



## Membership Development Report – June 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 approaching the end of the 2010 Membership Year. **New members** joining for 2010 till 15 August pay **half dues** for their IEEE membership till the end of 2010.

On 16 August the 2011 Membership Year will start. New members for 2011 will pay then full dues for their IEEE membership till the end of 2011. Reserve your 2011 Annual MD Kit at [www.ieee.org/go/2011annualkit](http://www.ieee.org/go/2011annualkit)

**Try to recover members who didn't renew for 2010.** Congratulation again to Sections having further increased their renewal percentages at the end of May! **Switzerland is our leader in membership retention (88.7%)**. Norway is the second and Spain the third.

Unfortunately there are some Sections having very low renewal percentages (page 6)... I am asking them to make efforts to change that. There are Sections having poor results in retention and in recruitment as well. Some Sections are more or less compensating the loss by higher recruitment. Inform and help members in your Sections to upgrade. **Upgraded members** are more likely to renew.

**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 (JUNE)
<b>Total Membership</b>	<b>65,736</b>	<b>2,674</b>	<b>4.2%</b>	<b>50,025</b>	<b>97.1%</b>	<b>14,920</b>
• Higher-Grade	46,564	1,206	2.7%	41,975	91.7%	3822
• Students	19,172	1468	8.3%	8,050	125.5%	11,098
IEEE Worldwide - Total	366,623	13,597	3.9%	283,325	97.5%	75,571

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	79.0%	78.4%	42.3%	74.8%
Region – 1 <sup>st</sup> -Year Members	40.5%	65.6%	30.5%	43.2%
IEEE – Total Members	82.4%	70.7%	35.3%	75.8%
IEEE – 1 <sup>st</sup> Year Members	38.7%	52.2%	27.9%	36.6%

First-Year Member Engagement	2009 Membership Cycle	2010 Membership Cycle
Recruitment	½ Year dues are still available.	Members are joining now are members for the 2010 membership year. ½ Year Dues now available.
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	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?
SAMIEEE Queries	Use the pre-defined queries in SAMIEEE 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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<b>Best Section Total Retention</b>	88.7% - Switzerland Section	86.5% - Slovenia Section
	87.5% - Norway Section	86.1% - Italy Section
	86.7% - Spain Section	86.0% - Hungary Section

<b>Top Section Recruitment Year over Year (Cumulative)</b>	<b>Difference of Members Recruited Since Beginning of the 2010 Membership Year and Members Recruited During the Equivalent Period one Year Before</b>	
	220 – Iran Section	116 – Western Saudi Arabia Section
	191 – Turkey Section	116 – Greece Section
	130 – Kuwait Section	104 – France Section

<b>Upcoming MD Opportunities</b>	<p><b>UPCOMING STUDENT ELEVATION IN AUGUST</b></p> <p>Students finishing their studies will be elevated in August and they will become members. As Members, they will have to pay higher dues for 2011 than they had to pay as Student Members. <b>Take special care about these members.</b> Contact them and explain the importance to continue their membership in IEEE for 2011. Establish your STEP team and <b>organize a STEP workshop.</b> You can get financial support for such a workshop. Visit <a href="http://www.ieee.org/gold">www.ieee.org/gold</a></p>	<p><b>IEEE MEMBERSHIP PROMOTION AND UPGRADING</b></p> <p><b>Section and Chapter Meetings</b> are the right places for IEEE Membership promotion and recruitment. The same applies to <b>conferences</b> held in your country/section. <b>Inform and help</b> members in your Section to upgrade:  <b>Associate to Member</b>  <b>Member to Senior Member</b>          For detailed information visit the Member Grade Elevation page <a href="http://www.ieee.org/md">www.ieee.org/md</a>          Upgraded members are more likely to renew.</p>
	<p><b>RECRUITMENT</b></p> <p><b>Recruit NEW members in your Section</b>          Till 15 August we are still in the 2010 <b>Half-Year Dues Period for new members.</b> On 16 August the 2011 Full-Dues Period will start.          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><b>Welcome new members in your Section!</b></p>	<p><b>RECOVERY</b></p> <p><b>Make additional efforts to recover members who didn't renew for 2010.</b></p> <p><b>When they renew</b> they will be transferred from the list of Arrears to the list of <b>Active Members</b> and their member benefits, rights and privileges will be activated again instantaneously.</p>

