



# Membership Development Report – April 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 April, recruitment of new members kept on the rise and we are now slightly better than one year ago, having recovered from the large losses of end of February. Remember that half-dues still apply and members who join in May get 8 months at the price of 6. Don't forget to register for the upcoming MD webcast (details on page 3). Also, there will be a teleconference for all MD officers in R8. Details will come via email soon. Keep the good work!*

–**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 (APRIL)
<b>Total Membership</b>	<b>63,857</b>	<b>636</b>	<b>1.0%</b>	<b>86.5%</b>	<b>Total</b>	<b>12,922</b>
• Higher-Grade	43,874	235	0.5%	76.9%	Higher Grade	3188
• Students	19,983	401	2.0%	119.1%	Students	9734
IEEE Worldwide - Total	353,885	3,493	1.0%	408,000		70,607

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	72.9%	69.5%	27.8%	67.7%
Region – 1 <sup>st</sup> -Year Members	31.3%	55.4%	21.5%	34.3%
IEEE – Total Members	77.3%	61.8%	23.4%	68.6%
IEEE – 1 <sup>st</sup> Year Members	31.5%	44.4%	18.6%	28.1%

First-Year Member Engagement	2013 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.	1 March through 15 August half-year dues is available
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
Section / Chapter Operations	Invite first year members to activities and events	Use the Correspondence templates located on <a href="http://www.ieee.org/md">www.ieee.org/md</a>
SAMIEEE Analyses	Each month new Member Alert message goes to Section and Section MD Chairs with report of new joined members	(MD) All Members Joining since Beginning of Membership Year (MD) First Year Active Members (MD) Members Joining in Past 30 Days (MD) New Member Interest Information for Active IEEE Members
Volunteer Resources	<b>SAMIEEE UPGRADE:</b> <a href="http://www.ieee.org/about/volunteers/samieee/index.html">http://www.ieee.org/about/volunteers/samieee/index.html</a> for video and training presentation	



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<b>Best Section Total Retention</b>	83.5% - Slovenia Section	81.2% - Serbia & Montenegro Section
	83.5% - Switzerland Section	79.9% - Finland Section
	83.1% - Croatia Section	79.4% - Latvia Section

<b>Top Section Recruitment Year over Year</b>	<b>Percentage Growth</b>	<b>Numeric Growth</b>
	195.83% – Kuwait Section	404 - Tunisia Section
	164.90% – Tunisia Section	376 – U.K. & Republic of Ireland Section
	128.00% – Croatia Section	311 - Turkey Section

<b>Upcoming MD Opportunities</b>	It is <b>very important</b> that new members are welcome. Do not forget to contact them in person	<a href="#">Click here to download from SAMIEEE the list of new members</a>
	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.

<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 2013 to 2009	<a href="http://www.ieee.org/md">www.ieee.org/md</a>	

### Join IEEE and Get a Free Society

The IEEE Conference Member Recruitment Program (CMR) offers an incentive to those who join the IEEE at the conference. Each higher-grade, full-dues paying IEEE membership applicant is given one year of membership to one of IEEE's 38 [Technical Societies](#). The program runs in parallel with the IEEE membership year (16 August - 15 August) and is one of the most successful membership development tools available.

The most successful conferences set up a highly visible, staffed membership recruitment desk and recruit a minimum of 25 new members. Supplies for the table may be ordered online through the [membership development supply form](#) using your IEEE Account.

For questions regarding the CMR program, [contact Denise Maestri](#).



