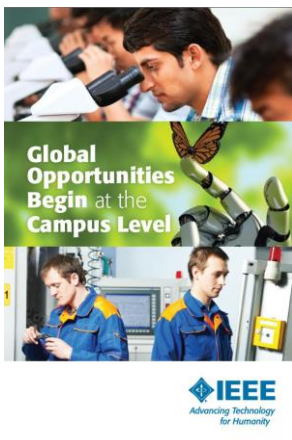# IEEE Membership Development Manual

September 2015
Membership Year

Forward questions and suggestions to:
grow-membership@ieee.org

This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials.

# Table of Contents

Quick Introduction

Getting Started Checklist

To jump-start your familiarity with IEEE membership development, here is a quick checklist that will help introduce you to IEEE's membership development program and to your team.

TASK	COMPLETED
Get to know your resources within IEEE: myIEEE tool for members www.ieee.org/myieee Section Vitality Dashboard www.ieee.org/vitalitydb SAMIEEE/Analytics Dashboard www.ieee.org/samieee Member Loyalty Program www.ieee.org/loyalty MD Resources www.ieee.org/md IEEE Contact and Support www.ieee.org/contactcenter Section/Chapter Support www.ieee.org/societies_communities/geo_activities/units/index.html Senior Member Program www.ieee.org/about/volunteers/senior_member.html Conference Member Recruitment www.ieee.org/about/volunteers/cmr.html eNotice Service www.ieee.org/organizations/vols/e-notice/	
Read this manual, outline your key activities and objectives.	
Insure that you are registered to receive the monthly Global Membership Development report and announcement for the monthly MD Webcast. Send an email to listserv@listserv.ieee.org, leave the subject line blank and type "subscribe MD-ALERT-ALL" in the body of the message (without the quotes).	
Know the global member benefits of IEEE by geographic location (country) and member career phase. www.ieee.org/benefits	
Identify fellow members as potential Volunteer officers for membership development within your IEEE Region, Section and/or Society. Get their contact information, and introduce yourself.	
Visit and review the resources located on the IEEE membership development web site www.ieee.org/md. Review the MD Webcast Archive Guides from 2014 and select the webcast or presentation you wish to review.	
Acquire the most recent membership statistics within your Region and Section with the Section Vitality Dashboard, www.ieee.org/vitalitydb. This is a secured site and your IEEE sign on is needed to open. Once you are in the Dashboard, you will see the data is accessible via the tabs along the top, select the tab and the reports will populate with your section data.	
New – Member Loyalty Program provides label pins & certificates to recognize the years of a member's membership service with IEEE. Sections can order and pay for the pin & certificate online at www.ieee.org/loyalty.	
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MD Volunteer Mobilization Platform

The MD Volunteer Mobilization Platform offers a gateway to the resources & tools, peer-to-peer collaboration, as well as reports & analyses available to membership development volunteers. Whether your focus is on recruiting new members at meetings or conferences, retaining members or working to recover IEEE members, information and tools are ready to help you.
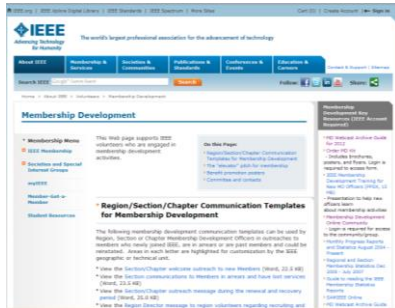
Resources & Tools- MD home page contains links to many resources (SAMIEEE, Print-on-Demand documents, MD Webcast Archive Guides, Presentations to make your own, Member-Get-A-Member program and the MD Kit On-demand order form). All located on www.ieee.org/md. The MD email list "md-alert-all" provides announcements of the monthly MD webcast and the Monthly MD Report as well as general MD information.

The IEEE Brand Identity Toolkit explains the basic usage rules for all corporate identity elements and how to utilize them for your communication pieces. The link www.ieee.org/about/toolkit/index.html will provide you

access to IEEE volunteer business cards, letterhead, PowerPoint presentations, and word templates for flyers and handouts.

Peer-to-Peer Collaboration – MD officers and volunteers have the opportunity to share information and plans with their volunteer colleagues in two venues. The monthly MD Webcast provides the monthly IEEE statistics, as well as presentations from volunteers and staff on topics related to membership development, recruitment, retention, recovery, strategy and updates on IEEE services, products and benefits.

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Reports & Analysis - The Monthly MD Report provides the latest statistical 'pulse' of global membership, membership trends and MD Calendar guidance, along with MD-related announcements and activities. Regional MD Monthly Reports provide an in-depth view of MD activities within a Region, including Section data. Regional reports are sent out by the Region 1-10 MD Chairs. Also available is a Society MD Report template for input of membership statistics and general/specific society information and activities.

Geographic IEEE Membership Summary - May 2014															
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2014	2013	Change #	Change %	2014	2013	Change #	Change %	2014	2013	Change #	Change %	2014	2013	Change #	Change %
1	26,291	27,129	(838)	-3.1%	2,062	2,421	(359)	-14.8%	2,295	2,150	55	2.6%	30,558	31,700	(1,142)	-3.6%
2	23,026	23,553	(527)	-2.2%	1,958	2,227	(269)	-12.1%	1,953	1,883	70	3.7%	26,937	27,663	(726)	-2.6%
3	20,935	21,107	(172)	-0.8%	2,456	2,826	(370)	-13.1%	3,338	3,023	315	10.4%	26,729	26,956	(227)	-0.8%
4	16,065	16,074	(9)	-0.1%	2,046	2,246	(200)	-8.9%	2,022	2,017	5	0.2%	20,133	20,337	(204)	-1.0%
5	20,834	21,017	(183)	-0.9%	1,936	2,192	(256)	-11.7%	2,544	2,726	-182	-6.7%	25,314	25,935	(621)	-2.4%
6	42,545	43,005	(460)	-1.1%	3,084	3,752	(668)	-17.8%	4,126	4,084	42	1.0%	49,755	50,841	(1,086)	-2.1%
R 1-6	149,696	151,885	(2,189)	-1.4%	13,542	15,664	(2,122)	-13.5%	16,188	15,883	305	1.9%	179,426	183,432	(4,006)	-2.2%
7	11,580	11,464	116	1.0%	2,183	2,527	(344)	-13.6%	1,664	1,777	-113	-6.4%	15,427	15,768	(341)	-2.2%
8	45,741	45,095	646	1.4%	11,602	12,776	(1,174)	-9.2%	9,056	8,772	284	3.2%	66,399	66,643	(244)	-0.4%
9	7,849	7,689	160	2.1%	1,386	1,736	(350)	-20.2%	5,017	5,166	-149	-2.9%	14,252	14,591	(339)	-2.3%
10	48,404	47,040	1,364	2.9%	13,831	13,813	18	0.1%	23,706	25,602	-1,896	-7.4%	85,941	86,455	(514)	-0.6%
R 7-10	113,574	111,288	2,286	2.1%	29,002	30,852	(1,850)	-6.0%	39,443	41,317	-1,874	-4.5%	182,019	183,457	(1,438)	-0.8%
TOTAL	263,270	263,173	97	0.0%	42,544	46,516	(3,972)	-8.5%	55,631	57,200	-1,569	-2.7%	361,445	366,889	(5,444)	-1.5%

Calendar Year – IEEE Membership Development

Membership development is a function of recruiting new members as well as retaining existing members. As a membership development officer, IEEE will support you with both activities. The calendar below outlines the significant programs and processes that IEEE headquarters facilitates during the year. With knowledge of the IEEE membership development calendar, you can begin planning and synchronizing membership development activities regionally and locally.

