

Membership Development Committee (MDC)

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Goals

The 2025 goals for the R8 MDC are as follows:

1. Monitor IEEE MD Statistics and Trends:
 - Track overall IEEE R8 MD data and observe emerging trends in MD activities and share insights with volunteers across R8.
2. Track Membership Status and Report Sections Progress:
 - Keep Section Officers updated and monitor how well the Sections are meeting the MD objectives.
 - Develop two comprehensive annual MD reports for OpCom and the Sections, to be sent before Region 8, Spring and fall Committee Meetings.
 - Offer individual advisory sessions with Sections as needed.
3. Provide MD Training:
 - Host the IEEE Region 8 Volunteer Leadership Training (VLT) on 11-12 July 2025 in Tunis, Tunisia
 - Implement the process for call for hosting and selecting the location for the 2026 VLT event.
 - Conduct training sessions for MD officers volunteers and the leaders of Sections.
4. Regional MD Event Participation:
 - Actively engage in at least two MDC events, ensuring committee representatives contribute to fostering collaboration, enhancing engagement, and driving membership growth.

Progress against goals since the last report

A new IEEE R8 Membership Development Committee (MDC) was appointed in 2025 with the following members:

- Mohab Mangoud (Bahrain) (Chair)
- Mohamed Sief Mahmoud (Egypt) (Member)
- Nadine Abbas (Lebanon) (Member)
- Peter Nagy (Hungary) (Member)
- Katerina Ivanko (Ukraine) (C.Member)
- Grigore Stamatescu (Romania) (C.Member)
- Hela Lajmi (Tunisia) (C.Member)
- Humphrey Muhindi (Kenya) (C.Member)
- Thomas Kopfstedt (Germany) (C.Member)

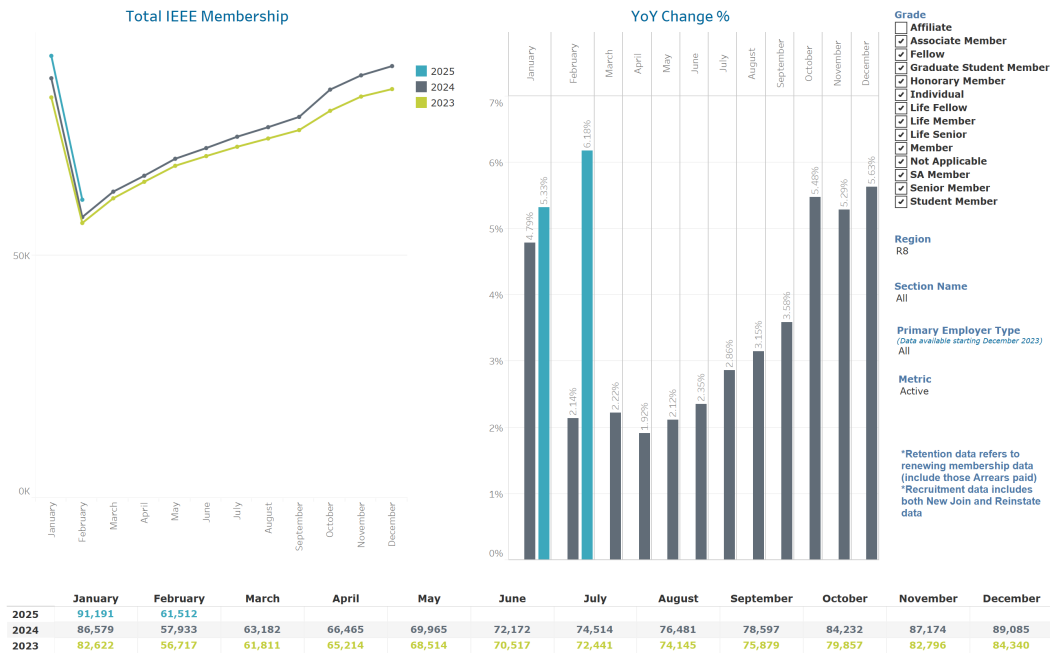
The IEEE R8 Membership Development Committee (MDC) held two meetings in 2025 to advance its year plan and initiatives. The kickoff meeting on February 6, 2025, brought together committee members along with invited guest volunteers, including Habib Kammon (VC of MA, Tunisia), Mousmi Ajay Chaurasia (Prof., KL Uni, Hyderabad, India, 2025 MRRC Chair), Ievgen Pichkalov (Past MRRC Chair), Elyn Perez (Senior Manager, Member Market Development, IEEE MGA), and Dusan Boskovic (R8 Director-Elect). The meeting set the stage for the year's activities and strategic discussions. In Meeting #2, the committee initiated its work with a detailed MDO status report and analysis, assessing membership trends across Region 8. Additionally, significant effort was dedicated to the preparation of the "Sections Large Report," aimed at evaluating progress and sharing insights with section leadership. These meetings laid a strong foundation for achieving the committee's 2025 goals.

Committee progress against goals in Q1

In the first quarter of 2025, the committee has successfully achieved the following tasks:

1. Established 2025 goals and KPIs, developing a structured action plan to guide membership development efforts.
2. Compiled the March membership development report, detailing trends in each section and outlining specific membership development goals.
3. Analyzed the status of membership development officers across all sections, categorizing them into three groups: vacant positions that create gaps in IEEE organizational unit efforts, active and functioning officers, and outdated assignments that require updates or reassignment.
4. Engaged with section chairs, providing them with the membership development officer status analysis and the comprehensive membership development report.
5. Developed an action plan to strengthen membership development initiatives, address vacant positions, support sections with challenges, and enhance engagement activities.
6. Planned a volunteer leadership training session in 11-12 July in Tunisia to equip IEEE leaders with best practices for membership development and organizational growth.
7. Scheduled two membership development events focused on increasing member engagement and retention through targeted activities and providing professional development opportunities to support IEEE members' career growth.

Tracking general IEEE R8 MD statistics and MD trends



IEEE R8 MDC has been working in alignment with the IEEE MGA MRRC MD goals. The current goals for the 2025 membership year have been set and sent out in the March Report. The 2025 total Region 8 retention goal is 76.9% of membership renewing with a retention growth of 12.9% vs the 2024 one is 64.5% of membership renewing with a retention growth of -1.8% up to the 15th of August 2023. In 2025 total Region 8 recruitment goal is 25,145 members with a recruitment growth of 3668 members or 17,1% vs the 2024 one is 21,477 members with a recruitment growth of -7.9% up to the 15th of August 2024. Total number of members in Feb. 2025 is 61,512 which is higher than last year 2024 number of 57,933 at the same point.

IEEE R8 Volunteer Leadership Training (VLT) 2025

The IEEE Region 8 Membership Development (MD) Committee, in collaboration with the Chapters Coordination Committee and Student Activities, will host the IEEE Region 8 Volunteer Leadership Training (VLT) workshop on **11-12 July 2025 in Tunis, Tunisia**. This event will offer specialized training sessions specifically designed for Membership Development Officers. Region 8 Sections are strongly encouraged to nominate their MD officers to participate and gain insights into member recruitment, retention strategies, effective use of IEEE membership tools, and best practices. The workshop will also provide valuable networking opportunities to enhance collaboration and knowledge exchange among IEEE Region 8 volunteers.



Points of Concern

1. Vacant MDO Positions – Some sections have unfilled MDO roles, which creates gaps in IEEE OU MD efforts.
2. Insufficient awareness of the MDO role often leads to inefficiencies in membership development activities.