



Membership Development Report – September 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.



Dear MD chairs,
This is a critical time of the year for MD. It is the time when current members should renew for 2014, and it is very important that we do our best to ensure that they can stay with us. There are two SAMIEEE queries for members who have not renewed yet, and for 1st year members who have not renewed yet (a subset of the former, of course). Make sure to run these queries often to monitor the renewal rate in your Section, and contact members to remind them of the reasons for renewal. We don't have data for renewal yet, they will be available next month.

–Antonio Luque, Membership Development Chair, Region 8

Regional Snapshot	Total this Month	'13 vs. '12	% Change	Aug 2014 405,000 Member Goal – R8		2013 New Members (SEPT)
Total Membership	73,063	▲ 369	0.5%	Data next month	Total	1146
• Higher-Grade	55,163	▼ - 547	- 1.0%		Higher Grade	357
• Students	17,900	▲ 916	5.3%		Students	789
IEEE Worldwide - Total	405,029	▲ 1,416	0.4%	405,000		8,087

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	Data available next month			
Region – 1 st -Year Members				
IEEE – Total Members				
IEEE – 1 st Year Members				

First-Year Member Engagement	2013-2014 Membership Cycle	
Recruitment	Member-Get-a-Member program: www.ieee.org/mgm , e-Membership option, visit web at 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 , 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
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	



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**Best Section
Total Retention**

Data available next month

**Top Section
Recruitment
Year over Year**

Percentage Growth

300.00% – Russia (Siberia) Section
250.00% – Jordan Section
200.00% – Zambia Section

Numeric Growth

38 – United Arab Emirates Section
15 – Jordan Section
15 - Nigeria Section

**Upcoming MD
Opportunities**

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

[Click here to download from SAMIEEE an updated list of active members who have not renewed yet.](#)

Take special care of 1st-year members. Their satisfaction and retention is very important.

[Click here to download from SAMIEEE a list of 1st-year members who have not renewed yet](#)

**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 GOLD Membership Data

GOLD Status Indicator

The table below shows the current month with GOLD membership data. We now can show the comparison of year-over-year.

Geographic IEEE Gold Membership - September 2013									
Region	Higher Grade w/o GSM			GSM			Total		
	2013	2012	% change	2013	2012	% change	2013	2012	% change
1	3,391	3,491	-2.9%	413	409	1.0%	3,804	3,900	-2.5%
2	2,923	3,126	-6.5%	396	414	-4.3%	3,319	3,540	-6.2%
3	3,219	3,336	-3.5%	509	472	7.8%	3,728	3,808	-2.1%
4	2,694	2,708	-0.5%	398	397	0.3%	3,092	3,105	-0.4%
5	3,293	3,296	-0.1%	360	381	-5.5%	3,653	3,677	-0.7%
6	5,947	5,968	-0.4%	648	669	-3.1%	6,595	6,637	-0.6%
R 1-6	21,467	21,925	-2.1%	2,724	2,742	-0.7%	24,191	24,667	-1.9%
7	2,749	2,685	2.4%	423	470	-10.0%	3,172	3,155	0.5%
8	12,383	12,226	1.3%	1,574	1,582	-0.5%	13,957	13,808	1.1%
9	2,343	2,109	11.1%	236	220	7.3%	2,579	2,329	10.7%
10	12,926	12,176	6.2%	954	878	8.7%	13,880	13,054	6.3%
R 7-10	30,401	29,196	4.1%	3,187	3,150	1.2%	33,588	32,346	3.8%
TOTAL	51,868	51,121	1.5%	5,911	5,892	0.3%	57,779	57,013	1.3%



IEEE Membership Information

IEEE Membership Development Team!

Save the Date!

The next monthly MD Webcast is scheduled for Friday, 15 November 2013 at 10:00am Eastern, or 14:00:00 UTC for one hour. This session is focusing on student member engagement. If you are unable to attend, the session will be recorded for your viewing options at another time.



