

IEEE R8 MD Newsletter

November 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 November 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 October, R8 is slightly better than one year ago, having gained 322 members in a context of worldwide declining of membership.

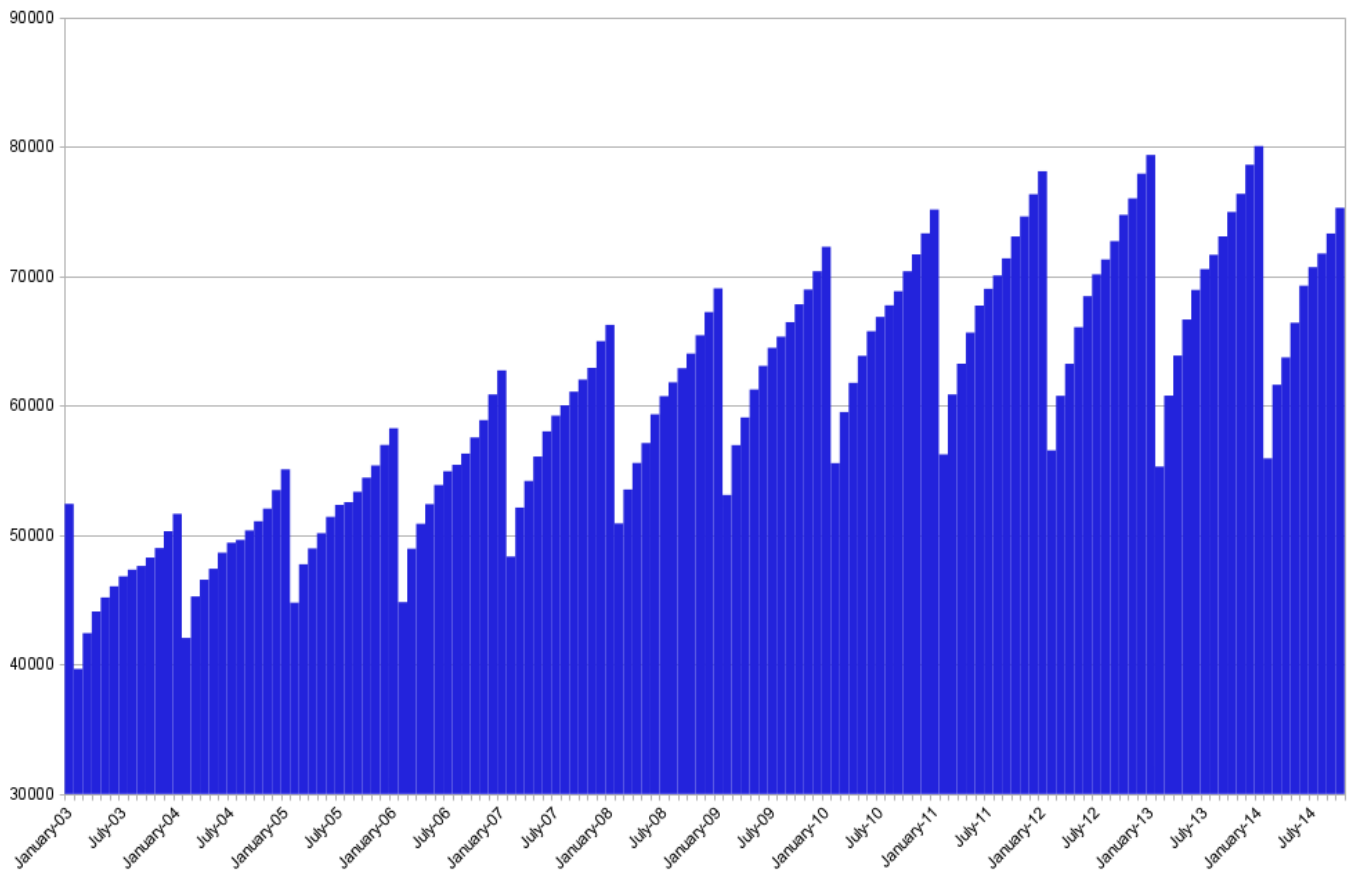
Region 8	Total End of October	'14 vs. '13	% Change	Aug. 2015 member goal for R8		2014 New Members (OCT)
Total Membership	75,273	322	0.43%	n/a	Total	33,078
• Higher-Grade	66,114	394	0.59%	n/a	HGM	25,767
• Students	9,159	-72	-0,78%	n/a	StM	7,311
IEEE Worldwide - Total	400,643	-4,237	-1.02%			167,146

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.

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



Membership renewal campaign

The renewal campaign for 2015 has already started. Automatic renewal of members who opted for this (around 47000) happened in mid-October, and now the rest of members should manually renew their membership for 2015.

The 2015 dues are listed in

http://www.ieee.org/membership_services/membership/join/join_dues.html

being \$158 for higher-grade members and \$27 for students in R8. E-Membership dues amount to \$88 for higher-grade members., where applicable.

Automatic email reminders were sent by IEEE staff to members on October 6th, and will continue monthly to members who don't renew. Experience has shown that communication by the Section is perceived by members as closer and more personal, so don't rely on IEEE messages, and contact members in your Section by yourself, using your local language if appropriate and highlighting activities that happened in 2014 or will happen in 2015 in the Section.