**IEEE GOLD Membership Data**

**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 - April 2013</b>			
<b>Region</b>	<b>Higher Grade w/o GSM</b>	<b>GSM</b>	<b>Total</b>
<b>1</b>	2,089	604	2,693
<b>2</b>	1,866	615	2,481
<b>3</b>	1,744	767	2,511
<b>4</b>	1,565	594	2,159
<b>5</b>	2,040	575	2,615
<b>6</b>	3,785	1,026	4,811
<b>R 1-6</b>	13,089	4,181	17,270
<b>7</b>	1,564	782	2,346
<b>8</b>	7,585	2,848	10,433
<b>9</b>	1,452	457	1,909
<b>10</b>	7,022	1,858	8,880
<b>R 7-10</b>	17,623	5,945	23,568
<b>TOTAL</b>	<b>30,712</b>	<b>10,126</b>	<b>40,838</b>

**IEEE Membership Development Team,**

Time to Register! Join us for the MD Webcast scheduled for Thursday, 16 May 2013 offered at 10:00AM Eastern (New York) or 14:00:00 UTC for one hour. The topic is student members and engaging them. We have 3 graduates in 2013 that will share their experiences and activities to engage their student branch members.

You may now register for the Thursday, 16 May 2013 MD Monthly Webcast at:  
<http://cc.readytalk.com/r/q7j1o5qb551c>

If you missed any of the 2013 webcasts, the recorded sessions are linked at  
[http://www.ieee.org/about/volunteers/membership\\_development/md2013archiveguide.html](http://www.ieee.org/about/volunteers/membership_development/md2013archiveguide.html)



## IEEE Membership Information

### Tool for Retention – elevation to Senior Member

#### Identify members you wish to recruit for potential senior membership:

Volunteers with access to SAMleee can run a predefined query - Senior Member Upgrade - 1st Level Requirements.

Click on Access SAMleee (systems asks twice)

Log in with username and password

Click on catalog

Double click on Shared Folder

Click on SAMleee

Click on Geographic Predefines Queries

Click on (GEO) SM Upgrade - 1st Level Requirements

Additional information found on the Senior Member program website:

Complete list of newly elevated Senior Members by Month and YTD:

[http://www.ieee.org/membership\\_services/membership/senior/new\\_senior\\_members.html](http://www.ieee.org/membership_services/membership/senior/new_senior_members.html)

2013 Regional Statistics of Senior Member Elevations:

[http://www.ieee.org/about/volunteers/membership\\_development/senior\\_member.html](http://www.ieee.org/about/volunteers/membership_development/senior_member.html)

Print a member certificate:

[http://www.ieee.org/membership\\_services/membership/my\\_ieee.html](http://www.ieee.org/membership_services/membership/my_ieee.html)

Click on Access myIEEE, place the mouse over the "greeting" at top of page (Hello, Name), then click on the Member Certificate PDF link.

#### Senior Member Update Mailing:

Sign up for this monthly mailing that provides an update with names of newly elevated IEEE Senior members, found in the SR-MEMBER-UPDATE mail list. This report's distribution list includes subscribed IEEE members, Section Chairs, newsletter editors, select IEEE committees and IEEE staff.

#### To receive these reports automatically via e-mail, please follow the instructions below:

- Send an e-mail message to [listserv@listserv.ieee.org](mailto:listserv@listserv.ieee.org).
- Leave the subject line blank.
- In the body of the message, type: **Subscribe sr-member-update**.
- Remove any electronic signatures.

Report corrections to Lou Curcio at [l.curcio@ieee.org](mailto:l.curcio@ieee.org).



