



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



Dear Section MD Officers,

The grace period (January and February) for **renewing the membership for 2010** is approaching its end. During next few days try to do your best concerning renewal in your Sections. Look into SAMIEEE for the **retention** data in your Section. **Remind members to renew for 2010.**

Congratulation to Sections having high renewal percentages at the end of January. **Switzerland** is our leading Section. Unfortunately there are many Sections having low renewal percentages...

Read carefully the information about the **First-Year Member Engagement** bellow. Take special care about the **First-Year Members.**

Recruit new members! Send welcome cards (received in the 2010 MD Kit) to the new members in your Section.

Aleksandar Szabo, Region 8 Membership Development Coordinator/Subcommittee Chair

Regional Snapshot	Total this Month	'09 vs. '08	% Change		2010 New Members (JAN)
Total Membership	72,260	3,211	4.7%		6357
• Higher-Grade	51,047	1,669	3.4%		1674
• Students	21,213	1,542	7.8%		4683
IEEE Worldwide - Total	406,575	15,015	3.8%		30,110

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	65.1%	65.6%	30.0%	61.3%
Region – 1 st -Year Members	28.5%	50.0%	19.8%	30.5%
IEEE – Total Members	71.2%	59.6%	23.2%	64.6%
IEEE – 1 st Year Members	29.2%	39.8%	16.8%	25.8%

On 19 February the Total Retention percentage for Region 8 went up to 68.1 %. There is still a lot to do!

First-Year Member Engagement	2009 Membership Cycle	2010 Membership Cycle
Recruitment	Members who joined in 2009 are now receiving renewal invoices for 2010 membership year	Members are joining now are members for the 2010 membership year
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 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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Best Section Total Retention	80.6% - Switzerland Section	75.1% - Norway Section
	77.1% - Spain Section	73.7% - Denmark Section
	76.0% - Germany Section	73.4% - Benelux Section

Retention data are for the end of January 2010. To get the newest percentage make use of the data available at any time using the Predefined Query 2009 Last Renewal Year for Members – Name, Grade, e-mail

Top Section Recruitment Year over Year (Cumulative)	Numeric Growth	
	87 – Poland Section	70 - France Section
	78 – Western Saudi Arabia Section	66 - Greece Section
	78 – Spain Section	58 - Turkey Section

Upcoming MD Opportunities	<p>Till the end of February monitor the retention data in your Section by going to www.ieee.org/samiee and using the SAMIEE geographic predefined query 2009 Last Renewal Year for Members – Name, Grade, Email to get the list of members who didn't renew for 2010 in your organization! unit! Contact these members and ask them to renew! We are in the last week for renewing on time!</p>	<p>A Challenge to all Sections! Best Small/Medium Section and Best Large Section in Retention</p> <p>Certificates of Appreciation will be granted to the Best Small/Medium Section and the Best Large Section to certify the highest percentage of retention according to the retention data at the end of February 2010</p>
	<p>Important!</p> <p>Take special care about the renewal of First-Year members (members who joined in 2009) To get the list of these members use the SAMIEE geographic predefined query First Year Members Not Renewed</p> <p>Contact them! Send them welcome cards! Invite them to Section Technical and Social Meetings!</p>	<p>At the end of February, after the Terminator Action, all the Pre-Arrears who didn't renew are sorted out, their member benefits, rights and privileges are deactivated (they don't receive the journals anymore) and they are named Deactivated Members or "Arrears". From the beginning of March look into the SAMIEE 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>

