



Membership Development Report – March 2013

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.



Greetings! During March, the fall in membership that we in R8 experienced in February has stabilized, and our growth is basically flat. This is due mainly to very good numbers in recruitment in all grades, but especially among Graduate Student Members (GSM), which balance the low retention rate. It is very important now that these new members are happy with their first-year experience, so that they will want to renew when time comes. Do not forget to contact new members, welcome them to IEEE, and make them feel at home with us. See link to SAMIEEE in page 2.

–Antonio Luque, Membership Development Chair, Region 8

Regional Snapshot	Total this Month	'13 vs. '12	% Change	Aug 2013 408,000 Member Goal – R8		2013 New Members (MAR)
Total Membership	60,764	12	0.0%	82.4%	Total	11,245
• Higher-Grade	43,399	-169	- 0.4%	74.4%	Higher Grade	2751
• Students	18,365	181	0.9%	109.6%	Students	8494
IEEE Worldwide - Total	337,872	1,089	0.3%	408,000		61,326

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	71.1%	67.5%	26.9%	66.4%
Region – 1 st -Year Members	30.3%	53.3%	20.7%	33.1%
IEEE – Total Members	76.2%	59.9%	22.6%	67.4%
IEEE – 1 st Year Members	30.3%	42.4%	17.9%	26.9%

First-Year Member Engagement	2013 Membership Cycle	2012 Membership Cycle
Recruitment	Member-Get-a-Member program: www.ieee.org/mgm , e-Membership program for new members.	1 March through 15 August half-year dues is available
MGA Operations	First Year Member page available: http://www.ieee.org/start Renewal opportunity to reach out to new members, those joined last year	<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.	Use the Correspondence templates located on www.ieee.org/md for outreach to members who have not 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 (MD) Members in Arrears
Volunteer Resources	SAMIEEE UPGRADE: http://www.ieee.org/about/volunteers/samieeee/index.html for video and training presentation	



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Best Section Total Retention	82.3% - Switzerland Section	80.9% - Serbia & Montenegro Section
	81.9% - Croatia Section	79.4% - Latvia Section
	81.9% - Slovenia Section	78.5% - Finland Section

Top Section Recruitment Year over Year	Percentage Growth	Numeric Growth
	245.08% – Kuwait Section	356 - Tunisia Section
	170.33% – Tunisia Section	325 - Turkey Section
	163.33% – Cyprus Section	298 - U.K. & Rep of Ireland Section

Upcoming MD Opportunities	It is very important that new members are welcome. Do not forget to contact them in person	Click here to download from SAMIEEE the list of new members
	This is a good moment of the year to start a campaign to upgrade members who qualify to Senior Member grade.	Use half-year dues promotion to recruit new members.

MD Resource Links	IEEE Region 8	www.ieee.org/r8
	Benefits of Membership	www.ieee.org/benefits
	First Year Member Experience	www.ieee.org/start
	Online Supply Form	www.ieee.org/md
	IEEE Contact Center & Support	www.ieee.org/about/contact_center/index.html
	Membership Statistics myIEEE	www.ieee.org/md www.ieee.org/membership_services/membership/my_ieee.html
	MD Manual, Membership Presentations	www.ieee.org/md
	Member-get-a-Member	www.ieee.org/mgm
MD Webcast Archive Guide for 2012, 2011, 2010 and 2009	www.ieee.org/md	

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.

Geographic IEEE Gold Membership - March 2013			
Region	Higher Grade w/o GSM	GSM	Total
1	2,021	582	2,603
2	1,802	583	2,385
3	1,678	725	2,403
4	1,511	560	2,071
5	1,976	550	2,526
6	3,643	981	4,624
R 1-6	12,631	3,981	16,612
7	1,514	695	2,209
8	7,325	2,621	9,946
9	1,391	415	1,806
10	6,727	1,668	8,395
R 7-10	16,957	5,399	22,356
TOTAL	29,588	9,380	38,968

Visit the MGA News web page for the latest:

The **IEEE Member and Geographic Activities** (MGA) news page is found at http://www.ieee.org/societies_communities/geo_activities/mga_news.html

Call for nominations: IEEE Medals and Recognitions: deadline 1 July

Nominations are due 1 July 2013 for the 2014 IEEE Medals and Recognitions. [IEEE Medals](#) are the highest recognition within the IEEE awards hierarchy, with the prestigious [IEEE Medal of Honor](#) as the premier award. IEEE Medals embrace broad and significant contributions within the technical fields of interest of IEEE. [IEEE Recognitions](#) reward members' individual contributions to IEEE, published papers, and corporate advancements within the IEEE fields of interest.

