



# Membership Development Report – July 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 volunteers,



Today I received the MD report for July 2011, and I am happy to share it with you. We are well underway to reach the 400000 member level again this year, and we are also moving closer to the point where the number of non-USA members surpasses that of the USA member-base. The turning point might be reached this year, or maybe next year... E-membership might be a real driver for this to happen (<http://www.ieee.org/emember>)

In this report you also find the GOLD data. Have a look at the data for your section. Does your section have a GOLD group? Contact the GOLD team of our region for more information: <http://www.ieee.org/r8gold>

–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 (JULY)
<b>Total Membership</b>	<b>69,013</b>	<b>2,171</b>	<b>3.2%</b>			<b>16,565</b>
• Higher-Grade	48,771	1,778	3.8%	3,050	86.0%	4,874
• Students	20,242	393	1.9%	-	-	11,691
IEEE Worldwide - Total	379,266	7,759	2.1%	13,350	11,625	83,905

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	78.6%	76.0%	38.8%	73.7%
Region – 1 <sup>st</sup> -Year Members	39.5%	61.8%	29.2%	41.5%
IEEE – Total Members	81.9%	68.8%	32.2%	74.3%
IEEE – 1 <sup>st</sup> Year Members	37.1%	49.3%	25.7%	34.3%

First-Year Member Engagement	2011 Membership Cycle	2011 Membership Cycle
Recruitment	Work on member recruitment. eMembership is available.	New members can join with Half-Year Dues up to 15 August.
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	<i>Once a month, the New Member Alert message goes out to MD and Section Chairs on record.</i>	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 all members in arrears. Student members 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> ?	



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<b>Best Section Total Retention</b>	88.0% - Switzerland Section	85.6% - Spain Section
	86.9% - Slovenia Section	84.6% - Austria Section
	86.5% - Zambia Section	84.1% - Germany Section

<b>Top Section Recruitment Year over Year (Feb-Feb)</b>	<b>Numeric Growth</b>	<b>Percentage Growth</b>
	172 – South Africa Section	500.00% - Belarus Section
	153 – U.K. & Rep of Ireland Section	156.76% - Republic of Macedonia Section
	124 – Egypt Section	147.62% - Latvia Section

