



Membership Development Report – June 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 June R8 kept the growing pace of previous months, slightly better than global figures. We are close to our goal at the end of membership year, so let's do a final push in recruitment to finish a good membership year in 2013. This issue of the MD report contains news about membership programs and activities (see page 4). Please let us know if this information is helpful for you and how we can improve it for future issues.

–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 (JUNE)
		▲	▲				
Total Membership	68,928	▲	481	0.7%	93.5%	Total	15,896
• Higher-Grade	48,672	▲	184	0.4%	81.2%	Higher Grade	4,028
• Students	20,256	▲	297	1.5%	135.4%	Students	11,868
IEEE Worldwide - Total	377,711	▲	537	0.1%	408,000		84,409

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	75.3%	72.9%	29.4%	70.2%
Region – 1 st -Year Members	33.5%	58.8%	23.0%	36.5%
IEEE – Total Members	79.4%	65.6%	24.9%	70.7%
IEEE – 1 st Year Members	33.8%	48.1%	19.9%	30.2%

First-Year Member Engagement	2013 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 , register for the new member orientation.	Renewal opportunity to reach out to new members, those joined last year
Section / Chapter Operations	Invite first year members to activities and events. Student members will be graduating and elevated end of June to higher grade.	Use the Correspondence templates located on www.ieee.org/md
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	SAMIEEE UPGRADE: http://www.ieee.org/about/volunteers/samieee/index.html for video and training presentation	



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Best Section Total Retention	85.2% - Switzerland Section	82.6% - Serbia & Montenegro Section
	83.8% - Croatia Section	82.4% - Finland Section
	83.5% - Slovenia Section	81.7% - Latvia Section

Top Section Recruitment Year over Year	Percentage Growth	Numeric Growth
	157.14% – Lithuanian Section	468 - Turkey Section
	106.38% – Cyprus Section	414 – U.K. & Republic of Ireland Section
	105.68% – Croatia Section	356 - Tunisia Section

Upcoming MD Opportunities	Contact student members that were recently elevated to higher-grade and make sure they understand the benefits of staying with IEEE	Click here to download from SAMIEEE the list of Student Members with expected graduation date in 2013
	Look for potential candidates to be elevated to Senior Membership, encourage them to apply and help them in finding references	Click here to download from SAMIEEE a list of members that might qualify for Senior Member grade

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 2013 to 2009	www.ieee.org/md	

IEEE Annual MD Kit Distribution

IEEE Section & MD Chairs and Student Branch Counselors:

The 2014 membership year is approaching. The Annual MD Kit will be reserved by MD Chairs and Student Branch officers for the 2014 membership year. The shipping of the Annual MD Kit kicks off the start of the membership year in September. We are following the same process we initiated in 2010.

Each MD Chair and Student Branch Counselor on record will reserve their Annual 2014 MD Kit via an online form (IEEE Account required for sign in). An email message will be sent to them with the link to the online form.

When we reach the end of July and early part of August, it will be time to remove and recycle any older membership development materials.



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.

Geographic IEEE Gold Membership - June 2013			
Region	Higher Grade w/o GSM	GSM	Total
1	3,152	437	3,589
2	2,690	433	3,123
3	2,886	582	3,468
4	2,422	441	2,863
5	3,030	407	3,437
6	5,462	672	6,134
R 1-6	19,642	2,972	22,614
7	2,311	551	2,862
8	10,253	2,089	12,342
9	2,027	289	2,316
10	10,966	1,066	12,032
R 7-10	25,557	3,995	29,552
TOTAL	45,199	6,967	52,166

Upcoming monthly MD Webcast – 19 July 2013 at 10:00am Eastern, 14:00:00 UTC

Join us for the MD Webcast scheduled for Friday, 19 July 2013 offered at 10:00AM Eastern (New York) or 14:00:00 UTC for one hour. The topics include overview of the IEEE Chicago Section's membership recruitment via conferences and new member benefit – MentorCentre..

You may now register for the Friday, 19 July 2013 MD Monthly Webcast at:

<http://cc.readytalk.com/r/e2vkf87jut5v&eom>

If you missed any of the 2013 webcasts, the recorded sessions are linked at

http://www.ieee.org/about/volunteers/membership_development/md2013archiveguide.html.



