



## **Region 8 Membership Development Newsletter**

**September 2010**

Mailed to Section Membership Development Officers and R8 Committee Members

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*We are asking you to distribute this Newsletter to all other Section Officers and all our members willing to help in Membership Recruitment, Retention, Recovery and Elevation. To get more members is every member's business!  
If you have a new MD Officer in your Section, please forward the Newsletter to him and send to me his/her e-mail address.*

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## **New! E-Membership**

[www.ieee.org/emember](http://www.ieee.org/emember)

As of 16 August, IEEE has begun officially offering a **new electronic membership** (e-Membership) option to **individuals in developing nations**, beginning in the 2011 membership year. E-Membership is a paperless membership option with reduced **annual base dues of US\$ 63 in Region 8, compared to the traditional membership option base dues of US\$ 149**. The new option will be offered to both new and renewing professional grade members who live in countries where the per capita Gross Domestic Product (GDP) is under \$15,000, based on data provided by the United Nations. More information about the e-Membership offering (including the list of countries qualified for e-Membership) can be found at [www.ieee.org/emember](http://www.ieee.org/emember)

## Recruiting New Members

**On 16 August the 2011 Membership Year and full-year dues period started. New members become members from the day they join till the end of 2011. Joining in September you become member for 16 months. It's excellent value for money. To pay less take e-Membership!**

For a 50% reduction of the membership dues look at **\*\*\*Special Circumstances** (Minimum Income, Retired or Unemployed Provision).

## Member-Get-A-Member Program

[www.ieee.org/mgm](http://www.ieee.org/mgm)

Through the IEEE Member-Get-A-Member program, IEEE rewards your efforts in recruiting new members. Your local IEEE Section can also benefit. For each new member you recruit, you earn an award which can be used toward IEEE dues, IEEE Society fees or the purchase of IEEE products and services. During the 2011 membership year (16 August 2010 through 15 August 2011), IEEE's MGM Program offers the following award schedule to members who recruit other individuals into IEEE membership.

### **Professional Members can earn:**

- US\$15 for each Professional member recruited;
- US\$5 for each Professional member recruited to e-Membership (offered in developing nations only);
- The maximum amount a member can earn during the membership year is US\$90.

### **Student Members can earn:**

- US\$2 for each Student or Graduate Student member recruited;
- US\$15 for each Professional member recruited;
- US\$5 for each Professional member recruited to e-Membership (offered in developing nations only);
- The maximum amount a member can earn during the membership year is US\$90.

### **Your local section can also benefit by your participation in the MGM program.**

**Regional awards:** The top five recruiters in each IEEE geographic region will earn membership development awards for their Section, to help underwrite the sections' local programs and activities. Within each region, five awards will be given to the recruiters' section:

- First Place - US\$500.00
- Second Place - US\$400.00
- Third Place - US\$300.00
- Fourth Place - US\$200.00
- Fifth Place - US\$100.00

**Overall IEEE award:** The top recruiter in IEEE earns an additional US\$500 award for his/her Section. Additional rules apply to Section awards.

## Senior Member Grade

Many of our members qualify for the Senior Member Grade. Start in your Section a new Senior Member Initiative. Inform and help your members to upgrade and apply online: [Senior Member Grade](#)

Senior members are more likely to renew their membership.

## Associate to Member Grade Elevation

Most of the Associates qualify for the Member Grade. Section MD Officers should select from the Section Membership list the Associate Members and ask them **apply for transfer to Member Grade** online: [Associate to Member](#)

**The transition from Associate to Member grade grants several privileges.**

Members are permitted to vote in general IEEE elections. Members holding Member grade or higher are permitted to hold volunteer office positions.

## Membership Development Promotional Material

Did you order your 2011 Membership Recruitment kit?

You can order it on the MD Page

[http://www.ieee.org/about/volunteers/membership\\_development/index.html](http://www.ieee.org/about/volunteers/membership_development/index.html)

## Plan your MD Activity

For your membership development yearly plan and activity use the **IEEE Membership Development Manual**.

