



# Membership Development Report – April 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,**

It is high time to **recruit** new members! **New members** joining for 2010 now (till August) pay **half dues** for their membership till the end of the year. **Welcome the new members** in your Section. Look at the **Special Circumstances** and the **R8 Program to Increase the Membership of Small Sections**. **It is not too late now to recover as many as possible of our members who didn't renew for 2010.** Congratulation to Sections having increased their renewal percentages at the end of April! **Switzerland is still our leader in membership retention (88.1%)**. Norway is the second and Spain the third. Unfortunately there are still some Sections having very low renewal percentages...

**Aleksandar Szabo, IEEE 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 (APRIL)
<b>Total Membership</b>	<b>61,752</b>	<b>2,672</b>	<b>4.5%</b>	<b>50,025</b>	<b>95.4%</b>	<b>12,026</b>
• Higher-Grade	42,318	1,338	3.3%	41,975	90.4%	627
• Students	19,434	1334	7.4%	8,050	121.3%	11,399
IEEE Worldwide - Total	347,683	11,516	3.4%	268,477	95.9%	57,117

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	78.0%	76.0%	40.6%	73.5%
Region – 1 <sup>st</sup> -Year Members	38.9%	62.6%	28.7%	41.3%
IEEE – Total Members	81.3%	68.5%	33.6%	74.6%
IEEE – 1 <sup>st</sup> Year Members	37.2%	49.9%	26.2%	34.9%

First-Year Member Engagement	2009 Membership Cycle	2010 Membership Cycle
Recruitment	We are in the Half-Year dues period. Those who join now become members till the end of 2010.	Members joining now are members for the 2010 membership year. Half-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?	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 (shipped in 2010 MD Kits)	



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<b>Best Section Total Retention</b>	88.1% - Switzerland Section	85.4% - Hungary Section
	86.7% - Norway Section	85.2% - Italy Section
	85.8% - Spain Section	85.0% - Zambia 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>	
	127 – Italy Section	105 - Western Saudi Arabia Section
	123 – Greece Section	99 - Iran Section
	110 – Turkey Section	89 - Spain Section

<b>Upcoming MD Opportunities</b>	<p><b>RECRUITMENT</b>  <b>Recruit NEW members in your Section</b>                  We are now in the <b>Half-Year Dues Period</b>.                  New members who join now for 2010 pay half dues.                  Take into account the <b>Special Circumstances</b> (p.9)                  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.8)</p>	<p><b>RECOVERY</b>  <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 don't receive 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>.                  Contact the Arrears in your Section and ask them to renew.  <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><b>IEEE MEMBERSHIP PROMOTION AND UPGRADING</b>  <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>	<p><b>UPCOMING STUDENT ELEVATION IN JUNE</b>                  Students finishing their studies will be elevated in June and they will become members. Take care about these members. 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>

<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>



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2287	2025	88.5%	337	286	84.9%	2,624	2,311	88.1%
Norway Section	849	739	87.0%	97	81	83.5%	946	820	86.7%
Spain Section	2788	2448	87.8%	747	586	78.4%	3,535	3,034	85.8%
Hungary Section	294	255	86.7%	77	62	80.5%	371	317	85.4%
Italy Section	3605	3095	85.9%	591	478	80.9%	4,196	3,573	85.2%
Zambia Section	106	90	84.9%	1	1	100.0%	107	91	85.0%
Slovenia Section	257	228	88.7%	46	29	63.0%	303	257	84.8%
Sweden Section	1538	1292	84.0%	361	302	83.7%	1,899	1,594	83.9%
Germany Section	5393	4571	84.8%	1484	1176	79.2%	6,877	5,747	83.6%
Austria Section	838	700	83.5%	300	249	83.0%	1,138	949	83.4%
Serbia And Montenegro Section	413	352	85.2%	180	138	76.7%	593	490	82.6%
Poland Section	650	546	84.0%	154	114	74.0%	804	660	82.1%
Denmark Section	596	489	82.0%	107	88	82.2%	703	577	82.1%
Portugal Section	728	605	83.1%	289	221	76.5%	1,017	826	81.2%
Benelux Section	2647	2197	83.0%	776	578	74.5%	3,423	2,775	81.1%
Greece Section	1406	1168	83.1%	491	369	75.2%	1,897	1,537	81.0%
Finland Section	771	635	82.4%	240	179	74.6%	1,011	814	80.5%
Croatia Section	422	369	87.4%	265	184	69.4%	687	553	80.5%
Romania Section	827	676	81.7%	153	105	68.6%	980	781	79.7%
Republic Of Macedonia Section	82	69	84.1%	47	33	70.2%	129	102	79.1%
Cyprus Section	172	134	77.9%	51	42	82.4%	223	176	78.9%
Estonia Section	69	55	79.7%	25	19	76.0%	94	74	78.7%



