Berlin, Germany
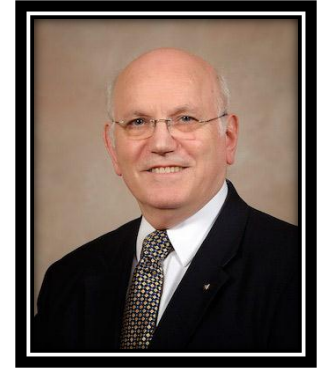**IEEE R8 Committee Meeting**

# IEEE Region 8 Director's report

Marko Delimar
31 March 2012

Remembering Roger Pollard

- **Region 8 remembers Dr. Roger Pollard, a prominent British engineer and educator**

- **Roger passed away on 3 December 2011 while serving as the Secretary of IEEE and a member of the IEEE Board of Directors**

- **Roger had served in numerous key volunteer positions — within TAB, MTT Society, UKRI Section, Region 8, the IEEE Awards Board, the IEEE Finance Committee, the IEEE Strategic Planning Committee, and the IEEE Publications Services and Products Board**

- **Among his many IEEE achievements: he provided the leadership which led to the creation and launch of the online IEEE Xplore digital library**
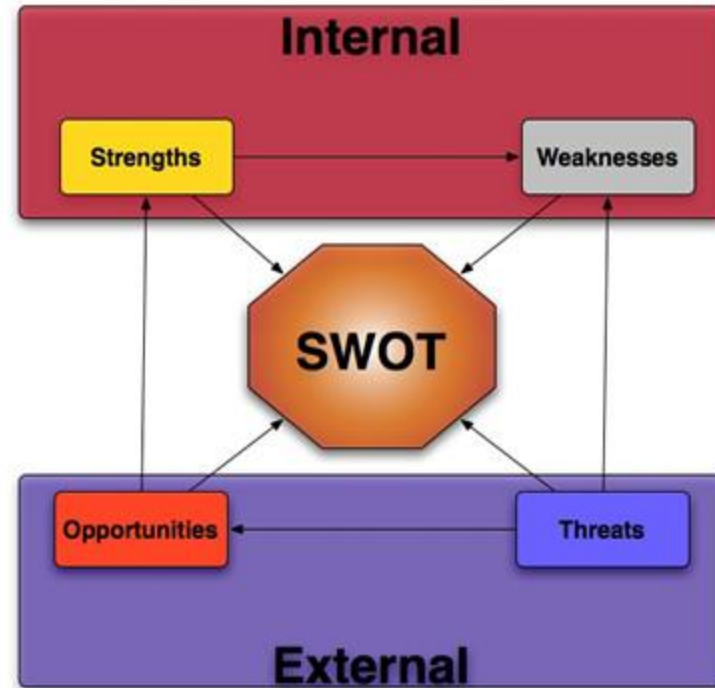
AN ABBREVIATED S-W-O-T ANALYSIS -- UPDATE --

Strengths

- **Strong and dedicated volunteer corps**
- **Volunteer leadership development and succession planning**
- **A large number of active and vibrant organizational units**
- **Diversity of Members and Sections**
- **Tradition of exchange of ideas and best practices**
- **Established infrastructure for Region's activities, including conducting conferences, workshops, and student activities**

Weaknesses

- **The size of the Region is incongruous with the resources available for its administration**
- **IEEE market share in key areas is low**
- **There are significant areas within the Region where IEEE visibility is very low**
- **The disparity between different Sections in the Region does not support some "one size fits all" practices of IEEE**
- **The operations of the Region are not optimized to take advantage of available cooperation and funding opportunities**

Opportunities

- **Cooperation with local associations, governmental/intergovernmental organizations, and educational institutions**
- **Cooperation with EU institutions, especially in the areas of Standards, Education and Accreditation**
- **Member recruiting drives**
- **Development of new IEEE OUs**
  - **This activity requires area-specific activities and creative solutions**
- **Conference activities in R8**
  - **Toward IEEE-owned conferences and surplus generating conferences for R8**
- **Accreditation opportunities (e.g., GCC)**

Threats

- **Loss of members to aggressive recruiting by other local and global associations**
- **Expanded activities of commercial publishers and conference providers in IEEE Fields of Interest in the Region**
- **Perception of IEEE as "US-centric"**

KEY CHALLENGES
-- UPDATE --

Region 8 Primary Challenges

At the beginning of 2011, we identified three primary challenges:

1. **Africa**
2. **Cooperation with European agencies**
3. **Conferences**

Work in progress:

1. **IEEE Ad Hoc Committee on Activities in Africa**
2. **Ad Hoc group on European activities (in formation)**
3. **Region 8 Conference policy/activities**

Updates

- **Jan 2012: Initial meeting on IEEE Europe was held in Brussels, Belgium**

- **Feb 2012: IEEE President appointed the IEEE Ad Hoc Committee on Activities in Africa**

- **Mar 2012: Second meeting of the IEEE Europe group in Berlin, Germany**

- **Apr 2012: Meeting of the 2012 IEEE Ad Hoc Committee on Activities in Africa, Berlin**

R8 Conferences

- **EuroCon**
- **MEleCon**
- **AfriCon**

- **EnergyCon**

- **HistelCon**

- **Approximately 300 IEEE conferences are held in Region 8 every year**
  - Most are technically co-sponsored

IEEE Conferences in R8 (partial view)

IEEE Conferences in R8 (partial view)

Region 8 and IEEE Societies

- **2011/2012 priority**

- **Region 8 has been working to establish close relations and collaboration with IEEE Societies in working towards the increase of chapter activities and membership**

