



Membership Development Report – December 2009

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,
 We are now in the most critical period concerning membership renewals. Monitor the 2010 **retention** data in your Section. **Switzerland** had the highest percentage at the end of December. Remind members to renew. Did you know that more than 50% of members don't renew after their first year of membership? Take special care about them. Read carefully the information about the **First-Year Members** and the First-Year Member Engagement bellow.
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 (DEC)
Total Membership	70,371	3,150	4.7%		4508
• Higher-Grade	50,804	1,947	4.0%		1116
• Students	19,567	1,203	6.5%		3392
IEEE Worldwide - Total	397,001	14,601	3.8%		25,771

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	50.3%	51.2%	22.4%	47.3%
Region – 1 st -Year Members	22.5%	39.3%	15.0%	23.8%
IEEE – Total Members	56.9%	45.2%	16.5%	51.2%
IEEE – 1 st Year Members	22.8%	30.6%	11.9%	19.6%

First-Year Member Engagement	2009 Membership Cycle	2010 Membership Cycle
Recruitment	Members who joined in 2009 and have not renewed their membership 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	New members should receive welcome communications from Section / Chapter New member should be recognized in the Section / Chapter newsletter New members should be 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	67.5% - Switzerland Section	62.7% - Spain Section
	63.8% - Estonia Section	62.2% - Germany Section
	63.0% - Russia (Siberia) Section	61.9% - Denmark Section

These data are for the end of December 2009. To get the newest percentage make use of the data in due time available in the Predefined Query 2009 Last Renewal Year for Members – Name, Grade, Email

Top Section Recruitment Year over Year (Cumulative)	Numeric Growth	
	73 – Western Saudi Arabia Section	51 - Greece
	61 – Spain Section	35 - France
	58 –Turkey Section	32 - Austria

Upcoming MD Opportunities	<p align="center">Important!</p> <p align="center">Monitor the retention data in your Section</p> <p>Go to www.ieee.org/samiee and use the SAMIEE geographic predefined query <u>2009 Last Renewal Year for Members – Name, Grade, Email</u> to get the list of members who didn't renew for 2010 in your organization! Contact them!</p>	<p align="center">A Challenge to all Sections!</p> <p align="center">Best Small/Medium Section and Best Large Section in Retention</p> <p>At the Spring IEEE Region 8 Committee Meeting 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 when the renewal grant period will finish</p>
	<p align="center">Important!</p> <p align="center">First-Year members</p> <p>Take special care about the renewal of members who joined in 2009 To get the list of these members use the SAMIEE geographic predefined query <u>First Year Members Not Renewed</u> Contact them</p>	<p align="center">The regular Webcast/Conference Call for all Section MD Officers and volunteers helping and interested in membership development to be held on Saturday 20 February 2010 at 15:00 GMT As usually you will receive an email with detailed information how to join!</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 – December 2009

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2,299	1,554	67.6%	325	216	66.5%	2,624	1,770	67.5%
Estonia Section	70	46	65.7%	24	14	58.3%	94	60	63.8%
Russia (Siberia) Section	139	85	61.2%	34	24	70.6%	173	109	63.0%
Spain Section	2,822	1,826	64.7%	713	391	54.8%	3,535	2,217	62.7%
Germany Section	5,462	3,419	62.6%	1,415	859	60.7%	6,877	4,278	62.2%
Denmark Section	600	369	61.5%	103	66	64.1%	703	435	61.9%
Benelux Section	2,677	1,670	62.4%	746	428	57.4%	3,423	2,098	61.3%
Norway Section	854	510	59.7%	92	46	50.0%	946	556	58.8%
Sweden Section	1,553	913	58.8%	346	191	55.2%	1,899	1,104	58.1%
Italy Section	3,638	2,094	57.6%	558	325	58.2%	4,196	2,419	57.7%
Austria Section	853	487	57.1%	285	162	56.8%	1,138	649	57.0%
Finland Section	783	436	55.7%	228	124	54.4%	1,011	560	55.4%
Portugal Section	745	399	53.6%	272	157	57.7%	1,017	556	54.7%
Czechoslovakia Section	491	267	54.4%	94	41	43.6%	585	308	52.6%
Croatia Section	428	234	54.7%	259	126	48.6%	687	360	52.4%
Greece Section	1,435	718	50.0%	462	235	50.9%	1,897	953	50.2%
Israel Section	1,105	574	51.9%	116	34	29.3%	1,221	608	49.8%
Slovenia Section	259	137	52.9%	44	13	29.5%	303	150	49.5%
Romania Section	838	412	49.2%	142	62	43.7%	980	474	48.4%



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Latvia Section	74	40	54.1%	30	10	33.3%	104	50	48.1%
Lithuanian Section	80	40	50.0%	25	9	36.0%	105	49	46.7%
Cyprus Section	179	81	45.3%	44	23	52.3%	223	104	46.6%
U.K.& Rep Of Ireland Section	8,467	3,973	46.9%	1,560	642	41.2%	10,027	4,615	46.0%
Poland Section	660	340	51.5%	144	19	13.2%	804	359	44.7%
Russia Section	461	220	47.7%	81	22	27.2%	542	242	44.6%
France Section	2,932	1,298	44.3%	479	204	42.6%	3,411	1,502	44.0%
Bahrain Section	75	32	42.7%	11	3	27.3%	86	35	40.7%
Malta Section	132	52	39.4%	57	23	40.4%	189	75	39.7%
Kuwait Section	134	53	39.6%	13	4	30.8%	147	57	38.8%
Belarus Section	47	16	34.0%	13	7	53.8%	60	23	38.3%
Saudi Arabia Section	593	233	39.3%	76	22	28.9%	669	255	38.1%
Morocco Section	47	17	36.2%	34	13	38.2%	81	30	37.0%
Russia (Northwest) Section	151	54	35.8%	50	20	40.0%	201	74	36.8%
Iceland Section	62	28	45.2%	36	8	22.2%	98	36	36.7%
South Africa Section	702	260	37.0%	203	63	31.0%	905	323	35.7%
Republic Of Macedonia Section	91	31	34.1%	38	9	23.7%	129	40	31.0%
Turkey Section	924	339	36.7%	1,058	273	25.8%	1,982	612	30.9%
Kenya Section	73	22	30.1%	5	1	20.0%	78	23	29.5%



