

Membership Development Subcommittee (MDSC)

Andrejs Romanovs

Goals

R8 Membership Development Subcommittee working aligned with IEEE 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.

Status

We ended the year showing strong growth of 1.2% (same time last year: -1.1%) with the HG increase 0.9% and Students increase 1.9% (same time last year: -2.2%, +2.6%) and are poised to have a larger base of members to renew for 2019. Big increase in shown in Sections performance against their MD goals:

- 28 Sections met their retention goals (158 IEEE worldwide) Same time last year: 21
- 32 Sections met their recruitment goals (188 IEEE worldwide) Same time last year: 25
- 22 Sections met both recruitment and retention goals (106 IEEE worldwide) Same time last year: 10

Outlook

Informing and training are two keywords describing MDSC activities in 2018. Different channels are in use, both face2face and digital, to provide direct and frequent communication with not only Sections MD Officers, but also Section Chairs, IEEE Members and volunteers, e.g. Skype and WebEx meetings, teleconferences, email communication, Collabratec & Facebook. Focusing on training is the next essential part of MDSC activities, apart of individual and group digital trainings, the organization of two successful MD workshops in Cape Town (March 23-24, 2018, annual MD Workshop, focused on Africa IEEE units and activities) and Porto (July 27, 2018, at R8 SYP2018 Congress, focused on young volunteers and members) were the milestones of MD in 2018. Close cooperation with the MRRC ensures that Sections are aware of their respective recruitment and retention goals, and can plan accordingly all necessary MD activities. The good results are achieved by combining MDSC activities with other IEEE units activities, such as Society Chapters, Professional Activities and SYP, together promoting IEEE membership during common events.

Points of Concern

Evaluation and control are the next important keywords for MDSC activities in the eve of 2019. Primary indicators of R8 MD success can be determined by the level of membership, retention and retaining rate by Sections and in R8. The previous practices shows, that in a line with MD informing and training activities (Workshops, Webcasts, teleconferences, WebEx & Skype meetings, discussions in Collabratec and Facebook), always the most successful event in informing and training MDOs is an annual face2face workshop, as people like to be a part of something bigger and feel the energy. The analysis of MD trends for Sections, where representatives are active in MD activities, especially in MDW participation, is a tool to evaluate and develop MD politics for next year. Other tool is a Comparative analysis performed on separate MD programs too, e.g. strategizing with sections to plan more SM elevations. Feedback from the IEEE Sections officers and volunteers is a very helpful tool to improve MDSC activities and politics, Sections best practices are the main source of increasing the level of membership and development of the additional knowledge-sharing platform could increase the interest in MD activities; e.g. running a series of MD best-practice articles in IEEE Region 8 News.

Other Issues to report