- **R8 Chapter Coordination subcommittee includes representatives from most IEEE Societies**
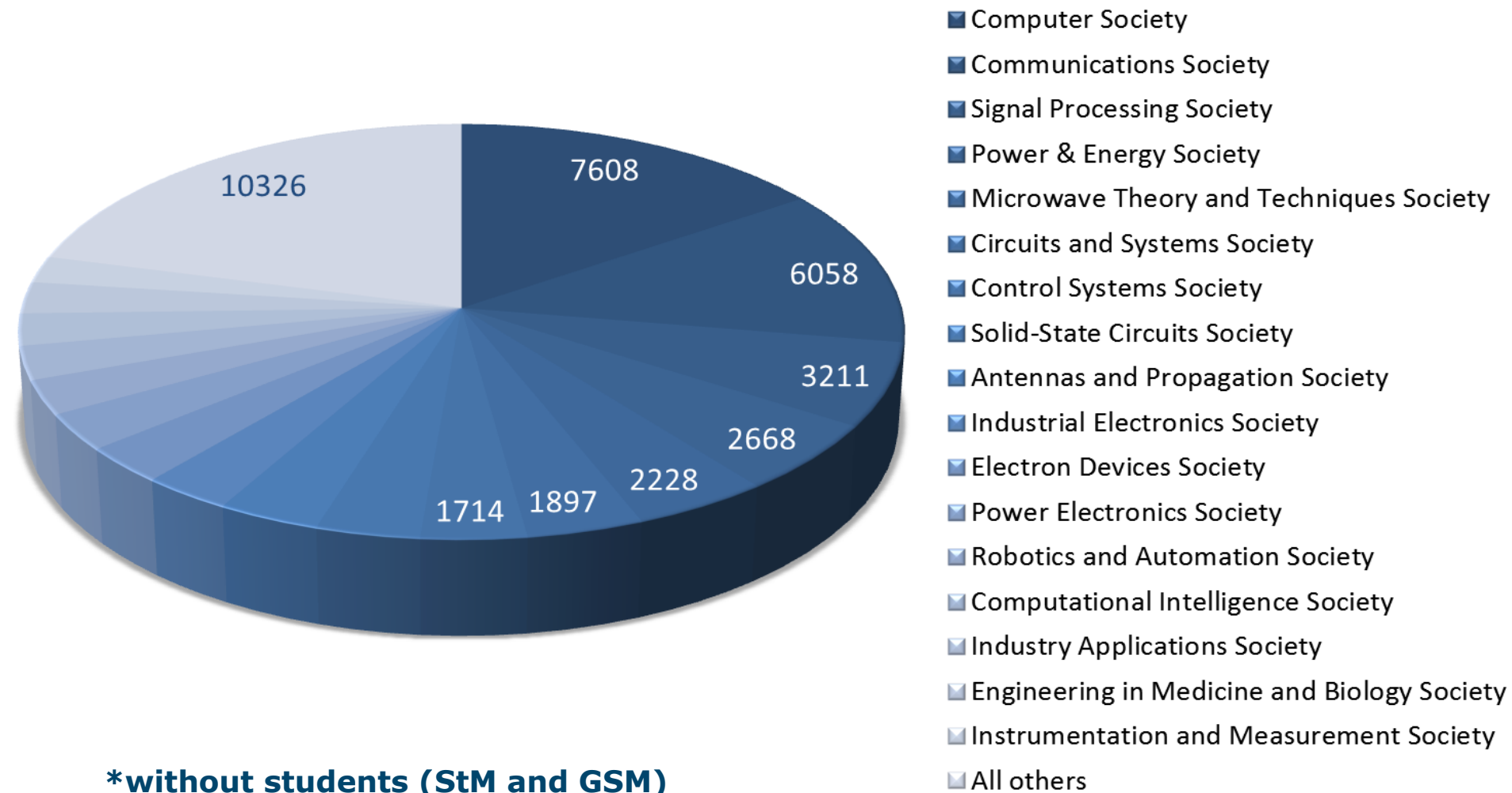
Society memberships* by Region - 29 Feb
220127 total, 49451 in Region 8
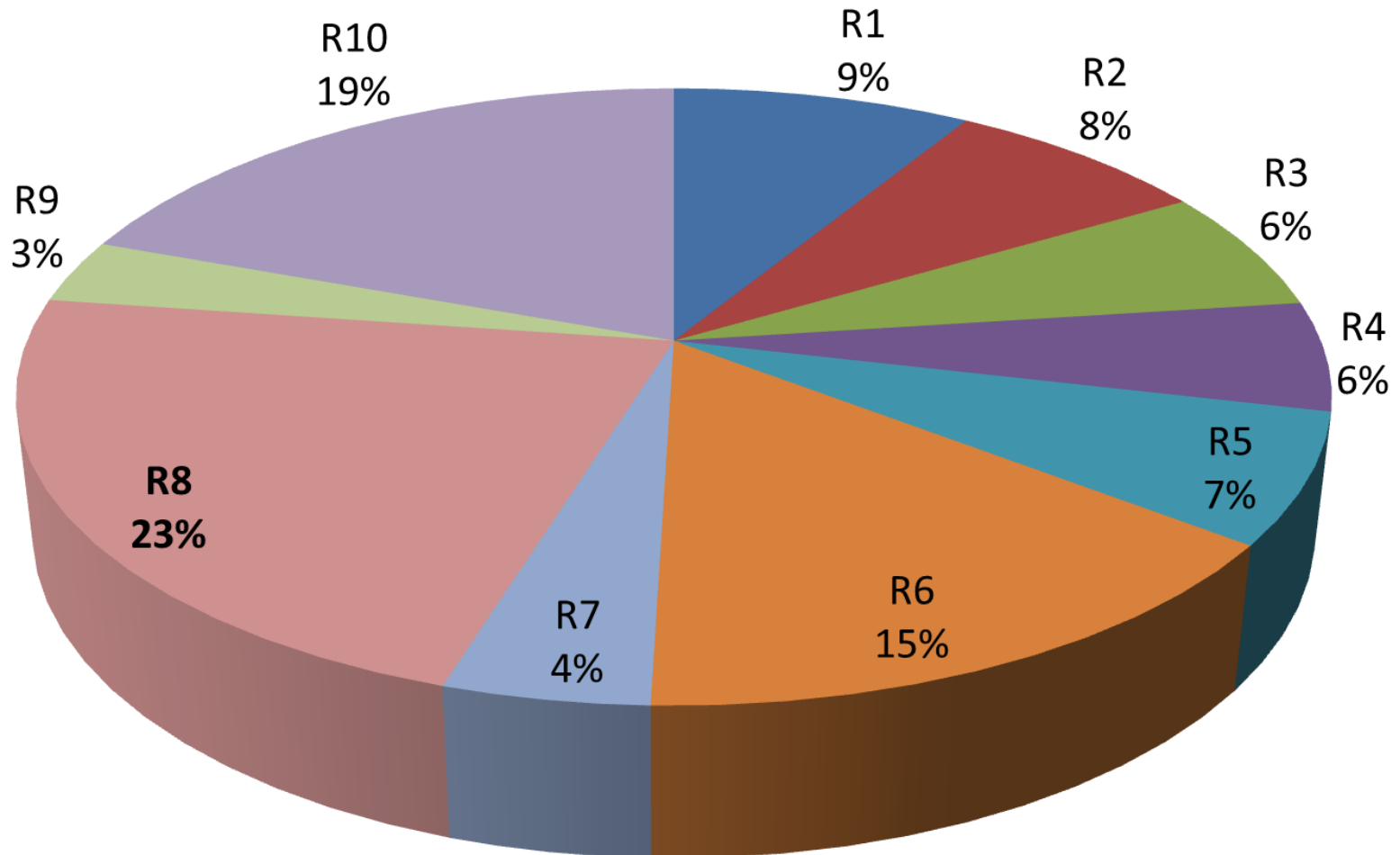
*without students (StM and GSM)

Region 8 Society memberships* – 29 Feb
(listed societies have over 1000 members)

- Computer Society
- Communications Society
- Signal Processing Society
- Power & Energy Society
- Microwave Theory and Techniques Society
- Circuits and Systems Society
- Control Systems Society
- Solid-State Circuits Society
- Antennas and Propagation Society
- Industrial Electronics Society
- Electron Devices Society
- Power Electronics Society
- Robotics and Automation Society
- Computational Intelligence Society
- Industry Applications Society
- Engineering in Medicine and Biology Society
- Instrumentation and Measurement Society
- All others

*without students (StM and GSM)

RECENT DEVELOPMENTS AND ACTIVITIES

2012 IEEE Region 8 Events

3-5 Feb	OpCom Meeting, Athens, Greece
25-28 March	IEEE MELECON 2012, Yasmine Hammamet, Tunisia
30 Mar-01 Apr	Committee Meeting, Berlin, Germany
31 Mar	50th Anniversary Celebration Event, Berlin, Germany
26-28 Aug	Student Branch and GOLD Congress, Madrid, Spain
5-8 Sep	IEEE HISTELCON 2012, Pavia, Italy
9-12 Sep	IEEE ENERGYCON 2012, Florence, Italy
6-7 Oct	Committee Meeting, Tallinn, Estonia

IEEE MELECON 2012

The 16th IEEE Mediterranean Electrotechnical Conference

- **Medina Yasmine Hammamet Tunisia**
- **25-28 March 2012**

IEEE Region 8 Student Branch and GOLD Congress

Madrid, Spain

25-28 July 2012

IEEE Sections Congress 2014

- ▣ **Amsterdam, NL**
- ▣ **22- 25 August**

Empowering Members to Create the Future

IEEE Sections Congress 2011

2012 IEEE Elections

IEEE President-Elect, 2013

- **J. Roberto B. de Marca**
- **Tariq S. Durrani**

IEEE Region 8 Delegate-Elect/Director-Elect, 2013-2014

- **Saurabh Sinha**
- **Costas M. Stasopoulos**

IEEE Technical Activities Vice President-Elect, 2013

- **Vincenzo Piuri**
- **Jacek M. Zurada**

Updates from the IEEE MGA

- **IEEE Mauritius Subsection approved (25 June 2011)**
- **IEEE Sudan Subsection approved (25 June 2011)**
- **IEEE Palestine Subsection petition received (25 June 2011)**
- **IEEE Algeria Subsection approved (November 2011)**
- **IEEE Palestine Subsection implemented (1 January 2012)**

Officer's Term Limits

During the 25 June 2011 meeting the MGA passed the following motion:

1. **All Section officers must be elected. This election can be conducted annually or every two years. An individual may serve two consecutive terms of office.**
2. **A lifetime term limit shall be established for Section officers. An individual shall not serve in a position for more than 3 terms (i.e. 6 years) provided there is at least a one term break.**
3. **The MGA Operations Manual to be revised to incorporate text which explains how an individual may be removed from the position and how an individual can be suspended from office.**

