



This membership development report is issued on behalf of your IEEE Region, and the IEEE Member & Geographic Activities Board.



**Dear Section MD Officers,**

I hope you have recruited many new members since 1 March in your Section. **New members** joining for 2010 now (till August) pay **half dues** for their membership till the end of 2010. Take into account the **Special Circumstances**. For small Sections we have the **R8 Program to Increase the Membership of Small Sections**.

Don't forget to welcome the new members in your Section!

**It is still not too late to recover as many as possible of members who didn't renew for 2010.**

Congratulation to Sections having further increased their renewal percentages at the end of May! **Switzerland is our leader in membership retention (88.4%)**. Norway is the second and Spain the third. Unfortunately there are still some Sections having very low renewal percentages... Some Sections compensate the loss by high recruitment, but there are Sections having bad results in retention and in recruitment as well. I am asking them to change that.

**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 (MAY)
<b>Total Membership</b>	<b>63,834</b>	<b>2,597</b>	<b>4.2%</b>	<b>50,025</b>	<b>96.3%</b>	<b>13,536</b>
• Higher-Grade	43,022	1,216	2.9%	41,975	91.1%	3407
• Students	20,812	1381	7.1%	8,050	123.6%	10,129
IEEE Worldwide - Total	356,967	12,303	3.6%	274,248	96.8%	68,640

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	78.5%	77.2%	41.6%	74.2%
Region – 1 <sup>st</sup> -Year Members	39.7%	64.0%	29.9%	42.4%
IEEE – Total Members	81.9%	69.8%	34.7%	75.3%
IEEE – 1 <sup>st</sup> Year Members	38.0%	51.2%	27.2%	35.9%

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>	88.4% - Switzerland Section	85.8% - Slovenia Section
	87.3% - Norway Section	85.7% - Italy Section
	86.3% - Spain Section	85.7% - 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 Same Period one Year Before</b>	
	153 – Turkey Section	127 - Kuwait Section
	138 – Iran Section	123 – Western Saudi Arabia Section
	129 – Italy Section	98 – Greece Section

<b>Upcoming MD Opportunities</b>	<p style="text-align: center;"><b>RECRUITMENT</b></p> <p><b>Recruit <u>NEW</u> members in your Section</b> We are still in the <b>Half-Year Dues Period</b>. New members joining now for 2010 pay half dues. Take into account the <b>Special Circumstances</b> (p.10) When recruiting make use of the <b>Member-Get-A-Member Program</b> <a href="http://www.ieee.org/mg/">www.ieee.org/mg/</a></p> <p><b>Welcome new members in your Section!</b></p> <p>Small Sections: Look at the <b>R8 Program to Increase the Membership of Small Sections</b> (p.9)</p>	<p style="text-align: center;"><b>RECOVERY</b></p> <p><b>At the end of February</b>, after the Terminator Action, all the Pre-Arrears who didn't renew were sorted out, their member benefits, rights and privileges have been deactivated (they haven't received the journals anymore) and they are now <b>Deactivated Members or Arrears</b>. You will find them in the <b>SAMIEEE Predefined Query (GEO) Arrears: Member Contact Info By Section-By Grade</b>. <b>Contact the Arrears in your Section</b> and see what are the reasons for not renewing. Maybe you can help them somehow? Maybe they can make use of the Special Circumstances? <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>
	<p style="text-align: center;"><b>UPCOMING STUDENT ELEVATION IN JUNE</b></p> <p>Students finishing their studies will be elevated in June and they will become members. <b>Take special care about these members</b>. Contact them and explain the importance to continue their membership in IEEE for 2011. Form your STEP team and <b>organize a STEP workshop</b>. You can get financial support for it. Visit <a href="http://www.ieee.org/gold">www.ieee.org/gold</a></p>	<p style="text-align: center;"><b>IEEE MEMBERSHIP PROMOTION AND UPGRADING</b></p> <p><b>Section and Chapter Meetings</b> are the right places for IEEE Membership promotion. The same applies to <b>conferences</b> held in your country/section. Start again online upgrading campaigns in your Section: <b>Associate to Member</b> <b>Member to Senior Member</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-supplies">www.ieee.org/md-supplies</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	<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>