| MONTH	RECRUITMENT	RETENTION	RECOVERY
JAN 💡**Quarterly Conference Call.** Region & Section MD Officers meet/greet, set annual goals, plan local arrears recovery effort.	**Conferences & Section Meetings** – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events. Organize Membership Recruitment at Universities and Companies **Conference Member Recruitment** (CMR) program for use at conferences, & plan for the year, www.ieee.org/cmr **Senior Member Meeting dates for the year are shown at:** http://www.ieee.org/membership _services/membership/senior /review_panel.html	**Overdue Notification** – HQ mails print notification to non-renewed members informing them their IEEE membership is overdue. 💡 **Region MD Officer** – Planning for local Pre-Arrears retention efforts. Consider an outreach prior to 1 March, when non-paying members go into arrears. Work with your Sections. **Local MD officers** - create pre-termination report -check the lists of 2014 Last Renewal Year Members in SAMIEEE (the non-renewed members or "Pre-Arrears") from time to time and contact these members asking them to renew before going into Arrears. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined Send IEEE Branded (blank) Welcome Note Cards to new Members	**Senior Member Meeting dates posted to the web**
FEB	**Conferences & Section Meetings** – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events. -Organize Membership Recruitment at Universities and Companies	**Termination Warning** – Beginning of February – HQ emails non-renewed members a reminder to renew their membership prior to month's end to avoid service deactivation. 💡**Local MD officers** -check the lists of 2014 Last Renewal Year Members in SAMIEEE (the non-renewed members or "Pre-Arrears") from time to time and contact these members asking them to renew before going into Arrears. **Membership is Deactivated** – End of February - Annual refresh of the IEEE membership database to determine which members have allowed their membership to go into arrears. **Associate to Member Campaign** for grade elevation handled monthly. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	**Section MD Officer -** Real-time status of past-due members available in SAMIEEE to all Regional, Section, & Society MD officers. Develop communications plan for local outreach to members who go into Arrears in March.

MONTH	RECRUITMENT	RETENTION	RECOVERY
MAR	**Make recovery-related activities your 1st priority & focus.** **½-Year Dues Cycle** – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 10 months of membership for the price of 6. Incorporate message into outreach. **Conferences & Section Meetings** – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events. Consider Member Loyalty Pin & Certificate sets for distribution to section members.	New Members. Each month newly joined higher-grade members are invited to a new member orientation online. Visit www.ieee.org/start New member join data in pre-defined queries can be pulled from SAMIEEE located in SAMIEEE, under the "MD Folder". Fellow Deadline: All forms (nomination, reference & endorsement) must be received by 1 March. Associate to Member Campaign for grade elevation handled monthly. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	**Arrears Recovery / HQ** -US and Canada only. Recovery outreach begins for those members whose membership has lapsed. -E-mail message to recover arrears members in all regions -Region and Section recovery efforts should also commence. **Section MD Officer**: Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section & Society MD officers. Local outreach to members who went into Arrears.
APR 💡 **Quarterly Conference Call.** Region & Section MD Officers meet/greet, set annual goals, plan local arrears recovery effort.	**Make recovery-related activities your 1st priority & focus.** **½-Year Dues Cycle** – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 9 months of membership for the price of 6. Incorporate message into outreach. Organize Membership Recruitment at Universities and Companies. Disseminate membership materials at region & conferences, all section meetings and local events.	Fellow Evaluation: the societies/technical councils begin their review of Fellow nominations on 15 April. Associate to Member Campaign for grade elevation handled monthly. Senior Member Meeting dates posted to web, plan your Sr Mbr activities prior to the meetings to meet nomination guidelines & deadlines. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	**Section MD Officer -** Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section, & Society MD officers. Local outreach to members who went into Arrears. **Arrears Recovery / HQ** – IEEE Outreach continues
MAY 7 October – IEEE DAY!	**Focus should be on recruitment programs and activities.** **½-Year Dues Cycle** – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 8 months of membership for the price of 6. Incorporate message into outreach. **Conferences & Section Meetings** – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events. -Organize Membership Recruitment at Universities and Companies	Student Graduation Notice – IEEE e-mails to graduating student members reminder to update their mailing address information. Actually conducted several times throughout the year. Associate to Member Campaign for grade elevation handled monthly. Send IEEE Branded (blank) Welcome Note Cards to new Members. Section MD Officer – -check the lists of 2014 Last Renewal Year Members in SAMIEEE (the non-renewed members or "Pre-Arrears") and execute local arrears recovery efforts. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	**Arrears Recovery / HQ** – IEEE Outreach continues **Section MD Officer -** Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section, & Society MD officers. Local outreach to members who went into Arrears. Begin shifting focus to recruitment programs and activities.

MONTH	RECRUITMENT	RETENTION	RECOVERY
JUN 7 October – IEEE DAY!	**½-Year Dues Cycle** – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 7 months of membership for the price of 6. Incorporate message into outreach. **Conferences & Section Meetings** – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events. -Organize Membership Recruitment at Universities and Companies IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.	**First elevation** of students with indicated graduation date between January to June. Process takes place at end of June. Opportunity to touch those graduating students within section. **Fellow Evaluation**: the societies/technical councils end their review of Fellow nominations on 15 June. **Associate to Member Campaign** for grade elevation handled monthly. **Conference Member Recruitment** (CMR) program for use at conferences, www.ieee.org/cmr End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	**Arrears Recovery / HQ** – IEEE Outreach concludes at end of month. **Section MD Officer -** Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section, & Society MD officers. Local outreach to members who go into Arrears. Begin shifting focus to recruitment programs and activities. **Conference Member Recruitment** (CMR) program for use at conferences, www.ieee.org/cmr
JUL **Quarterly Conference Call.** Region & Section MD Officers meet/greet, set annual goals, plan local arrears recovery effort. 7 October – IEEE DAY!	**½-Year Dues Cycle** – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 6 months of membership for the price of 6. Incorporate message into outreach. **Conferences & Section Meetings** – Opportunities to disseminate membership brochures -Organize Membership Recruitment at Universities and Companies	**Fellow Evaluation**: The Fellow Committee begins their review of Fellow nominations on 1 July. **Associate to Member Campaign** for grade elevation handled monthly. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.	
AUG 7 October – IEEE DAY!	**Recruitment Kick-Off** – HQ ships membership recruitment kits to Region, Section MD Chairs & Student B ranch Counselors containing upgraded brochures (pricing, design) for new membership year. **Conferences & Section Meetings** – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events. August 15th – end of half-year dues period. August 16th – beginning of full year dues – 16 months for the price of 12. IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.	**Senior Member Upgrade –** Grade elevation increases likelihood of member renewal. Begin event for nominating individuals to Senior Member grade. **Second elevation** of students with indicated graduation date between July to December. Process takes place at end of August. Students elevated for renewal, grade changed at end of the month in which the indicated graduation date occurs. Opportunity to touch those graduating students within section. **Associate to Member Campaign** for grade elevation handled monthly. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	**Life Member Elevation:** Data is pulled in August for eligibility. Actual elevation effective January of new calendar year.

MONTH	RECRUITMENT	RETENTION	RECOVERY
SEP 7 October – IEEE DAY!	**MD Officer** – Discard outdated membership materials. Take delivery of membership recruitment kit – disseminate at Region events and conferences New members begin receiving acknowledgement pack/ welcome kit for subsequent year. Individuals who join IEEE in September get <u>16-months</u> of membership for the price of 12. Incorporate message into outreach. **Student Competitions** Registration opens for IEEEXtreme, 24 hour online programming challenge for IEEE Student members. Registration opens for Presidents' Change the World Competition for IEEE Student members. IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.	**New Membership Year Begins** – IEEE HQ activates online renewal form for subsequent membership year. **Fellow Evaluation**: The Fellow Committee ends their review of Fellow nominations on 1 September. **Associate to Member Campaign** for grade elevation handled monthly. **Student Competitions** Registration opens for IEEEXtreme, 24 hour online programming challenge for IEEE Student members. Registration opens for Presidents' Change the World Competition for IEEE Student members. **Contest: Senior Member Upgrade** Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined Consider Member Loyalty Pin & Certificate sets for distribution to section members.	**Extended Arrears Recovery** – IEEE HQ coordinates recovery of memberships, 18 months elapsed. Asked to reinstate for the following year.
OCT **Quarterly Conference Call.** Region & Section MD Officers meet/greet, set annual goals, plan local arrears recovery effort. 7 October – IEEE DAY!	**Conferences & Section Meetings** – Opportunities to disseminate membership brochures -Organize Membership Recruitment at Universities and Companies Individuals who join IEEE in October get <u>15-months</u> of membership for the price of 12. Incorporate message into outreach. IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.	**Membership Renewal – 1st Notice** – IEEE HQ sends e-mail renewal reminder, with incentive to renew online before 15 November. **Local MD Officers** -check the lists of 2014 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew -special attention to first year members **Fellow Evaluation**: The final review of Fellow nominations is completed. **Associate to Member Campaign** for grade elevation handled monthly. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	

