Dear MD officers, August 15th marked the end of the membership year. Now we are in the beginning of the renewal process for 2014. At the end of 2013 membership year, R8 membership was quite in sync with the global IEEE trend, showing a small increase of 0.5% with respect to August 2012. It is significant that this increase is driven mainly by GSMs, as the number of higher-grade members is smaller than last year. The retention rate, especially in first-year members is a place to improve. From now, we should focus on finding members who should renew, contact them, helping in the process, and explaining why they should stay with IEEE in 2014.

—Antonio Luque, Membership Development Chair, Region 8

<table>
<thead>
<tr>
<th>Regional Snapshot</th>
<th>Total this Month</th>
<th>'13 vs. '12</th>
<th>% Change</th>
<th>Aug 2013 408,000 Member Goal – R8</th>
<th>2013 New Members (AUG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Membership</td>
<td>71,641</td>
<td>✷</td>
<td>359</td>
<td>97.3% Total</td>
<td>17,890</td>
</tr>
<tr>
<td>• Higher-Grade</td>
<td>54,645</td>
<td>◀</td>
<td>-688</td>
<td>-1.2% Higher Grade</td>
<td>4,716</td>
</tr>
<tr>
<td>• Students</td>
<td>16,996</td>
<td>✷</td>
<td>1,047</td>
<td>6.5% Students</td>
<td>13,174</td>
</tr>
<tr>
<td>IEEE Worldwide - Total</td>
<td>395,256</td>
<td>✷</td>
<td>2,030</td>
<td>0.5%</td>
<td>98,344</td>
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</table>

### 2013 Retention Dashboard / Benchmark

<table>
<thead>
<tr>
<th></th>
<th>Professionals</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region – Total Members</td>
<td>76.1%</td>
<td>72.6%</td>
<td>30.1%</td>
<td>70.8%</td>
</tr>
<tr>
<td>Region – 1st-Year Members</td>
<td>34.4%</td>
<td>59.1%</td>
<td>23.7%</td>
<td>37.3%</td>
</tr>
<tr>
<td>IEEE – Total Members</td>
<td>80.1%</td>
<td>65.5%</td>
<td>25.5%</td>
<td>71.3%</td>
</tr>
<tr>
<td>IEEE – 1st Year Members</td>
<td>34.6%</td>
<td>48.5%</td>
<td>20.5%</td>
<td>30.9%</td>
</tr>
</tbody>
</table>

### First-Year Member Engagement

| Recruitment | Member-Get-a-Member program: [www.ieee.org/mgm](http://www.ieee.org/mgm), e-Membership option, visit web at [www.ieee.org/emember](http://www.ieee.org/emember) | Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE |
| MGA Operations | First Year Member page available: [http://www.ieee.org/start](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. | Use the Correspondence templates located on [www.ieee.org/md](http://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 | Visit the MD Archive Guide for 2013 for MD Webcast recordings and MD Training sessions held in June, [http://www.ieee.org/about/volunteers/membership_development/md2013archiveguide.html](http://www.ieee.org/about/volunteers/membership_development/md2013archiveguide.html) |
This membership development report is issued on behalf of your IEEE Region, and the IEEE Member & Geographic Activities Board.

### Best Section Total Retention

<table>
<thead>
<tr>
<th>Section</th>
<th>Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland Section</td>
<td>85.8%</td>
</tr>
<tr>
<td>Croatia Section</td>
<td>83.9%</td>
</tr>
<tr>
<td>Slovenia Section</td>
<td>83.5%</td>
</tr>
<tr>
<td>Finland Section</td>
<td>82.8%</td>
</tr>
<tr>
<td>Serbia &amp; Montenegro Section</td>
<td>82.7%</td>
</tr>
<tr>
<td>Latvia Section</td>
<td>82.5%</td>
</tr>
</tbody>
</table>

### Top Section Recruitment Year over Year

<table>
<thead>
<tr>
<th>Section</th>
<th>Percentage Growth</th>
<th>Numeric Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lithuanian Section</td>
<td>146.67%</td>
<td>490 - Turkey Section</td>
</tr>
<tr>
<td>Croatia Section</td>
<td>105.43%</td>
<td>471 – U.K. &amp; Republic of Ireland Section</td>
</tr>
<tr>
<td>Tunisia Section</td>
<td>100.27%</td>
<td>375 - Tunisia Section</td>
</tr>
</tbody>
</table>

### Upcoming MD Opportunities

Monitor the renewal rate from now till December. Have updated lists of members who haven’t renewed yet and understand why.

