Member Retention Best Practices

- Train Chapter officers to give mini-presentation on membership value. Invite Students and Life Members to take an active role and participate in the unit's membership development programs and activities.
- Using SAMIEEE, organize efforts to contact lapsed members, especially after the service deactivation runs at the end of February. For Societies, it is a good idea to get in touch with lapsed Society members from among those who have renewed their IEEE membership without renewing their Society membership.
- Remind members who have not renewed the membership benefits that they will lose, in particular, subscription to publications, IEEE email alias with virus protection, insurance coverage and other offerings of IEEE Member Discounts, and IEEE Xplore's easy access to the latest technical information, professional networking opportunities, conference discounts, technical programs, and Standards activities.
- Have your Section's SAMIEEE officer provide your outreach volunteers with the names of new members to be contacted each month to be invited to attend Section meetings.
- Send out press releases praising local employers who support IEEE membership and volunteer services.
- Sections and Societies can encourage prospective members to attend their events when they offer professional seminars that help engineers to upgrade their skills or maintain licensure. Go to Educational Activities for information on how to develop a continuing education program or visit IEEE Continuing Education Units for information on awarding CEUs to engineers for attending a workshop, seminar, tutorial, or self-study course that meets their company's training requirements.

**OPERATIONS**

- Operations (/resources-operations)
  - Geographic Unit Resources
    - Required Reporting & Rebates
    - Student Branch Operations
    - Recognition Products