IEEE GOLD Membership Data – May 2010

We are introducing global GOLD member data in your Region MD Report. GOLD members can be Student Members, Graduate Student Members, Associate Members, Members or Senior Members. 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 - 8 June 2010												
REGION	Higher Grade (no GSM's) (Yes GOLD)				GSMs & STUDENTS (Yes GOLD)				TOTAL GOLD MEMBERS (Yes GOLD)			
	May-10 **	Apr-10 **	Change		May-10 **	Apr-10 **	Change		May-10 **	Apr-10 **	Change	
1	2340	2281	59	2.6%	696	591	105	17.8%	3036	2872	164	5.7%
2	2388	2331	57	2.4%	704	608	96	15.8%	3092	2939	153	5.2%
3	2269	2223	46	2.1%	906	722	184	25.5%	3175	2945	230	7.8%
4	1958	1920	38	2.0%	658	554	104	18.8%	2616	2474	142	5.7%
5	2461	2417	44	1.8%	676	573	103	18.0%	3137	2990	147	4.9%
6	4321	4222	99	2.3%	1145	1018	127	12.5%	5466	5240	226	4.3%
<b>R 1-6</b>	<b>15737</b>	<b>15394</b>	<b>343</b>	<b>2.2%</b>	<b>4785</b>	<b>4066</b>	<b>719</b>	<b>17.7%</b>	<b>20522</b>	<b>19460</b>	<b>1,062</b>	<b>5.5%</b>
7	1981	1950	31	1.6%	767	711	56	7.9%	2748	2661	87	3.3%
8	6711	6519	192	2.9%	2541	2410	131	5.4%	9252	8929	323	3.6%
9	1268	1238	30	2.4%	388	359	29	8.1%	1656	1597	59	3.7%
10	5420	5177	243	4.7%	1370	1266	104	8.2%	6790	6443	347	5.4%
<b>R 7-10</b>	<b>15380</b>	<b>14884</b>	<b>496</b>	<b>3.3%</b>	<b>5066</b>	<b>4746</b>	<b>320</b>	<b>6.7%</b>	<b>20446</b>	<b>19630</b>	<b>816</b>	<b>4.2%</b>
<b>TOTAL</b>	<b>31,117</b>	<b>30,278</b>	<b>839</b>	<b>2.8%</b>	<b>9,851</b>	<b>8,812</b>	<b>1,039</b>	<b>11.8%</b>	<b>40,968</b>	<b>39,090</b>	<b>1,878</b>	<b>4.8%</b>
% R1-6	51%	51%			46%	46%			50%	50%		
% R7-10	49%	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 – May 2010**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2287	2032	88.9%	337	288	85.5%	2,624	2,320	88.4%
Norway Section	849	742	87.4%	97	84	86.6%	946	826	87.3%
Spain Section	2788	2456	88.1%	747	594	79.5%	3,535	3,050	86.3%
Slovenia Section	257	229	89.1%	46	31	67.4%	303	260	85.8%
Italy Section	3605	3115	86.4%	591	482	81.6%	4,196	3,597	85.7%
Hungary Section	294	255	86.7%	77	63	81.8%	371	318	85.7%
Zambia Section	106	90	84.9%	1	1	100.0%	107	91	85.0%
Sweden Section	1538	1301	84.6%	361	304	84.2%	1,899	1,605	84.5%
Austria Section	838	705	84.1%	300	252	84.0%	1,138	957	84.1%
Germany Section	5393	4588	85.1%	1484	1188	80.1%	6,877	5,776	84.0%
Serbia And Montenegro Section	413	353	85.5%	180	139	77.2%	593	492	83.0%
Poland Section	650	549	84.5%	154	115	74.7%	804	664	82.6%
Denmark Section	596	491	82.4%	107	89	83.2%	703	580	82.5%
Portugal Section	728	608	83.5%	289	225	77.9%	1,017	833	81.9%
Benelux Section	2647	2213	83.6%	776	581	74.9%	3,423	2,794	81.6%
Greece Section	1406	1172	83.4%	491	371	75.6%	1,897	1,543	81.3%
Finland Section	771	640	83.0%	240	182	75.8%	1,011	822	81.3%
Croatia Section	422	371	87.9%	265	185	69.8%	687	556	80.9%
Republic Of Macedonia Section	82	69	84.1%	47	34	72.3%	129	103	79.8%
Romania Section	827	676	81.7%	153	106	69.3%	980	782	79.8%
Cyprus Section	172	134	77.9%	51	42	82.4%	223	176	78.9%



