



Membership Development Report – July 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 Region 8 Section Officers,
Please review the July Monthly MD Report for Region 8 and use the details to manage your Membership Development activities. Owing to the successful work in MD of most Sections, we have continuously good results in membership recruitment and retention in Region 8. I am asking all Sections to strengthen their efforts to achieve better results in the 2010 Membership Year starting on 1 September 2009.
Aleksandar Szabo, Membership Development Chair, Region 8

| Snapshot | Total this Month | '09 vs. '08 | % Change | Retention Goal 2009 | Goal Achieved | Goal Balance |
|------------------------|------------------|--------------|--------------|---------------------|---------------|--------------|
| Total Members | 64,461 | 3,740 | 6.2 % | 47,225 | 97.7 % | 1,100 |
| • Higher-Grade | 45,906 | 2,031 | 4.6 % | 36,625 | 100.9 % | 343 |
| • Students | 18,555 | 1,709 | 19.1 % | 10,600 | 86.4 % | (1,443) |
| IEEE Worldwide - Total | 359,195 | 9,112 | 2.6% | 278,325 | 97.2 % | (7,747) |

| Best Section Total Retention | 95.9% – Latvia Section | 85.1% - Italy Section |
|------------------------------|-----------------------------|------------------------|
| | 89.7% – Estonia Section | 85.0% - Spain Section |
| | 88.6% – Switzerland Section | 84.2% - Norway Section |

| Top Section Recruitment Year-over-Year | Numeric Growth | Percentage Growth |
|--|-----------------------|---------------------------------------|
| | 355 – Jordon Section | 1406.7 % - Tunisia Section |
| | 278 – Iran Section | 483.3 % - Morocco Section |
| | 211 – Tunisia Section | 315.8% - Western Saudi Arabia Section |

| Upcoming MD Opportunities | During September you will receive the new 2009 Membership Development Kits in your organizational units (Sections and Student Branches). | In September we enter into the 2010 Full-Year Dues Period . Focus on recruitment of new members in your organizational units. Use the Member-Get-A-Member Program www.ieee.org/mg/ |
|---------------------------|--|--|
| | Section and Chapter Meetings are excellent opportunities for IEEE Membership promotion and recruitment. The same applies to conferences held in your country/section. Set up a membership desk there to promote IEEE membership. | Start online upgrading campaigns in your Section: Associate to Member Associate to Member Member to Senior Member Senior Member Grade |

| 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 |



Section Performance > Retention

Year-over-Year – Total Retention though July

| | HIGHER GRADE MEMBERS | | | STUDENT MEMBERS | | | TOTAL MEMBERS | | |
|-------------------------------|----------------------|-----------|-----------|-----------------|-----------|-----------|---------------|-----------|-----------|
| REGION 8 | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal |
| Latvia Section | 40 | 45 | 112.5% | 34 | 26 | 76.5% | 74 | 71 | 95.9% |
| Estonia Section | 65 | 58 | 89.2% | 22 | 20 | 90.9% | 87 | 78 | 89.7% |
| Switzerland Section | 2,180 | 1,956 | 89.7% | 361 | 295 | 81.7% | 2,541 | 2,251 | 88.6% |
| Italy Section | 3,410 | 3,018 | 88.5% | 701 | 479 | 68.3% | 4,111 | 3,497 | 85.1% |
| Spain Section | 2,635 | 2,359 | 89.5% | 801 | 563 | 70.3% | 3,436 | 2,922 | 85.0% |
| Norway Section | 842 | 719 | 85.4% | 102 | 76 | 74.5% | 944 | 795 | 84.2% |
| Sweden Section | 1,503 | 1,289 | 85.8% | 334 | 254 | 76.0% | 1,837 | 1,543 | 84.0% |
| Germany Section | 5,140 | 4,474 | 87.0% | 1,473 | 1,066 | 72.4% | 6,613 | 5,540 | 83.8% |
| Hungary Section | 277 | 241 | 87.0% | 66 | 46 | 69.7% | 343 | 287 | 83.7% |
| Austria Section | 795 | 683 | 85.9% | 281 | 217 | 77.2% | 1,076 | 900 | 83.6% |
| Lithuanian Section | 73 | 61 | 83.6% | 23 | 19 | 82.6% | 96 | 80 | 83.3% |
| Poland Section | 626 | 547 | 87.4% | 129 | 81 | 62.8% | 755 | 628 | 83.2% |
| Serbia And Montenegro Section | 373 | 331 | 88.7% | 165 | 114 | 69.1% | 538 | 445 | 82.7% |
| Finland Section | 724 | 599 | 82.7% | 216 | 177 | 81.9% | 940 | 776 | 82.6% |
| Romania Section | 740 | 633 | 85.5% | 153 | 101 | 66.0% | 893 | 734 | 82.2% |
| Cyprus Section | 142 | 129 | 90.8% | 65 | 41 | 63.1% | 207 | 170 | 82.1% |
| Benelux Section | 2,496 | 2,114 | 84.7% | 799 | 589 | 73.7% | 3,295 | 2,703 | 82.0% |
| Region 8 - Apo/Fpo | 99 | 86 | 86.9% | 13 | 5 | 38.5% | 112 | 91 | 81.3% |
| Denmark Section | 588 | 489 | 83.2% | 123 | 82 | 66.7% | 711 | 571 | 80.3% |



