

Membership Development Subcommittee (MDSC)

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Goals

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. Focusing on training is the 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, telcos and MD Workshops. Taking into account the latest statistics ? minimal but constant decrease of members for last 3 years, MDSC focusing its activities on informing and training of MDOs and other volunteers, who work/recruit with members. This will be implemented in close cooperation with Society Chapters, Professional Activities and SYP, together promoting IEEE membership. 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. MDSC 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.

Status

At the beginning of 2018, membership in our Region was at 76,168, showing small decrease of 1.0% in comparison with the previous year (see Fig.), which is slightly better, than in previous years ('17 vs. '16 -1.3%, '16 vs. '15 -1.6%; '15 vs. '14 -2.3%). Although the success with Student Members (+1.2%) the Higher-grade members statistics shows bigger decrease (-1.9%), this is the first MD task to work with. 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.

Outlook

MDSC 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.

Analyzing the success of last MD Workshops, held in Tunis (Tunisia, November 18-19, 2016; 35 participants from 22 IEEE Sections) and Bratislava (Slovakia, May 19-20, 2017; 24 participants from 20 IEEE Sections), and showing very positive outcomes, it is planned to organize next Membership Development Workshop, that focuses on Africa-specific problems, tasks and opportunities. Workshop will be held in Cape Town, South Africa, March 23-24, 2018.

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.

Other Issues to report