Recipients are recognized at the formal [IEEE Honors Ceremony](#). All IEEE members are encouraged to submit a nomination for a worthy candidate within their technical fields. [Visit the IEEE Awards Web page for more information](#), go to: www.ieee.org/about/awards/index.html .



Year-over-Year – Renewal: 2013 Membership Year – March 2013

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2467	2080	84.3%	452	323	71.5%	2,919	2403	82.3%
Croatia Section	489	414	84.7%	220	167	75.9%	709	581	81.9%
Slovenia Section	265	228	86.0%	44	25	56.8%	309	253	81.9%
Serbia And Montenegro Section	506	416	82.2%	200	155	77.5%	706	571	80.9%
Latvia Section	88	72	81.8%	38	28	73.7%	126	100	79.4%
Finland Section	812	652	80.3%	261	190	72.8%	1,073	842	78.5%
Norway Section	900	717	79.7%	122	84	68.9%	1,022	801	78.4%
Germany Section	5811	4679	80.5%	1737	1204	69.3%	7,548	5883	77.9%
Italy Section	3803	3004	79.0%	655	434	66.3%	4,458	3438	77.1%
Spain Section	3003	2399	79.9%	793	528	66.6%	3,796	2927	77.1%
Denmark Section	701	545	77.7%	127	91	71.7%	828	636	76.8%
Austria Section	962	751	78.1%	352	258	73.3%	1,314	1009	76.8%
Benelux Section	2775	2196	79.1%	772	521	67.5%	3,547	2717	76.6%
Sweden Section	1705	1330	78.0%	481	339	70.5%	2,186	1669	76.3%
Zambia Section	113	85	75.2%	3	1	33.3%	116	86	74.1%
Poland Section	820	634	77.3%	169	91	53.8%	989	725	73.3%
Romania Section	866	640	73.9%	130	85	65.4%	996	725	72.8%
Hungary Section	333	255	76.6%	111	66	59.5%	444	321	72.3%
Malta Section	111	75	67.6%	54	43	79.6%	165	118	71.5%
Bulgaria Section	237	171	72.2%	54	37	68.5%	291	208	71.5%
Czechoslovakia Section	476	367	77.1%	95	38	40.0%	571	405	70.9%
U.K.& Rep Of Ireland Section	8106	5971	73.7%	1696	955	56.3%	9,802	6926	70.7%



Year-over-Year – Renewal: 2013 Membership Year – February 2013

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Lithuanian Section	77	56	72.7%	14	8	57.1%	91	64	70.3%
Israel Section	1035	751	72.6%	111	51	45.9%	1,146	802	70.0%
Russia (Siberia) Section	186	132	71.0%	44	27	61.4%	230	159	69.1%
Cyprus Section	195	138	70.8%	91	59	64.8%	286	197	68.9%
Portugal Section	781	577	73.9%	479	290	60.5%	1,260	867	68.8%
Republic Of Macedonia Section	108	79	73.1%	71	44	62.0%	179	123	68.7%
Russia Section	576	399	69.3%	75	37	49.3%	651	436	67.0%
France Section	3277	2249	68.6%	512	259	50.6%	3,789	2508	66.2%
Greece Section	1307	934	71.5%	718	406	56.5%	2,025	1340	66.2%
South Africa Section	951	632	66.5%	251	125	49.8%	1,202	757	63.0%
Belarus Section	29	22	75.9%	17	6	35.3%	46	28	60.9%
Estonia Section	93	62	66.7%	34	15	44.1%	127	77	60.6%
Russia (Northwest) Section	184	129	70.1%	93	37	39.8%	277	166	59.9%
Ukraine Section	338	214	63.3%	134	68	50.7%	472	282	59.7%
Iceland Section	60	44	73.3%	45	18	40.0%	105	62	59.0%
Saudi Arabia Section	685	404	59.0%	106	38	35.8%	791	442	55.9%
Morocco Section	97	59	60.8%	52	24	46.2%	149	83	55.7%
Bosnia And Herzegovina Section	134	68	50.7%	81	51	63.0%	215	119	55.3%
Kenya Section	96	55	57.3%	17	6	35.3%	113	61	54.0%