Section Performance > Retention

Year-over-Year – Total Retention though July

| REGION 8 | HIGHER GRADE MEMBERS | | | STUDENT MEMBERS | | | TOTAL MEMBERS | | |
|-------------------------------|----------------------|-----------|-----------|-----------------|-----------|-----------|---------------|-----------|-----------|
| | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal |
| Slovenia Section | 255 | 213 | 83.5% | 55 | 34 | 61.8% | 310 | 247 | 79.7% |
| Greece Section | 1,330 | 1,119 | 84.1% | 573 | 393 | 68.6% | 1,903 | 1,512 | 79.5% |
| Croatia Section | 409 | 360 | 88.0% | 258 | 166 | 64.3% | 667 | 526 | 78.9% |
| Morocco Section | 29 | 23 | 79.3% | 18 | 14 | 77.8% | 47 | 37 | 78.7% |
| Western Saudi Arabia Section | 111 | 84 | 75.7% | 33 | 28 | 84.8% | 144 | 112 | 77.8% |
| Bahrain Section | 67 | 53 | 79.1% | 9 | 6 | 66.7% | 76 | 59 | 77.6% |
| Czechoslovakia Section | 439 | 391 | 89.1% | 140 | 54 | 38.6% | 579 | 445 | 76.9% |
| France Section | 2,597 | 2,160 | 83.2% | 669 | 341 | 51.0% | 3,266 | 2,501 | 76.6% |
| Kuwait Section | 106 | 81 | 76.4% | 13 | 9 | 69.2% | 119 | 90 | 75.6% |
| Portugal Section | 714 | 584 | 81.8% | 319 | 193 | 60.5% | 1,033 | 777 | 75.2% |
| U.K.& Rep Of Ireland Section | 8,116 | 6,429 | 79.2% | 2,060 | 1,169 | 56.7% | 10,176 | 7,598 | 74.7% |
| Israel Section | 1,135 | 882 | 77.7% | 143 | 68 | 47.6% | 1,278 | 950 | 74.3% |
| Republic Of Macedonia Section | 85 | 64 | 75.3% | 57 | 39 | 68.4% | 142 | 103 | 72.5% |
| Malta Section | 99 | 78 | 78.8% | 90 | 57 | 63.3% | 189 | 135 | 71.4% |
| Russia Section | 461 | 335 | 72.7% | 73 | 44 | 60.3% | 534 | 379 | 71.0% |
| Ukraine Section | 281 | 219 | 77.9% | 104 | 49 | 47.1% | 385 | 268 | 69.6% |
| Saudi Arabia Section | 540 | 395 | 73.1% | 72 | 24 | 33.3% | 612 | 419 | 68.5% |
| Belarus Section | 38 | 33 | 86.8% | 18 | 5 | 27.8% | 56 | 38 | 67.9% |
| Kenya Section | 58 | 41 | 70.7% | 6 | 2 | 33.3% | 64 | 43 | 67.2% |
| Russia (Siberia) Section | 151 | 111 | 73.5% | 52 | 24 | 46.2% | 203 | 135 | 66.5% |



