



This membership development report is issued on behalf of your IEEE Region, and the IEEE Member & Geographic Activities Board.

Dear MD enthusiasts,

With this MD monthly, I end my term as MD chair for Region 8. It has been a pleasure working with you to provide the services to our members which they deserve. Numbers wise, it has been a tough second year: after years of steady growth, we saw a stagnation of the IEEE membership in our region (we still need to see what the final outcome is). We suspect that the financial crisis plays an important role, and we hope that we can once regain a healthy growth in our region.

Regarding the numbers, it is now the moment to remind our members that they should **renew** their IEEE membership. Please point them to the advantages of IEEE which they have made use of, and the those that they have not yet made use of.

My successor is Antonio Luque, from Spain. He was a member of the MD team last year, and has been an MD officer in Spain. I wish him and his team all the best: good membership statistics, a nice working environment with the MD teams in sections (you!) and at IEEE staff, and most importantly a lot of fun while doing it.

As a last word, membership development is trivial when member satisfaction is highest!  
Thank you all for contributing,

–Dirk Van Hertem, Membership Development Chair, Region 8

R8 MD team 2012: Aleksandar Szabo, Antonio Luque, Adam Jastrzebski, Mourad Loulou



Regional Snapshot	Total this Month	'12 vs. '11	% Change	2013 New Members (DEC)
<b>Total Membership</b>	<b>77,909</b>	<b>1,587</b>	<b>2.1%</b>	<b>5829</b>
• Higher-Grade	55,831	1,389	2.6%	1266
• Students	22,078	198	0.9%	4563
IEEE Worldwide - Total	429,085	13,096	3.1%	31,450

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	44.7%	43.7%	15.8%	41.5%
Region – 1 <sup>st</sup> -Year Members	17.5%	34.7%	12.2%	19.6%
IEEE – Total Members	52.6%	38.8%	10.7%	45.7%
IEEE – 1 <sup>st</sup> Year Members	17.7%	26.8%	8.1%	14.8%

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 is underway
MGA Operations	First Year Member page available: <a href="http://www.ieee.org/start">http://www.ieee.org/start</a> Renewal opportunity to reach out to new members, those joined last year	Weekly – New members receive welcome kit mailing Monthly - 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.	Use the Correspondence templates located on <a href="http://www.ieee.org/md">www.ieee.org/md</a> for outreach to members who have not yet renewed.
SAMIEEE Analyses	SAMIEEE tool new training sessions, link below for access.	(MD) Last Renewal Year for Active Members (MD) Last Renewal Year for Active SOCIETY Members (MD) First Year Members Not Renewed



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<b>Best Section Total Retention</b>	59.4% - Switzerland Section	53.2% - Benelux Section
	55.0% - Germany Section	53.0% - Austria Section
	53.5% - Finland Section	52.4% - Sweden Section

<b>Top Section Recruitment Year over Year</b>	<b>Percentage Growth</b>	<b>Numeric Growth</b>
	328.57% – Tunisia Section	173 - Turkey Section
	286.67% – Cyprus Section	161 - Tunisia Section
	200.00% – Kuwait Section	87 - U.K. & Rep of Ireland Section

<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>
	IEEE Contact Center & Support	<a href="http://www.ieee.org/about/contact_center/index.html">www.ieee.org/about/contact_center/index.html</a>
	Membership Statistics myIEEE	<a href="http://www.ieee.org/md">www.ieee.org/md</a> <a href="http://www.ieee.org/membership_services/membership/my_ieee.html">www.ieee.org/membership_services/membership/my_ieee.html</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 **officers 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.



**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.

<b>Geographic IEEE Gold Membership - December 2012</b>			
<b>Region</b>	<b>Higher Grade w/o GSM</b>	<b>GSM</b>	<b>Total</b>
<b>1</b>	3,492	558	4,050
<b>2</b>	3,142	571	3,713
<b>3</b>	3,381	683	4,064
<b>4</b>	2,711	560	3,271
<b>5</b>	3,378	535	3,913
<b>6</b>	6,138	937	7,075
<b>R 1-6</b>	22,242	3,844	26,086
<b>7</b>	2,617	659	3,276
<b>8</b>	12,665	2,248	14,913
<b>9</b>	2,434	338	2,772
<b>10</b>	12,518	1,236	13,754
<b>R 7-10</b>	30,234	4,481	34,715
<b>TOTAL</b>	<b>52,476</b>	<b>8,325</b>	<b>60,801</b>