**Year-over-Year – Renewal: 2013 Membership Year – April 2013**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Slovenia Section	265	231	87.2%	44	27	61.4%	309	258	83.5%
Switzerland Section	2467	2107	85.4%	452	330	73.0%	2,919	2437	83.5%
Croatia Section	489	421	86.1%	220	168	76.4%	709	589	83.1%
Serbia And Montenegro Section	506	418	82.6%	200	155	77.5%	706	573	81.2%
Finland Section	812	662	81.5%	261	195	74.7%	1,073	857	79.9%
Latvia Section	88	72	81.8%	38	28	73.7%	126	100	79.4%
Norway Section	900	725	80.6%	122	85	69.7%	1,022	810	79.3%
Italy Section	3803	3059	80.4%	655	453	69.2%	4,458	3512	78.8%
Germany Section	5811	4716	81.2%	1737	1227	70.6%	7,548	5943	78.7%
Austria Section	962	764	79.4%	352	262	74.4%	1,314	1026	78.1%
Spain Section	3003	2429	80.9%	793	535	67.5%	3,796	2964	78.1%
Denmark Section	701	553	78.9%	127	91	71.7%	828	644	77.8%
Benelux Section	2775	2223	80.1%	772	534	69.2%	3,547	2757	77.7%
Sweden Section	1705	1346	78.9%	481	349	72.6%	2,186	1695	77.5%
Poland Section	820	644	78.5%	169	94	55.6%	989	738	74.6%
Zambia Section	113	85	75.2%	3	1	33.3%	116	86	74.1%
Romania Section	866	648	74.8%	130	90	69.2%	996	738	74.1%
Malta Section	111	78	70.3%	54	44	81.5%	165	122	73.9%
Belarus Section	29	25	86.2%	17	9	52.9%	46	34	73.9%
Hungary Section	333	259	77.8%	111	66	59.5%	444	325	73.2%
Lithuanian Section	77	56	72.7%	14	10	71.4%	91	66	72.5%
Bulgaria Section	237	173	73.0%	54	37	68.5%	291	210	72.2%



### Year-over-Year – Renewal: 2013 Membership Year – April 2013

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
U.K.& Rep Of Ireland Section	8106	6076	75.0%	1696	990	58.4%	9,802	7066	72.1%
Czechoslovakia Section	476	371	77.9%	95	39	41.1%	571	410	71.8%
Israel Section	1035	764	73.8%	111	53	47.7%	1,146	817	71.3%
Russia (Siberia) Section	186	135	72.6%	44	28	63.6%	230	163	70.9%
Portugal Section	781	585	74.9%	479	300	62.6%	1,260	885	70.2%
Republic Of Macedonia Section	108	81	75.0%	71	44	62.0%	179	125	69.8%
Cyprus Section	195	139	71.3%	91	60	65.9%	286	199	69.6%
Russia Section	576	405	70.3%	75	40	53.3%	651	445	68.4%
France Section	3277	2316	70.7%	512	269	52.5%	3,789	2585	68.2%
Greece Section	1307	947	72.5%	718	427	59.5%	2,025	1374	67.9%
South Africa Section	951	653	68.7%	251	142	56.6%	1,202	795	66.1%
Ukraine Section	338	223	66.0%	134	75	56.0%	472	298	63.1%
Estonia Section	93	62	66.7%	34	15	44.1%	127	77	60.6%
Russia (Northwest) Section	184	129	70.1%	93	38	40.9%	277	167	60.3%
Iceland Section	60	44	73.3%	45	18	40.0%	105	62	59.0%
Morocco Section	97	62	63.9%	52	25	48.1%	149	87	58.4%
Bosnia And Herzegovina Section	134	74	55.2%	81	51	63.0%	215	125	58.1%
Saudi Arabia Section	685	416	60.7%	106	39	36.8%	791	455	57.5%



**Year-over-Year – Renewal: 2013 Membership Year – April 2013**

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Kenya Section	96	57	59.4%	17	6	35.3%	113	63	55.8%
Bahrain Section	74	45	60.8%	19	4	21.1%	93	49	52.7%
Oman Section	113	70	61.9%	27	3	11.1%	140	73	52.1%
Turkey Section	1125	676	60.1%	960	409	42.6%	2,085	1085	52.0%
Qatar Section	170	95	55.9%	61	17	27.9%	231	112	48.5%
Western Saudi Arabia Section	264	133	50.4%	94	30	31.9%	358	163	45.5%
Kuwait Section	147	84	57.1%	61	7	11.5%	208	91	43.8%
Lebanon Section	342	153	44.7%	458	185	40.4%	800	338	42.3%
Tunisia Section	265	127	47.9%	390	140	35.9%	655	267	40.8%
United Arab Emirates Section	866	440	50.8%	605	146	24.1%	1,471	586	39.8%
Iraq Section	118	48	40.7%	38	12	31.6%	156	60	38.5%
Egypt Section	872	475	54.5%	1311	359	27.4%	2,183	834	38.2%
Ghana Section	171	65	38.0%	43	12	27.9%	214	77	36.0%
Nigeria Section	972	378	38.9%	335	91	27.2%	1,307	469	35.9%
Iran Section	1268	318	25.1%	1222	405	33.1%	2,490	723	29.0%
Jordan Section	253	128	50.6%	397	47	11.8%	650	175	26.9%
Reg 8-Countries Outside Sections	672	366	54.5%	423	88	20.8%	1,095	454	41.5%
Region 8 - Apo/Fpo	101	71	70.3%	25	13	52.0%	126	84	66.7%



