



Membership Development Report – March 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.



Please find the March report below

–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	2010 New Members (MAR)
Total Membership	60,861	1358	2.3%			10,906
• Higher-Grade	42,583	1084	2.6%	3,050	77.8%	3030
• Students	18,278	324	1.79%	-	-	7876
IEEE Worldwide - Total	339,191	2,954	0.9%	13,350	10,603	57,196

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	75.7%	70.5%	35.5%	70.3%
Region – 1 st -Year Members	35.7%	55.7%	26.2%	37.5%
IEEE – Total Members	79.1%	63.3%	29.0%	71.2%
IEEE – 1 st Year Members	33.8%	44.4%	22.7%	30.8%

First-Year Member Engagement	2011 Membership Cycle	
Recruitment	Work on member recruitment.	New members can join with Half-Year Dues as of 1 March.
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.	(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	85.8% - Switzerland Section	81.9% - Serbia and Montenegro Section
	85.0% - Slovenia Section	81.9% - Austria Section
	83.6% - Spain Section	81.8% - Germany Section

Top Section Recruitment Year over Year (Feb-Feb)	Numeric Growth	
	126 – U.K. & Rep of Ireland Section	
	104 – Germany Section	
	88 – Benelux 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 - March 2011												
REGION	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%
1	2,293	2,212	81	3.7%	642	566	76	13.4%	2,935	2,778	157	5.7%
2	2,344	2,259	85	3.8%	622	593	29	4.9%	2,966	2,852	114	4.0%
3	2,248	2,170	78	3.6%	728	702	26	3.7%	2,976	2,872	104	3.6%
4	1,926	1,893	33	1.7%	588	524	64	12.2%	2,514	2,417	97	4.0%
5	2,455	2,358	97	4.1%	618	558	60	10.8%	3,073	2,916	157	5.4%
6	4,262	4,110	152	3.7%	1,097	986	111	11.3%	5,359	5,096	263	5.2%
R 1-6	15,528	15,002	526	3.5%	4,295	3,929	366	9.3%	19,823	18,931	892	4.7%
7	1,991	1,908	83	4.4%	748	690	58	8.4%	2,739	2,598	141	5.4%
8	7,219	6,353	866	13.6%	2,657	2,314	343	14.8%	9,876	8,667	1,209	13.9%
9	1,486	1,190	296	24.9%	388	341	47	13.8%	1,874	1,531	343	22.4%
10	6,218	4,974	1,244	25.0%	1,485	1,192	293	24.6%	7,703	6,166	1,537	24.9%
R 7-10	16,914	14,425	2,489	17.3%	5,278	4,537	741	16.3%	22,192	18,962	3,230	17.0%
TOTAL	32,442	29,427	3,015	10.2%	9,573	8,466	1,107	13.1%	42,015	37,893	4,122	10.9%

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: 2011 Membership Year – March 2011

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2330	2038	87.5%	391	296	75.7%	2,721	2,334	85.8%
Slovenia Section	270	235	87.0%	44	32	72.7%	314	267	85.0%
Spain Section	2941	2515	85.5%	810	620	76.5%	3,751	3,135	83.6%
Serbia And Montenegro Section	437	376	86.0%	194	141	72.7%	631	517	81.9%
Austria Section	847	708	83.6%	335	260	77.6%	1,182	968	81.9%
Germany Section	5533	4608	83.3%	1483	1133	76.4%	7,016	5,741	81.8%
Hungary Section	310	251	81.0%	77	63	81.8%	387	314	81.1%
Croatia Section	451	386	85.6%	252	184	73.0%	703	570	81.1%
Italy Section	3679	3057	83.1%	701	494	70.5%	4,380	3,551	81.1%
Norway Section	881	733	83.2%	136	91	66.9%	1,017	824	81.0%
Denmark Section	611	497	81.3%	119	88	73.9%	730	585	80.1%
Sweden Section	1550	1278	82.5%	434	309	71.2%	1,984	1,587	80.0%
Romania Section	830	669	80.6%	157	117	74.5%	987	786	79.6%
Benelux Section	2725	2207	81.0%	761	553	72.7%	3,486	2,760	79.2%
Portugal Section	763	616	80.7%	345	254	73.6%	1,108	870	78.5%
Russia (Siberia) Section	134	106	79.1%	50	36	72.0%	184	142	77.2%
Cyprus Section	171	136	79.5%	70	49	70.0%	241	185	76.8%
Finland Section	803	633	78.8%	259	179	69.1%	1,062	812	76.5%
Latvia Section	70	54	77.1%	22	16	72.7%	92	70	76.1%
Russia Section	442	344	77.8%	70	42	60.0%	512	386	75.4%
Poland Section	695	583	83.9%	221	100	45.2%	916	683	74.6%
Czechoslovakia Section	486	379	78.0%	101	56	55.4%	587	435	74.1%
Greece Section	1440	1099	76.3%	600	410	68.3%	2,040	1,509	74.0%