Focus on first year member, try to know how was their experience, and try to explain the reasons for renewing.

Click here to download from SAMIEEE an updated list of active members who have not renewed yet.

Click here to download from SAMIEEE a list of active first-year members.

### MD Resource Links

<table>
<thead>
<tr>
<th>Resource</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Region 8</td>
<td><a href="http://www.ieee.org/r8">www.ieee.org/r8</a></td>
</tr>
<tr>
<td>Benefits of Membership</td>
<td><a href="http://www.ieee.org/benefits">www.ieee.org/benefits</a></td>
</tr>
<tr>
<td>First Year Member Experience</td>
<td><a href="http://www.ieee.org/start">www.ieee.org/start</a></td>
</tr>
<tr>
<td>Online Supply Form</td>
<td><a href="http://www.ieee.org/md">www.ieee.org/md</a></td>
</tr>
<tr>
<td>IEEE Contact Center &amp; Support</td>
<td><a href="http://www.ieee.org/about/contact_center/index.html">www.ieee.org/about/contact_center/index.html</a></td>
</tr>
<tr>
<td>Member-get-a-Member</td>
<td><a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a></td>
</tr>
</tbody>
</table>

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

* IEEE Day 2013 will be held on Tuesday, 1 October
* IEEE launches new mentoring program
* New global insurance marketplace for Regions 8, 9, and 10
* New Student Member Webinar Series focuses on student offerings and involvement
* Join a new member orientation webinar
* Call for student project entries for 2013 Smarter Planet Challenge: Student Projects Changing the World
* New video provides insights on Open Access Publishing
**Gold Status Indicator**

The table below shows the current month with GOLD membership data. We are now able to begin showing the comparison of year-over-year.

<table>
<thead>
<tr>
<th>Region</th>
<th>Higher Grade w/o GSM</th>
<th>GSM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
<td>% change</td>
</tr>
<tr>
<td>1</td>
<td>3,357</td>
<td>3,394</td>
<td>-1.1%</td>
</tr>
<tr>
<td>2</td>
<td>2,900</td>
<td>3,059</td>
<td>-5.2%</td>
</tr>
<tr>
<td>3</td>
<td>3,182</td>
<td>3,245</td>
<td>-1.9%</td>
</tr>
<tr>
<td>4</td>
<td>2,650</td>
<td>2,639</td>
<td>0.4%</td>
</tr>
<tr>
<td>5</td>
<td>3,256</td>
<td>3,238</td>
<td>0.6%</td>
</tr>
<tr>
<td>6</td>
<td>5,841</td>
<td>5,825</td>
<td>0.3%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>21,186</td>
<td>21,400</td>
<td>-1.0%</td>
</tr>
<tr>
<td>7</td>
<td>2,647</td>
<td>2,494</td>
<td>6.1%</td>
</tr>
<tr>
<td>8</td>
<td>11,486</td>
<td>11,138</td>
<td>3.1%</td>
</tr>
<tr>
<td>9</td>
<td>2,269</td>
<td>2,021</td>
<td>12.3%</td>
</tr>
<tr>
<td>10</td>
<td>12,575</td>
<td>11,566</td>
<td>8.7%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>28,977</td>
<td>27,219</td>
<td>6.5%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50,163</td>
<td>48,619</td>
<td>3.2%</td>
</tr>
</tbody>
</table>
IEEE Membership Development Team!

