IEEE MD Committee report

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Region Membership
(July 2011 data)

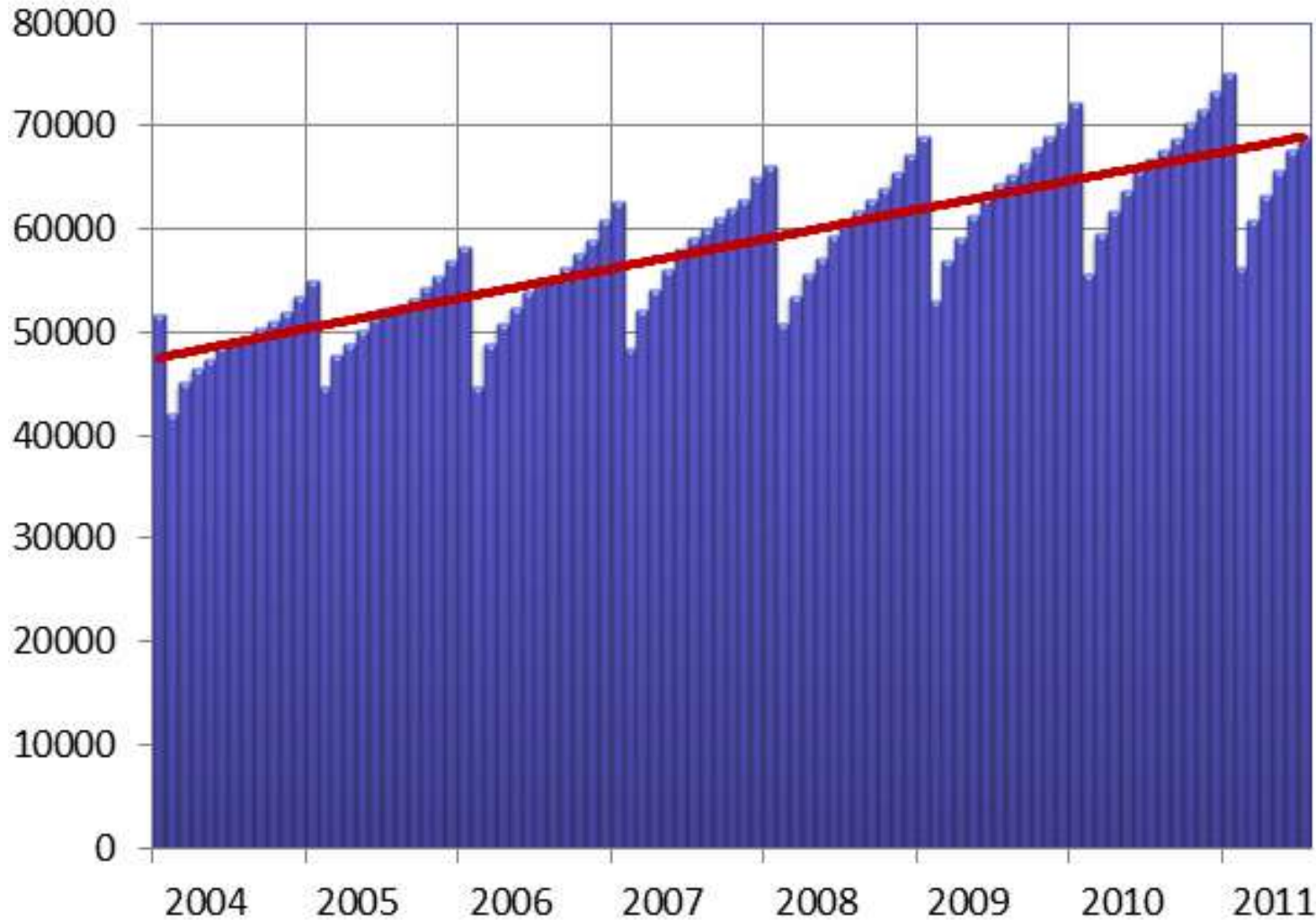| Membership by Region | Jul '11 | *Color Key:* **Green** shading = year-over-year growth; **Orange** shading = year-over-year decline ⚠ As of 16 Aug 2010, e-members are included in the higher-grade counts of Regions 3, 8, 9, and 10. |