You will receive the new edition of the MD Manual it in the 2011 MD Kit.

You can download it from the IEEE MD page

[http://www.ieee.org/about/volunteers/membership\\_development/index.html](http://www.ieee.org/about/volunteers/membership_development/index.html)

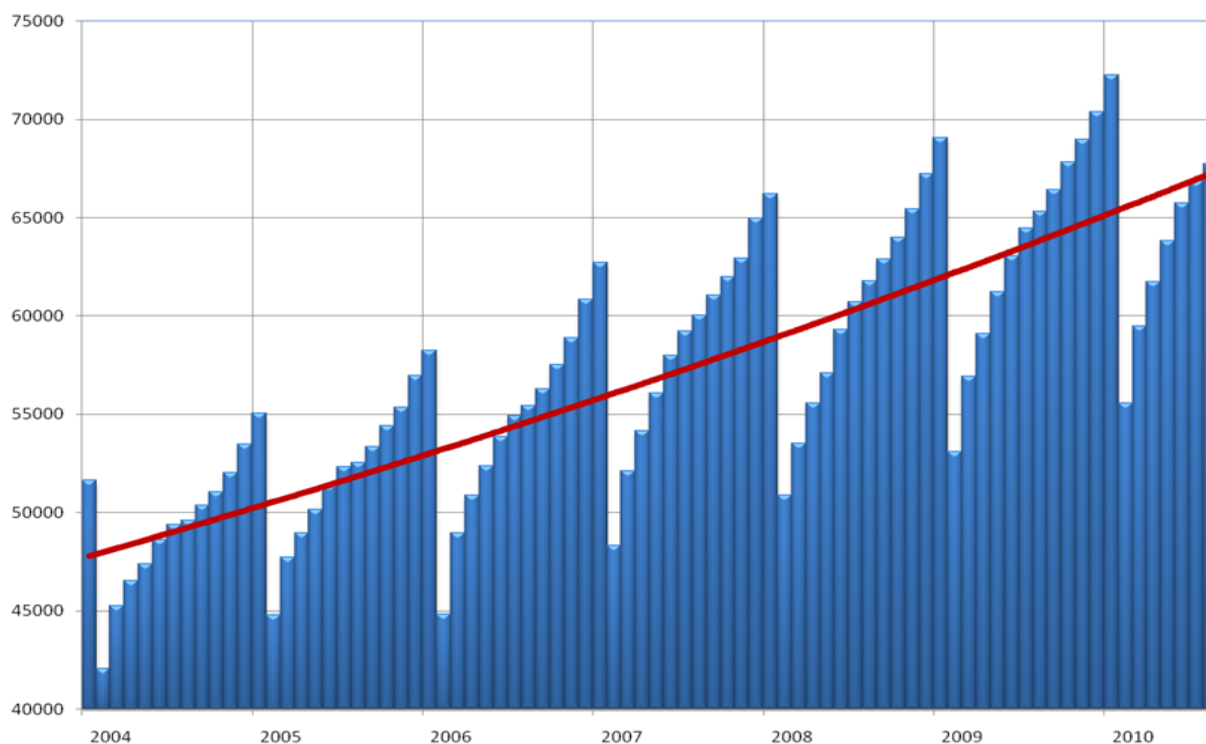


## August 2010 Statistics

Geographic IEEE Membership Summary - August 2010																
REGION	HIGHER-GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2010	2009	Change		2010	2009	Change		2010	2009	Change		2010	2009	Change	
			#	%			#	%			#	%			#	%
1	31,512	32,310	(798)	-2.5%	1,550	1,485	65	4.4%	1,606	1,556	50	3.2%	34,668	35,351	(683)	-1.9%
2	27,862	28,117	(255)	-0.9%	1,429	1,398	31	2.2%	1,641	1,702	(61)	-3.6%	30,932	31,217	(285)	-0.9%
3	25,167	25,336	(169)	-0.7%	1,793	1,715	78	4.5%	2,089	2,154	(65)	-3.0%	29,049	29,205	(156)	-0.5%
4	19,140	19,288	(148)	-0.8%	1,386	1,388	(2)	-0.1%	1,697	1,607	90	5.6%	22,223	22,283	(60)	-0.3%
5	24,605	24,762	(157)	-0.6%	1,396	1,225	171	14.0%	1,857	1,734	123	7.1%	27,858	27,721	137	0.5%
6	49,242	50,155	(913)	-1.8%	2,388	2,392	(4)	-0.2%	2,664	2,732	(68)	-2.5%	54,294	55,279	(985)	-1.8%
R 1-6	177,528	179,968	-2,440	-1.4%	9,942	9,603	339	3.5%	11,554	11,485	69	0.6%	199,024	201,056	(2,032)	-1.0%
7	13,473	13,445	28	0.2%	1,320	1,163	157	13.5%	1,188	1,129	59	5.2%	15,981	15,737	244	1.6%
8	52,168	51,010	1,158	2.3%	7,904	7,011	893	12.7%	7,668	7,297	371	5.1%	67,740	65,318	2,422	3.7%
9	8,177	7,593	584	7.7%	1,185	845	340	40.2%	5,435	4,755	680	14.3%	14,797	13,193	1,604	12.2%
10	48,816	45,345	3,471	7.7%	8,698	7,504	1,194	15.9%	22,709	19,460	3,249	16.7%	80,223	72,309	7,914	10.9%
R 7-10	122,634	117,393	5,241	4.5%	19,107	16,523	2,584	15.6%	37,000	32,641	4,359	13.4%	178,741	166,557	12,184	7.3%
<b>TOTAL</b>	<b>300,162</b>	<b>297,361</b>	<b>2,801</b>	<b>0.9%</b>	<b>29,049</b>	<b>26,126</b>	<b>2,923</b>	<b>11.2%</b>	<b>48,554</b>	<b>44,126</b>	<b>4,428</b>	<b>10.0%</b>	<b>377,765</b>	<b>367,613</b>	<b>10,152</b>	<b>2.8%</b>
% R1-6	59%	61%			34%	37%			24%	26%			53%	55%		
