



# Membership Development Report – September 2012

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 MD officers,  
 With a bit of delay I present you the MD Monthly for September. Please note that retention data is not included into the September issue, as the membership year has just begun. The information about recruitment is visible for every Section on the table, "Year-over-Year" recruitment. The start into the 2013 Membership Year was good.  
 If you look into SAMIEEEE, you can see that most of the Sections and Region 8 as a whole continue to increase membership. We are now in the renewal period and we should concentrate our Section activities towards retention and recruiting as well.  
**Dirk Van Hertem, Membership Development Chair, Region 8**

Regional Snapshot	Total this Month	'12 vs. '11	% Change	Aug 2013 xxx Member Goal – R8	2013 New Members (SEPT)
<b>Total Membership</b>	<b>72,694</b>	<b>1,326</b>	<b>1.9%</b>		<b>1160</b>
• Higher-Grade	55,710	1,159	2.1%		315
• Students	16,984	167	0.9%		845
IEEE Worldwide - Total	403,613	9,130	2.3%		8,803

2012 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	Retention data will be provided in upcoming report for comparison in new membership year			
Region – 1 <sup>st</sup> -Year Members				
IEEE – Total Members				
IEEE – 1 <sup>st</sup> Year Members				

First-Year Member Engagement	2013 Membership Cycle	2013 Membership Cycle
Recruitment	Recruit members! Don't forget the Member get a Member program: <a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a> and the e-Membership program for new members.	New member year started and renewal has begun.
MGA Operations	New Member orientations: link to recorded orientation session and FAQ page: <a href="http://www.ieee.org/membership_services/membership/welcome.html">http://www.ieee.org/membership_services/membership/welcome.html</a>	<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 officer reporting via vTools. See note in next pages.	New members received welcome communications from Section/Chapter? New member recognized in Section/Chapter newsletter? New members invited to Section / Chapter welcome event?
SAMIEEEE Analyses	SAMIEEEE tool new training sessions, link below for access.	(MD) First Year Members Not Renewed (MD) Last Renewal Year for Active Members
Volunteer Resources	<b>SAMIEEEE UPGRADE:</b> <a href="http://www.ieee.org/about/volunteers/samieeee/index.html">http://www.ieee.org/about/volunteers/samieeee/index.html</a> for video and training presentation	



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<b>Best Section Total Retention</b>	Data to be available in October/November
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Top Section Recruitment Year over Year	Numeric Growth	Numeric Growth
	32 - U.K. & Republic of Ireland Section	16 - Kuwait Section
	22 - United Arab Emirates Section	14 - Turkey Section
	22 - Israel Section	13 – Portugal Section

<b>Upcoming MD Opportunities</b>	<p><b>Monitor the retention data in your Section</b></p> <p>Go to <a href="http://www.ieee.org/samieeee">www.ieee.org/samieeee</a> Select SAMIEEEE and the Geographic Predefined Queries. Use the <b>predefined query</b> 2010 Last Renewal Year for Members – Name, Grade, Email to get information about members who didn't renew for 2011 in your section!</p>	<p><b>Monitor the Membership Statistics in your Section</b></p> <p>Go to <a href="http://www.ieee.org/samieeee">www.ieee.org/samieeee</a> and <b>select Geographic Membership Statistics</b> (not SAMIEEE) You can get there the data about IEEE, the Regions and the Sections for every month.</p>
	<p><b>RECRUITMENT</b></p> <p><b>Recruit NEW members in your Section</b> The 2011 Full-Dues Period started on 16 August When recruiting make use of the <b>Member-Get-A-MemberProgram</b> <a href="http://www.ieee.org/mgm/">www.ieee.org/mgm/</a> In Countries/Sections qualified for <b>e-Membership</b> <a href="http://www.ieee.org/emember">www.ieee.org/emember</a> offer it to new and renewing members <b>Welcome new members in your Section!</b></p>	<p><b>IEEE MEMBERSHIP PROMOTION AND UPGRADING</b></p> <p><b>Section and Chapter Meetings</b> are the right places for IEEE Membership promotion and recruitment. The same applies to <b>conferences</b> held in your country/section. <b>Inform and help</b> members in your Section to upgrade: <b>Associate to Member</b> <b>Member to Senior Member</b> For detailed information visit the Member Grade Elevation page <a href="http://www.ieee.org/md">www.ieee.org/md</a> <b>Upgraded members are more likely to renew.</b></p>

<b>MD Resource Links</b>	IEEE Region 8	<a href="http://www.ieee.org/r8">www.ieee.org/r8</a>
	Benefits of Membership	<a href="http://www.ieee.org/benefits">www.ieee.org/benefits</a>
	First Year Member Experience	<a href="http://www.ieee.org/start">www.ieee.org/start</a>
	Online Supply Form	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	MD Online 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>
	MD Webcast Archive Guide for 2012, 2011, 2010 and 2009	<a href="http://www.ieee.org/md">www.ieee.org/md</a>

## Alert for Officer Reporting Change:

Effective 28 September 2012, all geographic unit officer reporting is to be submitted using [vTools.OfficerReporting](#). Geographic unit officer reporting will no longer be accepted using the legacy form, which will be deactivated at 5:00 PM ET on that same date.