Officer rejuvenation
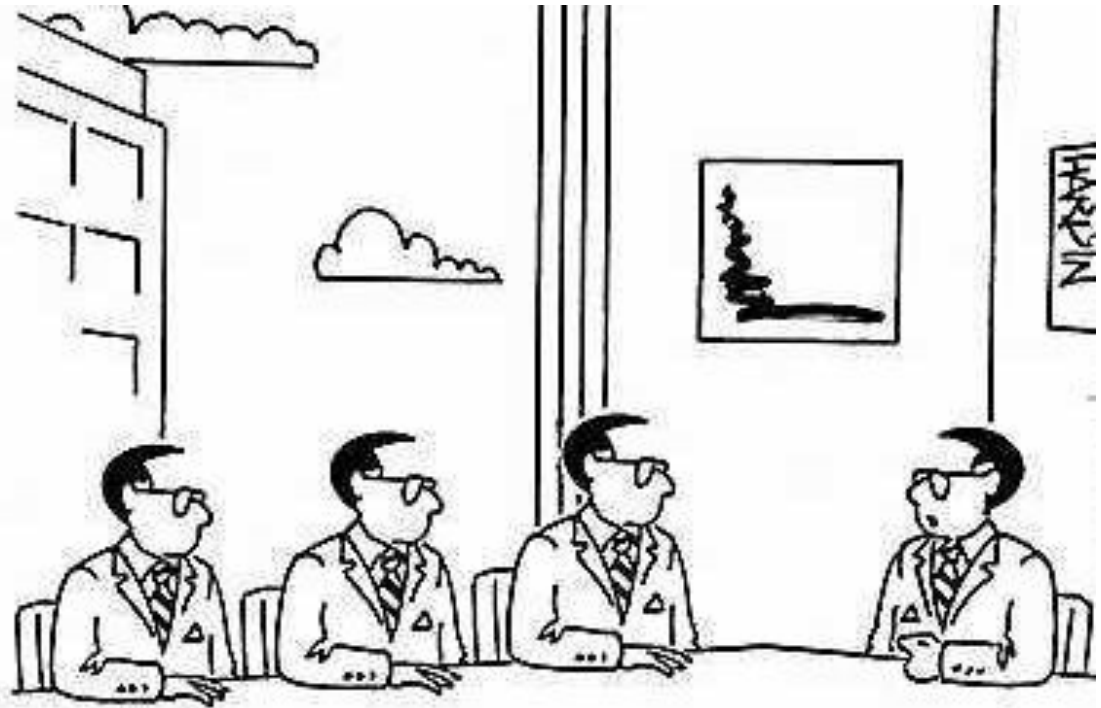
"Gentlemen — We need new blood!"

http://www.moshekam.com/index.php?page=welcome&id=9

REGION 8 COMMITTEE

A Short History of Region 8

- **IRE Sections**
  - **Israel (1954), Egypt (1955)**
  - **BeNeLux (1959), Italy (1959)**
  - **Switzerland (1960), France (1961)**
  - **UK & Rep. of Ireland (1962)**

- **IRE REGION 9 – established in 1962**
  - **First Director Dr. Herre Rinia, BeNeLux Section**

- **Renamed IEEE Region 8 –
  after the merger between AIEE and IRE**
  - **Europe, the Middle East, and North Africa**
  - **In 1981, Region 8 expanded to include the rest of Africa**

Celebatating 50 years of IEEE Region 8

Region 8 Committee Composition

- **Marko Delimar, Director**
- **Martin Bastiaans, Director-Elect**
- **Józef Modelski, Past Director**
- **Brian Harrington, Treasurer**
- **Costas Stasopoulos, Secretary**
- **Ali El-Mousa, Vice Chair - Member Activities**
- **Elias Nassar, Vice Chair - Student Activities**
- **Saurabh Sinha, Vice Chair - Technical Activities**

- **The Region 8 Section Chairs**

- **Appointed Members**

What Does the Region Committee Do?

- **Conducts two annual meetings of the Region leadership**
  - Used for coordination of the Region business and for TRAINING
- **Supports the activities of the local geographical units**
- **Coordinates meetings for technical and professional purposes throughout the Region**
  - Including student events
- **Coordinates activities between R8 entities and OUs from outside the Region**
- **Engages in member development**

REGION 8 COMMITTEE MISSION AND VISION

Vision of Region 8 Committee

- **Ensure that Region 8 is an effectively organized, dynamic and influential entity, recognized as a leading and esteemed part of a truly transnational IEEE, with IEEE benefits equally available to all members**

Mission of Region 8 Committee

- **To serve the needs of the members of the Institute, the profession and society at large, by enhancing and supporting the IEEE's Organizational Units and their activities within Region 8**

Key steps to Realize the Mission

- **Provide a platform for coordination, motivation and interaction among R8 units**

- **Provide a link between the Region and other IEEE organizational units**

- **Work to achieve smooth and effective operations in different countries**
  - **recognizing cultural differences, and effectively cooperating with national societies and other organizations**

- **Expand IEEE presence and activities to new areas (geographic locations) in R8**

- **Promote the transnational nature of IEEE within the Region and the Institute**

