



# Membership Development Report – December 2010

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 Section MD Officers,

This December 2010 MD Report is my last one as the R8 MD Chair. I would like to use this opportunity to thank you all in the R8 Committee and in the Sections, especially the MD Officers, for the excellent cooperation. Our colleague and friend **Dirk Van Hertem** is the new appointed R8 MD Coordinator/Chair and I am sure he will be an excellent leader of our MD Team.



But let us continue with our everyday work. It is high time to take care about **2011 membership renewal**. Find the data for your Section on pages 4 – 6. Contact the pre-arrears in your Section and encourage them to renew.

Find also the recruitment data and the comparison to the data from 2009 for your Sections on pages 7 – 9. Are you happy with the data for your Section? I am asking you to **intensify the recruitment efforts in your Section**.

IEEE is offering a **new electronic membership** (e-Membership) option to individuals in developing nations (membership dues **63 US\$ only**). For more information visit [www.ieee.org/emember](http://www.ieee.org/emember).

Thank you for your efforts and best wishes for the future,

**Aleksandar Szabo**, 2010 Region 8 Membership Development Coordinator/Subcommittee Chair

Regional Snapshot	Total this Month	'10 vs. '09	% Change	2011 1 <sup>st</sup> Year HG Retention Goal	2011 1 <sup>st</sup> Year HG R8 Retention Achieved	2010 New Members (DEC)
<b>Total Membership</b>	<b>73,297</b>	<b>2,926</b>	<b>4.2%</b>			<b>4508</b>
• Higher-Grade	52,435	1,631	3.2%	3,050	49.6%	1100
• Students	20,862	1295	6.7%	-	-	3398
IEEE Worldwide - Total	407,541	10,540	2.7%	13,350	6,755	25,761

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	49.6%	47.8%	20.8%	46.1%
Region – 1 <sup>st</sup> -Year Members	22.2%	35.0%	14.2%	22.5%
IEEE – Total Members	56.5%	43.2%	15.0%	50.1%
IEEE – 1 <sup>st</sup> Year Members	21.2%	27.8%	11.0%	17.8%

First-Year Member Engagement	2011 Membership Cycle	2011 Membership Cycle
Renewals & Recruitment	Renewal invoices for 2011 membership year went out	Members joining now are members for the 2011 membership year.
MGA Operations	New members are invited to new member web page, includes 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>New Member Alert message is going out to MD Chairs on record.</i> Coordinate with your Section Chairs to fill vacant MD Chair positions.	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 new members, begin to look at those members who have not yet renewed.	(MD) All Members Joining Since Membership Year (MD) First Year Members Not Renewed (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>	66.4% - Switzerland Section	60.0% - Benelux Section
	60.9% - Germany Section	59.6% - Slovenia Section
	60.1% - Spain Section	59.5% - Denmark Section

<b>Top Section Recruitment Year over Year (Dec-Dec)</b>	<b>Difference of Members Recruited Since Beginning of the 2011 Membership Year and Members Recruited During the Equivalent Period one Year Before</b>	<b>We should intensify the recruitment efforts in our Sections!</b>
	104 - Egypt Section	58 - U.K. & Rep Of Ireland Section
	72 - Nigeria Section	42 - Benelux Section
	66 - Greece Section	39 - Ukraine Section

