



Membership Development Report – October 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.



Dear MD enthusiasts,

With this month's reports, I can say that the membership in the region remains increasing, and this is of course something which is very good. Nevertheless, not all numbers are as good. When looking at the renewal numbers, we can see that we have a long way to go. In 21 sections, the renewal so far is below 10%. Only in Switzerland, Denmark and Austria over 20% of the members have renewed. Comparing to last year (see also in the MD monthly sent by John Day) we are falling behind last year's schedule. I believe it is time to show our members what we have done, and convince them to renew. Again, special attention should be paid to the first year member.

–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 (OCT)
Total Membership	73,054	2,679	3.8%	15.7%	Total	2597
• Higher-Grade	54,561	2,170	4.1%	13.2%	Higher-Grade	696
• Students	18,493	509	2.8%	23.8%	Student	1901
IEEE Worldwide - Total	401,585	8,906	2.3%	400,000	2.3%	13,545

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	11.6%	17.6%	6.7%	11.8%
Region – 1 st -Year Members	6.5%	12.3%	4.9%	7.2%
IEEE – Total Members	16.9%	15.6%	4.7%	15.1%
IEEE – 1 st Year Members	5.9%	9.3%	3.3%	5.3%

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 Student members that have been elevated.	(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	25.6% - Switzerland Section	19.6% - Germany Section
	21.6% - Denmark Section	18.0% - Malta Section
	20.5% - Austria Section	17.8% - Sweden Section

Top Section Recruitment Year over Year (Feb-Feb)	Numeric Growth	Percentage Growth
	43 – Germany Section	25 – Iceland Section
	31 – Austria Section	24 – United Arab Emirates Section
	29 – Ghana Section	23 – Qatar Section

MD Resource Links	IEEE Region 8	www.ieee.org/r8
	Benefits of Membership – <i>NEW Site</i>	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, 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 - October 2011

REGION	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%
1	3,373	3,794	(421)	-11.1%	483	497	(14)	-2.8%	3,856	4,291	(435)	-10.1%
2	3,363	3,809	(446)	-11.7%	463	485	(22)	-4.5%	3,826	4,294	(468)	-10.9%
3	3,397	3,944	(547)	-13.9%	553	547	6	1.1%	3,950	4,491	(541)	-12.0%
4	2,788	3,234	(446)	-13.8%	447	442	5	1.1%	3,235	3,676	(441)	-12.0%
5	3,416	3,846	(430)	-11.2%	430	440	(10)	-2.3%	3,846	4,286	(440)	-10.3%
6	6,291	6,729	(438)	-6.5%	839	831	8	1.0%	7,130	7,560	(430)	-5.7%
R 1-6	22,628	25,356	(2,728)	-10.8%	3,215	3,242	(27)	-0.8%	25,843	28,598	(2,755)	-9.6%
7	2,934	3,318	(384)	-11.6%	519	546	(27)	-4.9%	3,453	3,864	(411)	-10.6%
8	12,283	11,690	593	5.1%	1,797	1,739	58	3.3%	14,080	13,429	651	4.8%
9	2,308	2,188	120	5.5%	236	276	(40)	-14.5%	2,544	2,464	80	3.2%
10	10,737	10,371	366	3.5%	902	933	(31)	-3.3%	11,639	11,304	335	3.0%
R 7-10	28,262	27,567	695	2.5%	3,454	3,494	(40)	-1.1%	31,716	31,061	655	2.1%
TOTAL	50,890	52,923	(2,033)	-3.8%	6,669	6,736	(67)	-1.0%	57,559	59,659	-2,100	-3.5%