Sponsors needed for IEEEXtreme 7.0 Programming Competition

IEEEXtreme is looking for sponsors for the annual computer programming student competition, [IEEEXtreme](#), scheduled for 26 October 2013. IEEEXtreme is a global challenge in which teams of IEEE Student members, supported by an IEEE Student Branch and advised and proctored by an IEEE member, compete in a 24-hour time span against each other to solve a set of programming problems.

Sponsorship of IEEEXtreme 7.0 includes Web and print advertising opportunities for branding and awareness before, during, and after the competition. Sponsorship is an excellent way to get an edge on recruiting the next generation of top talent in the engineering, computer, and technology fields.

[E-mail the IEEEXtreme team for sponsorship packages](#)

IEEE-USA offers free e-books to members in June and July

As a special benefit to IEEE members for the month of June, IEEE-USA is offering a free e-book, "The Best of Today's Engineer: On Career Transitions," a collection of articles from Today's Engineer that can help you handle situations you might face in your career, whether you're changing projects, employers, or career paths. Some of the articles included in this e-book are: Handling Downsizing; Conquering Change; Kick your Career Up a Notch--Become a Licensed P.E.; In My View: The Realities of Age Discrimination; Finding a Job in an Unstable Economy: Coping with Fears; and Engineer to Entrepreneur: Making the Career-Enhancing Transition.

[Download now \(PDF, 3.0 MB; free to IEEE members; US\\$5.99 for non-members\)](#)

For the month of July, [IEEE-USA E-Books](#) will offer "The Best of Today's Engineer: On Consulting – Volume 2." This compilation of articles is a convenient reference tool for those who want to build on and incorporate new ideas into their practice. It addresses topics such as your reasons for becoming a consultant, how to become a better networker, and how to incorporate social media into your practice. To purchase IEEE members-only products and to receive the member discount on eligible products, members must log in with their IEEE Accounts.

IEEE-USA E-Books seeks authors to write an e-book, or a series of e-books, on career guidance and development topics. If you have an idea for an e-book that will educate other IEEE members on a particular topic of expertise, [e-mail your e-book proposal to IEEE-USA E-Book Chair Gus Gaynor](#) or [IEEE-USA Publishing Manager Georgia C. Stelluto](#).



Section Performance > Retention

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

REGION 8	HIGHER GRADE MEMBERS w/o GSM			GRADUATE STUDENT MEMBERS			UNDERGRADUATE STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2467	2145	86.9%	410	326	79.5%	42	17	40.5%	2,919	2488	85.2%
Croatia Section	489	423	86.5%	180	149	82.8%	40	22	55.0%	709	594	83.8%
Slovenia Section	265	231	87.2%	32	22	68.8%	12	5	41.7%	309	258	83.5%
Serbia And Montenegro Section	506	427	84.4%	154	134	87.0%	46	22	47.8%	706	583	82.6%
Finland Section	812	679	83.6%	208	174	83.7%	53	31	58.5%	1,073	884	82.4%
Latvia Section	88	73	83.0%	25	21	84.0%	13	9	69.2%	126	103	81.7%
Norway Section	900	742	82.4%	107	84	78.5%	15	5	33.3%	1,022	831	81.3%
Italy Section	3803	3155	83.0%	540	412	76.3%	115	54	47.0%	4,458	3621	81.2%
Germany Section	5811	4815	82.9%	1496	1156	77.3%	241	124	51.5%	7,548	6095	80.7%
Sweden Section	1705	1384	81.2%	442	356	80.5%	39	12	30.8%	2,186	1752	80.1%
Spain Section	3003	2480	82.6%	523	403	77.1%	270	154	57.0%	3,796	3037	80.0%
Denmark Section	701	565	80.6%	116	88	75.9%	11	6	54.5%	828	659	79.6%
Austria Section	962	774	80.5%	276	220	79.7%	76	50	65.8%	1,314	1044	79.5%
Benelux Section	2775	2259	81.4%	631	502	79.6%	141	57	40.4%	3,547	2818	79.4%
Zambia Section	113	91	80.5%	3	1	33.3%	0	0	#DIV/0!	116	92	79.3%
Poland Section	820	664	81.0%	100	72	72.0%	69	29	42.0%	989	765	77.4%
Malta Section	111	82	73.9%	43	38	88.4%	11	7	63.6%	165	127	77.0%
Romania Section	866	668	77.1%	100	76	76.0%	30	14	46.7%	996	758	76.1%
Belarus Section	29	26	89.7%	11	8	72.7%	6	1	16.7%	46	35	76.1%
Hungary Section	333	269	80.8%	68	47	69.1%	43	20	46.5%	444	336	75.7%
Czechoslovakia Section	476	383	80.5%	73	39	53.4%	22	6	27.3%	571	428	75.0%
Israel Section	1035	798	77.1%	94	55	58.5%	17	2	11.8%	1,146	855	74.6%