<b>MD Resource Links</b>	IEEE Region 8	<a href="http://www.ieee.org/r8">www.ieee.org/r8</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 - July 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>	3,078	3,597	(519)	14.4%	503	474	29	6.1%	3,581	4,071	(490)	12.0%
<b>2</b>	3,059	3,584	(525)	14.6%	497	505	(8)	1.6%	3,556	4,089	(533)	13.0%
<b>3</b>	2,975	3,683	(708)	19.2%	594	603	(9)	1.5%	3,569	4,286	(717)	16.7%
<b>4</b>	2,499	3,088	(589)	19.1%	474	448	26	5.8%	2,973	3,536	(563)	15.9%
<b>5</b>	3,107	3,581	(474)	13.2%	479	459	20	4.4%	3,586	4,040	(454)	11.2%
<b>6</b>	5,687	6,314	(627)	9.9%	869	804	65	8.1%	6,556	7,118	(562)	-7.9%
<b>R 1-6</b>	20,405	23,847	(3,442)	14.4%	3,416	3,293	123	3.7%	23,821	27,140	(3,319)	12.2%
<b>7</b>	2,483	2,932	(449)	15.3%	628	615	13	2.1%	3,111	3,547	(436)	12.3%
<b>8</b>	9,590	9,703	(113)	1.2%	2,239	2,197	42	1.9%	11,829	11,900	(71)	-0.6%
<b>9</b>	1,910	1,895	15	0.8%	298	332	(34)	10.2%	2,208	2,227	(19)	-0.9%
<b>10</b>	8,823	8,976	(153)	1.7%	1,165	1,354	(189)	14.0%	9,988	10,330	(342)	-3.3%
<b>R 7-10</b>	22,806	23,506	(700)	3.0%	4,330	4,498	(168)	3.7%	27,136	28,004	(868)	-3.1%
<b>TOTAL</b>	<b>43,211</b>	<b>47,353</b>	<b>(4,142)</b>	<b>8.7%</b>	<b>7,746</b>	<b>7,791</b>	<b>(45)</b>	<b>0.6%</b>	<b>50,957</b>	<b>55,144</b>	<b>4,187</b>	<b>7.6%</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 – July 2011**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2330	2078	89.2%	391	317	81.1%	2,721	2,395	88.0%
Slovenia Section	270	239	88.5%	44	34	77.3%	314	273	86.9%
Zambia Section	125	108	86.4%	1	1	100.0%	126	109	86.5%
Spain Section	2941	2563	87.1%	810	647	79.9%	3,751	3,210	85.6%
Austria Section	847	726	85.7%	335	274	81.8%	1,182	1,000	84.6%
Germany Section	5533	4703	85.0%	1483	1199	80.8%	7,016	5,902	84.1%
Italy Section	3679	3161	85.9%	701	523	74.6%	4,380	3,684	84.1%
Denmark Section	611	518	84.8%	119	93	78.2%	730	611	83.7%
Norway Section	881	754	85.6%	136	96	70.6%	1,017	850	83.6%
Sweden Section	1550	1313	84.7%	434	345	79.5%	1,984	1,658	83.6%
Hungary Section	310	257	82.9%	77	64	83.1%	387	321	82.9%
Serbia And Montenegro Section	437	378	86.5%	194	143	73.7%	631	521	82.6%
Croatia Section	451	392	86.9%	252	188	74.6%	703	580	82.5%
Cyprus Section	171	143	83.6%	70	55	78.6%	241	198	82.2%
Benelux Section	2725	2264	83.1%	761	592	77.8%	3,486	2,856	81.9%
Romania Section	830	683	82.3%	157	123	78.3%	987	806	81.7%
Portugal Section	763	631	82.7%	345	273	79.1%	1,108	904	81.6%
Finland Section	803	659	82.1%	259	193	74.5%	1,062	852	80.2%
Russia (Siberia) Section	134	110	82.1%	50	37	74.0%	184	147	79.9%
Russia Section	442	354	80.1%	70	44	62.9%	512	398	77.7%
Poland Section	695	604	86.9%	221	104	47.1%	916	708	77.3%
Latvia Section	70	54	77.1%	22	17	77.3%	92	71	77.2%



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Greece Section	1440	1141	79.2%	600	427	71.2%	2,040	1,568	76.9%
Israel Section	1103	867	78.6%	102	58	56.9%	1,205	925	76.8%
Bosnia And Herzegovina Section	120	89	74.2%	64	52	81.3%	184	141	76.6%
Republic Of Macedonia Section	91	77	84.6%	53	33	62.3%	144	110	76.4%
Czechoslovakia Section	486	388	79.8%	101	59	58.4%	587	447	76.1%
France Section	3106	2400	77.3%	540	375	69.4%	3,646	2,775	76.1%
U.K.& Rep Of Ireland Section	8167	6383	78.2%	1709	1132	66.2%	9,876	7,515	76.1%
Lithuanian Section	78	60	76.9%	18	13	72.2%	96	73	76.0%
Estonia Section	77	60	77.9%	26	17	65.4%	103	77	74.8%
Malta Section	108	84	77.8%	70	49	70.0%	178	133	74.7%
South Africa Section	777	575	74.0%	249	170	68.3%	1,026	745	72.6%
Belarus Section	37	28	75.7%	9	5	55.6%	46	33	71.7%
Ukraine Section	300	217	72.3%	92	55	59.8%	392	272	69.4%
Bahrain Section	77	53	68.8%	6	4	66.7%	83	57	68.7%
Iceland Section	61	50	82.0%	35	14	40.0%	96	64	66.7%
Russia (Northwest) Section	145	124	85.5%	61	13	21.3%	206	137	66.5%
Kenya Section	78	52	66.7%	6	3	50.0%	84	55	65.5%
Bulgaria Section	234	155	66.2%	83	34	41.0%	317	189	59.6%
Qatar Section	169	111	65.7%	49	15	30.6%	218	126	57.8%
United Arab Emirates Section	676	455	67.3%	488	201	41.2%	1,164	656	56.4%
Saudi Arabia Section	630	402	63.8%	175	51	29.1%	805	453	56.3%
Turkey Section	999	643	64.4%	1222	463	37.9%	2,221	1,106	49.8%



