



Membership Development Report – August 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,

On 16 August the **new 2011 Membership Year started**. 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, beginning in the 2011 membership year www.ieee.org/emember. At the end of the 2010 Membership Year in our Region we could retain three of four 2009 members. The best sections could retain nearly nine of ten members, but the worst retained only one of four members... Look at pp 4-6. Obviously some sections should make efforts to achieve better retention results in the next year. The same applies for recruitment. There are big differences between sections. Look at pp 7-9. 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	2010 Retention Goal	2010 Retention Achieved	2010 New Members (AUG)
Total Membership	67,740	2,422	3.7%	50,025	97.4%	16,631
• Higher-Grade	52,168	1,158	2.3%	41,975	91.9%	4,449
• Students	15,572	1264	8.8%	8,050	126.1%	12,182
IEEE Worldwide - Total	377,765	10,152	2.8%	276,873	97.7%	85,010

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	79.5%	77.8%	42.5%	75.1%
Region – 1 st -Year Members	41.2%	65.2%	30.7%	43.6%
IEEE – Total Members	82.8%	70.4%	35.5%	76.1%
IEEE – 1 st Year Members	39.2%	52.3%	28.0%	36.9%

First-Year Member Engagement	2011 Membership Cycle	2010 Membership Cycle
Recruitment	New membership year begins 16 August. 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	Weekly – New members receive welcome kit mailing Monthly - New members of prior month are invited to a new member orientation webcast
Section / Chapter Operations	New members received satisfaction survey of Section / Chapter activities? 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?
SAMIEEEE Queries	Use the pre-defined queries in SAMIEEEE to identify new members and their reasons for joining .	(MD) All Members Joining Since Membership Year (MD) First Year Members Not Renewed (MD) First Year Active Members
Volunteer Resources	First-Year Member Experience Best Practices Guide; IEEE-branded welcome cards	



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Best Section Total Retention	88.7% - Switzerland Section	86.8% - Spain Section
	87.9% - Zambia Section	86.8% - Slovenia Section
	87.8% - Norway Section	86.3% - Italy Section

Top Section Recruitment Year over Year (Cumulative)	Difference of Members Recruited Since Beginning of the 2010 Membership Year and Members Recruited During the Equivalent Period one Year Before	
	286 – Iran Section	136 - Kuwait Section
	189 – Turkey Section	115 - Greece Section
	144 – Nigeria Section	93 - Western Saudi Arabia Section

Upcoming MD Opportunities	<p align="center">RECRUITMENT</p> <p>Recruit <u>NEW</u> members in your Section On 16 August the 2011 Full-Dues Period started.</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 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">IEEE Day</p> <p>IEEE Day is a global event held on 7-8 October 2010, an event to celebrate everywhere around the world the achievements of IEEE members.</p> <p>All IEEE members and organizational units (regions, sections, chapters, affinity groups, student branches, etc.) are encouraged to take an active role in organizing celebration events around the globe on October 7-8.</p> <p>Visit www.ieeeday.org</p>	<p align="center">IEEE Xtreme Competition – 23 October</p> <p>IEEE Xtreme is a global challenge in which teams of IEEE student members – supported by an IEEE Student Branch, advised and proctored by an IEEE Member – compete in a 24-hour time span against each other to solve a set of programming problems.</p> <p align="center"></p>

MD Resource Links	IEEE Region 8	www.ieee.org/r8
	Online Supply Form	www.ieee.org/md-supplies
	MD Virtual 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



IEEE GOLD Membership Data

We are providing global GOLD member data in our Region MD Report. A GOLD member can be an Associate Member, 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 - 10 September 2010												
REGION	Higher Grade (no GSM's) (Yes GOLD)				GSMs & STUDENTS (Yes GOLD)				TOTAL GOLD MEMBERS (Yes GOLD)			
	Aug-10 **	Jul-10 **	Change		Aug-10 **	Jul-10 **	Change		Aug-10 **	Jul-10 **	Change	
1	4122	3597	525	14.6%	383	474	(91)	-19.2%	4122	4071	51	1.3%
2	4144	3584	560	15.6%	397	505	(108)	-21.4%	4144	4089	55	1.3%
3	4344	3683	661	17.9%	431	603	(172)	-28.5%	4344	4286	58	1.4%
4	3576	3088	488	15.8%	335	448	(113)	-25.2%	3576	3536	40	1.1%
5	4100	3581	519	14.5%	348	459	(111)	-24.2%	4100	4040	60	1.5%
6	7218	6314	904	14.3%	637	804	(167)	-20.8%	7218	7118	100	1.4%
R 1-6	27504	23847	3,657	15.3%	2531	3293	(762)	-23.1%	27504	27140	364	1.3%
7	3572	2932	640	21.8%	419	615	(196)	-31.9%	3572	3547	25	0.7%
8	12034	9703	2,331	24.0%	1324	2197	(873)	-39.7%	12034	11900	134	1.1%
9	2278	1895	383	20.2%	225	332	(107)	-32.2%	2278	2227	51	2.3%
10	10522	8976	1,546	17.2%	704	1354	(650)	-48.0%	10522	10330	192	1.9%
R 7-10	28406	23506	4,900	20.8%	2672	4498	(1,826)	-40.6%	28406	28004	402	1.4%
TOTAL	55,910	47,353	8,557	18.1%	5,203	7,791	-2,588	-33.2%	55,910	55,144	766	1.4%
% R1-6	49%	50%			46%	46%			49%	49%		
% R7-10	51%	50%			54%	54%			51%	51%		

