

# MDSC Report

## March 2015

**Antonio Luque, Member, Spain**

# Membership Development Subcommittee



**Adeel Sultan, Chair, UAE**

**Antonio Luque, Member, Spain**

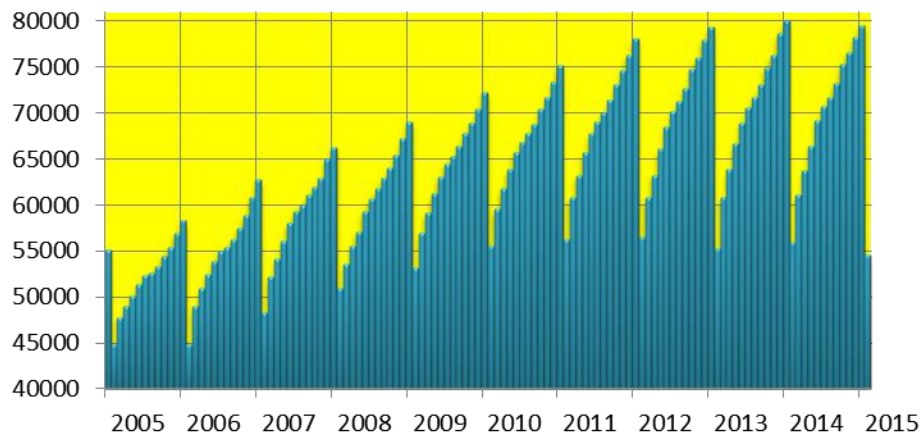
**Andrejs Romanov, Member, Latvia**

**John Matogo, C Member, Kenya**

# Status of MD in R8 (Feb. end)

Region Snapshot	This Month	'15 vs. '14	% Change	<b>Congratulations to four Sections who have already met their recruitment goal for the year, and two Sections who have exceeded their retention goals. <i>More detail on page 3.</i></b>  Individual Section goals and progress begin on page 5.
<b>Total Membership</b>	<b>54,608*</b>	✓ (1,313)	<b>-2.3%</b>	
Higher-Grade	40,265	✓ (571)	<b>-1.4%</b>	
Students	13,343	✓ (742)	<b>-4.9%</b>	
IEEE Worldwide	302,183	✓ (5,165)	<b>-1.7%</b>	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %)
	Higher Grade	Student	Total %, #	2015 Goal %, #	
<b>Region 8</b>	<b>68.7%</b> 37,027	<b>38.7%</b> 6,801	<b>61.3%</b> 43,828	<b>73.3%</b> 52,590	<b>80.7% Slovenia Section</b> <b>78.4% Norway Section</b> <b>77.7% Switzerland Section</b>
IEEE Overall	73.2% 219,126	28.5% 25,447	63.0% 244,573	72.5% 281,672	



- ❖ Globally 5 sections were rewarded for **exceeding** their recruitment goals for 2015.. Four of them or 80% are from Region 8...

***Kudos!!***

# R8 and Global MD status

Deactivation 2015																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change	
			#	%			#	%			#	%			#	%
1	5,244	5,488	(244)	-4.4%	975	960	15	1.6%	1,237	1,143	94	8.2%	7,456	7,591	(135)	-1.8%
2	4,751	4,710	41	0.9%	916	910	6	0.7%	931	946	(15)	-1.6%	6,598	6,566	32	0.5%
3	5,147	5,008	139	2.8%	1,039	1,022	17	1.7%	1,664	1,505	159	10.6%	7,850	7,535	315	4.2%
4	3,810	3,530	280	7.9%	860	830	30	3.6%	981	962	19	2.0%	5,651	5,322	329	6.2%
5	4,874	4,853	21	0.4%	872	790	82	10.4%	1,342	1,442	(100)	-6.9%	7,088	7,085	3	0.0%
6	9,554	9,631	(77)	-0.8%	1,317	1,497	(180)	-12.0%	2,178	2,186	(8)	-0.4%	13,049	13,314	(265)	-2.0%
R 1-6	33,380	33,220	160	0.5%	5,979	6,009	(30)	-0.5%	8,333	8,184	149	1.8%	47,692	47,413	279	0.6%
7	3,324	3,208	116	3.6%	891	812	79	9.7%	886	961	(75)	-7.8%	5,101	4,981	120	2.4%
	16,134	15,410	724	4.7%	5,007	4,599	408	8.9%	5,549	5,792	(243)	-4.2%	26,690	25,801	889	3.4%
9	4,318	4,184	134	3.2%	702	633	69	10.9%	4,348	4,375	(27)	-0.6%	9,368	9,192	176	1.9%
10	20,033	19,233	800	4.2%	9,236	8,083	1,153	14.3%	22,304	26,340	(4,036)	-15.3%	51,573	53,656	(2,083)	-3.9%
R 7-10	43,809	42,035	1,774	4.2%	15,836	14,127	1,709	12.1%	33,087	37,468	(4,381)	-11.7%	92,732	93,630	(898)	-1.0%
TOTAL	77,189	75,255	1,934	2.6%	21,815	20,136	1,679	8.3%	41,420	45,652	(4,232)	-9.3%	140,424	141,043	(619)	-0.4%

