

Membership Development Subcommittee (MDSC)

Adeel Sultan

MDSC Team composition for 2015

- Adeel Sultan, UAE Section, Chair
- Antonio Luque, Spain Section, Member
- Andrejs Romanovs, Latvia Section, Corresponding Member
- John Matogo, Kenya Section, Corresponding member

General status of MD in R8

At the end of February 2015, membership in our Region was at 54,608 (post arrear deactivation) with total additions YTD of 4373 members. Renewal period recently ended and the region was only a few points short of the retention goal. Major efforts for retention are currently underway to minimize final arrear count. Recruitment drives are also running in parallel and some sections have already met their recruitment targets for 2015. Overall, the region is slow to start this year and seeing more arrears than previous years due to various factors (including economic and geo-political uncertainty), however, with the amount and kind of efforts underway, we are very optimistic that the region will end the year on a high note.

Some Major Activities

- Recruitment retention efforts were in full steam until the arrears cut-off date. Recovery campaigns ongoing after the deactivation.
- Plan to continue to increase the recruitment of higher grade members at conferences within the Region.
- Direct communication with section MD officers to understand the dynamics in their domains and to extend the necessary support.
- Regular updates and timely messages were sent out, not only to section MD officers but also to Chairs and other officers to ensure appropriate action during the retention drives.
- Conference calls with MD officers and MRRC calls with other Region MD chairs and members of the MRRC and more planned throughout the year
- Close coordination and collaboration with various sections within the region to share the best practices knowledge and assist in the growth of the overall region.

Membership statistics

R8 Membership at the end of Feb 2015 was 54608, distributed as:

Member -ship Status	H	H Total	LF	F	F Total	LS	SM	SM Total	LM	M	M Total	AM	AM Total	GSM	GSM Total	Higher Grade Total	StM	StM Total	Grand Total
Active	7	7	285	769	1054	448	5810	6258	822	31204	32026	920	920	8006	8006	48271	6337	6337	54608