

Membership Development Subcommittee (MDSC)

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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.

In particular, we organize annual Volunteers Training in collaboration with other subcommittees. In addition, we began to deeply analyze the membership development statistics. We plan to continue those practices in the next year.

Our main goal is to change the overall negative 2019 trend to positive 2020 trend.

Points of Concern

This year the number of members is falls, in particular, according to the statistics of July 2019, we lost 2% (1384 members) of members compared to July 2018. One of the leaders of the negative trend is Iran -44.8% (594 members). It is 42% of all R8 drop statistic. However, the reason for this is the difficult economic situation and the drop in the exchange rate of the local currency. In this case, the annual IEEE membership fee becomes too large in national currency.

We also have a rather difficult situation with the number of members in Belarus - only 17 members by July 2019. The situation requires an urgent solution.

Also 17 Sections have less then 250 members by July.

Latest Membership Development figures

We showing decrease of 2% with the HG decrease 2.2% and Students decrease 1.5% by July 2019:

- 14 Sections met their retention goals. Last year: 28
- 17 Sections met their recruitment goals. Last year: 32
- 8 Sections met both recruitment and retention goals. Last year: 22

Trends

The overall trend is negative (-2%). Some Sections have a consistently low number of members or show a decrease in the number of members over the past 3-4 years. Only a small part of the Sections is growing from year to year by steady efforts.

Proposals for improvements

We plan to change the training system, focusing on practical tasks for participants, as well as creation of development plans for their IEEE units. We plan to receive feedback from volunteers on the results of the plans implementation. R8 Volunteers Training Workshop in Vilnius, Lithuania (June 21-22, 2019) showed good feedback and results.

We plan a deeper analysis of MD statistics comparing data by years and we will use 3D figures for it. Also we will request feedback from the Sections about key changes in membership numbers. This will allow us to more clearly understand the reasons for the changes and find solutions for sections.

In our opinion, the Belarus Section could more closely adopt the experience of neighboring Sections and develop chapters system that will provide additional benefits for local IEEE members.

Other Issues to report