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 – October 2011

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2320	594	25.6%	395	102	25.8%	2,715	696	25.6%
Denmark Section	609	135	22.2%	119	22	18.5%	728	157	21.6%
Austria Section	841	158	18.8%	339	84	24.8%	1,180	242	20.5%
Germany Section	5492	1043	19.0%	1495	329	22.0%	6,987	1,372	19.6%
Malta Section	108	22	20.4%	70	10	14.3%	178	32	18.0%
Sweden Section	1542	262	17.0%	439	90	20.5%	1,981	352	17.8%
Norway Section	879	151	17.2%	137	27	19.7%	1,016	178	17.5%
Benelux Section	2711	484	17.9%	766	122	15.9%	3,477	606	17.4%
Finland Section	797	119	14.9%	263	49	18.6%	1,060	168	15.8%
Portugal Section	753	94	12.5%	353	70	19.8%	1,106	164	14.8%
Spain Section	2931	380	13.0%	817	136	16.6%	3,748	516	13.8%
Estonia Section	76	7	9.2%	27	7	25.9%	103	14	13.6%
U.K. & Rep Of Ireland Section	8135	982	12.1%	1719	255	14.8%	9,854	1,237	12.6%
Latvia Section	69	4	5.8%	23	7	30.4%	92	11	12.0%
Israel Section	1103	121	11.0%	100	19	19.0%	1,203	140	11.6%
Cyprus Section	170	14	8.2%	71	13	18.3%	241	27	11.2%
Russia Section	442	47	10.6%	69	10	14.5%	511	57	11.2%
France Section	3096	338	10.9%	549	53	9.7%	3,645	391	10.7%
South Africa Section	755	93	12.3%	269	16	5.9%	1,024	109	10.6%
Italy Section	3665	345	9.4%	712	100	14.0%	4,377	445	10.2%
Greece Section	1434	105	7.3%	605	89	14.7%	2,039	194	9.5%

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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Lithuanian Section	78	7	9.0%	18	2	11.1%	96	9	9.4%
Czechoslovakia Section	485	47	9.7%	102	8	7.8%	587	55	9.4%
Croatia Section	450	34	7.6%	253	28	11.1%	703	62	8.8%
Qatar Section	168	11	6.5%	50	6	12.0%	218	17	7.8%
Russia (Siberia) Section	134	9	6.7%	50	4	8.0%	184	13	7.1%
Slovenia Section	269	19	7.1%	45	3	6.7%	314	22	7.0%
Kuwait Section	145	17	11.7%	144	3	2.1%	289	20	6.9%
Poland Section	691	59	8.5%	225	4	1.8%	916	63	6.9%
Russia (Northwest) Section	145	12	8.3%	61	2	3.3%	206	14	6.8%
United Arab Emirates Section	675	58	8.6%	489	21	4.3%	1,164	79	6.8%
Hungary Section	310	21	6.8%	77	5	6.5%	387	26	6.7%
Ukraine Section	300	12	4.0%	92	14	15.2%	392	26	6.6%
Lebanon Section	250	22	8.8%	476	25	5.3%	726	47	6.5%
Iceland Section	59	3	5.1%	36	3	8.3%	95	6	6.3%
Romania Section	827	52	6.3%	160	10	6.3%	987	62	6.3%
Turkey Section	992	69	7.0%	1229	64	5.2%	2,221	133	6.0%
Bosnia And Herzegovina Section	119	7	5.9%	65	4	6.2%	184	11	6.0%
Saudi Arabia Section	631	40	6.3%	174	5	2.9%	805	45	5.6%
Nigeria Section	751	44	5.9%	285	11	3.9%	1,036	55	5.3%
Egypt Section	665	54	8.1%	1112	36	3.2%	1,777	90	5.1%

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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Republic Of Macedonia Section	91	6	6.6%	53	1	1.9%	144	7	4.9%
Serbia And Montenegro Section	437	23	5.3%	194	7	3.6%	631	30	4.8%
Western Saudi Arabia Section	252	16	6.3%	185	4	2.2%	437	20	4.6%
Ghana Section	92	3	3.3%	29	2	6.9%	121	5	4.1%
Iraq Section	121	6	5.0%	42	0	0.0%	163	6	3.7%
Bahrain Section	77	3	3.9%	6	0	0.0%	83	3	3.6%
Bulgaria Section	235	8	3.4%	82	2	2.4%	317	10	3.2%
Jordan Section	206	12	5.8%	300	3	1.0%	506	15	3.0%
Oman Section	111	5	4.5%	88	0	0.0%	199	5	2.5%
Iran Section	979	35	3.6%	1461	25	1.7%	2,440	60	2.5%
Kenya Section	78	2	2.6%	6	0	0.0%	84	2	2.4%
Tunisia Section	190	2	1.1%	197	7	3.6%	387	9	2.3%
Belarus Section	37	0	0.0%	9	1	11.1%	46	1	2.2%
Morocco Section	77	2	2.6%	74	0	0.0%	151	2	1.3%
Zambia Section	125	0	0.0%	1	1	100.0%	126	1	0.8%
Region 8 - Apo/Fpo	112	12	10.7%	15	3	20.0%	127	15	11.8%
Region 8-Countries Outside Sections	501	34	6.8%	342	10	2.9%	843	44	5.2%

