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Membership Development Report – November 2011 Europe, Middle East, Africa (Region 8)

IEEE

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

Dear MD officers,

While the year is approaching its end, we are now also in our top period regarding membership renewals. **70.8%** (that is about 50000) of them did not yet renew! I would like to emphasize the use of emailing the members in your section around this time of year. Not only can you convey seasons greetings to them, it is also the ideal moment to show them what you have done in your section in the last year, and what you are planning for the following. A nice reminder about renewals is always interesting, and maybe you can draw your attention to the new members or the newly elevated members (senior or fellow). Enjoy the years end, as well as the upcoming year. **–Dirk Van Hertem**, Membership Development Chair, Region 8

Regional Snapshot	Total this Month	'1	1 vs. '10	% Change	Aug 2012 400,000 Member Goal – R8		2012 New Members (NOV)
Total Membership	76,602		2,929	4.1%	34.6%	Total	4000
Higher-Grade	54,377	*	2,043	3.9%	31.9%	Higher- Grade	984
Students	20,225		886	4.5%	43.2%	Student	3016
IEEE Worldwide - Total	407,704		8,777	2.2%	400,000		19,053

2011 Retention Dashboard / Benchmark

Cumulative – Through This Month

	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	29.9%	38.3%	14.4%	29.2%
Region – 1 st -Year Members	14.4%	27.7%	10.7%	16.1%
IEEE – Total Members	38.3%	34.1%	9.6%	34.1%
IEEE – 1 st Year Members	14.6%	20.8%	7.0%	12.1%

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: 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	Reach out to recently graduated students to include in Section activities.	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 www.ieee.org/md ?								

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Best Section Total Retention	50.9% - Switzerland Section	43.7% - Austria Section
	46.7% - Latvia Section	43.2% - Germany Section
	45.6% - Denmark Section	42.7% - Estonia Section

Top Section Recruitment Year over Year (Feb-Feb)	Numeric Growth	Percentage Growth
	171 – Egypt Section	450.00% - Russia (Northwest) Section
	165 – Lebanon Section	366.67% - Iraq Section
	86 – United Arab Emirates Section	284.62% - Ghana Section

Upcoming MD Opportunities	Email to all section members remembering them of the IEEE activities in your section of last year and the ones of the coming year.	Send an email to those members that are eligible for senior membership and help them to become one.
	Send a welcome message to all new members	The end of the year is a good moment to award those that have been exceptionally active in your organization.

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
	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 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, Graduate Student Member, 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 - November 2011											
	HIGH	IER GRA	DE w/o G	SMs	STUDENTS				-	TOTAL M	EMBERS	;
REGION	2011	2010	Cha	nge	2011	2010	Cha	ange	2011	2010	Cha	inge
			#	%			#	%			#	%
1	3,892	4,310	(418)	-9.7%	531	550	(19)	-3.5%	3,892	4,310	(418)	-9.7%
2	3,842	4,283	(441)	-10.3%	515	533	(18)	-3.4%	3,842	4,283	(441)	-10.3%
3	3,961	4,505	(544)	-12.1%	615	618	(3)	-0.5%	3,961	4,505	(544)	-12.1%
4	3,248	3,665	(417)	-11.4%	500	495	5	1.0%	3,248	3,665	(417)	-11.4%
5	3,880	4,303	(423)	-9.8%	479	488	(9)	-1.8%	3,880	4,303	(423)	-9.8%
6	7,202	7,653	(451)	-5.9%	922	952	(30)	-3.2%	7,202	7,653	(451)	-5.9%
R 1-6	26,025	28,719	(2,694)	-9.4%	3,562	3,636	(74)	-2.0%	26,025	28,719	(2,694)	-9.4%
7	3,462	3,885	(423)	-10.9%	604	638	(34)	-5.3%	3,462	3,885	(423)	-10.9%
8	14,372	13,690	682	5.0%	2,084	2,045	39	1.9%	14,372	13,690	682	5.0%
9	2,596	2,506	90	3.6%	266	318	(52)	-16.4%	2,596	2,506	90	3.6%
10	11,716	11,401	315	2.8%	1,022	1,087	(65)	-6.0%	11,716	11,401	315	2.8%
R 7-10	32,146	31,482	664	2.1%	3,976	4,088	(112)	-2.7%	32,146	31,482	664	2.1%
TOTAL	58,171	60,201	(2,030)	-3.4%	7,538	7,724	(186)	-2.4%	58,171	60,201	-2,030	-3.4%

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 – <u>Renewal: 2012 Membership Year – November 2011</u>

