



Membership Development Report – February 2011

Europe, Middle East, Africa (Region 8)



This MD report is issued on behalf of IEEE Region 8, and the IEEE Member & Geographic Activities Board.



Dear MD officer,
 The Terminator has struck again, and the members in arrears have been removed from the member lists. We are doing quite well, with a small increase over last year. This increase can be fully accounted to the increase in higher grade members, the student member count reduced slightly.
 In this report you can find the renewal and recruitment data for your section. Please look at them and see how you compare to neighboring sections. If you are low in the recruitment AND the retention lists, please consider changing your MD strategy and contact the MD team at IEEE-R8MD@listserv.ieee.org.
 The first year membership retention remains low, especially with the higher grade members. Please consider targeting them specifically during your events, they might not know of all the benefits of IEEE.
 –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 (FEB)
Total Membership	56,228	677	1.2%			8428
• Higher-Grade	40,429	734	1.8%	3,050	75.3%	2332
• Students	15,799	- 57	- 0.3%	-	-	6096
IEEE Worldwide - Total	315,884	2,775	0.9%	13,350	10,281	44,458
2011 Retention Dashboard / Benchmark	Cumulative – Through This Month					
	Professionals	Graduate Students	Undergraduate Students	Total		
Region – Total Members	74.1%	68.3%	32.8%	68.5%		
Region – 1 st -Year Members	34.4%	53.3%	23.3%	35.3%		
IEEE – Total Members	77.7%	61.5%	26.6%	67.7%		
IEEE – 1 st Year Members	32.7%	42.7%	20.5%	29.1%		
First-Year Member Engagement	2011 Membership Cycle		2011 Membership Cycle			
Recruitment	Arrears notices are going out to members in arrears following the service deactivation on 26 February.		New members can join with Half-Year Dues as of 1 March.			
MGA Operations	New members are invited to new member web page, includes link to recorded orientation session and FAQ page: http://www.ieee.org/membership_services/membership/welcome.html		Weekly – New members receive welcome kit mailing Monthly - 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 ?			
SAMIEEEE Queries	Use the pre-defined queries in SAMIEEEE to identify members in arrears.		(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 www.ieee.org/md ?					



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

Best Section Total Retention	84.8% - Switzerland Section	81.1% - Serbia and Montenegro Section
	84.1% - Slovenia Section	81.0% - Germany Section
	81.7% - Spain Section	80.6% - Austria Section

Top Section Recruitment Year over Year (Feb-Feb)	Numeric Growth	
	100 – U.K. & Rep of Ireland Section	61 - Germany Section
	74 – Saudi Arabia Section	60 - Ukraine Section
	65 – Russia Section	57 - Greece 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

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.

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.

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 – February 2011

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2330	2022	86.8%	391	285	72.9%	2,721	2,307	84.8%
Slovenia Section	270	232	85.9%	44	32	72.7%	314	264	84.1%
Spain Section	2946	2461	83.5%	805	602	74.8%	3,751	3,063	81.7%
Serbia And Montenegro Section	438	373	85.2%	193	139	72.0%	631	512	81.1%
Germany Section	5537	4562	82.4%	1479	1119	75.7%	7,016	5,681	81.0%
Austria Section	847	696	82.2%	335	257	76.7%	1,182	953	80.6%
Croatia Section	451	384	85.1%	252	180	71.4%	703	564	80.2%
Norway Section	882	721	81.7%	135	88	65.2%	1,017	809	79.5%
Italy Section	3682	2984	81.0%	698	482	69.1%	4,380	3,466	79.1%
Denmark Section	611	491	80.4%	119	85	71.4%	730	576	78.9%
Sweden Section	1553	1259	81.1%	431	298	69.1%	1,984	1,557	78.5%
Romania Section	832	658	79.1%	155	114	73.5%	987	772	78.2%
Hungary Section	310	239	77.1%	77	63	81.8%	387	302	78.0%
Benelux Section	2728	2177	79.8%	758	542	71.5%	3,486	2,719	78.0%
Portugal Section	766	607	79.2%	342	245	71.6%	1,108	852	76.9%
Russia (Siberia) Section	135	106	78.5%	49	35	71.4%	184	141	76.6%
Cyprus Section	171	135	78.9%	70	49	70.0%	241	184	76.3%
Finland Section	805	622	77.3%	257	174	67.7%	1,062	796	75.0%
Lithuanian Section	78	58	74.4%	18	13	72.2%	96	71	74.0%
Latvia Section	70	54	77.1%	22	14	63.6%	92	68	73.9%
Zambia Section	125	92	73.6%	1	1	100.0%	126	93	73.8%
Russia Section	442	336	76.0%	70	40	57.1%	512	376	73.4%