**Year-over-Year – Renewal: 2010 Membership Year – May 2010**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Estonia Section	69	55	79.7%	25	19	76.0%	94	74	78.7%
Czechoslovakia Section	489	399	81.6%	96	58	60.4%	585	457	78.1%
Israel Section	1097	867	79.0%	124	79	63.7%	1,221	946	77.5%
Russia (Siberia) Section	139	109	78.4%	34	25	73.5%	173	134	77.5%
France Section	2900	2251	77.6%	511	344	67.3%	3,411	2,595	76.1%
Lithuanian Section	78	60	76.9%	27	19	70.4%	105	79	75.2%
U.K.& Rep Of Ireland Section	8349	6380	76.4%	1678	1122	66.9%	10,027	7,502	74.8%
Bahrain Section	75	60	80.0%	11	4	36.4%	86	64	74.4%
South Africa Section	665	495	74.4%	240	172	71.7%	905	667	73.7%
Russia Section	458	336	73.4%	84	43	51.2%	542	379	69.9%
Bulgaria Section	216	152	70.4%	65	44	67.7%	281	196	69.8%
Russia (Northwest) Section	150	114	76.0%	51	26	51.0%	201	140	69.7%
Ukraine Section	314	215	68.5%	62	44	71.0%	376	259	68.9%
Kuwait Section	133	89	66.9%	14	11	78.6%	147	100	68.0%
Malta Section	123	83	67.5%	66	45	68.2%	189	128	67.7%
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	77	63.6%	103	67	65.0%	224	144	64.3%
Kenya Section	73	49	67.1%	5	1	20.0%	78	50	64.1%
Iceland Section	62	47	75.8%	36	15	41.7%	98	62	63.3%
Saudi Arabia Section	590	381	64.6%	79	31	39.2%	669	412	61.6%



**Year-over-Year – Renewal: 2010 Membership Year – May 2010**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Morocco Section	46	27	58.7%	35	22	62.9%	81	49	60.5%
Ghana Section	60	35	58.3%	7	4	57.1%	67	39	58.2%
Oman Section	104	65	62.5%	60	30	50.0%	164	95	57.9%
Qatar Section	158	105	66.5%	54	11	20.4%	212	116	54.7%
Turkey Section	891	596	66.9%	1091	487	44.6%	1,982	1,083	54.6%
Iran Section	820	346	42.2%	1108	684	61.7%	1,928	1,030	53.4%
Lebanon Section	249	128	51.4%	417	216	51.8%	666	344	51.7%
United Arab Emirates Section	761	437	57.4%	401	161	40.1%	1,162	598	51.5%
Tunisia Section	157	64	40.8%	224	113	50.4%	381	177	46.5%
Nigeria Section	655	283	43.2%	244	84	34.4%	899	367	40.8%
Iraq Section	131	63	48.1%	58	13	22.4%	189	76	40.2%
Western Saudi Arabia Section	201	97	48.3%	160	40	25.0%	361	137	38.0%
Egypt Section	730	386	52.9%	1499	377	25.2%	2,229	763	34.2%
Jordan Section	224	123	54.9%	599	85	14.2%	823	208	25.3%
Region 8-Countries Outside Sections	511	306	59.9%	143	60	42.0%	654	366	56.0%
Region 8 - Apo/Fpo	109	92	84.4%	21	12	57.1%	130	104	80.0%



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

Section	Sept 09- May-10	Sept 08- May-09	# Change	% Change
Turkey Section	899	746	153	20.51%
Iran Section	1221	1083	138	12.74%
Italy Section	576	447	129	28.86%
Kuwait Section	168	41	127	309.76%
Western Saudi Arabia Section	250	127	123	96.85%
Greece Section	353	255	98	38.43%
France Section	612	531	81	15.25%
Poland Section	202	124	78	62.90%
Spain Section	484	406	78	19.21%
Saudi Arabia Section	284	212	72	33.96%
Morocco Section	82	22	60	272.73%
Ghana section	67	13	54	415.38%
Ukraine Section	105	61	44	72.13%
Bulgaria Section	96	55	41	74.55%
Norway Section	122	86	36	41.86%
South Africa Section	239	207	32	15.46%
Oman Section	64	33	31	93.94%
Portugal Section	190	165	25	15.15%
Finland Section	162	139	23	16.55%
Russia (Siberia) Section	42	23	19	82.61%
Republic Of Macedonia Section	36	18	18	100.00%
Cyprus Section	44	29	15	51.72%
Russia (Northwest) Section	52	38	14	36.84%



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

Section	Sept 09- May-10	Sept 08- May-09	# Change	% Change
Estonia Section	24	12	12	100.00%
Slovenia Section	41	30	11	36.67%
Switzerland Section	231	223	8	3.59%
Sweden Section	234	226	8	3.54%
Malta Section	40	33	7	21.21%
Austria Section	158	152	6	3.95%
Bahrain Section	11	12	-1	-8.33%
Qatar Section	73	76	-3	-3.95%
Croatia Section	123	127	-4	-3.15%
Belarus Section	5	10	-5	-50.00%
Lithuanian Section	16	22	-6	-27.27%
Kenya Section	10	16	-6	-37.50%
Lebanon Section	346	354	-8	-2.26%
Latvia Section	21	29	-8	-27.59%
Nigeria Section	347	356	-9	-2.53%
Czechoslovakia Section	86	95	-9	-9.47%
Denmark Section	83	93	-10	-10.75%
Serbia And Montenegro Section	114	126	-12	-9.52%
Zambia Section	20	34	-14	-41.18%
Iceland Section	21	36	-15	-41.67%
Bosnia And Herzegovina Section	24	44	-20	-45.45%
Hungary Section	40	62	-22	-35.48%
Romania Section	156	179	-23	-12.85%