MONTH	RECRUITMENT	RETENTION	RECOVERY
NOV	**Conferences & Section Meetings** – Opportunities to disseminate membership brochures at all regional events & conferences, section meetings and local events. -Organize Membership Recruitment at Universities and Companies 💡Individuals who join IEEE in November get 14-months of membership for the price of 12. Incorporate message into outreach.	**Membership Renewal – 2nd Notice –** IEEE HQ sends e-mail renewal reminder to non-renewed members, with incentive to renew online before 15 November. **Local MD Officers** -check the lists of 2014 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew -special attention to first year members **Fellow Announcement**: IEEE Board of Directors approved new Fellows. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	**Extended Arrears Recovery –** IEEE HQ coordinates recovery of memberships, 18 months elapsed. Asked to reinstate for the following year.
DEC Begin building your MD team for the next year – identify volunteers.	**Conferences & Section Meetings** – Opportunities to disseminate membership brochures at all regional events & conferences, section meetings and local events. -Organize Membership Recruitment at Universities and Companies	**Membership Renewal – 3rd Notice –** IEEE HQ mails print invoice and annual benefits update to non-renewed members. **Local MD Officers** -check the lists of 2014 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew -special attention to first year members **Student Graduation Notice** – IEEE HQ e-mails to graduating student members a reminder to update their mailing address information. **Associate to Member Campaign** for grade elevation handled monthly. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	**Local Renewal Outreach –** Augment HQ efforts in a preemptive attempt to reduce members in arrears.

Yearly Membership Cycle by Month
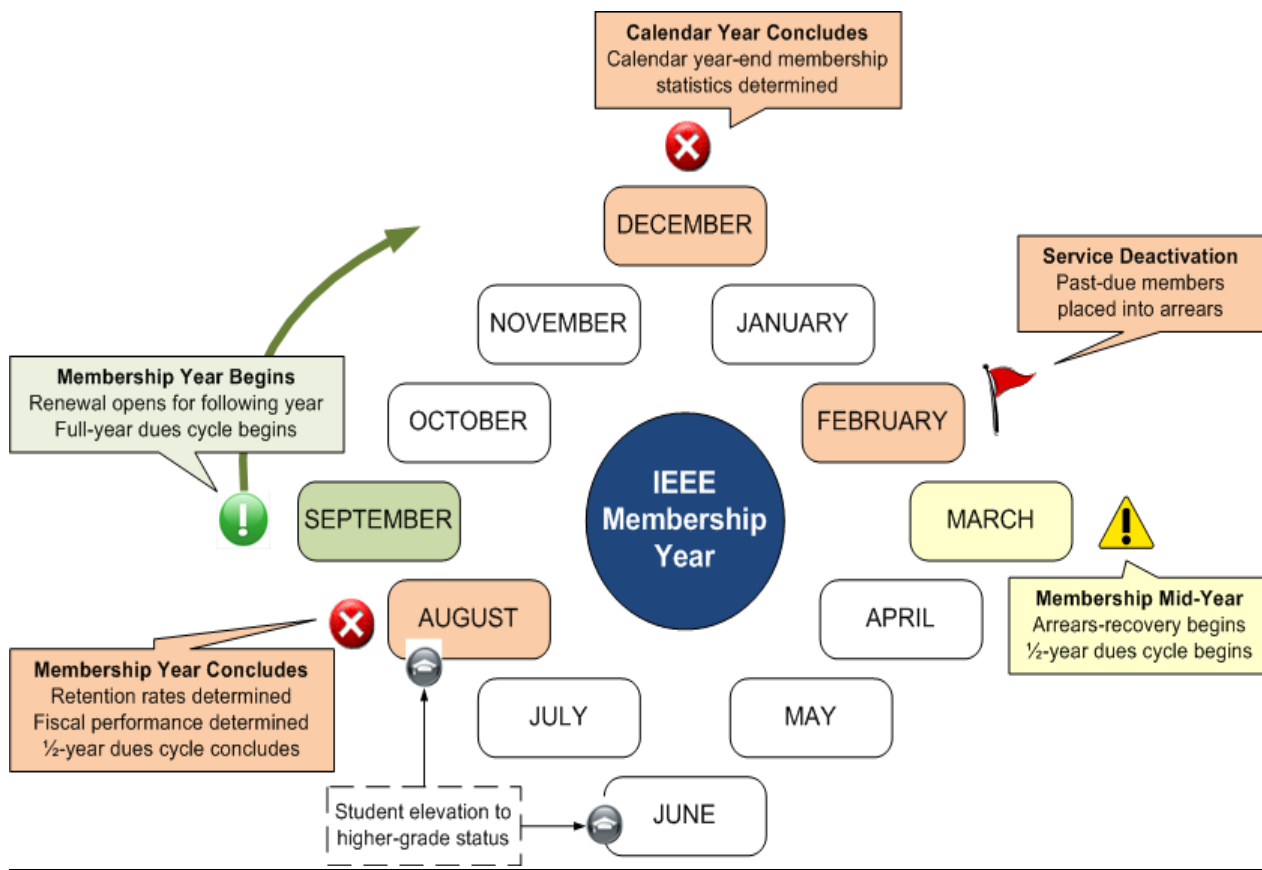
Strategy and Planning

IEEE's strategic and long-range plan is grounded in core values, describes a desired vision, and what will be essential to achieving this vision. IEEE's commitments are articulated in goals that declare the outcomes the organization intends to achieve. Underlying this plan is the adoption of an ongoing process of planning and thinking strategically, designed to ensure relevance of direction and action over time. The IEEE Strategy and Plan are developed by IEEE volunteers on various committees. These documents are located on the IEEE web at www.ieee.org/about/corporate/strategy/about_strategy.

Following IEEE's strategic plan, developing a membership strategy and plan for a region, section or society benefits the organizational unit and its volunteers, officers and general members. Once Regions, Sections or Societies have begun developing their membership strategy, they should encourage their units to develop goals and action plans tied to their Region and/or Society and the IEEE goals. Utilize the MD Calendar to review the scheduled activities to plan and allocate volunteer time to participate. Volunteer time, participation and the organization's budget should be included in the strategy development.

We have developed templates for regions and sections to use in their strategy development and plans. The template can be adapted for societies and other organizational units. Please contact Cathy Downer at c.downer@ieee.org. The following section outlines membership development guidelines with resources and tactics to assist you.

Membership Development Guidelines

## 1. Make sure that there is a Membership Development (MD) Officer appointed for your entity.

This is a crucial first step. This person does not have to be experienced in Membership Development per se, but they should be willing to learn and have time available to develop and implement membership goals and plans. It is very important that the names and contact information of MD Officers are reported to IEEE at http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html.

2. Develop a Membership Plan.

An effective membership plan is driven by data, and integrates multiple membership development tactics. Be sure to familiarize yourself with these data sources and tactics.