Section Performance > Retention

Year-over-Year – Total Retention though July

| REGION 8 | HIGHER GRADE MEMBERS | | | STUDENT MEMBERS | | | TOTAL MEMBERS | | |
|----------------------------------|----------------------|-----------|-----------|-----------------|-----------|-----------|---------------|-----------|-----------|
| | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal |
| South Africa Section | 599 | 455 | 76.0% | 261 | 108 | 41.4% | 860 | 563 | 65.5% |
| Bosnia And Herzegovina Section | 128 | 86 | 67.2% | 134 | 78 | 58.2% | 262 | 164 | 62.6% |
| Tunisia Section | 81 | 52 | 64.2% | 137 | 82 | 59.9% | 218 | 134 | 61.5% |
| Russia (Northwest) Section | 169 | 115 | 68.0% | 71 | 25 | 35.2% | 240 | 140 | 58.3% |
| Oman Section | 79 | 60 | 75.9% | 28 | 2 | 7.1% | 107 | 62 | 57.9% |
| Qatar Section | 130 | 90 | 69.2% | 50 | 14 | 28.0% | 180 | 104 | 57.8% |
| Iran Section | 404 | 275 | 68.1% | 925 | 490 | 53.0% | 1,329 | 765 | 57.6% |
| Turkey Section | 861 | 547 | 63.5% | 921 | 477 | 51.8% | 1,782 | 1,024 | 57.5% |
| Bulgaria Section | 205 | 120 | 58.5% | 77 | 38 | 49.4% | 282 | 158 | 56.0% |
| Iceland Section | 69 | 49 | 71.0% | 40 | 12 | 30.0% | 109 | 61 | 56.0% |
| United Arab Emirates Section | 628 | 438 | 69.7% | 381 | 112 | 29.4% | 1,009 | 550 | 54.5% |
| Lebanon Section | 271 | 123 | 45.4% | 363 | 158 | 43.5% | 634 | 281 | 44.3% |
| Jordan Section | 157 | 105 | 66.9% | 296 | 85 | 28.7% | 453 | 190 | 41.9% |
| Reg 8-Countries Outside Sections | 509 | 225 | 44.2% | 178 | 53 | 29.8% | 687 | 278 | 40.5% |
| Egypt Section | 511 | 356 | 69.7% | 1,515 | 347 | 22.9% | 2,026 | 703 | 34.7% |
| Nigeria Section | 541 | 281 | 51.9% | 563 | 100 | 17.8% | 1,104 | 381 | 34.5% |
| Iraq Section | 112 | 26 | 23.2% | 4 | 3 | 75.0% | 116 | 29 | 25.0% |
| Ghana Section | 0 | 32 | na | 0 | 3 | na | 0 | 35 | na |
| Zambia Section | na | 47 | na | na | 0 | na | na | 47 | na |



