

Let's Get our Members Back and Recruit New Ones

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Director Region 6

Last year at this time we conducted a campaign finding volunteers to talk with IEEE members in their section who had let their membership lapse in the last year. That program was very successful, increasing our recovery of prior member by about 10% over the previous year. This year we are looking for volunteers to help us repeat and expand this program as part of our 1% membership growth plan for Region 6 in 2016. This goal is very achievable. 1% membership growth is 545 new members more than we had in 2015. Our loss of members in 2015 was about 1.2% or about 600 people so achieving 1% net growth means losing fewer members and gaining new ones. We can do this!

You can sign up to be part of our membership recovery program. This sign up is available with other volunteer activities at the Region 6 web site: <http://ieeeregion6.org/volunteer/>. As in 2015 we will be assigning these volunteers up to 10 people in their geographic section to call with a simple call script to find out why they didn't renew, any issues they had with the IEEE or their membership, and if they wanted to renew, point them to the resources to do so. We hope that you can join us in this effort.

In addition to the non-renewing member recovery program we have several other activities that you can help with to increase IEEE membership in Region 6. These are:

1. Showing the brand and public membership recruitment at non-IEEE and IEEE events. One example is the IEEE Maker Faire booth at the San Mateo, CA Maker Faire May 20-22, 2016. We urge you to contact folks doing engineering oriented non-IEEE conferences to see if they would provide free exhibit space manned by volunteers in exchange for letting the folks in your section know about the event. You can get membership materials from the IEEE for this event. Contact Ralph Hogan, the Region 6 membership chair for help getting materials and suggestions for your event: rhogan@kjzz.org
2. Note in particular that new IEEE members recruited now will be members for all of 2016 as well as 2017 so new membership is a great deal at this time of year. You should use that in your personal membership recruitment.
3. Promotion of IEEE senior memberships in all of our sections. Recognition of our members with many years of experience and with useful contributions to the profession, industry or academia as well as IEEE volunteers is an important element in retaining these members and perhaps also finding new volunteers from those so recognized. After looking at the Region SAMIEEE records over 70% of our members look like they could be senior members, but aren't. Please consider conducting senior member elevation events in your section to help us give these folks the recognition that they deserve.

Again you can contact Ralph Hogan to get suggestions on running a senior member elevation event.

4. Region 6 is doing a special targeted senior member elevation event for experienced members who are senior executives at companies in Region 6. You would be surprised how many of these there are. We are hoping that this work can help us with a corporate membership program that may be available in IEEE after the June board meeting.
5. If the June Board of Directors approves a new discounted membership for employees of corporations paid for in full or in part by the corporation we plan to actively pursue companies to sign up for this activity. We hope that our newly elevated senior members at Region 6 corporations can help us with this effort. This effort by itself may have the greatest potential to help us meet our 1% membership growth goal in 2016. In 2015 trials of such a corporate membership in Region 10 resulted in over 1,000 new IEEE members from a single company.
6. We have an operating mentorship program to match experienced IEEE members with IEEE student members as mentors at a website called Mentornet. We are hoping this, plus our efforts to engage with students at the section level will help us improve our conversion rate for student members to full IEEE members. We need to show real value to the next generation of engineers to be part of the IEEE. To get started as an IEEE mentor or student member mentee please get ahold of Kathleen Kramer at: kramer@sandiego.edu. There is also a notice on how to become an Mentor or Mentee on Membernet later in this enotice.
7. Maybe you have an interesting idea for getting new IEEE members. If so please share it with Ralph Hogan and me (Tom Coughlin) so we can work together to meet our goal of 1% membership growth in 2016.

IEEE members create and use the technologies that support or current culture and enable the future. Please help us in our effort to recruit more people to advance technology for humanity!