% R7-10	41%	39%			66%	63%			76%	74%			47%	45%		

At the end of August 2010 Region 8 had **67,740 members**. Comparing to the number of 65,318 members at the end of August 2009 it is an **increase of 2,422 members or 3.7%**. The increase concerning Professionals (2.3%) could be better. Graduate Student Members have the highest increase (12.7%). The increase of Undergraduate Student Members is better than before (5.1%).

In the zigzag diagram bellow, we can see the changes in membership from month to month. The read line shows the steady growth of membership in Region 8 from year to year.



## Recovery of Deactivated Members

IEEE Membership Renewal / Retention - 15 August 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,558	27,482	87.1%	1,877	1,395	74.3%	1,478	749	50.7%	34,914	29,627	84.9%
2	27,574	23,834	86.4%	1,732	1,304	75.3%	1,603	876	54.6%	30,909	26,014	84.2%
3	24,585	20,746	84.4%	2,229	1,693	76.0%	1,965	945	48.1%	28,779	23,384	81.3%
4	18,772	16,023	85.4%	1,726	1,305	75.6%	1,505	812	54.0%	22,003	18,140	82.4%
5	24,118	20,522	85.1%	1,672	1,266	75.7%	1,615	806	49.9%	27,405	22,594	82.4%
6	49,162	42,013	85.5%	3,002	2,229	74.3%	2,514	1,262	50.2%	54,678	45,504	83.2%
<b>R 1-6</b>	<b>175,769</b>	<b>150,620</b>	<b>85.7%</b>	<b>12,238</b>	<b>9,192</b>	<b>75.1%</b>	<b>10,680</b>	<b>5,450</b>	<b>51.0%</b>	<b>198,688</b>	<b>165,263</b>	<b>83.2%</b>
7	12,790	10,567	82.6%	1,725	1,458	84.5%	1,107	701	63.3%	15,622	12,726	81.5%
8	48,544	38,584	79.5%	9,048	7,040	77.8%	7,330	3,113	42.5%	64,922	48,737	75.1%
9	7,101	4,911	69.2%	1,222	894	73.2%	4,652	1,317	28.3%	12,975	7,122	54.9%
10	43,982	33,977	77.3%	8,418	4,388	52.1%	19,186	4,661	24.3%	71,589	43,029	60.1%
<b>R 7-10</b>	<b>112,417</b>	<b>88,039</b>	<b>78.3%</b>	<b>20,413</b>	<b>13,780</b>	<b>67.5%</b>	<b>32,275</b>	<b>9,792</b>	<b>30.3%</b>	<b>165,108</b>	<b>111,614</b>	<b>67.6%</b>
<b>TOTAL</b>	<b>288,186</b>	<b>238,659</b>	<b>82.8%</b>	<b>32,651</b>	<b>22,972</b>	<b>70.4%</b>	<b>42,955</b>	<b>15,242</b>	<b>35.5%</b>	<b>363,796</b>	<b>276,877</b>	<b>76.1%</b>