Year-over-Year – Total Recruitment through July

| Section | July 2009 | July 2008 | # Change | % Change |
|-------------------------------|-----------|-----------|----------|----------|
| Jordan Section | 601 | 246 | 355 | 144.3% |
| Iran Section | 1124 | 846 | 278 | 32.9% |
| Tunisia Section | 226 | 15 | 211 | 1406.7% |
| Western Saudi Arabia Section | 158 | 38 | 120 | 315.8% |
| Turkey Section | 815 | 705 | 110 | 15.6% |
| United Arab Emirates Section | 522 | 438 | 84 | 19.2% |
| Egypt Section | 1425 | 1363 | 62 | 4.5% |
| Saudi Arabia Section | 248 | 189 | 59 | 31.2% |
| Oman Section | 96 | 43 | 53 | 123.3% |
| Lebanon Section | 355 | 303 | 52 | 17.2% |
| Sweden Section | 275 | 240 | 35 | 14.6% |
| Morocco Section | 35 | 6 | 29 | 483.3% |
| Poland Section | 148 | 119 | 29 | 24.4% |
| Serbia And Montenegro Section | 135 | 110 | 25 | 22.7% |
| Switzerland Section | 278 | 259 | 19 | 7.3% |
| Latvia Section | 32 | 15 | 17 | 113.3% |
| Hungary Section | 69 | 56 | 13 | 23.2% |
| Iceland Section | 36 | 25 | 11 | 44.0% |
| Italy Section | 568 | 557 | 11 | 2.0% |
| Region 8 - Apo/Fpo | 31 | 20 | 11 | 55.0% |
| Kuwait Section | 44 | 36 | 8 | 22.2% |
| Russia Section | 139 | 131 | 8 | 6.1% |
| Lithuanian Section | 22 | 15 | 7 | 46.7% |



Year-over-Year – Total Recruitment through July

| Section | July 2009 | July 2008 | # Change | % Change |
|-------------------------------|-----------|-----------|----------|----------|
| South Africa Section | 247 | 240 | 7 | 2.9% |
| Finland Section | 167 | 164 | 3 | 1.8% |
| Qatar Section | 80 | 78 | 2 | 2.6% |
| Belarus Section | 13 | 12 | 1 | 8.3% |
| Kenya Section | 22 | 21 | 1 | 4.8% |
| Benelux Section | 598 | 598 | 0 | 0.0% |
| Czechoslovakia Section | 126 | 128 | -2 | -1.6% |
| Estonia Section | 12 | 15 | -3 | -20.0% |
| Austria Section | 191 | 196 | -5 | -2.6% |
| Slovenia Section | 36 | 41 | -5 | -12.2% |
| Russia (Siberia) Section | 28 | 35 | -7 | -20.0% |
| Bahrain Section | 17 | 26 | -9 | -34.6% |
| Romania Section | 206 | 215 | -9 | -4.2% |
| Cyprus Section | 39 | 50 | -11 | -22.0% |
| Malta Section | 44 | 56 | -12 | -21.4% |
| Croatia Section | 148 | 163 | -15 | -9.2% |
| Republic Of Macedonia Section | 21 | 41 | -20 | -48.8% |
| Norway Section | 105 | 130 | -25 | -19.2% |
| Denmark Section | 102 | 128 | -26 | -20.3% |
| Bulgaria Section | 58 | 85 | -27 | -31.8% |



Year-over-Year – Total Recruitment through July

| Section | July 2009 | July 2008 | # Change | % Change |
|-------------------------------------|-----------|-----------|----------|----------|
| Ukraine Section | 81 | 108 | -27 | -25.0% |
| Greece Section | 303 | 331 | -28 | -8.5% |
| Spain Section | 494 | 537 | -43 | -8.0% |
| Germany Section | 1073 | 1123 | -50 | -4.5% |
| Portugal Section | 206 | 257 | -51 | -19.8% |
| Russia (Northwest) Section | 45 | 97 | -52 | -53.6% |
| Israel Section | 160 | 213 | -53 | -24.9% |
| France Section | 695 | 753 | -58 | -7.7% |
| Bosnia And Herzegovina Section | 50 | 110 | -60 | -54.5% |
| U.K.& Rep Of Ireland Section | 1951 | 2197 | -246 | -11.2% |
| Nigeria Section | 424 | 701 | -277 | -39.5% |
| Region 8-Countries Outside Sections | 313 | 515 | -202 | -39.2% |
| Iraq Section | 195 | 0 | 195 | na |
| Zambia Section | 36 | 0 | 36 | na |
| Ghana section | 16 | 0 | 16 | na |

< END >