Section Vitality Dashboard

The Section Vitality Dashboard provides Section and other organizational unit leaders a monitoring tool that provides real-time, top-down status view of their section vitality metrics. To view the tool, you must have prior access to the SAMIEEE tool. All Dashboard links require you to have SAMIEEE access. Use your IEEE member username and password to enter. The dashboard can be accessed at: http://www.ieee.org/vitalitydb.
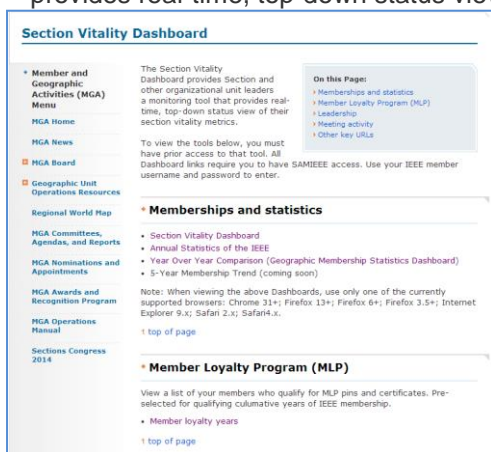
Use the dashboard to pull:
- New Members Joined in past 30 days
- Member Loyalty Years of Service
- Members in arrears
- Members in pre-arrears
- Active Student Members
- Reports on members – grade, section, society
- Officers currently reported
- Section Meeting activity

Tactic – Template for Section and Society Monthly MD Reports

A template for a Section and Society monthly MD report has been created following the style and format of the IEEE Monthly MD Report. The templates can be used by the MD officer to communicate membership stats and training information regarding programs and activities of interest. Data necessary to populate the stats area on the template can be pulled from SAMIEEE tool using pre-defined Geographic or Technical queries.

Tactic - Member-Get-a-Member Program

The Member-Get-a-Member Program encourages members to recruit their colleagues or fellow students to become IEEE members. As a reward for their efforts, they receive credit that can be used toward the following year's IEEE dues, IEEE Society fees or the purchase of IEEE products and services. Alternatively, members can donate the value of their credit to the IEEE Foundation. www.ieee.org/mgm

Tactic - Senior Member Upgrade

IEEE membership statistics reveal that individuals who hold Senior Member grade are more likely to renew their IEEE membership. Membership Development officers should make Senior Member elevation a high priority. Sections and Societies also benefit from the program. Sections and Societies who nominate at least five successful new Senior Members will be awarded US $10 for each Senior Member they nominate who is approved for elevation to Senior Member in a calendar year. As a result, no rebate will be awarded if it is for less than $50. The rebate is paid out in the following calendar year.

New Senior Members receive an engraved, wood and bronze plaque to proudly display, along with:

- Voucher (up to US$25 value) which can be used when joining one new Society
- 4 personalized certificates (US$25 value) which may be given out to colleagues or mentees in the profession inviting them to join IEEE and receive $25 off their membership
- Letter of commendation to his/her employer on the achievement of Senior Member grade (upon the request of the newly elected Senior Member)
- Announcement of elevation in Section/Society and/or local newsletters, newspapers and notices
- Eligibility to hold executive IEEE volunteer positions

Tactic – Hold Joint Section, Affinity Group or Chapter Meetings with Local Student Branch

Bring food and give the students a chance to meet professional IEEE members, ask questions about engineering careers and start building their networks before graduation.

Tactic - IEEE STEP (Student Transition & Elevation Partnership)

This program provides a standardized yet localized program for facilitating the transition from student member to young professional, by introducing the opportunities and benefits of IEEE membership during the onset of a career. By identifying recent IEEE Student members who have graduated with an undergraduate or graduate degree, you can help retain members by capturing any change of address, email or other contact information. Funding is available – collaborate with IEEE GOLD Affinity Group and Section leadership to organize a STEP event. All details and program guidelines are provided on the web:
http://www.ieee.org/membership_services/membership/gold/gold_volunteer_resources.html

Tactic - IEEE Conference Member Recruitment program

The program runs from 1 September through 15 August and its goal is to recruit new IEEE members at conferences. As an incentive to join IEEE, each new full-dues paying higher grade IEEE membership applicant is given a free membership to one of IEEE's 38 technical societies. This is in addition to the normal discount that IEEE members receive on the conference registration fee. Membership Development at conferences is at www.ieee.org/cmr.

Conferences, seminars, and technical meetings that are sponsored or co-sponsored by IEEE offer great opportunities to recruit new IEEE and Society members. This activity should be performed jointly by the local Section and Regional MD Officers, the Region Conference Coordination Committee, the Chair (or an appointed member) of the Conference Organization Committee and the IEEE Staff. The local Section and Region MD Officers in cooperation with the Region Conference Coordination Committee should identify IEEE sponsored and co-sponsored conferences in countries covered by the local Section and the Region.

Professionals who attend them are willing to invest their time and money to learn about the latest developments in their fields of interest. These professionals are well aware of the need to stay informed. They make ideal candidates for recruitment to IEEE and its Societies. So, how do you recruit them?

Every IEEE Conference should plan on having a membership development desk attended by member or volunteers. The MD officer for the sponsoring Society should contact their conference chairs well in advance to assure that a skirted table and display space is made available for a membership desk.

If possible, try and request exhibit space in the registration area, which is usually a high traffic area well suited for the MD desk location. Also, locate and reserve the Society's Banner for the conference MD desk use. Make sure there is enough room for a few chairs. If you have a computer at the exhibit table, confirm that the room or your space has an Internet connection.

MD Desk Suggestions:

- An MD Desk or Booth should be operated near the Conference Registration Desk as an IEEE Information Center.
- The MD Desk should be equipped with promotional material including membership recruitment brochures, higher-grade applications, various IEEE printed materials, magazines and giveaways.
- The local Section or Region MD Officer with the Conference organizers should arrange that the MD promotional material from Piscataway be requested and received on time.
- In cooperation with the Registration Desk there should be a possibility to join IEEE online. Conference participants joining IEEE at the Conference should pay the reduced fee for members.
- 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 this type of activity.
- As part of the IEEE membership team and representing your local section or society, have business cards or Member-Get-a-Member (MGM) cards to offer while discussing IEEE membership. Use the card as you introduce yourself and talk about how you benefit from IEEE membership either by volunteering today or the services and benefits you utilize the most from IEEE.

If you have a laptop at your exhibit table, utilize it by showing the various membership areas on the IEEE website. Show IEEE.tv program for an interesting talking point. There is a new Student Channel highlighting many activities at https://ieeetv.ieee.org/channels/students.

IEEE brand videos bring the mission and vision of IEEE to life. By showcasing the core purpose of IEEE: to foster technological innovation and excellence for the betterment of humanity, these videos illustrate how and why IEEE is essential to the global technical community and to technical professionals everywhere. View the branded videos at: https://www.ieee.org/about/toolkit/brand/videos.html

Don't forget to make use of the Conference Member Recruitment (CMR) program, which offers a free IEEE Society membership to **new** IEEE member applicants who join at a conference. An online form is used to obtain information and from this data, a campaign code is initiated to identify each application from the society conference. See http://www.ieee.org/cmr .

3. Establish realistic membership goals.

Your Region or Society may set membership goals in their strategic plan for the overall entity, and then set subunit goals with your input. Whether the goal is to increase membership retention by 3% or grow membership recruitment by 5%, an effective membership development plan needs to have quantifiable metrics.

4. The MD officer cannot do all the MD work that will be needed.

Invite life members, students, GOLD Affinity Group members and others with some available time to help share the work. The tasks, no matter how trivial, can yield profound results. Something as simple as designating an individual the "brochure person," responsible for bringing membership applications to every Section or Chapter event, will ensure a membership recruitment presence for non-members in attendance. Designating an individual as a "greeter" at an event will establish a welcoming environment.

5. Promote IEEE Membership.

Display member benefits on all IEEE Entity Web pages, and provide a link to the online membership application. Have a staffed membership table with applications and related MD materials at all Section, Student Branch and Chapter meetings. Recognize those local companies who support IEEE activities and membership. Membership Promotional Supplies – Visit the IEEE Merchandise Collection offered through Staples Promotional Products, merchandise.ieee.org/ to purchase IEEE branded promotional apparel, gifts and specialty items.

IEEE membership brochures and other promotional supplies are available to membership development officers and their respective organizational units, e.g., Sections, Societies. These supplies can be ordered online from the secure link off the MD home page at
http://www.ieee.org/md.

