


From: Lee Stogner l.stogner@ieee.org 
Subject: [IEEE Region 3] Membership Development Report 7-14-14
Date: July 14, 2014 at 6:46 PM
To: Region 3 ExCom 2014 r3-excom2014@IEEE.ORG, IEEE Region 3 Section Chairs sec-r03@IEEE.ORG, IEEE Region MD Chairs region-mdchairs@IEEE.ORG
Cc: Elyn Perez elyn.perez@IEEE.ORG, Cathy Downer c.downer@IEEE.ORG, Christopher Wright wright.c@IEEE.ORG

Region 3 Leaders,

In August we will start the IEEE 2015 Business Year. This business cycle includes the annual 12 month Membership Development cycle. From a Membership Development standpoint, this cycle is defined in the IEEE Membership Development Handbook that can be downloaded at,

www.ieee.org/md

Please review this web page and MD Manual for a variety of material and resources that are available to support your MD program.

Short Term MD Checklist

1. **The Plan.** Start creating your 2015 MD Plan now and be ready for the Kick Off in August. Make it a Section ExCom Project to ensure that all ideas are discussed and enough volunteers are identified.
2. **Student Members.** Students will be returning soon to the University campus near you. Please reach out to the local Student Branch Counselor now and schedule a joint meeting between the Section and the Student Branch. Take lots of food with you to the campus meeting and begin building good relations with the students.
3. **Establish a Section Senior Member Program.** Step one will be to identify local existing Senior Members that can help with the process. You should also consider promoting other member upgrades as well. Full information on Member Grade Elevation is at,

http://www.ieee.org/membership_services/membership/grade_elevation.html

4. **First Year Member Experience Project.** Most of you should have received this important message (see below) from the IEEE. This message gives you information on obtaining the current list of new members in your Section from SAMIEEE,

<http://www.ieee.org/about/volunteers/samieee/index.html>

Since many new members do not renew at the end of their first year with the IEEE, we need you to put forth a special effort to connect with them. As part of our new **Region 3 First Year Member Experience Project**, we want to encourage Sections to welcome new members by phone call (backed up by a email) and include a special invite to your next meeting. By also involving your new members, you can raise your retention rate and provide new volunteers for all of your important Section activities.

Please start a ongoing campaign of contacting First Year Members and give them a positive experience for their investment in time and money. Please contact me directly if you have questions regarding the Region First Year Member Experience Project. I want to hear your ideas about how we can improve our contact process and provide a new base of growth for Region 3.

5. **Membership Development Materials.** During the month of August, IEEE will ship a box of MD materials to every identified MD Chair in every Section. If you don't have a MD Chair, the material will be shipped to the Section Chair. If you just identified your MD Chair, please tell IEEE Membership Development about your volunteer so they can include them in the ongoing MD communications.
6. **Membership Development Resources.** As mentioned before, we have a new IEEE MD Staff person that is available to work with you and your Section,

Christopher Wright
wright.c@ieee.org
732-562-3894
Piscataway, NJ

Please reach out to Chris and introduce your Section to him. He is standing by to help you.

Lastly, Membership Development is not something that is simply a quick sale. The existing and potential members that you know are working engineers just like you. Help them understand that their involvement in the Section is needed and that in return they have a opportunity to build a better foundation for their career and the careers of others.

Sincerely,

Lee Stogner, PMP
Region 3 Membership Development Volunteer
l.stogner@ieee.org
[864-360-9415](tel:864-360-9415)



Dear Clarence Stogner,

We are pleased to inform you that the most current list of new members in your Section is available through SAMIEEE, your volunteer analytics tool. There's also a tab that includes those new members who haven't renewed for 2014.

These auto-generated rosters include all elements of contact information: name, mailing address, e-mail address, phone number, type of membership, grade and the reasons for joining IEEE.

Access the data:

You can easily view the dashboard by clicking on the link,

<http://www.ieee.org/about/volunteers/samieee/index.html>

which will take you to the sign in page for Oracle Business Intelligence (the platform on which our database is maintained). There, you will use your IEEE Account to access SAMIEEE. If you have forgotten your IEEE Account, you may recover it at any time.

View your new members now.

Understand the context:

When an individual joins, he/she automatically receive a welcome message within the first month. This message directs a new member to the welcome page, where he/she can get useful information about how to access member benefits, services and features. Additionally, you can encourage them to go there to register for a new member orientation, which typically takes place on the 4th Thursday of each month.

Write your message:

To get you started, consider using the new member's reason for joining to initiate the conversation or communication. Further, our new member survey results indicate that most new members are interested in local events and/or meetings. You may choose to include information about this in your personal outreach.

Should you have any questions, please feel free to contact me by e-mail or learn about the resources available on [the membership development portal](#).

Regards,

Cathy Downer

e-mail: c.downer@ieee.org

IEEE Membership Development

Replies to this message do not reach IEEE. If you have questions about this mailing, or need assistance, please direct your inquiries to the [IEEE Contact Center](#).





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