



# Membership Development Report – October 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,  
 Monitor the 2010 **retention** data in your Section. Switzerland has the highest percentage at the moment!  
 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 below.  
**Recruit** new members in your organizational unit! Send welcome cards (received in the 2010 MD Kit) to the new members in your Section.  
 Attend the first Region 8 Webcast/Conference Call to be held on **17 December 2009** at 19:00 GMT.  
*Best wishes, Aleksandar Szabo - Region 8 Membership Development Coordinator/Subcommittee Chair*

Regional Snapshot	Total this Month	'09 vs. '08	% Change		2010 New Members (OCT)
<b>Total Membership</b>	<b>67,819</b>	<b>3,809</b>	<b>6.0 %</b>		<b>981</b>
• Higher-Grade	51,030	3,716	7.9 %		273
• Students	16,689	93	0.5%		708
IEEE Worldwide - Total	383,038	14,313	3.9%		7,844

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	15.8%	17.9%	7.6%	15.1%
Region – 1 <sup>st</sup> -Year Members	8.8%	15.0%	4.9%	8.8%
IEEE – Total Members	19.5%	15.3%	6.4%	17.7%
IEEE – 1 <sup>st</sup> Year Members	8.0%	10.9%	4.5%	7.0%

First-Year Member Engagement	2009 Membership Cycle	2010 Membership Cycle
<b>Recruitment</b>	Members who joined in 2009 are now receiving <b>renewal invoices for 2010</b> membership year	Members are joining now are members for the 2010 membership year
<b>MGA Operations</b>	<i>Monthly</i> - Beginning in June, new members of prior month were invited to a <b>new member orientation webcast</b>	<b>Weekly</b> – New members receive <b>welcome kit</b> mailing  <b>Monthly</b> - New members of prior month are <b>invited to a new member orientation webcast</b>
<b>Section / Chapter Operations</b>	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?
<b>SAMIEEE Queries</b>	(MD) First Year Members Not Renewed	(MD) All Members Joining Since Membership Year
<b>Volunteer Resources</b>	First-Year Member Experience <b>Best Practices Guide</b> ; IEEE-branded <b>welcome cards</b> (shipped in 2010 MD Kits)	



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<b>Best Section Total Retention</b>	28.0% - Switzerland Section	22.3% - Spain Section
	25.2% - Denmark Section	22.2% - Sweden Section
	23.2% - Germany Section	21.9% - Benelux Section

<b>Top Section Recruitment Year over Year (Cumulative)</b>	<b>Numeric Growth</b>	<b>Percentage Growth</b>
	Data to be provided in November	

<b>Upcoming MD Opportunities</b>	<p><b>The first Region 8 Webcast/Conference Call</b> for all Section MD Officers and volunteers helping and interested in membership development <b>to be held on Thursday 17 December 2009 at 19:00 GMT</b> You will receive soon emails containing detailed information. <b>Save the date!</b></p>	<p><b>Monitor the retention data in your Section</b>  Go to <a href="http://www.ieee.org/samieeee">www.ieee.org/samieeee</a> and use the <b>SAMIEEEE geographic predefined query 2009 Last Renewal Year for Members – Name, Grade, Email</b> to get information about members who didn't renew for 2010 in your organizationl unit!</p>
	<p><b>Recruit new members in your Section!</b>  When recruiting, use the <b>Member-Get-A-Member Program</b> <a href="http://www.ieee.org/mg/">www.ieee.org/mg/</a> <b>Welcome and recognize the new members!</b></p>	<p><b>First-Year members</b>  Take special care about the <b>renewal of members who joined in 2009</b>  To get the list of these members use the <b>SAMIEEEE geographic predefined query First Year Members Not Renewed</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 – October 2009**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2363	651	27.5%	261	84	32.2%	2,624	735	28.0%
Denmark Section	614	150	24.4%	89	27	30.3%	703	177	25.2%
Germany Section	5670	1279	22.6%	1207	315	26.1%	6,877	1,594	23.2%
Spain Section	2895	647	22.3%	641	143	22.3%	3,536	790	22.3%
Sweden Section	1577	324	20.5%	322	97	30.1%	1,899	421	22.2%
Benelux Section	2757	601	21.8%	666	149	22.4%	3,423	750	21.9%
Norway Section	862	190	22.0%	84	15	17.9%	946	205	21.7%
Austria Section	894	187	20.9%	244	56	23.0%	1,138	243	21.4%
Russia (Siberia) Section	142	28	19.7%	31	8	25.8%	173	36	20.8%
Finland Section	815	167	20.5%	196	40	20.4%	1,011	207	20.5%
Estonia Section	77	16	20.8%	17	3	17.6%	94	19	20.2%
Portugal Section	784	145	18.5%	233	56	24.0%	1,017	201	19.8%
Israel Section	1116	200	17.9%	105	12	11.4%	1,221	212	17.4%
Kuwait Section	134	21	15.7%	13	3	23.1%	147	24	16.3%
Cyprus Section	185	24	13.0%	38	12	31.6%	223	36	16.1%
Malta Section	138	21	15.2%	51	8	15.7%	189	29	15.3%
U.K. & Rep Of Ireland Section	8636	1269	14.7%	1391	210	15.1%	10,027	1,479	14.8%
Greece Section	1506	209	13.9%	391	70	17.9%	1,897	279	14.7%
Italy Section	3707	467	12.6%	489	89	18.2%	4,196	556	13.3%



