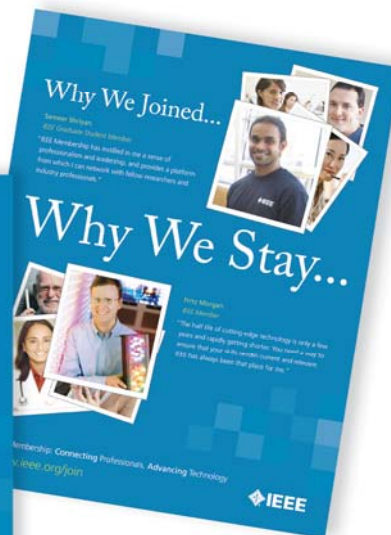
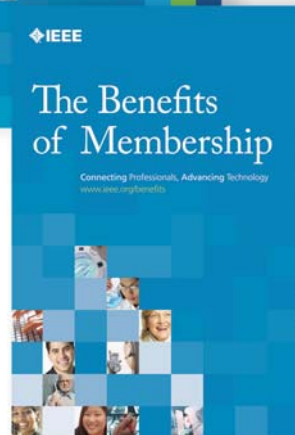




**Celebrating 125 Years**  
*of Engineering the Future*

# IEEE Membership Development Manual

September 2008



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

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



# 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.

<b>TASK</b>	<b>COMPLETED</b>
Read this manual.	
Insure that you are registered to receive the monthly Membership Development report  Send an email to <a href="mailto:listserv@listserv.ieee.org">listserv@listserv.ieee.org</a> , leave the subject line blank and type "subscribe MEM-PROGRESS-RPT" in the body of the message (without the quotes).	
Know the benefits of IEEE membership.	
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, <a href="http://www.ieee.org/md">www.ieee.org/md</a> . While there, join the Membership Development virtual community: <a href="http://www.ieee.org/mdcommunity">www.ieee.org/mdcommunity</a>	
Acquire the most recent membership statistics within your Region/Section. Review membership trends within your Region/Section/Subsection: <a href="https://analytics.ieee.org/analytics/saw.dll?dashboard">https://analytics.ieee.org/analytics/saw.dll?dashboard</a>	
Develop personal goals related to growing membership within your Region / Section / Society.	



## Table of Contents

---

Introduction	3
Summary of Duties and Responsibilities	5
Membership Development Guidelines	7
Calendar – IEEE Membership Development	10
Monthly Checklist – Membership Development Officers	12
IEEE Member Benefits	15
Additional Memberships	17
Responding to Membership Objections	19
Correspondence and Templates	21
Resources & Links	26
SAMIEEE Tutorial for Membership Development	28
Membership Development Organization Chart & Contacts	32



# Introduction

---

Thank you for your Volunteer leadership!

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 375,000 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.

Through its global membership, the IEEE is a leading authority on areas ranging from aerospace systems, computers, and telecommunications, to biomedical engineering, electric power, consumer electronics, and more. Members rely on the IEEE as a source of technical and professional information, career resources, and other benefits and services. To foster an interest in the engineering profession, the IEEE also serves student members in colleges and universities around the world. Other important constituencies include prospective members and organizations that purchase IEEE products and participate in conferences or other IEEE programs.

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.

## **Regional & Section Membership Development**

Members of the 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. The 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



Within these regions are 324 local Sections and 1,784 technical Chapters that unite local members with similar technical interests. 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 the 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.

Each IEEE Region has a Membership Development Chair. Responsibilities of the Region Chairs include coordinating activities between IEEE HQ 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.

The names and contact information for all Section MD officers should be reported annually to IEEE as part of the Officer Confirmation Report:

[http://www.ieee.org/web/geo\\_activities/rab/scs/Required\\_Reporting/Officerforms.html](http://www.ieee.org/web/geo_activities/rab/scs/Required_Reporting/Officerforms.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](http://www.ieee.org/mdsupplies).

For a real-time and linked directory of IEEE Societies, visit <http://www.ieee.org/societies>.

### **IEEE Membership Development Committee**

IEEE's membership development activities are coordinated through the Member and Geographic Activities Board Membership Recruitment and Recovery Ad-Hoc Committee (MRR). The MRR ad-hoc Committee creates, promotes and monitors appropriate and effective membership development programs to increase IEEE membership. More information about the MRR ad-hoc Committee is available later in this manual.

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. The IEEE has developed a dynamic support network to enable your success, combining a Volunteer and Staff partnership unparalleled in any professional association.

IEEE is the world's largest technical professional association. We inherit 100+ years of legacy, and are dedicated to make IEEE the association of choice for future technologists and engineers.

Thank you for passion about IEEE, and devotion to membership development. Working together, we'll make it happen!

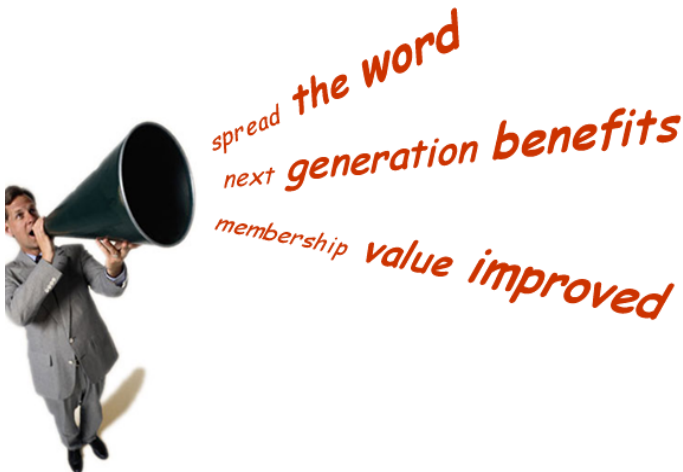




## Summary of Duties and Responsibilities

Membership development is a vital function of IEEE. Members are important because their involvement helps to underwrite student memberships and the educational programs, thus facilitating the growth and knowledge among the technical professions. Your role as a Volunteer and Membership Development Officer includes:

- Receiving mailings of membership materials from IEEE Operations Center
- Developing a local Membership Development plan and/or plan of Membership Development activities.
- Monitoring a current record of membership
- Working with other volunteer leaders to develop, execute and monitor plans and goals for membership growth, retention, and recovery
- Analyzing membership information and trends to identify membership problems and opportunities
- Ensure adequate supplies of membership development materials are available for distribution at appropriate venues within your entity (chapter meetings, conferences, job fairs, etc).
- Communicating regularly with the Regional or Society Membership Development Officer.
- Providing quarterly membership status report with recommendations to Regional or Society Membership Development Officer.
- Coordinating membership exhibits for local meetings and conferences, including but not limited to use of IEEE Cooperative Displaying program, soliciting materials for exhibits, identifying volunteers to staff booth
- Optimizing local recruitment efforts by ensuring that Membership Development activities parallel headquarters' programs and processes
- Cultivation of prospect lists for membership.



