

CIGRE

Membership services and communication

1. Access to CIGRE documents free after 3 years

1.1 Description

Three years after they have been published CIGRE documents available on e-cigre (Technical Brochures, Session and Symposia papers, Electra articles) should be accessible not only to members but also to non-members.

1.2 Advantages

The main advantage is to allow non-members to consider the kinds of document CIGRE is producing, even if they are out of date, in order to make them want to become members.

1.3 Issues to be considered

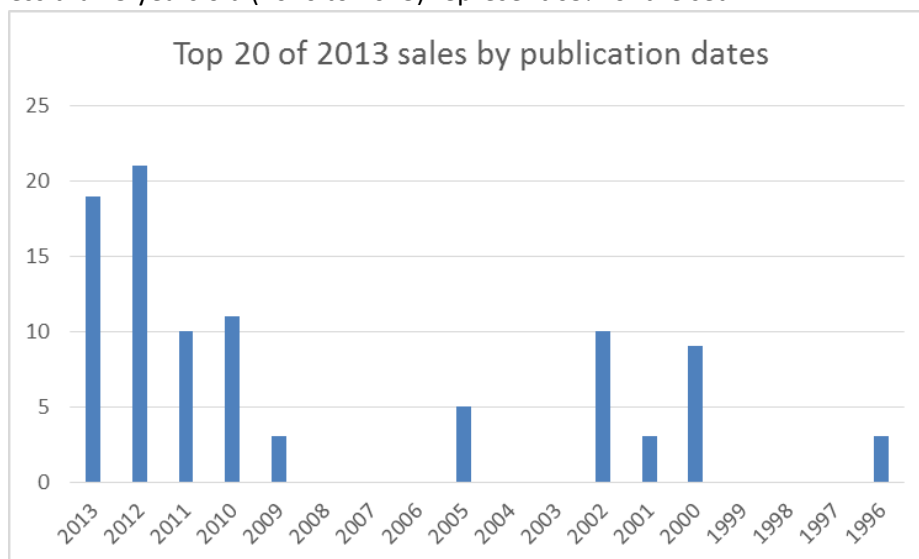
1.3.1 Exceptions:

Today non-members have to pay to download CIGRE documents from e-cigré. Sales statistics show that some documents (mainly Technical Brochures) are still ordered after many years (more than 3 years). It should be possible to make exceptions for documents considered as still of value after three years. Based on its sales statistics, the Central Office can define those exceptions at the end of each year.

1.3.2 Financial impact

The sales of Technical Brochures represent about 30 000 € per year (representing 2.5% of CIGRE revenues in odd year and 0.8% in even years).

If we consider 2013, the top 20 sales in 2013 as shown below, the sales of documents less than 3 years old (2010 to 2013) represent 65% of the set.



The financial impact would have been a loss of revenue of 35% of 30,000 €, i.e. about 10,000 € (equivalent to the fees of 135 members @ 74€).

1.3.3 *Impact on existing organization*

As long as this change concerns on-line sales, the impact on the organization is negligible. The management of e-cigre access rights can be easily adapted.

1.3.4 *Time for implementation.*

The time for implementation is less than a few days, but it has to be accompanied by a campaign of information on this new strategy to non-members.

2. Free membership when registering to the Session

2.1 Description

A registered non-member delegate would be offered a one year free membership, allowing him to benefit of all the services (Electra hard copy and electronic, free download from the e-cigre library, member rates for hard copies bought on e-cigre and for CIGRE events).

This would apply to new members only, not to members who have stopped being members for some years and wish to become members again, in order to avoid that no membership fees would be paid in odd years.

2.2 Advantages

Non-members can experience the services offered to members and assess the value of being a CIGRE member, and may renew their membership the year after.

2.3 Issues to be considered

2.3.1 *Legal considerations*

As an association CIGRE cannot forcibly recruit. It should be kept as an option for delegates.

2.3.2 *Financial impact*

It is difficult to assess the number of delegates who have decided to join as new members after the Session. It is therefore difficult to assess the risk of loss of revenue, assuming some delegates would have become members anyway.

In 2010 and 2012, 52% and 51.8% of delegates respectively paid the reduced registration fees for members. The potential for new membership is of about 1500 per year following the Session. Only a part of these 1500 new members will probably continue as members.

2.3.3 *Impact on existing organization*

A new type of member has to be created and managed by NCs and the CO. National Committees should register the new members with the support of the Central Office, based on the evidence that the applicant was a delegate who had never been a CIGRE member before.

2.3.4 Time for implementation

The adaptation of the rules for membership management and of the membership management tools may require a few months, which makes it possible to implement this evolution next year.

3. Student membership

This topic has been considered by the Steering Committee “Student Membership” Task Force, and the conclusions and recommendations are presented in a report dated 17th July 2014.

The following table illustrates the understanding of this new category of members, by the Central Office.

Member category / Services	Electra hard copy	Electra on-line	e-cigre downloading free of charge	e-cigre hard copies at reduced rate (50%)	Reduced rates for CIGRE events
Individual 1	✓	✓	✓	✓	✓
Individual 2 (Young Member)	✓	✓	✓	✓	✓
Student member		✓	✓		✓
Collective Member 1	✓	✓	✓	✓	✓
Collective Member 2	✓	✓	✓	✓	✓