



Membership Development Report – November 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,

We are in the 2011 Membership Year now. It is high time to take care about **2011 membership renewal**. Find the data for your Section on pages 4 – 6. Monitor the retention data in your section and **encourage members to renew**. Last day to renew membership before becoming „past due“ is 31 December.

Find the recruitment data and the comparison to the data from 2009 for your Sections on pages 7 – 9. Where is your Section? **Intensify the recruitment efforts in your Section**. By paying 2011 full-year dues new members are covering their IEEE membership from the day they join till the end of 2011.

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.

Thank you for your efforts and best wishes for the new Membership Year,

Aleksandar Szabo, Region 8 Membership Development Coordinator/Subcommittee Chair



Regional Snapshot	Total this Month	'10 vs. '09	% Change	2011 Retention Goal	2011 Retention Achieved	2011 New Members (NOV)
Total Membership	71,673	2,712	3.9%			3461
• Higher-Grade	52,334	1,494	2.9%	Not determined yet	Not determined yet	1010
• Students	19,339	1218	6.7%			2451
IEEE Worldwide - Total	398,927	10,716	2.8%			18,346

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	30.3%	38.9%	13.6%	29.4%
Region – 1 st -Year Members	14.6%	26.4%	9.2%	15.4%
IEEE – Total Members	38.3%	34.7%	9.7%	34.4%
IEEE – 1 st Year Members	13.7%	20.2%	6.9%	11.8%

First-Year Member Engagement	2011 Membership Cycle	2011 Membership Cycle
Recruitment	Renewal invoices for 2011 membership year are going out	Members are 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: 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>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 at the MD Portal www.ieee.org/md?	



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Best Section Total Retention	52.0% - Switzerland Section	41.0% - Benelux Section
	45.6% - Denmark Section	39.9% - Sweden Section
	42.3% - Germany Section	39.4% - Spain Section

Top Section Recruitment Year over Year (Oct-Oct)	Difference of Members Recruited Since Beginning of the 2011 Membership Year and Members Recruited During the Equivalent Period one Year Before	We should intensify the recruitment efforts in our Sections!
	73 – Nigeria Section	39 - Sweden Section
	52– Greece Section	37 - Benelux Section
	41 – Portugal Section	36 - Egypt Section

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

MD Resource Links	IEEE Region 8	www.ieee.org/r8
	NEW Online Supply Form	www.ieee.org/md
	NEW 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 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 Summary - 7 December 2010												
REGION	Higher Grade (no GSM's) (Yes GOLD)				GSMs & STUDENTS (Yes GOLD)				TOTAL GOLD MEMBERS (Yes GOLD)			
	Nov-10	Oct-10	Change		Nov-10	Oct-10	Change		Nov-10	Oct-10	Change	
1	3764	3794	(30)	-0.8%	550	497	53	10.7%	4314	4291	23	0.5%
2	3751	3809	(58)	-1.5%	533	485	48	9.9%	4284	4294	(10)	-0.2%
3	3887	3944	(57)	-1.4%	618	547	71	13.0%	4505	4491	14	0.3%
4	3171	3235	(64)	-2.0%	495	442	53	12.0%	3666	3677	(11)	-0.3%
5	3816	3846	(30)	-0.8%	488	440	48	10.9%	4304	4286	18	0.4%
6	6703	6729	(26)	-0.4%	952	831	121	14.6%	7655	7560	95	1.3%
R 1-6	25092	25357	(265)	-1.0%	3636	3242	394	12.2%	28728	28599	129	0.5%
7	3248	3318	(70)	-2.1%	638	546	92	16.8%	3886	3864	22	0.6%
8	11649	11690	(41)	-0.4%	2045	1739	306	17.6%	13694	13429	265	2.0%
9	2188	2188	0	0.0%	318	276	42	15.2%	2506	2464	42	1.7%
10	10320	10371	(51)	-0.5%	1087	933	154	16.5%	11407	11304	103	0.9%
R 7-10	27405	27567	(162)	-0.6%	4088	3494	594	17.0%	31493	31061	432	1.4%
TOTAL	52,497	52,924	(427)	-0.8%	7,724	6,736	988	14.7%	60,221	59,660	561	0.9%
% R1-6	48%	48%			46%	46%			48%	48%		
% R7-10	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.



