



## Membership Development Report – December 2011

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.



*At the beginning of the new year, the focus lies on the membership renewal of the membership. Members of 2011 that did not yet renew will stay in our databases until the end of February (grace period), after which they will be in arrears. Now is the time to send a personal and friendly reminder to join. To find out who did not yet renew, go to SAMIEEE, in the shared folder of SAMIEEE, and select "(GEO) 2011 Last Renewal Year for Active Members - Name, Grade, Email". You might want to take special care of those members that are a first year member. ("MD) First Year Members Not Renewed". Each year, almost 20000 members do not renew in region 8 alone. Even in our highest ranked section, Switzerland, we still have 1/3 members that did not yet renew. Your personal reach-out may make all the difference.*

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

Regional Snapshot	Total this Month	'11 vs. '10	% Change	Aug 2012 400,000 Member Goal – R8		2012 New Members (DEC)
<b>Total Membership</b>	<b>76,322</b>	<b>3,025</b>	<b>4.1%</b>	<b>51.6%</b>	<b>Total</b>	<b>5581</b>
• Higher-Grade	54,442	2,007	3.8%	48.9%	Higher-Grade	1382
• Students	21,880	1018	4.8%	60.3%	Student	4199
IEEE Worldwide - Total	415,989	8,448	2.1%	400,000		26,574

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	47.3%	46.5%	21.4%	44.3%
Region – 1 <sup>st</sup> -Year Members	21.9%	34.8%	15.9%	22.8%
IEEE – Total Members	54.2%	41.5%	14.2%	47.8%
IEEE – 1 <sup>st</sup> Year Members	21.5%	27.3%	10.7%	17.5%

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	MD Officers needed to fill empty positions.	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 the pre-defined queries in SAMIEEE to identify those in pre-arrears.	(MD) All Members Joining Since Membership Year (MD) First Year Members Not Renewed (ND) Members in Arrears (MD) First Year Active Members
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> ?	



**Membership Development Report – December 2011 – Page 2**  
 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.

<b>Best Section Total Retention</b>	63.1% - Switzerland Section	57.3% - Austria Section
	60.1% - Slovenia Section	57.2% - Norway Section
	58.3% - Germany Section	56.9% - Denmark Section

<b>Top Section Recruitment Year over Year</b>	<b>Numeric Growth</b>	
	174 – Lebanon Section	75 – United Arab Emirates Section
	158 – Egypt Section	68 – Ghana Section
	86 – Jordan Section	50 – Iran Section

<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 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 - December 2011												
REGION	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%
1	3,352	3,743	(391)	-10.4%	577	626	(49)	-7.8%	3,929	4,369	(440)	-10.1%
2	3,313	3,736	(423)	-11.3%	552	600	(48)	-8.0%	3,865	4,336	(471)	-10.9%
3	3,344	3,864	(520)	-13.5%	664	701	(37)	-5.3%	4,008	4,565	(557)	-12.2%
4	2,751	3,158	(407)	-12.9%	538	551	(13)	-2.4%	3,289	3,709	(420)	-11.3%
5	3,438	3,817	(379)	-9.9%	525	561	(36)	-6.4%	3,963	4,378	(415)	-9.5%
6	6,277	6,711	(434)	-6.5%	1,001	1,054	(53)	-5.0%	7,278	7,765	(487)	-6.3%
<b>R 1-6</b>	<b>22,475</b>	<b>25,029</b>	<b>(2,554)</b>	<b>-10.2%</b>	<b>3,857</b>	<b>4,093</b>	<b>(236)</b>	<b>-5.8%</b>	<b>26,332</b>	<b>29,122</b>	<b>(2,790)</b>	<b>-9.6%</b>
7	2,831	3,186	(355)	-11.1%	660	709	(49)	-6.9%	3,491	3,895	(404)	-10.4%
8	12,432	11,575	857	7.4%	2,307	2,343	(36)	-1.5%	14,739	13,918	821	5.9%
9	2,424	2,240	184	8.2%	302	366	(64)	-17.5%	2,726	2,606	120	4.6%
10	10,841	10,381	460	4.4%	1,148	1,260	(112)	-8.9%	11,989	11,641	348	3.0%
<b>R 7-10</b>	<b>28,528</b>	<b>27,382</b>	<b>1,146</b>	<b>4.2%</b>	<b>4,417</b>	<b>4,678</b>	<b>(261)</b>	<b>-5.6%</b>	<b>32,945</b>	<b>32,060</b>	<b>885</b>	<b>2.8%</b>
<b>TOTAL</b>	<b>51,003</b>	<b>52,413</b>	<b>(1,410)</b>	<b>-2.7%</b>	<b>8,274</b>	<b>8,771</b>	<b>(497)</b>	<b>-5.7%</b>	<b>59,277</b>	<b>61,184</b>	<b>-1,905</b>	<b>-3.1%</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 – December 2011