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

Section	Sept 09- May-10	Sept 08- May-09	# Change	% Change
Israel Section	127	155	-28	-18.06%
Russia Section	89	118	-29	-24.58%
United Arab Emirates Section	449	493	-44	-8.92%
Iraq Section	87	131	-44	-33.59%
U.K.& Rep Of Ireland Section	1526	1571	-45	-2.86%
Germany Section	768	838	-70	-8.35%
Benelux Section	445	515	-70	-13.59%
Tunisia Section	116	186	-70	-37.63%
Egypt Section	833	1124	-291	-25.89%
Jordan Section	259	552	-293	-53.08%
Region 8 - Apo/Fpo	17	22	-5	-22.73%
Region 8-Countries Outside Sections	246	226	20	8.85%

**R8 Program to Increase the Membership of Small Sections**

The R8 MD Subcommittee initiated a program to increase the membership of small Sections. **We want the small Sections to become bigger and stronger organizations with more volunteers and more activity.**

The best way to maintain and enhance programs and services on the Regional and Section level to our members while holding down or reducing the member cost is to increase the number of members.

Let us try to increase the membership of the small Sections gradually. The goal during the 2010 Membership Year should be to achieve 100 professional members (for Sections having less than 100), 150 members (for Sections having more than 100, but less than 150) and 200 members (for Sections having more than 150, but less than 200 professional members). **To successful Sections in increasing their membership a financial incentive will be provided.**



**Section Performance > R8 Program to Increase the Membership of Small Sections; Special Circumstances**

In order to qualify for the incentive, a Section would have to rise its professional (higher-grade, full dues paying) previous membership level for the current calendar year (using the August membership report as the reference base).

Sections which achieve the goal would receive US\$10 incentive funding for each Professional/higher grade member recruited in that Section during the period September-August above the previous year's total higher grade membership up to 100, 150 or 200 members respectively. "Migrating" members (i.e. members who moved from one region/section to another) would not count.

Transfer would be in a lump sum in the amount determined sometime in early Fall (following release of the August membership report and new membership determination).

**Section Incentive Example for a possible case (goal 100 higher-grade members):**

Professional/Higher-Grade, 2009 Full Dues Paying Members, August 2009: 70

Professional/Higher-Grade, 2010 Full Dues Paying Members, August 2010: 108

Professional/Higher-Grade, Full Dues Paying Migrating Members August 2010: 2

Section qualified for the incentive (108-2=106).

Qualifying for Rebate:  $108 - 2 = 106$

**Rebate for the Section:** US\$ 300.00

Full Dues Paying Members include members using the reduction of dues according to the Special Circumstances.

**The membership of the competing small Sections can easily be checked every month by the sections themselves by using SAMIEEE.** The final results will be known in September 2010.

The program would be for a period of one year, after which it would be assessed and a determination made whether to continue for another year on a permanent basis.

## Special Circumstances

IEEE realizes that economic circumstances may impact some members' ability to pay the full amount of IEEE membership dues. For this reason, the following special circumstance categories have been established. **Special circumstances are not available to Student members.** Only one category may be claimed in any year.

**Minimum Income Provision:** Applicants who certify that their 2008 annual income did not exceed **US\$13,400** or equivalent are granted a **50% reduction** in IEEE dues, regional assessment and dues for one IEEE Society and its optional publications. Please submit written certification with application and payment. **Student members are NOT eligible.**



**Special Circumstances**

**Retired Provision:** A retired member, not gainfully employed and not qualifying for Life Member Status, on attaining the age of 62 years, may apply for a **50% reduction** in dues and assessments. An individual who qualifies for the IEEE Retired Member category may continue any and all Society memberships held for not less than the 5 prior years. Optional publication fees equal those established for Student members.

**Unemployed Provision:** A **50% reduction** in membership dues, Society dues, other subscriptions and assessments are available to a member or applicant who informs the IEEE Operations Center Office that he/she: (1) has become involuntarily unemployed and is seeking reemployment, or (2) has become voluntarily unemployed for reasons of raising children. A statement of continued unemployment shall be provided with each annual dues payment. In the case of voluntary unemployment, the provisions of this Bylaw shall not exceed four years. The reduced payments may not be made in installments.

**Permanently Disabled Provision:** The IEEE membership dues and assessments, if any, shall be **waived** for those members who become permanently disabled. "Permanent disability" shall mean a medically determinable physical or mental impairment which (i) renders the individual incapable of performing any substantial gainful employment, (ii) can be expected to be of long-continued and indefinite duration or result in death, and (iii) is evidenced by a certification to this effect by a doctor of medicine approved by the Executive Director. The Executive Director shall determine the date on which the permanent disability shall have occurred if such determination is necessary.

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