Year-over-Year – Renewal by Section: 2011 Membership Year – November 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2394	1248	52.1%	327	168	51.4%	2,721	1,416	52.0%
Denmark Section	630	283	44.9%	100	50	50.0%	730	333	45.6%
Germany Section	5810	2322	40.0%	1206	643	53.3%	7,016	2,965	42.3%
Benelux Section	2816	1129	40.1%	670	302	45.1%	3,486	1,431	41.0%
Sweden Section	1586	636	40.1%	398	156	39.2%	1,984	792	39.9%
Spain Section	3080	1174	38.1%	671	303	45.2%	3,751	1,477	39.4%
Norway Section	896	344	38.4%	121	46	38.0%	1,017	390	38.3%
Finland Section	851	294	34.5%	211	106	50.2%	1,062	400	37.7%
Russia (Siberia) Section	137	52	38.0%	47	17	36.2%	184	69	37.5%
Portugal Section	812	286	35.2%	296	127	42.9%	1,108	413	37.3%
Estonia Section	81	29	35.8%	22	9	40.9%	103	38	36.9%
Austria Section	907	308	34.0%	275	126	45.8%	1,182	434	36.7%
Israel Section	1116	411	36.8%	89	30	33.7%	1,205	441	36.6%
Malta Section	125	35	28.0%	53	25	47.2%	178	60	33.7%
Latvia Section	75	21	28.0%	17	7	41.2%	92	28	30.4%
Czechoslovakia Section	492	151	30.7%	95	27	28.4%	587	178	30.3%
U.K.& Rep Of Ireland Section	8433	2485	29.5%	1443	458	31.7%	9,876	2,943	29.8%
Italy Section	3788	1046	27.6%	592	222	37.5%	4,380	1,268	28.9%
Croatia Section	481	132	27.4%	222	68	30.6%	703	200	28.4%
Cyprus Section	182	43	23.6%	59	25	42.4%	241	68	28.2%
France Section	3162	828	26.2%	484	134	27.7%	3,646	962	26.4%
Greece Section	1544	350	22.7%	496	175	35.3%	2,040	525	25.7%



Year-over-Year – Renewal: 2011 Membership Year – November 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Bahrain Section	79	18	22.8%	4	2	50.0%	83	20	24.1%
South Africa Section	812	194	23.9%	214	42	19.6%	1,026	236	23.0%
Poland Section	710	191	26.9%	206	13	6.3%	916	204	22.3%
Iceland Section	65	15	23.1%	31	6	19.4%	96	21	21.9%
Russia Section	448	96	21.4%	64	15	23.4%	512	111	21.7%
Romania Section	858	184	21.4%	129	28	21.7%	987	212	21.5%
Hungary Section	315	64	20.3%	72	10	13.9%	387	74	19.1%
Bosnia And Herzegovina Section	138	24	17.4%	46	11	23.9%	184	35	19.0%
Egypt Section	734	128	17.4%	1043	200	19.2%	1,777	328	18.5%
Saudi Arabia Section	637	131	20.6%	168	14	8.3%	805	145	18.0%
Russia (Northwest) Section	145	35	24.1%	61	2	3.3%	206	37	18.0%
Lithuanian Section	80	17	21.3%	16	0	0.0%	96	17	17.7%
Slovenia Section	274	44	16.1%	40	8	20.0%	314	52	16.6%
Qatar Section	171	33	19.3%	47	3	6.4%	218	36	16.5%
Turkey Section	1088	206	18.9%	1133	158	13.9%	2,221	364	16.4%
Ukraine Section	309	52	16.8%	83	12	14.5%	392	64	16.3%
Republic Of Macedonia Section	102	16	15.7%	42	5	11.9%	144	21	14.6%
United Arab Emirates Section	697	129	18.5%	467	38	8.1%	1,164	167	14.3%
Kenya Section	79	12	15.2%	5	0	0.0%	84	12	14.3%
Serbia And Montenegro Section	470	62	13.2%	161	21	13.0%	631	83	13.2%
Kuwait Section	148	35	23.6%	141	3	2.1%	289	38	13.1%



