



# Membership Development Report – August 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 enthusiast,

The membership year for 2012 has again started. This means that for the MD officer important times are ahead for the MD officers and volunteers: the renewal period starts. This means that we need to convey the message of why IEEE is important to them and why it is important for them to renew their membership. In times of economic uncertainty, remaining technically current, with an active network is especially important. These are values that IEEE can offer! This is especially important for our first year members. The region is not doing too badly in that respect, but it can certainly be better.

–Dirk Van Hertem, Membership Development Chair, Region 8

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	2011 New Members (AUG)
<b>Total Membership</b>	<b>70,045</b>	<b>▲ 2,305</b>	<b>3.4%</b>			<b>17,348</b>
• Higher-Grade	54,102	▲ 1,934	3.7%	3,050	87.0%	5,196
• Students	15,943	▲ 371	2.3%	-	-	12,152
IEEE Worldwide - Total	385,869	▲ 8,104	2.1%	13,350	11,692	89,304

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	79.2%	74.9%	38.9%	74.0%
Region – 1 <sup>st</sup> -Year Members	40.4%	61.3%	29.3%	41.9%
IEEE – Total Members	82.2%	67.9%	32.4%	74.5%
IEEE – 1 <sup>st</sup> Year Members	37.5%	49.0%	25.9%	34.5%

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	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 (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> ?	



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>	88.2% - Switzerland Section	85.7% - Spain Section
	86.9% - Slovenia Section	84.8% - Austria Section
	86.5% - Zambia Section	84.6% - Germany Section

<b>Top Section Recruitment Year over Year (Feb-Feb)</b>	<b>Numeric Growth</b>	<b>Percentage Growth</b>
	153 – South Africa Section	500.00% - Belarus Section
	143 – U.K. & Rep of Ireland Section	156.76% - Republic of Macedonia Section
	134 – Jordan Section	106.09% - Latvia Section

<b>MD Resource Links</b>	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 - August 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>	3,270	3,739	(469)	-12.5%	413	383	30	7.8%	3,683	4,122	(439)	-10.7%
<b>2</b>	3,265	3,747	(482)	-12.9%	406	397	9	2.3%	3,671	4,144	(473)	-11.4%
<b>3</b>	3,281	3,913	(632)	-16.2%	473	431	42	9.7%	3,754	4,344	(590)	-13.6%
<b>4</b>	2,701	3,241	(540)	-16.7%	391	335	56	16.7%	3,092	3,576	(484)	-13.5%
<b>5</b>	3,328	3,752	(424)	-11.3%	371	348	23	6.6%	3,699	4,100	(401)	-9.8%
<b>6</b>	6,057	6,581	(524)	-8.0%	711	637	74	11.6%	6,768	7,218	(450)	-6.2%
<b>R 1-6</b>	21,902	24,973	(3,071)	-12.3%	2,765	2,531	234	9.2%	24,667	27,504	(2,837)	-10.3%
<b>7</b>	2,727	3,153	(426)	-13.5%	437	419	18	4.3%	3,164	3,572	(408)	-11.4%
<b>8</b>	11,036	10,710	326	3.0%	1,501	1,324	177	13.4%	12,537	12,034	503	4.2%
<b>9</b>	2,182	2,053	129	6.3%	196	225	(29)	-12.9%	2,378	2,278	100	4.4%
<b>10</b>	10,170	9,818	352	3.6%	781	704	77	10.9%	10,951	10,522	429	4.1%
<b>R 7-10</b>	26,115	25,734	381	1.5%	2,915	2,672	243	9.1%	29,030	28,406	624	2.2%
<b>TOTAL</b>	<b>48,017</b>	<b>50,707</b>	<b>(2,690)</b>	<b>-5.3%</b>	<b>5,681</b>	<b>5,203</b>	<b>478</b>	<b>9.2%</b>	<b>53,698</b>	<b>55,910</b>	<b>-2,213</b>	<b>-4.0%</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: 2011 Membership Year – August 2011**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2320	2078	89.6%	395	317	80.3%	2,715	2,395	88.2%
Slovenia Section	269	239	88.8%	45	34	75.6%	314	273	86.9%
Zambia Section	125	108	86.4%	1	1	100.0%	126	109	86.5%
Spain Section	2931	2565	87.5%	817	648	79.3%	3,748	3,213	85.7%
Austria Section	841	726	86.3%	339	275	81.1%	1,180	1,001	84.8%
Germany Section	5492	4710	85.8%	1495	1200	80.3%	6,987	5,910	84.6%
Italy Section	3665	3162	86.3%	712	524	73.6%	4,377	3,686	84.2%
Denmark Section	609	519	85.2%	119	93	78.2%	728	612	84.1%
Sweden Section	1542	1316	85.3%	439	345	78.6%	1,981	1,661	83.8%
Norway Section	879	754	85.8%	137	96	70.1%	1,016	850	83.7%
Hungary Section	310	257	82.9%	77	64	83.1%	387	321	82.9%
Serbia And Montenegro Section	437	379	86.7%	194	143	73.7%	631	522	82.7%
Croatia Section	450	392	87.1%	253	188	74.3%	703	580	82.5%
Benelux Section	2711	2267	83.6%	766	594	77.5%	3,477	2,861	82.3%
Cyprus Section	170	143	84.1%	71	55	77.5%	241	198	82.2%
Portugal Section	753	632	83.9%	353	273	77.3%	1,106	905	81.8%
Romania Section	827	684	82.7%	160	123	76.9%	987	807	81.8%
Finland Section	797	661	82.9%	263	194	73.8%	1,060	855	80.7%
Russia (Siberia) Section	134	110	82.1%	50	37	74.0%	184	147	79.9%
Russia Section	442	355	80.3%	69	44	63.8%	511	399	78.1%
Poland Section	691	604	87.4%	225	104	46.2%	916	708	77.3%
Latvia Section	69	54	78.3%	23	17	73.9%	92	71	77.2%