In Region 8, till the end of February 2010, only 69.3% of our 2009 members renewed for 2010. From 1 March till the end of the Membership Year (15 August) 3,705 members recovered by renewing their membership for 2010. **At the end of the 2010 membership year** (15 August) the percentage of members who renewed for 2010 raised to **75,1%** (table on page 3). There are big differences between Sections in our Region concerning renewal percentages (from nearly 90% to less than 30%). Concerning First-Year Members the percentage is much lower (43,6% only). The low renewal of first-year-members is still a problem.

First-Year Member Renewal / Retention - 15 August 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	2,063	834	40.4%	738	408	55.3%	1,012	419	41.4%	3,813	1,661	43.6%
2	2,033	802	39.4%	620	350	56.5%	1,120	528	47.1%	3,773	1,680	44.5%
3	2,103	757	36.0%	806	470	58.3%	1,397	538	38.5%	4,306	1,765	41.0%
4	1,554	672	43.2%	681	399	58.6%	1,088	505	46.4%	3,323	1,576	47.4%
5	2,080	867	41.7%	638	356	55.8%	1,183	499	42.2%	3,901	1,722	44.1%
6	3,449	1,379	40.0%	1,078	579	53.7%	1,790	738	41.2%	6,317	2,696	42.7%
R 1-6	13,282	5,311	40.0%	4,561	2,562	56.2%	7,590	3,227	42.5%	25,433	11,100	43.6%
7	1,369	605	44.2%	574	418	72.8%	698	383	54.9%	2,641	1,406	53.2%
8	6,886	2,835	41.2%	3,963	2,583	65.2%	5,339	1,640	30.7%	16,188	7,058	43.6%
9	1,372	374	27.3%	486	286	58.8%	3,678	807	21.9%	5,536	1,467	26.5%
10	7,586	2,844	37.5%	5,318	1,940	36.5%	16,243	3,340	20.6%	29,147	8,124	27.9%
R 7-10	17,213	6,658	38.7%	10,341	5,227	50.5%	25,958	6,170	23.8%	53,512	18,055	33.7%
TOTAL	30,495	11,969	39.2%	14,902	7,789	52.3%	33,548	9,397	28.0%	78,945	29,155	36.9%

## Section Membership Statistics

At the end of the 2010 membership year we can see again noticeable differences between Sections. Most of our Sections show an increase in membership during the one year period, from August 2009 till August 2010. Many of them have done excellent jobs concerning membership growth.

