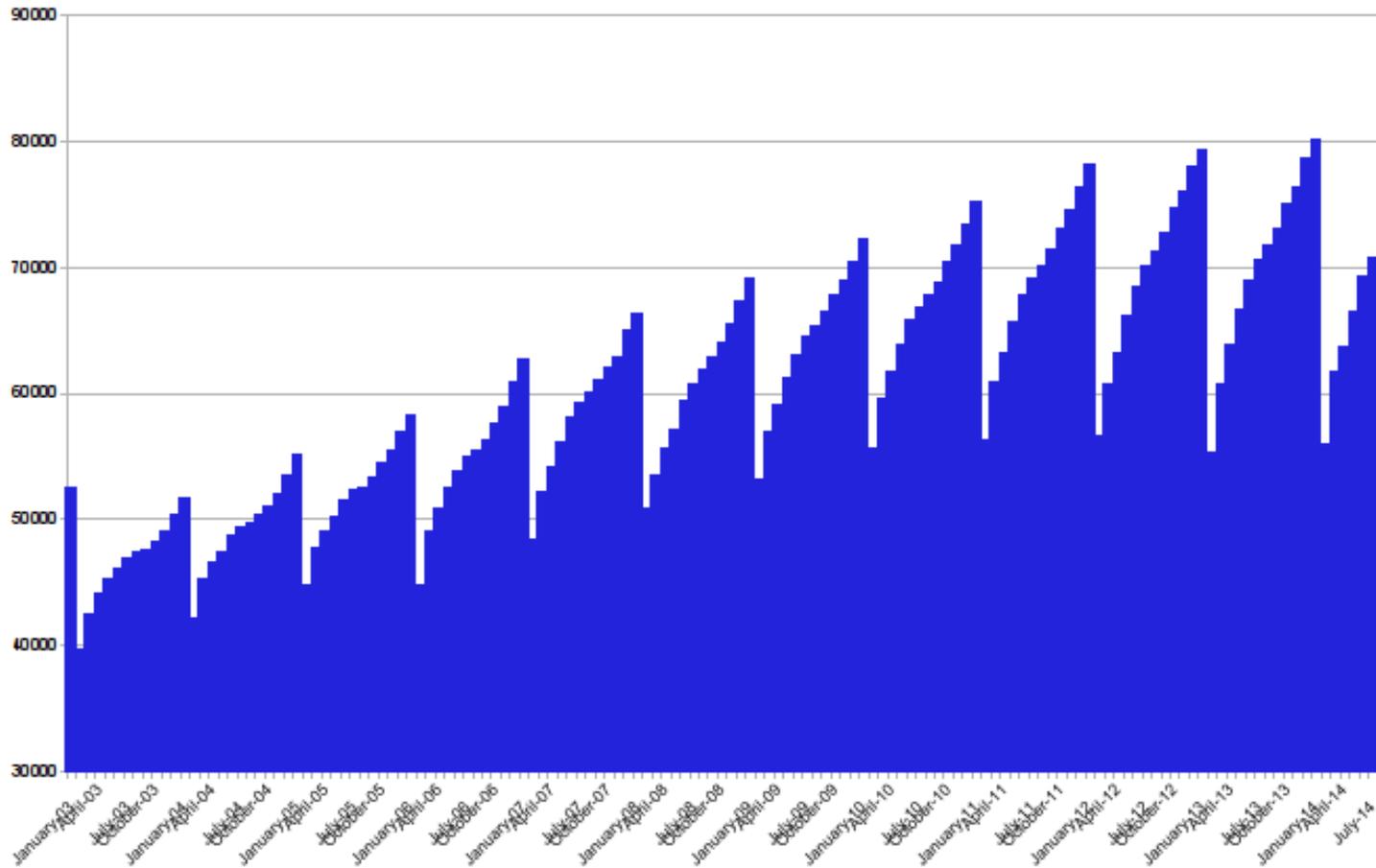
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MD chart



Activities carried out in 2014

IEEE R8 MD Newsletter June 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 June issue of the R8 MD newsletter

This issue contains important data and insights about retention in R8 which can help you to know your membership better.

R8 Membership status

After the end of May, R8 is a little behind in membership with respect to one year ago. We have lost 244 members, especially students. However, the decrease in membership during this month is a global trend, affecting all regions.

Region 8	Total End of May	'14 vs. '13	% Change	Aug. 2014 member goal for R8 (72,491)	2014 New Members (MAY)
Total Membership	66399	-244	-0.4%	91.4%	Total 13,787
• Higher-Grade	45,741	646	1.4%	83.6%	HGM 3,453
• Students	20,658	-690	-4.1%	115.2%	StM 10,334
IEEE Worldwide - Total	361,445	-6,444	-1.5%	406,000	72,979

During June, IEEE will proceed to elevate students with expected graduation dates between January 1 and June 30, 2014, to higher grades. This is a critical moment (that will be repeated in August), as many students will find that their fees increase substantially. It is important to be in contact with them and explain how IEEE can still benefit their career once they have finished their studies and enter the professional world. It happens sometimes that the students haven't finished, even when they set this expected graduation date. If this is the case, point them to the **IEEE Contact Center**, where they will be able to recover their student grade membership.

Remember the R8 MD website is located at

<http://www.ieee8.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 below.



Recovery campaigns taking place since February

R8 MD newsletter of June included a detailed analysis of retention rate as a function of the number of membership years. Available online

We plan to continue increasing recruitment of higher grade members in conferences along the Region.

A special webcast addressing arrear members in Nigeria took place on May 14th, with participation of staff and R8 MD Chair. This was part of a new campaign from HQ to reach members in arrears in large Sections and present them with benefits that are specific to their Sections. Nigeria was selected as the pilot Section for R8.

Conference calls with MD officers and MRRC calls with other Region MD chairs and members of the MRRC in early August.

The MD workshop took place in Dubai, UAE, on March 8th (reported in Budapest)



Recruitment, Retention, Recovery

Retention is key for R8, as we are approaching membership saturation in many countries

In Africa and Middle East there is still room to grow

IEEE membership year ended Aug. 15th and 2015 year just started

Final retention numbers for 2014 membership year will be provided by HQ in mid-September

Provisional calculations show our retention rate will grow from 70.8% to around 71.2% (IEEE rate is expected to be around 70.7%)

Retention of first-year members is still a concern

Recognitions and Incentives

Sections with outstanding performance in MD:

- Increase in total membership
- Increase in membership in %
- Increase in retention

Three awards in each category (large, medium, small sections).