KEY FACTS AND FIGURES

The World

Percent of total IEEE Membership by Region
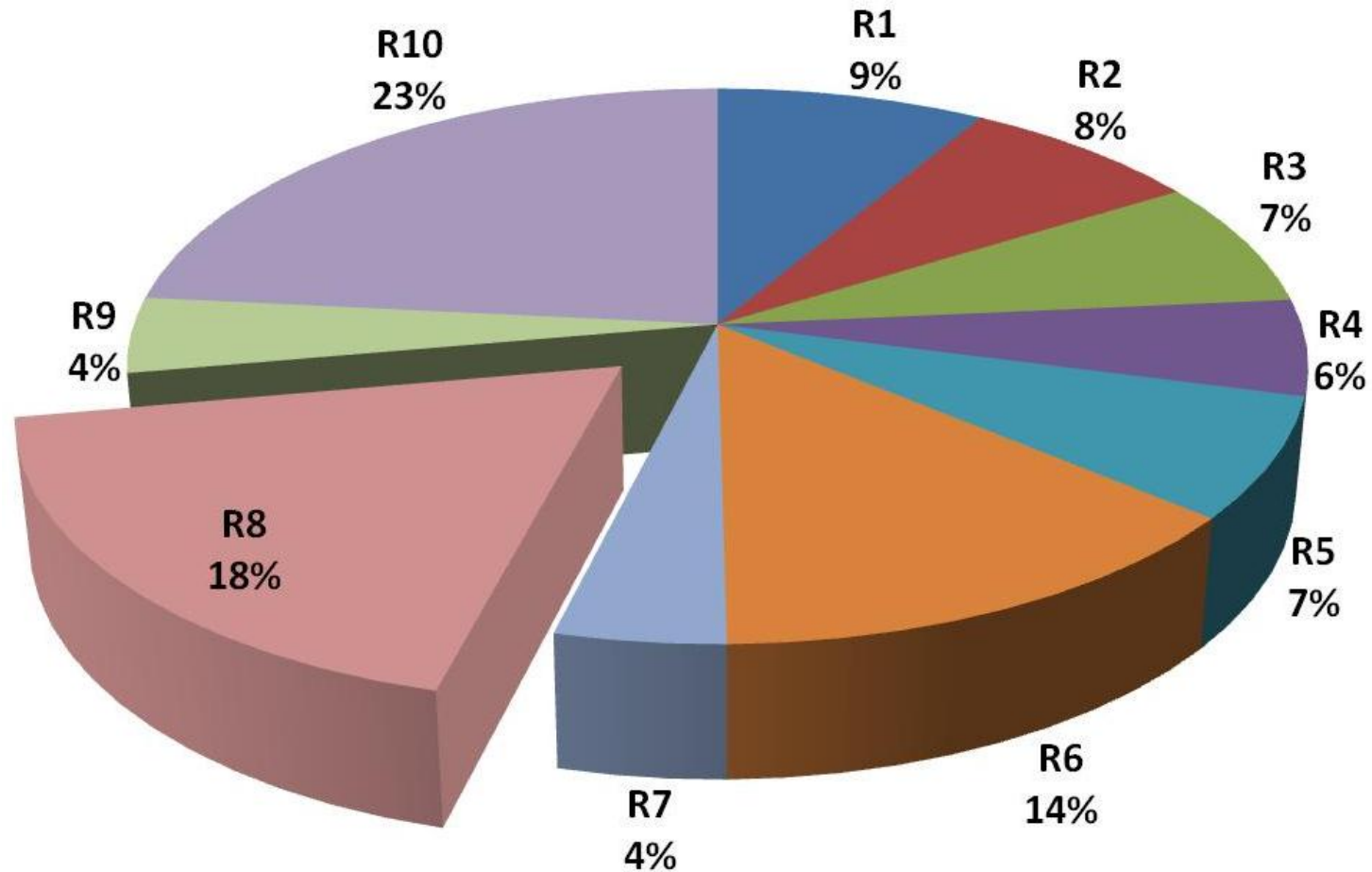
US vs. non-US Membership
(before and after the service deactivator)
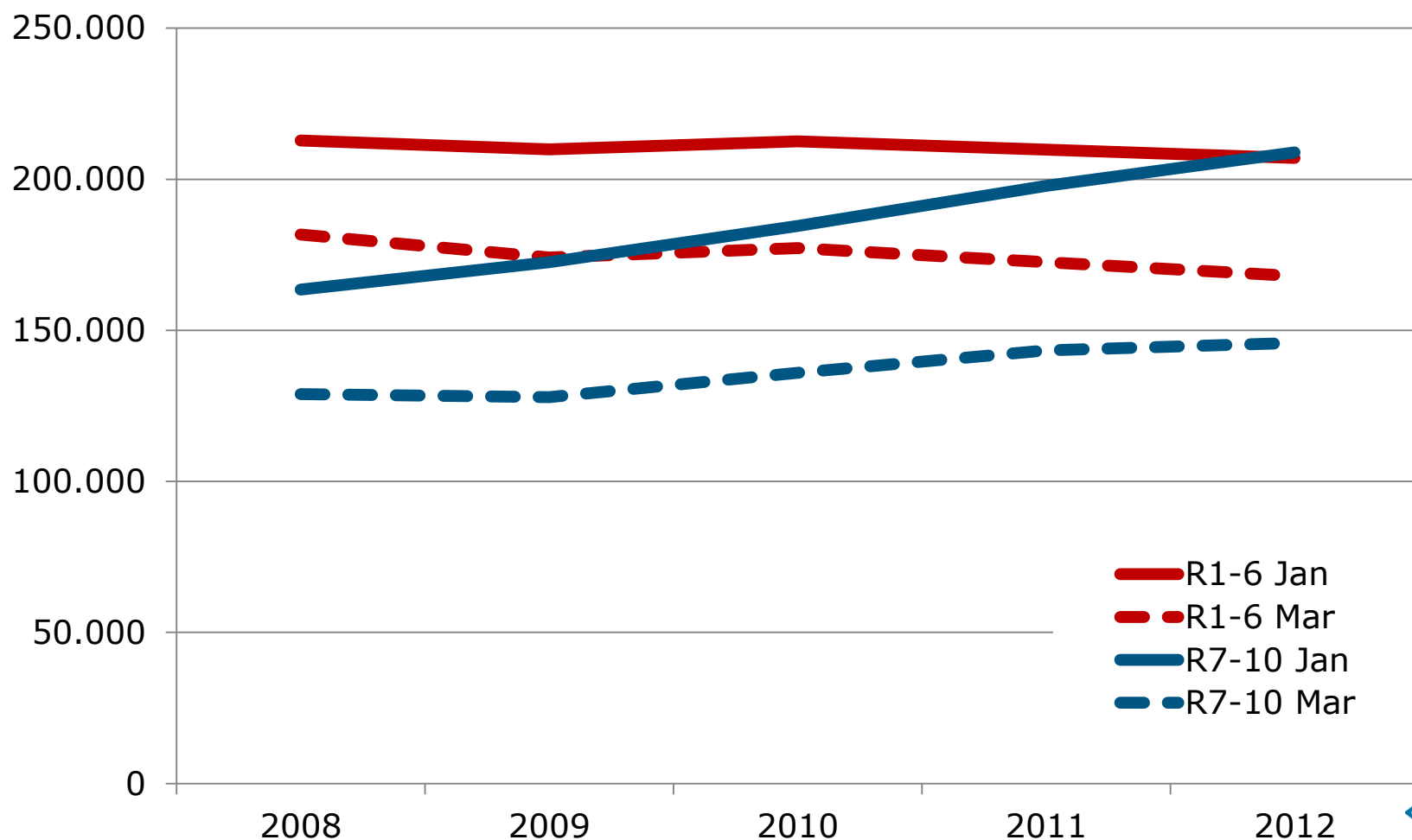
Membership Dynamics
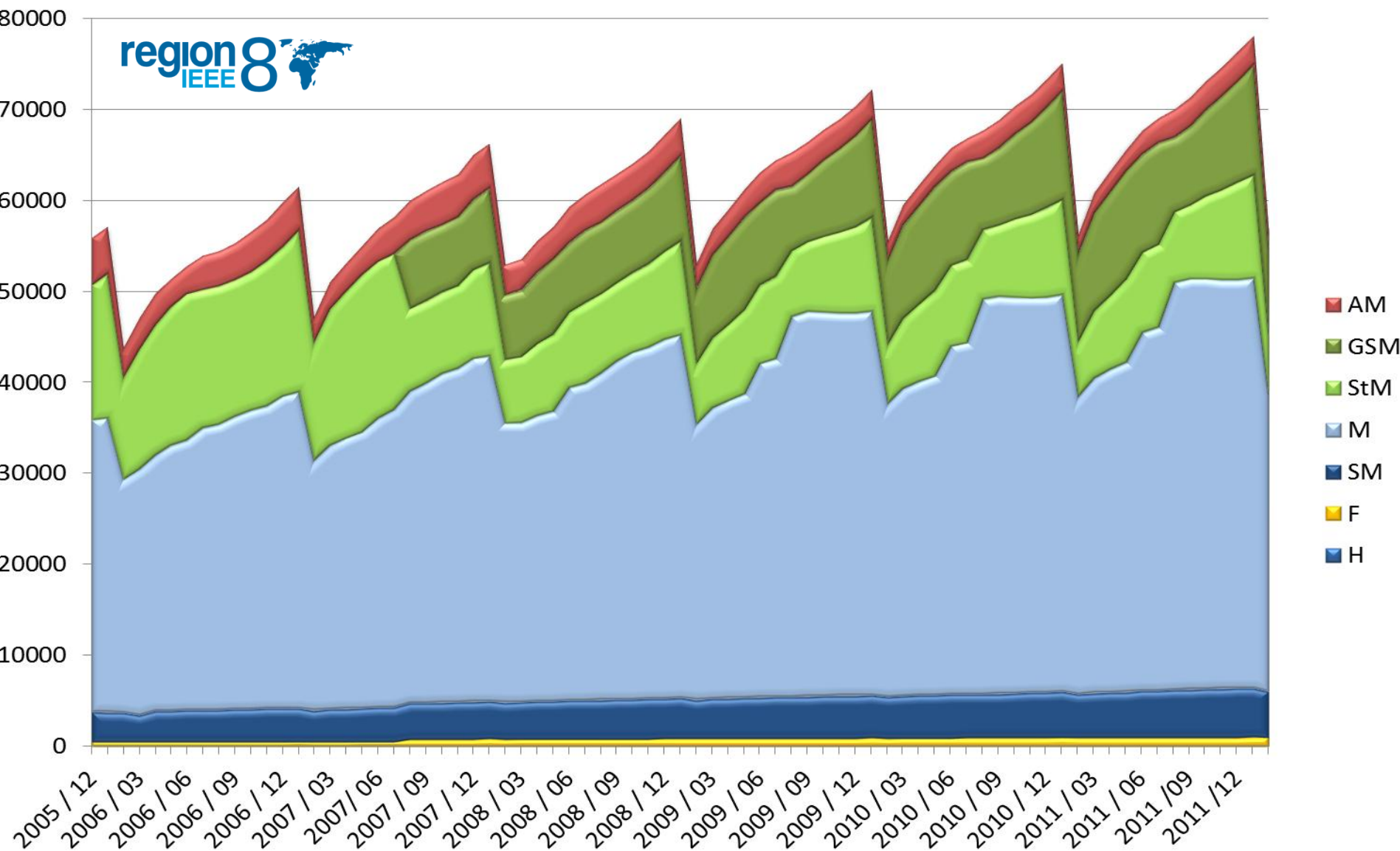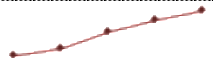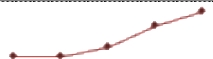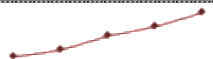
Total Membership By Section: Dec. 2011