<b>Upcoming MD Opportunities</b>	<p><b>Monitor the Membership Statistics in your Section</b></p> <p>Go to <a href="http://www.ieee.org/samiee">www.ieee.org/samiee</a> and select <b>Geographic Membership Statistics</b> (not SAMIEE)</p> <p>You can get there the membership data for IEEE, the Regions and the Sections for every month.</p>	<p><b>Monitor the retention data in your Section</b></p> <p>Go to <a href="http://www.ieee.org/samiee">www.ieee.org/samiee</a> Select SAMIEE and the Geographic Predefined Queries.</p> <p>Use the <b>predefined query</b> 2010 Last Renewal Year for Members – Name, Grade, Email to get information about members who didn't renew for 2011 in your section!</p>
	<p><b>Recruitment</b></p> <p><b>Recruit NEW members in your Section!</b></p> <p>When recruiting make use of the <b>Member-Get-A-Member Program</b> <a href="http://www.ieee.org/mgm/">www.ieee.org/mgm/</a></p> <p>In Countries/Sections qualified for <b>e-Membership</b> <a href="http://www.ieee.org/emember">www.ieee.org/emember</a> offer it to new and renewing members</p> <p><b>Welcome new members in your Section!</b></p>	<p><b>IEEE Membership Promotion and Upgrading</b></p> <p>Promote IEEE Membership and recruit new members at <b>Section and Chapter Meetings</b> and at <b>conferences</b> held in your country/section.</p> <p><b>Help</b> members in your Section to <b>upgrade: Associate to Member Member to Senior Member</b></p> <p>For detailed information visit the Member Grade Elevation page <a href="http://www.ieee.org/md">www.ieee.org/md</a></p> <p><b>Upgraded members are more likely to renew.</b></p>

<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 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 Summary - 7 January 2011</b>												
REGION	Higher Grade (no GSM's) (Yes GOLD)				GSMs & STUDENTS (Yes GOLD)				TOTAL GOLD MEMBERS (Yes GOLD)			
	Dec-10	Nov-10	Change		Dec-10	Nov-10	Change		Dec-10	Nov-10	Change	
1	3743	3764	(21)	-0.6%	626	550	76	13.8%	4369	4314	55	1.3%
2	3736	3751	(15)	-0.4%	600	533	67	12.6%	4336	4284	52	1.2%
3	3864	3887	(23)	-0.6%	701	618	83	13.4%	4565	4505	60	1.3%
4	3158	3171	(13)	-0.4%	551	495	56	11.3%	3709	3666	43	1.2%
5	3817	3816	1	0.0%	561	488	73	15.0%	4378	4304	74	1.7%
6	6711	6703	8	0.1%	1054	952	102	10.7%	7765	7655	110	1.4%
<b>R 1-6</b>	<b>25029</b>	<b>25092</b>	<b>(63)</b>	<b>-0.3%</b>	<b>4093</b>	<b>3636</b>	<b>457</b>	<b>12.6%</b>	<b>29122</b>	<b>28728</b>	<b>394</b>	<b>1.4%</b>
7	3186	3248	(62)	-1.9%	702	638	64	10.0%	3895	3886	9	0.2%
8	11575	11649	(74)	-0.6%	2297	2045	252	12.3%	13918	13694	224	1.6%
9	2240	2188	52	2.4%	355	318	37	11.6%	2606	2506	100	4.0%
10	10381	10320	61	0.6%	1228	1087	141	13.0%	11641	11407	234	2.1%
<b>R 7-10</b>	<b>27382</b>	<b>27405</b>	<b>(23)</b>	<b>-0.1%</b>	<b>4582</b>	<b>4088</b>	<b>494</b>	<b>12.1%</b>	<b>32060</b>	<b>31493</b>	<b>567</b>	<b>1.8%</b>
<b>TOTAL</b>	<b>52,411</b>	<b>52,497</b>	<b>(86)</b>	<b>-0.2%</b>	<b>8,675</b>	<b>7,724</b>	<b>951</b>	<b>12.3%</b>	<b>61,182</b>	<b>60,221</b>	<b>961</b>	<b>1.6%</b>
<b>% R1-6</b>	48%	48%			46%	46%			48%	48%		
<b>% R7-10</b>	52%	52%			54%	54%			52%	52%		

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.

For GOLD Representation within IEEE Membership for 2010 look into the IEEE December 2010 MD Monthly Report (page 27).



