

# IEEE Sections Congress Membership Track



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**Membership Development –  
Creating Leads and Follow  
Through**

**September 2008**



# Current Circumstances

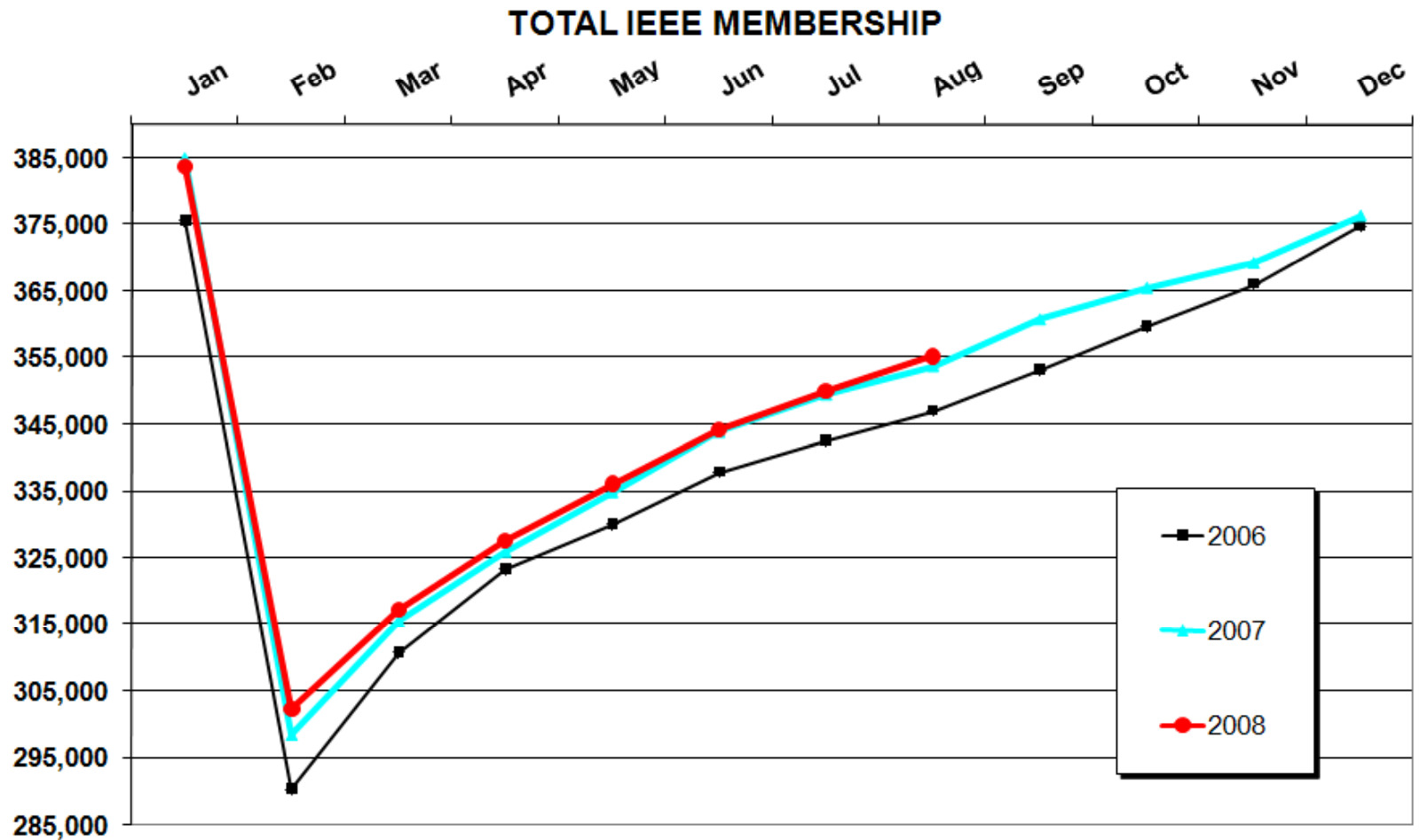
- To get an insight what is going on in MD we should regularly
  - Read the Membership Development Monthly Reports
  - Look into the Membership Statistics
  - Use SAMIEEE to get information about prearrears and arrears
  - Participate in the monthly Membership Development Conference Call/Webcasts
  - Join the Membership Development Community

