



Membership Development Report – March 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 chairs,
 Below you can find an update of the membership numbers for our region and your section. For the first time in many years, we have a year-over-year drop in both higher grade and student members. We have been in contact with many of you regarding an arrears campaign, we hope to have some results soon. The economic crisis might play a role, but in my opinion, the membership of an organization as IEEE is especially useful in such a period of economic downturn. We need to reach out to our members and our prospective members convey the advantages of remaining or becoming a member. Personal outreach is extremely important in this.
 For the new members, we are now in the half-year-dues period, which makes IEEE membership especially attractive. Especially for students this is a good moment to reach out (13.5 USD to be a member until February 2013!)
 We have been trying to organize a workshop to get all the MD enthusiasts together and to get some hands on experience. Unfortunately, we have not been able to get sufficient critical mass to organize the event and I am afraid that we need to postpone it. We will come back with a new date (sufficiently in advance), probably in autumn with the start of the new membership year. Thank you all for your responses and enthusiasm.
 As a last message: please try out the new interface to SAMIEEE at <http://www.ieee.org/samieee>. Keep up the good work and do not hesitate to contact us at iee-R8MD@ieee.org.
 –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 (MAR)
Total Membership	60,752	▼ -109	- 0.2%	83.8%	Total	10,513
• Higher-Grade	42,583	▼ -15	0.0%	77.2%	Higher-Grade	2690
• Students	18,184	▼ - 94	0.5%	104.4%	Student	7823
IEEE Worldwide - Total	336,783	▼ (2,408)	-0.7%	400,000		56,839

2012 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	74.1%	69.3%	35.3%	69.1%
Region – 1 st -Year Members	35.5%	54.8%	26.7%	37.2%
IEEE – Total Members	78.1%	62.3%	27.9%	69.9%
IEEE – 1 st Year Members	34.7%	43.6%	22.2%	30.5%

First-Year Member Engagement	2012 Membership Cycle	2011 Membership Cycle
Recruitment	Work on member recruitment, e-Membership is available.	Half year dues available 1 March
MGA Operations	New Member orientations: link to recorded orientation session and FAQ page: http://www.ieee.org/membership_services/membership/welcome.html	<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 Analyses	NOTE: New SAMIEEE tool from mid-April. Training sessions are offered.	(MD) First Year Members Not Renewed (ND) Members in Arrears
Volunteer Resources	SAMIEEE UPGRADE: http://www.ieee.org/about/volunteers/samieee/index.html for video and training presentation	



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Best Section Total Retention	84.5% - Switzerland Section	81.8% - Norway Section
	83.9% - Slovenia Section	81.1% - Croatia Section
	82.5% - Spain Section	80.8% - Estonia Section

Top Section Recruitment Year over Year	Numeric Growth	
	143 – Egypt Section	95 - Lebanon Section
	95 – Jordan Section	88 - Tunisia Section
	95 – Nigeria Section	66 - Ghana Section

MD Resource Links		
	IEEE Region 8	www.ieee.org/r8
	Benefits of Membership	www.ieee.org/benefits
	First Year Member Experience	www.ieee.org/start
	IEEE R8 MD page	http://www.ieeer8.org/category/member-activities/membership-development/
	Online Supply Form	www.ieee.org/md
	MD Online Community	www.ieee.org/md
	Membership Statistics	www.ieee.org/md
	MD Manual, Membership Presentations	www.ieee.org/md
	Member-get-a-Member	www.ieee.org/mgm
	MD Webcast Archive Guide for 2012, 2011, 2010 and 2009	www.ieee.org/md



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 - March 2012												
REGION	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%
1	2,335	2,293	42	1.8%	565	642	(77)	-12.0%	2,900	2,935	(35)	-1.2%
2	2,316	2,344	(28)	-1.2%	586	622	(36)	-5.8%	2,902	2,966	(64)	-2.2%
3	2,159	2,248	(89)	-4.0%	697	728	(31)	-4.3%	2,856	2,976	(120)	-4.0%
4	1,925	1,926	(1)	-0.1%	542	588	(46)	-7.8%	2,467	2,514	(47)	-1.9%
5	2,429	2,455	(26)	-1.1%	527	618	(91)	-14.7%	2,956	3,073	(117)	-3.8%
6	4,347	4,262	85	2.0%	972	1,097	(125)	-11.4%	5,319	5,359	(40)	-0.7%
R 1-6	15,511	15,528	(17)	-0.1%	3,889	4,295	(406)	-9.5%	19,400	19,823	(423)	-2.1%
7	1,937	1,991	(54)	-2.7%	686	748	(62)	-8.3%	2,623	2,739	(116)	-4.2%
8	7,727	7,219	508	7.0%	2,543	2,657	(114)	-4.3%	10,270	9,876	394	4.0%
9	1,625	1,486	139	9.4%	336	388	(52)	-13.4%	1,961	1,874	87	4.6%
10	6,725	6,218	507	8.2%	1,222	1,485	(263)	-17.7%	7,947	7,703	244	3.2%
R 7-10	18,014	16,914	1,100	6.5%	4,787	5,278	(491)	-9.3%	22,801	22,192	609	2.7%
TOTAL	33,525	32,442	1,083	3.3%	8,676	9,573	(897)	-9.4%	42,201	42,015	186	0.4%