	HIGHER	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 8	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	
Switzerland Section	2320	1196	51.6%	395	185	46.8%	2,715	1,381	50.9%	
Latvia Section	69	27	39.1%	23	16	69.6%	92	43	46.7%	
Denmark Section	609	287	47.1%	119	45	37.8%	728	332	45.6%	
Austria Section	841	364	43.3%	339	152	44.8%	1,180	516	43.7%	
Germany Section	5492	2340	42.6%	1495	677	45.3%	6,987	3,017	43.2%	
Estonia Section	76	28	36.8%	27	16	59.3%	103	44	42.7%	
Norway Section	879	373	42.4%	137	47	34.3%	1,016	420	41.3%	
Sweden Section	1542	633	41.1%	439	179	40.8%	1,981	812	41.0%	
Benelux Section	2711	1146	42.3%	766	266	34.7%	3,477	1,412	40.6%	
Spain Section	2931	1151	39.3%	817	280	34.3%	3,748	1,431	38.2%	
Portugal Section	753	265	35.2%	353	153	43.3%	1,106	418	37.8%	
Finland Section	797	293	36.8%	263	102	38.8%	1,060	395	37.3%	
Cyprus Section	170	54	31.8%	71	35	49.3%	241	89	36.9%	
Israel Section	1103	361	32.7%	100	30	30.0%	1,203	391	32.5%	
Russia Section	442	136	30.8%	69	23	33.3%	511	159	31.1%	
U.K.& Rep Of Ireland Section	8135	2491	30.6%	1719	509	29.6%	9,854	3,000	30.4%	
Malta Section	108	36	33.3%	70	17	24.3%	178	53	29.8%	
South Africa Section	755	252	33.4%	269	45	16.7%	1,024	297	29.0%	
France Section	3096	926	29.9%	549	121	22.0%	3,645	1,047	28.7%	
Italy Section	3665	983	26.8%	712	218	30.6%	4,377	1,201	27.4%	
Greece Section	1434	334	23.3%	605	200	33.1%	2,039	534	26.2%	

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Year-over-Year – <u>Renewal: 2012 Membership Year – November 2011</u>

	HIGHER	GRADE MEM	BERS	STUDENT MEMBERS			TOTAL MEMBERS		
REGION 8	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Russia (Northwest) Section	145	49	33.8%	61	4	6.6%	206	53	25.7%
Czechoslovakia Section	485	126	26.0%	102	23	22.5%	587	149	25.4%
Iceland Section	59	18	30.5%	36	5	13.9%	95	23	24.2%
Romania Section	827	206	24.9%	160	31	19.4%	987	237	24.0%
Ukraine Section	300	59	19.7%	92	34	37.0%	392	93	23.7%
Poland Section	691	205	29.7%	225	12	5.3%	916	217	23.7%
Russia (Siberia) Section	134	36	26.9%	50	7	14.0%	184	43	23.4%
Croatia Section	450	110	24.4%	253	52	20.6%	703	162	23.0%
Lithuanian Section	78	20	25.6%	18	2	11.1%	96	22	22.9%
Bahrain Section	77	17	22.1%	6	2	33.3%	83	19	22.9%
Belarus Section	37	5	13.5%	9	5	55.6%	46	10	21.7%
Hungary Section	310	70	22.6%	77	13	16.9%	387	83	21.4%
Saudi Arabia Section	631	157	24.9%	174	13	7.5%	805	170	21.1%
Egypt Section	665	161	24.2%	1112	174	15.6%	1,777	335	18.9%
Ghana Section	92	18	19.6%	29	4	13.8%	121	22	18.2%
Lebanon Section	250	69	27.6%	476	62	13.0%	726	131	18.0%
United Arab Emirates Section	675	165	24.4%	489	44	9.0%	1,164	209	18.0%
Qatar Section	168	29	17.3%	50	10	20.0%	218	39	17.9%
Bosnia And Herzegovina Section	119	22	18.5%	65	8	12.3%	184	30	16.3%
Western Saudi Arabia Section	252	60	23.8%	185	11	5.9%	437	71	16.2%
Turkey Section	992	225	22.7%	1229	135	11.0%	2,221	360	16.2%

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Section Performance > Retention