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Iran Section	1017	413	40.6%	1423	747	52.5%	2,440	1,160	47.5%
Egypt Section	669	409	61.1%	1108	395	35.6%	1,777	804	45.2%
Western Saudi Arabia Section	252	140	55.6%	184	54	29.3%	436	194	44.5%
Tunisia Section	194	77	39.7%	193	93	48.2%	387	170	43.9%
Lebanon Section	249	156	62.7%	477	156	32.7%	726	312	43.0%
Nigeria Section	754	336	44.6%	285	87	30.5%	1,039	423	40.7%
Kuwait Section	144	91	63.2%	145	17	11.7%	289	108	37.4%
Morocco Section	76	34	44.7%	75	21	28.0%	151	55	36.4%
Oman Section	111	64	57.7%	88	8	9.1%	199	72	36.2%
Jordan Section	208	123	59.1%	298	49	16.4%	506	172	34.0%
Ghana Section	93	32	34.4%	29	9	31.0%	122	41	33.6%
Iraq Section	121	40	33.1%	42	4	9.5%	163	44	27.0%
Reg 8-Countries Outside Sections	506	260	51.4%	337	87	25.8%	843	347	41.2%
Region 8 - Apo/Fpo	112	89	79.5%	15	9	60.0%	127	98	77.2%



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

Section	July 2011	July 2010	# Change	% Change
South Africa Section	444	272	172	63.24%
U.K.& Rep Of Ireland Section	2006	1853	153	8.26%
Egypt Section	1027	903	124	13.73%
Germany Section	1085	963	122	12.67%
Jordan Section	390	271	119	43.91%
United Arab Emirates Section	603	495	108	21.82%
Russia Section	200	106	94	88.68%
Benelux Section	618	525	93	17.71%
Greece Section	508	423	85	20.09%
Ukraine Section	177	107	70	65.42%
Republic Of Macedonia Section	95	37	58	156.76%
Hungary Section	97	50	47	94.00%
Portugal Section	283	237	46	19.41%
Russia (Northwest) Section	95	58	37	63.79%
Cyprus Section	85	49	36	73.47%
Saudi Arabia Section	345	312	33	10.58%
Latvia Section	52	21	31	147.62%
Denmark Section	135	104	31	29.81%
Belarus Section	36	6	30	500.00%
Serbia And Montenegro Section	138	118	20	16.95%
Tunisia Section	164	144	20	13.89%
Bahrain Section	31	13	18	138.46%
Iraq Section	103	90	13	14.44%





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

Section	July 2011	July 2010	# Change	% Change
Bosnia And Herzegovina Section	37	26	11	42.31%
Czechoslovakia Section	115	104	11	10.58%
Russia (Siberia) Section	48	43	5	11.63%
Sweden Section	296	292	4	1.37%
Lithuanian Section	17	16	1	6.25%
Qatar Section	85	84	1	1.19%
Austria Section	190	189	1	0.53%
Kenya Section	15	15	0	0.00%
Switzerland Section	286	288	-2	-0.69%
Estonia Section	22	24	-2	-8.33%
Iceland Section	22	26	-4	-15.38%
Zambia Section	17	22	-5	-22.73%
Poland Section	207	216	-9	-4.17%
Croatia Section	118	127	-9	-7.09%
Romania Section	168	178	-10	-5.62%
Norway Section	126	137	-11	-8.03%
Slovenia Section	31	42	-11	-26.19%
Malta Section	30	41	-11	-26.83%
Oman Section	80	94	-14	-14.89%
France Section	772	787	-15	-1.91%



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

Section	July 2011	July 2010	# Change	% Change
Ghana section	55	70	-15	-21.43%
Finland Section	168	188	-20	-10.64%
Israel Section	137	157	-20	-12.74%
Nigeria Section	471	498	-27	-5.42%
Italy Section	627	660	-33	-5.00%
Morocco Section	62	98	-36	-36.73%
Lebanon Section	307	350	-43	-12.29%
Bulgaria Section	50	103	-53	-51.46%
Kuwait Section	86	176	-90	-51.14%
Spain Section	479	576	-97	-16.84%
Western Saudi Arabia Section	149	264	-115	-43.56%
Turkey Section	831	1000	-169	-16.90%
Iran Section	1066	1408	-342	-24.29%
Region 8 - Apo/Fpo	29	21	8	38.10%
Region 8-Countries Outside Sections	649	358	291	81.28%

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