Year-over-Year – Renewal: 2011 Membership Year – November 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Lebanon Section	263	57	21.7%	463	35	7.6%	726	92	12.7%
Oman Section	111	25	22.5%	88	0	0.0%	199	25	12.6%
Western Saudi Arabia Section	265	40	15.1%	171	14	8.2%	436	54	12.4%
Tunisia Section	217	12	5.5%	170	32	18.8%	387	44	11.4%
Belarus Section	37	5	13.5%	9	0	0.0%	46	5	10.9%
Jordan Section	211	34	16.1%	295	15	5.1%	506	49	9.7%
Nigeria Section	771	75	9.7%	268	17	6.3%	1,039	92	8.9%
Iraq Section	122	11	9.0%	41	1	2.4%	163	12	7.4%
Morocco Section	76	9	11.8%	75	2	2.7%	151	11	7.3%
Iran Section	1192	93	7.8%	1248	77	6.2%	2,440	170	7.0%
Bulgaria Section	240	19	7.9%	77	3	3.9%	317	22	6.9%
Ghana Section	94	5	5.3%	28	3	10.7%	122	8	6.6%
Zambia Section	125	3	2.4%	1	0	0.0%	126	3	2.4%
Region 8-Countries Outside Sections	524	73	13.9%	319	14	4.4%	843	87	10.3%
Region 8 - Apo/Fpo	116	42	36.2%	11	2	18.2%	127	44	34.6%



Year-over-Year – Recruitment by Section: 2011 Membership Year

Section	November 2010	November 2009	# Change	% Change
Nigeria Section	123	50	73	146.00%
Greece Section	152	100	52	52.00%
Portugal Section	105	64	41	64.06%
Sweden Section	92	53	39	73.58%
Benelux Section	179	142	37	26.06%
Egypt Section	158	122	36	29.51%
Ukraine Section	32	3	29	966.67%
Lebanon Section	73	45	28	62.22%
Germany Section	229	202	27	13.37%
Saudi Arabia Section	56	30	26	86.67%
Russia Section	39	18	21	116.67%
South Africa Section	55	34	21	61.76%
Oman Section	21	2	19	950.00%
Belarus Section	19	1	18	1800.00%
Italy Section	134	119	15	12.61%
Latvia Section	15	5	10	200.00%
Ghana section	13	4	9	225.00%
U.K.& Rep Of Ireland Section	547	538	9	1.67%
Iran Section	87	79	8	10.13%
Zambia Section	7	0	7	#DIV/0!
Czechoslovakia Section	28	22	6	27.27%
Israel Section	33	27	6	22.22%



Year-over-Year – Recruitment: 2011 Membership Year

Section	November 2010	November 2009	# Change	% Change
Cyprus Section	19	15	4	26.67%
Republic Of Macedonia Section	6	3	3	100.00%
Bahrain Section	6	4	2	50.00%
Serbia And Montenegro Section	16	14	2	14.29%
Denmark Section	35	33	2	6.06%
United Arab Emirates Section	158	156	2	1.28%
Kenya Section	1	0	1	#DIV/0!
Russia (Northwest) Section	2	1	1	100.00%
Iraq Section	3	2	1	50.00%
Bosnia And Herzegovina Section	4	3	1	33.33%
Hungary Section	11	10	1	10.00%
Switzerland Section	64	63	1	1.59%
Estonia Section	13	14	-1	-7.14%
Russia (Siberia) Section	9	11	-2	-18.18%
Romania Section	30	33	-3	-9.09%
Iceland Section	11	14	-3	-21.43%
Slovenia Section	9	12	-3	-25.00%
Bulgaria Section	4	7	-3	-42.86%
Lithuanian Section	3	8	-5	-62.50%
Malta Section	17	23	-6	-26.09%



Year-over-Year – Recruitment: 2011 Membership Year

Section	November 2010	November 2009	# Change	% Change
Poland Section	32	42	-10	-23.81%
Norway Section	35	46	-11	-23.91%
Croatia Section	22	33	-11	-33.33%
Tunisia Section	9	20	-11	-55.00%
Morocco Section	0	12	-12	-100.00%
Kuwait Section	5	18	-13	-72.22%
Qatar Section	22	38	-16	-42.11%
Austria Section	37	58	-21	-36.21%
France Section	136	158	-22	-13.92%
Western Saudi Arabia Section	18	44	-26	-59.09%
Finland Section	45	73	-28	-38.36%
Jordan Section	82	132	-50	-37.88%
Spain Section	115	173	-58	-33.53%
Turkey Section	174	269	-95	-35.32%
Region 8 - Apo/Fpo	9	7	2	28.57%
Region 8-Countries Outside Sections	102	50	52	104.00%

In the column “November 2010” we can see the number of recruited members from the beginning of the 2011 Membership Year (16 August 2010) till the end of November 2010.

In the column “November 2009” we can see the number of recruited members from the beginning of the 2010 Membership Year (16 August 2009) till the end of November 2009.

In the column “# Change” we can see the positive or negative differences in recruiting in the equivalent periods in 2010 and 2009