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 – March 2012

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2389	2055	86.0%	400	301	75.3%	2,789	2,356	84.5%
Slovenia Section	270	233	86.3%	41	28	68.3%	311	261	83.9%
Spain Section	2989	2520	84.3%	784	592	75.5%	3,773	3,112	82.5%
Norway Section	872	731	83.8%	142	98	69.0%	1,014	829	81.8%
Croatia Section	473	405	85.6%	242	175	72.3%	715	580	81.1%
Estonia Section	76	63	82.9%	28	21	75.0%	104	84	80.8%
Germany Section	5685	4634	81.5%	1582	1162	73.5%	7,267	5,796	79.8%
Austria Section	908	733	80.7%	332	255	76.8%	1,240	988	79.7%
Serbia And Montenegro Section	492	402	81.7%	183	133	72.7%	675	535	79.3%
Italy Section	3760	3040	80.9%	658	452	68.7%	4,418	3,492	79.0%
Sweden Section	1656	1338	80.8%	439	313	71.3%	2,095	1,651	78.8%
Denmark Section	647	512	79.1%	124	92	74.2%	771	604	78.3%
Romania Section	874	691	79.1%	147	105	71.4%	1,021	796	78.0%
Finland Section	819	640	78.1%	259	200	77.2%	1,078	840	77.9%
Poland Section	776	627	80.8%	180	115	63.9%	956	742	77.6%
Hungary Section	339	265	78.2%	89	65	73.0%	428	330	77.1%
Benelux Section	2805	2201	78.5%	825	550	66.7%	3,630	2,751	75.8%
Czechoslovakia Section	475	374	78.7%	104	57	54.8%	579	431	74.4%
Lithuanian Section	74	57	77.0%	20	12	60.0%	94	69	73.4%
Israel Section	1044	784	75.1%	93	50	53.8%	1,137	834	73.4%
Malta Section	113	85	75.2%	58	40	69.0%	171	125	73.1%
Russia Section	511	383	75.0%	100	57	57.0%	611	440	72.0%



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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Bosnia And Herzegovina Section	138	94	68.1%	51	41	80.4%	189	135	71.4%
U.K.& Rep Of Ireland Section	8219	6074	73.9%	1788	1049	58.7%	10,007	7,123	71.2%
Portugal Section	782	591	75.6%	468	289	61.8%	1,250	880	70.4%
France Section	3227	2317	71.8%	531	289	54.4%	3,758	2,606	69.3%
Russia (Siberia) Section	174	130	74.7%	40	18	45.0%	214	148	69.2%
Cyprus Section	193	147	76.2%	104	57	54.8%	297	204	68.7%
Latvia Section	83	60	72.3%	46	27	58.7%	129	87	67.4%
Russia (Northwest) Section	169	136	80.5%	74	27	36.5%	243	163	67.1%
Greece Section	1468	1021	69.6%	659	403	61.2%	2,127	1,424	66.9%
Bulgaria Section	233	163	70.0%	69	34	49.3%	302	197	65.2%
Iceland Section	59	43	72.9%	28	13	46.4%	87	56	64.4%
Republic Of Macedonia Section	107	84	78.5%	106	50	47.2%	213	134	62.9%
Ukraine Section	320	225	70.3%	160	76	47.5%	480	301	62.7%
Zambia Section	127	79	62.2%	3	1	33.3%	130	80	61.5%
Kenya Section	76	46	60.5%	6	3	50.0%	82	49	59.8%
Bahrain Section	65	48	73.8%	23	4	17.4%	88	52	59.1%
South Africa Section	915	598	65.4%	354	123	34.7%	1,269	721	56.8%
Qatar Section	169	90	53.3%	64	27	42.2%	233	117	50.2%
Saudi Arabia Section	705	398	56.5%	182	37	20.3%	887	435	49.0%
Belarus Section	49	26	53.1%	25	10	40.0%	74	36	48.6%
Turkey Section	1086	647	59.6%	1014	364	35.9%	2,100	1,011	48.1%