# Membership Statistics

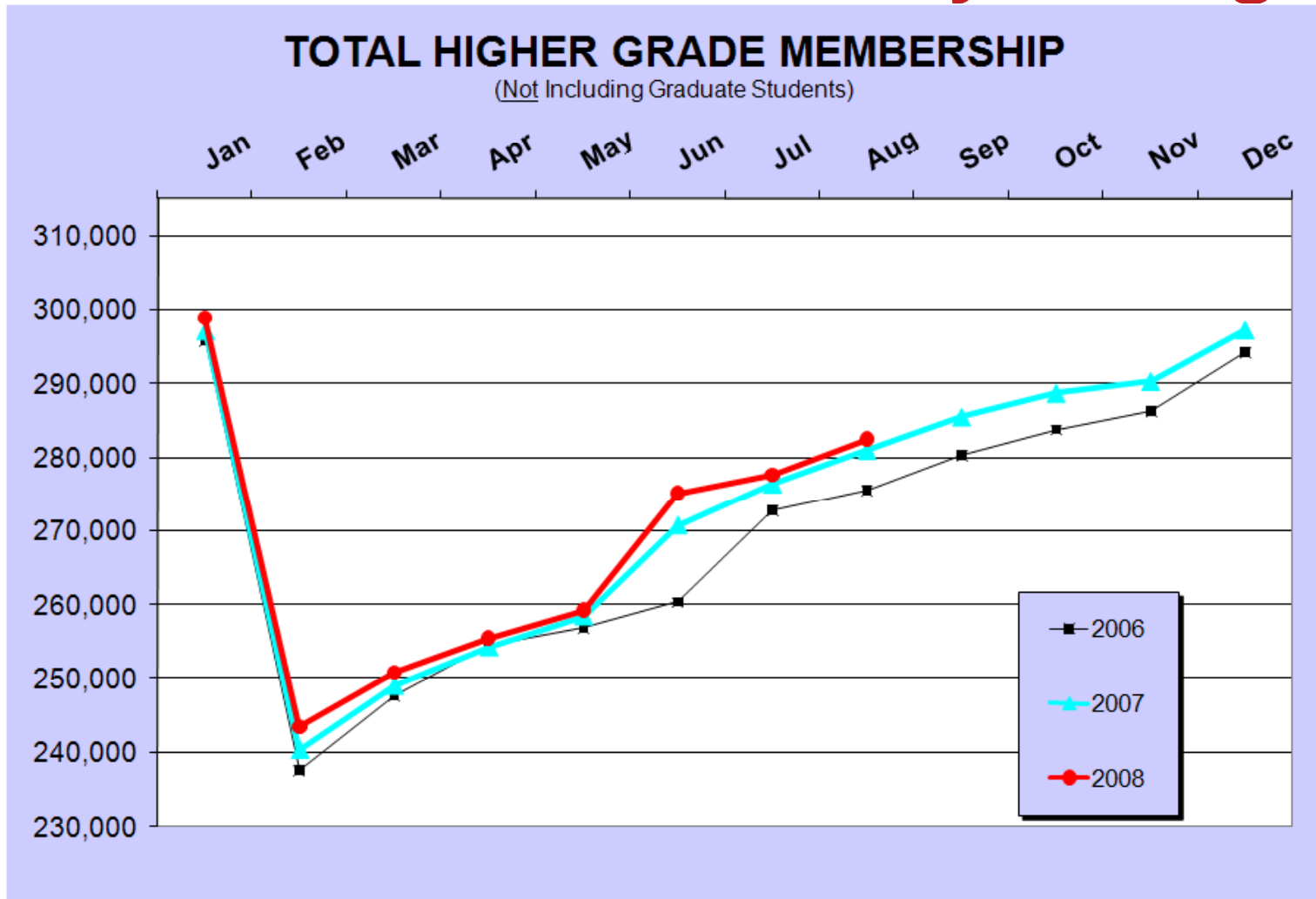
- looking at numbers and percentages

Geographic IEEE Membership Summary - AUGUST 2008												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS				TOTAL MEMBERS			
	2008	2007	Change		2008	2007	Change		2008	2007	Change	
			#	%			#	%			#	%
1	32,339	32,953	-614	-1.9%	3,136	3,575	-439	-12.3%	35,475	36,528	-1,053	-2.9%
2	27,613	27,937	-324	-1.2%	3,010	3,237	-227	-7.0%	30,623	31,174	-551	-1.8%
3	24,633	24,545	88	0.4%	4,104	4,439	-335	-7.5%	28,737	28,984	-247	-0.9%
4	18,837	19,120	-283	-1.5%	3,008	3,296	-288	-8.7%	21,845	22,416	-571	-2.5%
5	24,047	24,105	-58	-0.2%	2,986	3,458	-472	-13.6%	27,033	27,563	-530	-1.9%