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2403	1543	64.2%	386	217	56.2%	2,789	1,760	63.1%
Slovenia Section	271	176	64.9%	40	11	27.5%	311	187	60.1%
Germany Section	5760	3375	58.6%	1507	860	57.1%	7,267	4,235	58.3%
Austria Section	926	527	56.9%	314	184	58.6%	1,240	711	57.3%
Norway Section	880	510	58.0%	134	70	52.2%	1,014	580	57.2%
Denmark Section	651	378	58.1%	120	61	50.8%	771	439	56.9%
Benelux Section	2827	1646	58.2%	803	381	47.4%	3,630	2,027	55.8%
Estonia Section	76	40	52.6%	28	18	64.3%	104	58	55.8%
Finland Section	828	452	54.6%	250	149	59.6%	1,078	601	55.8%
Spain Section	3033	1710	56.4%	740	390	52.7%	3,773	2,100	55.7%
Sweden Section	1670	930	55.7%	425	219	51.5%	2,095	1,149	54.8%
Latvia Section	84	49	58.3%	45	18	40.0%	129	67	51.9%
Israel Section	1045	541	51.8%	92	36	39.1%	1,137	577	50.7%
Croatia Section	485	254	52.4%	230	105	45.7%	715	359	50.2%
Russia (Siberia) Section	175	93	53.1%	39	14	35.9%	214	107	50.0%
Italy Section	3792	1823	48.1%	626	302	48.2%	4,418	2,125	48.1%
Portugal Section	807	396	49.1%	443	203	45.8%	1,250	599	47.9%
Poland Section	799	406	50.8%	157	48	30.6%	956	454	47.5%
Romania Section	886	412	46.5%	135	57	42.2%	1,021	469	45.9%
Czechoslovakia Section	477	223	46.8%	102	40	39.2%	579	263	45.4%
Russia Section	513	237	46.2%	98	37	37.8%	611	274	44.8%

Section Performance > Retention

**Year-over-Year – Renewal: 2012 Membership Year – December 2011**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
U.K.& Rep Of Ireland Section	8319	3833	46.1%	1688	649	38.4%	10,007	4,482	44.8%
Malta Section	118	50	42.4%	53	23	43.4%	171	73	42.7%
France Section	3252	1408	43.3%	506	170	33.6%	3,758	1,578	42.0%
Greece Section	1508	623	41.3%	619	268	43.3%	2,127	891	41.9%
Cyprus Section	198	84	42.4%	99	40	40.4%	297	124	41.8%
Lithuanian Section	74	35	47.3%	20	2	10.0%	94	37	39.4%
Iceland Section	60	27	45.0%	27	5	18.5%	87	32	36.8%
Russia (Northwest) Section	172	77	44.8%	71	8	11.3%	243	85	35.0%
Lebanon Section	288	101	35.1%	354	117	33.1%	642	218	34.0%
South Africa Section	944	367	38.9%	325	56	17.2%	1,269	423	33.3%
Ukraine Section	326	110	33.7%	154	39	25.3%	480	149	31.0%
Bahrain Section	65	23	35.4%	23	4	17.4%	88	27	30.7%
Egypt Section	820	285	34.8%	1108	294	26.5%	1,928	579	30.0%
Saudi Arabia Section	710	243	34.2%	177	21	11.9%	887	264	29.8%
Belarus Section	50	13	26.0%	24	9	37.5%	74	22	29.7%
Ghana Section	95	29	30.5%	21	5	23.8%	116	34	29.3%
Oman Section	113	44	38.9%	49	2	4.1%	162	46	28.4%
Bosnia And Herzegovina Section	141	33	23.4%	48	20	41.7%	189	53	28.0%
Turkey Section	1113	372	33.4%	987	211	21.4%	2,100	583	27.8%
Republic Of Macedonia Section	117	42	35.9%	96	17	17.7%	213	59	27.7%
Qatar Section	172	52	30.2%	61	11	18.0%	233	63	27.0%
Western Saudi Arabia Section	249	82	32.9%	117	16	13.7%	366	98	26.8%
Hungary Section	343	92	26.8%	85	14	16.5%	428	106	24.8%