**Year-over-Year – Renewal: 2011 Membership Year – August 2011**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Israel Section	1103	869	78.8%	100	58	58.0%	1,203	927	77.1%
Greece Section	1434	1143	79.7%	605	428	70.7%	2,039	1,571	77.0%
Bosnia And Herzegovina Section	119	89	74.8%	65	52	80.0%	184	141	76.6%
Republic Of Macedonia Section	91	77	84.6%	53	33	62.3%	144	110	76.4%
U.K.& Rep Of Ireland Section	8135	6393	78.6%	1719	1134	66.0%	9,854	7,527	76.4%
Czechoslovakia Section	485	389	80.2%	102	59	57.8%	587	448	76.3%
France Section	3096	2402	77.6%	549	374	68.1%	3,645	2,776	76.2%
Lithuanian Section	78	60	76.9%	18	13	72.2%	96	73	76.0%
Estonia Section	76	60	78.9%	27	17	63.0%	103	77	74.8%
Malta Section	108	84	77.8%	70	49	70.0%	178	133	74.7%
South Africa Section	755	577	76.4%	269	171	63.6%	1,024	748	73.0%
Belarus Section	37	28	75.7%	9	5	55.6%	46	33	71.7%
Bulgaria Section	235	176	74.9%	82	47	57.3%	317	223	70.3%
Bahrain Section	77	54	70.1%	6	4	66.7%	83	58	69.9%
Ukraine Section	300	218	72.7%	92	55	59.8%	392	273	69.6%
Russia (Northwest) Section	145	124	85.5%	61	13	21.3%	206	137	66.5%
Iceland Section	59	49	83.1%	36	14	38.9%	95	63	66.3%
Kenya Section	78	52	66.7%	6	3	50.0%	84	55	65.5%
Qatar Section	168	111	66.1%	50	15	30.0%	218	126	57.8%
United Arab Emirates Section	675	455	67.4%	489	201	41.1%	1,164	656	56.4%
Saudi Arabia Section	631	402	63.7%	174	51	29.3%	805	453	56.3%

