



Membership Development Report – November 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,
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 below.

Monitor the 2010 **retention** data in your Section. **Denmark** had the highest percentage at the end of November. Remind members to renew. **Recruit** new members! Send welcome cards (received in the 2010 MD Kit) to the new members in your Section.

I am asking MD Officers who didn't attend **the first Region 8 Webcast/Conference Call** held on 17 December 2009 to visit our Region 8 MD web page and download the presentation. You will find useful information.

Aleksandar Szabo, Region 8 Membership Development Coordinator/Subcommittee Chair

Regional Snapshot	Total this Month	'09 vs. '08	% Change			2010 New Members (NOV)
Total Membership	68,961	3,535	5.4 %			3259
• Higher-Grade	50,840	2,908	6.1 %			776
• Students	18,121	627	3.5%			2483
IEEE Worldwide - Total	388,211	13,353	3.6%			18,295

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	29.5%	43.1%	14.0%	29.2%
Region – 1 st -Year Members	14.0%	30.0%	8.7%	15.6%
IEEE – Total Members	35.1%	38.0%	11.0%	32.5%
IEEE – 1 st Year Members	14.1%	23.4%	7.6%	12.9%

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 / 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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Best Section Total Retention	43.4% - Denmark Section	41.7% - Spain Section
	42.6% - Estonia Section	40.1% - Germany Section
	42.3% - Switzerland Section	39.3% - Benelux Section

Top Section Recruitment Year over Year (Cumulative)	Numeric Growth	
	58 – Spain Section	37 – Finland Section
48 – Turkey Section	36 – Greece Section	
38 – U.K. & Rep. of Ireland Section	36 – UAE Section	

Upcoming MD Opportunities	<p>The regular Webcast/Conference Call for all Section MD Officers and volunteers helping and interested in membership development</p> <p>to be held on Saturday 16 January 2010 at 15:00 GMT</p> <p>As usually you will receive an email with detailed information how to join!</p> <p>Save the date!</p>	<p>Important!</p> <p>Monitor the retention data in your Section</p> <p>Go to www.ieee.org/samieeee and use the SAMIEEEE 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 organizational unit! Contact them!</p>
	<p>Recruit new members in your Section!</p> <p>When recruiting, use the Member-Get-A-Member Program www.ieee.org/mg/</p> <p>Welcome and recognize the new members!</p>	<p>Important!</p> <p>First-Year members</p> <p>Take special care about the renewal of members who joined in 2009</p> <p>To get the list of these members use the SAMIEEEE geographic predefined query First Year Members Not Renewed Contact them!</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 – November 2009

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Denmark Section	614	260	42.3%	89	45	50.6%	703	305	43.4%
Estonia Section	77	34	44.2%	17	6	35.3%	94	40	42.6%
Switzerland Section	2363	982	41.6%	261	128	49.0%	2,624	1,110	42.3%
Spain Section	2895	1233	42.6%	641	241	37.6%	3,536	1,474	41.7%
Germany Section	5670	2243	39.6%	1207	513	42.5%	6,877	2,756	40.1%
Benelux Section	2757	1093	39.6%	666	253	38.0%	3,423	1,346	39.3%
Russia (Siberia) Section	142	47	33.1%	31	20	64.5%	173	67	38.7%
Norway Section	862	333	38.6%	84	29	34.5%	946	362	38.3%
Sweden Section	1577	586	37.2%	322	136	42.2%	1,899	722	38.0%
Austria Section	894	325	36.4%	244	98	40.2%	1,138	423	37.2%
Finland Section	815	297	36.4%	196	72	36.7%	1,011	369	36.5%
Portugal Section	784	273	34.8%	233	88	37.8%	1,017	361	35.5%
Latvia Section	80	31	38.8%	24	2	8.3%	104	33	31.7%
Bahrain Section	76	26	34.2%	10	1	10.0%	86	27	31.4%
Israel Section	1116	330	29.6%	105	19	18.1%	1,221	349	28.6%
Greece Section	1506	421	28.0%	391	113	28.9%	1,897	534	28.1%
U.K. & Rep Of Ireland Section	8636	2439	28.2%	1391	362	26.0%	10,027	2,801	27.9%
Kuwait Section	134	37	27.6%	13	4	30.8%	147	41	27.9%
Italy Section	3707	980	26.4%	489	159	32.5%	4,196	1,139	27.1%
Czechoslovakia Section	498	134	26.9%	87	21	24.1%	585	155	26.5%



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Cyprus Section	185	45	24.3%	38	14	36.8%	223	59	26.5%
Croatia Section	449	122	27.2%	238	56	23.5%	687	178	25.9%
France Section	2982	761	25.5%	429	113	26.3%	3,411	874	25.6%
Malta Section	138	38	27.5%	51	10	19.6%	189	48	25.4%
Saudi Arabia Section	597	154	25.8%	72	14	19.4%	669	168	25.1%
Romania Section	858	204	23.8%	122	25	20.5%	980	229	23.4%
Poland Section	662	160	24.2%	142	11	7.7%	804	171	21.3%
South Africa Section	730	167	22.9%	175	18	10.3%	905	185	20.4%
Belarus Section	48	9	18.8%	12	2	16.7%	60	11	18.3%
Turkey Section	993	239	24.1%	989	117	11.8%	1,982	356	18.0%
United Arab Emirates Section	787	153	19.4%	375	51	13.6%	1,162	204	17.6%
Iceland Section	62	10	16.1%	36	7	19.4%	98	17	17.3%
Russia Section	463	84	18.1%	79	10	12.7%	542	94	17.3%
Morocco Section	49	10	20.4%	32	4	12.5%	81	14	17.3%
Qatar Section	159	33	20.8%	53	2	3.8%	212	35	16.5%
Ukraine Section	329	53	16.1%	47	8	17.0%	376	61	16.2%
Slovenia Section	261	41	15.7%	42	6	14.3%	303	47	15.5%
Republic Of Macedonia Section	92	17	18.5%	37	3	8.1%	129	20	15.5%
Bosnia And Herzegovina Section	145	22	15.2%	79	11	13.9%	224	33	14.7%
Kenya Section	73	11	15.1%	5	0	0.0%	78	11	14.1%