To help you accomplish these objectives, we recommend that you identify other volunteer leaders to assist you with specific tasks.



**Who can help me?** (from my Section, work, neighborhood, school, etc.) ...



# 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 also very important that the names and contact information of MD Officers are reported to IEEE.

## 2. Develop a Membership Plan.

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

### Analytics (SAMIEEE)

Most membership development decisions have both a qualitative and quantitative component. Judgment, experience, and creativity play strong roles, as do data, models, and analysis. IEEE's membership development officers are automatically provided access to the SAMIEEE database. The data is updated twice weekly, pulled directly from the IEEE's membership database, reflecting the most current information. Specific data access is based on the OU and your volunteer position. Example: A Section chair will automatically have access to all Section members, while a Society President will have access to all members of that Society. <http://www.ieee.org/organizations/vols/samieeee/>

### 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](http://www.ieee.org/mgm)

### Tactic - IEEE Conferences Member Recruitment program

The program runs from 1 September 2007 through 15 August 2008 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 also discussed later in this manual. [www.ieee.org/cmr](http://www.ieee.org/cmr)

### Tactic - Senior Member Upgrade

IEEE membership statistics reveal that individuals who hold Senior Member grade are more likely to renew their IEEE membership. New Senior Members receive an attractive, engraved, wood and bronze plaque to proudly display; a gift certificate (up to US\$25 value) which can be used toward joining one new Society; a 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, and; eligibility to hold executive IEEE volunteer positions. Membership development officers should make Senior Member elevation-campaigns a high priority. [www.ieee.org/web/membership/senior-members/guide.html](http://www.ieee.org/web/membership/senior-members/guide.html)



---

## Tactic - Membership Development at Conferences

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 cosponsored 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 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.

### 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 IEEE banners and flags, promotional material including application brochures, IEEE magazines and giveaways (pencils, candies).
- The local Section or Region MD Officer with the Conference organizers should arrange that the MD promotional material from Piscataway should be requested and received on time.
- 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 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 desks.

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. See <http://www.ieee.org/ra/md/cmr.html> .



---

### Tactic – Hold Joint Section 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.

### **3. Establish realistic membership goals.**

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, [www.ieee.org/merchandise](http://www.ieee.org/merchandise) to purchase IEEE branded promotional apparel, headware, gifts and specialty items. For IEEE membership brochures and other promotional supplies are available for free to membership development officers and their respective organizational units, e.g., Sections, Societies. These supplies can be ordered online at: [www.ieee.org/mdsupplies](http://www.ieee.org/mdsupplies)

### **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](http://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.



# 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.

<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>
<u>JAN</u>	<p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p><b>Overdue Notification</b> – HQ mails print notification to non-renewed members informing them their IEEE membership is overdue. Local MD officers to receive pre-termination report</p>	
<u>FEB</u>	<p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p><b>Termination Warning</b> – Beginning of February – HQ mails non-renewed members reminder to renew their membership prior to month's end to avoid termination.</p> <p><b>Membership Terminates</b> – End of February - Annual refresh of the IEEE membership database to determine which members have allowed their membership to go into arrears.</p>	
<u>MAR</u>	<p><b>½-Year Dues Cycle</b> – IEEE HQ begins accepting ½-price dues for present year of service.</p> <p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>		<p><b>Arrears Recovery / HQ (US and Canada only)</b> – Recovery outreach begins for those members whose membership has elapsed.</p> <p>E-mail message to recover arrears members in Regions 8-10 / HQ</p> <p>Region and Section recovery efforts should also commence.</p>
<u>APR</u>	<p>-Organize Membership Recruitment at Universities and Companies</p>		<p><b>Arrears Recovery / Local</b> – Region and Section recovery efforts commence.</p> <p><b>Arrears Recovery / HQ</b> – IEEE Outreach continues</p>
<u>MAY</u>	<p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p><b>Student Graduation Notice</b> – IEEE e-mails to graduating, student members reminder to update their mailing address information. Actually conducted several times throughout the year.</p>	<p><b>Arrears Recovery / HQ</b> – IEEE Outreach continues</p>
<u>JUN</u>	<p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>		<p><b>Arrears Recovery / HQ</b> – IEEE Outreach concludes at end of month.</p>
<u>JUL</u>	<p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>		