If you missed the October MD Webcast presentation and recording, they are posted to the 2013 Webcast Archive page at

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

IEEE MD Manual 2014 in English is now available on the MD Website, as well as the Chinese translation version, at http://www.ieee.org/about/volunteers/membership_development/index.html. Scroll down the right side column to the end of the first module, “Membership Development Key Resources”. Both manuals are listed here. You will need to access with your IEEE Account.

Remember to Think Outside the Box

The next generations of IEEE members are Generation X and Y (or millennial) – they grew up with technology, are civic minded, use social media and expect things quickly; however, every generation can learn by interacting with those of another one. Get a young professional to help with or be a champion of social media for your Section.

IEEE Day 2013

IEEE Day took place on 1 October 2013 with 423 global events submitted and over 400 photos were submitted to the photo contest. A recruitment campaign was run for new members and 109 higher grade members joined at the IEEE Day events.

The IEEE Day Team wants to express its thanks to the Section Ambassadors for their role in publicizing the IEEE Day event.

IEEE Day 2013 Photo Contest Winners

1st prize - Ajman University of Science & Technology (WIE Affinity Group) (STB64101) UAE Section

2nd prize - IEEE Nuces Lahore Student Branch (STB61531), Lahore Section

3rd prize - IEEE Hashemite University Student Branch(STB61971) ,Jordan Section

The Best Humanitarian Activity- IEEE ENIS Student Branch(STB03301), Tunisia section

The Best Technical Activity IEEE University of Salento Student Branch(STB10101) ,Italy Section

The Best Professional Development Activity- IEEE University of Southampton Student Branch(STB09551) ,UK&RI Section

The Most Creative Photo IEEE Faculty of Computers & Information Helwan University Student Branch(STB66471) ,Egypt Section

The Most Energetic Photo IEEE Unioeste Student Branch ,Sul Brasil Section

The Best Photo Including “Landmark” IEEE National Technical University of Athens Student Branch(STB08051),Greece Section

The Largest Gathering - IEEE NSU Student Branch(STB66201) ,Bangladesh Section



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

Data on renewal will be available next month.



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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
Austria Section	4	5	-1	-20.00%	12	10	2	20.00%	8	3	5	166.67%	24	18	6	33.33%
Bahrain Section	1	0	1	Na	0	0	0	Na	0	0	0	Na	1	0	1	Na
Belarus Section	0	0	0	na	0	0	0	Na	0	0	0	na	0	0	0	na
Benelux Section	11	12	-1	-8.33%	28	28	0	0.00%	8	5	3	60.00%	47	45	2	4.44%
Bosnia And Herzegovina Section	1	1	0	0.00%	1	2	-1	-50.00%	0	0	0	Na	2	3	-1	-33.33%
Bulgaria Section	1	0	1	na	0	1	-1	100.00%	0	0	0	na	1	1	0	0.00%
Croatia Section	0	3	-3	100.00%	1	4	-3	-75.00%	2	7	-5	-71.43%	3	14	-11	-78.57%
Cyprus Section	2	1	1	100.00%	2	1	1	100.00%	1	3	-2	-66.67%	5	5	0	0.00%
Czechoslovakia Section	5	4	1	25.00%	1	7	-6	-85.71%	1	1	0	0.00%	7	12	-5	-41.67%
Denmark Section	2	4	-2	-50.00%	8	6	2	33.33%	1	2	-1	-50.00%	11	12	-1	-8.33%
Egypt Section	6	6	0	0.00%	14	11	3	27.27%	14	34	-20	-58.82%	34	51	-17	-33.33%
Estonia Section	0	0	0	na	1	1	0	0.00%	0	1	-1	100.00%	1	2	-1	-50.00%
Finland Section	6	2	4	200.00%	8	10	-2	-20.00%	2	5	-3	-60.00%	16	17	-1	-5.88%
France Section	22	28	-6	-21.43%	23	25	-2	-8.00%	23	13	10	76.92%	68	66	2	3.03%
Germany Section	25	17	8	47.06%	56	62	-6	-9.68%	21	19	2	10.53%	102	98	4	4.08%
Ghana section	3	4	-1	-25.00%	0	0	0	na	0	0	0	na	3	4	-1	-25.00%
Greece Section	7	4	3	75.00%	12	12	0	0.00%	25	27	-2	-7.41%	44	43	1	2.33%
Hungary Section	4	2	2	100.00%	1	1	0	0.00%	0	1	-1	100.00%	5	4	1	25.00%
Iceland Section	0	2	-2	100.00%	0	0	0	na	9	19	-10	-52.63%	9	21	-12	-57.14%
Iran Section	3	2	1	50.00%	3	6	-3	-50.00%	9	4	5	125.00%	15	12	3	25.00%