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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Czechoslovakia Section	489	399	81.6%	96	56	58.3%	585	455	77.8%
Russia (Siberia) Section	139	109	78.4%	34	25	73.5%	173	134	77.5%
Israel Section	1097	855	77.9%	124	76	61.3%	1,221	931	76.2%
Lithuanian Section	78	60	76.9%	27	19	70.4%	105	79	75.2%
France Section	2900	2218	76.5%	511	335	65.6%	3,411	2,553	74.8%
Bahrain Section	75	60	80.0%	11	4	36.4%	86	64	74.4%
U.K.& Rep Of Ireland Section	8349	6341	75.9%	1678	1104	65.8%	10,027	7,445	74.2%
South Africa Section	665	489	73.5%	240	168	70.0%	905	657	72.6%
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%
Russia Section	458	335	73.1%	84	42	50.0%	542	377	69.6%
Ukraine Section	314	213	67.8%	62	43	69.4%	376	256	68.1%
Kuwait Section	133	89	66.9%	14	11	78.6%	147	100	68.0%
Malta Section	123	82	66.7%	66	45	68.2%	189	127	67.2%
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%
Morocco Section	46	27	58.7%	35	22	62.9%	81	49	60.5%
Saudi Arabia Section	590	369	62.5%	79	28	35.4%	669	397	59.3%



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REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Qatar Section	158	103	65.2%	54	11	20.4%	212	114	53.8%
Ghana Section	60	32	53.3%	7	4	57.1%	67	36	53.7%
Turkey Section	891	585	65.7%	1091	475	43.5%	1,982	1,060	53.5%
Iran Section	820	342	41.7%	1108	659	59.5%	1,928	1,001	51.9%
Lebanon Section	249	128	51.4%	417	214	51.3%	666	342	51.4%
United Arab Emirates Section	761	429	56.4%	401	158	39.4%	1,162	587	50.5%
Tunisia Section	157	57	36.3%	224	111	49.6%	381	168	44.1%
Iraq Section	131	63	48.1%	58	13	22.4%	189	76	40.2%
Nigeria Section	655	270	41.2%	244	79	32.4%	899	349	38.8%
Oman Section	104	62	59.6%	60	1	1.7%	164	63	38.4%
Western Saudi Arabia Section	201	96	47.8%	160	39	24.4%	361	135	37.4%
Egypt Section	730	382	52.3%	1499	368	24.5%	2,229	750	33.6%
Jordan Section	224	118	52.7%	599	83	13.9%	823	201	24.4%
Region 8 - Apo/Fpo	109	92	84.4%	21	12	57.1%	130	104	80.0%
Region 8-Countries Outside Sections	511	301	58.9%	143	59	41.3%	654	360	55.0%



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

Section	Sept 09-April-10	Sept 08-April-09	# Change	% Change
Italy Section	531	404	127	31.44%
Greece Section	331	208	123	59.13%
Turkey Section	807	697	110	15.78%
Western Saudi Arabia Section	224	119	105	88.24%
Iran Section	1123	1024	99	9.67%
Spain Section	447	358	89	24.86%
Iraq Section	85	11	74	672.73%
Poland Section	191	120	71	59.17%
France Section	540	470	70	14.89%
Morocco Section	74	18	56	311.11%
Ghana section	61	9	52	577.78%
Bulgaria Section	96	53	43	81.13%
Ukraine Section	95	60	35	58.33%
South Africa Section	217	185	32	17.30%
Norway Section	114	83	31	37.35%
Finland Section	152	123	29	23.58%
Kuwait Section	46	27	19	70.37%
Austria Section	149	130	19	14.62%
Republic Of Macedonia Section	35	17	18	105.88%
Oman Section	51	33	18	54.55%
Russia (Siberia) Section	40	23	17	73.91%
Cyprus Section	41	26	15	57.69%
Portugal Section	163	148	15	10.14%



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

Section	Sept 09-April-10	Sept 08-April-09	# Change	% Change
Switzerland Section	214	201	13	6.47%
Estonia Section	23	11	12	109.09%
Slovenia Section	38	27	11	40.74%
Russia (Northwest) Section	49	38	11	28.95%
Saudi Arabia Section	188	177	11	6.21%
Malta Section	38	30	8	26.67%
Qatar Section	69	61	8	13.11%
Bahrain Section	11	10	1	10.00%
Latvia Section	14	14	0	0.00%
Lebanon Section	328	329	-1	-0.30%
Czechoslovakia Section	75	76	-1	-1.32%
Sweden Section	208	210	-2	-0.95%
Belarus Section	4	9	-5	-55.56%
Serbia And Montenegro Section	112	118	-6	-5.08%
Lithuanian Section	16	22	-6	-27.27%
Kenya Section	8	14	-6	-42.86%
Denmark Section	75	85	-10	-11.76%
Croatia Section	102	116	-14	-12.07%
Zambia Section	18	32	-14	-43.75%
Iceland Section	19	34	-15	-44.12%
Bosnia And Herzegovina Section	23	39	-16	-41.03%



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

Section	Sept 09-April-10	Sept 08-April-09	# Change	% Change
Hungary Section	39	57	-18	-31.58%
Romania Section	144	169	-25	-14.79%
Israel Section	115	140	-25	-17.86%
Nigeria Section	285	311	-26	-8.36%
U.K.& Rep Of Ireland Section	1393	1420	-27	-1.90%
Egypt Section	603	632	-29	-4.59%
Russia Section	81	112	-31	-27.68%
United Arab Emirates Section	431	479	-48	-10.02%
Germany Section	687	753	-66	-8.76%
Benelux Section	398	479	-81	-16.91%
Tunisia Section	95	184	-89	-48.37%
Jordan Section	254	491	-237	-48.27%
Region 8-Countries Outside Sections	240	152	88	57.89%
Region 8 - Apo/Fpo	16	21	-5	-23.81%

**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.**





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: 100-70=30

**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.**



**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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