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

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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
U.K.& Rep Of Ireland Section	8106	6239	77.0%	1345	910	67.7%	351	132	37.6%	9,802	7281	74.3%
Cyprus Section	195	148	75.9%	57	52	91.2%	34	12	35.3%	286	212	74.1%
Bosnia And Herzegovina Section	134	91	67.9%	63	53	84.1%	18	13	72.2%	215	157	73.0%
Portugal Section	781	602	77.1%	293	229	78.2%	186	83	44.6%	1,260	914	72.5%
Lithuanian Section	77	56	72.7%	10	9	90.0%	4	1	25.0%	91	66	72.5%
Bulgaria Section	237	174	73.4%	30	24	80.0%	24	13	54.2%	291	211	72.5%
Russia (Siberia) Section	186	136	73.1%	36	24	66.7%	8	4	50.0%	230	164	71.3%
France Section	3277	2409	73.5%	358	231	64.5%	154	59	38.3%	3,789	2699	71.2%
Greece Section	1307	991	75.8%	290	244	84.1%	428	207	48.4%	2,025	1442	71.2%
Republic Of Macedonia Section	108	83	76.9%	42	38	90.5%	29	6	20.7%	179	127	70.9%
Russia Section	576	419	72.7%	39	27	69.2%	36	14	38.9%	651	460	70.7%
South Africa Section	951	692	72.8%	144	122	84.7%	107	30	28.0%	1,202	844	70.2%
Ukraine Section	338	235	69.5%	98	61	62.2%	36	15	41.7%	472	311	65.9%
Russia (Northwest) Section	184	134	72.8%	32	19	59.4%	61	20	32.8%	277	173	62.5%
Estonia Section	93	62	66.7%	20	14	70.0%	14	2	14.3%	127	78	61.4%
Kenya Section	96	63	65.6%	6	5	83.3%	11	1	9.1%	113	69	61.1%
Iceland Section	60	46	76.7%	12	8	66.7%	33	10	30.3%	105	64	61.0%
Saudi Arabia Section	685	435	63.5%	34	27	79.4%	72	16	22.2%	791	478	60.4%
Morocco Section	97	64	66.0%	28	20	71.4%	24	5	20.8%	149	89	59.7%
Bahrain Section	74	51	68.9%	0	1	#DIV/0!	19	3	15.8%	93	55	59.1%



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

REGION 8	HIGHER GRADE MEMBERS w/o GSM			GRADUATE STUDENT MEMBERS			UNDERGRADUATE STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Oman Section	113	75	66.4%	2	1	50.0%	25	2	8.0%	140	78	55.7%
Turkey Section	1125	715	63.6%	371	252	67.9%	589	182	30.9%	2,085	1149	55.1%
Qatar Section	170	105	61.8%	11	10	90.9%	50	8	16.0%	231	123	53.2%
Western Saudi Arabia Section	264	144	54.5%	39	23	59.0%	55	7	12.7%	358	174	48.6%
Tunisia Section	265	144	54.3%	202	117	57.9%	188	44	23.4%	655	305	46.6%
Ghana Section	171	79	46.2%	13	13	100.0%	30	7	23.3%	214	99	46.3%
Kuwait Section	147	88	59.9%	9	5	55.6%	52	2	3.8%	208	95	45.7%
Lebanon Section	342	158	46.2%	42	36	85.7%	416	152	36.5%	800	346	43.3%
United Arab Emirates Section	866	464	53.6%	85	63	74.1%	520	107	20.6%	1,471	634	43.1%
Iraq Section	118	54	45.8%	31	13	41.9%	7	0	0.0%	156	67	42.9%
Nigeria Section	972	424	43.6%	110	70	63.6%	225	33	14.7%	1,307	527	40.3%
Egypt Section	872	493	56.5%	277	204	73.6%	1034	169	16.3%	2,183	866	39.7%
Iran Section	1268	345	27.2%	709	347	48.9%	513	76	14.8%	2,490	768	30.8%
Jordan Section	253	134	53.0%	15	11	73.3%	382	43	11.3%	650	188	28.9%
Reg 8-Countries Outside Sections	672	392	58.3%	95	48	50.5%	328	45	13.7%	1,095	485	44.3%
Region 8 - Apo/Fpo	101	74	73.3%	11	8	72.7%	14	6	42.9%	126	88	69.8%



