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Region 1 Membership Development

Getting more members is everyone's business!

Below is a snap-short of the latest Membership Development Report, which was released after the annual termination program that runs at the end of February. Overall the IEEE grew by 3,660 including student and non-student members. All growth came from Regions 7 - 10.

For Region 1 our membership is down to 32,045 members, which is a loss of 511 members compared to February 2007.

- We lost 393 higher grade members (down 1.3%)
- We lost 118 student members (down 3.5%)

We still remain the second largest region within the USA (Regions 1-6) and the fourth largest region IEEE wide.

IEEE Membership - Geographic Summary - February 2008 (Suppressions Removed)												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS w/GSMs				TOTAL MEMBERS			
	2008	2007	Change		2008	2007	Change		2008	2007	Change	
			#	%			#	%			#	%
1	28,766	29,159	-393	-1.3%	3,279	3,397	-118	-3.5%	32,045	32,556	-511	-1.6%
2	24,547	24,862	-315	-1.3%	2,922	2,986	-64	-2.1%	27,469	27,848	-379	-1.4%
3	21,576	21,562	14	0.1%	4,088	4,119	-31	-0.8%	25,664	25,681	-17	-0.1%
4	16,618	16,649	-31	-0.2%	2,981	3,251	-270	-8.3%	19,599	19,900	-301	-1.5%
5	21,256	21,152	104	0.5%	3,053	3,244	-191	-5.9%	24,309	24,396	-87	-0.4%
6	44,593	44,908	-315	-0.7%	5,008	5,253	-245	-4.7%	49,601	50,161	-560	-1.1%
R 1-6	157,356	158,292	-936	-0.6%	21,331	22,250	-919	-4.1%	178,687	180,542	-1,855	-1.0%
7	10,388	9,988	400	4.0%	2,877	3,046	-169	-5.5%	13,265	13,034	231	1.8%
8	37,548	35,341	2,207	6.2%	13,384	12,997	387	3.0%	50,932	48,338	2,594	5.4%
9	4,823	4,674	149	3.2%	3,680	3,769	-89	-2.4%	8,503	8,443	60	0.7%
10	33,435	32,040	1,395	4.4%	17,440	16,010	1,430	8.9%	50,875	48,050	2,825	5.9%
R 7-10	86,194	82,043	4,151	5.1%	37,381	35,822	1,559	4.4%	123,575	117,865	5,710	4.8%
TOTAL	243,550	240,335	3,215	1.3%	58,712	58,072	640	1.1%	302,262	298,407	3,855	1.3%

As Region 1 Membership Development Chair, I will focus more on how we improve member experience rather than just focusing on numbers, but we still need to track our membership numbers for obvious reasons.

Members who have not renewed by the end of February have been put into Arrears by the IEEE Service Terminator. During previous months Section MD Officers and Section Chairs have been asked to encourage members who didn't renew to send their renewals before the Service Terminator Action. Many members sent their renewals during February. Regardless of that, the number of arrears in our Region remained high. Over 7,500 members in our region decided not to renew their IEEE membership! This, to me, is a very disturbing number and we as individual members need to make sure that, every member gets the most out of their membership and provides an experience that compels them to keep renewing.

We are asking every section officer and members to remind their friends and colleagues who are in arrears to renew. Many members are very busy and they just forgot to send their renewals in on time.

For Retention Best Practices visit:

http://www.ieee.org/web/volunteers/membership_dev/retention_bestpractices.html

Use SAMIEEE to Identify the Arrears in your Section

Go to SAMIEEE www.ieee.org/organizations/vols/samieeee/index.html

- Click Access SAMleeee
- Insert your IEEE User ID and Password and Login
- Click SAMleeee in Shared Folders
- Click Geographic Predefined Query and you will get the list of Predefined Queries
- Select (GEO) Arrears – Member Contact Info – By Section, By Grade
- Download to Excel and sort the Arrears data as you like!

If you go back to the list of Predefined Queries and click on "(GEO) 2007 Last Renewal Year for Active Members - Name, Grade, Email" you will get results showing 2007 Renewal Year for Members Falling under a Grace Period. These members are in the process of renewing and are not put into Arrears. I hope all of them will continue to be active members.

The Half-Year Dues Period – Start to Recruit New Members

The half-year dues period is a peak recruitment time. It allows people to test IEEE membership for a smaller initial fee. New members pay half-year dues when they sign up from 1 March through 31 August. Services commence immediately upon joining and continue through December 31. Members joining in March receive a bonus of 4 months of extra service above and beyond the six months they are paying for. For Membership Development Resources visit: <http://www.ieee.org/mdresources> and for Recruitment Best Practices http://www.ieee.org/web/volunteers/membership_dev/recruit_bestpractices.html

Graduate Student Members Rights and Privileges

According to the IEEE Bylaws the Graduate Student Members shall have the rights and privileges of Members. So GS Members are also qualified to sign the petition to establish a new Section – important for new section and new chapter development!

Membership Development Promotional Material

The 2008 Membership Recruitment Kits have been sent to Sections and Student Branches in September 2007. To order additional supplies visit <http://ewh.ieee.org/forms/md/supplies.php>

Membership Development Manual

The MD Manual is an essential overview of MD. It includes resources such as the MD calendar and MD checklists. It helps you to coordinate your local efforts with headquarters' programs and processes. There is also a listing of IEEE member benefits, as well as sample letter templates for suggested outreaches. You can download it from the IEEE MD page http://ieee.org/web/volunteers/membership_dev/index.html

Member-Get-A-Member Program

The payout for recruited professional members (not students) is \$15.00 per member. Recruiters (including student members) have the option of using their reward vouchers to pay for IEEE products or services, including the membership renewal, or they can use the vouchers for a donation to the IEEE Foundation or the Region Voluntary Contribution Fund. Announce and provide information on the Member-Get-A-Member (<http://ieee.org/mgm>) and Student-Get-A-Student (<http://ieee.org/sgs>) programs at Section, Student Branch and Chapter Meetings and Conferences. Make it a challenge within your Section to see who will be the best in Membership Development. The reward is more than a \$15 IEEE credit voucher; it's a bigger organization with better connections into industry and community. If each of us would recruit just one new Member, we would double our size in one year!!! But let's increase our membership by 10%. Remember, without Membership Development, we cannot build the IEEE of tomorrow.