Year-over-Year – Renewal: 2013 Membership Year – March 2013

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Turkey Section	1125	663	58.9%	960	403	42.0%	2,085	1066	51.1%
Oman Section	113	69	61.1%	27	2	7.4%	140	71	50.7%
Bahrain Section	74	43	58.1%	19	3	15.8%	93	46	49.5%
Qatar Section	170	91	53.5%	61	17	27.9%	231	108	46.8%
Western Saudi Arabia Section	264	126	47.7%	94	30	31.9%	358	156	43.6%
Kuwait Section	147	83	56.5%	61	7	11.5%	208	90	43.3%
Lebanon Section	342	146	42.7%	458	184	40.2%	800	330	41.3%
Tunisia Section	265	122	46.0%	390	137	35.1%	655	259	39.5%
United Arab Emirates Section	866	434	50.1%	605	134	22.1%	1,471	568	38.6%
Egypt Section	872	465	53.3%	1311	349	26.6%	2,183	814	37.3%
Iraq Section	118	47	39.8%	38	11	28.9%	156	58	37.2%
Nigeria Section	972	354	36.4%	335	86	25.7%	1,307	440	33.7%
Ghana Section	171	59	34.5%	43	12	27.9%	214	71	33.2%
Iran Section	1268	304	24.0%	1222	386	31.6%	2,490	690	27.7%
Jordan Section	253	124	49.0%	397	46	11.6%	650	170	26.2%
Reg 8-Countries Outside Sections	672	352	52.4%	423	85	20.1%	1,095	437	39.9%
Region 8 - Apo/Fpo	101	69	68.3%	25	13	52.0%	126	82	65.1%



Year-over-Year – Recruitment: 2013 Membership Year

Section	March 2013	March 2012	# Change	% Change
Kuwait Section	69	20	49	245.00%
Tunisia Section	565	209	356	170.33%
Cyprus Section	79	30	49	163.33%
Croatia Section	164	66	98	148.48%
Morocco Section	98	44	54	122.73%
Malta Section	39	18	21	116.67%
Bahrain Section	39	20	19	95.00%
Lithuanian Section	26	14	12	85.71%
Kenya Section	27	15	12	80.00%
Turkey Section	754	429	325	75.76%
Israel Section	130	88	42	47.73%
Portugal Section	248	170	78	45.88%
Oman Section	47	33	14	42.42%
Denmark Section	111	79	32	40.51%
Czechoslovakia Section	69	50	19	38.00%
Russia Section	149	110	39	35.45%
Zambia Section	13	10	3	30.00%
U.K. & Rep Of Ireland Section	1367	1069	298	27.88%
Saudi Arabia Section	154	121	33	27.27%
France Section	549	435	114	26.21%
Estonia Section	28	24	4	16.67%
Russia (Northwest) Section	85	73	12	16.44%



Year-over-Year – Recruitment: 2013 Membership Year

Section	March 2013	March 2012	# Change	% Change
Poland Section	133	116	17	14.66%
Benelux Section	393	346	47	13.58%
Switzerland Section	225	202	23	11.39%
Latvia Section	13	12	1	8.33%
Finland Section	103	96	7	7.29%
Greece Section	370	345	25	7.25%
Italy Section	421	398	23	5.78%
Germany Section	675	641	34	5.30%
Romania Section	87	83	4	4.82%
Egypt Section	614	597	17	2.85%
Belarus Section	6	6	0	0.00%
Republic Of Macedonia Section	34	34	0	0.00%
Russia (Siberia) Section	35	35	0	0.00%
Lebanon Section	365	367	-2	-0.54%
Iceland Section	39	40	-1	-2.50%
Hungary Section	56	58	-2	-3.45%
Norway Section	76	79	-3	-3.80%
Sweden Section	194	202	-8	-3.96%
Nigeria Section	330	344	-14	-4.07%
Ukraine Section	111	120	-9	-7.50%



Year-over-Year – Recruitment: 2013 Membership Year

Section	March 2013	March 2012	# Change	% Change
Qatar Section	59	64	-5	-7.81%
Slovenia Section	23	25	-2	-8.00%
Spain Section	309	342	-33	-9.65%
Austria Section	124	143	-19	-13.29%
Bosnia And Herzegovina Section	26	30	-4	-13.33%
Western Saudi Arabia Section	77	95	-18	-18.95%
Serbia And Montenegro Section	93	118	-25	-21.19%
United Arab Emirates Section	381	490	-109	-22.24%
South Africa Section	129	168	-39	-23.21%
Bulgaria Section	41	57	-16	-28.07%
Jordan Section	191	311	-120	-38.59%
Iraq Section	32	70	-38	-54.29%
Ghana section	29	100	-71	-71.00%
Iran Section	260	902	-642	-71.18%
Region 8 - Apo/Fpo	15	23	-8	-34.78%
Reg 8-Countries Outside Sections	366	327	39	11.93%

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