

## Membership Development Subcommittee (MDSC)

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### Goals

2021 Membership Year Recruitment Goal for Region 8 is 14665 members. 2021 Membership Year Retention Goal for Region 8 is 68.0

We have planned:

- Organization of 2021 R8 trainings for all Section/Chapter Volunteers (January - June 2021).
- Support for Local Section MD workshops - in every part of the Region.

### Points of Concern

We are losing members due to Covid-19. In September 2020, we lost 5,057 members (YoY). Most of them are Students. Large losses are associated with those members who were not members of the Societies.

The decline in membership could intensify towards the end of the year if no active action is taken.

Some Sections have been losing members for 4-6 years in a row.

Some Sections are losing their members due to political and economic crises. In this situation, it is difficult to improve the situation.

Membership renewal is lagging far behind the recruiting new members. Perhaps this is due to the fact that the new membership year began on September 8, and not on August 15, as it was year before.

### Latest Membership Development figures

September 2020: YoY R8 MD difference is -7,23%, or -5057 members. Undergraduate and graduate students showed a fall in -2955 members. MD Recruitment Progress: 5% to Goal. MD Retention Progress: 2% to Goal.

Annual MD Awards: R8 Sections received the most number of Membership Development awards among all IEEE Regions. We are leaders in total numbers (27), as well as in Retention (14) and in Recruitment (13).

Congratulations to 6 Sections that despite a very tough year met both their 2020 recruitment and retention goals and have earned the Gold recognition status: Belarus, Mauritius, Kenya, Qatar, Russia, Iceland

Congratulations to 7 Sections for achieving their 2020 recruitment goal and Silver award: Lithuania, Russia (Siberia), Tunisia, Croatia, Nigeria, Saudi Arabia, South Africa

Congratulations to 8 Sections for achieving their 2020 retention goal and Silver award: Iran, Latvia, Morocco, Egypt, Turkey, Russia (Northwest), Cyprus, Israel

### Trends

The general trend is the loss of members (-7,23% for September 2020). Pandemic, restrictions and economic crisis are dropping membership numbers. By the end of the year, a further decline in membership is expected. We may have the lowest membership numbers in the last 10 years on March 2021.

### Proposals for improvements

We provide an extended MD report twice a year (August and March). It increases the MD awareness for Sections.

Since our main training / workshop is no longer possible to conduct, we have changed its format:

- We organize trainings for volunteers starting from January. This is especially important for new volunteers.
- We offer support in organizing local, small MD workshops.

Since the IEEE members who are members of the Societies show the greatest stability, it is logical to develop cooperation between R8 and Societies.

The MD Subcommittee should include the chairs of some other R8 subcommittees as the correspondent members. It will improve the exchange of MD information and general cooperation.

It is necessary to pay the attention of the Sections to support the creation of student chapters.

For membership develop, it is important to start working on partnerships between the Region / Sections and non-IEEE journals.

### Other Issues to report