Year-over-Year – Recruitment: 2013 Membership Year

Section Name	Higher Grade w/o GSMs				Graduate Students				Undergraduate Students				Total			
	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change
Lithuanian Section	17	5	12	240.00%	8	4	4	100.00%	11	5	6	120.00%	36	14	22	157.14%
Cyprus Section	11	9	2	22.22%	16	13	3	23.08%	70	25	45	180.00%	97	47	50	106.38%
Croatia Section	20	20	0	0.00%	71	38	33	86.84%	90	30	60	200.00%	181	88	93	105.68%
Tunisia Section	66	32	34	106.25%	157	104	53	50.96%	473	204	269	131.86%	696	340	356	104.71%
Morocco Section	10	14	-4	-28.57%	21	19	2	10.53%	77	22	55	250.00%	108	55	53	96.36%
Malta Section	3	3	0	0.00%	9	7	2	28.57%	30	14	16	114.29%	42	24	18	75.00%
Turkey Section	107	118	-11	-9.32%	170	134	36	26.87%	919	476	443	93.07%	1196	728	468	64.29%
Kenya Section	23	26	-3	-11.54%	12	3	9	300.00%	14	2	12	600.00%	49	31	18	58.06%
Zambia Section	14	10	4	40.00%	0	1	-1	100.00%	5	2	3	150.00%	19	13	6	46.15%
Russia Section	109	96	13	13.54%	50	23	27	117.39%	39	32	7	21.88%	198	151	47	31.13%
U.K. & Rep Of Ireland Section	543	461	82	17.79%	1014	676	338	50.00%	382	388	-6	-1.55%	1939	1525	414	27.15%
Bahrain Section	28	12	16	133.33%	1	1	0	0.00%	13	21	-8	-38.10%	42	34	8	23.53%
Saudi Arabia Section	97	93	4	4.30%	41	22	19	86.36%	96	82	14	17.07%	234	197	37	18.78%
Poland Section	100	76	24	31.58%	25	39	-14	-35.90%	66	48	18	37.50%	191	163	28	17.18%
France Section	356	318	38	11.95%	239	229	10	4.37%	230	161	69	42.86%	825	708	117	16.53%
Portugal Section	36	23	13	56.52%	107	99	8	8.08%	177	154	23	14.94%	320	276	44	15.94%
Benelux Section	164	146	18	12.33%	275	194	81	41.75%	83	116	-33	-28.45%	522	456	66	14.47%
Belarus Section	1	0	1	#DIV/0!	5	2	3	150.00%	2	5	-3	-60.00%	8	7	1	14.29%
Israel Section	65	81	-16	-19.75%	75	50	25	50.00%	35	23	12	52.17%	175	154	21	13.64%
Hungary Section	31	19	12	63.16%	19	16	3	18.75%	28	34	-6	-17.65%	78	69	9	13.04%



Year-over-Year – Recruitment: 2013 Membership Year

Section Name	Higher Grade w/o GSMs				Graduate Students				Undergraduate Students				Total			
	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change
Denmark Section	45	64	-19	29.69%	78	59	19	32.20%	30	13	17	130.77%	153	136	17	12.50%
Oman Section	14	16	-2	12.50%	6	6	0	0.00%	34	26	8	30.77%	54	48	6	12.50%
Kuwait Section	20	19	1	5.26%	13	6	7	116.67%	54	53	1	1.89%	87	78	9	11.54%
Republic Of Macedonia Section	9	4	5	125.00%	18	12	6	50.00%	13	20	-7	35.00%	40	36	4	11.11%
Czechoslovakia Section	35	32	3	9.38%	42	34	8	23.53%	25	26	-1	-3.85%	102	92	10	10.87%
Russia (Siberia) Section	31	30	1	3.33%	23	20	3	15.00%	8	6	2	33.33%	62	56	6	10.71%
Russia (Northwest) Section	31	19	12	63.16%	15	18	-3	16.67%	53	55	-2	-3.64%	99	92	7	7.61%
Greece Section	32	46	-14	30.43%	74	89	-15	16.85%	380	322	58	18.01%	486	457	29	6.35%
Estonia Section	7	3	4	133.33%	7	9	-2	22.22%	20	21	-1	-4.76%	34	33	1	3.03%
Qatar Section	45	30	15	50.00%	9	2	7	350.00%	25	45	-20	44.44%	79	77	2	2.60%
Germany Section	281	298	-17	-5.70%	528	474	54	11.39%	185	202	-17	-8.42%	994	974	20	2.05%
Nigeria Section	240	241	-1	-0.41%	122	66	56	84.85%	179	225	-46	20.44%	541	532	9	1.69%
Switzerland Section	108	123	-15	12.20%	161	142	19	13.38%	50	50	0	0.00%	319	315	4	1.27%
Romania Section	72	51	21	41.18%	23	43	-20	46.51%	25	25	0	0.00%	120	119	1	0.84%
Ukraine Section	49	52	-3	-5.77%	51	51	0	0.00%	38	36	2	5.56%	138	139	-1	-0.72%
Finland Section	37	46	-9	19.57%	69	57	12	21.05%	35	41	-6	14.63%	141	144	-3	-2.08%
Spain Section	113	120	-7	-5.83%	151	198	-47	23.74%	196	165	31	18.79%	460	483	-23	-4.76%
Italy Section	194	231	-37	16.02%	275	263	12	4.56%	128	134	-6	-4.48%	597	628	-31	-4.94%