6. Communicate Value and Benefits.

Communicate the benefits and services offered by IEEE at all meetings and activities. Before you can communicate the value of IEEE membership, you need to first know the benefits of membership. A list of IEEE member benefits can be found in this manual, and are also available at: www.ieee.org/benefits.

7. Reward your MD volunteers.

Acknowledge and showcase the volunteers who advance your membership development plan. Present them with certificates of accomplishment, buy them dinner, and/or submit their names to IEEE for recognition in the monthly, membership development progress report.

Recognition

Member Loyalty Program

The Member Loyalty Program recognizes members for their cumulative years of service as a member with a tangible award. The goal is to increase member loyalty and retention, specifically within the first five years. The Member Loyalty Program website is at http://www.ieee.org/loyalty, providing an outline of the program, how to run reports to pull members and their years of service as well as a FAQ document.

The program offers a designated year of service pin and corresponding certificate pre-printed with the number of years of service. Blank space is built into the citation for the member name and signature of the Section officer. The pin and certificate are considered one set. The pins are in tiers of recognition for:

| 2 years | 5 years | 10 years | 20 years |
| 25 years | 30 years | 50 years | |

The pre-printed certificate will show the years of service and congratulations from IEEE. A blank space is built in for the member's name and signature of the Section officer for personalization and distribution by the Section.

The Section Chair, Section Membership Development Chair, Section Secretary or Treasurer can only order and pay for the pin/certificate sets for the Section. They will have access to authorize the pin/certificate set purchases from the Section Custody or Concentration Banking Accounts.

A report can be run to list the active members in your Section and the year pin/certificate set they could receive. The best time of year to run the report is after 1 March. This is after the February Service Deactivation and member's records have been updated to show their active or inactive status. The report is found in the Section Vitality Dashboard, under the tab titled: "Additional Membership Lists".   The Section Vitality Dashboard website is located at: http://www.ieee.org/vitalitydb.

Working the Position of MD Chair

IEEE Center for Leadership Excellence: Quick Start Training Module

The IEEE Center for Leadership Excellence (CLE) – Volunteer Training was created to offer training materials to assist volunteers in various IEEE officer positions for Regions, Sections, Chapters, Affinity Groups and Student Branch positions.   The Membership Development Chair Quick Start Training Module defines and identifies a number of tasks that are important to address within the first 30 days of taking the MD Chair position.

The CLE is located at https://ieee-elearning.org/CLE/, you will need an IEEE Account to access the site. The screen shots below show the CLE
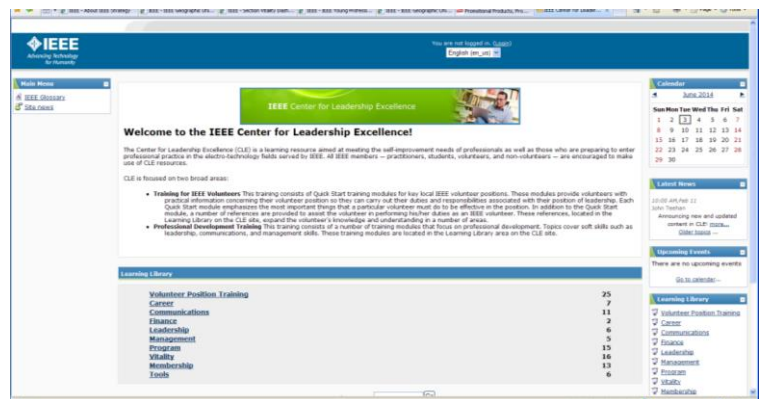
opening page (left) and the Learning Library area (right) within the CLE. The Learning Library contains links to the various officer positions, including the Section MD Officer.

First Year New Member Experience

IEEE began an outreach to newly joined members to help them understand and navigate IEEE during their first year experience. This effort includes a website, a monthly orientation webinar to help the new member get connected to IEEE and basic services (IEEE account, myIEEE set up, etc.), how to participate in various activities. New members are invited to these monthly webinars and can register at http://www.ieee.org/start

This effort was accompanied by development of pre-defined queries in SAMIEEE to pull data on the new members who joined the section in the past 30 days. Sections are encouraged to reach out to these new members by welcoming them with a personalized note on IEEE welcome note cards, available with the MD On-Demand Kit. The link to order the Kit is on the MD home page at http://www.ieee.org/md .
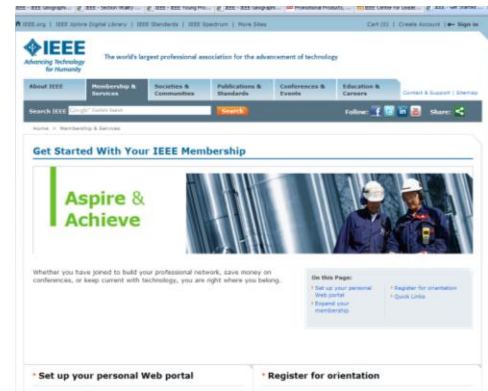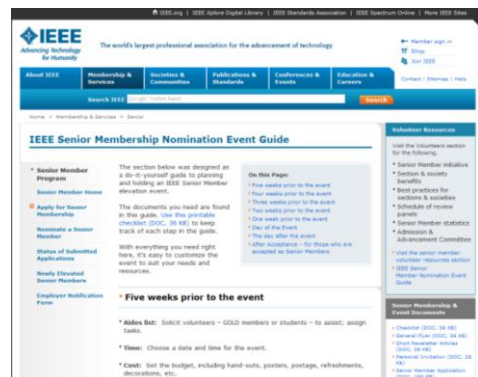
Senior Member Elevation Events

The grade of Senior Member is the highest for which application may be made and shall require experience reflecting professional maturity. For admission or transfer to the grade of Senior Member, a candidate shall be an engineer, scientist, educator, technical executive, or originator in IEEE-designated fields for a total of 10 years **and** have demonstrated 5 years of significant performance.

http://www.ieee.org/membership_services/membership/senior/senior _requirements.html

The **IEEE Senior Membership Nomination Event Guide** was developed to provide the necessary tools to conduct a successful event in the recruitment of members to Senior Member grade elevation. The Event Guide components are Microsoft Word documents that can easily be customized for your particular nomination event. The guidelines are from five weeks prior to the event to one day after the event. The Senior Member event provides potential Senior Member applicants with the opportunity to network with potential references and receive guidance on completing their application. It also provides your Section or Society the opportunity of engaging IEEE members at all levels.

http://www.ieee.org/membership_services/membership/senior/seniormember_elevation_toolkit.html

IEEE Fellow Program

IEEE Fellow is a distinction reserved for select IEEE members whose extraordinary accomplishments in any of the IEEE fields of interest are deemed fitting of this prestigious grade elevation. Review the sections on this page to learn about the history of the IEEE Fellow grade, the elevation process, and how the program evolved through the years to become the program it is today.

http://www.ieee.org/membership_services/membership/fellows/index.html

Volunteering for IEEE

Whether you are a Region MD Officer, a Section MD Officer or a Society MD Officer, this Manual can be adopted to your needs providing an essential overview to make your job easier. Rest assured, you are not alone in this endeavor. IEEE has developed a dynamic support network to enable your success, combining a Volunteer and Staff partnership unparalleled in any professional association.

Your dedication and commitment will help insure a vibrant professional association that evolves to meet the present and future needs of technology professionals worldwide. As you may be aware, IEEE does not have a professional sales force to promote membership. Rather, our sales force consists of our more than 400,000 members worldwide. Think of the possibilities of that! And it is volunteer leaders such as you that can help to direct and harness this tremendous asset.

Recruiting individuals to become IEEE members begins with communicating your own personal experience with IEEE. Just as important – recruiting new IEEE members requires active listening, and understanding the needs of other individuals: the value of IEEE membership may translate differently for you than to another. When you ask an individual to join IEEE, or retain their membership, do so with the understanding that this individual may or may not already have a perception of IEEE and its benefits. Moreover, we are encouraging individuals to belong to a professional association in an era when information access and networking is desktop-accessible.