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REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Lithuanian Section	78	58	74.4%	18	13	72.2%	96	71	74.0%
Zambia Section	125	92	73.6%	1	1	100.0%	126	93	73.8%
Republic Of Macedonia Section	91	75	82.4%	53	31	58.5%	144	106	73.6%
Israel Section	1103	828	75.1%	102	55	53.9%	1,205	883	73.3%
U.K.& Rep Of Ireland Section	8167	6112	74.8%	1709	1051	61.5%	9,876	7,163	72.5%
Malta Section	108	82	75.9%	70	47	67.1%	178	129	72.5%
Belarus Section	37	28	75.7%	9	5	55.6%	46	33	71.7%
France Section	3106	2270	73.1%	540	329	60.9%	3,646	2,599	71.3%
Estonia Section	77	59	76.6%	26	14	53.8%	103	73	70.9%
Bosnia And Herzegovina Section	120	81	67.5%	64	49	76.6%	184	130	70.7%
Ukraine Section	300	216	72.0%	92	54	58.7%	392	270	68.9%
Russia (Northwest) Section	145	121	83.4%	61	12	19.7%	206	133	64.6%
South Africa Section	777	539	69.4%	249	107	43.0%	1,026	646	63.0%
Bahrain Section	77	48	62.3%	6	4	66.7%	83	52	62.7%
Iceland Section	61	46	75.4%	35	12	34.3%	96	58	60.4%
Kenya Section	78	47	60.3%	6	2	33.3%	84	49	58.3%
Bulgaria Section	234	149	63.7%	83	34	41.0%	317	183	57.7%
Qatar Section	169	103	60.9%	49	14	28.6%	218	117	53.7%
Saudi Arabia Section	630	371	58.9%	175	44	25.1%	805	415	51.6%
United Arab Emirates Section	676	415	61.4%	488	176	36.1%	1,164	591	50.8%
Turkey Section	999	609	61.0%	1222	419	34.3%	2,221	1,028	46.3%
Iran Section	1017	384	37.8%	1423	665	46.7%	2,440	1,049	43.0%



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Egypt Section	669	376	56.2%	1108	370	33.4%	1,777	746	42.0%
Lebanon Section	249	150	60.2%	477	151	31.7%	726	301	41.5%
Western Saudi Arabia Section	252	118	46.8%	184	51	27.7%	436	169	38.8%
Tunisia Section	194	58	29.9%	193	83	43.0%	387	141	36.4%
Oman Section	111	62	55.9%	88	8	9.1%	199	70	35.2%
Morocco Section	76	33	43.4%	75	20	26.7%	151	53	35.1%
Kuwait Section	144	85	59.0%	145	13	9.0%	289	98	33.9%
Nigeria Section	754	272	36.1%	285	67	23.5%	1,039	339	32.6%
Jordan Section	208	117	56.3%	298	39	13.1%	506	156	30.8%
Iraq Section	121	36	29.8%	42	4	9.5%	163	40	24.5%
Ghana Section	93	24	25.8%	29	5	17.2%	122	29	23.8%
Region 8-Countries Outside Sections	506	239	47.2%	337	75	22.3%	843	314	37.2%
Region 8 - Apo/Fpo	112	85	75.9%	15	9	60.0%	127	94	74.0%



Year-over-Year – Recruitment: 2011 Membership Year

Section	March 2011	March 2010	# Change	% Change
U.K.& Rep Of Ireland Section	1347	1221	126	10.32%
Germany Section	692	588	104	17.69%
Benelux Section	453	365	88	24.11%
United Arab Emirates Section	440	369	71	19.24%
Russia Section	143	73	70	95.89%
Saudi Arabia Section	233	171	62	36.26%
Tunisia Section	121	62	59	95.16%
Ukraine Section	152	94	58	61.70%
South Africa Section	214	159	55	34.59%
Portugal Section	183	129	54	41.86%
Greece Section	341	303	38	12.54%
Hungary Section	75	38	37	97.37%
Kuwait Section	74	43	31	72.09%
Denmark Section	95	64	31	48.44%
Latvia Section	42	12	30	250.00%
Russia (Northwest) Section	77	49	28	57.14%
Cyprus Section	63	38	25	65.79%
Belarus Section	28	4	24	600.00%
Egypt Section	454	433	21	4.85%
Sweden Section	203	183	20	10.93%
Ghana section	34	17	17	100.00%
Qatar Section	73	58	15	25.86%



Year-over-Year – Recruitment: 2011 Membership Year

Section	March 2011	March 2010	# Change	% Change
Serbia And Montenegro Section	123	110	13	11.82%
Iraq Section	84	73	11	15.07%
Bosnia And Herzegovina Section	28	21	7	33.33%
France Section	477	470	7	1.49%
Bahrain Section	14	9	5	55.56%
Nigeria Section	249	244	5	2.05%
Kenya Section	7	6	1	16.67%
Czechoslovakia Section	68	67	1	1.49%
Austria Section	127	126	1	0.79%
Iceland Section	17	19	-2	-10.53%
Republic Of Macedonia Section	32	35	-3	-8.57%
Estonia Section	16	20	-4	-20.00%
Switzerland Section	184	190	-6	-3.16%
Israel Section	87	93	-6	-6.45%
Oman Section	40	46	-6	-13.04%
Zambia Section	12	18	-6	-33.33%
Lithuanian Section	8	14	-6	-42.86%
Russia (Siberia) Section	32	39	-7	-17.95%
Romania Section	124	133	-9	-6.77%
Croatia Section	80	89	-9	-10.11%
Malta Section	24	37	-13	-35.14%



Year-over-Year – Recruitment: 2011 Membership Year

Section	March 2011	March 2010	# Change	% Change
Slovenia Section	23	38	-15	-39.47%
Norway Section	84	102	-18	-17.65%
Morocco Section	49	71	-22	-30.99%
Jordan Section	216	245	-29	-11.84%
Poland Section	149	179	-30	-16.76%
Finland Section	109	140	-31	-22.14%
Lebanon Section	272	315	-43	-13.65%
Bulgaria Section	43	95	-52	-54.74%
Western Saudi Arabia Section	113	175	-62	-35.43%
Italy Section	393	465	-72	-15.48%
Spain Section	318	399	-81	-20.30%
Turkey Section	532	661	-129	-19.52%
Iran Section	839	1069	-230	-21.52%
Region 8 - Apo/Fpo	18	13	5	38.46%
Region 8-Countries Outside Sections	378	166	212	127.71%

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