



# Membership Development Report – February 2012

Europe, Middle East, Africa (Region 8)



This membership development report is issued on behalf of your IEEE Region, and the IEEE Member & Geographic Activities Board.



*Dear MD officers,  
The members that did not renew in 2011 were removed from the membership database, and the result is quite grave. The retention was significantly lower than other years, and overall IEEE has lost members! In our region we have more members than one year ago, but only because of our excellent recruitment. 18 sections had a retention rate of less than 50 %. Have a look at the renewal numbers and compare them with those of last year. Maybe you should do something in your section to get the members back!*

*–Dirk Van Hertem, Membership Development Chair, Region 8*

Regional Snapshot	Total this Month	'12 vs. '11		% Change	Aug 2012 400,000 Member Goal – R8		2012 New Members (FEB)
<b>Total Membership</b>	<b>56,533</b>		<b>305</b>	<b>0.5%</b>	<b>78.2%</b>	<b>Total</b>	<b>8564</b>
• Higher-Grade	40,434		5	0.0%	73.6%	Higher-Grade	2156
• Students	16,099		300	0.0%	92.6%	Student	6408
IEEE Worldwide - Total	313,769		(2,115)	-0.67%	400,000		45,329

2012 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	71.6%	66.4%	33.1%	66.5%
Region – 1 <sup>st</sup> -Year Members	33.4%	51.8%	24.4%	34.8%
IEEE – Total Members	75.9%	59.4%	24.9%	67.6%
IEEE – 1 <sup>st</sup> Year Members	33.0%	41.1%	19.5%	28.2%

First-Year Member Engagement	2012 Membership Cycle	2011 Membership Cycle
Recruitment	Work on member recruitment, e-Membership is available.	New membership year has begun
MGA Operations	New Member orientations: link to recorded orientation session and FAQ page: <a href="http://www.ieee.org/membership_services/membership/welcome.html">http://www.ieee.org/membership_services/membership/welcome.html</a>	<i>Weekly</i> – New members receive welcome kit mailing <i>Monthly</i> - New members of prior month are invited to a new member orientation webcast
Section / Chapter Operations	Volunteers in MD Chair position.	New members received welcome communications from Section / Chapter ? New member recognized in Section / Chapter newsletter ?  New members invited to Section / Chapter welcome event ?
SAMIEEE Queries	Use pre-defined queries in SAMIEEE to identify those in arrears.	(MD) First Year Members Not Renewed (ND) Members in Arrears
Volunteer Resources	Do your Section MD Chairs and volunteers know all of the resources that are linked off the MD Portal at <a href="http://www.ieee.org/md">www.ieee.org/md</a> ?	



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<b>Best Section Total Retention</b>	82.8% - Switzerland Section	80.2% - Norway Section
	82.6% - Slovenia Section	78.9% - Croatia Section
	80.4% - Spain Section	78.5% - Austria Section

<b>Top Section Recruitment Year over Year (Feb-Feb)</b>	<b>Recruitment 2012</b>	<b>Growth compared to membership year 2011</b>
		867 – UKRI section
	732 – Iran Section	166 – Egypt Section
	534 – Germany Section	115 – Jordan Section

<b>Upcoming MD Opportunities</b>	Contact your members in arrears	
	Half year dues start on the 1st of March	

<b>MD Resource Links</b>	IEEE Region 8	<a href="http://www.ieee.org/r8">www.ieee.org/r8</a>
	Benefits of Membership	<a href="http://www.ieee.org/benefits">www.ieee.org/benefits</a>
	First Year Member Experience	<a href="http://www.ieee.org/start">www.ieee.org/start</a>
	Online Supply Form	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	MD Online Community	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Membership Statistics	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	MD Manual, Membership Presentations	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Member-get-a-Member	<a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a>
	MD Webcast Archive Guide for 2012, 2011, 2010 and 2009	<a href="http://www.ieee.org/md">www.ieee.org/md</a>



IEEE GOLD Membership Data

We are providing global GOLD member data in your Region MD Report. GOLD members can be an Associate, Member or Senior Member grade. Since GOLD is not a designated IEEE Member Grade, their statistical data would be included in each member grade statistic.

