



Membership Development Report – February 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,



Congratulation to Sections having achieved high renewal percentages at the end of February. **Switzerland is our best Section in membership retention.** Unfortunately there are some Sections having low renewal percentages... I ask them to do their best now, during the recovery period.

At the end of February all members who have not renewed have been **deactivated** and become **Arrears**. **Now our goal is to recover as many as possible of these deactivated members.**

Recruit also new members! **New members** joining for 2010 after 1 March pay half dues.

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 (FEB)
Total Membership	55,551	2,459	4.6%	50,025	90.0%	8205
• Higher-Grade	39,695	1,585	4.2%	41,975	86.2%	2049
• Students	15,856	874	5.8%	8,050	110.2%	6156
IEEE Worldwide - Total	313,109	11,149	3.7%	283,325	91.0%	30,110

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	72.9%	76.7%	36.5%	69.3%
Region – 1 st -Year Members	33.7%	59.6%	25.0%	36.7%
IEEE – Total Members	77.2%	68.2%	28.1%	70.7%
IEEE – 1 st Year Members	33.2%	46.4%	21.0%	30.4%

First-Year Member Engagement	2009 Membership Cycle	2010 Membership Cycle
Recovery & Recruitment	Members who joined in 2009 received renewal invoices for 2010 membership year	Members joining now are members for the 2010 membership year
MGA Operations	<i>Monthly</i> - New members of prior month 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 members 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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Best Section Total Retention	85.8% - Switzerland Section	81.5% - Slovenia Section
	84.5% - Norway Section	81.4% - Germany Section
	83.3% - Spain Section	81.4% - 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 Same Period one Year before	
	102 – Western Saudi Arabia Section	75 - Greece Section
	102 – Spain Section	74 - Poland Section
	95 – France Section	54 - Iraq Section

Upcoming MD Opportunities	<p align="center">RECOVERY</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 Deactivated Members or Arrears. You will find them in the SAMIEEE Predefined Query (GEO) Arrears: Member Contact Info By Section-By Grade. Contact the Arrears in your Section and ask them to renew. When they renew they will be transferred from the list of Arrears to the list of Active Members and their member benefits, rights and privileges will be activated again instantaneously (they will receive again the journals).</p>	<p align="center">RECRUITMENT</p> <p align="center">Recruit <u>NEW</u> members in your Section</p> <p align="center">We are now in the Half-Year Dues Period. New members who join now for 2010 pay half dues.</p> <p align="center">When recruiting make use of the Member-Get-A-Member Program www.ieee.org/mg/</p>
	<p align="center">IEEE MEMBERSHIP PROMOTION</p> <p>Section and Chapter Meetings are the right places for IEEE Membership promotion. The same applies to conferences held in your country/section.</p>	<p align="center">UPGRADING</p> <p align="center">Start again online upgrading campaigns in your Section: Associate to Member Member to Senior Member</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



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2,299	1975	85.9%	325	277	85.2%	2,624	2,252	85.8%
Norway Section	854	720	84.3%	92	79	85.9%	946	799	84.5%
Spain Section	2,822	2396	84.9%	713	550	77.1%	3,535	2,946	83.3%
Slovenia Section	259	221	85.3%	44	26	59.1%	303	247	81.5%
Germany Section	5,462	4470	81.8%	1,415	1128	79.7%	6,877	5,598	81.4%
Italy Section	3,638	2960	81.4%	558	455	81.5%	4,196	3,415	81.4%
Sweden Section	1,553	1252	80.6%	346	277	80.1%	1,899	1,529	80.5%
Denmark Section	600	480	80.0%	103	85	82.5%	703	565	80.4%
Austria Section	853	680	79.7%	285	231	81.1%	1,138	911	80.1%
Poland Section	660	525	79.5%	144	110	76.4%	804	635	79.0%
Benelux Section	2,677	2144	80.1%	746	556	74.5%	3,423	2,700	78.9%
Estonia Section	70	55	78.6%	24	18	75.0%	94	73	77.7%
Finland Section	783	610	77.9%	228	173	75.9%	1,011	783	77.4%
Portugal Section	745	576	77.3%	272	208	76.5%	1,017	784	77.1%
Greece Section	1,435	1100	76.7%	462	350	75.8%	1,897	1,450	76.4%
Croatia Section	428	347	81.1%	259	174	67.2%	687	521	75.8%
Cyprus Section	179	128	71.5%	44	41	93.2%	223	169	75.8%
Czechoslovakia Section	491	387	78.8%	94	56	59.6%	585	443	75.7%
Russia (Siberia) Section	139	106	76.3%	34	25	73.5%	173	131	75.7%
Romania Section	838	634	75.7%	142	100	70.4%	980	734	74.9%
Lithuanian Section	80	58	72.5%	25	19	76.0%	105	77	73.3%