<u>AUG</u>	<p><b>Upgrade Recruitment Materials</b> – HQ sends work to printer.</p> <p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>August 15<sup>th</sup> – end of half-year dues period.</p>	<p><b>Contest: Senior Member Upgrade</b> – Begin a contest for nominating individuals to Senior Member grade.</p>	<p><b>Extended Arrears Recovery</b> – Tentative -- IEEE HQ coordinates recovery of memberships, 18 months elapsed. Asked to reinstate for the following year.</p>
<u>SEP</u>	<p><b>Recruitment Kick-Off</b> – HQ mails membership recruitment kits to all Regional MD Chairs containing upgraded brochures (pricing, design) for new membership year.</p> <p>New members begin receiving acknowledgement pack/ welcome kit for subsequent year.</p> <p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p><b>New Membership Year Begins</b> – IEEE HQ activates online renewal form for subsequent membership year.</p>	
<u>OCT</u>	<p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p><b>Membership Renewal – 1<sup>st</sup> Notice</b> – IEEE HQ sends e-mail renewal reminder, with incentive to renew online before 15 November.</p>	
<u>NOV</u>	<p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p><b>Membership Renewal – 2<sup>nd</sup> Notice</b> – IEEE HQ sends e-mail renewal reminder to non-renewed, members, with incentive to renew online before 15 November.</p>	<p><b>Extended Arrears Recovery</b> – Tentative -- IEEE HQ coordinates recovery of memberships, 18 months elapsed. Asked to reinstate for the following year.</p>
<u>DEC</u>	<p><b>Conferences &amp; Section Meetings</b> – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p> <p>Begin building your MD team for the next year – identify volunteers.</p>	<p><b>Membership Renewal – 3<sup>rd</sup> Notice</b> – IEEE HQ mails print invoice and annual benefits update to non-renewed, members.</p> <p>Local MD officers to receive pre-termination report</p> <p><b>Student Graduation Notice</b> – IEEE HQ e-mails to graduating, student members reminder to update their mailing address information.</p>	<p><b>Local Renewal Outreach</b> – Augment HQ efforts in a preemptive attempt to reduce members in arrears.</p>
<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>



# Monthly Checklist - Membership Development Officers

With your knowledge of the IEEE membership development calendar, you can begin planning and synchronizing membership development activities regionally and locally. The checklist below will help you optimize your efforts by taking advantage of large-scale, IEEE membership development initiatives.

<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RESOURCES</u>
<p><b>JAN</b> <i>Quarterly Conference Call</i> Region and Section MD officers meet/greet. Set annual goals. Review Region and Section membership metrics. Review retention data from IEEE HQ; Plan local arrears recovery effort; Organize dissemination of recruitment kits.</p>		<p>💡 <b>Region MD Officer</b> – Planning for local arrears recovery efforts. Consider an outreach prior to 1 March, when non-paying members go into arrears.</p>	<ul style="list-style-type: none"> <li>- IEEE Membership Recruitment Kit</li> <li>- From HQ, list of non-renewed members</li> <li>- Correspondence templates to MD volunteers</li> <li>- Monthly MD webcast/conference call</li> </ul>
<p><b>FEB</b></p>	<p><b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events.</p>	<p><b>Section MD Officer</b> – Planning for local arrears recovery efforts.</p>	<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Correspondence templates to MD volunteers</li> <li>- Monthly MD webcast/conference call</li> </ul>
<p><b>MAR</b></p>	<p>💡 <i>Individuals who join IEEE in March get <b>10-months</b> of membership for the price of 6. Incorporate message into outreach.</i></p> <p><b>Region MD Officer</b> – Planning for student member elevation outreach.</p> <p><b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events.</p> <p>Promote half year membership option.</p>	<p><b>Section MD Officer</b> – Execute local arrears recovery efforts.</p>	<ul style="list-style-type: none"> <li>- From IEEE HQ, list of elapsed members</li> <li>- IEEE Membership Development Manual &amp; Benefits Brochure responding to objections &amp; Benefits at a Glance</li> <li>- Monthly MD webcast/conference call</li> </ul>
<p><b>APR</b> <i>Quarterly Conference Call</i> Review Region and Section membership metrics. Review arrears recovery results. Plan for local, student membership elevation campaigns.</p>	<p>💡 <i>Individuals who join IEEE in April get <b>9-months</b> of membership for the price of 6. Incorporate message into outreach.</i></p> <p><b>Region MD Officer</b> – Disseminate membership materials at all regional events and conferences.</p> <p><b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events.</p> <p>Promote half year membership option</p>	<p><b>Section MD Officer</b> – Execute local arrears recovery efforts.</p>	<ul style="list-style-type: none"> <li>- Use SAMEE query for list of elapsed members</li> <li>- IEEE Membership Development Manual &amp; Benefits Brochure responding to objections &amp; Benefits at a Glance</li> <li>- Monthly MD webcast/conference call</li> </ul>
<p><b>MAY</b></p>	<p>💡 <i>Individuals who join IEEE in May get <b>8-months</b> of membership for the price of 6. Incorporate message into outreach.</i></p> <p><b>Region MD Officer</b> – Disseminate membership materials at all regional events and conferences.</p> <p><b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events.</p>	<p><b>Section MD Officer</b> – Execute local arrears recovery efforts.</p>	<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Monthly MD webcast/conference call</li> </ul>



<p><b>JUN</b></p>	<p><b>Region MD Officer</b> – Disseminate membership materials at all regional events and conferences. Begin circulating excess inventory of membership materials.</p> <p><b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events. Begin circulating excess inventory of membership materials.</p> <p>Promote half year membership option</p>	<p><b>Section MD Officer – Execute local arrears recovery efforts.</b></p>	<ul style="list-style-type: none"> <li>- Use SAMIEE query for list of elapsed members</li> <li>- IEEE Membership Development Manual &amp; Benefits Brochure responding to objections &amp; Benefits at a glance</li> <li>- Monthly MD webcast/conference call</li> </ul>
<p><b>JUL</b> <i>Quarterly Conference Call</i> Review Region and Section membership metrics. Preview of marketing upgrades and membership pricing.</p>	<p><b>Region MD Officer</b> – Disseminate membership materials at all regional events and conferences. Circulate excess inventory of membership materials.</p> <p><b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events. Circulate excess inventory of membership materials.</p>		<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Monthly MD webcast/conference call</li> </ul>
<p><b>AUG</b></p>	<p><b>Region MD Officer</b> – Disseminate membership materials at all regional events and conferences. Discard excess inventory of membership materials, prepare for delivery of upgraded materials.</p> <p><b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events. Prepare for delivery of upgraded materials.</p>	<p><b>Contest: Senior Member Upgrade</b> – Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade.</p>	<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Senior member elevation packages</li> <li>- Monthly MD webcast/conference call</li> </ul>
<p><b>SEP</b></p>	<p><b>Individuals who join IEEE in September get 16-months of membership for the price of 12. Incorporate message into outreach.</b></p> <p><b>Region MD Officer</b> – Discard outdated membership materials. Take delivery of membership recruitment kit – disseminate at Region events and conferences.</p> <p><b>Section Chair/MD Officer</b> – Discard outdated membership materials. Take delivery of membership recruitment kits containing upgraded materials – disseminate at local meetings and events.</p>	<p><b>Contest: Senior Member Upgrade</b> – Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade.</p>	<ul style="list-style-type: none"> <li>- IEEE Membership Recruitment Kit</li> <li>- Senior member elevation packages</li> <li>- Monthly MD webcast/conference call</li> </ul>
<p><b>OCT</b> <i>Quarterly Conference Call</i> Review Region and Section membership metrics. Plan for local, student membership elevation campaigns.</p>	<p><b>Individuals who join IEEE in October get 15-months of membership for the price of 12. Incorporate message into outreach.</b></p> <p><b>Region MD Officer</b> – Planning for student member elevation outreach.</p> <p><b>Section Chair/MD Officer</b> – Disseminate membership materials at all section meetings and local events.</p>		<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Monthly MD webcast/conference call</li> </ul>
<p><b>NOV</b></p>	<p><b>Individuals who join IEEE in November get 14-months of membership for the price of 12. Incorporate message into outreach.</b></p> <p><b>Region MD Officer</b> – Disseminate membership materials at all regional events and conferences.</p>		<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Monthly MD webcast/conference call</li> </ul>



