

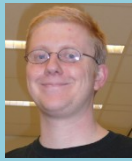


# Membership Development Report – October 2012

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,  
I am presenting you the MD Monthly for October. Please note that retention data is included into the October issue. The information about retention and recruitment is visible for every Section on the tables "Year-over-Year" Renewal and "Year-over-Year" Recruitment. The start into the 2013 Membership Year is still promising.  
Most of our Sections and the Region 8 as a whole continue to increase membership. Look into SAMIEEE and check the data for your Section. We are now in the renewal period and all of us 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 (OCT)
<b>Total Membership</b>	<b>74,728</b>	<b>1,674</b>	<b>2.3%</b>		<b>2942</b>
• Higher-Grade	55,652	1,091	2.0%		592
• Students	19,076	583	3.1%		2350
IEEE Worldwide - Total	414,362	12,777	3.2%		18,259

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	14.7%	22.3%	5.0%	14.6%
Region – 1 <sup>st</sup> -Year Members	6.1%	15.0%	3.8%	7.3%
IEEE – Total Members	19.7%	19.2%	3.9%	17.5%
IEEE – 1 <sup>st</sup> Year Members	6.3%	10.8%	2.8%	5.4%

First-Year Member Engagement	2013 Membership Cycle	2012 Membership Cycle
Recruitment	Member get a Member program: <a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a> , e-Membership program for new members.	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?
SAMIEEE Analyses	SAMIEEE tool new training sessions, link below for access.	(MD) First Year Members Not Renewed (MD) Last Renewal Year for Active Members
Volunteer Resources	<b>SAMIEEE 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>	29.9% - Switzerland Section	22.8% - Finland Section
	23.1% - Denmark Section	22.5% - Austria Section
	22.9% - Germany Section	21.7% - Benelux Section

<b>Top Section Recruitment Year over Year</b>	<b>Numeric Growth</b>	<b>Numeric Growth</b>
	80 - U.K. & Republic of Ireland Section	48 - Egypt
71 - Greece Section	38 - Lebanon	
69 - Turkey Section	36 - Israel	

<b>Upcoming MD Opportunities</b>	<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 select <b>Geographic Membership Statistics</b>. You can get there the membership data for IEEE, the Regions and the Sections for every month.</p>	<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>RECRUITMENT</b></p> <p><b>Recruit NEW members in your Section</b></p> <p>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.</p> <p><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.</p> <p><b>Inform and help</b> members in your Section to upgrade:</p> <p><b>Associate to Member</b> <b>Member to Senior Member</b></p> <p>For detailed information visit the Member Grade Elevation page <a href="http://www.ieee.org/md">www.ieee.org/md</a></p> <p><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,OfficerReporting** 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.



### 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 - October 2012			
Region	Higher Grade w/o GSM	GSM	Total
1	3,451	457	3,908
2	3,092	470	3,562
3	3,279	527	3,806
4	2,666	444	3,110
5	3,249	423	3,672
6	5,947	751	6,698
<b>R 1-6</b>	<b>21,684</b>	<b>3,072</b>	<b>24,756</b>
7	2,625	540	3,165
8	12,239	1,829	14,068
9	2,116	247	2,363
10	12,177	987	13,164
<b>R 7-10</b>	<b>29,157</b>	<b>3,603</b>	<b>32,760</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 – Renewal: 2013 Membership Year – October 2012

