



Membership Development Report – October 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,

The new 2011 Membership Year started. Find the recruitment data and the comparison to the data from 2009 for your Section on pages 7 – 9. **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 www.ieee.org/membership_services/membership/join/emember_countries.html, beginning in the 2011 membership year (membership dues **63 US\$ only**). For more information visit www.ieee.org/emember.

We should also take care about **2011 membership renewal**. The renewal process started slowly. Find the data for your Section on pages 4 – 6. Monitor the **retention data in your section** and encourage members to renew.

Attend the next MD Webcast scheduled for Saturday, 4 December 2010 at 15:00 GMT (look at page 9).

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 (OCT)
Total Membership	70,375	2,556	3.8%			2349
• Higher-Grade	52,391	1,361	2.7%	Not determined yet	Not determined yet	697
• Students	17,984	1195	7.1%			1652
IEEE Worldwide - Total	392,679	9,641	2.5%			12,865

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	14.9%	22.9%	8.5%	15.1%
Region – 1 st -Year Members	8.4%	4.1%	5.7%	8.7%
IEEE – Total Members	20.5%	20.4%	6.0%	18.6%
IEEE – 1 st Year Members	5.3%	2.7%	4.2%	6.5%

First-Year Member Engagement	2011 Membership Cycle	2011 Membership Cycle
Recruitment	Renewal invoices for 2011 membership year are going out. E-Membership is available.	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	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	Section MD Chairs, attend the next MD Webcast scheduled for <u>Saturday, 4 December 2010</u> at 10:00am Eastern (New York) – 15:00 London, 16:00 Paris, Berlin, Rome, Vienna For more information look at page 9.	



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Best Section Total Retention	31.4% - Switzerland Section	22.2% - Benelux Section
	25.9% - Denmark Section	22.1% - Austria Section
	23.8% - Germany Section	21.3% - Malta 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	Till the end of October 2010 the number of recruited members has been lower than in the same period in 2009. We should intensify the recruitment efforts in our Sections!
	57 – United Arab Emirates Section	27 – Benelux Section
	54 – Nigeria Section	27 – Ukraine Section
	33 – Portugal Section	25 – Lebanon Section

Upcoming MD Opportunities	<p align="center">RECRUITMENT</p> <p>Recruit NEW members in your Section The 2011 Full-Dues Period started on 16 August</p> <p>When recruiting make use of the Member-Get-A-MemberProgram 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 align="center">IEEE MEMBERSHIP PROMOTION AND UPGRADING</p> <p>Section and Chapter Meetings are the right places for IEEE Membership promotion and recruitment.</p> <p>The same applies to conferences held in your country/section.</p> <p>Inform and help members in your Section to upgrade:</p> <p align="center">Associate to Member Member to Senior Member</p> <p>For detailed information visit the Member Grade Elevation page www.ieee.org/md</p> <p>Upgraded members are more likely to renew.</p>
	<p align="center">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 align="center">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 data about IEEE, the Regions and the Sections for every month.</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 - 11 November 2010												
REGION	Higher Grade (no GSM's) (Yes GOLD)				GSMs & STUDENTS (Yes GOLD)				TOTAL GOLD MEMBERS (Yes GOLD)			
	Oct-10	Sep-10	Change		Oct-10	Sep-10	Change		Oct-10	Sep-10	Change	
1	3794	3858	(64)	-1.7%	497	410	87	21.2%	4291	4268	23	0.5%
2	3809	3849	(40)	-1.0%	485	426	59	13.8%	4294	4275	19	0.4%
3	3944	4028	(84)	-2.1%	547	467	80	17.1%	4491	4495	(4)	-0.1%
4	3235	3311	(76)	-2.3%	442	367	75	20.4%	3677	3678	(1)	0.0%
5	3846	3870	(24)	-0.6%	440	379	61	16.1%	4286	4249	37	0.9%
6	6729	6802	(73)	-1.1%	831	705	126	17.9%	7560	7507	53	0.7%
R 1-6	25357	25718	(361)	-1.4%	3242	2754	488	17.7%	28599	28472	127	0.4%
7	3318	3406	(88)	-2.6%	546	454	92	20.3%	3864	3860	4	0.1%
8	11690	11901	(211)	-1.8%	1739	1445	294	20.3%	13429	13346	83	0.6%
9	2188	2197	(9)	-0.4%	276	246	30	12.2%	2464	2443	21	0.9%
10	10371	10507	(136)	-1.3%	933	758	175	23.1%	11304	11265	39	0.3%
R 7-10	27567	28011	(444)	-1.6%	3494	2903	591	20.4%	31061	30914	147	0.5%
TOTAL	52,924	53,729	(805)	-1.5%	6,736	5,657	1,079	19.1%	59,660	59,386	274	0.5%
% 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: 2011 Membership Year – October 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2394	742	31.0%	327	113	34.6%	2,721	855	31.4%
Denmark Section	630	160	25.4%	100	29	29.0%	730	189	25.9%
Germany Section	5810	1253	21.6%	1206	419	34.7%	7,016	1,672	23.8%
Benelux Section	2816	610	21.7%	670	164	24.5%	3,486	774	22.2%
Austria Section	907	177	19.5%	275	84	30.5%	1,182	261	22.1%
Malta Section	125	19	15.2%	53	19	35.8%	178	38	21.3%
Estonia Section	81	14	17.3%	22	7	31.8%	103	21	20.4%
Sweden Section	1586	304	19.2%	398	99	24.9%	1,984	403	20.3%
Portugal Section	812	143	17.6%	296	80	27.0%	1,108	223	20.1%
Finland Section	851	143	16.8%	211	69	32.7%	1,062	212	20.0%
Norway Section	896	172	19.2%	121	29	24.0%	1,017	201	19.8%
Spain Section	3080	529	17.2%	671	179	26.7%	3,751	708	18.9%
Israel Section	1116	185	16.6%	89	18	20.2%	1,205	203	16.8%
Czechoslovakia Section	492	73	14.8%	95	16	16.8%	587	89	15.2%
U.K.& Rep Of Ireland Section	8433	1216	14.4%	1443	279	19.3%	9,876	1,495	15.1%
Cyprus Section	182	17	9.3%	59	16	27.1%	241	33	13.7%
Greece Section	1544	154	10.0%	496	106	21.4%	2,040	260	12.7%
Italy Section	3788	442	11.7%	592	115	19.4%	4,380	557	12.7%
Croatia Section	481	56	11.6%	222	32	14.4%	703	88	12.5%
Iceland Section	65	6	9.2%	31	6	19.4%	96	12	12.5%
France Section	3162	365	11.5%	484	75	15.5%	3,646	440	12.1%