	<b>Section Chair/MD Officer</b> – Disseminate membership materials at all section meetings and local events.		
<u>DEC</u>	<b>Region MD Officer</b> – Disseminate membership materials at all regional events and conferences.  <b>Section Chair/MD Officer</b> – Disseminate membership materials at all section meetings and local events.		<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Monthly MD webcast/conference call</li> </ul>
<b><u>MONTH</u></b>	<b><u>RECRUITMENT</u></b>	<b><u>RETENTION</u></b>	<b><u>RESOURCES</u></b>



## 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.

### **(1) Core Benefits**

#### ***Knowledge - Staying current with the fast-changing world of technology...***

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

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

The Institute Newsletter - 12 monthly issues (4 print, 8 online)

IEEE Potentials Magazine - 6 issues (online). Print editions for student members in U.S. and Canada

IEEE Xplore - table-of-content and abstract access to 1.2-million documents

What's New @ IEEE - produced monthly, electronic newsletters on technical topics (10 topics to choose from)

#### ***Community - Belong to the network and buying power of 375,000 members in 150 countries...***

IEEE Mentoring Connection - an online tool matching young IEEE members seeking professional guidance and counseling with veteran IEEE members willing to share their knowledge and life experiences

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

IEEE Sections - network with others in the local member community, and participate in local educational events

Technical Chapters - engage with others through informative technical meetings

IEEE e-mail alias - with virus protection and spam filtering

ShopIEEE discounts - membership paying for itself, with as much as 50% off IEEE products

IEEE Conference registration discounts



Volunteering - opportunities that build leadership skills and networking opportunities

myIEEE - members-only personalized gateway into IEEE membership

***Profession - Empowering members to build and own their careers, and venues to give back to society...***

IEEE Job Site - locate career opportunities easily and confidentially

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

Awards- recognize the accomplishments of technologists and engineers worldwide

Scholarships - enhance your resume with an IEEE scholarship

Consultants Database - a service available for matching technical consultants with clients

Today's Engineer - monthly webzine devoted to the issues affecting IEEE members' careers

## **(2) Premium Benefits (benefits requiring an additional fee)**

Expert Now IEEE™ - 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 Member Digital Library - access up to 25 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

Continuing Education Partners Program - up to a 10% discount on online degree programs

Insurance Services - customized selection of insurance products, designed for the professional technologist and engineer

Financial Services - receive discounts on financial services from IEEE's partnering companies

Home & Office Services - substantial discounts on products and services for your home and office

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



## Additional 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 38 Societies are as follows:

IEEE Aerospace & Electronic Systems Society

IEEE Antennas and Propagation Society

IEEE Broadcast Technology Society

IEEE Circuits and Systems Society

IEEE Communications Society

IEEE Components Packaging and Manufacturing Technology Society

IEEE Computational Intelligence Society

IEEE Computer Society

IEEE Consumer Electronics Society

IEEE Control Systems Society

IEEE Dielectrics and Electrical Insulation Society

IEEE Education Society

IEEE Electromagnetic Compatibility Society

IEEE Electron Devices Society

IEEE Engineering in Medicine and Biology Society

IEEE Geoscience & Remote Sensing Society

IEEE Industrial Electronics Society

IEEE Industry Applications Society

IEEE Information Theory Society



---

IEEE Instrumentation and Measurement Society

IEEE Intelligent Transportation Systems Society

IEEE Lasers & Electro-Optics Society

IEEE Magnetics Society

IEEE Microwave Theory and Techniques Society

IEEE Nuclear and Plasma Sciences Society

IEEE Oceanic Engineering Society

IEEE Power Electronics Society

IEEE Power Engineering Society

IEEE Product Safety Engineering Society

IEEE Professional Communication Society

IEEE Reliability Society

IEEE Robotics & Automation Society

IEEE Signal Processing Society

IEEE Society on Social Implications of Technology

IEEE Solid-State Circuits Society

IEEE Standards Association

IEEE Systems Man and Cybernetics Society

IEEE Ultrasonics Ferroelectrics and Frequency Control Society

IEEE Vehicular Technology Society

IEEE Standards Association Membership - influence the direction and application of standards development worldwide

IEEE Woman in Engineering Membership - promotes the entry into and retention of women in engineering programs



## Responding to Membership Objections

---

As a Membership Development Officer, 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 membership development success from others. Listed below are common objections to IEEE membership, and suggestions for how you can respond.

### ***My employer will not pay for my dues.***

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.***

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 \$12,300, 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.***

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.***

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?***

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?***

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.***

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.



## Correspondence Templates

---

### **Section Communications to Members in Arrears**

Dear Member,

Perhaps you forgot, but we still have not heard from you regarding your 200<x> membership. We don't want to lose you as a valuable member, but unfortunately at this time your IEEE membership is past due and your benefits and services have stopped.