Geographic IEEE Membership Summary - July 2011

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
1	30,218	30,878	(660)	-2.1%	1,766	1,829	(63)	-3.4%	1,755	1,724	31	1.8%	33,739	34,431	(692)	-2.0%
2	26,586	27,167	(581)	-2.1%	1,733	1,745	(12)	-0.7%	1,816	1,813	3	0.2%	30,135	30,725	(590)	-1.9%
3	23,752	24,053	(301)	-1.3%	2,238	2,309	(71)	-3.1%	2,652	2,413	239	9.9%	28,642	28,775	(133)	-0.5%
4	18,090	18,406	(316)	-1.7%	1,810	1,740	70	4.0%	1,974	1,897	77	4.1%	21,874	22,043	(169)	-0.8%
5	23,535	23,655	(120)	-0.5%	1,706	1,776	(70)	-3.9%	2,179	2,101	78	3.7%	27,420	27,532	(112)	-0.4%
6	47,256	48,032	(776)	-1.6%	2,818	2,881	(63)	-2.2%	3,034	2,973	61	2.1%	53,108	53,886	(778)	-1.4%
R 1-6	169,437	172,191	(2,754)	-1.6%	12,071	12,280	(209)	-1.7%	13,410	12,921	489	3.8%	194,918	197,392	(2,474)	-1.3%
7	12,530	12,578	(48)	-0.4%	1,944	1,906	38	2.0%	1,243	1,345	(102)	-7.6%	15,717	15,829	(112)	-0.7%
8	48,771	46,993	1,778	3.8%	11,149	10,703	446	4.2%	9,093	9,146	(53)	-0.6%	69,013	66,842	2,171	3.2%
9	7,817	6,897	920	13.3%	1,588	1,472	116	7.9%	5,959	5,751	208	3.6%	15,364	14,120	1,244	8.8%
10	48,838	44,789	4,049	9.0%	10,441	9,697	744	7.7%	24,975	22,838	2,137	9.4%	84,254	77,324	6,930	9.0%
R 7-10	117,956	111,257	6,699	6.0%	25,122	23,778	1,344	5.7%	41,270	39,080	2,190	5.6%	184,348	174,115	10,233	5.9%
TOTAL	287,393	283,448	3,945	1.4%	37,193	36,058	1,135	3.1%	54,680	52,001	2,679	5.2%	379,266	371,507	7,759	2.1%
% R1-6	59%	61%			32%	34%			25%	25%			51%	53%		
% R7-10	41%	39%			68%	66%			75%	75%			49%	47%		

