

**Membership Development Subcommittee (MDSC)****Mike Hinchey****Goals**

IEEE R8 MDSC has been working in alignment with the IEEE Member Activities goals. We have agreed that a priority for 2021, due to the pandemic, is to emphasize *retention* over recruitment. The intent is that it is easier to keep members rather than encourage re-joining later. Luckily, the situation with membership is improving and not looking as bleak as originally feared.

Again due to the pandemic, opportunities for Volunteer Training events have not been looking very positive. However, it is hoped that as the global situation improves due to vaccinations, etc., it may be possible to start holding online or blended training in the near future.

**Progress against goals since the last report**

Overall, in January IEEE membership was down 4.4% year-on-year, an improvement on the peak level of 6.9% in November 2020. This has mostly been due to society memberships being affected very little by the current economic climate and significant increases in student membership due to the FUTURES50 initiative that gives 50% discount to student members. The latter has resulted in higher-than-expected student retention and approximately 24,000 new student members worldwide.

R8 membership was down 5.8% in January but recruitment goals are only short by 0.3% year-on-year, or 19 memberships. The usual February boost in renewals means that in February 2021, R8 membership is actually up 0.47% on February 2020. For IEEE as a whole, membership is down 1.37% in February from a year ago.

**Lebanon Section**

In addition to the coronavirus situation, which is affecting all sections, the Lebanon section is also suffering from an ongoing economic situation made significantly worse the horrific explosion in August. To protect the economy, foreign exchanges are banned and transfers out of the country are not possible even when accounts are held in foreign currency. An attempt was made to make it possible for members in Lebanon to pay in Lebanese Lira but experiments with these have proven not to work. However, an alternative group payment method seems to have worked and in February the Lebanon section stands at a healthy 848 members, up 5.74% from January 2021 and 95.2% from February 2020.

**Retention**

Approximately 1/3 of sections in R8 have already reached or surpassed their retention goals. Recruitment goals have already been reached by the Portugal, Norway, and Tunisia sections.

**Points of Concern**

A handful of sections are struggling to reach their recruitment goals. Again, MDSC has agreed that emphasis this year should be put on retention.

Belarus membership increased to 16 in February 2020, up from 13 in January but down from 23 in February 2020. It is still a critically small number of members to ensure activity and continuity.

**Proposals for improvements/Other Issues to report**

A recruitment campaign for Belarus, even virtual, is essential at this point. The situation in Iran, Jordan, Russia, and UAE has improved.

With in-person VT not possible, some form of virtual training is needed. It is hoped that virtual/blended training can begin shortly.

# IEEE Region 8



## Membership Development Subcommittee

Mike Hinchey

9 February 2021



### Team

*Chair*

Mike Hinchey

*Past Chair*

Ievgen Pichkalyov

*Members*

Mohamed Sief El-Dien

Mohab Mangoud

*Corresponding member*

Sohaib Qamar Sheikh

*Corresponding member (YP Liaison)*

Inês Inácio

*Corresponding member (ChCoord.SC Liaison)*

Aleksandar Mastilovic

*Corresponding member (SAC Liaison)*

Simay Akar

## Plan/Goals

- Emphasize retention for 2021
- VT Workshops with Chapter Coordination and MRRC (if feasible blended/hybrid)
- Develop online materials to augment/substitute for workshops
- Operations manual development
- Division of “responsibility” (members have designated sections)
- Retention/Recruitment through visibility
- Work with IEEE Visibility Committee (MH)
- Engage more with other committees/sub-committees
- Cross sectional/regional talks with “big” names

## KPIs

- 2021 Recruitment Goal: 16,450
  - Recruitment to date: 8,184
- 2021 Retention Goal: 65.1%
  - Renewal to date: 66.2%



## How can other SCs help you reach your goals?

- More online events and meetings (*please* let us know what you're running!) with a membership "pitch"
- Engagement of chapters (especially student chapters)
- Encourage Local Groups (hot topics)
- Awards and recognition (brings visibility)