Section Performance > 2011 Retention

**Year-over-Year – Renewal: 2011 Membership Year – December 2010**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2349	1601	68.2%	372	207	55.6%	2,721	1,808	66.4%
Germany Section	5619	3437	61.2%	1397	834	59.7%	7,016	4,271	60.9%
Spain Section	2981	1818	61.0%	770	435	56.5%	3,751	2,253	60.1%
Benelux Section	2752	1696	61.6%	734	395	53.8%	3,486	2,091	60.0%
Slovenia Section	270	172	63.7%	44	15	34.1%	314	187	59.6%
Denmark Section	616	367	59.6%	114	67	58.8%	730	434	59.5%
Russia (Siberia) Section	136	92	67.6%	48	17	35.4%	184	109	59.2%
Estonia Section	77	47	61.0%	26	13	50.0%	103	60	58.3%
Latvia Section	72	43	59.7%	20	10	50.0%	92	53	57.6%
Sweden Section	1560	930	59.6%	424	207	48.8%	1,984	1,137	57.3%
Austria Section	861	489	56.8%	321	185	57.6%	1,182	674	57.0%
Norway Section	887	508	57.3%	130	61	46.9%	1,017	569	55.9%
Portugal Section	776	435	56.1%	332	180	54.2%	1,108	615	55.5%
Czechoslovakia Section	487	280	57.5%	100	40	40.0%	587	320	54.5%
Finland Section	816	438	53.7%	246	135	54.9%	1,062	573	54.0%
Israel Section	1106	593	53.6%	99	37	37.4%	1,205	630	52.3%
Italy Section	3715	1944	52.3%	665	314	47.2%	4,380	2,258	51.6%
Croatia Section	460	248	53.9%	243	110	45.3%	703	358	50.9%
Lithuanian Section	80	46	57.5%	16	1	6.3%	96	47	49.0%
Poland Section	707	391	55.3%	209	35	16.7%	916	426	46.5%
Russia Section	443	210	47.4%	69	28	40.6%	512	238	46.5%
Cyprus Section	171	77	45.0%	70	35	50.0%	241	112	46.5%



### Year-over-Year – Renewal: 2011 Membership Year – December 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
U.K.& Rep Of Ireland Section	8288	3945	47.6%	1588	633	39.9%	9,876	4,578	46.4%
Greece Section	1474	665	45.1%	566	264	46.6%	2,040	929	45.5%
Malta Section	114	53	46.5%	64	27	42.2%	178	80	44.9%
France Section	3130	1400	44.7%	516	186	36.0%	3,646	1,586	43.5%
Romania Section	847	374	44.2%	140	55	39.3%	987	429	43.5%
Republic Of Macedonia Section	96	46	47.9%	48	13	27.1%	144	59	41.0%
Bahrain Section	78	30	38.5%	5	3	60.0%	83	33	39.8%
South Africa Section	792	328	41.4%	234	63	26.9%	1,026	391	38.1%
Belarus Section	37	15	40.5%	9	2	22.2%	46	17	37.0%
Iceland Section	63	27	42.9%	33	8	24.2%	96	35	36.5%
Bosnia And Herzegovina Section	132	44	33.3%	52	17	32.7%	184	61	33.2%
Hungary Section	313	108	34.5%	74	18	24.3%	387	126	32.6%
Qatar Section	169	59	34.9%	49	9	18.4%	218	68	31.2%
Ukraine Section	306	102	33.3%	86	20	23.3%	392	122	31.1%
Egypt Section	692	251	36.3%	1085	295	27.2%	1,777	546	30.7%
Russia (Northwest) Section	145	58	40.0%	61	4	6.6%	206	62	30.1%
Serbia And Montenegro Section	460	131	28.5%	171	56	32.7%	631	187	29.6%
Lebanon Section	254	98	38.6%	472	109	23.1%	726	207	28.5%
Saudi Arabia Section	633	202	31.9%	172	24	14.0%	805	226	28.1%
Turkey Section	1029	360	35.0%	1192	251	21.1%	2,221	611	27.5%



