

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	▼ -890	-4.1%	115.2%	StM	10,334
IEEE Worldwide - Total	361,445	▼ -5,444	-1.5%	405,000		72,979

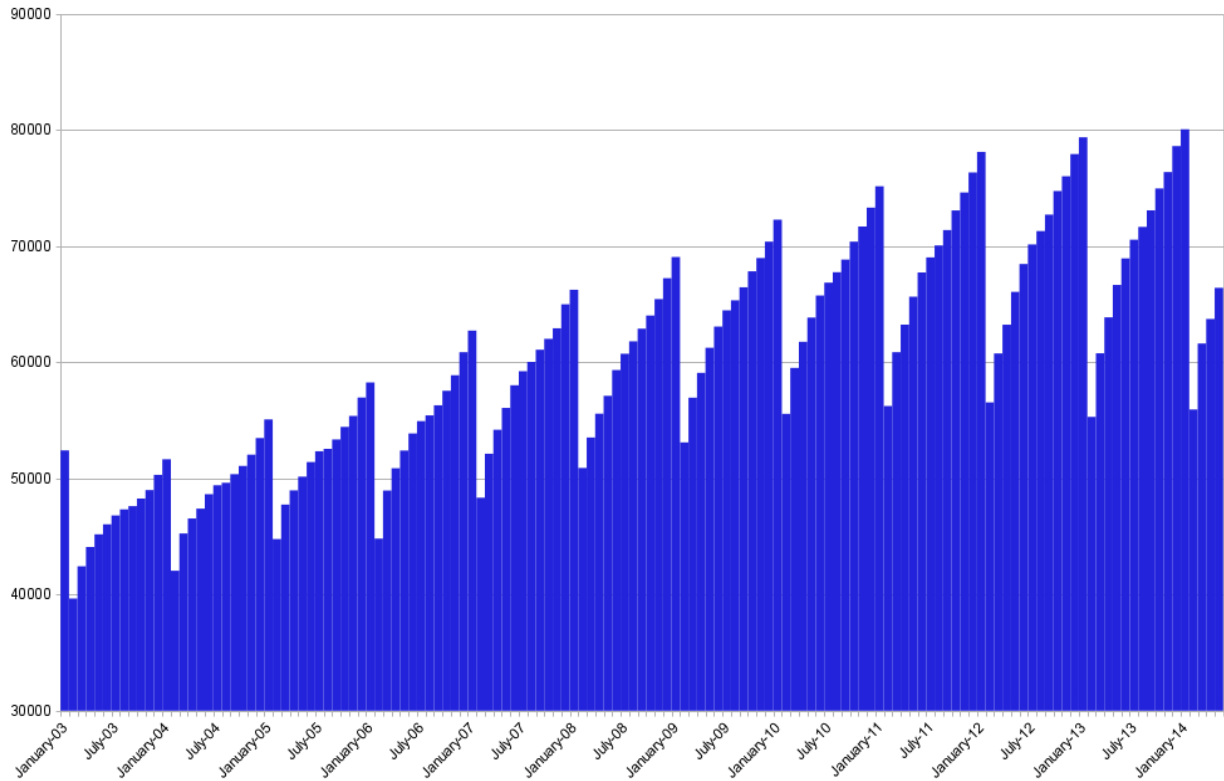
During June, IEEE will proceed to elevate students with expected graduation dates between January 1 and June 30, 2014, to higher grades. This is a critical moment (that will be repeated in August), as many students will find that their fees increase substantially. It is important to be in contact with 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.ieeer8.org/category/member-activities/membership-development/>

For any help, inquiry, suggestion, or idea, contact the MD team at ieeer8md@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.



Membership retention and arrears recovery

The arrears recovery campaign for 2014 is still ongoing. Between March and May, a total of 4054 members reinstated their membership, which is slightly down from 4354 in the previous year. Statistically, these three months account for about 80% of recovery of members in arrears in most years. Therefore, current retention figures are likely to be only about 1000 members short of the final numbers. This puts the current overall retention rate for Region 8 to 68.0%, with the final rate likely being around 69.5%, not including affiliate members.

However, looking at the breakdown of retention rates across membership segments and years of service in a particular grade, it becomes obvious, that we are losing the majority of members in just a few specific membership groups.