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

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

- \* IEEE Assembly announces 2013 Corporate Officers
- \* 2012 MGA Award recipients announced
- \* IEEE MGA Operations Manual Change: write-in votes permitted for geographic unit elections
- \* Call for nominations: IEEE Technical Field Awards

**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 – December 2012**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2478	1510	60.9%	438	222	50.7%	2,916	1732	59.4%
Germany Section	5883	3350	56.9%	1651	796	48.2%	7,534	4146	55.0%
Finland Section	825	435	52.7%	247	138	55.9%	1,072	573	53.5%
Benelux Section	2808	1576	56.1%	736	308	41.8%	3,544	1884	53.2%
Austria Section	987	512	51.9%	326	184	56.4%	1,313	696	53.0%
Sweden Section	1716	934	54.4%	469	211	45.0%	2,185	1145	52.4%
Denmark Section	704	377	53.6%	122	49	40.2%	826	426	51.6%
Norway Section	902	465	51.6%	119	61	51.3%	1,021	526	51.5%
Spain Section	3031	1575	52.0%	758	341	45.0%	3,789	1916	50.6%
Israel Section	1037	524	50.5%	109	40	36.7%	1,146	564	49.2%
Croatia Section	503	243	48.3%	206	104	50.5%	709	347	48.9%
Czechoslovakia Section	478	242	50.6%	92	30	32.6%	570	272	47.7%
Portugal Section	794	399	50.3%	465	194	41.7%	1,259	593	47.1%
Latvia Section	88	42	47.7%	38	17	44.7%	126	59	46.8%
Russia (Siberia) Section	189	93	49.2%	41	14	34.1%	230	107	46.5%
Italy Section	3833	1749	45.6%	621	266	42.8%	4,454	2015	45.2%
Romania Section	875	386	44.1%	121	56	46.3%	996	442	44.4%
Slovenia Section	265	124	46.8%	44	12	27.3%	309	136	44.0%
U.K.& Rep Of Ireland Section	8177	3743	45.8%	1617	564	34.9%	9,794	4307	44.0%
Russia Section	571	259	45.4%	77	24	31.2%	648	283	43.7%
Estonia Section	93	44	47.3%	33	10	30.3%	126	54	42.9%
Iceland Section	60	27	45.0%	45	18	40.0%	105	45	42.9%



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Cyprus Section	198	75	37.9%	87	43	49.4%	285	118	41.4%
Belarus Section	28	14	50.0%	18	5	27.8%	46	19	41.3%
Malta Section	121	44	36.4%	44	24	54.5%	165	68	41.2%
Greece Section	1332	566	42.5%	690	260	37.7%	2,022	826	40.9%
Hungary Section	348	161	46.3%	96	15	15.6%	444	176	39.6%
Poland Section	830	371	44.7%	159	20	12.6%	989	391	39.5%
France Section	3294	1329	40.3%	492	135	27.4%	3,786	1464	38.7%
Saudi Arabia Section	688	263	38.2%	102	29	28.4%	790	292	37.0%
South Africa Section	970	365	37.6%	231	57	24.7%	1,201	422	35.1%
Republic Of Macedonia Section	119	42	35.3%	60	20	33.3%	179	62	34.6%
Lithuanian Section	80	28	35.0%	11	3	27.3%	91	31	34.1%
Oman Section	113	45	39.8%	27	1	3.7%	140	46	32.9%
Lebanon Section	343	103	30.0%	457	153	33.5%	800	256	32.0%
Russia (Northwest) Section	187	66	35.3%	90	16	17.8%	277	82	29.6%
Kuwait Section	147	54	36.7%	61	5	8.2%	208	59	28.4%
Western Saudi Arabia Section	266	80	30.1%	91	20	22.0%	357	100	28.0%
Bahrain Section	74	25	33.8%	19	1	5.3%	93	26	28.0%
Turkey Section	1155	347	30.0%	929	233	25.1%	2,084	580	27.8%
Ukraine Section	350	101	28.9%	121	29	24.0%	471	130	27.6%
Serbia And Montenegro Section	542	134	24.7%	164	45	27.4%	706	179	25.4%
Qatar Section	174	49	28.2%	57	8	14.0%	231	57	24.7%