Year-over-Year – Renewal: 2012 Membership Year – November 2011

	HIGHER GRADE MEMBERS			STU		RS	TOTAL MEMBERS		
REGION 8	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Slovenia Section	269	44	16.4%	45	6	13.3%	314	50	15.9%
Oman Section	111	27	24.3%	88	2	2.3%	199	29	14.6%
Nigeria Section	751	123	16.4%	285	21	7.4%	1,036	144	13.9%
Republic Of Macedonia Section	91	16	17.6%	53	4	7.5%	144	20	13.9%
Kuwait Section	145	35	24.1%	144	3	2.1%	289	38	13.1%
Kenya Section	78	11	14.1%	6	0	0.0%	84	11	13.1%
Serbia And Montenegro Section	437	57	13.0%	194	19	9.8%	631	76	12.0%
Jordan Section	206	44	21.4%	300	13	4.3%	506	57	11.3%
Bulgaria Section	235	30	12.8%	82	5	6.1%	317	35	11.0%
Iraq Section	121	17	14.0%	42	0	0.0%	163	17	10.4%
Morocco Section	77	11	14.3%	74	4	5.4%	151	15	9.9%
Iran Section	979	99	10.1%	1461	98	6.7%	2,440	197	8.1%
Tunisia Section	190	8	4.2%	197	13	6.6%	387	21	5.4%
Zambia Section	125	2	1.6%	1	1	100.0%	126	3	2.4%
Reg 8-Countries Outside Sections	501	91	18.2%	342	31	9.1%	843	122	14.5%
Region 8 - Apo/Fpo	112	37	33.0%	15	7	46.7%	127	44	34.6%

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Section Performance > Retention

Year-over-Year – <u>Recruitment: 2012 Membership Year</u>

Section	November 2011	November 2010	# Change	% Change
Egypt Section	329	158	171	108.23%
Lebanon Section	238	73	165	226.03%
United Arab Emirates Section	244	158	86	54.43%
Ghana section	50	13	37	284.62%
Jordan Section	117	82	35	42.68%
Spain Section	148	115	33	28.70%
Austria Section	65	37	28	75.68%
Iceland Section	34	11	23	209.09%
Italy Section	157	134	23	17.16%
Morocco Section	22	0	22	#DIV/0!
Qatar Section	44	22	22	100.00%
Germany Section	250	229	21	9.17%
Switzerland Section	81	64	17	26.56%
Tunisia Section	25	9	16	177.78%
Western Saudi Arabia Section	34	18	16	88.89%
Nigeria Section	138	123	15	12.20%
Iraq Section	14	3	11	366.67%
France Section	147	136	11	8.09%
Russia (Northwest) Section	11	2	9	450.00%
Ukraine Section	40	32	8	25.00%
Estonia Section	19	13	6	46.15%
Kuwait Section	8	5	3	60.00%

Section Performance > Recruitment

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Year-over-Year – <u>Recruitment: 2012 Membership Year</u>

Section	November 2011	November 2010	# Change	% Change
Norway Section	38	35	3	8.57%
Kenya Section	3	1	2	200.00%
Lithuanian Section	4	3	1	33.33%
Bosnia And Herzegovina Section	5	4	1	25.00%
Greece Section	152	152	0	0.00%
Poland Section	32	32	0	0.00%
Iran Section	86	87	-1	-1.15%
Russia Section	38	39	-1	-2.56%
Hungary Section	10	11	-1	-9.09%
Slovenia Section	8	9	-1	-11.11%
Republic Of Macedonia Section	5	6	-1	-16.67%
Bulgaria Section	3	4	-1	-25.00%
Israel Section	31	33	-2	-6.06%
Russia (Siberia) Section	7	9	-2	-22.22%
Zambia Section	5	7	-2	-28.57%
Serbia And Montenegro Section	13	16	-3	-18.75%
Bahrain Section	3	6	-3	-50.00%
Croatia Section	18	22	-4	-18.18%
Malta Section	12	17	-5	-29.41%
Cyprus Section	13	19	-6	-31.58%

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Section Performance > Recruitment

Year-over-Year – <u>Recruitment: 2012 Membership Year</u>

Section	November 2011	November 2010	# Change	% Change
Portugal Section	98	105	-7	-6.67%
Romania Section	21	30	-9	-30.00%
Saudi Arabia Section	46	56	-10	-17.86%
Finland Section	35	45	-10	-22.22%
Oman Section	11	21	-10	-47.62%
Denmark Section	24	35	-11	-31.43%
South Africa Section	43	55	-12	-21.82%
Latvia Section	2	15	-13	-86.67%
Belarus Section	5	19	-14	-73.68%
Sweden Section	77	92	-15	-16.30%
Czechoslovakia Section	13	28	-15	-53.57%
Benelux Section	155	179	-24	-13.41%
U.K.& Rep Of Ireland Section	501	547	-46	-8.41%
Turkey Section	119	174	-55	-31.61%
Region 8 - Apo/Fpo	5	9	-4	-44.44%
Reg 8-Countries Outside Sections	144	102	42	41.18%

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