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Russia (Siberia) Section	137	14	10.2%	47	8	17.0%	184	22	12.0%
South Africa Section	812	87	10.7%	214	23	10.7%	1,026	110	10.7%
Russia Section	448	45	10.0%	64	7	10.9%	512	52	10.2%
Tunisia Section	217	9	4.1%	170	30	17.6%	387	39	10.1%
Latvia Section	75	6	8.0%	17	3	17.6%	92	9	9.8%
Egypt Section	734	67	9.1%	1043	106	10.2%	1,777	173	9.7%
Bahrain Section	79	7	8.9%	4	1	25.0%	83	8	9.6%
Romania Section	858	80	9.3%	129	12	9.3%	987	92	9.3%
Bosnia And Herzegovina Section	138	10	7.2%	46	7	15.2%	184	17	9.2%
Republic Of Macedonia Section	102	10	9.8%	42	3	7.1%	144	13	9.0%
Russia (Northwest) Section	145	17	11.7%	61	1	1.6%	206	18	8.7%
Turkey Section	1088	97	8.9%	1133	94	8.3%	2,221	191	8.6%
Lithuanian Section	80	8	10.0%	16	0	0.0%	96	8	8.3%
Saudi Arabia Section	637	60	9.4%	168	6	3.6%	805	66	8.2%
Lebanon Section	263	31	11.8%	463	27	5.8%	726	58	8.0%
Slovenia Section	274	21	7.7%	40	4	10.0%	314	25	8.0%
Poland Section	710	65	9.2%	206	7	3.4%	916	72	7.9%
Qatar Section	171	17	9.9%	47	0	0.0%	218	17	7.8%
United Arab Emirates Section	697	59	8.5%	467	25	5.4%	1,164	84	7.2%
Kuwait Section	148	18	12.2%	141	1	0.7%	289	19	6.6%



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Serbia And Montenegro Section	470	31	6.6%	161	10	6.2%	631	41	6.5%
Kenya Section	79	5	6.3%	5	0	0.0%	84	5	6.0%
Western Saudi Arabia Section	265	15	5.7%	171	10	5.8%	436	25	5.7%
Hungary Section	315	15	4.8%	72	7	9.7%	387	22	5.7%
Oman Section	111	11	9.9%	88	0	0.0%	199	11	5.5%
Ukraine Section	309	17	5.5%	83	2	2.4%	392	19	4.8%
Jordan Section	211	19	9.0%	295	5	1.7%	506	24	4.7%
Belarus Section	37	2	5.4%	9	0	0.0%	46	2	4.3%
Ghana Section	94	2	2.1%	28	3	10.7%	122	5	4.1%
Morocco Section	76	5	6.6%	75	0	0.0%	151	5	3.3%
Iraq Section	122	4	3.3%	41	1	2.4%	163	5	3.1%
Nigeria Section	771	21	2.7%	268	8	3.0%	1,039	29	2.8%
Iran Section	1192	34	2.9%	1248	34	2.7%	2,440	68	2.8%
Bulgaria Section	240	8	3.3%	77	0	0.0%	317	8	2.5%
Zambia Section	125	1	0.8%	1	0	0.0%	126	1	0.8%
Region 8 - Apo/Fpo	116	16	13.8%	11	2	18.2%	127	18	14.2%
Region 8-Countries Outside Sections	524	36	6.9%	319	5	1.6%	843	41	4.9%