**Year-over-Year – Renewal: 2011 Membership Year – August 2011**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Turkey Section	992	645	65.0%	1229	464	37.8%	2,221	1,109	49.9%
Iran Section	979	416	42.5%	1461	748	51.2%	2,440	1,164	47.7%
Egypt Section	665	409	61.5%	1112	396	35.6%	1,777	805	45.3%
Western Saudi Arabia Section	252	140	55.6%	185	54	29.2%	437	194	44.4%
Tunisia Section	190	77	40.5%	197	93	47.2%	387	170	43.9%
Lebanon Section	250	156	62.4%	476	156	32.8%	726	312	43.0%
Nigeria Section	751	342	45.5%	285	90	31.6%	1,036	432	41.7%
Oman Section	111	67	60.4%	88	8	9.1%	199	75	37.7%
Kuwait Section	145	91	62.8%	144	17	11.8%	289	108	37.4%
Morocco Section	77	35	45.5%	74	21	28.4%	151	56	37.1%
Jordan Section	206	123	59.7%	300	51	17.0%	506	174	34.4%
Ghana Section	92	32	34.8%	29	9	31.0%	121	41	33.9%
Iraq Section	121	40	33.1%	42	4	9.5%	163	44	27.0%
Region 8-Countries Outside Sections	501	262	52.3%	342	88	25.7%	843	350	41.5%
Region 8 - Apo/Fpo	112	89	79.5%	15	9	60.0%	127	98	77.2%

**Year-over-Year – Recruitment: 2011 Membership Year**

Section	August 2011	August 2010	# Change	% Change
South Africa Section	454	301	153	50.83%
U.K.& Rep Of Ireland Section	2108	1965	143	7.28%
Jordan Section	406	272	134	49.26%
Egypt Section	1063	942	121	12.85%
United Arab Emirates Section	619	501	118	23.55%
Germany Section	1145	1027	118	11.49%
Benelux Section	649	551	98	17.79%
Greece Section	525	432	93	21.53%
Russia Section	203	111	92	82.88%
Ukraine Section	179	108	71	65.74%
Republic Of Macedonia Section	95	37	58	156.76%
Hungary Section	99	53	46	86.79%
Portugal Section	289	245	44	17.96%
Russia (Northwest) Section	96	58	38	65.52%
Cyprus Section	86	50	36	72.00%
Belarus Section	36	6	30	500.00%
Latvia Section	52	23	29	126.09%
Denmark Section	144	115	29	25.22%
Saudi Arabia Section	349	322	27	8.39%
Serbia And Montenegro Section	140	120	20	16.67%
Tunisia Section	164	146	18	12.33%
Bahrain Section	31	15	16	106.67%

**Year-over-Year – Recruitment: 2011 Membership Year**

Section	August 2011	August 2010	# Change	% Change
Iraq Section	105	91	14	15.38%
Czechoslovakia Section	119	105	14	13.33%
Bosnia And Herzegovina Section	39	29	10	34.48%
Russia (Siberia) Section	48	43	5	11.63%
Kenya Section	19	17	2	11.76%
Lithuanian Section	17	17	0	0.00%
Qatar Section	86	87	-1	-1.15%
Iceland Section	24	26	-2	-7.69%
Estonia Section	22	25	-3	-12.00%
Austria Section	203	207	-4	-1.93%
Romania Section	176	180	-4	-2.22%
Sweden Section	311	316	-5	-1.58%
Zambia Section	17	22	-5	-22.73%
Poland Section	213	220	-7	-3.18%
Finland Section	185	195	-10	-5.13%
Croatia Section	120	131	-11	-8.40%
Slovenia Section	31	43	-12	-27.91%
Switzerland Section	299	312	-13	-4.17%
Oman Section	81	94	-13	-13.83%
Ghana section	60	75	-15	-20.00%
Malta Section	33	50	-17	-34.00%





**Year-over-Year – Recruitment: 2011 Membership Year**

Section	August 2011	August 2010	# Change	% Change
Norway Section	134	153	-19	-12.42%
Israel Section	141	169	-28	-16.57%
Morocco Section	64	98	-34	-34.69%
France Section	799	836	-37	-4.43%
Italy Section	643	684	-41	-5.99%
Lebanon Section	312	353	-41	-11.61%
Bulgaria Section	67	109	-42	-38.53%
Nigeria Section	539	595	-56	-9.41%
Spain Section	506	596	-90	-15.10%
Kuwait Section	89	180	-91	-50.56%
Western Saudi Arabia Section	157	265	-108	-40.75%
Turkey Section	875	1034	-159	-15.38%
Iran Section	1152	1435	-283	-19.72%
Region 8 - Apo/Fpo	33	23	10	43.48%
Region 8-Countries Outside Sections	697	416	281	67.55%

< END >