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Bahrain Section	76	11	14.5%	10	0	0.0%	86	11	12.8%
Saudi Arabia Section	597	77	12.9%	72	8	11.1%	669	85	12.7%
France Section	2982	357	12.0%	429	64	14.9%	3,411	421	12.3%
South Africa Section	730	101	13.8%	175	10	5.7%	905	111	12.3%
Czechoslovakia Section	498	54	10.8%	87	14	16.1%	585	68	11.6%
Iceland Section	62	5	8.1%	36	5	13.9%	98	10	10.2%
Bosnia And Herzegovina Section	145	13	9.0%	79	8	10.1%	224	21	9.4%
Romania Section	858	79	9.2%	122	12	9.8%	980	91	9.3%
Croatia Section	449	48	10.7%	238	15	6.3%	687	63	9.2%
Turkey Section	993	109	11.0%	989	63	6.4%	1,982	172	8.7%
Lithuanian Section	83	9	10.8%	22	0	0.0%	105	9	8.6%
Republic Of Macedonia Section	92	8	8.7%	37	2	5.4%	129	10	7.8%
Kenya Section	73	6	8.2%	5	0	0.0%	78	6	7.7%
Latvia Section	80	7	8.8%	24	1	4.2%	104	8	7.7%
United Arab Emirates Section	787	63	8.0%	375	25	6.7%	1,162	88	7.6%
Qatar Section	159	15	9.4%	53	1	1.9%	212	16	7.5%
Morocco Section	49	5	10.2%	32	1	3.1%	81	6	7.4%
Oman Section	105	12	11.4%	59	0	0.0%	164	12	7.3%
Russia Section	463	33	7.1%	79	6	7.6%	542	39	7.2%
Slovenia Section	261	18	6.9%	42	3	7.1%	303	21	6.9%



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Iran Section	1056	68	6.4%	872	40	4.6%	1,928	108	5.6%
Poland Section	662	42	6.3%	142	2	1.4%	804	44	5.5%
Egypt Section	813	77	9.5%	1416	39	2.8%	2,229	116	5.2%
Hungary Section	301	12	4.0%	70	7	10.0%	371	19	5.1%
Russia (Northwest) Section	153	9	5.9%	48	1	2.1%	201	10	5.0%
Ghana Section	60	3	5.0%	7	0	0.0%	67	3	4.5%
Western Saudi Arabia Section	216	14	6.5%	145	2	1.4%	361	16	4.4%
Serbia And Montenegro Section	445	20	4.5%	148	6	4.1%	593	26	4.4%
Lebanon Section	265	24	9.1%	401	5	1.2%	666	29	4.4%
Nigeria Section	687	36	5.2%	212	3	1.4%	899	39	4.3%
Bulgaria Section	228	11	4.8%	53	1	1.9%	281	12	4.3%
Iraq Section	132	7	5.3%	57	1	1.8%	189	8	4.2%
Ukraine Section	329	11	3.3%	47	4	8.5%	376	15	4.0%
Jordan Section	230	22	9.6%	593	9	1.5%	823	31	3.8%
Belarus Section	48	0	0.0%	12	2	16.7%	60	2	3.3%
Tunisia Section	178	5	2.8%	203	1	0.5%	381	6	1.6%
Region 8 - Apo/Fpo	115	21	18.3%	15	1	6.7%	130	22	16.9%
Reg 8-Countries Outside Sections	526	39	7.4%	128	7	5.5%	654	46	7.0%
Zambia Section	106	na	0.0%	1	na	0.0%	107	0	0.0%

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

Section	October-09	October-08	# Change	% Change
Data to be provided in November				