



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



Dear membership development enthusiasts,

The summer has started (at least in the Northern hemisphere), which means that we can notice a general decline in IEEE activities. For the MD officer, this period is in the middle between the renewal period and the recruitment period. In the meantime, think of your students that graduated recently and who will become a regular member from the next year. We also noticed a decline in regular student membership, which you might consider as an action point to retain these members for the following year(s).

–Dirk Van Hertem, Membership Development Chair, Region 8

Regional Snapshot	Total this Month	'11 vs. '10	% Change	2011 1 st Year HG Retention Goal	2011 1 st Year HG R8 Retention Achieved	2011 New Members (MAY)
Total Membership	65,633	1799	2.8%			14,234
• Higher-Grade	44,523	1501	3.5%	3,050	83.0%	3,971
• Students	21,110	298	1.43%	-	-	10,263
IEEE Worldwide - Total	361,373	4,406	1.2%	13,350	11,237	71,447

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	77.7%	73.9%	37.9%	72.6%
Region – 1 st -Year Members	38.1%	59.7%	28.3%	40.1%
IEEE – Total Members	81.0%	66.8%	31.3%	73.3%
IEEE – 1 st Year Members	35.9%	47.4%	24.8%	33.1%

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: 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	<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 (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	87.1% - Switzerland Section	85.0% - Spain Section
	86.6% - Slovenia Section	83.6% - Austria Section
	85.7% - Zambia Section	83.1% - Germany Section

Top Section Recruitment Year over Year	Numeric Growth	
	153 – South Africa Section	112 – United Arab Emirates Section
	132 – U.K. & Rep of Ireland Section	107 – Egypt Section
	144 – Germany Section	100 – Jordan Section

MD Resource Links	IEEE Region 8	www.ieee.org/r8
	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 - May 2011												
REGION	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%
1	2,433	2,340	93	4.0%	773	696	77	11.1%	3,206	3,036	170	5.6%
2	2,493	2,388	105	4.4%	716	704	12	1.7%	3,209	3,092	117	3.8%
3	2,380	2,269	111	4.9%	873	906	(33)	-3.6%	3,253	3,175	78	2.5%
4	2,024	1,958	66	3.4%	693	658	35	5.3%	2,717	2,616	101	3.9%
5	2,577	2,461	116	4.7%	736	676	60	8.9%	3,313	3,137	176	5.6%
6	4,526	4,321	205	4.7%	1,246	1,145	101	8.8%	5,772	5,466	306	5.6%
R 1-6	16,433	15,737	696	4.4%	5,037	4,785	252	5.3%	21,470	20,522	948	4.6%
7	2,075	1,981	94	4.7%	810	767	43	5.6%	2,885	2,748	137	5.0%
8	7,647	6,711	936	13.9%	2,859	2,541	318	12.5%	10,506	9,252	1,254	13.6%
9	1,574	1,268	306	24.1%	415	388	27	7.0%	1,989	1,656	333	20.1%
10	6,625	5,420	1,205	22.2%	1,609	1,370	239	17.4%	8,234	6,790	1,444	21.3%
R 7-10	17,921	15,380	2,541	16.5%	5,693	5,066	627	12.4%	23,614	20,446	3,168	15.5%
TOTAL	34,354	31,117	3,237	10.4%	10,730	9,851	879	8.9%	45,084	40,968	4,116	10.0%