**Year-over-Year – Renewal: 2011 Membership Year – December 2010**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
United Arab Emirates Section	685	233	34.0%	479	87	18.2%	1,164	320	27.5%
Kenya Section	78	21	26.9%	6	2	33.3%	84	23	27.4%
Western Saudi Arabia Section	261	64	24.5%	175	19	10.9%	436	83	19.0%
Tunisia Section	208	22	10.6%	179	49	27.4%	387	71	18.3%
Kuwait Section	147	49	33.3%	142	3	2.1%	289	52	18.0%
Jordan Section	209	65	31.1%	297	21	7.1%	506	86	17.0%
Oman Section	111	32	28.8%	88	0	0.0%	199	32	16.1%
Iraq Section	121	24	19.8%	42	2	4.8%	163	26	16.0%
Morocco Section	76	19	25.0%	75	5	6.7%	151	24	15.9%
Nigeria Section	765	137	17.9%	274	24	8.8%	1,039	161	15.5%
Iran Section	1135	193	17.0%	1305	176	13.5%	2,440	369	15.1%
Bulgaria Section	237	28	11.8%	80	7	8.8%	317	35	11.0%
Ghana Section	94	8	8.5%	28	3	10.7%	122	11	9.0%
Zambia Section	125	6	4.8%	1	0	0.0%	126	6	4.8%
Region 8 - Apo/Fpo	115	61	53.0%	12	2	16.7%	127	63	49.6%
Region 8-Countries Outside Sections	516	123	23.8%	327	34	10.4%	843	157	18.6%



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

Section	December 2010	December 2009	# Change	% Change
Egypt Section	320	216	104	48.15%
Nigeria Section	153	81	72	88.89%
Greece Section	213	147	66	44.90%
U.K.& Rep Of Ireland Section	709	651	58	8.91%
Benelux Section	231	189	42	22.22%
Ukraine Section	49	10	39	390.00%
Portugal Section	117	82	35	42.68%
Serbia And Montenegro Section	51	19	32	168.42%
Sweden Section	109	77	32	41.56%
Germany Section	305	275	30	10.91%
Russia Section	64	36	28	77.78%
Saudi Arabia Section	94	67	27	40.30%
South Africa Section	69	44	25	56.82%
Latvia Section	31	7	24	342.86%
Lebanon Section	135	112	23	20.54%
Ghana section	23	5	18	360.00%
Oman Section	24	6	18	300.00%
Belarus Section	19	2	17	850.00%
Czechoslovakia Section	43	29	14	48.28%
Italy Section	175	162	13	8.02%
Denmark Section	44	34	10	29.41%
Hungary Section	19	11	8	72.73%
Zambia Section	7	0	7	#DIV/0!



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

Section	December 2010	December 2009	# Change	% Change
Bosnia And Herzegovina Section	12	5	7	140.00%
Republic Of Macedonia Section	9	4	5	125.00%
Morocco Section	26	21	5	23.81%
France Section	208	205	3	1.46%
Kenya Section	2	0	2	#DIV/0!
Bahrain Section	6	4	2	50.00%
Slovenia Section	17	15	2	13.33%
Iraq Section	3	2	1	50.00%
Cyprus Section	21	20	1	5.00%
Bulgaria Section	8	8	0	0.00%
Israel Section	44	44	0	0.00%
United Arab Emirates Section	218	218	0	0.00%
Estonia Section	13	14	-1	-7.14%
Switzerland Section	80	82	-2	-2.44%
Poland Section	51	53	-2	-3.77%
Russia (Northwest) Section	4	6	-2	-33.33%
Russia (Siberia) Section	18	21	-3	-14.29%
Iceland Section	12	16	-4	-25.00%
Lithuanian Section	4	8	-4	-50.00%





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

Section	December 2010	December 2009	# Change	% Change
Tunisia Section	18	24	-6	-25.00%
Malta Section	18	25	-7	-28.00%
Romania Section	51	60	-9	-15.00%
Kuwait Section	9	20	-11	-55.00%
Norway Section	44	56	-12	-21.43%
Croatia Section	32	45	-13	-28.89%
Qatar Section	27	40	-13	-32.50%
Austria Section	56	74	-18	-24.32%
Finland Section	57	82	-25	-30.49%
Iran Section	127	154	-27	-17.53%
Jordan Section	106	151	-45	-29.80%
Western Saudi Arabia Section	33	97	-64	-65.98%
Spain Section	150	220	-70	-31.82%
Turkey Section	271	386	-115	-29.79%
Region 8-Countries Outside Sections	137	58	79	136.21%
Region 8 - Apo/Fpo	13	8	5	62.50%

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