6	50,351	50,924	-573	-1.1%	4,906	5,525	-619	-11.2%	55,257	56,449	-1,192	-2.1%
R 1-6	177,820	179,584	-1,764	-1.0%	21,150	23,530	-2,380	-10.1%	198,970	203,114	-4,144	-2.0%
7	12,310	11,884	426	3.6%	2,823	3,066	-243	-7.9%	15,133	14,950	183	1.2%
8	45,222	43,343	1,879	4.3%	16,567	16,675	-108	-0.6%	61,789	60,018	1,771	3.0%
9	6,408	6,403	5	0.1%	7,147	7,484	-337	-4.5%	13,555	13,887	-332	-2.4%
10	40,731	39,792	939	2.4%	25,057	22,002	3,055	13.9%	65,788	61,794	3,994	6.5%
R 7-10	104,671	101,422	3,249	3.2%	51,594	49,227	2,367	4.8%	156,265	150,649	5,616	3.7%
<b>TOTAL</b>	<b>282,491</b>	<b>281,006</b>	<b>1,485</b>	<b>0.5%</b>	<b>72,744</b>	<b>72,757</b>	<b>(13)</b>	<b>0.0%</b>	<b>355,235</b>	<b>353,763</b>	<b>1,472</b>	<b>0.4%</b>

