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# Membership Development 本部お役立ち情報

JC MD Coordinator  
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# Membership Development Portal

## [www.ieee.org/Membership Development](http://www.ieee.org/Membership Development)

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#### Membership Development

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#### Membership Development

Membership development (MD) plays a key role in ensuring the future growth of IEEE and its members. This page supports IEEE volunteers worldwide who are engaged in membership development activities. This suite of tools and resources is designed to give MD volunteers what they need to be successful.

**Email questions or suggestions related to membership development to grow-membership@ieee.org**

#### Most used resources

This section contains links to the most used membership development resources.

[Monthly Membership Development Reports](#)

[MD Kit Order Form](#)

[Volunteer resources](#)

[Membership Development Volunteers Community](#)

[Benefits of Membership \(PPT, 5 MB\)](#)

[Section and Society Reporting](#)

[IEEE Contact Center & Support](#)

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[Senior Member Program](#)

[vTools](#)

[Member-Get-a-Member \(MGM\) Program](#)

[Conference Member Recruitment](#)

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#### Training

This section contains information and resources for IEEE volunteer training related to membership development.

[Elevator Pitch for Recruiting New Members](#)

[MD Manual - English \(PDF, 1 MB\)](#)

[IEEE Member Grade Elevation on IEEE.org](#)

[Benefits of Membership \(PPT, 5 MB\)](#)

[Recruitment Best Practices](#)

[Retention Best Practices](#)

[Membership Reporting Training](#)

[MD Officer Training presentation \(PPT, 12 MB\)](#)

[Center for Leadership Excellence](#)

[MD Officer Training \(PDF, 1 MB\)](#)

# 本部からの情報 (1)

- Membership Development Reports (毎月のMDレポート)
  - Global MD Report
    - Statistical 'pulse'
    - Membership Trends
    - Goal Achievements
    - MD Calendar guidance
    - MD-related announcements, activities
    - Articles by volunteers - topic driven
  - Regional MD Reports
    - In-depth view of MD activities within Region with Section data
    - Section-level goals and progress
    - Customizable by Region MD Chair



## MD Monthly—JULY 2018

### Membership Development Report

This report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics. All information contained in this report is proprietary and confidential, reserved for IEEE staff and volunteer use only.

Contact: Elyn Perez, [elyn.perez@ieee.org](mailto:elyn.perez@ieee.org)

MD Summary & Updates	Pages 1-2	Member Recruitment	Page 8
Membership Year Goals & Progress	Pages 3-6	Active Membership	Page 9
Retention & Recovery	Page 7	Society & Special Interest Memberships	Pages 10-12

Monthly Snapshot	YoY Variance			Jul '18	Jul '17	Jun '18	Jul '18 vs. Jun '18
<b>IEEE Membership</b>		<b>2,642</b>	<b>+0.7%</b>	<b>374,778</b>	<b>372,136</b>	<b>366,884</b>	<b>+2.2%</b>
Honorary		6	+20.0%	36	30	36	0.0%
Fellow		59	+0.8%	7,546	7,487	7,538	+0.1%
Senior Member		1,932	+4.8%	42,331	40,399	42,257	+0.2%
Member		-1,043	-0.5%	218,607	219,650	215,976	+1.2%
Associate Member		52	+0.9%	6,016	5,964	5,903	+1.9%
Graduate Student		2,838	+7.3%	41,677	38,839	39,369	+5.9%
Undergraduate Student		-1,202	-2.0%	58,565	59,767	55,805	+4.9%
<b>Society Membership</b>		<b>1,732</b>	<b>+0.6%</b>	<b>293,116</b>	<b>291,384</b>	<b>288,504</b>	<b>+1.6%</b>
21 Societies up > 1%		5,050		<b>Societies Note:</b> Sum of respective gains and losses, with all counts <b>excluding</b> Affiliates. <b>Including Affiliates</b> , total Society memberships are up year-over-year by 1,024 or +0.3%.			
6 Societies +/- 1%		-106					
12 Societies down > 1%		-3,212					

## 本部からの情報 (2)

### ➤ MD Goals

- Section-level goals for both recruitment and retention
  - Roll up to Region goals
- Goals based on 3-4 years of Section performance
- Track your progress monthly in regional MD reports
- Formal recognition for achievement



**Outstanding Section Membership  
Recruitment and Retention Performance**



**Increased Section Membership Retention**



**Increased Section Membership Recruitment**

## 本部からの情報 (3)

### ➤ MD Supplies Online Order Form

- イベントなどを開催するときにオーダーできる
- ペン、カタログ、など
- [www.ieee.org/mdsupplies](http://www.ieee.org/mdsupplies)

### Membership Development Kits

The Membership Development (MD) Kit contains various IEEE membership development materials to support your outreaches for recruiting new members, retaining those whose membership has lapsed, and recovering former members. Contents include membership and student recruitment brochures, information sheets, the MD Manual, promotional posters and giveaways.

Additional kits can be ordered throughout the year. Don't forget to remove and recycle older membership development materials. You can also find electronic versions of these items on the portal where you can download and make copies for distribution at local events.

**Please note: You will be required to create a username and password when accessing the portal for the first time.**

#### Who can place orders for MD Kits?

MD Chairs and Student Branch Counselors or Advisors may place orders for the MD kits. If your section does not have a MD Chair, the kit can be ordered by the Section Chair. Only one order per section/student branch will be fulfilled. Multiple orders will not be a

#### How long do orders take to arrive?

International orders require 4 weeks lead time. Domestic (U.S. and Canada) 1 lead time.

**Order MD Kit Now**

If you have any questions, please send a message to [grow-membership@ieee.org](mailto:grow-membership@ieee.org).



## 本部からの情報（4）

### ➤ MD Webcast

- 月1回開催されるWebcast
- その月のMDに関する話題や知っておいたほうがいいことが紹介される
- Chatboxがあるので、リアルタイムで質問もできる
- MD Staff（2018年現在 Elyn Perez, [elyn.perez@ieee.org](mailto:elyn.perez@ieee.org)）から毎月招待状が送られてくる
- 記録されているので後からでも視聴可能
- <https://mga.ieee.org/membership-development/membership-development-webcast-archive>