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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Egypt Section	905	281	31.0%	1278	252	19.7%	2,183	533	24.4%
Iraq Section	120	32	26.7%	36	5	13.9%	156	37	23.7%
Kenya Section	97	23	23.7%	16	2	12.5%	113	25	22.1%
Bosnia And Herzegovina Section	145	24	16.6%	70	20	28.6%	215	44	20.5%
Morocco Section	100	21	21.0%	49	9	18.4%	149	30	20.1%
United Arab Emirates Section	880	250	28.4%	590	39	6.6%	1,470	289	19.7%
Ghana Section	172	28	16.3%	42	11	26.2%	214	39	18.2%
Nigeria Section	987	181	18.3%	319	40	12.5%	1,306	221	16.9%
Bulgaria Section	243	40	16.5%	48	4	8.3%	291	44	15.1%
Jordan Section	257	75	29.2%	393	23	5.9%	650	98	15.1%
Tunisia Section	287	32	11.1%	368	44	12.0%	655	76	11.6%
Iran Section	1385	113	8.2%	1105	93	8.4%	2,490	206	8.3%
Zambia Section	113	5	4.4%	3	1	33.3%	116	6	5.2%
Reg 8-Countries Outside Sections	679	190	28.0%	416	57	13.7%	1,095	247	22.6%
Region 8 - Apo/Fpo	101	41	40.6%	24	9	37.5%	125	50	40.0%



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

Section	December 2012	December 2011	# Change	% Change
Tunisia Section	210	49	161	328.57%
Cyprus Section	58	15	43	286.67%
Kuwait Section	30	10	20	200.00%
Kenya Section	13	5	8	160.00%
Lithuanian Section	15	6	9	150.00%
Bahrain Section	32	13	19	146.15%
Malta Section	31	14	17	121.43%
Czechoslovakia Section	36	18	18	100.00%
Bosnia And Herzegovina Section	10	5	5	100.00%
Bulgaria Section	8	4	4	100.00%
Israel Section	82	43	39	90.70%
Turkey Section	386	213	173	81.22%
Oman Section	26	15	11	73.33%
Denmark Section	57	35	22	62.86%
Russia (Northwest) Section	31	20	11	55.00%
Morocco Section	42	28	14	50.00%
Hungary Section	17	12	5	41.67%
Croatia Section	53	39	14	35.90%
France Section	250	187	63	33.69%
Portugal Section	162	123	39	31.71%
Greece Section	259	208	51	24.52%
South Africa Section	68	55	13	23.64%
Estonia Section	24	20	4	20.00%



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

Section	December 2012	December 2011	# Change	% Change
Zambia Section	6	5	1	20.00%
Russia Section	69	58	11	18.97%
Poland Section	60	52	8	15.38%
U.K. & Rep Of Ireland Section	695	608	87	14.31%
Republic Of Macedonia Section	11	10	1	10.00%
Saudi Arabia Section	92	84	8	9.52%
Iceland Section	37	35	2	5.71%
Benelux Section	220	209	11	5.26%
Egypt Section	498	478	20	4.18%
Romania Section	35	34	1	2.94%
Latvia Section	5	5	0	0.00%
Switzerland Section	110	111	-1	-0.90%
Norway Section	45	46	-1	-2.17%
Germany Section	302	313	-11	-3.51%
Slovenia Section	14	15	-1	-6.67%
Finland Section	53	57	-4	-7.02%
Western Saudi Arabia Section	50	55	-5	-9.09%
Lebanon Section	280	309	-29	-9.39%
Spain Section	167	197	-30	-15.23%
Sweden Section	84	100	-16	-16.00%





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

Section	December 2012	December 2011	# Change	% Change
Italy Section	180	218	-38	-17.43%
Austria Section	67	85	-18	-21.18%
Nigeria Section	152	197	-45	-22.84%
Ukraine Section	36	49	-13	-26.53%
Jordan Section	133	192	-59	-30.73%
Qatar Section	31	46	-15	-32.61%
Belarus Section	4	6	-2	-33.33%
Russia (Siberia) Section	9	16	-7	-43.75%
United Arab Emirates Section	163	293	-130	-44.37%
Serbia And Montenegro Section	17	32	-15	-46.88%
Iraq Section	12	30	-18	-60.00%
Iran Section	65	177	-112	-63.28%
Ghana section	14	91	-77	-84.62%
Region 8 - Apo/Fpo	7	11	-4	-36.36%
Region 8-Countries Outside Sections	206	220	-14	-6.36%

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