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

Section	April 2013	April 2012	# Change	% Change
Kuwait Section	71	24	47	195.83%
Tunisia Section	649	245	404	164.90%
Croatia Section	171	75	96	128.00%
Kenya Section	33	15	18	120.00%
Morocco Section	102	47	55	117.02%
Malta Section	39	19	20	105.26%
Lithuanian Section	28	14	14	100.00%
Cyprus Section	81	43	38	88.37%
Bahrain Section	40	22	18	81.82%
Turkey Section	848	537	311	57.91%
Portugal Section	285	209	76	36.36%
Oman Section	49	36	13	36.11%
Saudi Arabia Section	189	139	50	35.97%
U.K.& Rep Of Ireland Section	1537	1161	376	32.39%
Russia Section	163	124	39	31.45%
Israel Section	144	111	33	29.73%
Czechoslovakia Section	79	62	17	27.42%
Denmark Section	124	98	26	26.53%
France Section	640	513	127	24.76%
Egypt Section	771	625	146	23.36%
Benelux Section	436	366	70	19.13%
Zambia Section	13	11	2	18.18%





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

Section	April 2013	April 2012	# Change	% Change
Estonia Section	33	28	5	17.86%
Poland Section	154	131	23	17.56%
Belarus Section	7	6	1	16.67%
South Africa Section	220	195	25	12.82%
Switzerland Section	266	240	26	10.83%
Latvia Section	16	15	1	6.67%
Finland Section	118	112	6	5.36%
Russia (Northwest) Section	89	85	4	4.71%
Germany Section	795	762	33	4.33%
Greece Section	411	397	14	3.53%
Republic Of Macedonia Section	36	35	1	2.86%
Spain Section	374	364	10	2.75%
Nigeria Section	409	402	7	1.74%
Romania Section	97	96	1	1.04%
Lebanon Section	377	376	1	0.27%
Hungary Section	58	58	0	0.00%
Italy Section	480	489	-9	-1.84%
Norway Section	85	88	-3	-3.41%
Russia (Siberia) Section	40	42	-2	-4.76%
Iceland Section	39	41	-2	-4.88%
Bosnia And Herzegovina Section	30	32	-2	-6.25%



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

Section	April 2013	April 2012	# Change	% Change
Slovenia Section	26	28	-2	-7.14%
Ukraine Section	120	131	-11	-8.40%
Sweden Section	224	247	-23	-9.31%
Qatar Section	63	70	-7	-10.00%
Serbia And Montenegro Section	100	122	-22	-18.03%
United Arab Emirates Section	465	575	-110	-19.13%
Western Saudi Arabia Section	84	105	-21	-20.00%
Austria Section	136	178	-42	-23.60%
Bulgaria Section	46	61	-15	-24.59%
Jordan Section	214	349	-135	-38.68%
Iraq Section	38	71	-33	-46.48%
Ghana section	32	103	-71	-68.93%
Iran Section	301	1002	-701	-69.96%
Reg 8-Countries Outside Sections	427	389	38	9.77%
Region 8 - Apo/Fpo	20	24	-4	-16.67%

&lt; END &gt;