Geographic IEEE Gold Membership - February 2012												
REGION	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%
1	2,168	2,156	12	0.6%	518	604	(86)	-14.2%	2,686	2,760	(74)	-2.7%
2	2,200	2,214	(14)	-0.6%	533	568	(35)	-6.2%	2,733	2,782	(49)	-1.8%
3	2,033	2,146	(113)	-5.3%	644	689	(45)	-6.5%	2,677	2,835	(158)	-5.6%
4	1,823	1,840	(17)	-0.9%	511	547	(36)	-6.6%	2,334	2,387	(53)	-2.2%
5	2,296	2,335	(39)	-1.7%	491	573	(82)	-14.3%	2,787	2,908	(121)	-4.2%
6	4,079	4,045	34	0.8%	896	1,010	(114)	-11.3%	4,975	5,055	(80)	-1.6%
<b>R 1-6</b>	<b>14,599</b>	<b>14,736</b>	<b>(137)</b>	<b>-0.9%</b>	<b>3,593</b>	<b>3,991</b>	<b>(398)</b>	<b>-10.0%</b>	<b>18,192</b>	<b>18,727</b>	<b>(535)</b>	<b>-2.9%</b>
7	1,846	1,904	(58)	-3.0%	638	706	(68)	-9.6%	2,484	2,610	(126)	-4.8%
8	7,198	6,760	438	6.5%	2,336	2,402	(66)	-2.7%	9,534	9,162	372	4.1%
9	1,489	1,379	110	8.0%	297	331	(34)	-10.3%	1,786	1,710	76	4.4%
10	6,186	5,810	376	6.5%	1,137	1,171	(34)	-2.9%	7,323	6,981	342	4.9%
<b>R 7-10</b>	<b>16,719</b>	<b>15,853</b>	<b>866</b>	<b>5.5%</b>	<b>4,408</b>	<b>4,610</b>	<b>(202)</b>	<b>-4.4%</b>	<b>21,127</b>	<b>20,463</b>	<b>664</b>	<b>3.2%</b>
<b>TOTAL</b>	<b>31,318</b>	<b>30,590</b>	<b>728</b>	<b>2.4%</b>	<b>8,001</b>	<b>8,603</b>	<b>(602)</b>	<b>-7.0%</b>	<b>39,319</b>	<b>39,193</b>	<b>129</b>	<b>0.3%</b>

IEEE's Member database flags members for GOLD affiliation based on the date of the member's first graduation. Members are identified as "Yes GOLD" if their graduation date is less than 10 years past. At present, graduation dates are an optional field for member applications so new members joining IEEE are categorized as GOLD IF the graduation date is provided. Graduating Student Members are captured as they are elevated from Student Member to higher grade member following their graduation date.

The GOLD member data above only captures those IEEE members that are "Yes GOLD" flagged. Efforts are underway to investigate methods for reflecting true numbers of IEEE members who have graduated in the last decade.

In SAMIEEE, there are several pre-defined queries for GOLD: In the Geographic Folder, (GEO) Active IEEE members –Current GOLD (Graduates of the Last Decade) and (GEO) Active Student & Graduate Student Members with Graduation Date in 2010. In the SAMIEEE MD folder, (MD) Active Student Members with Graduation Date will also pull data.