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 – January 2010

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2,299	1854	80.6%	325	260	80.0%	2,624	2,114	80.6%
Spain Section	2,822	2222	78.7%	713	503	70.5%	3,535	2,725	77.1%
Germany Section	5,462	4207	77.0%	1,415	1021	72.2%	6,877	5,228	76.0%
Norway Section	854	646	75.6%	92	64	69.6%	946	710	75.1%
Denmark Section	600	440	73.3%	103	78	75.7%	703	518	73.7%
Benelux Section	2,677	2005	74.9%	746	507	68.0%	3,423	2,512	73.4%
Sweden Section	1,553	1140	73.4%	346	246	71.1%	1,899	1,386	73.0%
Italy Section	3,638	2663	73.2%	558	396	71.0%	4,196	3,059	72.9%
Austria Section	853	620	72.7%	285	208	73.0%	1,138	828	72.8%
Estonia Section	70	52	74.3%	24	16	66.7%	94	68	72.3%
Finland Section	783	553	70.6%	228	160	70.2%	1,011	713	70.5%
Russia (Siberia) Section	139	97	69.8%	34	25	73.5%	173	122	70.5%
Croatia Section	428	316	73.8%	259	165	63.7%	687	481	70.0%
Slovenia Section	259	193	74.5%	44	16	36.4%	303	209	69.0%
Portugal Section	745	513	68.9%	272	188	69.1%	1,017	701	68.9%
Greece Section	1,435	969	67.5%	462	308	66.7%	1,897	1,277	67.3%
Romania Section	838	565	67.4%	142	83	58.5%	980	648	66.1%
Lithuanian Section	80	54	67.5%	25	15	60.0%	105	69	65.7%
Czechoslovakia Section	491	331	67.4%	94	48	51.1%	585	379	64.8%



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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Cyprus Section	179	110	61.5%	44	33	75.0%	223	143	64.1%
Poland Section	660	470	71.2%	144	42	29.2%	804	512	63.7%
U.K.& Rep Of Ireland Section	8,467	5425	64.1%	1,560	873	56.0%	10,027	6,298	62.8%
Israel Section	1,105	709	64.2%	116	41	35.3%	1,221	750	61.4%
France Section	2,932	1758	60.0%	479	263	54.9%	3,411	2,021	59.2%
Latvia Section	74	46	62.2%	30	15	50.0%	104	61	58.7%
Hungary Section	301	177	58.8%	70	40	57.1%	371	217	58.5%
Russia Section	461	276	59.9%	81	34	42.0%	542	310	57.2%
Bahrain Section	75	45	60.0%	11	3	27.3%	86	48	55.8%
Iceland Section	62	41	66.1%	36	13	36.1%	98	54	55.1%
Republic Of Macedonia Section	91	56	61.5%	38	15	39.5%	129	71	55.0%
Malta Section	132	69	52.3%	57	35	61.4%	189	104	55.0%
Kuwait Section	134	72	53.7%	13	7	53.8%	147	79	53.7%
Belarus Section	47	24	51.1%	13	8	61.5%	60	32	53.3%
Russia (Northwest) Section	151	85	56.3%	50	22	44.0%	201	107	53.2%
South Africa Section	702	366	52.1%	203	91	44.8%	905	457	50.5%
Ukraine Section	324	155	47.8%	52	22	42.3%	376	177	47.1%
Bulgaria Section	228	99	43.4%	53	33	62.3%	281	132	47.0%
Saudi Arabia Section	593	290	48.9%	76	24	31.6%	669	314	46.9%
Zambia Section	106	49	46.2%	1	0	0.0%	107	49	45.8%
Serbia And Montenegro Section	433	194	44.8%	160	70	43.8%	593	264	44.5%



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

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Bosnia And Herzegovina Section	135	51	37.8%	89	44	49.4%	224	95	42.4%
Turkey Section	924	458	49.6%	1,058	367	34.7%	1,982	825	41.6%
Kenya Section	73	31	42.5%	5	1	20.0%	78	32	41.0%
Morocco Section	47	20	42.6%	34	13	38.2%	81	33	40.7%
Qatar Section	158	77	48.7%	54	5	9.3%	212	82	38.7%
United Arab Emirates Section	774	341	44.1%	388	105	27.1%	1,162	446	38.4%
Tunisia Section	175	36	20.6%	206	93	45.1%	381	129	33.9%
Lebanon Section	258	111	43.0%	408	104	25.5%	666	215	32.3%
Western Saudi Arabia Section	204	80	39.2%	157	32	20.4%	361	112	31.0%
Oman Section	105	49	46.7%	59	1	1.7%	164	50	30.5%
Iran Section	977	268	27.4%	951	309	32.5%	1,928	577	29.9%
Ghana Section	60	18	30.0%	7	1	14.3%	67	19	28.4%
Egypt Section	759	315	41.5%	1,470	306	20.8%	2,229	621	27.9%
Nigeria Section	673	170	25.3%	226	46	20.4%	899	216	24.0%
Jordan Section	225	89	39.6%	598	53	8.9%	823	142	17.3%
Iraq Section	132	16	12.1%	57	1	1.8%	189	17	9.0%
Reg 8-Countries Outside Sections	517	172	33.3%	137	43	31.4%	654	215	32.9%
Region 8 - Apo/Fpo	113	80	70.8%	17	8	47.1%	130	88	67.7%