Year-over-Year – Recruitment: 2011 Membership Year

Section	October 2010	October 2009	# Change	% Change
United Arab Emirates Section	130	73	57	78.08%
Nigeria Section	86	32	54	168.75%
Portugal Section	78	45	33	73.33%
Benelux Section	130	103	27	26.21%
Lebanon Section	52	27	25	92.59%
Sweden Section	64	40	24	60.00%
Egypt Section	117	94	23	24.47%
Germany Section	152	132	20	15.15%
Russia Section	28	11	17	154.55%
Greece Section	89	73	16	21.92%
Italy Section	88	74	14	18.92%
South Africa Section	39	28	11	39.29%
Saudi Arabia Section	28	18	10	55.56%
Iran Section	58	49	9	18.37%
Ghana section	10	3	7	233.33%
Serbia And Montenegro Section	14	7	7	100.00%
Cyprus Section	16	9	7	77.78%
Poland Section	21	14	7	50.00%
Israel Section	26	19	7	36.84%
Russia (Siberia) Section	8	3	5	166.67%
Latvia Section	9	4	5	125.00%
Oman Section	6	2	4	200.00%



Year-over-Year – Recruitment: 2011 Membership Year

Section	October 2010	October 2009	# Change	% Change
Republic Of Macedonia Section	5	3	2	66.67%
Hungary Section	8	6	2	33.33%
Denmark Section	28	26	2	7.69%
Switzerland Section	48	46	2	4.35%
Iraq Section	2	1	1	100.00%
Bahrain Section	4	3	1	33.33%
Russia (Northwest) Section	1	1	0	0.00%
Estonia Section	12	13	-1	-7.69%
Bosnia And Herzegovina Section	2	3	-1	-33.33%
Malta Section	14	17	-3	-17.65%
Slovenia Section	4	7	-3	-42.86%
Morocco Section	0	3	-3	-100.00%
Lithuanian Section	3	7	-4	-57.14%
Iceland Section	9	14	-5	-35.71%
Bulgaria Section	1	6	-5	-83.33%
Romania Section	16	22	-6	-27.27%
Kuwait Section	4	10	-6	-60.00%
Austria Section	23	30	-7	-23.33%
Czechoslovakia Section	13	20	-7	-35.00%
Qatar Section	18	26	-8	-30.77%
Norway Section	29	38	-9	-23.68%
Tunisia Section	8	19	-11	-57.89%
France Section	99	111	-12	-10.81%
Western Saudi Arabia Section	15	27	-12	-44.44%
Croatia Section	11	28	-17	-60.71%



Year-over-Year – Recruitment: 2011 Membership Year

Section	October 2010	October 2009	# Change	% Change
U.K.& Rep Of Ireland Section	367	393	-26	-6.62%
Spain Section	72	100	-28	-28.00%
Finland Section	31	61	-30	-49.18%
Jordan Section	45	91	-46	-50.55%
Turkey Section	106	196	-90	-45.92%
Region 8 - Apo/Fpo	8	4	4	100.00%
Region 8-Countries Outside Sections	41	30	11	36.67%
Ukraine Section	27	0	27	n/a
Belarus Section	18	0	18	n/a
Zambia Section	7	0	7	n/a
Kenya Section	1	0	1	n/a

IEEE Membership Development Team,

SAVE THE DATE: Saturday, 4 December 2010. **The next IEEE MD Webcast** is scheduled for 10:00 am EST (New York) or 15:00:00 UTC. The Agenda will be sent in a separate message.

We are partnering with Ready Talk to provide our technical delivery of the Monthly MD Webcast. Ready Talk provides a platform that

- Uses PowerPoint for the presentations
- Chat feature for Questions & Answers
- Each session will be recorded

Ready Talk provides a registration process enabling each attendee to register for the upcoming MD Webcast. This access will be the only way to attend the meeting. It will be important for each attendee to register and receive the access information. You will receive an invitation via email next week to register for the 4 December MD Webcast.

If you missed the October or September MD Webcast, please go to the MD Webcast Archive Guide at

http://www.ieee.org/about/volunteers/membership_development/2010mdarchiveguide.html for links to the recorded session, the complete presentation deck and each presentation for downloading. These files are accessible by using your IEEE Web Account.

Please note we are not holding a MD Webcast for 20 November as the date conflicts with volunteer meetings of the organizational units of the IEEE Board of Directors.

Test Your Computer

Please test your computer by going to www.readytalk.com and clicking the “Test Your Computer” link in the “Join a Meeting” login box. This link will also appear on the confirmation and reminder emails that will be sent to you once we begin registration for the 4 December 2010 MD Webcast.