Most likely, you have chosen a profession that has little to do with membership recruitment or retention, and participating in a "sales" function may not come easy. However, truth be known, we're all salespeople—whether it's recommending a mechanic, a brand of wireless routers, or a colleague for employment. According to one definition, "selling" is to persuade (another) to recognize the worth or desirability of something. When you look around and notice how your organization, workplace or relationships have improved because you communicated your great ideas and made contributions, was "selling" really such a bad thing? To be successful with membership development, we will need to be diligent in both raising awareness and asking individuals to join IEEE.

IEEE Membership Development Activities

IEEE's membership development activities are coordinated through the Member and Geographic Activities Board Membership Recruitment and Recovery Committee (MRRC). The MRR Committee creates, promotes and monitors appropriate and effective membership development programs to increase IEEE membership. More information on the MRR Committee is found on the MD home page at http://www.ieee.org/md.

Regional & Section Membership Development

Members of IEEE automatically become members of their local IEEE Section, allowing them to share technical, professional and personal interests with others in IEEE's worldwide member community. IEEE is divided into ten geographic regions worldwide:

- IEEE Region 1 - Northeast United States
- IEEE Region 2 - Eastern United States
- IEEE Region 3 - Southeastern United States
- IEEE Region 4 - Central United States
- IEEE Region 5 - Southwestern United States
- IEEE Region 6 - Western United States
- IEEE Region 7 - Canada
- IEEE Region 8 - Europe, Middle East, Africa
- IEEE Region 9 - Latin America
- IEEE Region 10 - Asia & Pacific

Each IEEE Region has a Membership Development Chair. Responsibilities of the Region Chairs include coordinating activities between IEEE Operations Center and the Sections, as well as facilitating Region-wide membership development initiatives involving many Sections. It is imperative that every IEEE Section has a membership development officer with whom the Region Chair can make contact and support.

Within these regions are 333 local Sections, 2,231 technical Chapters, 2,516 student branches at colleges and universities in 80 countries, 790 student branch chapters at colleges and universities and 432 affinity groups that unite local members with similar interests. The names and contact information for **all** MD officers should be reported annually to IEEE as part of the Officer Confirmation Report:

http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html

Society Membership Development

Society membership development is coordinated by each Society, and implemented through many channels, including direct mail, conferences, and chapter activities. Brochures about Society membership are available from IEEE, and can be ordered online using the form found at www.ieee.org/mdsupplies.

A Chapter is the technical subunit of one or more IEEE sections, and has both the Section and an IEEE Society as a parent. Chapters are your local link to the valuable resources available from IEEE and its 38 technical societies. Chapter activities may include guest speakers, workshops, and seminars as well as social functions.

Chapters provide society members with valuable opportunities to network at a local level - enabling both personal and professional growth. For a real-time and linked directory of IEEE Societies, visit http://www.ieee.org/societies_communities/index.html.
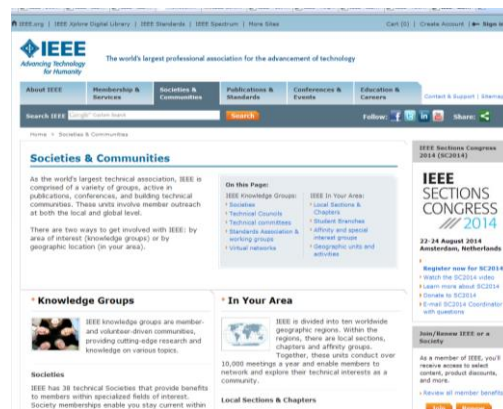
Developing Your Membership Team

The bulleted lists are to help you get started – you know your area's volunteers the best! Build each to what you need to get accomplished.

Who can help me?
- Ask your Section or Society officers if they could refer available volunteers or have a pool of volunteers interested.
- Recruit members from your Section – students, GOLD/Young Professional members, Life Members.
- Set up your team and let them know what the work is and who is doing what.
- Mobilize the resources your Section or Society has.

What is the Work?
- Outline the work you want to accomplish.
- Outline the work you need accomplished.
- Break down the work into the amount of time needed, how often it gets done (frequency) and prioritize.
- Outline the work so those interested can see if they have the skills and/or time to help.
- Determine which volunteers will be working and assign.

Communicate regularly with your team
- Set up an email list to send communications on projects.
- Update your Section or Society officers on your team's progress.
- Update status of work to team so they know projects or work are moving forward or not meeting deadline.
- Inspire and encourage your team to work toward the goals.

Recognize the volunteer effort
- When work is completed, recognize the volunteers' accomplishments to the team and to your Section or Society officers.
- Acknowledge those on your team at Section or Society meetings.
- Nominate for a Region, Section or Society established award. Check the IEEE website for Awards & Recognition at http://www.ieee.org/about/awards/index.html.
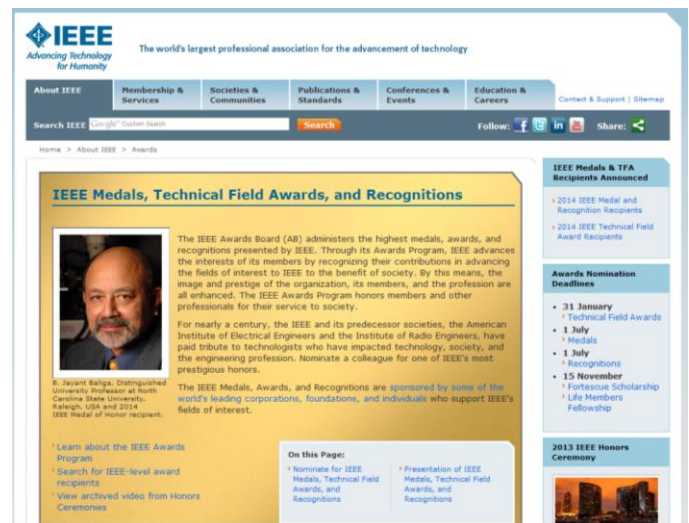
Extra Help

Responding to Membership Objections

As an IEEE Volunteer attempting to recruit new members, expect to hear objections to IEEE membership and pointed questions about membership value. This is normal—we all compare. How you respond to such objections will differentiate your recruitment success from others? Listed below are common objections to IEEE membership, and suggestions for how you can respond. Ask the member to go to the Global Benefits Finder to sort by country and their current career phase to view what is available for developing their career at www.ieee.org/membership_services/membership/benefits/index.html

My employer will not pay for my dues. **Response Suggestion:** We're grateful that some employers reimburse for IEEE membership dues, but IEEE membership is about individuals who desire to take ownership of their career, regardless of an employer's willingness to reimburse dues. Individuals who belong to IEEE take personal responsibility for their careers.

IEEE membership is too expensive. **Response Suggestion:** The cost of IEEE membership compared to most professional associations is significantly lower, as much as 30%, compared to organizations such as the National Society of Professional Engineers, American Medical Association, and the American Bar Association. When you really think about it, IEEE membership dues are quite reasonable when you consider the quantity and quality of benefits offered to members. Also, IEEE membership often pays for itself. The discounts members receive on IEEE products or attending a conference makes membership a good return-on-investment. For professional-grade applicants whose income does not exceed $14,200, IEEE offers a 50% reduction in IEEE dues, regional assessments and dues for one IEEE Society and its optional publications.

The value of IEEE membership does not justify the cost. **Response Suggestion:** IEEE membership offers an array of benefits that may be of interest to you. Perhaps you are unaware of the some of these benefits. They include access to technical publications; professional and educational development; unique networking venues; discounts on conference attendance, insurance programs, IEEE products. Every member has their own, personalized gateway into IEEE membership via myIEEE.

I have no time to read the publications. **Response Suggestion:** It's a constant challenge between finding the time to be informed, and one day discovering that you're not technically current. Our members tell us that reading IEEE publications saves them time, as they do not need to "reinvent-the-wheel" at work. IEEE publications are the world's best collection of technical information. Taking the time to read this information keeps you technically current. Investing 30 minutes with one publication could save you 40 hours of research at work.