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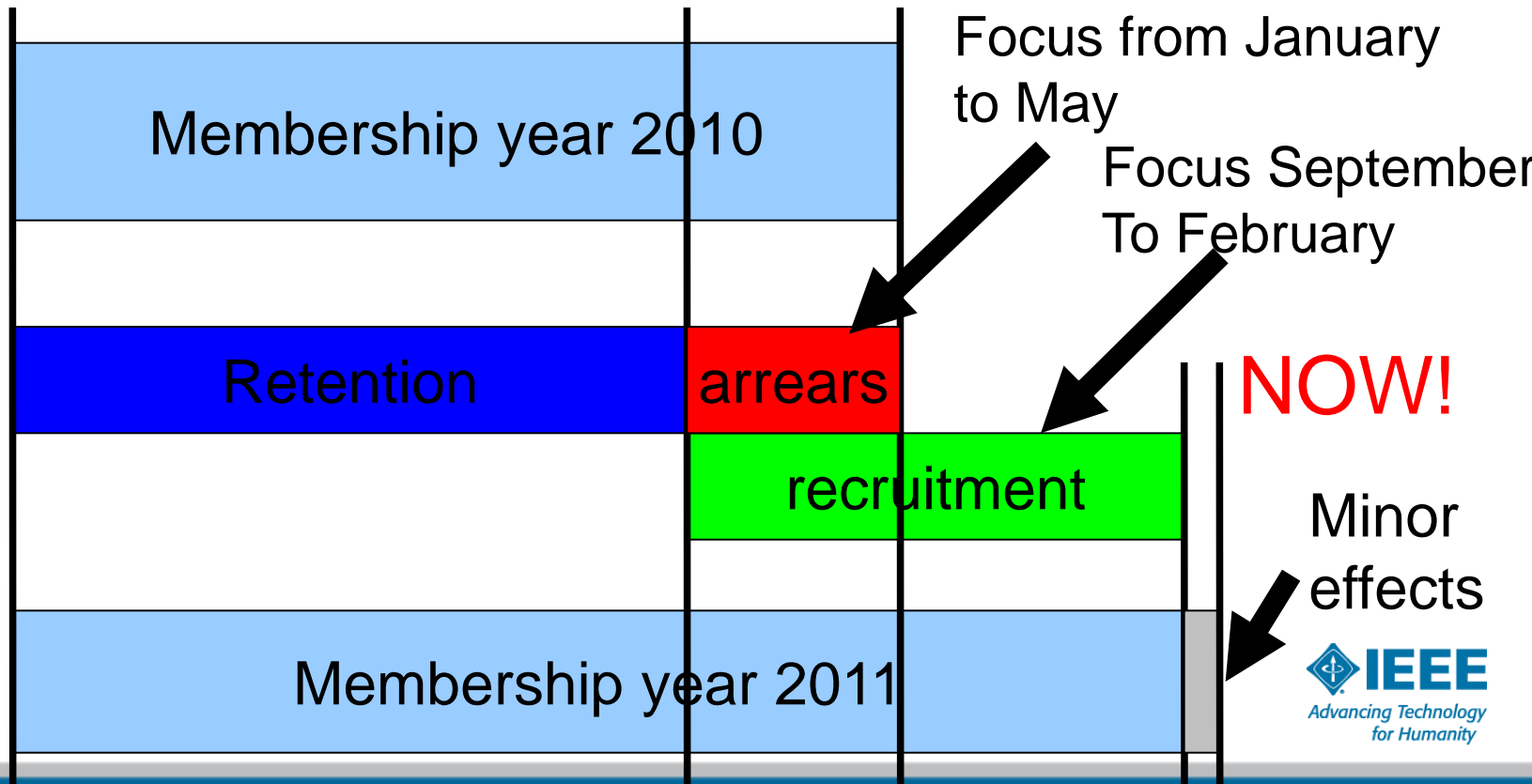*Advancing Technology for Humanity*

Region 8 Membership

- Region 8 is the second largest IEEE region. At the end of July 2011 the Region had a total of 69,013 members:
  - Region 8 represents 18.2% of IEEE's total membership.
  - The Region has 48,771 Higher Grade Members, 11,149 Graduate Student Members and 9,093 Student Members.
- Overall membership is rising
- Only student membership has been falling back
- This drop can be brought back to a few sections (with mainly Turkish student membership which has a considerable drop)