Join us for the MD Webcast scheduled for Friday, 20 September 2013 offered at 10:00am Eastern (New York) or 14:00:00 UTC for one hour.

You may now register for the Friday, 20 September 2013 MD Monthly Webcast at: https://cc.readytalk.com/r/teh1dcqr25ar&eom

The July MD Webcast presentation and recording are now posted to the 2013 Webcast Archive page at http://www.ieee.org/about/volunteers/membership_development/md2013archiveguide.html.

New MD Officer Orientation Sessions held in June 2013
If you missed any of the orientation webcast sessions held during June 2013 for New MD Officers, the presentation is now available on the MD portal page at http://www.ieee.org/about/volunteers/membership_development/index.html. Its link is in the right side column, 3rd item in the list.

IEEE Day is 1 October 2013 at locations around the globe!
IEEE Day is a celebration of the first time IEEE members gathered to share their technical ideas in 1884. The IEEE Day 2013 theme is “Leveraging Technology for a Better Tomorrow”. Want more information on how to get involved, enter the photo contest or submit your event, visit the webpage at http://www.ieeeday.org/. Follow or connect with us on our social media sites: Facebook and Twitter.
## Year-over-Year – Renewal: 2013 Membership Year – August 2013

<table>
<thead>
<tr>
<th>REGION 8</th>
<th>HIGHER GRADE MEMBERS w/o GSM</th>
<th>GRADUATE STUDENT MEMBERS</th>
<th>UNDERGRADUATE STUDENT MEMBERS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Opportunity</td>
<td># Renewal</td>
<td>% Renewal</td>
<td>Opportunity</td>
</tr>
<tr>
<td>Switzerland Section</td>
<td>2461</td>
<td>2154</td>
<td>87.5%</td>
<td>415</td>
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<tr>
<td>Croatia Section</td>
<td>489</td>
<td>424</td>
<td>86.7%</td>
<td>180</td>
</tr>
<tr>
<td>Slovenia Section</td>
<td>265</td>
<td>231</td>
<td>87.2%</td>
<td>33</td>
</tr>
<tr>
<td>Finland Section</td>
<td>807</td>
<td>683</td>
<td>84.6%</td>
<td>212</td>
</tr>
<tr>
<td>Serbia And Montenegro</td>
<td>506</td>
<td>427</td>
<td>84.4%</td>
<td>154</td>
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<tr>
<td>Latvia Section</td>
<td>87</td>
<td>73</td>
<td>83.9%</td>
<td>26</td>
</tr>
<tr>
<td>Norway Section</td>
<td>898</td>
<td>745</td>
<td>83.0%</td>
<td>108</td>
</tr>
<tr>
<td>Italy Section</td>
<td>3794</td>
<td>3173</td>
<td>83.6%</td>
<td>550</td>
</tr>
<tr>
<td>Germany Section</td>
<td>5801</td>
<td>4836</td>
<td>83.4%</td>
<td>1508</td>
</tr>
<tr>
<td>Sweden Section</td>
<td>1698</td>
<td>1398</td>
<td>82.3%</td>
<td>448</td>
</tr>
<tr>
<td>Spain Section</td>
<td>2996</td>
<td>2494</td>
<td>83.2%</td>
<td>527</td>
</tr>
<tr>
<td>Austria Section</td>
<td>953</td>
<td>781</td>
<td>82.0%</td>
<td>282</td>
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<tr>
<td>Denmark Section</td>
<td>701</td>
<td>568</td>
<td>81.0%</td>
<td>116</td>
</tr>
<tr>
<td>Benelux Section</td>
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<td>82.2%</td>
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</tr>
<tr>
<td>Zambia Section</td>
<td>113</td>
<td>91</td>
<td>80.5%</td>
<td>3</td>
</tr>
<tr>
<td>Malta Section</td>
<td>111</td>
<td>83</td>
<td>74.8%</td>
<td>43</td>
</tr>
<tr>
<td>Poland Section</td>
<td>817</td>
<td>669</td>
<td>81.9%</td>
<td>104</td>
</tr>
<tr>
<td>Romania Section</td>
<td>862</td>
<td>672</td>
<td>78.0%</td>
<td>103</td>
</tr>
<tr>
<td>Hungary Section</td>
<td>333</td>
<td>272</td>
<td>81.7%</td>
<td>68</td>
</tr>
<tr>
<td>Belarus Section</td>
<td>29</td>
<td>26</td>
<td>89.7%</td>
<td>11</td>
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<tr>
<td>Czecho... Slovak Section</td>
<td>475</td>
<td>385</td>
<td>81.1%</td>
<td>75</td>
</tr>
</tbody>
</table>
### Year-over-Year – Renewal: 2013 Membership Year – August 2013