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: 2010 Membership Year – August 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2286	2037	89.1%	337	290	86.1%	2623	2,327	88.7%
Zambia Section	106	93	87.7%	1	1	100.0%	107	94	87.9%
Norway Section	845	743	87.9%	99	86	86.9%	944	829	87.8%
Spain Section	2783	2464	88.5%	752	606	80.6%	3535	3,070	86.8%
Slovenia Section	257	230	89.5%	46	33	71.7%	303	263	86.8%
Italy Section	3601	3132	87.0%	594	488	82.2%	4195	3,620	86.3%
Hungary Section	293	256	87.4%	78	64	82.1%	371	320	86.3%
Sweden Section	1536	1311	85.4%	363	307	84.6%	1899	1,618	85.2%
Germany Section	5380	4615	85.8%	1492	1205	80.8%	6872	5,820	84.7%
Austria Section	836	707	84.6%	300	254	84.7%	1136	961	84.6%
Serbia And Montenegro Section	412	355	86.2%	181	140	77.3%	593	495	83.5%
Poland Section	650	553	85.1%	154	116	75.3%	804	669	83.2%
Denmark Section	594	493	83.0%	108	90	83.3%	702	583	83.0%
Portugal Section	724	612	84.5%	293	226	77.1%	1017	838	82.4%
Benelux Section	2641	2225	84.2%	777	590	75.9%	3418	2,815	82.4%
Finland Section	770	645	83.8%	240	184	76.7%	1010	829	82.1%
Greece Section	1403	1181	84.2%	492	373	75.8%	1895	1,554	82.0%
Croatia Section	422	372	88.2%	265	186	70.2%	687	558	81.2%
Estonia Section	69	57	82.6%	25	19	76.0%	94	76	80.9%
Republic Of Macedonia Section	80	69	86.3%	49	35	71.4%	129	104	80.6%
Romania Section	825	681	82.5%	155	108	69.7%	980	789	80.5%
Cyprus Section	172	135	78.5%	51	42	82.4%	223	177	79.4%



Year-over-Year – Renewal: 2010 Membership Year – August 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Czechoslovakia Section	489	401	82.0%	96	61	63.5%	585	462	79.0%
Israel Section	1093	872	79.8%	126	83	65.9%	1219	955	78.3%
Russia (Siberia) Section	139	110	79.1%	34	25	73.5%	173	135	78.0%
France Section	2894	2288	79.1%	514	362	70.4%	3408	2,650	77.8%
U.K.& Rep Of Ireland Section	8326	6437	77.3%	1691	1155	68.3%	10017	7,592	75.8%
Bahrain Section	75	61	81.3%	11	4	36.4%	86	65	75.6%
Lithuanian Section	78	60	76.9%	27	19	70.4%	105	79	75.2%
South Africa Section	660	504	76.4%	244	176	72.1%	904	680	75.2%
Bulgaria Section	215	155	72.1%	65	44	67.7%	280	199	71.1%
Kenya Section	73	54	74.0%	5	1	20.0%	78	55	70.5%
Russia Section	455	337	74.1%	86	44	51.2%	541	381	70.4%
Ukraine Section	314	219	69.7%	62	45	72.6%	376	264	70.2%
Russia (Northwest) Section	150	115	76.7%	51	26	51.0%	201	141	70.1%
Kuwait Section	133	91	68.4%	14	11	78.6%	147	102	69.4%
Malta Section	123	84	68.3%	66	45	68.2%	189	129	68.3%
Latvia Section	73	50	68.5%	31	19	61.3%	104	69	66.3%
Belarus Section	46	29	63.0%	14	10	71.4%	60	39	65.0%
Bosnia And Herzegovina Section	121	78	64.5%	103	67	65.0%	224	145	64.7%
Iceland Section	62	47	75.8%	36	15	41.7%	98	62	63.3%
Saudi Arabia Section	589	384	65.2%	80	32	40.0%	669	416	62.2%
Morocco Section	46	28	60.9%	35	22	62.9%	81	50	61.7%
Tunisia Section	151	90	59.6%	230	138	60.0%	381	228	59.8%