# R8 and Global MD status

IEEE Membership - February 2015															
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS		
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change
			#	%			#	%			#	%			# %
1	23,721	24,506	(785)	-3.2%	1,298	1,507	(209)	-13.9%	1,515	1,636	(121)	-7.4%	26,534	27,649	(1,115) -4.0%
2	20,760	21,346	(586)	-2.7%	1,281	1,441	(160)	-11.1%	1,314	1,471	(157)	-10.7%	23,355	24,258	(903) -3.7%
3	19,246	19,484	(238)	-1.2%	1,622	1,898	(276)	-14.5%	2,329	2,718	(389)	-14.3%	23,197	24,100	(903) -3.7%
4	14,432	14,804	(372)	-2.5%	1,404	1,484	(80)	-5.4%	1,437	1,609	(172)	-10.7%	17,273	17,897	(624) -3.5%
5	19,003	19,205	(202)	-1.1%	1,388	1,471	(83)	-5.6%	1,881	1,928	(47)	-2.4%	22,272	22,604	(332) -1.5%
6	38,707	39,280	(573)	-1.5%	2,093	2,381	(288)	-12.1%	2,988	3,266	(278)	-8.5%	43,788	44,927	(1,139) -2.5%
R 1-6	135,869	138,625	(2,756)	-2.0%	9,086	10,182	(1,096)	-10.8%	11,464	12,628	(1,164)	-9.2%	156,419	161,435	(5,016) -3.1%
7	10,518	10,568	(50)	-0.5%	1,500	1,676	(176)	-10.5%	1,204	1,315	(111)	-8.4%	13,222	13,559	(337) -2.5%
8	40,265	40,836	(571)	-1.4%	8,006	8,836	(830)	-9.4%	6,337	6,249	88	1.4%	54,608	55,921	(1,313) -2.3%
9	6,359	6,586	(227)	-3.4%	959	1,000	(41)	-4.1%	2,933	2,974	(41)	-1.4%	10,251	10,560	(309) -2.9%
10	42,589	42,193	396	0.9%	9,128	9,479	(351)	-3.7%	15,966	14,201	1,765	12.4%	67,683	65,873	1,810 2.7%
R 7-10	99,731	100,183	(452)	-0.5%	19,593	20,991	(1,398)	-6.7%	26,440	24,739	1,701	6.9%	145,764	145,913	(149) -0.1%
TOTAL	235,600	238,808	(3,208)	-1.3%	28,679	31,173	(2,494)	-8.0%	37,904	37,367	537	1.4%	302,183	307,348	(5,165) -1.7%

## Some Common factors

Current Economic conditions and currency exchange

Shaky Stability in the region

Worsening Geo-political Situation

Many members are from academia:: Need to have a strategy to get more professional

Low levels of income

## Recovery of De-Activated members

- Direct communication with Section Chairs & MD Officers to start aggressive campaign to recover deactivated members
  - MD Staff working with Sections to create customized messages that include Section specific information about events and activities, to alert the member of what they will be missing out on and perhaps re-engage them.
- Suggestions send to MDO's to order MD-Kits and start utilising for the appropriate propagation of IEEE message & Vision...
- Suggestions send to MDO's & Chairs to use volunteers in their respective sections to reach out to members in arrears to emphasize the value of IEEE convincing them to renew their membership.
- The most important field in members data is phone number

# Some Points of concern..

- Focus on Training is essential:
  - MD processes takes time to learn and unfortunately many new officers do not devote enough time to it in the first few months of their term, hence not properly equipped.
  - Section Chairs to influence & encourage this training
  - MDSC is always available for any required support
- It is possible that some MD officers do not attend the workshops because of lack of funding from their Sections.
  - Sections should plan their budgets at the beginning of year, and save some money for MD training, as MD is “everyone's business”.
- Still, many MD officers do not participate even in Webcasts and teleconference calls.
  - Section Chairs should be nominating appropriate volunteers and ensure that they are able to do their job efficiently as MD is a VITAL component to the overall health of the section/region.

# Thank You!