Section	Members
U.K.& Rep of Ireland	10.775
Germany	7.703
Italy	4.645
France	3.995
Spain	3.978
Benelux	3.901
Switzerland	2.955
Iran	2.489
Egypt	2.435
Turkey	2.357
Greece	2.343
Sweden	2.241
United Arab Emirates	1.673
Saudi Arabia	1.434
Portugal	1.370
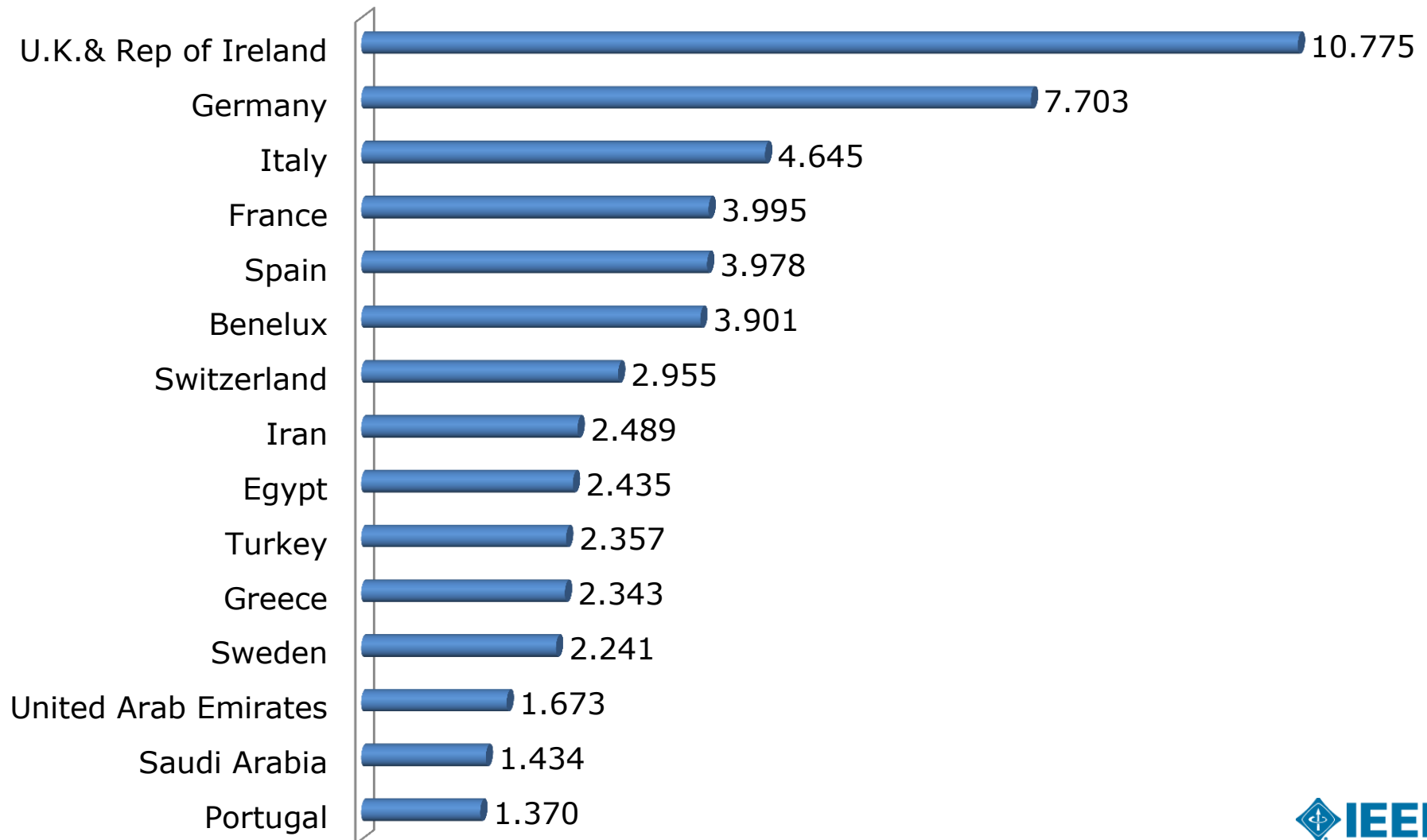
Membership: 2007-11
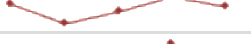
Region 8						
Total Members	64,976	67,221	70,371	73,297	76,322	
Higher Grade less GSM Total	47,515	48,857	50,804	52,435	54,442	
GSM Total	7,708	8,651	10,028	11,036	11,119	
StM Total	9,753	9,713	9,539	9,826	10,761	

IEEE						
Total Members	376,328	382,400	397,001	407,541	415,989	
Higher Grade less GSM Total	297,282	297,165	299,826	304,746	308,177	
GSM Total	27,789	31,147	38,261	40,446	39,895	
StM Total	51,257	54,088	58,914	62,349	67,917	

Membership trends

Country							CAGR
Ghana	0	63	72	150	214		50,3%
Zambia	0	66	109	134	136		27,3%
Iran	1.126	1.635	2.054	2.543	2.489		21,9%
Latvia	0	82	102	124	132		17,2%
Oman	95	124	175	223	178		17,0%
Botswana	0	34	36	37	54		16,7%
Iraq	0	120	187	165	187		15,9%
Qatar	160	211	256	249	282		15,2%
Saudi Arabia	846	894	1.226	1.396	1.434		14,1%
Republic Of Macedonia	135	148	134	154	224		13,5%
Cyprus	193	224	247	264	319		13,4%
Kuwait	140	136	169	305	223		12,3%
Estonia	83	93	110	120	126		11,0%
South Africa	882	914	974	1.123	1.338		11,0%
Tunisia	0	311	398	401	422		10,7%
Ukraine	388	404	390	459	531		8,2%
Jordan	607	669	981	630	812		7,5%
Portugal	1.038	1.135	1.106	1.253	1.370		7,2%
Morocco	124	49	106	183	162		6,9%
Egypt	1.878	2.270	2.468	2.133	2.435		6,7%
Romania	823	953	1.049	1.040	1.063		6,6%
Serbia And Montenegro	549	565	617	686	707		6,5%
Poland	819	785	870	975	1.013		5,5%

* CAGR means Compound Annual Rate of Growth

Membership trends

							CAGR
Bosnia And Herzegovina	290	278	229	193	198		-9,1%
Iceland	139	139	116	109	122		-3,2%
Israel	1.373	1.386	1.305	1.271	1.212		-3,1%
Malta	190	209	214	199	184		-0,8%
Lithuanian	105	104	113	102	102		-0,7%
U.K.& Rep Of Ireland	11.013	10.956	10.840	10.767	10.775		-0,5%
Czechoslovakia	614	624	626	638	608		-0,2%
Slovenia	329	312	323	336	327		-0,2%
Other Middle East	179	170	208	410	179		0,0%
Bulgaria	299	290	290	327	305		0,5%
Turkey	2.198	2.124	2.402	2.527	2.357		1,8%
Nigeria	1.246	1.280	1.002	1.225	1.358		2,2%
Denmark	753	756	746	770	824		2,3%
Italy	4.238	4.295	4.392	4.584	4.645		2,3%
Spain	3.625	3.599	3.799	3.926	3.978		2,4%
Tanzania	30	44	36	29	33		2,4%
Croatia	684	711	738	741	760		2,7%
Switzerland	2.627	2.645	2.734	2.843	2.955		3,0%
Russia	1.044	1.056	983	998	1.177		3,0%
Sweden	1.962	1.974	1.999	2.162	2.241		3,4%
Hungary	386	348	381	406	441		3,4%
Norway	942	987	1.008	1.070	1.079		3,5%
Benelux	3.376	3.548	3.670	3.769	3.901		3,7%

* CAGR means Compound Annual Rate of Growth

Membership Alert - Region 8

➢ 23,233 members' service deactivated in Feb 2012
➢ 31% of Region 8's the total membership

(over past five year, R8 has averaged 25% of the total membership deactivated in February)

Service Deactivations 2012 vs. 2011		
	Higher Grade	Student Grade
Region 8	+ 1,848 + 15%	+ 307 + 5%
IEEE	+ 6,557 + 10%	+ 4,168 + 8%

R8 Active Membership	JAN '12 YoY	FEB '12 YoY
Total Membership	**+ 2.956 members 3.9% growth**	**+ 305 members 0.5% growth**
Higher Grade members	+ 1,948 members 3.7 % growth	+ 5 members 0% growth
Student Grade members	+ 1,008 members 4.5% growth	+ 300 members 1.8% growth

Without an Arrears-recovery effort by __all Sections__ (in conjunction with HQ) **Region 8's membership will go into decline**

Arrears-recovery tools & resources

- Data – members in arrears (via SAMIEEE)
- Communications – template with customizable language
- E-Notice – email distribution tool

MGA Staff support to Region 8

- *Nick Lehotzky* – dedicated staff liaison for Region 8
- IEEE Contact Center – field questions and direct follow-up with members
- Cathy Downer – global coordination of MGA staff support to Sections for arrears-recovery

MGA Staff Support

Nick Lehotzky
n.lehotzky@ieee.org

Who	March	April
MGA Staff / Nick Lehotzky	• Initiates contact with Section • Shares arrears-recovery communications template	• Retrieves member data • Communications uploaded into e-Notice • Introduces Section MD Chair to IEEE Contact Center representative
Section / MD Officer	• Section customizes message, signed by Section MD officer	• Arrears-recovery campaign sent • Member responses to campaign forwarded to IEEE Contact Center for direct follow-up

Several questions

- **How well do we know our members?**
- **What can we do to increase member satisfaction?**
- **What can we do to increase member/volunteer engagement?**
- **What can we do to increase the visibility of IEEE OUs (Sections)?**

- **Some of these important questions will be discussed during the afternoon workshops.**

2012
IEEE Member Segmentation Study

- Our most comprehensive member survey
  - Conducted every four years

- Record participation in this survey
  - *Allowing for regional breakouts*

- Brief highlights in next slides

More information to follow throughout year…

Questions? Contact Jamie Moesch: j.moesch@ieee.org

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Geographic Participation Rate in Survey

Higher Grade Members (Without Graduate Students) (n=6,259)
  India (n=653)
  Japan (n=909)
  US (n=974)
  EMEA (n=1,000)
  Latin America (n=924)
  China (n=451)
  Remaining Geographies (n=1,348)

Student Members (Including Graduate Students) (n=1,636)
  India (n=170)
  Japan (n=80)
  US (n=370)
  EMEA (n=426)
  Latin America (n=228)
  China (n=108)
  Remaining Geographies (n=254)

Overall Satisfaction – Total vs R8

- Overall Satisfaction is virtually the same between R8 and IEEE Total

- These scores are "good" they are not "great".