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REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
United Arab Emirates Section	774	255	32.9%	388	80	20.6%	1,162	335	28.8%
Bosnia And Herzegovina Section	135	33	24.4%	89	31	34.8%	224	64	28.6%
Hungary Section	301	86	28.6%	70	18	25.7%	371	104	28.0%
Serbia And Montenegro Section	433	129	29.8%	160	31	19.4%	593	160	27.0%
Qatar Section	158	54	34.2%	54	3	5.6%	212	57	26.9%
Ukraine Section	324	83	25.6%	52	17	32.7%	376	100	26.6%
Oman Section	105	39	37.1%	59	0	0.0%	164	39	23.8%
Lebanon Section	258	81	31.4%	408	76	18.6%	666	157	23.6%
Western Saudi Arabia Section	204	58	28.4%	157	27	17.2%	361	85	23.5%
Iran Section	977	201	20.6%	951	233	24.5%	1,928	434	22.5%
Egypt Section	759	226	29.8%	1,470	248	16.9%	2,229	474	21.3%
Ghana Section	60	11	18.3%	7	1	14.3%	67	12	17.9%
Nigeria Section	673	117	17.4%	226	31	13.7%	899	148	16.5%
Jordan Section	225	70	31.1%	598	39	6.5%	823	109	13.2%
Bulgaria Section	228	24	10.5%	53	6	11.3%	281	30	10.7%
Iraq Section	132	15	11.4%	57	1	1.8%	189	16	8.5%
Tunisia Section	175	15	8.6%	206	11	5.3%	381	26	6.8%
Zambia Section	106	4	3.8%	1	0	0.0%	107	4	3.7%
Region 8 - Apo/Fpo	113	59	52.2%	17	4	23.5%	130	63	48.5%



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

Section	Sept-December-09	Sept-December-08	# Change	% Change
Western Saudi Arabia Section	97	24	73	304.17%
Spain Section	220	159	61	38.36%
Turkey Section	386	328	58	17.68%
Greece Section	147	96	51	53.13%
France Section	205	170	35	20.59%
Austria Section	74	42	32	76.19%
Finland Section	82	52	30	57.69%
Poland Section	53	25	28	112.00%
Qatar Section	40	19	21	110.53%
Norway Section	56	35	21	60.00%
Morocco Section	21	1	20	2000.00%
Russia (Siberia) Section	21	5	16	320.00%
South Africa Section	44	31	13	41.94%
Cyprus Section	20	9	11	122.22%
Estonia Section	14	4	10	250.00%
Kuwait Section	20	10	10	100.00%
United Arab Emirates Section	218	210	8	3.81%



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

Section	Sept-December-09	Sept-December-08	# Change	% Change
Hungary Section	11	4	7	175.00%
Malta Section	25	18	7	38.89%
Ghana section	5	2	3	150.00%
Latvia Section	7	5	2	40.00%
Lithuanian Section	8	6	2	33.33%
Slovenia Section	15	13	2	15.38%
Romania Section	60	58	2	3.45%
Republic Of Macedonia Section	4	3	1	33.33%
Bulgaria Section	8	7	1	14.29%
Croatia Section	45	45	0	0.00%
Zambia Section	0	0	0	na
Russia Section	36	38	-2	-5.26%
Bahrain Section	4	6	-2	-33.33%
Iraq Section	2	5	-3	-60.00%
Italy Section	162	166	-4	-2.41%
Saudi Arabia Section	67	71	-4	-5.63%
Ukraine Section	10	14	-4	-28.57%



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

Section	Sept-December-09	Sept-December-08	# Change	% Change
Belarus Section	2	6	-4	-66.67%
Kenya Section	0	5	-5	-100.00%
Denmark Section	34	40	-6	-15.00%
Serbia And Montenegro Section	19	25	-6	-24.00%
Egypt Section	216	223	-7	-3.14%
Bosnia And Herzegovina Section	5	13	-8	-61.54%
Switzerland Section	82	91	-9	-9.89%
Sweden Section	77	86	-9	-10.47%
Oman Section	6	15	-9	-60.00%
Portugal Section	82	92	-10	-10.87%
Iceland Section	16	27	-11	-40.74%
Czechoslovakia Section	29	43	-14	-32.56%
U.K.& Rep Of Ireland Section	651	670	-19	-2.84%
Benelux Section	189	208	-19	-9.13%
Russia (Northwest) Section	6	27	-21	-77.78%
Germany Section	275	297	-22	-7.41%
Israel Section	44	76	-32	-42.11%



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

Section	Sept-December-09	Sept-December-08	# Change	% Change
Jordan Section	151	212	-61	-28.77%
Tunisia Section	24	86	-62	-72.09%
Nigeria Section	81	161	-80	-49.69%
Lebanon Section	112	235	-123	-52.34%
Iran Section	154	340	-186	-54.71%
Region 8 - Apo/Fpo	8	8	0	0.00%
Region 8-Countries Outside Sections	58	72	-14	-19.44%

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