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2536	739	29.1%	383	133	34.7%	2,919	872	29.9%
Denmark Section	719	159	22.1%	109	32	29.4%	828	191	23.1%
Germany Section	6070	1319	21.7%	1478	411	27.8%	7,548	1,730	22.9%
Finland Section	852	184	21.6%	221	61	27.6%	1,073	245	22.8%
Austria Section	1035	197	19.0%	279	99	35.5%	1,314	296	22.5%
Benelux Section	2870	610	21.3%	677	160	23.6%	3,547	770	21.7%
Norway Section	912	178	19.5%	110	32	29.1%	1,022	210	20.5%
Sweden Section	1739	337	19.4%	447	103	23.0%	2,186	440	20.1%
Israel Section	1043	185	17.7%	103	23	22.3%	1,146	208	18.2%
Malta Section	126	18	14.3%	39	11	28.2%	165	29	17.6%
Portugal Section	839	124	14.8%	421	90	21.4%	1,260	214	17.0%
Spain Section	3130	503	16.1%	666	126	18.9%	3,796	629	16.6%
U.K. & Rep Of Ireland Section	8315	1251	15.0%	1487	252	16.9%	9,802	1,503	15.3%
Latvia Section	88	11	12.5%	38	7	18.4%	126	18	14.3%
Russia Section	575	81	14.1%	76	10	13.2%	651	91	14.0%
Czechoslovakia Section	483	69	14.3%	88	10	11.4%	571	79	13.8%
Estonia Section	98	10	10.2%	29	7	24.1%	127	17	13.4%
Italy Section	3886	475	12.2%	572	105	18.4%	4,458	580	13.0%
France Section	3325	419	12.6%	464	51	11.0%	3,789	470	12.4%
Iceland Section	63	8	12.7%	42	5	11.9%	105	13	12.4%
Iraq Section	123	15	12.2%	33	4	12.1%	156	19	12.2%
Greece Section	1389	139	10.0%	636	102	16.0%	2,025	241	11.9%



### Year-over-Year – Renewal: 2013 Membership Year – October 2012

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Lithuanian Section	81	9	11.1%	10	1	10.0%	91	10	11.0%
Oman Section	113	15	13.3%	27	0	0.0%	140	15	10.7%
Cyprus Section	211	15	7.1%	75	15	20.0%	286	30	10.5%
Republic Of Macedonia Section	123	12	9.8%	56	6	10.7%	179	18	10.1%
Saudi Arabia Section	694	71	10.2%	97	8	8.2%	791	79	10.0%
South Africa Section	994	96	9.7%	208	23	11.1%	1,202	119	9.9%
Western Saudi Arabia Section	269	26	9.7%	89	9	10.1%	358	35	9.8%
Romania Section	890	79	8.9%	106	17	16.0%	996	96	9.6%
Russia (Northwest) Section	190	19	10.0%	87	6	6.9%	277	25	9.0%
Turkey Section	1206	110	9.1%	879	78	8.9%	2,085	188	9.0%
Croatia Section	522	37	7.1%	187	25	13.4%	709	62	8.7%
Slovenia Section	265	21	7.9%	44	6	13.6%	309	27	8.7%
Kuwait Section	147	16	10.9%	61	2	3.3%	208	18	8.7%
Lebanon Section	360	35	9.7%	440	32	7.3%	800	67	8.4%
Qatar Section	175	14	8.0%	56	5	8.9%	231	19	8.2%
Bahrain Section	75	6	8.0%	18	1	5.6%	93	7	7.5%
United Arab Emirates Section	892	90	10.1%	579	13	2.2%	1,471	103	7.0%
Ukraine Section	359	26	7.2%	113	6	5.3%	472	32	6.8%
Poland Section	832	61	7.3%	157	6	3.8%	989	67	6.8%
Egypt Section	956	102	10.7%	1227	36	2.9%	2,183	138	6.3%