- We must improve the Very Satisfied and Somewhat Satisfied categories

Higher Grade Member*

Student Member**

Legend:
- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Higher Grade Member:
Top 2 Box % = 67%

Total: 24%, 43%, 17%, 11%, 5%
R8: 69%, 22%, 47%, 17%, 11%, 4%

Student Member:
Total: 67%, 23%, 44%, 16%, 11%, 7%
R8: 67%, 19%, 48%, 19%, 9%, 5%
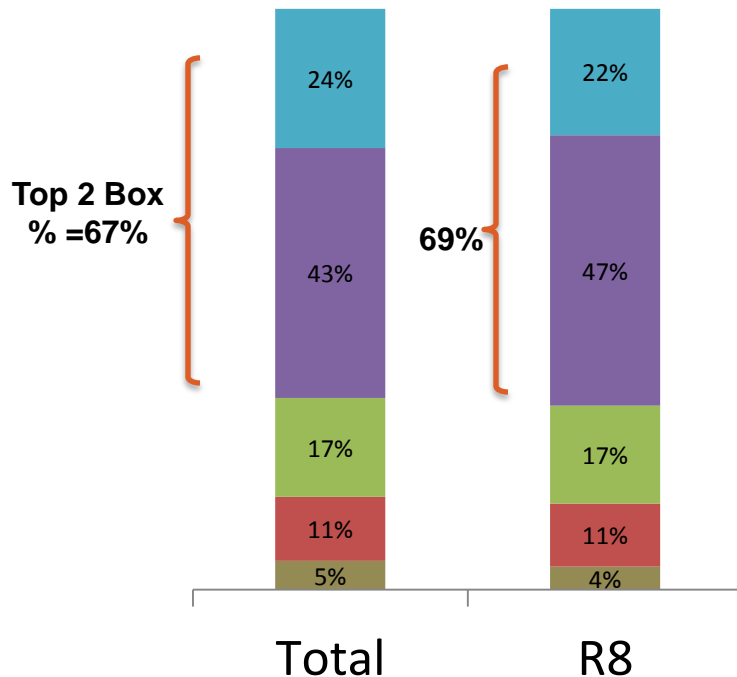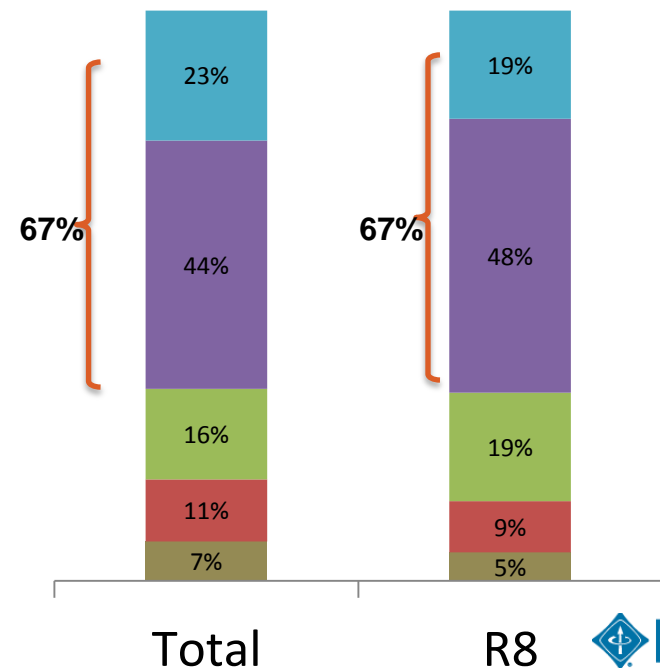
Noted R8 Importance / Satisfaction Gap
- Where your local efforts can have high impact

	Importance	Top 3 Box* Satisfaction
Promoting the appreciation of the profession to the general public	73%	41%
Opportunities for Professional Networking	68%	37%
Continuing education opportunities	65%	48%
Interaction with other members	60%	38%
Local meetings with other professionals	56%	37%

Question for Region 8: *What can you do this month to improve satisfaction in these areas?*

* "Top 3 Box" = 8,9,10 / 10

Note: Satisfaction goal is 65%+

Higher Grade Members not Including GSM

Fields in which members hold degrees

Fields of Degrees	Total	R1-6	R7	R8	R9	R10
Computer science	17%	16%	14%	21%	17%	18%
Computer engineering	12%	10%	13%	17%	13%	14%
Business or finance	5%	7%	4%	4%	6%	2%
Electrical or electronics engineering	69%	71%	69%	65%	76%	66%
Industrial engineering	1%	1%	2%	3%	4%	3%
Materials science/engineering	2%	2%	0%	2%	2%	2%
Mathematics	6%	7%	4%	5%	4%	4%
Mechanical engineering	3%	3%	3%	3%	3%	4%
Medicine	0%	0%	1%	0%	1%	1%
Physics	9%	9%	5%	10%	4%	8%
Systems engineering	4%	3%	2%	6%	9%	5%
Information technology	7%	4%	5%	12%	10%	11%
Biomedical Engineering	3%	3%	3%	2%	4%	3%
Law	0%	1%	1%	0%	0%	0%
Other	12%	15%	12%	9%	8%	8%

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Higher Grade Members not Including GSM
Employment

Employment Status	Total	R1-6	R7	R8	R9	R10
Private industry	44%	52%	42%	34%	25%	29%
Public/government	11%	10%	16%	11%	16%	12%
Educational institution	24%	13%	18%	38%	43%	45%
Non-profit institution (non-educational)	3%	3%	1%	3%	1%	2%
Self-employed/consulting	7%	8%	11%	7%	9%	4%
Retired	3%	4%	4%	2%	1%	2%
Unemployed	4%	6%	3%	1%	1%	2%
Full time student	2%	2%	4%	2%	3%	3%
Other	2%	2%	1%	2%	1%	1%

Question for Region 8:
Do we have enough local activities to recruit and retain members from Private Industry?

Highest Level of Education

Education	Total	R1-6	R7	R8	R9	R10
Some college	1%	2%	1%	0%	1%	1%
Vocational/technical degree/certification (less than a Bachelor's degree)	2%	2%	3%	1%	0%	2%
Bachelor's degree or equivalent	23%	30%	36%	9%	9%	12%
Graduate/professional degree	35%	40%	29%	30%	41%	26%
Doctoral degree	37%	25%	29%	56%	42%	57%
Other	2%	1%	2%	4%	7%	2%

Question for Region 8:
How can we get more members who do not have PhD's?
- related to question from last slide?

Coming throughout the year as a result of the study...

- Detailed information on importance & satisfaction
- Market Segments and recommended action plans
- Society vs. non-Society members
- More demographic information
- Attitudinal and behavioral questions
- Details on Student and GSM Members