**Congratulations to all Sections achieving significant absolute end percentage increases of membership during the 2010 Membership Year!**

IEEE Region 8 Sections					
The 2010 Membership Year					
	Section	August 2009	August 2010	Absolute Change	% Change
1	Austria	1144	1194	50	4.37
2	Bahrain	87	83	- 4	- 4.60
3	Belarus	60	46	- 14	- 23.33
4	Benelux	3448	3504	56	1.62
5	Bosnia&Herzegovina	225	184	- 41	- 18.22
6	Bulgaria	282	316	34	12.06
7	Croatia	687	704	17	2.47
8	Cyprus	221	242	21	9.50
9	Czechoslovakia	587	588	1	0.18
10	Denmark	708	733	25	3.53
11	Egypt	2238	1784	- 454	- 20.29

12	Estonia	94	104	10	10.64
13	Finland	1033	1070	37	3.58
14	France	3434	3680	246	7.16
15	Germany	6916	7035	119	1.72
16	Ghana	68	123	55	80.88
17	Greece	1904	2035	131	6.88
18	Hungary	371	387	16	4.31
19	Iceland	99	96	- 3	- 3.03
20	Iran	1942	2446	504	25.95
21	Iraq	186	160	- 26	- 13.98
22	Israel	1231	1209	- 22	- 1.79
23	Italy	4216	4394	178	4.22
24	Jordan	825	508	- 317	- 38.42
25	Kenya	78	85	7	8.97
26	Kuwait	145	291	146	100.69
27	Latvia	96	86	- 10	- 10.42
28	Lebanon	665	726	61	9,17
29	Lithuania	106	97	- 9	- 8.49
30	Malta	188	179	- 9	- 4.79
31	Morocco	81	151	70	86.42
32	Nigeria	906	1045	139	15.34
33	Norway	948	1025	77	8.12
34	Oman	164	198	34	20.73
35	Poland	805	918	113	14.04
36	Portugal	1021	1114	93	9.11
37	Qatar	212	218	6	2.83
38	Rep of Macedonia	129	144	15	11.63
39	Romania	985	987	2	0.20
40	Russia NW	202	208	6	2.97
41	Russia Siberia	173	185	12	6.94
42	Russia	546	511	- 35	- 6.41
43	Saudi Arabia	671	807	136	20.27
44	Serbia&Montenegro	594	632	38	6.40
45	Slovenia	304	314	10	3.29
46	South Africa	917	1037	120	13.09
47	Spain	3543	3760	217	6.12
48	Sweden	1906	1999	93	4.88
49	Switzerland	2632	2732	100	3.80
50	Tunisia	371	380	9	2.43
51	Turkey	1994	2242	248	12.44
52	UK&RI	10108	9925	- 183	- 1.81
53	Ukraine	376	392	16	4.26
54	UAE	1165	1167	2	0.17
55	W Saudi Arabia	360	438	78	21.67
56	Zambia	109	126	17	15.60

**Section Officers**, look into your **Section Membership Statistics** every month by using SAMIEEE [www.ieee.org/organizations/vols/samieee/](http://www.ieee.org/organizations/vols/samieee/)  
Click **Access Geographical Membership Statistics** (don't click Access SAMIEEE!). Insert you User ID and Password, and Login. Click on Geographic Membership Statistics. You will get the possibility to choose the months, geo code level (section) and geo code description (your section).



## Membership Density (Members per Millions of Population)

If we compare the ratios of the membership and the population in countries/sections in Region 8, we can see that there are big differences. It is interesting that countries on the similar level of development often have significant differences in membership density.

Section/Country	Members (Aug 2010)	Population (2010)	Members per million
Malta	179	416333	430
Switzerland	2732	7782900	351
Cyprus	242	801851	302
Iceland	96	318006	302
UAE	1167	4707000	248
Sweden	1999	9380437	213
Norway	1025	4902200	209
Finland	1070	5368300	199
Greece	2035	11306183	180
Lebanon	726	4255000	171
Croatia	704	4435056	159
Israel	1209	7627800	158
Slovenia	314	2064400	152
UK & Republic of Ireland	9925	66467349	149
Austria	1194	8372930	143
Denmark	733	5543819	132
Qatar	218	1696563	128
Benelux	3504	27943626	125
Portugal	1114	10636888	105
Bahrain	83	807000	103
Kuwait	291	3051000	95
Germany	7035	81802257	86
Spain	3760	46072834	82
Estonia	104	1340021	78
Jordan	508	6472000	78
Italy	4394	60402499	73
Macedonia	144	2048620	70
Oman	198	2905000	68
Serbia & Montenegro	632	10482000	60
France	3680	65447374	56
Bosnia and Herzegovina	184	3760000	49
Romania	987	21466174	46
Saudi Arabia (both Sections & Subsections)	1245	27136977	46
Bulgaria	316	7576751	42
Hungary	387	10013628	39
Latvia	86	2237600	38
Czech Republic & Slovakia	588	15942160	37
Tunisia	380	10432500	36
Iran	2446	75078000	33
Turkey	2242	72561312	31

