

IEEE GOLD Committee Report September 2012

<u>Officers:</u>	<u>Election Date:</u>	<u>Term End Date:</u>
• Salima Kaissi (Chair)	01/01/2011	31/12/2012
• Joao Carlos Prazeres Figueiras (Past Chair)	01/01/2011	31/12/2012
• Nele Reynders	01/01/2011	31/12/2012
• Khaled Mokhtar	01/01/2012	31/12/2012
• Rafal Sliz	01/01/2011	31/12/2012

Introduction

The R8 GOLD Committee is proud to give a brief description of its achievements during 2011 and 2012. The committee was focusing from the start on its continuous involvement in increasing the GOLD visibility, and building a strong basis for a bright future of GOLD and a tremendous momentum on Region 8 development.

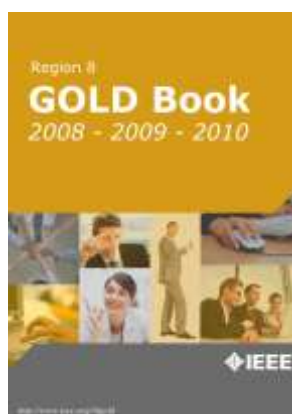
1) Highlights

1. **Membership**

- Twelve New Affinity Groups in 2 years, reaching 38 Affinity Groups in 2012 (36% YoY Growth)
- Growth in membership and high decrease in arrears (more details in the statistics section)
- Strong collaboration with MD committee in the "Associate" campaign, which allowed the elevation of 160 Associate Members to Members
- Several STEP events permitting strongest relationship with Students

2. **Electronic Communication**

- Website is finalized and online, and updated on regular bases
- Social Pages were establishes in 2011 and are updated regularly with new content and news
- Skype meetings with GOLD Chairs in order to recognize their needs and demands
- Regular inputs in GOLDRush and R8 Newsletter
- First Edition of the GOLD Book in 2011 and the GOLD Book Video in 2012



3. Awards

- R8 GOLD was always among winners in the two first editions of the MGA GOLD Hall of Fame Award (winners were Finland in 2011 and Egypt in 2012)
- R8 Outstanding GOLD Affinity received a special momentum in 2012 by receiving around ten applications (instead of two or three applications in the last few years)
- R8 Outstanding GOLD Affinity Group Winners: Egypt in 2011 and Croatia in 2012

4. Student Branch and GOLD Congress 2012

- Very rich program and world class speakers
- High attendees rate compared to the SBC 2010, both funded and unfunded, which shows more interest of members to GOLD and its activities
- Another successful collaboration with Students Members

**5. IEEE Day**

- 2011's edition was fully lead by R8 GOLD Committee registering a tremendous results, including more than 170 events worldwide showing the impact of the committee on the global level and on all member status levels



II) Affinity Groups
1. Sections with GOLD Affinity Groups

Total Number: 35

** newly Introduced GOLD AG*

Section Name	
Benelux	Nigeria
Bosnia and Herzegovina	Portugal
Croatia	Russia
Czechoslovakia	Russia (Siberia)
Cyprus*	Russia (Northwest)*
Denmark	Saudi-Arabia, East
Egypt	Saudi-Arabia, West
Finland	South Africa (North)
France	South Africa (South)
Germany	Spain
Greece	Sweden
Iraq	Switzerland
Italy	Tunisia
Jordan	Turkey
Kenya	Ukraine *
Lebanon	United Arab Emirates
Malta *	United Kingdom and Republic of Ireland
Morocco	

2. Sections without GOLD Affinity Groups

Total Number: 21

** in progress of forming the AG*

Section Name
Austria
Bahrain
Belarus
Bulgaria
Estonia
Ghana
Hungary
Iceland
Iran
Israel
Kuwait

Latvia
Lithuania
Norway
Oman
Poland *
Qatar
Republic of Macedonia *
Romania
Serbia and Montenegro
Slovenia

III) Statistics

1. Membership

	February 2012	July 2012	2012 Growth		July 2011	July 2012	YoY Growth
GOLD Membership	9,692	11,873	+23%	GOLD Membership	11,631	11,873	2%
Arrears	4,630	3,042	-34%	Arrears	5,053	3,042	-40%

2. R8 GOLD Social Media

- Facebook - 947 likes, increase 48% since April 2012
- Twitter – 23 followers
- LinkedIn - 417 members, increase 39% since April 2012

3. IEEE Day 2011

- Submitted photos for the Photo Contest: 566
- Submitted photos for the Group photo: 50
- Submitted Events: 168
- Facebook – 8382 Fans (on Sept 10th, 2012)
- LinkedIn – 760 Members (on Sept 10th, 2012)
- Twitter – 744 Followers (on Sept 10th, 2012)
- Web Stats for (between Sep 21, 2011 and Nov 19, 2011):

- Web Visits: 32,062 (72.13% new visits)
- Unique visitors: 23,751
- Pageviews: 96,951 (80.94% unique views)
- Average: 534.38 Visits/Day

IV) Plans - Near Future

- Full support to IEEE Day 2012
- Online Meetings with Chairs
- Articles on R8News and GOLDRush
- Preparation of a new GOLD Award: R8 GOLD Volunteer Award
- Revive the GOLD Chairs mailing list
- GOLD Best Practices Manual