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Organizational Units – 2011

- **56 Sections**
  - **a few new ones "in formation"**

- **6 Subsections**
  - **2 outside Sections**

- **495 Society Chapters**

- **57 Affinity Groups**

- **342 Student Branches**

- **69 Student Branch Chapters**

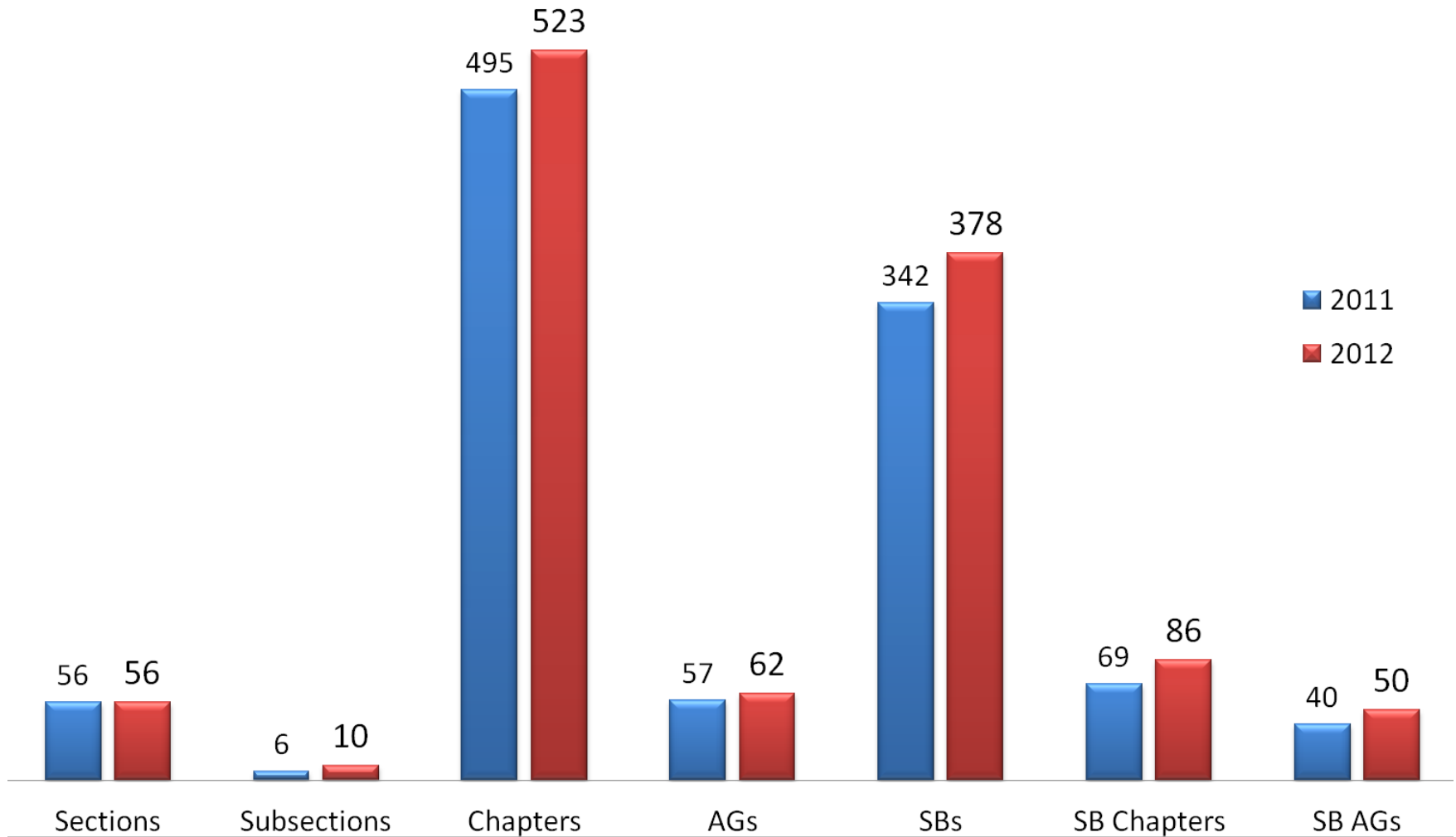- **40 Student Branch Affinity Groups**
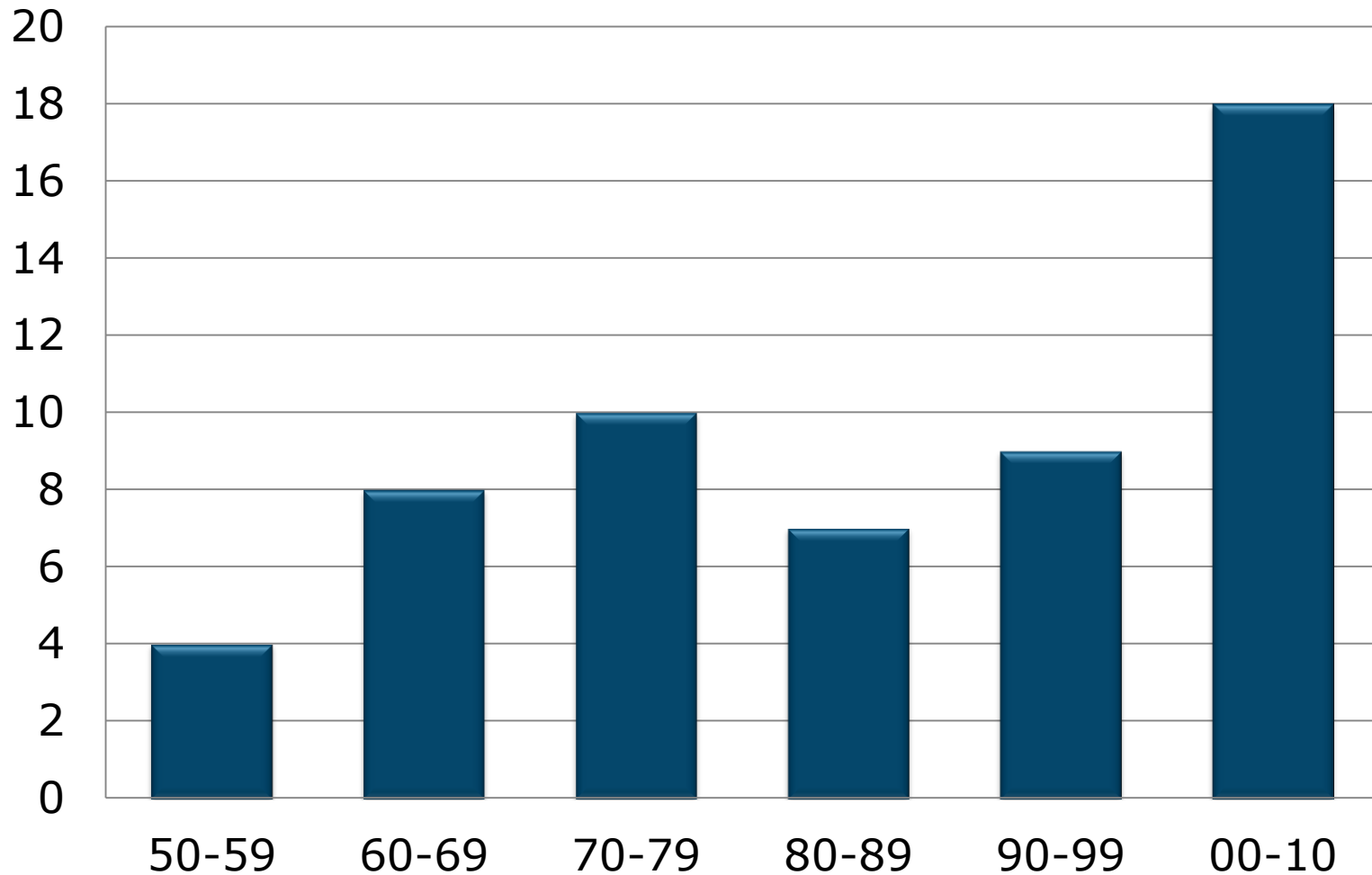
Organizational Units – 2012

