

Membership Development Subcommittee (MDSC)

Andrejs Romanovs

Goals

The main MDSC goals 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. With the slight membership decrease for last 3 years, which continues this year too, the role of Section MD Officer became vital component of the overall health of the Section and Region as a whole. They need to be informed operatively about the membership changes in their Sections and trained well to solve all possible issues. MDSC directly and frequently communicates with Sections MD Officers in both virtual and face-2-face ways - emails, skype-meetings, teleconferences, private R8 MDOs Community in Collabratec and during annual MD Workshops. MDSC maintain the previous traditions of communication not only with MDOs, but with Section Chairs too, to increase the momentum of retention and recruitment campaigns. Close cooperation with the MRRC ensure the Sections awareness of their respective recruitment and retention goals, so they can plan accordingly all necessary MD activities. MDSC putting new attention to IEEE members, who belongs to the countries where we do not have an official section, starting new activities in Africa - region with a huge potential in membership.

Status and Past Contributions

In the June 2017, membership in the Region was at 63,621, with a YoY loss of -2.2%, compared to global YoY loss of -2.8%. Retention in the first half of 2017 is 67.0% - the same number as in IEEE overall (higher grade 74.4% vs 77.1% overall and student 44.7% vs 33.6%). Cumulative recruitment positively changes for higher grade members (+1.7%) with the loss of 3.0% for student members, totally with 13,851 new member, 2.1% less than the same period last year.

Region Snapshot	This Month	'17 vs. '16	% Change
Total Membership	63,621	✓ (1,407)	-2.2%
Higher-Grade	43,647	✓ (1,002)	-2.2%
Students	19,974	✓ (405)	-2.0%
IEEE Worldwide	349,868	✓ (10,020)	-2.8%

In the first half of 2017, 14 Sections are successfully met their Recruitments goals, 16 Sections - Retention goals, and five Sections - Island, Jordan, Belarus, Latvia and Russia (Siberia), have earned the gold medal of recognition for meeting both goals.

During the first half year period, MDSC continue the best practices and starting new activities:

- Communication activities: continuous monthly MD reporting to Sections MDOs and Chairs, virtual meetings with MDOs (skype meetings, half-year R8 MD teleconferences - first was held in June 2017, discussions during annual MD Workshops), developed (in May 2017) new platform for MDOs to exchange ideas, best practices, discuss problems etc. (in Collabratec private group - IEEEER8 MDO Community).
- Training activities: frequent sharing MD Tools and resources with MDOs by email in R8 MD monthly reports, encouraging volunteers to utilize IEEE tools like Vitality Dashboard, MD-Kits, Collabratech, GoogleApps@IEEE, MentorCentre, Resume Lab, for Section events, campaigns and everyday business; discussing and exchanging best practices in IEEEER8 MDO Community Collabratec platform; face2face annual 2 days MD Workshop for R8 MDOs - recently, the MD Workshop was organized in Bratislava, Slovakia, 2017 May 19-20, with main focus on the MDOs, who are new to their positions in a European part of the R8 (when the next one, will be organized in beginning of 2018, with the main focus of Africa and Middle-East). The Workshop was well attended with 25 participants from 20 countries within the Region 8 and the post event feedback suggested an extremely positive outcome.
- Membership expanding activities: MDSC focuses 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. First such event was successfully organized in Uganda (by John Matogo) in May 2017, discussing the plans of organization of IEEE Sub-Section with valuable IEEE members from Uganda.

Outlook

MDSC should 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 membership development activities in R8, which is one of the most geographically and ethnically dispersed IEEE regions, with no much similarities in a Sections even in one continental area. It is important to provide MDOs with a tools that will be most effective in the selected country or region, thus, success stories and best practices of Sections are the best teaching materials and the primary source of inspiration for other Sections and volunteers, so MD Subcommittee should focuses on following these best practices, popularizing it and implementing across R8. The continuation of previous communication and trainings practices should be the essential part of MDSC activities, organization of face2face and virtual activities is a must for successful membership development in R8. 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 M SM elevations. MDSC activities should be realized

in close cooperation with other IEEE entities, such as Society Chapters, Professional Activities and SYP, together promoting IEEE membership. MDSC should focus their attention to IEEE members, who belongs to the countries where we have weak or do not have an official section/sub-section, e.g. in Africa.

Points of concern

The previous practices shows, that always the most successful event in informing and training MDOs is an annual face2face workshop, as it engages all the people in, and people like to be a part of something bigger and feel the energy. R8/MGA can support the organization of future workshops helping in legal procedures, e.g. with visas (that could be done in Vienna R8 office).

The synergistic effect could be reached by combining MDSC informing and training activities with other IEEE entities, such as Society Chapters, Professional Activities and SYP, together promoting IEEE membership during common events. MDSC organizes annual MD workshops focusing one year on European part of R8 and the second - to African and Middle-East, still, MDSC receives numerous request from African regions, asking MD Subcommittee to organize trainings of volunteers, working directly with a members. Taking into account, that in Africa we have IEEE members, who belongs to the countries where we do not have an official sections, the small regional events could be organized to inform and train local volunteers in MD, vitality, professional or SYP activities. R8/MGA can support the organization of such events with a proper balance found between the number of events, costs and possible results.