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Poland Section	696	573	82.3%	220	95	43.2%	916	668	72.9%
Czechoslovakia Section	486	373	76.7%	101	54	53.5%	587	427	72.7%
Greece Section	1439	1076	74.8%	601	403	67.1%	2,040	1,479	72.5%
Belarus Section	37	28	75.7%	9	5	55.6%	46	33	71.7%
Malta Section	108	81	75.0%	70	46	65.7%	178	127	71.3%
U.K. & Rep Of Ireland Section	8178	6012	73.5%	1698	1015	59.8%	9,876	7,027	71.2%
Bosnia And Herzegovina Section	120	81	67.5%	64	49	76.6%	184	130	70.7%
Estonia Section	77	58	75.3%	26	14	53.8%	103	72	69.9%
Israel Section	1103	788	71.4%	102	53	52.0%	1,205	841	69.8%
France Section	3106	2207	71.1%	540	315	58.3%	3,646	2,522	69.2%
Ukraine Section	301	215	71.4%	91	52	57.1%	392	267	68.1%
Republic Of Macedonia Section	95	74	77.9%	49	20	40.8%	144	94	65.3%
Russia (Northwest) Section	145	120	82.8%	61	12	19.7%	206	132	64.1%
South Africa Section	779	523	67.1%	247	98	39.7%	1,026	621	60.5%
Bahrain Section	77	46	59.7%	6	4	66.7%	83	50	60.2%
Iceland Section	61	43	70.5%	35	12	34.3%	96	55	57.3%
Kenya Section	78	45	57.7%	6	2	33.3%	84	47	56.0%
Bulgaria Section	235	142	60.4%	82	32	39.0%	317	174	54.9%
Qatar Section	169	102	60.4%	49	14	28.6%	218	116	53.2%
Saudi Arabia Section	630	355	56.3%	175	41	23.4%	805	396	49.2%



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
United Arab Emirates Section	677	402	59.4%	487	164	33.7%	1,164	566	48.6%
Turkey Section	1002	589	58.8%	1219	403	33.1%	2,221	992	44.7%
Egypt Section	673	367	54.5%	1104	360	32.6%	1,777	727	40.9%
Lebanon Section	250	147	58.8%	476	146	30.7%	726	293	40.4%
Tunisia Section	194	55	28.4%	193	82	42.5%	387	137	35.4%
Western Saudi Arabia Section	255	112	43.9%	181	37	20.4%	436	149	34.2%
Iran Section	1045	358	34.3%	1395	474	34.0%	2,440	832	34.1%
Morocco Section	76	32	42.1%	75	19	25.3%	151	51	33.8%
Oman Section	111	56	50.5%	88	8	9.1%	199	64	32.2%
Kuwait Section	144	81	56.3%	145	10	6.9%	289	91	31.5%
Nigeria Section	754	252	33.4%	285	61	21.4%	1,039	313	30.1%
Jordan Section	208	114	54.8%	298	37	12.4%	506	151	29.8%
Iraq Section	121	35	28.9%	42	4	9.5%	163	39	23.9%
Region 8 - Apo/Fpo	113	83	73.5%	14	7	50.0%	127	90	70.9%
Region 8-Countries Outside Sections	510	231	45.3%	333	68	20.4%	843	299	35.5%



Year-over-Year – Recruitment: 2011 Membership Year

Section	February 2011	February 2010	# Change	% Change
U.K.& Rep Of Ireland Section	1083	983	100	10.17%
Saudi Arabia Section	195	121	74	61.16%
Russia Section	124	59	65	110.17%
Germany Section	535	474	61	12.87%
Ukraine Section	140	80	60	75.00%
Greece Section	296	239	57	23.85%
Serbia And Montenegro Section	116	61	55	90.16%
Benelux Section	368	318	50	15.72%
Tunisia Section	106	60	46	76.67%
Portugal Section	156	110	46	41.82%
South Africa Section	106	68	38	55.88%
United Arab Emirates Section	358	321	37	11.53%
Hungary Section	56	21	35	166.67%
Denmark Section	79	49	30	61.22%
Latvia Section	38	10	28	280.00%
Nigeria Section	208	181	27	14.92%
Belarus Section	21	3	18	600.00%
Oman Section	28	10	18	180.00%
Ghana section	28	13	15	115.38%
Sweden Section	151	137	14	10.22%
Bosnia And Herzegovina Section	25	15	10	66.67%
Russia (Northwest) Section	48	38	10	26.32%



Year-over-Year – Recruitment: 2011 Membership Year

Section	February 2011	February 2010	# Change	% Change
Cyprus Section	38	29	9	31.03%
Qatar Section	58	49	9	18.37%
Bahrain Section	12	4	8	200.00%
Republic Of Macedonia Section	14	6	8	133.33%
Egypt Section	371	364	7	1.92%
Morocco Section	46	43	3	6.98%
Czechoslovakia Section	60	57	3	5.26%
Croatia Section	66	63	3	4.76%
Bulgaria Section	42	40	2	5.00%
Israel Section	70	70	0	0.00%
Kenya Section	5	5	0	0.00%
Iceland Section	16	19	-3	-15.79%
Estonia Section	15	18	-3	-16.67%
Slovenia Section	22	26	-4	-15.38%
Zambia Section	10	14	-4	-28.57%
Austria Section	99	105	-6	-5.71%
Russia (Siberia) Section	27	33	-6	-18.18%
Lithuanian Section	7	14	-7	-50.00%
Malta Section	21	31	-10	-32.26%
France Section	377	391	-14	-3.58%



Year-over-Year – Recruitment: 2011 Membership Year

Section	February 2011	February 2010	# Change	% Change
Norway Section	70	85	-15	-17.65%
Romania Section	100	119	-19	-15.97%
Iraq Section	39	61	-22	-36.07%
Italy Section	299	322	-23	-7.14%
Poland Section	131	155	-24	-15.48%
Kuwait Section	14	38	-24	-63.16%
Switzerland Section	130	157	-27	-17.20%
Finland Section	93	122	-29	-23.77%
Lebanon Section	226	280	-54	-19.29%
Western Saudi Arabia Section	86	146	-60	-41.10%
Jordan Section	138	204	-66	-32.35%
Turkey Section	405	504	-99	-19.64%
Spain Section	226	334	-108	-32.34%
Iran Section	529	778	-249	-32.01%
Region 8-Countries Outside Sections	283	137	146	106.57%
Region 8 - Apo/Fpo	18	11	7	63.64%

< END >