<table>
<thead>
<tr>
<th>REGION 8</th>
<th>HIGHER GRADE MEMBERS w/o GSM</th>
<th>GRADUATE STUDENT MEMBERS</th>
<th>UNDERGRADUATE STUDENT MEMBERS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Opportunity</td>
<td># Renewal</td>
<td>% Renewal</td>
<td>Opportunity</td>
</tr>
<tr>
<td>Israel Section</td>
<td>1034</td>
<td>805</td>
<td>77.9%</td>
<td>95</td>
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<tr>
<td>U.K.&amp; Rep Of Ireland Section</td>
<td>8084</td>
<td>6290</td>
<td>77.8%</td>
<td>1365</td>
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<tr>
<td>Cyprus Section</td>
<td>192</td>
<td>148</td>
<td>77.1%</td>
<td>60</td>
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<tr>
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<td>772</td>
<td>606</td>
<td>78.5%</td>
<td>304</td>
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<tr>
<td>Bulgaria Section</td>
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<td>175</td>
<td>73.8%</td>
<td>30</td>
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<tr>
<td>Bosnia And Herzegovina Section</td>
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<td>92</td>
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<td>65</td>
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<tr>
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<td>77</td>
<td>56</td>
<td>72.7%</td>
<td>10</td>
</tr>
<tr>
<td>Russia (Siberia) Section</td>
<td>185</td>
<td>137</td>
<td>74.1%</td>
<td>36</td>
</tr>
<tr>
<td>France Section</td>
<td>3267</td>
<td>2431</td>
<td>74.4%</td>
<td>362</td>
</tr>
<tr>
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<td>1297</td>
<td>996</td>
<td>76.8%</td>
<td>301</td>
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<tr>
<td>Republic Of Macedonia Section</td>
<td>108</td>
<td>84</td>
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</tr>
<tr>
<td>Russia Section</td>
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<td>422</td>
<td>73.3%</td>
<td>39</td>
</tr>
<tr>
<td>South Africa Section</td>
<td>937</td>
<td>701</td>
<td>74.8%</td>
<td>157</td>
</tr>
<tr>
<td>Ukraine Section</td>
<td>336</td>
<td>237</td>
<td>70.5%</td>
<td>100</td>
</tr>
<tr>
<td>Russia (Northwest) Section</td>
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<td>135</td>
<td>73.8%</td>
<td>32</td>
</tr>
<tr>
<td>Kenya Section</td>
<td>96</td>
<td>65</td>
<td>67.7%</td>
<td>6</td>
</tr>
<tr>
<td>Estonia Section</td>
<td>93</td>
<td>62</td>
<td>66.7%</td>
<td>21</td>
</tr>
<tr>
<td>Iceland Section</td>
<td>60</td>
<td>46</td>
<td>76.7%</td>
<td>12</td>
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<tr>
<td>Saudi Arabia Section</td>
<td>682</td>
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<td>64.2%</td>
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<tr>
<td>Bahrain Section</td>
<td>74</td>
<td>52</td>
<td>70.3%</td>
<td>1</td>
</tr>
</tbody>
</table>
### Year-over-Year – Renewal: 2013 Membership Year – August 2013

