



# Membership Development Report – March 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,



**Our goal is still to recover as many as possible of our members deactivated at the end of February.** Congratulation to Sections having increased their renewal percentages at the end of March. **Switzerland is our leader in membership retention.** In March **Zambia Section made a significant step forward.** Unfortunately there are still some Sections having very low renewal percentages... **Recruit** new members! **New members** joining for 2010 after 1 March pay half dues. Look at the **Special Circumstances** and the **R8 Program to Increase the Membership of Small Sections**

*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 (MAR)
<b>Total Membership</b>	<b>59,503</b>	<b>2,561</b>	<b>4.5%</b>	<b>50,025</b>	<b>94.3%</b>	<b>10,465</b>
• Higher-Grade	41,499	1,429	3.6%	41,975	89.7%	2670
• Students	18,004	1132	6.7%	8,050	118.7%	7795
IEEE Worldwide - Total	336,237	10,738	3.3%	283,325	94.8%	55,108

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	77.3%	74.3%	39.7%	72.6%
Region – 1 <sup>st</sup> -Year Members	38.1%	60.6%	27.9%	40.2%
IEEE – Total Members	80.6%	66.8%	32.4%	73.7%
IEEE – 1 <sup>st</sup> Year Members	36.2%	48.2%	25.1%	33.7%

First-Year Member Engagement	2009 Membership Cycle	2010 Membership Cycle
Recruitment	Members who joined in 2009 received renewal invoices for 2010 membership year	Members joining now are members for the 2010 membership year. ½ Year Dues are now available.
MGA Operations	<i>Monthly</i> - Beginning in June, new members of prior month were invited to a new member orientation webcast	<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	(MD) First Year Members Not Renewed	(MD) All Members Joining Since Membership Year
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>	85.8% - Switzerland Section	85.0% - Zambia Section
	86.4% - Norway Section	84.9% - Hungary Section
	85.3% - Spain Section	84.5% - Slovenia 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>	
	116 – Iran Section	87 - Spain Section
	106 – Italy Section	76 - Western Saudi Arabia Section
	105 – Greece Section	72 - Poland Section

<b>Upcoming MD Opportunities</b>	<p style="text-align: center;"><b>RECOVERY</b></p> <p>At the end of February, 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.</p> <p>When they renew 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>RECRUITMENT</b></p> <p><b>Recruit NEW members in your Section</b></p> <p>We are now in the <b>Half-Year Dues Period</b>. New members who join now for 2010 are paying half dues. Take into account the <b>Special Circumstances</b> (p.9)</p> <p>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>Small Sections: Look at the <b>R8 Program to Increase the Membership of Small Sections</b> (p.8)</p> <p><b>Welcome new members in your Section!</b></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. Take care about these members. Contact them and explain the importance to continue their membership in IEEE for 2011. Form your STEP team and organize a STEP workshop. 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:</p> <p style="text-align: center;"><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>



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2287	2015	88.1%	337	281	83.4%	2,624	2,296	87.5%
Norway Section	849	736	86.7%	97	81	83.5%	946	817	86.4%
Spain Section	2788	2439	87.5%	747	575	77.0%	3,535	3,014	85.3%
Zambia Section	106	90	84.9%	1	1	100.0%	107	91	85.0%
Hungary Section	294	253	86.1%	77	62	80.5%	371	315	84.9%
Slovenia Section	257	228	88.7%	46	28	60.9%	303	256	84.5%
Italy Section	3605	3071	85.2%	591	472	79.9%	4,196	3,543	84.4%
Sweden Section	1538	1284	83.5%	361	297	82.3%	1,899	1,581	83.3%
Germany Section	5393	4547	84.3%	1484	1160	78.2%	6,877	5,707	83.0%
Austria Section	838	694	82.8%	300	241	80.3%	1,138	935	82.2%
Serbia And Montenegro Section	413	350	84.7%	180	137	76.1%	593	487	82.1%
Denmark Section	596	488	81.9%	107	88	82.2%	703	576	81.9%
Poland Section	650	543	83.5%	154	112	72.7%	804	655	81.5%
Benelux Section	2647	2185	82.5%	776	574	74.0%	3,423	2,759	80.6%
Finland Section	771	634	82.2%	240	177	73.8%	1,011	811	80.2%
Greece Section	1406	1156	82.2%	491	360	73.3%	1,897	1,516	79.9%
Portugal Section	728	594	81.6%	289	217	75.1%	1,017	811	79.7%
Romania Section	827	673	81.4%	153	104	68.0%	980	777	79.3%
Croatia Section	422	366	86.7%	265	178	67.2%	687	544	79.2%
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%