Section goals are new this year

Starting in 2015, Section goals in MD are calculated, both for recruitment and for retention. This means that every Section will know how it is performing during the year, instead of only at the

end. Goals are calculated using data from the previous three years and assuming that Sections will improve their numbers.

For more details on the development of Section goals, see the October issue of the R8 MD report at <http://www.ieeer8.org/download/19814/>

Certificates of recognition to the best Sections in MD

The Sections which performed best in MD during the last membership year were:

Best improvement in retention

Egypt (Large), Lebanon (Medium), Estonia (Small)

Best improvement in membership growth (in %)

UAE (Large), Saudi Arabia (Medium), Iraq (Small)

Largest membership growth:

Iran (Large), Jordan (Medium), Kuwait (Small)

Best continued retention rate in the last three years

Switzerland (Large), Norway (Medium), Slovenia (Small)

Congratulations to those Sections and especially their MD officers.

Using conferences to recruit new members by Andreas Koltes

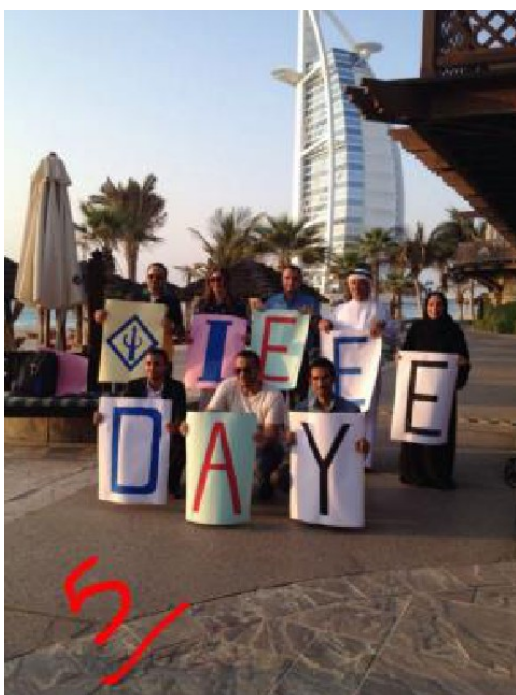
In the previous two years, we significantly increased our efforts to support member recruitment at conferences. Since May of last year we have been sending out conference alerts per e-mail to all section MD officers in our region. These notices contain a summary of all IEEE conferences taking place in the respective Section between 3 and 6 months from the notice. In addition, we offered corresponding recruitment training at the regional MD workshops.

Together, the goal of these efforts is to make it easier for the section MD officers to keep track of the conferences in their section and to coordinate effective recruitment activities at these events. This in turn reduces the work in contacting the organisers and reminding them that they should deliver promotional materials, coordinate an IEEE membership development booth, and reply to queries from potential new members. The conference organisers can count on the section MD team to assist in these matters.

These activities play an important part in sustaining the strong performance of our region in terms of the development of member numbers compared to most other regions. The IEEE conferences in our region offer a great recruitment opportunity for new members. Please encourage and support the conference organisers in your section to support the IEEE's recruitment effort.

MD activities within the UAE by Adeel Sultan

As in the previous years, the UAE section has been very active in 2014 as well. We have had numerous activities throughout the year and in all of them the section have grabbed the opportunity to promote the values & benefits of IEEE by employing various techniques. For e.g. by placing promotional materials and appropriate personnel, M-G-M cards, registration laptops etc. at most of these events. As a result we have seen steady growth in our members and numerous success stories have evolved. As an example, one institution in UAE won the IEEE Photo competition while some members were awarded the MGM awards. Recently, the UAE section Officers and MD-Chair also called upon all institutions to participate the IEEE-Day in their own way and allocated adequate budget for them. As a result, IEEE Day was celebrated with full fervour across the country. Some decided to have a cake cutting ceremony while some opted to have a casual members gathering for a group photo. One of the Universities organized it's very first celebratory event for the IEEE day which included talks from various people and a brief cake cutting ceremony. Some of the members and officers also got together at one of the landmark locations in Dubai for an IEEE-Day photoshoot.



The above events and activities have not only contributed significantly towards the growth of the IEEE-UAE section but have also succeeded in disseminating the information & benefits of IEEE to a larger audience. Through his talks and various communication, the UAE-IEEE MD-Chair/R8- MDSC, Mr. Adeel Sultan has successfully instilled in every member the mind-set that Membership-Development is everyone's business and within the UAE section, we are witnessing the resulting change & growing enthusiasm towards IEEE.

Upgrades to the MD website

The IEEE MD web site has been updated, making it easier now to find relevant information.

It contains a section on "Training" where you can find manuals, documents, best practices and links especially aimed at new MD volunteers, but that experienced ones can also find useful.

A second section provides communication templates that you can use to address your members in different moments, such as the renewal period, the arrears recovery period, etc. Feel free to use them or to adapt to your particular circumstances (for example, translating them into local language).

Many reports on MD figures are linked in the third Section, which points to SAMIEEE, regional

and global reports, webcast archives (be sure not to miss them) and the Section Vitality Dashboard, among others.

Finally, the last two Sections provide links to IEEE programs such as Member-Get-A-Member, Young Professionals, e-Membership, Societies, WIE, etc. and promotional material for IEEE that you can download and use in your events.

Visit the MD site at

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

Membership Development Promotional Material

Did you order your 2015 Membership Recruitment kit? Have you received it?

You can order MD Promotional material at

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