Section Performance > Recruitment

Year-over-Year – Recruitment: 2013 Membership Year

Section Name	Higher Grade w/o GSMs				Graduate Students				Undergraduate Students				Total			
	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change	2013	2012	# Change	% Change
Reg 8-Countries Outside Sections	173	152	21	13.82%	72	75	-3	-4.00%	253	300	-47	15.67%	498	527	-29	-5.50%
Lebanon Section	25	20	5	25.00%	20	24	-4	16.67%	346	376	-30	-7.98%	391	420	-29	-6.90%
South Africa Section	108	111	-3	-2.70%	64	78	-14	17.95%	101	107	-6	-5.61%	273	296	-23	-7.77%
Norway Section	44	62	-18	29.03%	48	36	12	33.33%	10	13	-3	23.08%	102	111	-9	-8.11%
Iraq Section	28	47	-19	40.43%	13	27	-14	51.85%	36	10	26	260.00%	77	84	-7	-8.33%
Sweden Section	88	106	-18	16.98%	170	163	7	4.29%	33	49	-16	32.65%	291	318	-27	-8.49%
Bosnia And Herzegovina Section	8	11	-3	27.27%	12	24	-12	50.00%	31	21	10	47.62%	51	56	-5	-8.93%
Iceland Section	3	5	-2	40.00%	1	5	-4	80.00%	35	34	1	2.94%	39	44	-5	-11.36%
United Arab Emirates Section	102	111	-9	-8.11%	60	45	15	33.33%	443	528	-85	16.10%	605	684	-79	-11.55%
Slovenia Section	9	10	-1	10.00%	13	15	-2	13.33%	7	8	-1	12.50%	29	33	-4	-12.12%
Serbia And Montenegro Section	35	45	-10	22.22%	40	58	-18	31.03%	39	31	8	25.81%	114	134	-20	-14.93%
Region 8 - Apo/Fpo	13	12	1	8.33%	2	7	-5	71.43%	9	10	-1	10.00%	24	29	-5	-17.24%
Egypt Section	57	59	-2	-3.39%	80	95	-15	15.79%	730	951	-221	23.24%	867	1105	-238	-21.54%
Latvia Section	1	9	-8	88.89%	8	9	-1	11.11%	9	5	4	80.00%	18	23	-5	-21.74%
Austria Section	34	52	-18	34.62%	78	84	-6	-7.14%	52	85	-33	38.82%	164	221	-57	-25.79%
Western Saudi Arabia Section	33	46	-13	28.26%	17	32	-15	46.88%	52	63	-11	17.46%	102	141	-39	-27.66%
Bulgaria Section	15	21	-6	28.57%	14	17	-3	17.65%	19	29	-10	34.48%	48	67	-19	-28.36%
Jordan Section	21	25	-4	16.00%	9	8	1	12.50%	243	354	-111	31.36%	273	387	-114	-29.46%
Ghana	45	62	-17	-	7	8	-1	-	27	49	-22	-	79	119	-40	-33.61%

section				27.42%				12.50%				44.90%				
Iran Section	22	87	-65	74.71%	187	518	-331	63.90%	180	587	-407	69.34%	389	1192	-803	-67.37%

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