

Membership Development Subcommittee (MDSC)

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Goals

MDSC will keep aligned with the Member Activities goals in general, which are increasing R8 membership (through recruiting new members as well as retaining current members and recovering members in arrears), to promote grade elevations, and to increase awareness of IEEE membership's values.

Due to the large geographic area and more than 60 Sections and Sub-Sections in R8, the role of Section MD Officer became vital component of the overall health of the Section and Region as a whole, and need to be nominating in every Section, now 10% Sections has no MD Officers appointed.

Focusing on training will be the next essential part of MDSC activities, MD processes takes time to learn and, unfortunately, some new officers do not devote enough time to it in the first few months of their term; many MD officers do not participate in monthly Webcasts and MD Workshops.

MDSC will maintain the previous traditions of direct and frequent communication not only with Sections MD Officers, but with Section Chairs too, to increase the momentum of retention and recruitment campaigns. Close cooperation with the MRRC will ensure Sections are aware of their respective recruitment and retention goals, and can plan accordingly all necessary MD activities.

MDSC will focus their attention to IEEE members, who belongs to the countries where we do not have an official section, there are two region with a huge potential in R8 – Africa and post-soviet republics.

Primary indicators of MDSC success can be determined by the level of membership, retention and retaining rate by Sections and in R8, additionally; the MD trends for Sections, where representatives are active in MD activities (MD Workshops, Webcasts, teleconferences, etc.) should be analyzed and compared with the other Sections. Comparative analysis should be performed on separate MD programs too, e.g. strategizing with sections to plan more SM elevations. Feedback from the Sections officers and volunteers will be very helpful tool to improve MDSC activities and politics.

Status

At the beginning of 2017, membership in our Region was at 78,175 (prior the arrear deactivation), showing small decrease of 1.3% in comparison with the previous year (see Table below), which is slightly better, than in previous years ('16 vs. '15 -1.6%; '15 vs. '14 -2.3%).

Region Snapshot	This Month	2017 vs. 2016	% Change
Total Membership	78,175	-1,011	-1.3%
Higher Grade	54,653	-758	-1.4%
Students	23,522	-253	-1.1%

Overall, the region is slow to start this year, however, we are very positive that the region will recover soon and will have a fulfilling year ahead. R8 was performing reasonably well with over 52.6% retention (compared to 55.5% IEEE overall). Major efforts for retention are currently underway to minimize the impact of arrears and most sections are already doing upwards of 70% to their individual goals, with Iceland Section already exceeding their retention goal. Recruitment drives are also running in parallel and three R8 Sections (Iceland, Tunisia and Belarus) are already exceeding their recruitment goal for the year 2017.

Outlook

MDSC will focuses on coordination, informing, teaching and guiding of Sections MD officers, to serve as a main MD information hub for members and volunteers, to ensure and coordinate the information flow and MD activities in R8.

MDSC will encourage:

- Sections to nominate the proper MD officers, not to just fill the position
- MD officers to be trained well, to use MD tools properly, to participate in MD activities – Workshops, Webinars, teleconferences; Section Chairs to be asked to influence and encourage these trainings
- Sections Chairs and MD officers to use volunteers in their respective sections to reach out to members in arrears to renew their membership
- MD officers to order MD-Kits and actively utilizing it for the appropriate propagation of IEEE membership
- Volunteers to utilize IEEE tools like Collabratech, GoogleApps@IEEE, MentorCentre, Resume Lab, for Section events, campaigns and everyday business

MDSC will realize their activities in close cooperation with other IEEE entities, such as Society Chapters, Professional Activities and SYP, together promoting IEEE membership. This year MDSC will focus their attention to IEEE members, who belongs to the countries where we do not have an official section, there are two region with a huge potential in R8 – Africa and post-soviet republics.

Success stories of Sections are the best teaching materials and the primary source of inspiration for other Sections and volunteers, MDSC will focuses on following these success stories, to popularize it and to implement best practices across R8.

Analyzing the success of last MD Workshop, held in Tunis (Tunisia, November 18-19, 2016), with over 35 participants from 20+ countries within the R8, and showing positive outcomes, it is planned to organize next MD Workshop in May-June 2017; the next target will be European (mainly) Sections.

Points of Concern

Feedback from the Sections MD officers and volunteers shows the big increased interest in MD tools, that can be used in different situations, e.g., who should I contact when I need something, where do I find the information I need, how should I do right the tasks I'm expected to do. Offline materials are good when you need to find information you have already heard

about, but if you are new to the positions and cannot devote enough time to it in the first few months of the term, some few very useful tools should be ready to assist MD officers. The best possible way is to combine offline MD materials with MD Workshops and monthly Webcasts, using new IT tools too. Webinar based training might do the magic as a good compromise between offline training and a workshop. A workshop is always the most successful event as it engages all the people in, and people like to be a part of something bigger and feel the energy. New IT tools (GoogleApps@IEEE, MentorCentre, Resume Lab) could help not only in volunteers everyday business, but to serve as a possible source of new members, for example, IEEE Collabratech allow people, that are not necessarily IEEE members, to be registered and actively participate in. R8/MGA can support these activities, especially MD Workshops, with a proper balance found between the number of events, costs and possible results.