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Ghana Section	60	9	15.0%	7	0	0.0%	67	9	13.4%
Lithuanian Section	83	14	16.9%	22	0	0.0%	105	14	13.3%
Western Saudi Arabia Section	216	42	19.4%	145	5	3.4%	361	47	13.0%
Oman Section	105	21	20.0%	59	0	0.0%	164	21	12.8%
Hungary Section	301	33	11.0%	70	10	14.3%	371	43	11.6%
Iran Section	1056	144	13.6%	872	77	8.8%	1,928	221	11.5%
Russia (Northwest) Section	153	21	13.7%	48	1	2.1%	201	22	10.9%
Serbia And Montenegro Section	445	52	11.7%	148	9	6.1%	593	61	10.3%
Lebanon Section	265	54	20.4%	401	11	2.7%	666	65	9.8%
Nigeria Section	687	72	10.5%	212	11	5.2%	899	83	9.2%
Egypt Section	813	144	17.7%	1416	55	3.9%	2,229	199	8.9%
Jordan Section	230	40	17.4%	593	22	3.7%	823	62	7.5%
Bulgaria Section	228	15	6.6%	53	5	9.4%	281	20	7.1%
Iraq Section	132	11	8.3%	57	1	1.8%	189	12	6.3%
Tunisia Section	178	9	5.1%	203	2	1.0%	381	11	2.9%
Zambia Section	106	1	0.9%	1	0	0.0%	107	1	0.9%
Region 8-Countries Outside Sections	526	72	13.7%	128	10	7.8%	654	82	12.5%
Region 8 - Apo/Fpo	115	37	32.2%	15	2	13.3%	130	39	30.0%



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

Section	Sept-November-09	Sept-November-08	# Change	% Change
Spain Section	173	115	58	50.43%
Turkey Section	269	221	48	21.72%
U.K.& Rep Of Ireland Section	538	500	38	7.60%
Finland Section	73	36	37	102.78%
Greece Section	100	64	36	56.25%
United Arab Emirates Section	156	120	36	30.00%
Lebanon Section	45	13	32	246.15%
France Section	158	128	30	23.44%
Austria Section	58	29	29	100.00%
Poland Section	42	15	27	180.00%
Western Saudi Arabia Section	44	20	24	120.00%
Qatar Section	38	15	23	153.33%
Norway Section	46	29	17	58.62%
Italy Section	119	102	17	16.67%
Morocco Section	12	0	12	#DIV/0!
Estonia Section	14	2	12	600.00%
South Africa Section	34	24	10	41.67%



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

Section	Sept-November-09	Sept-November-08	# Change	% Change
Kuwait Section	18	9	9	100.00%
Croatia Section	33	24	9	37.50%
Russia (Siberia) Section	11	3	8	266.67%
Serbia And Montenegro Section	14	6	8	133.33%
Malta Section	23	15	8	53.33%
Hungary Section	10	3	7	233.33%
Lithuania Section	8	2	6	300.00%
Cyprus Section	15	9	6	66.67%
Romania Section	33	27	6	22.22%
Slovenia Section	12	7	5	71.43%
Denmark Section	33	28	5	17.86%
Bulgaria Section	7	3	4	133.33%
Latvia Section	5	2	3	150.00%
Republic Of Macedonia Section	3	1	2	200.00%
Ghana section	4	2	2	100.00%
Portugal Section	64	62	2	3.23%
Zambia Section	0	0	0	#DIV/0!



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

Section	Sept-November-09	Sept-November-08	# Change	% Change
Bahrain Section	4	4	0	0.00%
Bosnia And Herzegovina Section	3	3	0	0.00%
Ukraine Section	3	3	0	0.00%
Russia Section	18	19	-1	-5.26%
Iraq Section	2	3	-1	-33.33%
Kenya Section	0	1	-1	-100.00%
Switzerland Section	63	66	-3	-4.55%
Jordan Section	132	136	-4	-2.94%
Belarus Section	1	5	-4	-80.00%
Russia (Northwest) Section	1	5	-4	-80.00%
Israel Section	27	33	-6	-18.18%
Oman Section	2	8	-6	-75.00%
Egypt Section	122	129	-7	-5.43%
Czechoslovakia Section	22	31	-9	-29.03%
Iceland Section	14	26	-12	-46.15%
Sweden Section	53	68	-15	-22.06%
Saudi Arabia Section	30	47	-17	-36.17%
Benelux Section	142	166	-24	-14.46%



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

Section	Sept-November-09	Sept-November-08	# Change	% Change
Germany Section	202	230	-28	-12.17%
Tunisia Section	20	57	-37	-64.91%
Nigeria Section	50	96	-46	-47.92%
Iran Section	79	206	-127	-61.65%
Region 8-Countries Outside Sections	50	58	-8	-13.79%
Region 8 - Apo/Fpo	7	6	1	16.67%

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