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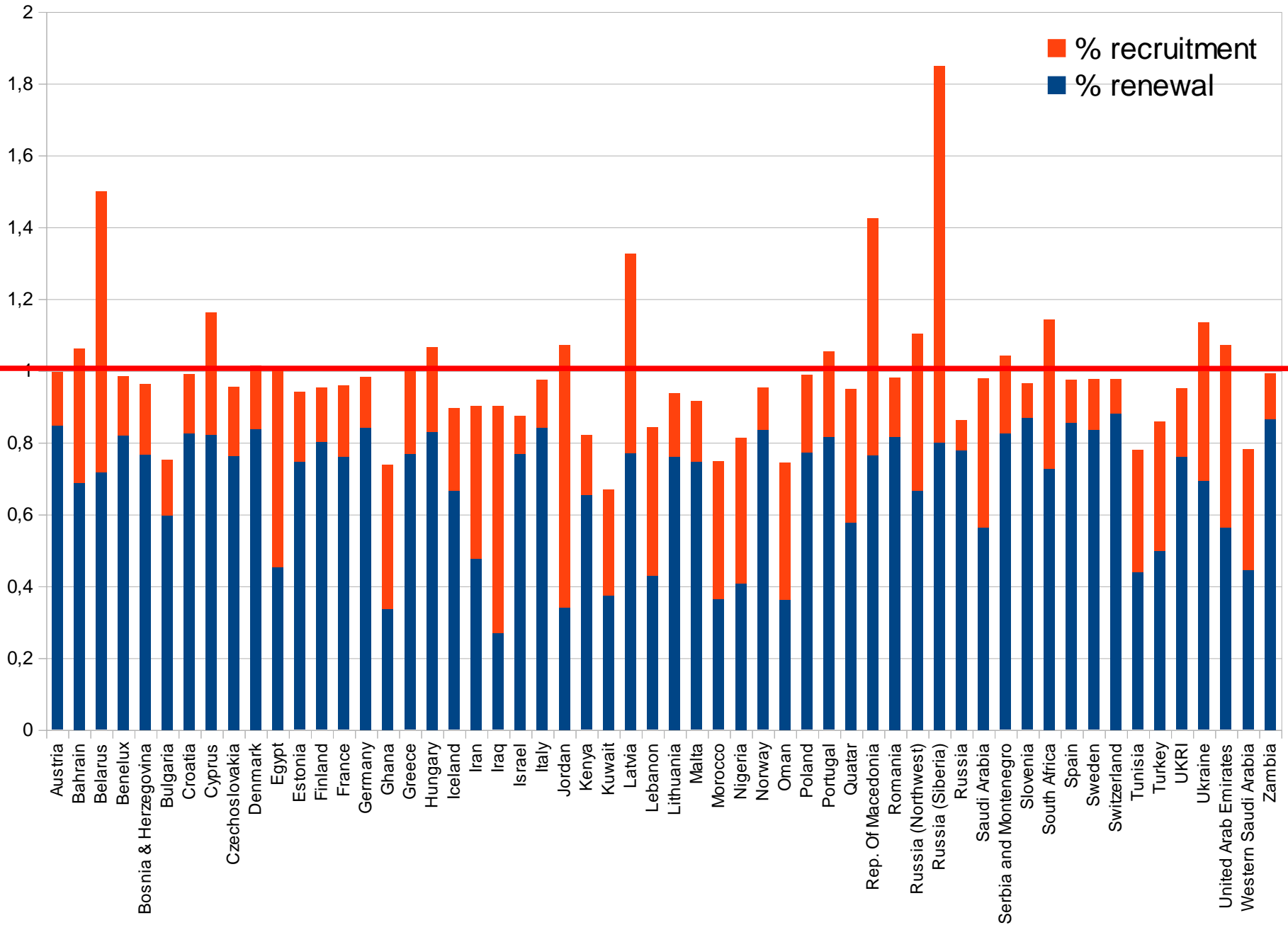for Humanity

Region 8 Membership

Getting more members

- The current membership consists of the members of last year that renewed + those that you recruited
- ==> two levers for membership growth: retention and recruitment
- Strong differences between sections on focus, both are essential!

Membership year 2010

Focus from January to May

Focus September To February

Retention   arrears   NOW!

recruitment

Minor effects

Membership year 2011

Renewal and recruitment over potential

Renewal and recruitment over potential

e-Membership in Region 8

- Http://www.ieee.org/emember
- E-Membership is a new electronic membership to individuals in developing nations.
- E-Membership is a paperless membership option with reduced annual base dues.
- In Region 8 the e-Membership dues are US$ 63, compared to the traditional membership base dues of US$ 149.
- E-membership had a slow start, but is now doing reasonably ok
- E-membership can be a major driver for membership recruitment in your section!
- This requires an outreach to the non-member

E-membership per section

R8_Sections	Totals # of emembers end June 2011
Belarus Section	35
Bosnia And Herzegovina Section	39
Bulgaria Section	22
Croatia Section	255
Czechoslovakia Section	49
Egypt Section	203
Ghana Section	36
Hungary Section	67
Iran Section	207
Iraq Section	21
Jordan Section	59
Kenya Section	29
Latvia Section	28
Lebanon Section	82
Lithuanian Section	22
Morocco Section	37
Nigeria Section	256
Oman Section	1
Poland Section	313
Reg 8-Countries Outside Sections	352
Republic Of Macedonia Section	40
Romania Section	279
Russia (Northwest) Section	39

Membership development and the membership development officer

- The membership development officer has an important task within each section
- Many tools are available to help the MD officer
  - Samieee, vtools
  - Monthly MD reports and R8 MD reports
  - Monthly Webcasts
  - Regular inquiries to MD officers
- Yet we (as MD committee) don't feel a lot of commitment
  - Virtually no responses
  - Very low presence at MD webcasts
- We would like to ask the section chairs to follow-up and to acknowledge the importance of membership development
- Membership development requires quite a lot of work...

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