<b>MD Resource Links</b>	IEEE Region 8	<a href="http://www.ieee.org/r8">www.ieee.org/r8</a>
	<b>2011 MD Kit Reservation</b>	<a href="http://www.ieee.org/go/2011annualkit">www.ieee.org/go/2011annualkit</a>
	MD Virtual 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, <b>Member Grade Elevation</b>	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	<b>Member-get-a-Member</b>	<a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a>



**IEEE GOLD Membership Data – June 2010**

We are introducing global GOLD member data in our 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.

Regarding the decline in all regions for GSM's, these are attributed to the student elevation that occurred on 25 June.

Geographic IEEE GOLD Membership Summary - 7 July 2010												
REGION	Higher Grade (no GSM's) (Yes GOLD)				GSMs & STUDENTS (Yes GOLD)				TOTAL GOLD MEMBERS (Yes GOLD)			
	Jun-10 **	May-10 **	Change		Jun-10 **	May-10 **	Change		Jun-10 **	May-10 **	Change	
1	3574	2340	1,234	52.7%	447	696	(249)	-35.8%	4021	3036	985	32.4%
2	3566	2388	1,178	49.3%	473	704	(231)	-32.8%	4039	3092	947	30.6%
3	3659	2269	1,390	61.3%	550	906	(356)	-39.3%	4209	3175	1,034	32.6%
4	3089	1958	1,131	57.8%	406	658	(252)	-38.3%	3495	2616	879	33.6%
5	3573	2461	1,112	45.2%	431	676	(245)	-36.2%	4004	3137	867	27.6%
6	6270	4321	1,949	45.1%	750	1145	(395)	-34.5%	7020	5466	1,554	28.4%
<b>R 1-6</b>	<b>23731</b>	<b>15737</b>	<b>7,994</b>	<b>50.8%</b>	<b>3057</b>	<b>4785</b>	<b>(1,728)</b>	<b>-36.1%</b>	<b>26788</b>	<b>20522</b>	<b>6,266</b>	<b>30.5%</b>
7	2916	1981	935	47.2%	581	767	(186)	-24.3%	3497	2748	749	27.3%
8	9621	6711	2,910	43.4%	1916	2541	(625)	-24.6%	11537	9252	2,285	24.7%
9	1881	1268	613	48.3%	277	388	(111)	-28.6%	2158	1656	502	30.3%
10	8940	5420	3,520	64.9%	975	1370	(395)	-28.8%	9915	6790	3,125	46.0%
<b>R 7-10</b>	<b>23358</b>	<b>15380</b>	<b>7,978</b>	<b>51.9%</b>	<b>3749</b>	<b>5066</b>	<b>(1,317)</b>	<b>-26.0%</b>	<b>27107</b>	<b>20446</b>	<b>6,661</b>	<b>32.6%</b>
<b>TOTAL</b>	<b>47,089</b>	<b>31,117</b>	<b>15,972</b>	<b>51.3%</b>	<b>6,806</b>	<b>9,851</b>	<b>-3,045</b>	<b>-30.9%</b>	<b>53,895</b>	<b>40,968</b>	<b>12,927</b>	<b>31.6%</b>
<b>% R1-6</b>	50%	51%			46%	46%			50%	50%		
<b>% R7-10</b>	50%	49%			54%	54%			50%	50%		