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 – May 2011

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2330	2063	88.5%	391	306	78.3%	2,721	2,369	87.1%
Slovenia Section	270	238	88.1%	44	34	77.3%	314	272	86.6%
Zambia Section	125	107	85.6%	1	1	100.0%	126	108	85.7%
Spain Section	2941	2548	86.6%	810	639	78.9%	3,751	3,187	85.0%
Austria Section	847	720	85.0%	335	268	80.0%	1,182	988	83.6%
Germany Section	5533	4665	84.3%	1483	1167	78.7%	7,016	5,832	83.1%
Norway Section	881	750	85.1%	136	95	69.9%	1,017	845	83.1%
Italy Section	3679	3126	85.0%	701	510	72.8%	4,380	3,636	83.0%
Hungary Section	310	255	82.3%	77	64	83.1%	387	319	82.4%
Serbia And Montenegro Section	437	378	86.5%	194	142	73.2%	631	520	82.4%
Denmark Section	611	510	83.5%	119	91	76.5%	730	601	82.3%
Sweden Section	1550	1300	83.9%	434	333	76.7%	1,984	1,633	82.3%
Croatia Section	451	390	86.5%	252	187	74.2%	703	577	82.1%
Cyprus Section	171	142	83.0%	70	54	77.1%	241	196	81.3%
Benelux Section	2725	2243	82.3%	761	578	76.0%	3,486	2,821	80.9%
Portugal Section	763	627	82.2%	345	267	77.4%	1,108	894	80.7%
Romania Section	830	678	81.7%	157	118	75.2%	987	796	80.6%
Russia (Siberia) Section	134	110	82.1%	50	36	72.0%	184	146	79.3%
Finland Section	803	652	81.2%	259	187	72.2%	1,062	839	79.0%
Latvia Section	70	54	77.1%	22	17	77.3%	92	71	77.2%
Russia Section	442	350	79.2%	70	43	61.4%	512	393	76.8%



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REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Bosnia And Herzegovina Section	120	89	74.2%	64	52	81.3%	184	141	76.6%
Poland Section	695	597	85.9%	221	104	47.1%	916	701	76.5%
Lithuanian Section	78	60	76.9%	18	13	72.2%	96	73	76.0%
Greece Section	1440	1127	78.3%	600	422	70.3%	2,040	1,549	75.9%
Israel Section	1103	852	77.2%	102	54	52.9%	1,205	906	75.2%
Republic Of Macedonia Section	91	77	84.6%	53	31	58.5%	144	108	75.0%
Czechoslovakia Section	486	384	79.0%	101	56	55.4%	587	440	75.0%
Malta Section	108	84	77.8%	70	49	70.0%	178	133	74.7%
U.K.& Rep Of Ireland Section	8167	6276	76.8%	1709	1093	64.0%	9,876	7,369	74.6%
France Section	3106	2363	76.1%	540	355	65.7%	3,646	2,718	74.5%
Estonia Section	77	60	77.9%	26	16	61.5%	103	76	73.8%
Belarus Section	37	28	75.7%	9	5	55.6%	46	33	71.7%
South Africa Section	777	567	73.0%	249	158	63.5%	1,026	725	70.7%
Ukraine Section	300	217	72.3%	92	55	59.8%	392	272	69.4%
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%
Bahrain Section	77	51	66.2%	6	4	66.7%	83	55	66.3%
Kenya Section	78	50	64.1%	6	3	50.0%	84	53	63.1%
Bulgaria Section	234	153	65.4%	83	34	41.0%	317	187	59.0%
Qatar Section	169	106	62.7%	49	14	28.6%	218	120	55.0%
United Arab Emirates Section	676	437	64.6%	488	198	40.6%	1,164	635	54.6%



Year-over-Year – Renewal: 2011 Membership Year – May 2011

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Saudi Arabia Section	630	389	61.7%	175	47	26.9%	805	436	54.2%
Turkey Section	999	634	63.5%	1222	449	36.7%	2,221	1,083	48.8%
Iran Section	1017	407	40.0%	1423	736	51.7%	2,440	1,143	46.8%
Egypt Section	669	395	59.0%	1108	389	35.1%	1,777	784	44.1%
Lebanon Section	249	155	62.2%	477	155	32.5%	726	310	42.7%
Western Saudi Arabia Section	252	130	51.6%	184	54	29.3%	436	184	42.2%
Tunisia Section	194	73	37.6%	193	88	45.6%	387	161	41.6%
Nigeria Section	754	320	42.4%	285	78	27.4%	1,039	398	38.3%
Morocco Section	76	34	44.7%	75	21	28.0%	151	55	36.4%
Kuwait Section	144	89	61.8%	145	16	11.0%	289	105	36.3%
Oman Section	111	63	56.8%	88	8	9.1%	199	71	35.7%
Jordan Section	208	121	58.2%	298	45	15.1%	506	166	32.8%
Ghana Section	93	30	32.3%	29	9	31.0%	122	39	32.0%
Iraq Section	121	37	30.6%	42	4	9.5%	163	41	25.2%
Reg 8-Countries Outside Sections	506	254	50.2%	337	83	24.6%	843	337	40.0%
Region 8 - Apo/Fpo	112	89	79.5%	15	9	60.0%	127	98	77.2%