I can find all this information on Google—what's the value of membership? **Response Suggestion:**

There's a lot of information to be found on Google, but IEEE publications are not available for free on Google. Moreover, the quality of technical information found via Google is random, and doesn't adhere to any consistent standards of technical excellence. Did you know that 60,000 patents cite IEEE information? – These patents cite IEEE, not Google. IEEE membership is much more than access to information. It's about networking, professional development, and you taking personal responsibility for your career. Membership is about meeting new colleagues, and coming into contact with really great people—individuals who join IEEE form friendships that last a lifetime. You wouldn't meet these people on Google.

*I can get all of the information through my employer, so why should I belong?* **Response Suggestion:**

Information is only one component of IEEE membership. Yes, organizations worldwide rely upon IEEE information to be technically current and competitive—it speaks to IEEE's quality. IEEE membership is more than access to information. IEEE membership is about you being competitive and taking personal responsibility for your career. IEEE's benefits include venues and tools for members to network, build valuable professional connections, and hone leadership skills. These are essential for managing your career. Membership is about meeting new colleagues, and coming into contact with really great people—individuals who join IEEE form friendships that last a lifetime. IEEE membership is more than what you receive—it's also about what you're giving back. When you belong to IEEE, you are supporting a much larger mission—your membership enables initiatives such as public information and policy efforts, affordable student membership, and the introduction of technology careers to young people worldwide.

I've recently been unemployed, and can no longer afford the dues. **Response Suggestion:**

IEEE will help you during these times. IEEE has a reduced-dues program for unemployed members, which allows you to keep your benefits, which are very helpful for finding a new job—for example, networking at local Section and Chapter meetings, uploading your resume to the IEEE Job Site, engaging the career navigator.

IEEE Contact & Support Center

The IEEE Contact Center is available to answer your questions about IEEE, including IEEE products and services, and all aspects of membership (renewal, reinstatement, elevation, grade change and more !). Part of the IEEE Contact Center, the IEEE Support Center provides answers online to the most frequently raised questions. You can also connect in a live chat with an Associate online. Questions, responses and the live Chat are located at https://supportcenter.ieee.org/.
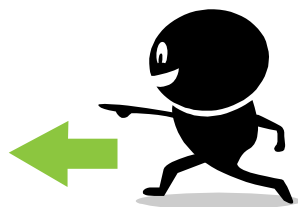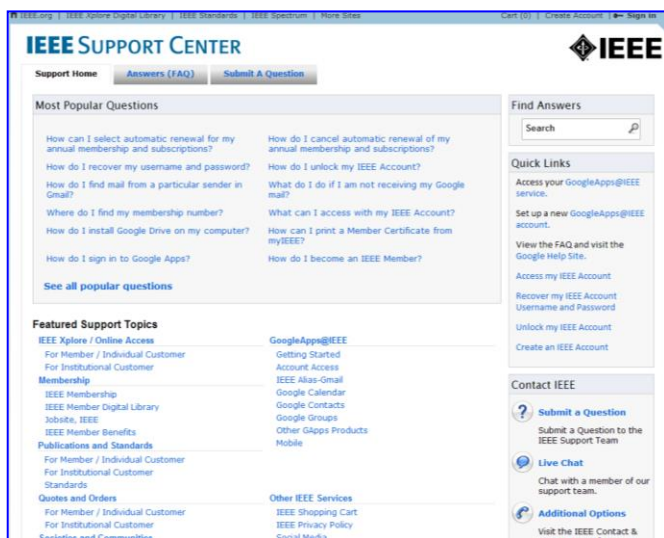
IEEE Contact Center located at
www.ieee.org/contactcenter

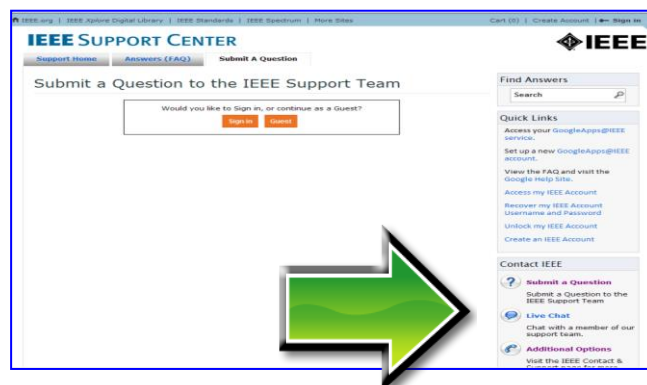E-mail contact at: contactcenter@ieee.org

IEEE Support Center located at
https://supportcenter.ieee.org/

Telephone
+ 1 800 701 4333 USA and Canada
+1 732 981 0060 Worldwide

Submit a Question to the IEEE Support Center,
https://supportcenter.ieee.org/app/ask

Use the live Chat feature to talk with a Support Center Associate!

IEEE Member Benefits

Knowing how IEEE can benefit others requires an understanding of all the benefits IEEE offers. IEEE is the world's largest technical society, bringing Members access to the industry's most essential technical Information, networking opportunities, career development tools, and many other exclusive benefits. IEEE membership benefits break down into two categories: (1) Core Benefits received by all individuals who join IEEE, and (2) Premium Benefits, which are available exclusively to IEEE members at an additional cost.

Additional memberships are also available—Society, Standards and Women in Engineering memberships enrich the IEEE experience.

Core Benefits   (http://www.ieee.org/benefits),

myIEEE – an interactive Web portal exclusive to IEEE members, allows you to customize your member experience as your needs change using gadgets, RSS feeds, themes and layout choices

IEEE.tv™ - internet television offering exclusive programming about technology and engineering to IEEE members, and accessible from myIEEE, the members-only portal

eBook Classics - IEEE members now have access to more than 400 eBooks from the IEEE Press collection through IEEE *Xplore*.

IEEE Spectrum Magazine - 12 monthly issues (print) and online, digital delivery

IEEE Potentials Magazine - 6 issues (online). All members have access to Potentials articles via IEEE *Xplore*

Abstracts from the IEEE Xplore® digital library - table-of-content and abstract access to 2 million plus documents

Discounts on IEEE publications

Community

myIEEE™ - members-only personalized portal into IEEE membership

GoogleApps@IEEE is accessible from myIEEE. This suite of products is offered to enhance peer-to-peer communications and collaboration between our members, and upgrade back-end management of IEEE e-mail alias service. The application suite includes mail, contacts, calendaring, and collaboration tool-set.

IEEE memberNet™ – Online member directory; a fully searchable database to help expand your peer-to-peer networking opportunities

Personal IEEE E-mail alias with virus protection and spam filtering

The Institute newsletter

Member-only discounts on conferences, publications, and business and financial services

IEEE Sections and Technical Chapters

Profession

IEEE Job Site - locate career opportunities easily and confidentially

IEEE Career Alert - a weekly email newsletter containing career advice plus the job of the week from the IEEE Job Site

IEEE MentorCentre - IEEE MentorCentre is an online program that facilitates the matching of IEEE members for the purpose of establishing a mentoring partnership. The site is found at http://www.ieee.org/membership_services/membership/mentoring/index.html

IEEE ResumeLab –Provides the ability to use templates to build a customizable resume, cover letter, etc., publish information to a sharable website and uses standardized language to assist for members for whom English is a second language. http://www.ieee.org/membership_services/membership/resumelab.html

Today's Engineer – monthly *e-zine* devoted to the issues affecting IEEE members' careers

Consultants Database – a service available for matching technical consultants to clients

Discounts on education from leading institutions worldwide

Benefits Requiring an Additional Fee

IEEE Continuing Education Programs - short courses and workshops delivered online in one-hour learning modules, offering Professional Development Hours (PDH) or Continuing Education Units (CEUs) to help maintain licensing or certification

IEEE eLearning Library -The premier online collection of short courses and conference workshops developed by recognized experts in a wide range of engineering and research technologies

IEEE Education Partners Program - up to a 10% discount on online degree programs, continuing education and certificate programs.