We truly hope that you will reconsider your decision and reinstate your IEEE membership today, by going online at: <http://www.ieee.org/renew>. Or you can mail your renewal invoice with payment to IEEE and start enjoying your member benefits again.

The IEEE exists to support members like you. Take a moment to visit <http://www.ieee.org/myieee> to explore the many ways IEEE can support you and your career. If you need assistance please contact us at <http://www.ieee.org/memberservices> or speak directly with an IEEE Member Services Associate by calling +1 732 981 0060.

With regards,

John Doe  
IEEE <x> Section

\*\*\*If you have already renewed your IEEE membership, we thank you for your continued interest in the IEEE and ask that you please disregard this notice. \*\*\*



---

## **Section Communications to Members in Arrears**

Dear (Member)

We are writing regarding your IEEE membership. As a valued member of the <x> Section we would like to remind you to renew your membership for 2007. We are concerned that we have not heard from you.

Renew today and enjoy the benefits of IEEE membership.

- IEEE Xplore
- MyIEEE
- memberNet
- IEEE Spectrum Online
- IEEE Email Alias
- IEEE.tv internet-based broadcasting network delivering special-interest programming about technology and engineering
- IEEE Mentoring Connection an online program to foster mentoring relationships between IEEE members

Renewal Made Easy!

Renew on the Web at [www.ieee.org/renewal/](http://www.ieee.org/renewal/)

Renew by phone. Just call + 1 800 678 4333 in the U.S. & Canada; and + 1 732 981 0060 (worldwide)

Renew by mail: Take a moment to complete your 2007 membership renewal invoice to IEEE today. Invoice can be mailed to:

IEEE Member Services - Renewal Processing  
445 Hoes Lane  
Piscataway, NJ 08855-1331 USA

By email [member-services@ieee.org](mailto:member-services@ieee.org)

If you have already renewed, please disregard this letter.

Sincerely,

John Doe  
IEEE <x> Section



---

## **Regional MD Chair to Members**

Dear Colleague:

I have the distinct pleasure of serving you as the 200<x> Membership Development Chair of < x >, Region. Today I am writing to ask for your help and participation in the 200<x> drive to help increase our membership.

The foundation and strength of the IEEE is a strong and growing base of members. IEEE does not have a professional sales and marketing force for membership. Rather, we depend on word of mouth to communicate our organization and that means you. To continue to grow and build the IEEE, we need your help. Here's what you can do.

Participate in the Member-Get-A-Member program. This program is available with incentives for finding new members. You will get a \$15.00 credit voucher for every member that you recruit. But the real reward is more than a credit voucher. It's a stronger, better IEEE with enhanced connections into industry and the community. These connections help to build the IEEE Network that supports our careers and the profession.

There are many tangible benefits associated with membership: career and professional development tools, discounts on products and services (both technical and non-technical), the award-winning Spectrum magazine, reduced conference registration fees, multiple opportunities to network with the leaders of the field, access to top technical information, an ever increasing number of continuing education courses, and much more. The list continues to grow each year. In 2006 we launched a members-only web portal, myIEEE. This portal puts all your membership benefits together in one, easily-accessible place. In 2006 you will see the launch of IEEE.tv™, which, through streaming video, can place conference presentations, technical seminars, and other items of general interest directly on your desktop. In 2008 we launched a new, online member directory to help our members get in touch, and stay in touch with each other.

<substitute this paragraph with a new benefit to debut>

With all of that, I thank you for maintaining your membership in IEEE this year and hopefully in the future. I also urge you to recommend IEEE to your colleagues and co-workers. Please direct your colleagues to <http://www.ieee.org/join> to become a part of the IEEE Network. Remind them that if they join between now and 15 August 200<x>, they can join for just one-half the normal dues rate.

This is your organization. Help us to grow it and to keep it as vital and vibrant in the future as it has been in the past. Thank you for your participation in the 2009 Membership Drive.

Very truly yours,  
John Doe, Ph. D.  
Region < x >, Membership Development Chair IEEE



## **Region Director to Volunteers**

Region < X >,

We need your help in 200<x> to expand our Membership Development program. The foundation and strength of the IEEE is a growing base of Members. While the current Region < X >, Membership (as of January 31, 200<x>) is about < xx,xxx >, that number could change if we don't encourage old Members to renew and find prospective new Members. It is estimated that there are several hundred thousand potential IEEE Members in Region < X > alone. Just think of what we could do as an organization if just half of that number joined. To support this growth, we need your help. Here's what you can do:

First. Every Section has a list of Members that have not paid their dues and are now in "arrears". Please contact your local Section Chair and volunteer your time in contacting these Members and encouraging their renewal. Many will renew if you just ask. For help in answering renewal questions, please contact or visit the Membership Services web page at, [www.ieee.org/myieee](http://www.ieee.org/myieee).

Second. Promote the Member-Get-A-Member program. This program is available with incentives for finding new IEEE Members. You will get a \$15.00 IEEE credit voucher for every Member that you recruit. Make it a challenge within your Section to see who is the best at Membership Development. The reward is more than a credit voucher; it's a bigger organization with better connections into industry and community. These connections help to build the IEEE Network that supports our careers and the profession. More information on this program can be found at, [www.ieee.org/mgm](http://www.ieee.org/mgm)

Third. The Class of 200<x> will graduate in several months. Go participate in a Student meeting. Have a joint Section / Branch meeting and answer their questions about life after graduation. You will help them start their Network and it will re-enforce their commitment to the IEEE. The Student Branch near you can be found at, [http://www.ieee.org/portal/pages/membership/students/sc\\_branches.html](http://www.ieee.org/portal/pages/membership/students/sc_branches.html).

In closing, we need your help with Membership Development in Region < X >. Our goal is to increase Region < X >, membership 5% over the January count of <xx,xxx>. If each of us recruited just one new Member, we would double our size in one year. Remember, without Membership Development, we can't build the IEEE of tomorrow.