Membership	Segment	Dues Window	2013	2012	2011	< 2011	Total
Affiliate	All		53%	62%	64%	89%	69%
Associate	Entry Grade	Jan-Feb	48%	43%	91%	82%	59%
		Mar-Aug	36%	73%	83%	83%	52%
		Aug-Dec		43%	60%	88%	63%
	Transferred		25%	69%	75%	89%	51%
Member	Entry Grade	Jan-Feb	50%	78%	81%	91%	73%
		Mar-Aug	47%	76%	84%	92%	71%
		Aug-Dec		44%	78%	92%	77%
	Transferred		42%	69%	82%	94%	72%
Senior	All		89%	96%	96%	97%	95%
Life / Hon.	All		94%	98%	98%	97%	97%
GSM	Entry Grade / No SB	Jan-Feb	40%	75%	78%	75%	51%
		Mar-Aug	36%	61%	72%	78%	45%
		Aug-Dec		39%	74%	79%	48%
	Entry Grade / SB	Jan-Feb	49%	81%	82%	86%	62%
		Mar-Aug	46%	73%	83%	76%	56%
		Aug-Dec		47%	72%	94%	58%
	Transferred / No SB		66%	68%	80%	88%	68%
	Transferred / SB		73%	73%	85%	89%	75%
Student	No SB	Jan-Feb	29%	53%	65%	58%	34%
		Mar-Aug	24%	52%	78%	75%	29%
		Aug-Dec		19%	64%	51%	25%
	With SB	Jan-Feb	22%	44%	79%	88%	26%
		Mar-Aug	21%	49%	76%	74%	26%
		Aug-Dec		20%	43%	63%	25%

Overall, most attrition of members happens within the first 2-3 years within any given membership grade, independently of whether the members used to be IEEE members in other grades beforehand (although this influences retention probability). In addition, members using discounted fee offers either when initially joining the IEEE or when being transferred between grades, are slightly less likely to renew once the regular fee level of that grade is being reached. The vast majority of regular members not renewing do so already after the first year of membership. Afterwards, renewal is the norm. This implies that IEEE still has problems delivering the benefits new members believe the membership to have when joining. Only for members getting transferred from other (mainly student) grades, second year retention is somewhat poor, which is probably related to the discounted membership fee in the first year as a regular member.

Retention of associate members is generally poor overall, especially when being transferred from student grades. The retention rates eventually increase after the first two years. However, by that time, most associate members already have left the organisation. On average, associate members in Region 8 only stay with the IEEE for 2.7 years. A problem especially in Region 8 is that members often get erroneously transferred to associate member grade due to their

university education not being recognised by the automated grade transfer system. It is therefore important that we encourage these associate members to get moved to regular member grade to improve their retention chances.

On the students' side, retention of graduate student members is significantly higher than for undergraduate members. This is not surprising, as many graduate student members are research students who benefit from the scientific community in the IEEE and discounted access to conferences and other events. At universities having a student branch, retention of GSMs is roughly 10% higher than at other universities, as the students have the additional benefit of local activities and networking opportunities. Especially GSMs who have been undergraduate student members before becoming GSMs are likely to stay with the IEEE for a prolonged time. Undergraduate student members however have the worst overall retention of all grades with an average below 30%. Somewhat surprisingly, retention at universities having a student branch is lower than at universities without. The reason for this might be that many students joining the IEEE at these universities are mainly interested in the local activities and community offered by the student branch rather than the IEEE as an organisation. As member fluctuation in student societies tends to be high, this would explain the lower retention numbers. The longer term (3+ years) retention rates for undergraduate student members are somewhat erratic as the number of students in this category is low.

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. Spend 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.)

Upgrades to the Section Vitality Dashboard

Phase II of the Section Vitality Dashboard has been launched. New features include:

- "Sign in" now defaults to your home Section
- Region has been added
- An advertising URL has been created: <http://www.ieee.org/vitalitydb>
- A new Meeting Activity tab has links to meeting activities for the selected Section (technical, professional, non-technical, administrative)

To make the most of these new enhancements:

- Use [vTools.Meetings](#) to advertise upcoming meetings. These meetings are automatically listed in myIEEE and an RSS feed of upcoming meetings can be added to your Section Web site.
- Use [vTools.Meetings](#) to report all events, such as volunteer training, work with local industry, or pre-university activities. Check out all the new subcategories. Recording all activities gives a more comprehensive view of what's going on in your Section.

Visit the Dashboard at <http://www.ieee.org/vitalitydb>

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>