IEEE Member Digital Library - access up to 25 full-text articles a month from any IEEE publication or conference proceeding

Proceedings of the IEEE - leading authoritative resource for in-depth research coverage, tutorial information and reviews

IEEE Member Discounts - insurance products and discounted products and services (including home & office services) designed for the professional technologist and engineer

Travel Services - enhancing the overall travel experience for IEEE members and their families

Additional IEEE Memberships

IEEE Society Membership - Membership in an IEEE Society offers both tangible and intangible benefits. So what are some of the benefits of being an IEEE and Society member? Current members provide the answer. Members have cited the following benefits that influence their decision to join: affiliating or identifying oneself with a prestigious professional organization; having access to multi-disciplinary technical information; creating opportunities for peer networking; having the opportunity to publish and participate in conferences at member reduced rates; and advancing professionally on the job. IEEE's Societies are listed at
http://www.ieee.org/societies_communities/index.html

Additional membership is available with:
IEEE Standards Association Membership - influence the direction and application of standards development worldwide. http://www.ieee.org/membership_services/membership/membership_standards.html

IEEE Women in Engineering Membership - promotes the entry into and retention of women in engineering programs. http://www.ieee.org/membership_services/membership/women/DF_IEEE_MIG_MCT_99124

Resources & Links

Enabling IEEE's Volunteers is essential to effective membership development. Please take a few minutes to acquaint yourself with IEEE's membership development resources and links.
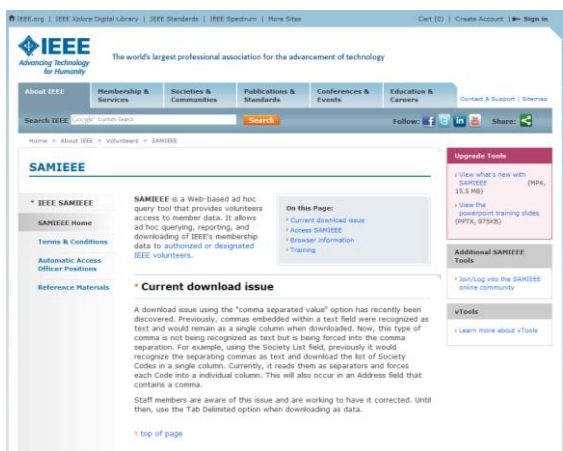
Membership Development Web Site

Be sure to bookmark www.ieee.org/md. As a Membership Development Officer, you should immediately become familiar with the membership development web pages, linked from the IEEE home page. This one-stop resource allows you to access password-protected areas and peruse membership development tactics. Should you need to contact Volunteers and Staff involved with membership development, the site also provides a rolodex of Committee and Staff contacts.

SAMIEEE Upgrade / OBIEE 11g

In 2012, IEEE moved to a new business platform referred to as IBP (IEEE Business Platform). IBP enables a state-of-the art user experience for members and customers, leverages the backend business systems and provides key enhancements to both. For the SAMIEEE upgrade, some of the features remain the same - see bullet list below.
Pre-defined reports will retain the same names

- Pre-defined reports are now called "analyses"
- Folders remain (MD), (Geographic), and (Society)
- New look and feel
- Customized home screen
- New Training Modules available
- SAMIEEE Upgrade / OBIEE 11g training is available on demand

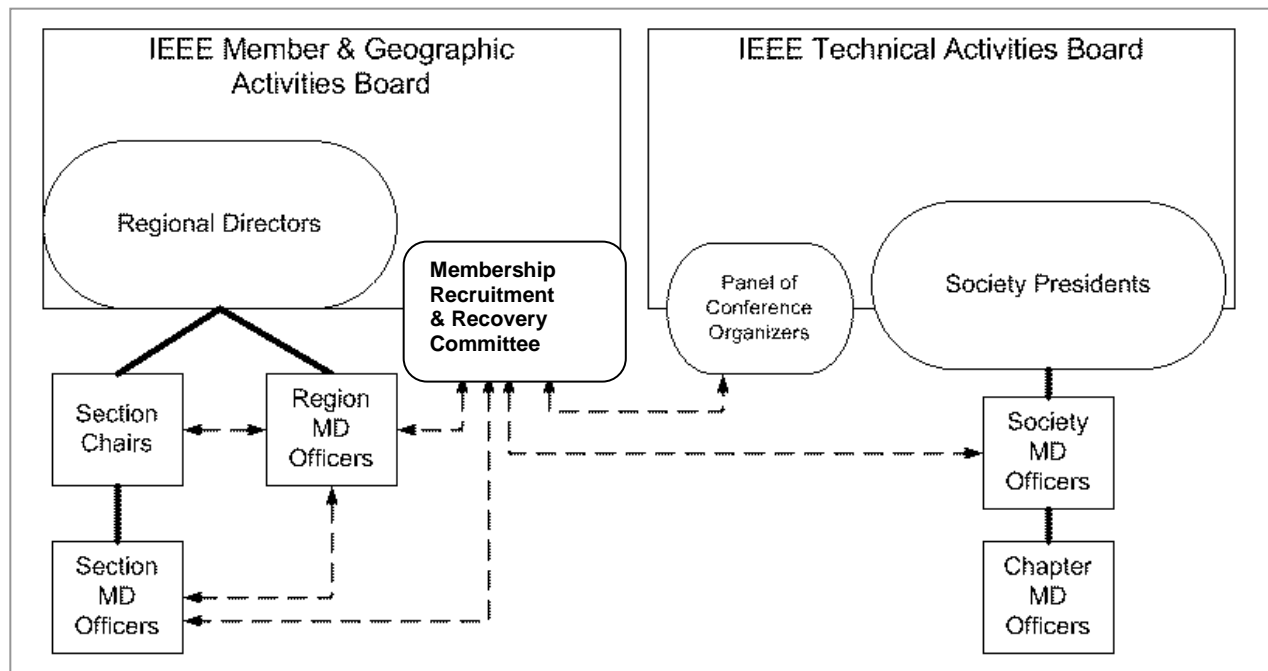**www.ieee.org/md**   23

Membership Development Organization Chart

The Membership Recruitment and Recovery (MRR) Committee is a committee of the IEEE Member and Geographic Activities Board. The MRR Committee is charged with creating, promoting, and monitoring appropriate and effective membership development programs to increase IEEE membership. Specifically, the Committee is responsible for:

- Building and expanding a worldwide team of IEEE volunteers to advance MR&R objectives
- Providing training and guidance to participating volunteers
- Developing and promoting best-practices, and ensuring awareness of, and access to, forums and tools
- Mentoring volunteers on how to develop and optimize their MR&R activities in alignment with the IEEE membership calendar
- Setting goals for yearly IEEE membership increases in membership recruitment and recovery
- Providing recommendations for new or improved benefits
- Provide support to all committees that are involved with recruitment and recovery
- Incorporate the MGA Vision Mission and Values and Principles in the performance of the MR&R functions and activities.
- Collaborating with the MGA MELC Committee and IEEE Staff to develop and execute membership marketing and sales plans, forums and tools, and benefit education campaigns

The MRR Committee shall implement these responsibilities by emphasizing the value and benefits of IEEE and Society membership, involving all IEEE organizational units and staff in coordinated membership development activities, encouraging, motivating and recognizing volunteerism and insuring that the needs and concerns of membership development are identified and understood.

Membership Development Contacts

For a list of IEEE Volunteers and Staff responsible for membership development at IEEE, visit the following:

- Membership Recruitment & Recovery (MRR) Committee,
  http://www.ieee.org/about/volunteers/membership_development/region_md_officers.html

- Admission & Advancement Committee,
  http://www.ieee.org/membership_services/membership/staff_contact.html

- IEEE Membership Development Staff,
  http://www.ieee.org/membership_services/membership/staff_contact.html

Thank <u>you</u> for your Volunteer Leadership

Thank <u>you</u> for making a difference!