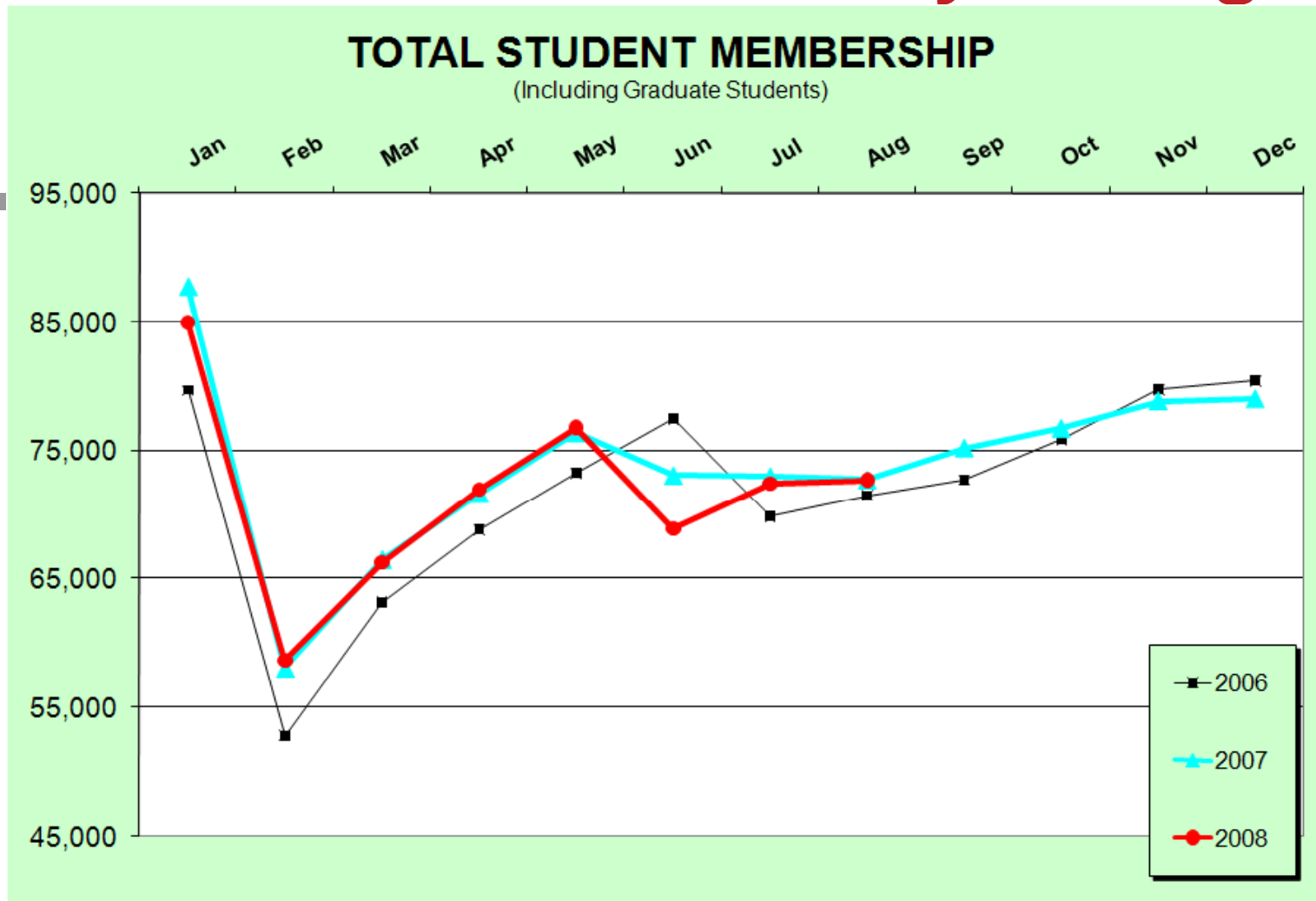
# Year-over-Year Monthly Change



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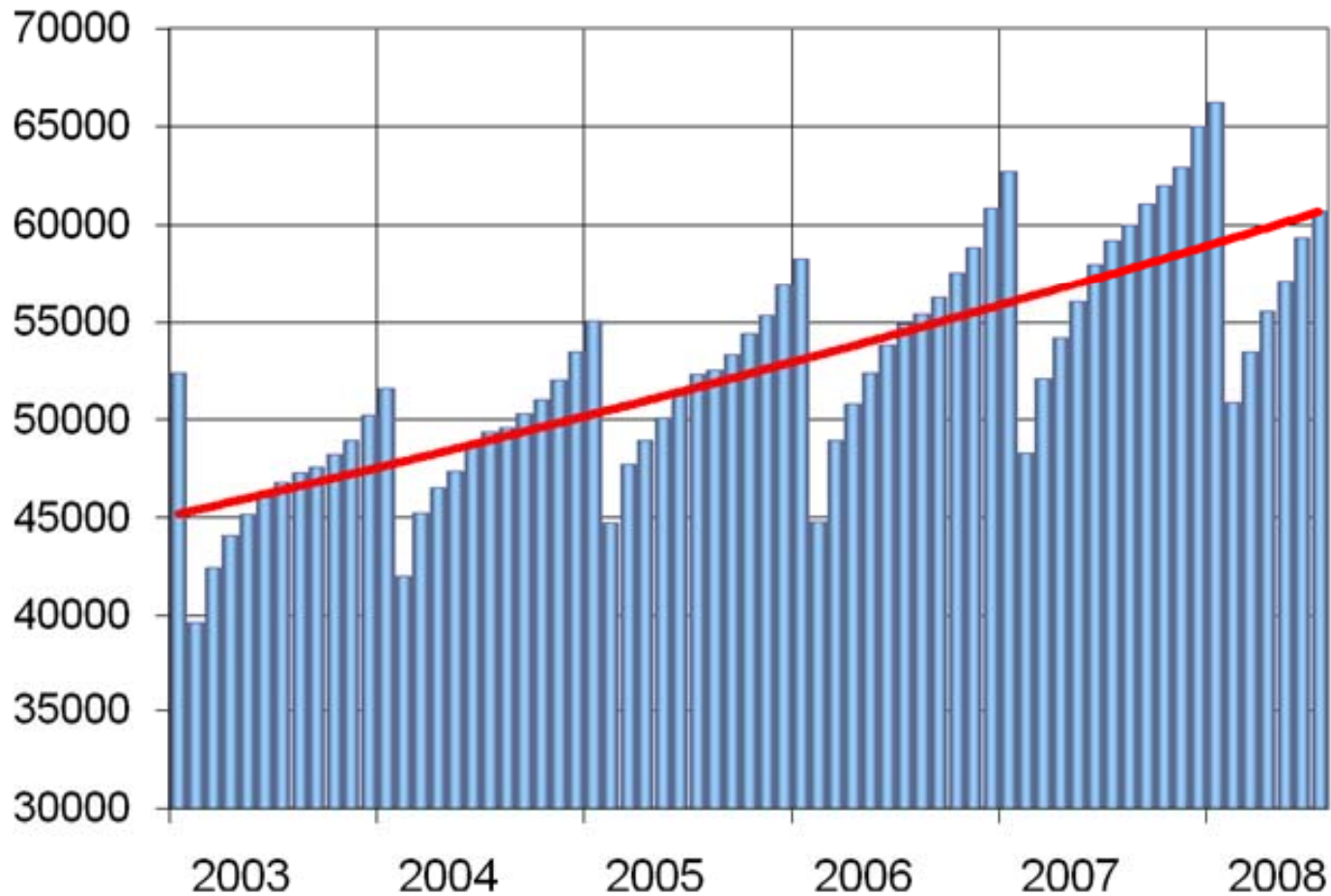
# Year-over-Year Monthly Change



# Society Membership

- Significant decline since 2003
  - There are many Societies having losses
  - There are also Societies having gains
  - Strong influence of larger societies

# Example: R8 Membership Growth



# Arrears

- Nearly  $\frac{1}{4}$  of all active members go to arrears at the end of February, after the terminator action
- Although IEEE is attractive to new members, there are a lot of disappointed members who don't renew...
- Every year we lose a huge number of members and we have to make big efforts to recruit new members to keep the growth of membership from year to year

# Membership per Population

- At the following three slides a membership per population ranking is presented for R8
- It is interesting to compare the data of sections/countries on the similar development level. In some cases the differences are significant and the next step would be to look for reasons
- From the data we can get information about the potential growth of membership in some sections/countries

# Section Membership Ranking(1)

Section/Country	Members	Population (2007)	Members per million
	(23 April 08)		
Malta	167	407 000	410
Iceland	100	311 396	321
Switzerland	2403	7 508 700	320
Cyprus	188	855 000	220
UAE	897	4 380 000	205
Sweden	1714	9 150 000	187
Norway	882	4 770 000	185
Qatar	152	841 000	181
Israel	1182	7 171 600	165
Finland	873	5 292 192	165
Greece	1774	11 147 000	159
Lebanon	604	4 099 000	147
UK & Republic of Ireland	9195	64 888 300	142
Croatia	632	4 555 000	139
Slovenia	276	2 030 000	136
Austria	999	8 316 487	120
Denmark	663	5 550 000	119
Benelux	3052	27 305 000	112