Year-over-Year – Renewal: 2010 Membership Year – August 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Ghana Section	60	35	58.3%	7	5	71.4%	67	40	59.7%
Oman Section	102	65	63.7%	62	30	48.4%	164	95	57.9%
Turkey Section	887	605	68.2%	1095	499	45.6%	1982	1,104	55.7%
Qatar Section	158	106	67.1%	54	11	20.4%	212	117	55.2%
Iran Section	793	350	44.1%	1134	691	60.9%	1927	1,041	54.0%
United Arab Emirates Section	760	445	58.6%	402	161	40.0%	1162	606	52.2%
Lebanon Section	247	129	52.2%	418	216	51.7%	665	345	51.9%
Nigeria Section	652	292	44.8%	247	91	36.8%	899	383	42.6%
Iraq Section	130	63	48.5%	58	13	22.4%	188	76	40.4%
Western Saudi Arabia Section	201	98	48.8%	160	43	26.9%	361	141	39.1%
Egypt Section	723	390	53.9%	1502	384	25.6%	2225	774	34.8%
Jordan Section	221	123	55.7%	602	89	14.8%	823	212	25.8%
Region 8-Countries Outside Sections	511	329	64.4%	143	61	42.7%	654	390	59.6%
Region 8 - Apo/Fpo	109	94	86.2%	21	12	57.1%	130	106	81.5%



Year-over-Year – Recruitment: 2010 Membership Year (Cumulative)

Section	Sept 09- Aug-10	Sept 08- Aug-09	# Change	% Change
Iran Section	1435	1149	286	24.89%
Turkey Section	1034	845	189	22.37%
Nigeria Section	595	451	144	31.93%
Kuwait Section	180	44	136	309.09%
Greece Section	432	317	115	36.28%
Western Saudi Arabia Section	265	172	93	54.07%
France Section	836	748	88	11.76%
Italy Section	684	599	85	14.19%
Spain Section	596	513	83	16.18%
Saudi Arabia Section	322	255	67	26.27%
Poland Section	220	154	66	42.86%
Morocco Section	98	38	60	157.89%
Ghana section	75	19	56	294.74%
Bulgaria Section	109	60	49	81.67%
Norway Section	153	120	33	27.50%
Portugal Section	245	213	32	15.02%
South Africa Section	301	272	29	10.66%
Ukraine Section	108	81	27	33.33%
Sweden Section	316	295	21	7.12%
Switzerland Section	312	293	19	6.48%
Republic Of Macedonia Section	37	22	15	68.18%
Estonia Section	25	12	13	108.33%
Russia (Siberia) Section	43	31	12	38.71%
Cyprus Section	50	39	11	28.21%



Year-over-Year – Recruitment: 2010 Membership Year (Cumulative)

Section	Sept 09- Aug-10	Sept 08- Aug-09	# Change	% Change
Russia (Northwest) Section	58	48	10	20.83%
Qatar Section	87	80	7	8.75%
Malta Section	50	44	6	13.64%
Austria Section	207	201	6	2.99%
Slovenia Section	43	38	5	13.16%
Denmark Section	115	112	3	2.68%
Lebanon Section	353	355	-2	-0.56%
Finland Section	195	197	-2	-1.02%
Bahrain Section	15	18	-3	-16.67%
Oman Section	94	99	-5	-5.05%
Kenya Section	17	22	-5	-22.73%
Lithuanian Section	17	23	-6	-26.09%
Latvia Section	23	33	-10	-30.30%
Iceland Section	26	37	-11	-29.73%
Zambia Section	22	36	-14	-38.89%
Belarus Section	6	20	-14	-70.00%
Hungary Section	53	69	-16	-23.19%
Croatia Section	131	148	-17	-11.49%
Serbia And Montenegro Section	120	138	-18	-13.04%
Bosnia And Herzegovina Section	29	52	-23	-44.23%
Czechoslovakia Section	105	131	-26	-19.85%
United Arab Emirates Section	501	528	-27	-5.11%
Romania Section	180	212	-32	-15.09%



Year-over-Year – Recruitment: 2010 Membership Year (Cumulative)

Section	Sept 09- Aug-10	Sept 08-Aug-09	# Change	% Change
Russia Section	111	147	-36	-24.49%
Israel Section	169	210	-41	-19.52%
Iraq Section	91	160	-69	-43.13%
Tunisia Section	146	229	-83	-36.24%
Benelux Section	551	642	-91	-14.17%
U.K.& Rep Of Ireland Section	1965	2095	-130	-6.21%
Germany Section	1027	1165	-138	-11.85%
Jordan Section	272	610	-338	-55.41%
Egypt Section	942	1458	-516	-35.39%
Region 8 - Apo/Fpo	23	35	-12	-34.29%
Region 8-Countries Outside Sections	416	326	90	27.61%

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