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Estonia Section	69	55	79.7%	25	19	76.0%	94	74	78.7%
Russia (Siberia) Section	139	109	78.4%	34	25	73.5%	173	134	77.5%
Czechoslovakia Section	489	397	81.2%	96	56	58.3%	585	453	77.4%
Lithuanian Section	78	60	76.9%	27	19	70.4%	105	79	75.2%
Israel Section	1097	844	76.9%	124	73	58.9%	1,221	917	75.1%
France Section	2900	2189	75.5%	511	320	62.6%	3,411	2,509	73.6%
U.K. & Rep Of Ireland Section	8349	6291	75.4%	1678	1078	64.2%	10,027	7,369	73.5%
South Africa Section	665	482	72.5%	240	164	68.3%	905	646	71.4%
Bahrain Section	75	57	76.0%	11	4	36.4%	86	61	70.9%
Russia (Northwest) Section	150	114	76.0%	51	26	51.0%	201	140	69.7%
Bulgaria Section	216	151	69.9%	65	44	67.7%	281	195	69.4%
Russia Section	458	333	72.7%	84	41	48.8%	542	374	69.0%
Kuwait Section	133	89	66.9%	14	10	71.4%	147	99	67.3%
Ukraine Section	314	210	66.9%	62	42	67.7%	376	252	67.0%
Malta Section	123	81	65.9%	66	45	68.2%	189	126	66.7%
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	66	64.1%	224	143	63.8%
Kenya Section	73	48	65.8%	5	1	20.0%	78	49	62.8%
Iceland Section	62	47	75.8%	36	13	36.1%	98	60	61.2%
Morocco Section	46	27	58.7%	35	22	62.9%	81	49	60.5%
Saudi Arabia Section	590	362	61.4%	79	27	34.2%	669	389	58.1%
Turkey Section	891	580	65.1%	1091	458	42.0%	1,982	1,038	52.4%



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Qatar Section	158	100	63.3%	54	10	18.5%	212	110	51.9%
Lebanon Section	249	128	51.4%	417	211	50.6%	666	339	50.9%
Iran Section	820	335	40.9%	1108	632	57.0%	1,928	967	50.2%
United Arab Emirates Section	761	419	55.1%	401	155	38.7%	1,162	574	49.4%
Ghana Section	60	29	48.3%	7	4	57.1%	67	33	49.3%
Tunisia Section	157	50	31.8%	224	106	47.3%	381	156	40.9%
Oman Section	104	61	58.7%	60	1	1.7%	164	62	37.8%
Nigeria Section	655	260	39.7%	244	75	30.7%	899	335	37.3%
Western Saudi Arabia Section	201	93	46.3%	160	39	24.4%	361	132	36.6%
Iraq Section	131	54	41.2%	58	13	22.4%	189	67	35.4%
Egypt Section	730	375	51.4%	1499	358	23.9%	2,229	733	32.9%
Jordan Section	224	116	51.8%	599	79	13.2%	823	195	23.7%
Region 8-Countries Outside Sections	511	297	58.1%	143	56	39.2%	654	353	54.0%
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-March-10	Sept 08-March-09	# Change	% Change
Iran Section	1069	953	116	12.17%
Italy Section	465	359	106	29.53%
Greece Section	303	198	105	53.03%
Spain Section	399	312	87	27.88%
Western Saudi Arabia Section	175	99	76	76.77%
Poland Section	179	107	72	67.29%
France Section	470	401	69	17.21%
Iraq Section	73	10	63	630.00%
Morocco Section	71	18	53	294.44%
Bulgaria Section	95	53	42	79.25%
Ukraine Section	94	59	35	59.32%
Finland Section	140	106	34	32.08%
Turkey Section	661	634	27	4.26%
Norway Section	102	78	24	30.77%
Kuwait Section	43	23	20	86.96%
Republic Of Macedonia Section	35	16	19	118.75%
Slovenia Section	38	20	18	90.00%
Austria Section	126	109	17	15.60%
Russia (Siberia) Section	39	23	16	69.57%
Oman Section	46	30	16	53.33%
Switzerland Section	190	174	16	9.20%
Cyprus Section	38	23	15	65.22%
Russia (Northwest) Section	49	36	13	36.11%



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

Section	Sept 09-March-10	Sept 08-March-09	# Change	% Change
Saudi Arabia Section	171	158	13	8.23%
Qatar Section	58	46	12	26.09%
Malta Section	37	26	11	42.31%
Ghana section	17	7	10	142.86%
Estonia Section	20	10	10	100.00%
Sweden Section	183	176	7	3.98%
Latvia Section	12	11	1	9.09%
Hungary Section	38	37	1	2.70%
Bahrain Section	9	9	0	0.00%
Lebanon Section	315	319	-4	-1.25%
Lithuanian Section	14	18	-4	-22.22%
Kenya Section	6	11	-5	-45.45%
Belarus Section	4	9	-5	-55.56%
Serbia And Montenegro Section	110	116	-6	-5.17%
Czechoslovakia Section	67	74	-7	-9.46%
South Africa Section	159	168	-9	-5.36%
Portugal Section	129	138	-9	-6.52%
Bosnia And Herzegovina Section	21	31	-10	-32.26%
Denmark Section	64	77	-13	-16.88%
Iceland Section	19	33	-14	-42.42%
Zambia Section	18	32	-14	-43.75%



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

Section	Sept 09-March-10	Sept 08-March-09	# Change	% Change
United Arab Emirates Section	369	384	-15	-3.91%
Benelux Section	365	382	-17	-4.45%
Croatia Section	89	107	-18	-16.82%
Romania Section	133	153	-20	-13.07%
Israel Section	93	118	-25	-21.19%
Russia Section	73	99	-26	-26.26%
Nigeria Section	244	273	-29	-10.62%
U.K.& Rep Of Ireland Section	1221	1269	-48	-3.78%
Germany Section	588	643	-55	-8.55%
Egypt Section	433	545	-112	-20.55%
Tunisia Section	62	178	-116	-65.17%
Jordan Section	245	433	-188	-43.42%
Region 8 - Apo/Fpo	13	19	-6	-31.58%
Region 8-Countries Outside Sections	166	138	28	20.29%

**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.**

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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