The “opportunity” numbers show how many active members (HG, Students, Total) were in the sections at the end of the 2009 membership year. All these members have been candidates to renew for 2010. The “% Renewal” show for every section the percentages of members who have renewed till the end of January 2010.



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

Section	Sept 09-January-10	Sept 08-January-09	# Change	% Change
Poland Section	118	31	87	280.65%
Spain Section	279	201	78	38.81%
Western Saudi Arabia Section	115	37	78	210.81%
France Section	295	225	70	31.11%
Greece Section	203	137	66	48.18%
Turkey Section	439	381	58	15.22%
Ukraine Section	60	17	43	252.94%
Norway Section	75	44	31	70.45%
Finland Section	102	73	29	39.73%
Austria Section	91	64	27	42.19%
Romania Section	104	78	26	33.33%
Qatar Section	46	22	24	109.09%
Russia (Siberia) Section	32	9	23	255.56%
Morocco Section	22	7	15	214.29%
Zambia Section	14	0	14	#DIV/0!
Benelux Section	267	254	13	5.12%
Cyprus Section	23	13	10	76.92%
Bulgaria Section	37	28	9	32.14%
Estonia Section	17	8	9	112.50%
Malta Section	29	20	9	45.00%
Italy Section	234	226	8	3.54%



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

Section	Sept 09-January-10	Sept 08-January-09	# Change	% Change
Hungary Section	18	11	7	63.64%
Ghana section	10	4	6	150.00%
Kuwait Section	20	14	6	42.86%
South Africa Section	53	47	6	12.77%
Switzerland Section	117	112	5	4.46%
United Arab Emirates Section	273	269	4	1.49%
Lithuanian Section	10	8	2	25.00%
Republic Of Macedonia Section	5	4	1	25.00%
Slovenia Section	19	18	1	5.56%
Croatia Section	58	58	0	0.00%
Latvia Section	8	8	0	0.00%
Bahrain Section	4	6	-2	-33.33%
Iraq Section	3	5	-2	-40.00%
Kenya Section	3	6	-3	-50.00%
Belarus Section	3	8	-5	-62.50%
Saudi Arabia Section	97	102	-5	-4.90%
Sweden Section	103	110	-7	-6.36%
U.K.& Rep Of Ireland Section	836	844	-8	-0.95%
Denmark Section	44	53	-9	-16.98%
Iceland Section	17	28	-11	-39.29%
Portugal Section	96	108	-12	-11.11%
Bosnia And Herzegovina Section	6	21	-15	-71.43%



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

Section	Sept 09-January-10	Sept 08-January-09	# Change	% Change
Oman Section	9	27	-18	-66.67%
Russia (Northwest) Section	8	28	-20	-71.43%
Serbia And Montenegro Section	29	49	-20	-40.82%
Russia Section	47	73	-26	-35.62%
Israel Section	59	87	-28	-32.18%
Czechoslovakia Section	34	63	-29	-46.03%
Lebanon Section	237	269	-32	-11.90%
Germany Section	374	410	-36	-8.78%
Tunisia Section	55	92	-37	-40.22%
Jordan Section	166	230	-64	-27.83%
Nigeria Section	105	199	-94	-47.24%
Egypt Section	329	428	-99	-23.13%
Iran Section	265	592	-327	-55.24%
Region 8 - Apo/Fpo	10	10	0	0.00%
Region 8-Countries Outside Sections	122	81	41	50.62%

The membership year starts at the beginning of September and ends in August next year. This time, at the end of January, we are comparing for every Section the period from September 2009 till the end of January 2010 with the period from September 2008 till the end of January 2009. We will continue to make this comparison after every month passed by, till August 2010.