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Israel Section	1,105	809	73.2%	116	69	59.5%	1,221	878	71.9%
Hungary Section	301	203	67.4%	70	61	87.1%	371	264	71.2%
U.K.& Rep Of Ireland Section	8,467	6076	71.8%	1,560	1016	65.1%	10,027	7,092	70.7%
France Section	2,932	2067	70.5%	479	296	61.8%	3,411	2,363	69.3%
Bahrain Section	75	54	72.0%	11	4	36.4%	86	58	67.4%
Russia Section	461	324	70.3%	81	40	49.4%	542	364	67.2%
Russia (Northwest) Section	151	106	70.2%	50	24	48.0%	201	130	64.7%
Latvia Section	74	49	66.2%	30	18	60.0%	104	67	64.4%
Ukraine Section	324	206	63.6%	52	34	65.4%	376	240	63.8%
Republic Of Macedonia Section	91	64	70.3%	38	18	47.4%	129	82	63.6%
Malta Section	132	80	60.6%	57	40	70.2%	189	120	63.5%
Kuwait Section	134	83	61.9%	13	9	69.2%	147	92	62.6%
South Africa Section	702	445	63.4%	203	116	57.1%	905	561	62.0%
Iceland Section	62	47	75.8%	36	13	36.1%	98	60	61.2%
Bulgaria Section	228	128	56.1%	53	43	81.1%	281	171	60.9%
Serbia And Montenegro Section	433	281	64.9%	160	78	48.8%	593	359	60.5%
Belarus Section	47	28	59.6%	13	8	61.5%	60	36	60.0%
Kenya Section	73	42	57.5%	5	1	20.0%	78	43	55.1%
Saudi Arabia Section	593	342	57.7%	76	26	34.2%	669	368	55.0%
Zambia Section	106	55	51.9%	1	1	100.0%	107	56	52.3%
Morocco Section	47	24	51.1%	34	18	52.9%	81	42	51.9%



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Bosnia And Herzegovina Section	135	59	43.7%	89	53	59.6%	224	112	50.0%
Qatar Section	158	98	62.0%	54	8	14.8%	212	106	50.0%
Turkey Section	924	541	58.5%	1,058	423	40.0%	1,982	964	48.6%
Lebanon Section	258	125	48.4%	408	192	47.1%	666	317	47.6%
United Arab Emirates Section	774	407	52.6%	388	130	33.5%	1,162	537	46.2%
Iran Section	977	310	31.7%	951	525	55.2%	1,928	835	43.3%
Ghana Section	60	26	43.3%	7	2	28.6%	67	28	41.8%
Oman Section	105	59	56.2%	59	1	1.7%	164	60	36.6%
Tunisia Section	175	41	23.4%	206	97	47.1%	381	138	36.2%
Western Saudi Arabia Section	204	89	43.6%	157	36	22.9%	361	125	34.6%
Nigeria Section	673	218	32.4%	226	67	29.6%	899	285	31.7%
Egypt Section	759	356	46.9%	1,470	339	23.1%	2,229	695	31.2%
Jordan Section	225	111	49.3%	598	60	10.0%	823	171	20.8%
Iraq Section	132	18	13.6%	57	7	12.3%	189	25	13.2%
Region 8 - Apo/Fpo	113	89	78.8%	17	9	52.9%	130	98	75.4%
Region 8-Countries Outside Sections	517	278	53.8%	137	50	36.5%	654	328	50.2%



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

Section	Sept 09-February-10	Sept 08-February-09	# Change	% Change
Western Saudi Arabia Section	146	44	102	231.82%
Spain Section	334	232	102	43.97%
France Section	391	296	95	32.09%
Greece Section	239	164	75	45.73%
Poland Section	155	81	74	91.36%
Iraq Section	61	7	54	771.43%
Italy Section	322	278	44	15.83%
Finland Section	122	84	38	45.24%
Turkey Section	504	471	33	7.01%
Ukraine Section	80	51	29	56.86%
Norway Section	85	57	28	49.12%
Morocco Section	43	17	26	152.94%
Austria Section	105	79	26	32.91%
Kuwait Section	38	17	21	123.53%
Qatar Section	49	28	21	75.00%
Benelux Section	318	298	20	6.71%
Russia (Siberia) Section	33	17	16	94.12%
Cyprus Section	29	16	13	81.25%
Switzerland Section	157	145	12	8.28%
Sweden Section	137	126	11	8.73%
Estonia Section	18	8	10	125.00%
Bulgaria Section	40	30	10	33.33%



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

Section	Sept 09-February-10	Sept 08-February-09	# Change	% Change
Malta Section	31	22	9	40.91%
Ghana section	13	5	8	160.00%
Slovenia Section	26	19	7	36.84%
South Africa Section	68	62	6	9.68%
Saudi Arabia Section	121	115	6	5.22%
Russia (Northwest) Section	38	35	3	8.57%
Latvia Section	10	8	2	25.00%
Romania Section	119	117	2	1.71%
Lithuanian Section	14	14	0	0.00%
United Arab Emirates Section	321	324	-3	-0.93%
Kenya Section	5	8	-3	-37.50%
Bahrain Section	4	7	-3	-42.86%
Republic Of Macedonia Section	6	10	-4	-40.00%
Belarus Section	3	9	-6	-66.67%
Portugal Section	110	117	-7	-5.98%
Croatia Section	63	72	-9	-12.50%
Bosnia And Herzegovina Section	15	24	-9	-37.50%
Iceland Section	19	29	-10	-34.48%
Zambia Section	14	24	-10	-41.67%
Czechoslovakia Section	57	69	-12	-17.39%
Denmark Section	49	61	-12	-19.67%



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

Section	Sept 09-February-10	Sept 08-February-09	# Change	% Change
Hungary Section	21	33	-12	-36.36%
U.K.& Rep Of Ireland Section	983	998	-15	-1.50%
Lebanon Section	280	295	-15	-5.08%
Oman Section	10	28	-18	-64.29%
Russia Section	59	83	-24	-28.92%
Israel Section	70	99	-29	-29.29%
Germany Section	474	510	-36	-7.06%
Nigeria Section	181	226	-45	-19.91%
Serbia And Montenegro Section	61	107	-46	-42.99%
Tunisia Section	60	167	-107	-64.07%
Iran Section	778	897	-119	-13.27%
Egypt Section	364	483	-119	-24.64%
Jordan Section	204	351	-147	-41.88%
Region 8-Countries Outside Sections	137	104	33	31.73%
Region 8 - Apo/Fpo	11	12	-1	-8.33%

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