



## Membership Development Report – September 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 all,

Thank you all for replying to the email on the R8 MD webcast. We have decided to have such a meeting later this year, and I will inform you when we have found a suitable date. This version is shorter than normal, but still contains some interesting material for us MD volunteers.

Best regards,

–Dirk Van Hertem, Membership Development Chair, Region 8

### Upcoming MD Opportunities

New membership development year has started. The first reminders to renew are being sent out.

The academic year has just started, did you consider to advertise IEEE in the local universities and university colleges? The section can be active in student activities...

You could send an email to all members explaining the activities that the section has done for them in the last year.

Work with your chapter chairs to strengthen MD activities!

Regional Snapshot	Total this Month	'11 vs. '10	% Change	2011 1 <sup>st</sup> Year HG Retention Goal	2011 1 <sup>st</sup> Year HG R8 Retention Achieved	2012 New Members (SEPT)
<b>Total Membership</b>	<b>71,368</b>	<b>^ 2,540</b>	<b>3.7%</b>			<b>1,091</b>
• Higher-Grade	9,332	^ 1,019	12.3%			390
• Students	7,291	^ 235	3.3%			701
IEEE Worldwide - Total	394,483	^ 9,220	2.4%			7,245

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	Graduating students have been elevated, reach out 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

	(MD) 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 – September 2011 – Page 2

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Top Section Recruitment Year over Year (Feb-Feb)	Numeric Growth of Recruitment	
	28 – Iceland Section	18 - Nigeria Section
	24 – France Section	16 - Ghana Section
	24 – Germany Section	16 - Austria Section

MD Resource Links	IEEE Region 8	<a href="http://www.ieee.org/r8">www.ieee.org/r8</a>
	Benefits of Membership – <i>NEW Site</i>	<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.

<b>Geographic IEEE Gold Membership - September 2011</b>												
<b>REGION</b>	<b>HIGHER GRADE w/o GSMs</b>				<b>STUDENTS</b>				<b>TOTAL MEMBERS</b>			
	<b>2011</b>	<b>2010</b>	<b>Change</b>		<b>2011</b>	<b>2010</b>	<b>Change</b>		<b>2011</b>	<b>2010</b>	<b>Change</b>	
			<b>#</b>	<b>%</b>			<b>#</b>	<b>%</b>			<b>#</b>	<b>%</b>
<b>1</b>	3,386	3,858	(472)	-12.2%	438	481	(43)	-8.9%	3,824	4,268	(444)	-10.4%
<b>2</b>	3,384	3,849	(465)	-12.1%	422	475	(53)	-11.2%	3,806	4,275	(469)	-11.0%
<b>3</b>	3,431	4,028	(597)	-14.8%	504	520	(16)	-3.1%	3,935	4,495	(560)	-12.5%
<b>4</b>	2,803	3,311	(508)	-15.3%	404	422	(18)	-4.3%	3,207	3,678	(471)	-12.8%
<b>5</b>	3,429	3,870	(441)	-11.4%	389	445	(56)	-12.6%	3,818	4,249	(431)	-10.1%
<b>6</b>	6,276	6,802	(526)	-7.7%	748	822	(74)	-9.0%	7,024	7,507	(483)	-6.4%
<b>R 1-6</b>	22,709	25,718	(3,009)	-11.7%	2,905	3,165	(260)	-8.2%	25,614	28,472	(2,858)	-10.0%
<b>7</b>	2,974	3,406	(432)	-12.7%	464	493	(29)	-5.9%	3,438	3,860	(422)	-10.9%
<b>8</b>	12,345	11,901	444	3.7%	1,582	1,633	(51)	-3.1%	13,927	13,346	581	4.4%
<b>9</b>	2,308	2,197	111	5.1%	211	259	(48)	-18.5%	2,519	2,443	76	3.1%
<b>10</b>	10,748	10,507	241	2.3%	822	939	(117)	-12.5%	11,570	11,265	305	2.7%
<b>R 7-10</b>	28,375	28,011	364	1.3%	3,079	3,324	(245)	-7.4%	31,454	30,914	540	1.7%
<b>TOTAL</b>	51,084	53,729	(2,645)	-4.9%	5,984	6,489	(505)	-7.8%	57,068	59,386	(2,318)	-3.9%

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 – September 2011**

	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 8	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal

Renewals for Regions 1-10 were approximately 1,000. The report for October will have more data to review.

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

Section	September 2011	September 2010	# Change	% Change
Iceland Section	33	5	28	560.00%
France Section	71	47	24	51.06%
Germany Section	114	90	24	26.67%
Nigeria Section	46	28	18	64.29%
Ghana section	24	8	16	200.00%
Austria Section	30	14	16	114.29%
Italy Section	50	38	12	31.58%
Portugal Section	28	18	10	55.56%
Benelux Section	51	41	10	24.39%
Spain Section	41	32	9	28.13%
Iraq Section	9	2	7	350.00%
Western Saudi Arabia Section	12	6	6	100.00%
Lebanon Section	5	1	4	400.00%
Jordan Section	7	3	4	133.33%
Cyprus Section	5	2	3	150.00%
Hungary Section	6	3	3	100.00%
Russia (Northwest) Section	2	0	2	na
Tunisia Section	3	1	2	200.00%
Zambia Section	4	2	2	100.00%
Croatia Section	9	7	2	28.57%
Poland Section	10	8	2	25.00%
Turkey Section	29	27	2	7.41%
Belarus Section	1	0	1	na

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

Section	September 2011	September 2010	# Change	% Change
Morocco Section	1	0	1	na
Bulgaria Section	2	1	1	100.00%
Kuwait Section	3	2	1	50.00%
Slovenia Section	3	2	1	50.00%
Russia Section	13	12	1	8.33%
Israel Section	18	17	1	5.88%
Switzerland Section	29	28	1	3.57%
Greece Section	37	36	1	2.78%
Estonia Section	0	0	0	na
Bosnia And Herzegovina Section	2	2	0	0.00%
Czechoslovakia Section	4	4	0	0.00%
Finland Section	17	17	0	0.00%
Lithuanian Section	1	1	0	0.00%
Saudi Arabia Section	8	8	0	0.00%
Malta Section	3	4	-1	-25.00%
Qatar Section	1	2	-1	-50.00%
Kenya Section	0	1	-1	-100.00%
Republic Of Macedonia Section	0	1	-1	-100.00%
Norway Section	16	18	-2	-11.11%
Oman Section	1	3	-2	-66.67%
Bahrain Section	0	2	-2	-100.00%

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

Section	September 2011	September 2010	# Change	% Change
Ukraine Section	3	6	-3	-50.00%
Romania Section	4	8	-4	-50.00%
Latvia Section	1	5	-4	-80.00%
Russia (Siberia) Section	1	5	-4	-80.00%
Egypt Section	43	48	-5	-10.42%
Serbia And Montenegro Section	4	9	-5	-55.56%
Iran Section	20	26	-6	-23.08%
Sweden Section	29	38	-9	-23.68%
United Arab Emirates Section	16	25	-9	-36.00%
South Africa Section	14	24	-10	-41.67%
Denmark Section	6	20	-14	-70.00%
U.K.& Rep Of Ireland Section	149	164	-15	-9.15%
Region 8-Countries Outside Sections	50	23	27	117.39%
Region 8 - Apo/Fpo	2	0	2	na

&lt; END &gt;