Sincerely,

Jane Doe  
Region < X >, Director  
[j.doe@ieee.org](mailto:j.doe@ieee.org)



## My Correspondence Ideas ...



## 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.

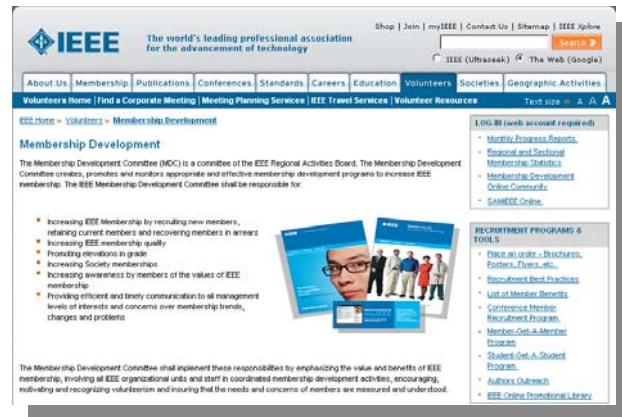
### Membership Development Web Site

Be sure to bookmark [www.ieee.org/md](http://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. With an IEEE web account, you can access:

- Monthly, membership progress reports
- Regional and section membership statistics
- IEEE Membership Development online community
- SAMIEEE

Membership development tactics are only a click away, including the following time-tested, IEEE programs:

- Member-Get-A-Member
- Authors outreach
- Conference member recruitment program



Should you need to contact Volunteers and Staff involved with membership development, the site also provides a rolodex of Committee and Staff contacts.

### Online Order Form – Membership Development Supplies

A favorite resource to membership development officers is the online order form for membership recruitment materials. The form is accessible 24x7. Upon completing the form, IEEE HQ will ship the requested materials to the local address of the requestor, at no cost to the entity. The online order form is accessible from the membership development website. [www.ieee.org/mdsupplies](http://www.ieee.org/mdsupplies).

### Membership Development Online Community

Staying connected throughout the year is significantly augmented by IEEE's online community for membership development. In this community, membership development officers can gain access to the latest insights and discussion threads surrounding IEEE membership development, and gain instant access to crucial and updated PowerPoint presentations. The online community is accessible from the membership development website.

### IEEE Membership Development Monthly Report

Prepared by the IEEE Regional Activities Department, this monthly report provides a pulse of membership progress and programs and is issued on behalf of the IEEE Membership Development Committee. Current and past reports are located at [http://www.ieee.org/web/volunteers/membership\\_dev/md\\_reports.html](http://www.ieee.org/web/volunteers/membership_dev/md_reports.html)



## **Membership Recruitment Kits**

Twice a year—in January to Region MD Directors and in September to all IEEE Sections, Branches and Societies—the IEEE HQ will assemble and ship membership recruitment kits worldwide. Each membership recruitment kit will contain a comprehensive supply of materials, a sample listing as follows:

- IEEE Membership Brochure (higher grade and student)
- Higher Grade Applications Pad
- Member Benefits Brochure
- Catalog of special interest memberships and subscriptions, an inventory of Society memberships, benefits, and pricing
- CD-ROM, “Discovering the Benefits of Membership”
- IEEE Posters (higher-grade and student membership, GOLD)
- IEEE Bookmarks
- Member-Get-A-Member Brochures
- Member-Get-A-Member Business Cards
- IEEE Promotional Giveaways

Should a Region, Society, or Section membership development officer exhaust the supply of their kit, they can request additional materials using the aforementioned, online order form. [www.ieee.org/mdsupplies](http://www.ieee.org/mdsupplies).

## **BMS Analytics (SAMIEEE)**

BMS is the IEEE and the IEEE Computer Society's core business systems, combining all information from various databases such as the IEEE Membership Database, Computer Society's Sisyphus System, Customer Services, order management, subscription fulfillment, sales administration, volunteer services, awards and contributions database. Pertinent to MD officers, SAMIEEE will be delivered through a new Analytics engine. Features include:

- Enhanced Graphical User Interface
- View multiple representations in one report (e.g., data & graphs)
- See membership statistics, month to month and year to year
- Data refreshed three times a week and no refresh down time
- All data available currently in SAMIEEE will be available in BMS
- SAMIEEE training is available on demand.



# SAMIEEE Tutorial for Membership Development

## Membership Statistics Using SAMIEEE

On the Membership Development web page the latest statistics you can find is through July 2007...  
To get statistical overviews for organizational units after July 2007 you must go to SAMIEEE:  
[www.ieee.org/organizations/vols/samieeee/positions.html](http://www.ieee.org/organizations/vols/samieeee/positions.html)  
Select "Access Membership Geographical Statistics"  
There you can select the organizational unit and the months

The screenshot shows the IEEE website interface. At the top, there is the IEEE logo and tagline: "The world's leading professional association for the advancement of technology". To the right, there are navigation links: "Shop | Join | myIEEE | Contact Us | Sitemap | IEEE Xplore". Below these is a search bar with a "Search" button and radio buttons for "IEEE" (selected) and "The Web (Google)". A horizontal menu contains links for "About Us", "Membership", "Publications", "Conferences", "Standards", "Careers", "Education", "Volunteers", "Societies", and "Geographic Activities". The main content area is titled "SAMIEEE" and features a "Maintenance Announcement" in yellow text: "SAMIEEE will be unavailable on Friday, 8 February 2008 at approximately 6:00 AM EST, UTC/GMT -5. Service is expected to be restored by 7:00 AM EST, UTC/GMT -5". Below this, a paragraph explains that SAMIEEE is a web-enabled tool for querying membership data, limited to registered users with designated or automatic access, and that all users must have an IEEE Web Account. A note states "SAMIEEE is now delivered through a new tool." and lists three bullet points: "Access SAMIEEE - By clicking 'Access SAMIEEE' you agree to accept the terms of condition and use.", "Access Geographical Membership Statistics", and "Join/Login to the SAMIEEE online community".

