

Membership Development: Current situation and ways to react

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IEEE R8 VC Member Activities
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Ongoing activities

- MD officers **network** in the Region 8: very vibrant and active
- Excellent **leadership** for MD with continuity in activities
- Regular MD Reports and Newsletter
- Series of MD **workshops** (Leuven, London, Dubai) in previous years helped in building MD officers network
- Focus on **member elevation gap** – involving relevant officers in the section and **sharing information**

Issues to deal with

- Member elevation gaps:
 - Student to Member, involvement of local SB counselor and YPAG
 - Establishing LM AG even in recently founded section, keeping Senior Members involved
- Why members do not stay?
 - Trivial problems with renewal: password recovery, IEEE bank payment details not stated on the receipt, etc.
 - Lack of relevant engagement and support

Membership Development Plan

■ MD Plan for 2015

- Continue with regular activities
- Recruitment in focus starting August 2015
- Renewal in focus starting November 2015
- MD officers training November Istanbul
- Membership elevation actions

Ongoing activities

- Member elevation to Senior Member
- To qualify for the 2015 Nominate A Senior Member Initiative, application must have been completed no later than 11 November 2015.
- Nominating Sections and Societies that nominate at least five successful new Senior members will be awarded US\$10 for each Senior member they nominate who is approved for elevation to Senior member in 2015.
- Read more:
- http://www.ieee.org/about/volunteers/membership_development/senior_member.html
- http://www.ieee.org/membership_services/membership/senior/app_guide.html

Region 8 MD Report August

Membership Data	2015	2014	% change
Higher Grade Members	54,227	55,437	-2.2%
Graduate Student Members	8,779	8,742	+0.4%
Student Members	7,347	7,567	-2.9%
Total Members	70,353	71,746	-1.9%

Region 8 MD Report August: Renewal

Opportunity	Renewal	% Renewal	% Goal
71,463	49,955	69.9%	94.5%

Region 8 MD Report August: Recruitment

2015	2014	% Change	Goal (% to goal)
16,541	17,108	-3.31%	17,675 (93.6%)

Recruitment & Retention Performance in R8

Region 8 Recruitment Performance	% to Goal
Bahrain Section	211.8%
Estonia Section	190.4%
Oman Section	171.4%
Western Saudi Arabia	152.0%
Latvia Section	132.8%
Malta Section	130.0%
Lebanon Section	123.1%
Bosnia And Herzegovina	121.3%
Poland Section	120.9%
Iceland Section	120.0%
Jordan Section	115.2%
Italy Section	111.5%
Saudi Arabia Section	109.5%
Lithuanian Section	105.1%
Hungary Section	103.8%
Israel Section	102.2%
Russia (Northwest) Section	102.0%

Region 8 Retention Performance	% to Goal
Tunisia Section	137.8%
Bahrain Section	137.8%
Ukraine Section	115.7%
United Kingdom and Ireland Section	112.6%
Iceland Section	106.8%
Lithuanian Section	105.2%
Denmark Section	102.4%
Norway Section	100.4%
Latvia Section	100.2%
Slovenia Section	100.0%

Membership Development

■ Discussion