



Membership Development Report – September 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? Since we are now in the renewal period, I am asking you to take special care about the renewal of these members in your Section. Read carefully the information about the First-Year Members and the First-Year Member Engagement below.
 In September we entered into the 2010 Full-Year Dues Period. Focus on recruitment of new members in your organizational units!
Aleksandar Szabo, Membership Development Chair, Region 8

Regional Snapshot	Total this Month	'09 vs. '08	% Change			2010 New Members (SEP)
Total Membership	66,439	3,556	5.7 %			981
• Higher-Grade	51,290	4,960	10.7 %			273
• Students	15,149	- 1,404	- 8.5%			708
IEEE Worldwide - Total	376,513	13,401	3.7%			7,844

First-Year Members	Retention Scorecard			
	Students	Higher Grade (elevated students)	Higher-Grade (direct recruit)	
Final Total - 2009	43%	29%	51%	
Status - 2010	Available in October	Available in October	Available in October	
2010 vs. 2009	Available in October	Available in October	Available in October	

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)	



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

Best Section Total Retention	Available in October	

Top Section Recruitment Year-to-Year	Numeric Growth	
	359 – Jordan Section	179 - Turkey Section
	237 – Iran Section	136 - Western Saudi Arabia Section
	181 – Tunisia Section	90 - United Arab Emirates Section

Upcoming MD Opportunities	<p>In September we entered the 2010 Full-Year Dues Period. Focus on recruitment of new members in your organizational units. Welcome and recognize the new members!</p> <p>When recruiting, use the Member-Get-A-Member Program www.ieee.org/mg/</p>	<p>Take care about renewal in your Section.</p> <p>Use the SAMIEEE geographic predefined query 2009 Last Renewal Year for Members – Name, Grade, Email to get information about members who didn't renew in your organizationl unit!</p>
	<p>Take special care about the renewal of members who joined in 2009 (the first-year members).</p> <p>To get the list of these members use the SAMIEEE geographic predefined query First Year Members Not Renewed</p>	<p>Start online upgrading campaigns in your Section:</p> <p>Associate to Member Associate to Member</p> <p>Member to Senior Member Senior Member Grade</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 – Total Recruitment through September

Section	September-09	September-08	# Change	% Change
Jordan Section	623	264	359	136.0%
Iran Section	1167	930	237	25.5%
Tunisia Section	229	48	181	377.1%
Turkey Section	931	752	179	23.8%
Western Saudi Arabia Section	174	38	136	357.9%
United Arab Emirates Section	557	467	90	19.3%
Finland Section	236	184	52	28.3%
Lebanon Section	357	307	50	16.3%
Saudi Arabia Section	259	209	50	23.9%
Oman Section	100	51	49	96.1%
Poland Section	161	129	32	24.8%
Serbia And Montenegro Section	144	113	31	27.4%
Morocco Section	38	9	29	322.2%
Egypt Section	1476	1450	26	1.8%
Ghana section	21	1	20	2000.0%
Sweden Section	318	298	20	6.7%



Year-over-Year – Total Recruitment through September

Section	September-09	September-08	# Change	% Change
Italy Section	644	626	18	2.9%
Latvia Section	33	15	18	120.0%
Hungary Section	72	61	11	18.0%
Lithuanian Section	28	17	11	64.7%
Kuwait Section	44	38	6	15.8%
Austria Section	214	209	5	2.4%
Belarus Section	20	15	5	33.3%
Switzerland Section	316	315	1	0.3%
Iceland Section	51	51	0	0.0%
Kenya Section	22	23	-1	-4.3%
Norway Section	154	156	-2	-1.3%
Qatar Section	83	85	-2	-2.4%
Estonia Section	13	16	-3	-18.8%
Russia Section	151	154	-3	-1.9%
Slovenia Section	41	45	-4	-8.9%
Benelux Section	676	683	-7	-1.0%
Russia (Siberia) Section	34	41	-7	-17.1%



Year-over-Year – Total Recruitment through September

Section	September-09	September-08	# Change	% Change
Bahrain Section	19	27	-8	-29.6%
South Africa Section	287	299	-12	-4.0%
Romania Section	224	237	-13	-5.5%
Greece Section	349	363	-14	-3.9%
Croatia Section	159	174	-15	-8.6%
Cyprus Section	41	56	-15	-26.8%
Malta Section	49	64	-15	-23.4%
Denmark Section	125	143	-18	-12.6%
Republic Of Macedonia Section	24	44	-20	-45.5%
Bulgaria Section	66	87	-21	-24.1%
Israel Section	220	244	-24	-9.8%
Czechoslovakia Section	142	170	-28	-16.5%
Spain Section	564	592	-28	-4.7%
Ukraine Section	81	110	-29	-26.4%
Portugal Section	237	276	-39	-14.1%
Russia (Northwest) Section	49	101	-52	-51.5%
France Section	805	863	-58	-6.7%



Year-over-Year – Total Recruitment through September

Section	September-09	September-08	# Change	% Change
Bosnia And Herzegovina Section	52	111	-59	-53.2%
Germany Section	1241	1316	-75	-5.7%
U.K.& Rep Of Ireland Section	2282	2490	-208	-8.4%
Nigeria Section	468	830	-362	-43.6%
Iraq Section	160	na	160	na
Zambia Section	36	na	36	na
Region 8 - Apo/Fpo	36	23	13	56.5%
Region 8-Countries Outside Sections	338	565	-227	-40.2%

Year-over-Year – Total Retention

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Available in October									

< END >