### Year-over-Year – Renewal: 2012 Membership Year – December 2011

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Kuwait Section	149	47	31.5%	60	4	6.7%	209	51	24.4%
United Arab Emirates Section	742	242	32.6%	604	77	12.7%	1,346	319	23.7%
Serbia And Montenegro Section	515	119	23.1%	160	31	19.4%	675	150	22.2%
Kenya Section	76	18	23.7%	6	0	0.0%	82	18	22.0%
Nigeria Section	883	198	22.4%	215	35	16.3%	1,098	233	21.2%
Morocco Section	84	20	23.8%	49	8	16.3%	133	28	21.1%
Iraq Section	99	30	30.3%	55	2	3.6%	154	32	20.8%
Jordan Section	197	72	36.5%	406	37	9.1%	603	109	18.1%
Iran Section	1129	192	17.0%	1199	193	16.1%	2,328	385	16.5%
Bulgaria Section	236	43	18.2%	66	6	9.1%	302	49	16.2%
Tunisia Section	179	19	10.6%	178	34	19.1%	357	53	14.8%
Zambia Section	127	7	5.5%	3	1	33.3%	130	8	6.2%
Region 8-Countries Outside Sections	691	175	25.3%	409	42	10.3%	1,100	217	19.7%
Region 8 - Apo/Fpo	99	49	49.5%	22	7	31.8%	121	56	46.3%

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

Section	December 2011	December 2010	# Change	% Change
Lebanon Section	309	135	174	128.89%
Egypt Section	478	320	158	49.38%
Jordan Section	192	106	86	81.13%
United Arab Emirates Section	293	218	75	34.40%
Ghana section	91	23	68	295.65%
Iran Section	177	127	50	39.37%
Spain Section	197	150	47	31.33%
Nigeria Section	197	153	44	28.76%
Italy Section	218	175	43	24.57%
Tunisia Section	49	18	31	172.22%
Switzerland Section	111	80	31	38.75%
Austria Section	85	56	29	51.79%
Iraq Section	30	3	27	900.00%
Iceland Section	35	12	23	191.67%
Western Saudi Arabia Section	55	33	22	66.67%
Qatar Section	46	27	19	70.37%
Russia (Northwest) Section	20	4	16	400.00%
Germany Section	313	305	8	2.62%
Bahrain Section	13	6	7	116.67%
Estonia Section	20	13	7	53.85%
Croatia Section	39	32	7	21.88%
Portugal Section	123	117	6	5.13%

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

Section	December 2011	December 2010	# Change	% Change
Kenya Section	5	2	3	150.00%
Lithuanian Section	6	4	2	50.00%
Morocco Section	28	26	2	7.69%
Norway Section	46	44	2	4.55%
Kuwait Section	10	9	1	11.11%
Republic Of Macedonia Section	10	9	1	11.11%
Poland Section	52	51	1	1.96%
Finland Section	57	57	0	0.00%
Ukraine Section	49	49	0	0.00%
Israel Section	43	44	-1	-2.27%
Russia (Siberia) Section	16	18	-2	-11.11%
Slovenia Section	15	17	-2	-11.76%
Zambia Section	5	7	-2	-28.57%
Malta Section	14	18	-4	-22.22%
Bulgaria Section	4	8	-4	-50.00%
Greece Section	208	213	-5	-2.35%
Russia Section	58	64	-6	-9.38%
Cyprus Section	15	21	-6	-28.57%
Hungary Section	12	19	-7	-36.84%
Bosnia And Herzegovina Section	5	12	-7	-58.33%
Sweden Section	100	109	-9	-8.26%



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

Section	December 2011	December 2010	# Change	% Change
Denmark Section	35	44	-9	-20.45%
Oman Section	15	24	-9	-37.50%
Saudi Arabia Section	84	94	-10	-10.64%
Belarus Section	6	19	-13	-68.42%
South Africa Section	55	69	-14	-20.29%
Romania Section	34	51	-17	-33.33%
Serbia And Montenegro Section	32	51	-19	-37.25%
France Section	187	208	-21	-10.10%
Benelux Section	209	231	-22	-9.52%
Czechoslovakia Section	18	43	-25	-58.14%
Latvia Section	5	31	-26	-83.87%
Turkey Section	213	271	-58	-21.40%
U.K.& Rep Of Ireland Section	608	709	-101	-14.25%
Region 8 - Apo/Fpo	11	13	-2	-15.38%
Region 8-Countries Outside Sections	220	137	83	60.58%

< END >