Lithuania	97	3329227	29
Poland	918	38167329	24
Egypt	1784	79025000	23
South Africa	1037	49991300	21
Botswana Subsection	31	1978000	16
Zambia	126	13257000	10
Ukraine	392	45871738	9
Nigeria	1045	158259000	7
Russia - Three Sections	904	141927297	6
Belarus	46	9467700	5
Ghana	123	24333000	5
Iraq	160	31467000	5
Morocco	151	31921000	5
Kenya	85	38610097	2
Tansania Subsection	25	45040000	1

## Membership in Countries/Sections

Section/Country	Members (Aug 2010)	Population (2010)	Members per million
UK & Republic of Ireland	9925	66467349	149
Germany	7035	81802257	86
Italy	4394	60402499	73
Spain	3760	46072834	82
France	3680	65447374	56
Benelux	3504	27943626	125
Switzerland	2732	7782900	351
Iran	2446	75078000	33
Turkey	2242	72561312	31
Greece	2035	11306183	180
Sweden	1999	9380437	213
Egypt	1784	79025000	23
Saudi Arabia (both Sections & Subsections)	1245	27136977	46
Israel	1209	7627800	158
Austria	1194	8372930	143
UAE	1167	4707000	248
Portugal	1114	10636888	105
Finland	1070	5368300	199
Nigeria	1045	158259000	7
South Africa	1037	49991300	21
Norway	1025	4902200	209
Romania	987	21466174	46
Poland	918	38167329	24
Russia - Three Sections	904	141927297	6
Denmark	733	5543819	132
Lebanon	726	4255000	171
Croatia	704	4435056	159
Serbia & Montenegro	632	10482000	60
Czech Republic & Slovakia	588	15942160	37
Jordan	508	6472000	78



Ukraine	392	45871738	9
Hungary	387	10013628	39
Tunisia	380	10432500	36
Bulgaria	316	7576751	42
Slovenia	314	2064400	152
Kuwait	291	3051000	95
Cyprus	242	801851	302
Qatar	218	1696563	128
Oman	198	2905000	68
Bosnia and Herzegovina	184	3760000	49
Malta	179	416333	430
Iraq	160	31467000	5
Morocco	151	31921000	5
Macedonia	144	2048620	70
Zambia	126	13257000	10
Ghana	123	24333000	5
Estonia	104	1340021	78
Lithuania	97	3329227	29
Iceland	96	318006	302
Latvia	86	2237600	38
Kenya	85	38610097	2
Bahrain	83	807000	103
Belarus	46	9467700	5
Botswana Subsection	31	1978000	16
Tansania Subsection	25	45040000	1

## Population of Countries/Sections

Section/Country	Population (2010)	Members (Aug 2010)	Members per million
Nigeria	158259000	1045	7
Russia - Three Sections	141927297	904	6
Germany	81802257	7035	86
Egypt	79025000	1784	23
Iran	75078000	2446	33
Turkey	72561312	2242	31
UK & Republic of Ireland	66467349	9925	149
France	65447374	3680	56
Italy	60402499	4394	73
South Africa	49991300	1037	21
Spain	46072834	3760	82
Ukraine	45871738	392	9
Tansania Subsection	45040000	25	1
Kenya	38610097	85	2
Poland	38167329	918	24
Morocco	31921000	151	5
Iraq	31467000	160	5
Benelux	27943626	3504	125
Saudi Arabia (both Sections & Subsections)	27136977	1245	46
Ghana	24333000	123	5
Romania	21466174	987	46