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 – June 2010**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2287	2037	89.1%	337	290	86.1%	2,624	2,327	88.7%
Norway Section	849	743	87.5%	97	85	87.6%	946	828	87.5%
Spain Section	2788	2463	88.3%	747	603	80.7%	3,535	3,066	86.7%
Slovenia Section	257	229	89.1%	46	33	71.7%	303	262	86.5%
Italy Section	3605	3126	86.7%	591	486	82.2%	4,196	3,612	86.1%
Hungary Section	294	255	86.7%	77	64	83.1%	371	319	86.0%
Zambia Section	106	91	85.8%	1	1	100.0%	107	92	86.0%
Sweden Section	1538	1305	84.9%	361	307	85.0%	1,899	1,612	84.9%
Germany Section	5393	4609	85.5%	1484	1203	81.1%	6,877	5,812	84.5%
Austria Section	838	707	84.4%	300	254	84.7%	1,138	961	84.4%
Poland Section	650	555	85.4%	154	116	75.3%	804	671	83.5%
Serbia And Montenegro Section	413	354	85.7%	180	139	77.2%	593	493	83.1%
Denmark Section	596	493	82.7%	107	90	84.1%	703	583	82.9%
Portugal Section	728	611	83.9%	289	227	78.5%	1,017	838	82.4%
Benelux Section	2647	2221	83.9%	776	586	75.5%	3,423	2,807	82.0%
Finland Section	771	643	83.4%	240	184	76.7%	1,011	827	81.8%
Greece Section	1406	1176	83.6%	491	373	76.0%	1,897	1,549	81.7%
Croatia Section	422	371	87.9%	265	186	70.2%	687	557	81.1%
Republic Of Macedonia Section	82	69	84.1%	47	35	74.5%	129	104	80.6%
Romania Section	827	680	82.2%	153	108	70.6%	980	788	80.4%



### Year-over-Year – Renewal: 2010 Membership Year – June 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Estonia Section	69	56	81.2%	25	19	76.0%	94	75	79.8%
Cyprus Section	172	135	78.5%	51	42	82.4%	223	177	79.4%
Czechoslovakia Section	489	401	82.0%	96	61	63.5%	585	462	79.0%
Russia (Siberia) Section	139	110	79.1%	34	25	73.5%	173	135	78.0%
Israel Section	1097	869	79.2%	124	81	65.3%	1,221	950	77.8%
France Section	2900	2274	78.4%	511	355	69.5%	3,411	2,629	77.1%
Bahrain Section	75	61	81.3%	11	4	36.4%	86	65	75.6%
U.K.& Rep Of Ireland Section	8349	6419	76.9%	1678	1146	68.3%	10,027	7,565	75.4%
Lithuanian Section	78	60	76.9%	27	19	70.4%	105	79	75.2%
South Africa Section	665	499	75.0%	240	175	72.9%	905	674	74.5%
Bulgaria Section	216	155	71.8%	65	44	67.7%	281	199	70.8%
Kenya Section	73	54	74.0%	5	1	20.0%	78	55	70.5%
Russia Section	458	337	73.6%	84	44	52.4%	542	381	70.3%
Russia (Northwest) Section	150	115	76.7%	51	26	51.0%	201	141	70.1%
Ukraine Section	314	215	68.5%	62	44	71.0%	376	259	68.9%
Malta Section	123	84	68.3%	66	45	68.2%	189	129	68.3%
Kuwait Section	133	89	66.9%	14	11	78.6%	147	100	68.0%
Latvia Section	73	49	67.1%	31	19	61.3%	104	68	65.4%
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	590	384	65.1%	79	32	40.5%	669	416	62.2%
Morocco Section	46	28	60.9%	35	22	62.9%	81	50	61.7%