## Section Membership Ranking(2)

Section/Country	Members	Population (2007)	Members per million
	(23 April 08)		
Portugal	904	10 623 000	85
Bahrain	62	753 000	82
Germany	6103	82 314 900	74
Spain	3231	45 116 894	72
Italy	3882	59 131 287	66
Macedonia	134	2 038 000	66
Jordan	383	5 924 000	65
Bosnia and Herzegovina	227	3 935 000	58
Estonia	78	1 342 409	58
Serbia & Montenegro	526	10 456 000	50
France	2880	64 102 140	45
Romania	824	21 438 000	38
Kuwait	109	2 851 000	38
Latvia	85	2 259 810	38
Bulgaria	270	7 639 000	35
Hungary	326	10 030 000	33
Czech Republic & Slovakia	497	15 696 709	32

# Section Membership Ranking(3)

Section/Country	Members	Population (2007)	Members per million
	(23 April 08)		
Oman	73	2 595 000	28
Lithuania	91	3 390 000	27
Saudi Arabia (both Sections & Subsections)	642	24 735 000	26
Turkey	1547	74 877 000	21
Poland	724	38 125 479	19
South Africa	720	48 577 000	15
Egypt	1038	75 498 000	14
Iran	1028	71 208 000	14
Ukraine	362	46 205 000	8
Russia - Three Sections	895	142 499 000	6
Nigeria	760	148 093 000	5
Belarus	50	9 689 000	5
Kenya	55	37 538 000	1
Morocco	38	31 224 000	1

# What Should We Do on the Regional Level?

- Be in contact with Section MD Officers
- Prepare and send out MD Newsletters
- Offer workshops to Sections
  - Membership Development Training
  - Volunteer Training
  - Development of Leadership Skills
  - Professional Management etc.

# Importance of the MD Training

- At the IEEE level we have in Piscataway every two years an excellent Membership Development Retreat/Workshop for Region and Society MD Chairs
- We need something similar on the regional level for Section MD Officers

# Training on the Regional Level

- In the period 2004-2006 we had several Volunteer and Membership Development Trainings/Workshops in Region 8 (Macedonia, Latvia, Estonia, Croatia, Russia, South Africa)
- The workshops have been very useful and the participants liked them very much
- The participants learned a lot and the workshops encouraged them in their activity
- The outcomes of the workshops among others were
  - knowledge about different experiences and various practices
  - better trained volunteers
  - more satisfied volunteers
  - more activity in the sections
  - more members
  - formation of new sections



# What Should We Do on the Section Level (1)

- Try to find active MD Officers
  - The right MD Officers are special volunteers devoted to IEEE. They should be well trained and use the MD Manual as a reference. They should work with all their efforts using every opportunity for membership development. Their work has to be hard voluntary work
  - Especially in bigger sections they should establish an MD Team for being more efficient in covering the whole territory of the Section

# What Should We Do on the Section Level (2)

- In cooperation with Chapters, Student Branches Affinity Groups have activities which attract members to stay and new members to join
- Have a Section website to inform about news and activities
- Make the members feel that IEEE is their organization
- Organize meetings and workshops
  - Technical
    - Special and broad scope
  - Educational
  - Professional
  - Social
    - Section Annual Dinner



## **Organize an IEEE Promotion Day or Week in your Section and Student Branch**

- An IEEE promotion day can be organized by Section Officers in different institutions and companies to attract new members
- An IEEE promotion day organized by students visiting another university to establish a new Student Branch
- An IEEE promotion week with technical presentations, workshops and movies organized by Student Branches at their own universities having an MD Desk all the time