## Geographic View (sample)

[My Dashboard](#) | [Automotive](#) | [Communications](#) | [Consumer Sector](#) | [ERM](#) | [Enterprise Visibility](#) | [Executive](#) | [Financial Services](#) | [Homeland Defense](#) | [IEEE Membership Statistics](#) | [IEEE Statistic Aggregates](#) | [IEEE Statistics](#) | [Incentive Compensation](#) | [Interactive Selling](#) | [Marketing](#) | [Partner](#) | [Pharma](#) | [Sales](#) | [Service](#) | [Usage Accelerator](#)

**Geographic Membership Statistics**     Welcome, Siebel Analytics Administrator!     Dashboards - Answers - Marketing - Delivers - Admin - Alerts! - My Account - Log Out

GL Month: 200612
GEO Level: Region
GEO Description: Northeastern Usa - Region 1
Go

Membership Status	H Total	LF	F	F Total	LS	SM	SM Total	M	M Total	LA	AM	AM Total	GSM	GSM Total	Higher Grade Total	STM	STM Total	Total Members	
Active	5	5	10	25	35	27	24	51	89	96	39	45	84	49	49	320	94	94	414

**Total Additions This Month**

Membership Status	H Total	LF	F	F Total	LS	SM	SM Total	M	M Total	LA	AM	AM Total	GSM	GSM Total	Higher Grade Total	STM	STM Total	Total Members	
Arrears Paid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Elections	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Grade Transfer To	0	0	2	0	2	2	0	3	0	3	0	0	0	0	0	7	0	0	7
Moved Into	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reinstatements	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Grand Total</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>7</b>

**Total Additions YTD**

*Geographic Stats delivered as an Interactive dashboard, instead of 100+ static pages*

*Global Prompt! (Just choose month and your Org Unit)*

*Historical Geo Stats will be available! (going as far back as the BMS launch month)*

*Institute wide dashboards*

## Results View (sample)

[Dashboards](#) | [My Dashboard](#) | [Page 1](#) | [Marketing](#) | [Sales](#) | [Service](#) | [Interactive Selling](#) | [Partner](#) | [ERM](#) | [Consumer Sector](#) | [Automotive](#) | [Communications](#) | [Executive](#) | [Financial Services](#) | [Pharma](#) | [Incentive Compensation](#) | [Homeland Defense](#) | [Enterprise Visibility](#) | [Disconnected](#) | [Usage Accelerator](#) | [IEEE Statistics](#) | [Memberships and Subscrip](#)

### Members by Grade

#### Akron Section

Section Name	IEEE Current Grade Description	Count of Members
Akron Section	Member	663
	Student Member	204
	Affiliate	190
	Associate Member	72
	Life Member	57
	Life Senior	41
	Senior Member	33
	Graduate Student Member	17
	Fellow	4
	Life Fellow	3
	Individual	2

Section Code is equal to R20001

*Results can be presented in multiple ways. (Note new grade GSM!)*



## Selecting Arrears or Pre-Arrears Using SAMIEEE

Use SAMIEEE to get information about members' renewal in your Unit!

You can get easy and in short time the predefined table showing for every member in your Unit the year he paid for.

Go to SAMIEEE [www.ieee.org/organizations/vols/samieeee/positions.html](http://www.ieee.org/organizations/vols/samieeee/positions.html)

Click Access SAMIEEE

Insert you User ID and Password and Login

Click SAMleee in Shared Folders

Click Geographic Predefined Query and you will get the list of Predefined Queries

From the list of Predefined Queries select:

**(GEO) Arrears: Member Contact Info By Section-By Grade**

Or select **(GEO) 2007 Last Renewal Year for Members- Name, Grade, Email** (modify the query to the last renewal year you seek)

The screenshot shows the IEEE SAMIEEE website interface. At the top, there is the IEEE logo and tagline: "The world's leading professional association for the advancement of technology". Navigation links include "Shop", "Join", "myIEEE", "Contact Us", "Sitemap", and "IEEE Xplore". A search bar is present with a "Search" button. Below the navigation is a menu with tabs for "About Us", "Membership", "Publications", "Conferences", "Standards", "Careers", "Education", "Volunteers", "Societies", and "Geographic Activities". The main content area is titled "SAMIEEE" and features a "Maintenance Announcement" in yellow text: "SAMIEEE will be unavailable on Friday, 8 February 2008 at approximately 6:00 AM EST, UTC/GMT -5. Service is expected to be restored by 7:00 AM EST, UTC/GMT -5." Below this, a paragraph explains that SAMIEEE is a web-enabled tool for querying membership data, accessible only to registered users with designated or automatic access, and that all users must have an IEEE Web Account. A note states that SAMIEEE is now delivered through a new tool. Three bullet points provide links: "Access SAMIEEE - By clicking 'Access SAMIEEE' you agree to accept the terms of condition and use.", "Access Geographical Membership Statistics", and "Join/Login to the SAMIEEE online community".



IEEE

Catalog Dashboards

Manage Catalog

My Folder  
This folder is empty.

Shared Folders  
SAMleee  
IEEE Membership Statistics

My Filters  
Shared Filters

Refresh Display

Search

This is the start page for Answers. Return to this page by clicking the Answers link.

**Browse Saved Requests**  
To view requests as stored in the Web Catalog, use the Catalog tab. To view requests organized by Dashboards, use the Dashboards tab. Click a request name to view or modify it.

**Create New Request**  
To create a new request, select a Subject Area.

**Subject Areas**

- IEEE Society Aggregates
- SAMleee - for Volunteers

IEEE

Catalog Dashboards

Manage Catalog

My Folder  
This folder is empty.