Czech Republic & Slovakia	15942160	588	37
Zambia	13257000	126	10
Greece	11306183	2035	180
Portugal	10636888	1114	105
Serbia & Montenegro	10482000	632	60
Tunisia	10432500	380	36
Hungary	10013628	387	39
Belarus	9467700	46	5
Sweden	9380437	1999	213
Austria	8372930	1194	143
Switzerland	7782900	2732	351
Israel	7627800	1209	158
Bulgaria	7576751	316	42
Jordan	6472000	508	78
Denmark	5543819	733	132
Finland	5368300	1070	199
Norway	4902200	1025	209
UAE	4707000	1167	248
Croatia	4435056	704	159
Lebanon	4255000	726	171
Bosnia and Herzegovina	3760000	184	49
Lithuania	3329227	97	29
Kuwait	3051000	291	95
Oman	2905000	198	68
Latvia	2237600	86	38
Slovenia	2064400	314	152
Macedonia	2048620	144	70
Botswana Subsection	1978000	31	16
Qatar	1696563	218	128
Estonia	1340021	104	78
Bahrain	807000	83	103
Cyprus	801851	242	302
Malta	416333	179	430
Iceland	318006	96	302

### \*\*\* Special Circumstances

IEEE realizes that economic circumstances may impact some members' ability to pay the full amount of IEEE membership dues. For this reason, the following special circumstance categories have been established. **Special circumstances are not available to Student members.** Only one category may be claimed in any year.

**Minimum Income Provision:** Applicants who certify that their 2008 annual income did not exceed **US \$13,400** or equivalent are granted a **50% reduction** in IEEE dues, regional assessment and dues for one IEEE Society and its optional publications. Please submit written certification with application and payment. **Student members are NOT eligible.**

**Retired Provision:** A retired member, not gainfully employed and not qualifying for Life Member Status, on attaining the age of 62 years, may apply for a **50% reduction** in dues and assessments. An individual who qualifies for the IEEE Retired Member category may continue any and all Society memberships held for not less than the 5 prior years. Optional publication fees equal those established for Student members.

**Unemployed Provision:** A **50% reduction** in membership dues, Society dues, other subscriptions and assessments are available to a member or applicant who informs the IEEE Operations Center Office that he/she: (1) has become involuntarily unemployed and is seeking reemployment, or (2) has become voluntarily unemployed for reasons of raising children. A statement of continued unemployment shall be provided with each annual dues payment. In the case of voluntary unemployment, the provisions of this Bylaw shall not exceed four years. The reduced payments may not be made in installments.

**Permanently Disabled Provision:** The IEEE membership dues and assessments, if any, shall be **waived** for those members who become permanently disabled. "Permanent disability" shall mean a medically determinable physical or mental impairment which (i) renders the individual incapable of performing any substantial gainful employment, (ii) can be expected to be of long-continued and indefinite duration or result in death, and (iii) is evidenced by a certification to this effect by a doctor of medicine approved by the Executive Director. The Executive Director shall determine the date on which the permanent disability shall have occurred if such determination is necessary.

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**Dear Colleagues,**

*We are publishing this document to inform you on the latest membership developments in IEEE and R8, and to assist and encourage you for MD activities in your Section. **I am sure you have success stories in your sections helping in retention, recovery and recruitment. Send us short articles about them for publishing them in the MD Newsletter.***

*We are asking you to distribute this Newsletter to all Chapter and Affinity Group Chairs, Student Branch Chairs and all other IEEE members in your Section willing to help in Membership Development - Recruitment, Retention, Recovery and Elevation. **If you have a new MD Officer in your Section, please forward the Newsletter to him and send to me his name and e-mail address.***



*Best wishes from Aleksandar*

*The IEEE Region 8 MD Sub-Committee  
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