Year-over-Year – Recruitment: 2011 Membership Year

Section	May 2011	May 2010	# Change	% Change
South Africa Section	392	239	153	64.02%
U.K.& Rep Of Ireland Section	1658	1526	132	8.65%
Germany Section	882	768	114	14.84%
United Arab Emirates Section	561	449	112	24.94%
Egypt Section	940	833	107	12.85%
Jordan Section	359	259	100	38.61%
Greece Section	447	353	94	26.63%
Russia Section	182	89	93	104.49%
Benelux Section	533	445	88	19.78%
Ukraine Section	164	105	59	56.19%
Portugal Section	244	190	54	28.42%
Hungary Section	86	40	46	115.00%
Cyprus Section	79	44	35	79.55%
Russia (Northwest) Section	87	52	35	67.31%
Denmark Section	117	83	34	40.96%
France Section	643	612	31	5.07%
Latvia Section	49	21	28	133.33%
Belarus Section	31	5	26	520.00%
Sweden Section	254	234	20	8.55%



Year-over-Year – Recruitment: 2011 Membership Year

Section	May 2011	May 2010	# Change	% Change
Bahrain Section	24	11	13	118.18%
Serbia And Montenegro Section	127	114	13	11.40%
Tunisia Section	128	116	12	10.34%
Bosnia And Herzegovina Section	34	24	10	41.67%
Qatar Section	79	73	6	8.22%
Czechoslovakia Section	92	86	6	6.98%
Iraq Section	93	87	6	6.90%
Saudi Arabia Section	290	284	6	2.11%
Republic Of Macedonia Section	40	36	4	11.11%
Nigeria Section	350	347	3	0.86%
Kenya Section	12	10	2	20.00%
Switzerland Section	233	231	2	0.87%
Austria Section	158	158	0	0.00%
Russia (Siberia) Section	42	42	0	0.00%
Iceland Section	20	21	-1	-4.76%
Lithuanian Section	15	16	-1	-6.25%
Oman Section	62	64	-2	-3.13%
Zambia Section	15	20	-5	-25.00%
Estonia Section	17	24	-7	-29.17%
Romania Section	147	156	-9	-5.77%



Year-over-Year – Recruitment: 2011 Membership Year

Section	May 2011	May 2010	# Change	% Change
Israel Section	117	127	-10	-7.87%
Malta Section	30	40	-10	-25.00%
Croatia Section	112	123	-11	-8.94%
Slovenia Section	30	41	-11	-26.83%
Norway Section	109	122	-13	-10.66%
Finland Section	143	162	-19	-11.73%
Poland Section	182	202	-20	-9.90%
Ghana section	44	67	-23	-34.33%
Morocco Section	56	82	-26	-31.71%
Bulgaria Section	48	96	-48	-50.00%
Lebanon Section	292	346	-54	-15.61%
Italy Section	511	576	-65	-11.28%
Kuwait Section	79	168	-89	-52.98%
Spain Section	388	484	-96	-19.83%
Western Saudi Arabia Section	134	250	-116	-46.40%
Turkey Section	720	899	-179	-19.91%
Region 8 - Apo/Fpo	21	17	4	23.53%
Reg 8-Countries Outside Sections	541	246	295	119.92%

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