Year-over-Year – Recruitment: 2012 Membership Year

Section	September 2011	September 2010	# Change	% Change
Germany Section	195	152	43	28.29%
Austria Section	54	23	31	134.78%
Ghana section	39	10	29	290.00%
Iceland Section	34	9	25	277.78%
United Arab Emirates Section	154	130	24	18.46%
Qatar Section	41	18	23	127.78%
Italy Section	107	88	19	21.59%
Spain Section	90	72	18	25.00%
Morocco Section	16	0	16	#DIV/0!
Switzerland Section	63	48	15	31.25%
France Section	113	99	14	14.14%
Egypt Section	129	117	12	10.26%
Iraq Section	11	2	9	450.00%
Tunisia Section	17	8	9	112.50%
Estonia Section	19	12	7	58.33%
Saudi Arabia Section	35	28	7	25.00%
Croatia Section	17	11	6	54.55%
Western Saudi Arabia Section	21	15	6	40.00%
Russia (Northwest) Section	6	1	5	500.00%
U.K.& Rep Of Ireland Section	371	367	4	1.09%
Kuwait Section	7	4	3	75.00%
Israel Section	29	26	3	11.54%
Bulgaria Section	3	1	2	200.00%

Year-over-Year – Recruitment: 2012 Membership Year

Section	September 2011	September 2010	# Change	% Change
Hungary Section	10	8	2	25.00%
Poland Section	23	21	2	9.52%
Lebanon Section	54	52	2	3.85%
Bosnia And Herzegovina Section	3	2	1	50.00%
Lithuanian Section	4	3	1	33.33%
Slovenia Section	5	4	1	25.00%
Kenya Section	1	1	0	0.00%
Nigeria Section	86	86	0	0.00%
Republic Of Macedonia Section	5	5	0	0.00%
Norway Section	28	29	-1	-3.45%
Bahrain Section	3	4	-1	-25.00%
Iran Section	56	58	-2	-3.45%
Russia Section	26	28	-2	-7.14%
Zambia Section	4	7	-3	-42.86%
Oman Section	3	6	-3	-50.00%
Finland Section	27	31	-4	-12.90%
Czechoslovakia Section	9	13	-4	-30.77%
Greece Section	84	89	-5	-5.62%
Jordan Section	40	45	-5	-11.11%
Cyprus Section	11	16	-5	-31.25%
Romania Section	11	16	-5	-31.25%

Year-over-Year – Recruitment: 2012 Membership Year

Section	September 2011	September 2010	# Change	% Change
Serbia And Montenegro Section	9	14	-5	-35.71%
Russia (Siberia) Section	3	8	-5	-62.50%
Sweden Section	58	64	-6	-9.38%
Malta Section	7	14	-7	-50.00%
Latvia Section	1	9	-8	-88.89%
Portugal Section	68	78	-10	-12.82%
Benelux Section	119	130	-11	-8.46%
South Africa Section	27	39	-12	-30.77%
Denmark Section	16	28	-12	-42.86%
Belarus Section	4	18	-14	-77.78%
Turkey Section	89	106	-17	-16.04%
Ukraine Section	9	27	-18	-66.67%
Region 8-Countries Outside Sections	120	41	79	192.68%
Region 8 - Apo/Fpo	3	8	-5	-62.50%

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