**Year-over-Year – Renewal: 2013 Membership Year – October 2012**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Kenya Section	98	6	6.1%	15	1	6.7%	113	7	6.2%
Russia (Siberia) Section	194	9	4.6%	36	5	13.9%	230	14	6.1%
Ghana Section	175	7	4.0%	39	6	15.4%	214	13	6.1%
Morocco Section	103	6	5.8%	46	3	6.5%	149	9	6.0%
Bulgaria Section	243	17	7.0%	48	0	0.0%	291	17	5.8%
Hungary Section	350	19	5.4%	94	5	5.3%	444	24	5.4%
Serbia And Montenegro Section	554	27	4.9%	152	6	3.9%	706	33	4.7%
Nigeria Section	1000	53	5.3%	307	8	2.6%	1,307	61	4.7%
Jordan Section	260	20	7.7%	390	5	1.3%	650	25	3.8%
Bosnia And Herzegovina Section	150	5	3.3%	65	3	4.6%	215	8	3.7%
Belarus Section	30	1	3.3%	16	0	0.0%	46	1	2.2%
Iran Section	1419	18	1.3%	1071	25	2.3%	2,490	43	1.7%
Tunisia Section	293	1	0.3%	362	0	0.0%	655	1	0.2%
Zambia Section	114	0	0.0%	2	0	0.0%	116	0	0.0%
Region 8 - Apo/Fpo	103	12	11.7%	23	2	8.7%	126	14	11.1%
Reg 8-Countries Outside Sections	690	58	8.4%	405	34	8.4%	1,095	92	8.4%



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

Section	October 2012	October 2011	# Change	% Change
Kenya Section	11	1	10	1000.00%
Bahrain Section	30	3	27	900.00%
Kuwait Section	24	7	17	242.86%
Latvia Section	3	1	2	200.00%
Russia (Northwest) Section	17	6	11	183.33%
Czechoslovakia Section	22	9	13	144.44%
Bosnia And Herzegovina Section	7	3	4	133.33%
Cyprus Section	25	11	14	127.27%
Israel Section	65	29	36	124.14%
Tunisia Section	38	17	21	123.53%
Morocco Section	33	16	17	106.25%
Croatia Section	32	17	15	88.24%
Greece Section	155	84	71	84.52%
Turkey Section	158	89	69	77.53%
Jordan Section	69	40	29	72.50%
Malta Section	12	7	5	71.43%
Lebanon Section	92	54	38	70.37%
Denmark Section	26	16	10	62.50%
Slovenia Section	8	5	3	60.00%
Saudi Arabia Section	55	35	20	57.14%
Lithuanian Section	6	4	2	50.00%



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

Section	October 2012	October 2011	# Change	% Change
Republic Of Macedonia Section	7	5	2	40.00%
Egypt Section	177	129	48	37.21%
Portugal Section	92	68	24	35.29%
Poland Section	29	23	6	26.09%
South Africa Section	34	27	7	25.93%
Ukraine Section	11	9	2	22.22%
U.K.& Rep Of Ireland Section	451	371	80	21.56%
Estonia Section	22	19	3	15.79%
Finland Section	30	27	3	11.11%
Switzerland Section	69	63	6	9.52%
France Section	121	113	8	7.08%
Benelux Section	121	119	2	1.68%
Iceland Section	34	34	0	0.00%
Romania Section	11	11	0	0.00%
Russia (Siberia) Section	3	3	0	0.00%
Russia Section	26	26	0	0.00%
Serbia And Montenegro Section	9	9	0	0.00%
Germany Section	181	195	-14	-7.18%
Norway Section	24	28	-4	-14.29%
Italy Section	88	107	-19	-17.76%
Spain Section	73	90	-17	-18.89%
Sweden Section	47	58	-11	-18.97%





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

Section	October 2012	October 2011	# Change	% Change
Western Saudi Arabia Section	17	21	-4	-19.05%
Nigeria Section	65	86	-21	-24.42%
Austria Section	40	54	-14	-25.93%
Hungary Section	7	10	-3	-30.00%
Bulgaria Section	2	3	-1	-33.33%
United Arab Emirates Section	99	154	-55	-35.71%
Iran Section	32	56	-24	-42.86%
Iraq Section	6	11	-5	-45.45%
Zambia Section	2	4	-2	-50.00%
Qatar Section	14	41	-27	-65.85%
Oman Section	1	3	-2	-66.67%
Ghana section	7	39	-32	-82.05%
Belarus Section	0	4	-4	-100.00%
Region 8-Countries Outside Sections	97	120	-23	-19.17%
Region 8 - Apo/Fpo	5	3	2	66.67%

&lt; END &gt;