**Year-over-Year – Renewal: 2012 Membership Year – February 2012**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2391	2015	84.3%	398	295	74.1%	2,789	2,310	82.8%
Slovenia Section	270	230	85.2%	41	27	65.9%	311	257	82.6%
Spain Section	2994	2467	82.4%	779	568	72.9%	3,773	3,035	80.4%
Norway Section	873	719	82.4%	141	94	66.7%	1,014	813	80.2%
Croatia Section	475	396	83.4%	240	168	70.0%	715	564	78.9%
Austria Section	911	726	79.7%	329	248	75.4%	1,240	974	78.5%
Serbia And Montenegro Section	492	395	80.3%	183	132	72.1%	675	527	78.1%
Germany Section	5692	4536	79.7%	1575	1130	71.7%	7,267	5,666	78.0%
Estonia Section	76	60	78.9%	28	21	75.0%	104	81	77.9%
Denmark Section	648	504	77.8%	123	89	72.4%	771	593	76.9%
Sweden Section	1658	1301	78.5%	437	308	70.5%	2,095	1,609	76.8%
Finland Section	821	623	75.9%	257	198	77.0%	1,078	821	76.2%
Poland Section	777	614	79.0%	179	112	62.6%	956	726	75.9%
Italy Section	3762	2917	77.5%	656	435	66.3%	4,418	3,352	75.9%
Romania Section	874	669	76.5%	147	101	68.7%	1,021	770	75.4%
Benelux Section	2808	2160	76.9%	822	514	62.5%	3,630	2,674	73.7%
Hungary Section	340	254	74.7%	88	61	69.3%	428	315	73.6%
Czechoslovakia Section	475	371	78.1%	104	54	51.9%	579	425	73.4%
Lithuanian Section	74	57	77.0%	20	11	55.0%	94	68	72.3%
Israel Section	1044	754	72.2%	93	47	50.5%	1,137	801	70.4%
U.K. & Rep Of Ireland Section	8230	5890	71.6%	1777	988	55.6%	10,007	6,878	68.7%
Portugal Section	785	571	72.7%	465	276	59.4%	1,250	847	67.8%



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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Russia (Siberia) Section	174	127	73.0%	40	17	42.5%	214	144	67.3%
Malta Section	114	79	69.3%	57	36	63.2%	171	115	67.3%
France Section	3231	2234	69.1%	527	276	52.4%	3,758	2,510	66.8%
Russia Section	511	355	69.5%	100	53	53.0%	611	408	66.8%
Latvia Section	83	59	71.1%	46	27	58.7%	129	86	66.7%
Russia (Northwest) Section	170	132	77.6%	73	25	34.2%	243	157	64.6%
Greece Section	1471	980	66.6%	656	381	58.1%	2,127	1,361	64.0%
Cyprus Section	194	138	71.1%	103	52	50.5%	297	190	64.0%
Iceland Section	59	42	71.2%	28	13	46.4%	87	55	63.2%
Bulgaria Section	233	147	63.1%	69	34	49.3%	302	181	59.9%
Republic Of Macedonia Section	110	80	72.7%	103	39	37.9%	213	119	55.9%
Ukraine Section	320	199	62.2%	160	68	42.5%	480	267	55.6%
Zambia Section	127	71	55.9%	3	1	33.3%	130	72	55.4%
Bahrain Section	65	44	67.7%	23	4	17.4%	88	48	54.5%
South Africa Section	922	575	62.4%	347	108	31.1%	1,269	683	53.8%
Bosnia And Herzegovina Section	138	65	47.1%	51	33	64.7%	189	98	51.9%
Qatar Section	169	87	51.5%	64	27	42.2%	233	114	48.9%
Morocco Section	82	52	63.4%	51	12	23.5%	133	64	48.1%
Saudi Arabia Section	704	381	54.1%	182	35	19.2%	886	416	47.0%
Turkey Section	1092	621	56.9%	1008	330	32.7%	2,100	951	45.3%



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REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Kenya Section	76	35	46.1%	6	2	33.3%	82	37	45.1%
Belarus Section	49	23	46.9%	25	10	40.0%	74	33	44.6%
Lebanon Section	286	151	52.8%	356	133	37.4%	642	284	44.2%
Ghana Section	95	43	45.3%	21	7	33.3%	116	50	43.1%
United Arab Emirates Section	733	415	56.6%	613	163	26.6%	1,346	578	42.9%
Egypt Section	794	435	54.8%	1134	375	33.1%	1,928	810	42.0%
Iran Section	1006	361	35.9%	1322	616	46.6%	2,328	977	42.0%
Oman Section	113	63	55.8%	49	4	8.2%	162	67	41.4%
Kuwait Section	148	79	53.4%	61	7	11.5%	209	86	41.1%
Western Saudi Arabia Section	244	119	48.8%	122	29	23.8%	366	148	40.4%
Tunisia Section	169	53	31.4%	188	71	37.8%	357	124	34.7%
Nigeria Section	877	320	36.5%	221	61	27.6%	1,098	381	34.7%
Iraq Section	99	45	45.5%	55	4	7.3%	154	49	31.8%
Jordan Section	196	116	59.2%	407	56	13.8%	603	172	28.5%
Region 8-Countries Outside Sections	687	279	40.6%	413	81	19.6%	1,100	360	32.7%
Region 8 - Apo/Fpo	99	70	70.7%	22	7	31.8%	121	77	63.6%