Shared Folders  
SAMleee  
Geographic Predefined Queries  
Society Predefined Queries  
IEEE Membership Statistics

My Filters  
Shared Filters

Refresh Display

Search

Shared Folders : SAMleee

- Geographic Predefined Queries
- Society Predefined Queries

Shared Folders : SAMleee : Geographic Predefined Queries

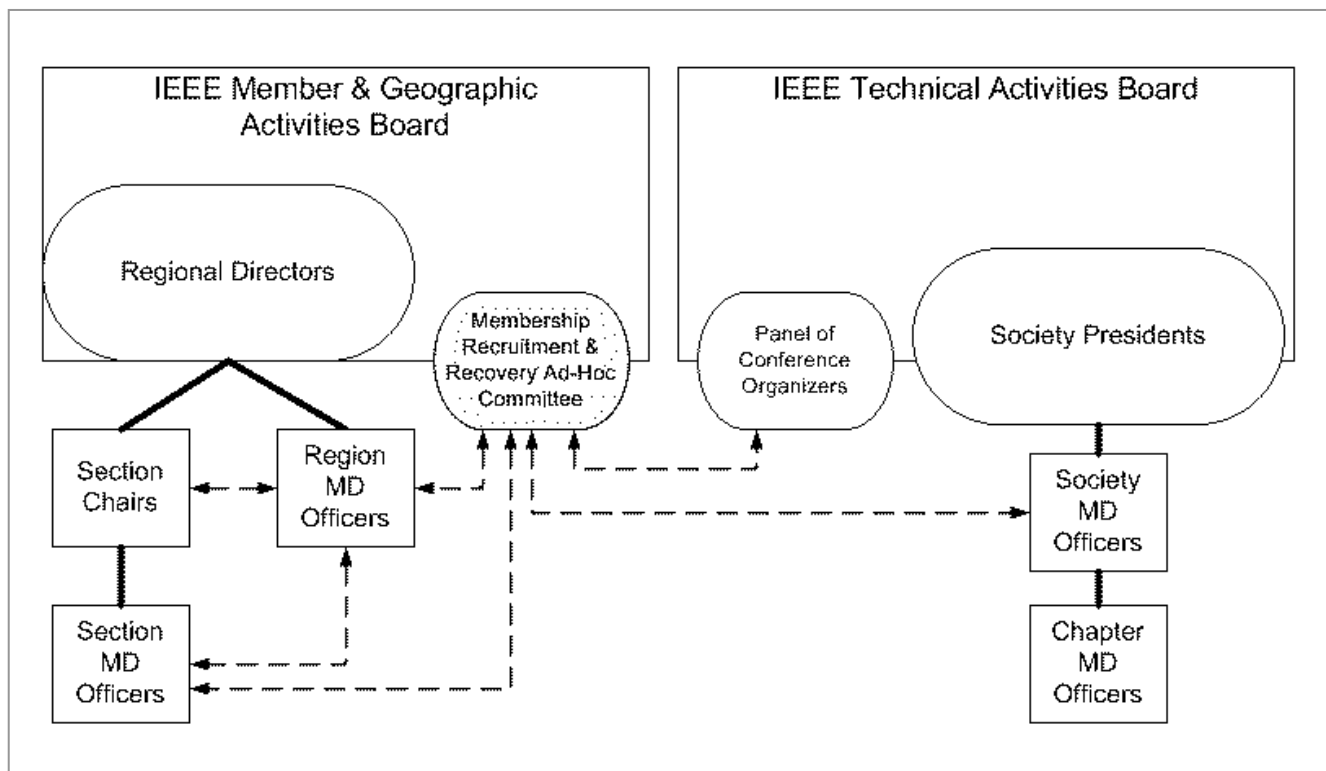
- |  |   |
|--|---|
| <a href="#">(GEO) Active IEEE Members - Current GOLD (Graduates of the Last Decade)</a><br>Query gives results based on Active IEEE Members and current GOLD Member.<br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a> | <a href="#">(GEO) Active Members with no Email - Contact Information</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>  |
| <a href="#">(GEO) Active Members Contact Information</a><br>Active Members with Address, Email and Phone information<br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   | <a href="#">(GEO) Current IEEE Life Members, by Section</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   |
| <a href="#">(GEO) Active Member Counts by Grade, by Section</a><br>Count of IEEE Members by Grade<br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>  | <a href="#">(GEO) Postal Code Counts for Active Members</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   |
| <a href="#">(GEO) Active Society Memberships for Active IEEE Members</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   | <a href="#">(GEO) SM Upgrade - 1st Level Requirements</a><br>Fields show Degrees and Graduations Dates, Line of Business and Years of IEEE Service<br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>  |
| <a href="#">(GEO) Address Label Fields - All Active Members</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>  | <a href="#">(GEO) White File - Active Members</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   |
| <a href="#">(GEO) Arrears - Member Contact info - By Section, By Grade</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   | <a href="#">(GEO) White File - All Members</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>  |
| <a href="#">(GEO) Current IEEE Life Members</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>  | <a href="#">(GEO) All Members - Grade, Status, Phones and Email - Sorted by Last Name</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   |
| <a href="#">(GEO) Email Addresses - Active IEEE Members, by Grade</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>  | <a href="#">(GEO) Members Moved into Section - last 31 days (include contact info)</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>  |
| <a href="#">(GEO) New IEEE Members - last 31 days</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>  | <a href="#">(GEO) Renewal Year for All Members - Name, Grade, Status, Email</a><br>Results show most current Renewal Year for Member along with Name, Grade, Membership Status and Email Contact.<br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a> |
| <a href="#">(GEO) Society Member Counts by Section</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   | <a href="#">(GEO) 2007 Last Renewal Year for Members - Name, Grade, Email</a><br>Results show most current Renewal Year for Member along with Name, Grade, Membership Status and Email Contact.<br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   |
| <a href="#">(GEO) Volunteer History for Active Members</a><br><a href="#">Modify Criteria</a>   <a href="#">Modify Views</a>   |   |

# Membership Development Organization Chart & Contacts

The Membership Recruitment and Recovery (MRR) Ad Hoc Committee is a committee of the IEEE Member and Geographic Activities Board. The MRR ad hoc 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 ad-hoc 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 committee and staff rosters at [www.ieee.org/md](http://www.ieee.org/md).

### IEEE Member Services

#### E-mail

[member-services@ieee.org](mailto:member-services@ieee.org)

#### Telephone

+ 1 800 678 IEEE or 4333 (USA)  
+1 732 981 0060 (Outside USA & Canada)

#### Fax

+1 732 562 6380

Thank you for your  
Volunteer leadership

Thank you for making a difference!