<table>
<thead>
<tr>
<th>REGION 8</th>
<th>HIGHER GRADE MEMBERS w/o GSM</th>
<th>GRADUATE STUDENT MEMBERS</th>
<th>UNDERGRADUATE STUDENT MEMBERS</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Opportunity</td>
<td># Renewal</td>
<td>% Renewal</td>
<td>Opportunity</td>
</tr>
<tr>
<td>Morocco Section</td>
<td>97</td>
<td>64</td>
<td>66.0%</td>
<td>28</td>
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<tr>
<td>Turkey Section</td>
<td>1114</td>
<td>723</td>
<td>64.9%</td>
<td>380</td>
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<tr>
<td>Oman Section</td>
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<td>75</td>
<td>66.4%</td>
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</tr>
<tr>
<td>Qatar Section</td>
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<td>62.9%</td>
<td>11</td>
</tr>
<tr>
<td>Western Saudi Arabia Section</td>
<td>263</td>
<td>144</td>
<td>54.8%</td>
<td>39</td>
</tr>
<tr>
<td>Tunisia Section</td>
<td>263</td>
<td>147</td>
<td>55.9%</td>
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</tr>
<tr>
<td>Kuwait Section</td>
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<td>61.6%</td>
<td>9</td>
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<tr>
<td>Ghana Section</td>
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<td>47.9%</td>
<td>18</td>
</tr>
<tr>
<td>United Arab Emirates Section</td>
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<td>471</td>
<td>54.5%</td>
<td>88</td>
</tr>
<tr>
<td>Lebanon Section</td>
<td>341</td>
<td>162</td>
<td>47.5%</td>
<td>43</td>
</tr>
<tr>
<td>Iraq Section</td>
<td>119</td>
<td>54</td>
<td>45.4%</td>
<td>31</td>
</tr>
<tr>
<td>Nigeria Section</td>
<td>963</td>
<td>441</td>
<td>45.8%</td>
<td>117</td>
</tr>
<tr>
<td>Egypt Section</td>
<td>859</td>
<td>494</td>
<td>57.5%</td>
<td>290</td>
</tr>
<tr>
<td>Iran Section</td>
<td>1250</td>
<td>354</td>
<td>28.3%</td>
<td>728</td>
</tr>
<tr>
<td>Jordan Section</td>
<td>253</td>
<td>135</td>
<td>53.4%</td>
<td>15</td>
</tr>
<tr>
<td>Reg 8-Countries Outside Sections</td>
<td>672</td>
<td>398</td>
<td>59.2%</td>
<td>96</td>
</tr>
<tr>
<td>Region 8 - Apo/Fpo</td>
<td>99</td>
<td>75</td>
<td>75.8%</td>
<td>12</td>
</tr>
</tbody>
</table>
## Year-over-Year – Recruitment: 2013 Membership Year

<table>
<thead>
<tr>
<th>Section Name</th>
<th>Higher Grade w/o GSMs</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
<td># Change</td>
<td>% Change</td>
</tr>
<tr>
<td>Lithuanian Section</td>
<td>17</td>
<td>6</td>
<td>11</td>
<td>183.33%</td>
</tr>
<tr>
<td>Croatia Section</td>
<td>21</td>
<td>22</td>
<td>-1</td>
<td>-4.55%</td>
</tr>
<tr>
<td>Tunisia Section</td>
<td>79</td>
<td>40</td>
<td>39</td>
<td>97.50%</td>
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% Change = (Current Year - Previous Year) / Previous Year * 100
### Year-over-Year – Recruitment: 2013 Membership Year

<table>
<thead>
<tr>
<th>Section Name</th>
<th>Higher Grade w/o GSMs</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>Total</th>
</tr>
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<tbody>
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## Year-over-Year – Recruitment: 2013 Membership Year

<table>
<thead>
<tr>
<th>Section Name</th>
<th>Higher Grade w/o GSMs</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
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