- **56 Sections**
  - **a few new ones "in formation"**

- **10 Subsections**
  - **6 outside Sections**

- **523 Society Chapters**

- **62 Affinity Groups**

- **378 Student Branches**

- **86 Student Branch Chapters**

- **50 Student Branch Affinity Groups**

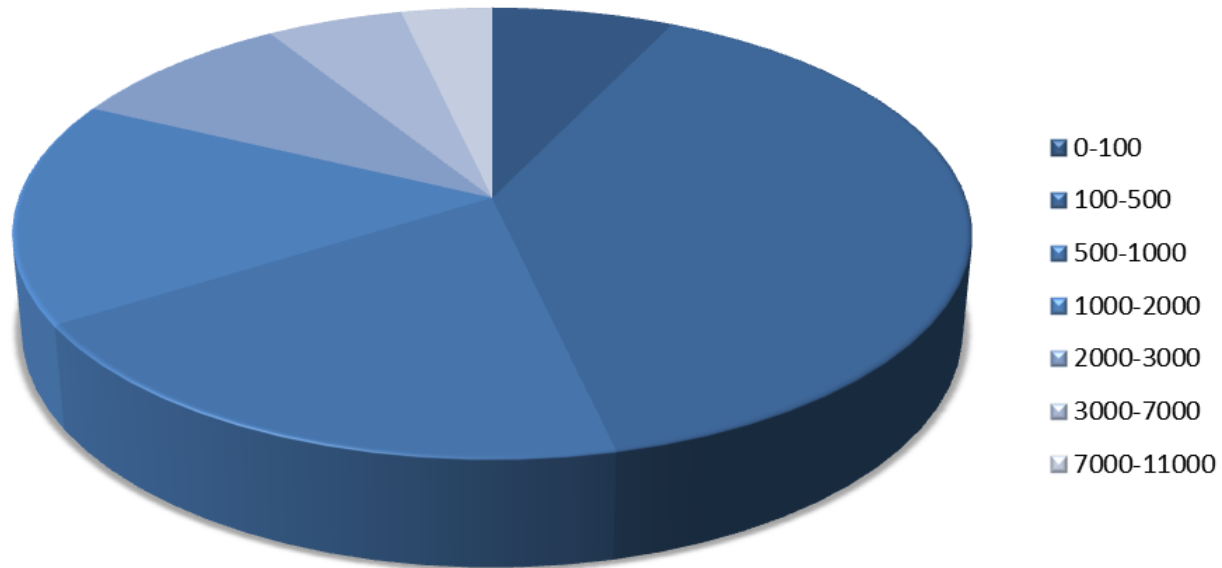# Organizational Units

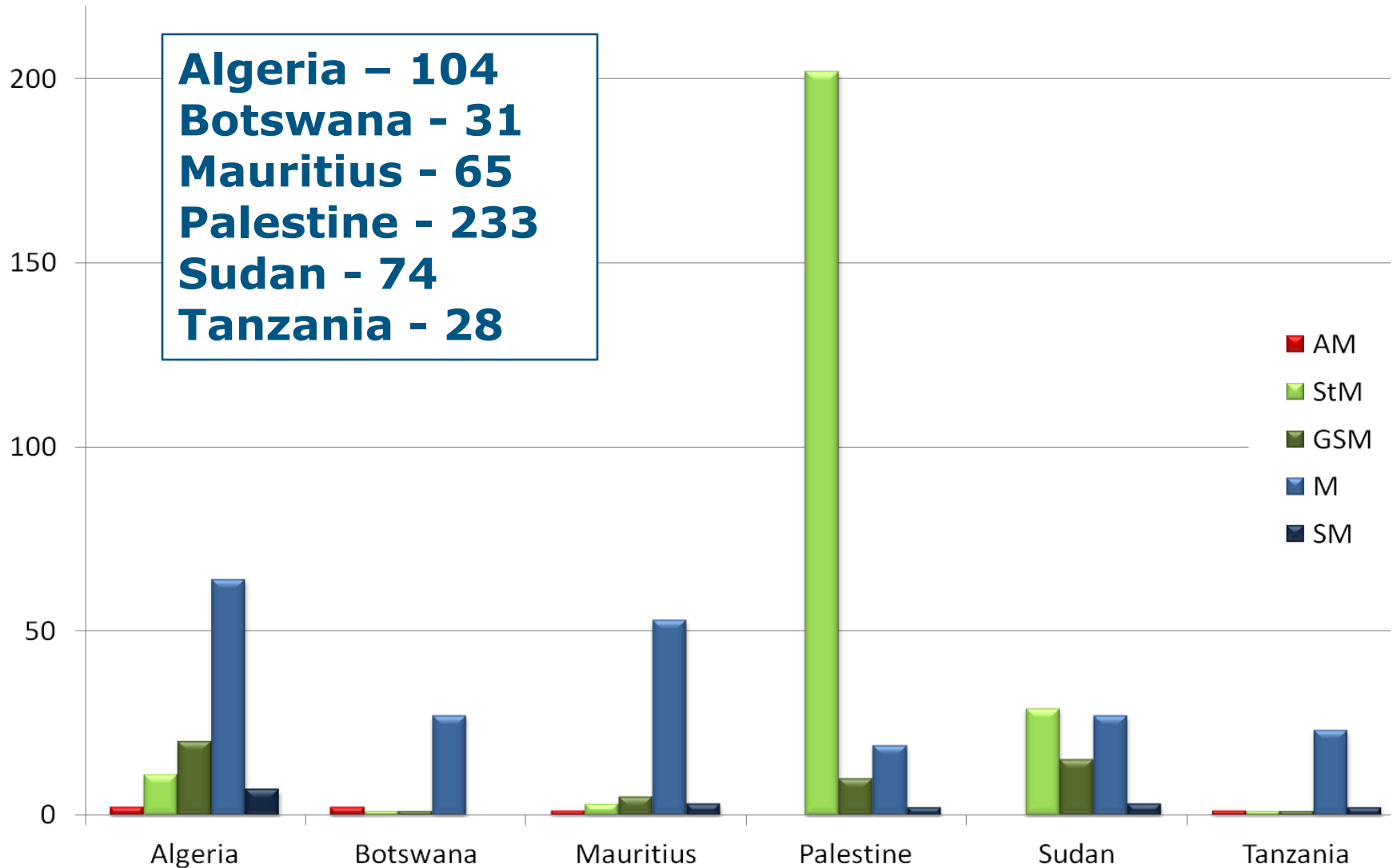|	Sections	Subsections	Chapters	AGs	SBs	SB Chapters	SB AGs
2011	56	6	495	57	342	69	40
2012	56	10	523	62	378	86	50

Rate of Section Formation

Size Distribution of Sections

Size (members)	Number of Sections
0-100	4
100-500	22
500-1000	11
1000-2000	9
2000-3000	5
3000-7000	3
7000-11000	2
Total	56

- 0-100
- 100-500
- 500-1000
- 1000-2000
- 2000-3000
- 3000-7000
- 7000-11000

R8 Sub-sections - potential new sections

Algeria – 104
Botswana - 31
Mauritius - 65
Palestine - 233
Sudan - 74
Tanzania - 28

Legend:
- AM
- StM
- GSM
- M
- SM

R8 Publication

R8 website – www.ieee.org/r8

Search Engines
5,307.00 (45.61%)

Referring Sites
3,887.00 (33.41%)

Direct Traffic
2,441.00 (20.98%)
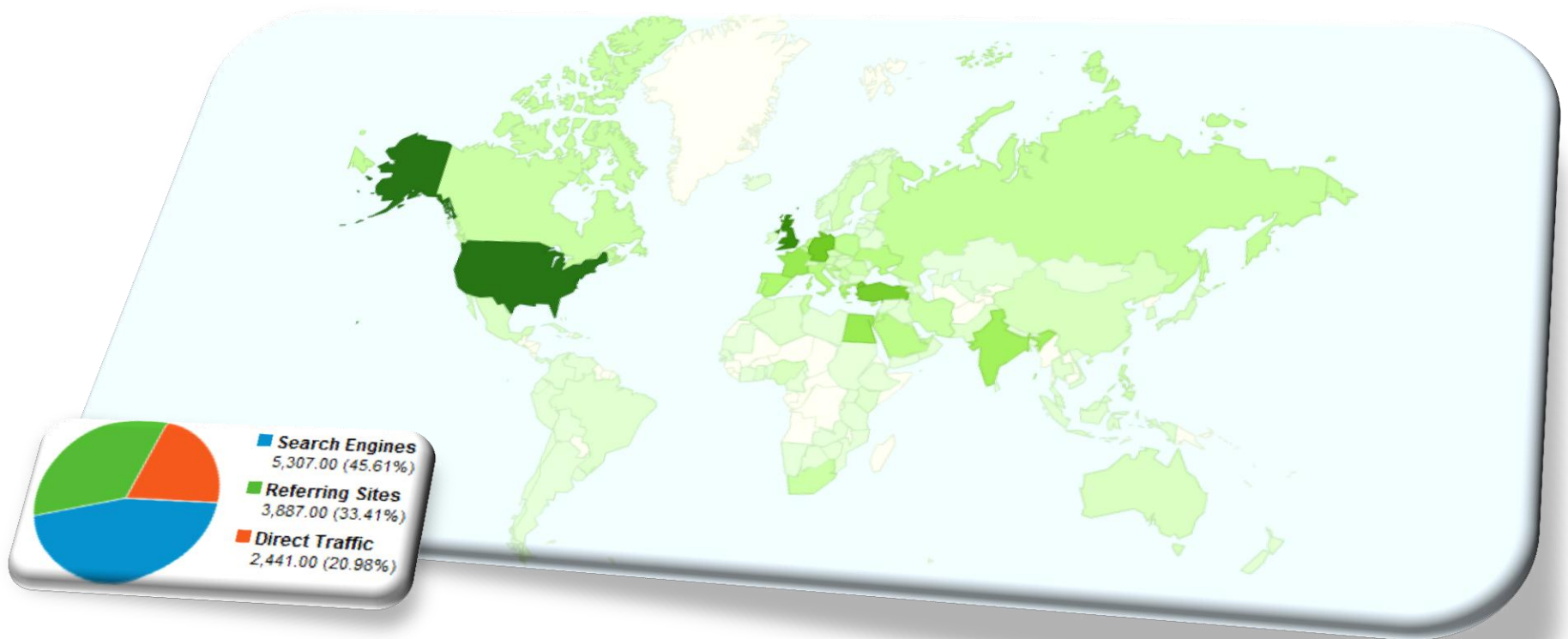
New site launched – please update content!

Jan 3   Jan 10   Jan 17   Jan 24   Jan 31

Questions? Comments?

Thank you!