**vTools. Officer Reporting** enables current geographic unit volunteers to submit officer reporting online. Volunteers can enter new officers and view, remove, or replace existing officers. Officer names are automatically validated and then updated to the IEEE database. An e-mail confirmation is sent for each submission. Please note that validation is based on business rules per geographic unit type.



## Membership Development Report: September 2012 – Page 3

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### IEEE GOLD Membership Data & MGA Information

#### GOLD Status Indicator

In March several new processes were introduced to the IBP system to manage the GOLD indicator code and reset it based on educational information provided by the member. Year over year data analysis is being compiled. These new validation processes in IT will substantially improve data quality but appear to skew the present GOLD member totals particularly as we examine year over year statistics.

The table below shows the current month with GOLD membership data. Each month's report will only show that month's data going forward until we have completed a year to begin year-over-year comparison.

Geographic IEEE Gold Membership - September 2012			
Region	Higher Grade w/o GSM	GSM	Total
1	3,491	409	3,900
2	3,126	414	3,540
3	3,336	472	3,808
4	2,708	397	3,105
5	3,296	381	3,677
6	5,968	669	6,637
<b>R 1-6</b>	<b>21,925</b>	<b>2,742</b>	<b>24,667</b>
7	2,685	470	3,155
8	12,226	1,582	13,808
9	2,109	220	2,329
10	12,176	878	13,054
<b>R 7-10</b>	<b>29,196</b>	<b>3,150</b>	<b>32,346</b>
<b>TOTAL</b>	<b>51,121</b>	<b>5,892</b>	<b>57,013</b>



### IEEE Member & Geographic Activities (MGA) Information

Visit the **MGA News web page** for the latest news articles, including:

- \* IEEE Life Members Newsletter available on the Web
- \* IEEE-USA career resources e-books free to members

**Additional IEEE news can be found at links on the right side of the page.**

- Visit MGA News at [http://www.ieee.org/societies\\_communities/geo\\_activities/mga\\_news.html](http://www.ieee.org/societies_communities/geo_activities/mga_news.html)
- E-mail MGA staff <mailto:scoop@ieee.org> to submit feedback, subscribe, or unsubscribe





**Year-over-Year – Recruitment: 2013 Membership Year**

Section	September 2012	September 2011	# Change	% Change
Qatar Section	7	1	6	600.00%
Kuwait Section	19	3	16	533.33%
Tunisia Section	14	3	11	366.67%
Russia (Northwest) Section	9	2	7	350.00%
Czechoslovakia Section	12	4	8	200.00%
United Arab Emirates Section	38	16	22	137.50%
Israel Section	40	18	22	122.22%
Denmark Section	12	6	6	100.00%
Latvia Section	2	1	1	100.00%
Lithuanian Section	2	1	1	100.00%
Saudi Arabia Section	16	8	8	100.00%
Poland Section	17	10	7	70.00%
Croatia Section	14	9	5	55.56%
Bosnia And Herzegovina Section	3	2	1	50.00%
Turkey Section	43	29	14	48.28%
Portugal Section	41	28	13	46.43%
Russia Section	17	13	4	30.77%
Romania Section	5	4	1	25.00%
Switzerland Section	36	29	7	24.14%
U.K. & Rep Of Ireland Section	181	149	32	21.48%
South Africa Section	17	14	3	21.43%



**Year-over-Year – Recruitment: 2013 Membership Year**

Section	September 2012	September 2011	# Change	% Change
Egypt Section	51	43	8	18.60%
Greece Section	43	37	6	16.22%
Cyprus Section	5	5	0	0.00%
Finland Section	17	17	0	0.00%
Russia (Siberia) Section	1	1	0	0.00%
Slovenia Section	3	3	0	0.00%
France Section	66	71	-5	-7.04%
Italy Section	46	50	-4	-8.00%
Benelux Section	45	51	-6	-11.76%
Germany Section	98	114	-16	-14.04%
Jordan Section	6	7	-1	-14.29%
Western Saudi Arabia Section	10	12	-2	-16.67%
Nigeria Section	37	46	-9	-19.57%
Lebanon Section	4	5	-1	-20.00%
Sweden Section	22	29	-7	-24.14%
Norway Section	12	16	-4	-25.00%
Hungary Section	4	6	-2	-33.33%
Malta Section	2	3	-1	-33.33%
Ukraine Section	2	3	-1	-33.33%
Iceland Section	21	33	-12	-36.36%



## Year-over-Year – Recruitment: 2013 Membership Year

Section	September 2012	September 2011	# Change	% Change
Spain Section	26	41	-15	-36.59%
Austria Section	18	30	-12	-40.00%
Iran Section	12	20	-8	-40.00%
Iraq Section	5	9	-4	-44.44%
Bulgaria Section	1	2	-1	-50.00%
Serbia And Montenegro Section	2	4	-2	-50.00%
Zambia Section	1	4	-3	-75.00%
Ghana section	4	24	-20	-83.33%
Belarus Section	0	1	-1	-100.00%
Morocco Section	0	1	-1	-100.00%
Oman Section	0	1	-1	-100.00%
Bahrain Section	0	0	0	NA
Estonia Section	2	0	2	NA
Kenya Section	6	0	6	NA
Republic Of Macedonia Section	3	0	3	NA
Region 8 - Apo/Fpo	3	2	1	NA
Region 8-Countries Outside Sections	37	50	-13	NA

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