**Year-over-Year – Recruitment: 2012 Membership Year**

Section	February 2012	February 2011	# Change	% Change
Iran Section	732	529	203	38.37%
Egypt Section	537	371	166	44.74%
Jordan Section	253	138	115	83.33%
Lebanon Section	330	226	104	46.02%
Ghana section	96	28	68	242.86%
Spain Section	283	226	57	25.22%
Nigeria Section	256	208	48	23.08%
Switzerland Section	169	130	39	30.00%
United Arab Emirates Section	394	358	36	10.06%
Iceland Section	40	16	24	150.00%
Tunisia Section	128	106	22	20.75%
Italy Section	317	299	18	6.02%
Russia (Northwest) Section	63	48	15	31.25%
Iraq Section	53	39	14	35.90%
Sweden Section	165	151	14	9.27%
Austria Section	112	99	13	13.13%
Greece Section	308	296	12	4.05%
Republic Of Macedonia Section	23	14	9	64.29%
Bahrain Section	19	12	7	58.33%
Kenya Section	10	5	5	100.00%
Lithuanian Section	12	7	5	71.43%



**Year-over-Year – Recruitment: 2012 Membership Year**

Section	February 2012	February 2011	# Change	% Change
Estonia Section	20	15	5	33.33%
Russia (Siberia) Section	32	27	5	18.52%
Bulgaria Section	46	42	4	9.52%
Qatar Section	59	58	1	1.72%
Zambia Section	10	10	0	0.00%
Germany Section	534	535	-1	-0.19%
Israel Section	69	70	-1	-1.43%
Slovenia Section	21	22	-1	-4.55%
Kuwait Section	13	14	-1	-7.14%
Serbia And Montenegro Section	114	116	-2	-1.72%
Morocco Section	43	46	-3	-6.52%
Malta Section	16	21	-5	-23.81%
Croatia Section	58	66	-8	-12.12%
Oman Section	20	28	-8	-28.57%
Western Saudi Arabia Section	77	86	-9	-10.47%
Hungary Section	46	56	-10	-17.86%
Norway Section	59	70	-11	-15.71%
Portugal Section	144	156	-12	-7.69%
Cyprus Section	26	38	-12	-31.58%
Bosnia And Herzegovina Section	12	25	-13	-52.00%
Finland Section	79	93	-14	-15.05%





**Year-over-Year – Recruitment: 2012 Membership Year**

Section	February 2012	February 2011	# Change	% Change
Belarus Section	6	21	-15	-71.43%
Denmark Section	62	79	-17	-21.52%
South Africa Section	88	106	-18	-16.98%
Czechoslovakia Section	35	60	-25	-41.67%
Russia Section	97	124	-27	-21.77%
Romania Section	71	100	-29	-29.00%
Latvia Section	8	38	-30	-78.95%
Poland Section	100	131	-31	-23.66%
France Section	336	377	-41	-10.88%
Ukraine Section	82	140	-58	-41.43%
Benelux Section	284	368	-84	-22.83%
Saudi Arabia Section	107	195	-88	-45.13%
Turkey Section	316	405	-89	-21.98%
U.K. & Rep Of Ireland Section	867	1083	-216	-19.94%
Region 8 - Apo/Fpo	17	18	-1	-5.56%
Region 8-Countries Outside Sections	290	283	7	2.47%

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