# MD Desk at Conferences

- IEEE sponsored and cosponsored Conferences are excellent occasions to promote IEEE and Society memberships by organizing a Membership Development Desk at every Conference



# MD Desk at Conferences

- An MD Desk should be operated near the Conference Registration Desk as an IEEE Information Center
- The MD Desk should be equipped with IEEE banners and flags, promotional material including application brochures, IEEE magazines and give-aways
- If possible, a video about IEEE should be running. The Desk should also include demonstrations of IEEE online facilities
- In cooperation with the Registration Desk, if possible, there should be a possibility to join IEEE online. As a general rule, conference participants joining IEEE at the Conference should pay the reduced fee for members

# Arranging the MD Desk

- The local Section with the Conference organizers should arrange that the MD promotional material from Piscataway should be requested and received on time
- The Desk should be attended by IEEE volunteers familiar with IEEE advantages and activities. The local Section and its MD Officer together with the Conference organizers should look for volunteers. Student members are often interested to staff desks

# In Short: What can we do to grow the IEEE Membership?

- Remind our members of the benefits of participation in the IEEE Network
- Continue to integrate Membership Development efforts with the rest of the IEEE
- Have an MD Desk at every conference
- Use Student Branches and the GOLD team to promote student membership
- Use the Member-Get-A-Member Program
- Increase the focus of Membership Development at the IEEE Board level
- Improve the team work of Region MD Chairs and Section MD Chairs
- Make Membership Development a part of every meeting, communication and activity
- Intensify to recruit members during the peak recruitment time

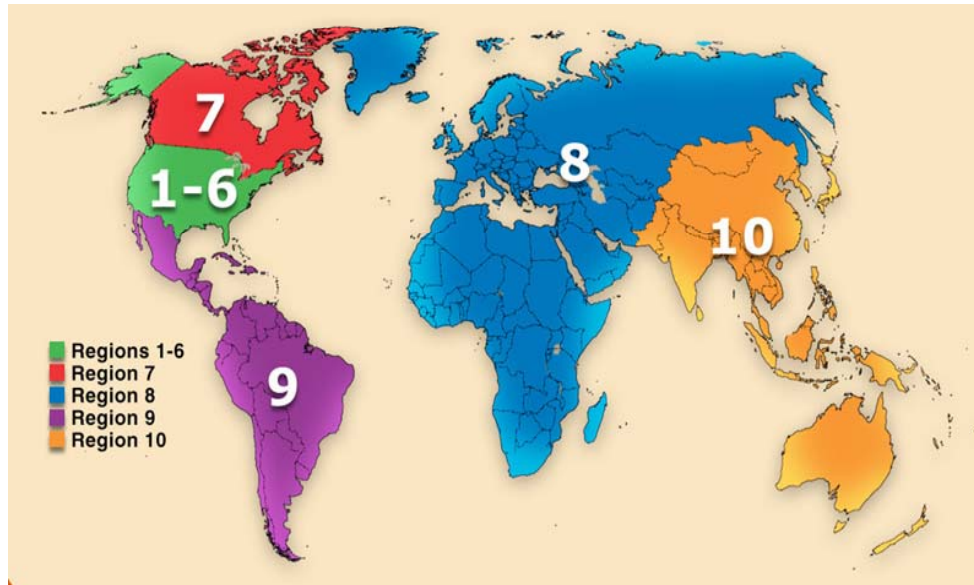
# Members' Contacts and Activity

- Members and the organization should move to meet each other
- Increase contacts between members in the organization
- Initiate contacts of members to non-members
- Many benefits depend on the activity of members themselves

# MD is every member's business

- Every member who is aware of all the benefits and who is satisfied with his IEEE membership is the greatest potential to have more members in our organization
- If we achieve that, more members will stay and more members will join

# Thank you!



- Comments
- Questions