Year-over-Year – Renewal: 2012 Membership Year – March 2012

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Morocco Section	82	52	63.4%	51	12	23.5%	133	64	48.1%
Ghana Section	95	48	50.5%	21	7	33.3%	116	55	47.4%
Iran Section	978	393	40.2%	1350	707	52.4%	2,328	1,100	47.3%
Lebanon Section	286	154	53.8%	356	145	40.7%	642	299	46.6%
United Arab Emirates Section	730	429	58.8%	616	184	29.9%	1,346	613	45.5%
Oman Section	113	65	57.5%	49	7	14.3%	162	72	44.4%
Kuwait Section	148	84	56.8%	61	8	13.1%	209	92	44.0%
Egypt Section	791	446	56.4%	1137	389	34.2%	1,928	835	43.3%
Western Saudi Arabia Section	244	126	51.6%	122	30	24.6%	366	156	42.6%
Tunisia Section	169	67	39.6%	188	81	43.1%	357	148	41.5%
Nigeria Section	875	352	40.2%	223	67	30.0%	1,098	419	38.2%
Iraq Section	99	46	46.5%	55	5	9.1%	154	51	33.1%
Jordan Section	196	120	61.2%	407	63	15.5%	603	183	30.3%
Region 8-Countries Outside Sections	683	300	43.9%	417	89	21.3%	1,100	389	35.4%
Region 8 - Apo/Fpo	99	75	75.8%	22	7	31.8%	121	82	67.8%



Year-over-Year – Recruitment: 2012 Membership Year

Section	March 2012	March 2011	# Change	% Change
Egypt Section	597	454	143	31.50%
Jordan Section	311	216	95	43.98%
Nigeria Section	344	249	95	38.15%
Lebanon Section	367	272	95	34.93%
Tunisia Section	209	121	88	72.73%
Ghana section	100	34	66	194.12%
Iran Section	902	839	63	7.51%
United Arab Emirates Section	490	440	50	11.36%
Spain Section	342	318	24	7.55%
Iceland Section	40	17	23	135.29%
Switzerland Section	202	184	18	9.78%
Austria Section	143	127	16	12.60%
Bulgaria Section	57	43	14	32.56%
Kenya Section	15	7	8	114.29%
Estonia Section	24	16	8	50.00%
Lithuanian Section	14	8	6	75.00%
Bahrain Section	20	14	6	42.86%
Italy Section	398	393	5	1.27%
Greece Section	345	341	4	1.17%
Russia (Siberia) Section	35	32	3	9.38%
Slovenia Section	25	23	2	8.70%
Bosnia And Herzegovina Section	30	28	2	7.14%



Year-over-Year – Recruitment: 2012 Membership Year

Section	March 2012	March 2011	# Change	% Change
Republic Of Macedonia Section	34	32	2	6.25%
Israel Section	88	87	1	1.15%
Sweden Section	202	203	-1	-0.49%
Zambia Section	10	12	-2	-16.67%
Russia (Northwest) Section	73	77	-4	-5.19%
Serbia And Montenegro Section	118	123	-5	-4.07%
Norway Section	79	84	-5	-5.95%
Morocco Section	44	49	-5	-10.20%
Malta Section	18	24	-6	-25.00%
Oman Section	33	40	-7	-17.50%
Qatar Section	64	73	-9	-12.33%
Portugal Section	170	183	-13	-7.10%
Finland Section	96	109	-13	-11.93%
Iraq Section	70	84	-14	-16.67%
Croatia Section	66	80	-14	-17.50%
Denmark Section	79	95	-16	-16.84%
Hungary Section	58	75	-17	-22.67%
Western Saudi Arabia Section	95	113	-18	-15.93%
Czechoslovakia Section	50	68	-18	-26.47%
Belarus Section	6	28	-22	-78.57%
Latvia Section	12	42	-30	-71.43%



Year-over-Year – Recruitment: 2012 Membership Year

Section	March 2012	March 2011	# Change	% Change
Ukraine Section	120	152	-32	-21.05%
Poland Section	116	149	-33	-22.15%
Russia Section	110	143	-33	-23.08%
Cyprus Section	30	63	-33	-52.38%
Romania Section	83	124	-41	-33.06%
France Section	435	477	-42	-8.81%
South Africa Section	168	214	-46	-21.50%
Germany Section	641	692	-51	-7.37%
Kuwait Section	20	74	-54	-72.97%
Turkey Section	429	532	-103	-19.36%
Benelux Section	346	453	-107	-23.62%
Saudi Arabia Section	121	233	-112	-48.07%
U.K. & Rep Of Ireland Section	1069	1347	-278	-20.64%
Region 8-Countries Outside Sections	327	378	-51	-13.49%
Region 8 - Apo/Fpo	23	18	5	27.78%

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