**Year-over-Year – Renewal: 2010 Membership Year – June 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	104	65	62.5%	60	30	50.0%	164	95	57.9%
Tunisia Section	157	87	55.4%	224	132	58.9%	381	219	57.5%
Turkey Section	891	604	67.8%	1091	497	45.6%	1,982	1,101	55.5%
Qatar Section	158	106	67.1%	54	11	20.4%	212	117	55.2%
Iran Section	820	350	42.7%	1108	686	61.9%	1,928	1,036	53.7%
United Arab Emirates Section	761	444	58.3%	401	161	40.1%	1,162	605	52.1%
Lebanon Section	249	128	51.4%	417	217	52.0%	666	345	51.8%
Nigeria Section	655	288	44.0%	244	90	36.9%	899	378	42.0%
Iraq Section	131	63	48.1%	58	13	22.4%	189	76	40.2%
Western Saudi Arabia Section	201	98	48.8%	160	42	26.3%	361	140	38.8%
Egypt Section	730	389	53.3%	1499	383	25.6%	2,229	772	34.6%
Jordan Section	224	123	54.9%	599	88	14.7%	823	211	25.6%
Region 8-Countries Outside Sections	511	327	64.0%	143	60	42.0%	654	387	59.2%
Region 8 - Apo/Fpo	109	93	85.3%	21	12	57.1%	130	105	80.8%



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

Section	Sept 09- June-10	Sept 08- June-09	# Change	% Change
Iran Section	1321	1101	220	19.98%
Turkey Section	978	787	191	24.27%
Kuwait Section	174	44	130	295.45%
Western Saudi Arabia Section	260	144	116	80.56%
Greece Section	399	283	116	40.99%
France Section	706	602	104	17.28%
Italy Section	620	520	100	19.23%
Spain Section	535	452	83	18.36%
Saudi Arabia Section	304	226	78	34.51%
Poland Section	212	139	73	52.52%
Ghana section	70	15	55	366.67%
Morocco Section	88	35	53	151.43%
Bulgaria Section	103	57	46	80.70%
Ukraine Section	105	67	38	56.72%
Nigeria Section	438	401	37	9.23%
Norway Section	130	99	31	31.31%
Portugal Section	217	187	30	16.04%
Finland Section	180	151	29	19.21%
South Africa Section	260	232	28	12.07%
Sweden Section	274	255	19	7.45%
Republic Of Macedonia Section	37	19	18	94.74%
Russia (Siberia) Section	42	26	16	61.54%



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

Section	Sept 09- June-10	Sept 08- June-09	# Change	% Change
Cyprus Section	48	34	14	41.18%
Russia (Northwest) Section	57	43	14	32.56%
Estonia Section	24	12	12	100.00%
Switzerland Section	265	253	12	4.74%
Slovenia Section	42	35	7	20.00%
Bahrain Section	13	12	1	8.33%
Qatar Section	79	79	0	0.00%
Malta Section	40	42	-2	-4.76%
Austria Section	175	178	-3	-1.69%
Oman Section	91	94	-3	-3.19%
Croatia Section	125	129	-4	-3.10%
Kenya Section	13	17	-4	-23.53%
Belarus Section	5	10	-5	-50.00%
Denmark Section	94	100	-6	-6.00%
Lithuanian Section	16	22	-6	-27.27%
Lebanon Section	348	355	-7	-1.97%
Iceland Section	26	36	-10	-27.78%
Latvia Section	21	31	-10	-32.26%
Serbia And Montenegro Section	118	131	-13	-9.92%





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

Section	Sept 09- June-10	Sept 08-June-09	# Change	% Change
Zambia Section	20	35	-15	-42.86%
Hungary Section	46	62	-16	-25.81%
Czechoslovakia Section	99	118	-19	-16.10%
United Arab Emirates Section	483	504	-21	-4.17%
Romania Section	170	192	-22	-11.46%
Bosnia And Herzegovina Section	26	48	-22	-45.83%
Israel Section	145	179	-34	-18.99%
Russia Section	98	132	-34	-25.76%
U.K.& Rep Of Ireland Section	1731	1779	-48	-2.70%
Benelux Section	495	559	-64	-11.45%
Iraq Section	89	155	-66	-42.58%
Tunisia Section	138	222	-84	-37.84%
Germany Section	871	982	-111	-11.30%
Jordan Section	267	565	-298	-52.74%
Egypt Section	870	1224	-354	-28.92%
Region 8 - Apo/Fpo	17	26	-9	-34.62%
Region 8-Countries Outside Sections	302	270	32	11.85%

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