Section Performance > Recruitment

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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
Iraq Section	1	5	-4	-80.00%	0	0	0	na	0	0	0	na	1	5	-4	-80.00%
Israel Section	6	6	0	0.00%	6	25	-19	-76.00%	1	9	-8	-88.89%	13	40	-27	-67.50%
Italy Section	16	18	-2	-11.11%	20	17	3	17.65%	8	11	-3	-27.27%	44	46	-2	-4.35%
Jordan Section	3	3	0	0.00%	2	0	2	na	16	3	13	433.33%	21	6	15	250.00%
Kenya Section	2	0	2	na	0	2	-2	-100.00%	1	4	-3	-75.00%	3	6	-3	-50.00%
Kuwait Section	2	3	-1	-33.33%	0	5	-5	-100.00%	2	11	-9	-81.82%	4	19	-15	-78.95%
Latvia Section	0	0	0	na	0	2	-2	-100.00%	0	0	0	na	0	2	-2	-100.00%
Lebanon Section	0	3	-3	-100.00%	0	1	-1	-100.00%	2	0	2	na	2	4	-2	-50.00%
Lithuanian Section	0	1	-1	-100.00%	1	1	0	0.00%	0	0	0	na	1	2	-1	-50.00%
Malta Section	2	1	1	100.00%	0	0	0	Na	0	1	-1	-100.00%	2	2	0	0.00%
Morocco Section	0	0	0	na	1	0	1	na	0	0	0	na	1	0	1	na
Nigeria Section	34	20	14	70.00%	8	8	0	0.00%	10	9	1	11.11%	52	37	15	40.54%
Norway Section	5	4	1	25.00%	4	6	-2	-33.33%	1	2	-1	-50.00%	10	12	-2	-16.67%
Oman Section	3	0	3	na	1	0	1	na	2	0	2	na	6	0	6	na
Poland Section	7	12	-5	-41.67%	1	0	1	na	1	5	-4	-80.00%	9	17	-8	-47.06%
Portugal Section	3	5	-2	-40.00%	13	16	-3	-18.75%	19	20	-1	-5.00%	35	41	-6	-14.63%
Qatar Section	3	4	-1	-25.00%	1	1	0	0.00%	8	2	6	300.00%	12	7	5	71.43%
Republic Of Macedonia Section	0	0	0	na	0	2	-2	-100.00%	0	1	-1	-100.00%	0	3	-3	-100.00%
Romania Section	6	2	4	200.00%	6	3	3	100.00%	1	0	1	na	13	5	8	160.00%



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
Russia (Northwest) Section	1	5	-4	-80.00%	3	1	2	200.00%	7	3	4	133.33%	11	9	2	22.22%
Russia (Siberia) Section	1	0	1	Na	0	1	-1	100.00%	3	0	3	na	4	1	3	300.00%
Russia Section	8	8	0	0.00%	3	3	0	0.00%	2	6	-4	-66.67%	13	17	-4	-23.53%
Saudi Arabia Section	11	6	5	83.33%	3	3	0	0.00%	11	7	4	57.14%	25	16	9	56.25%
Serbia And Montenegro Section	3	1	2	200.00%	2	1	1	100.00%	0	0	0	Na	5	2	3	150.00%
Slovenia Section	0	0	0	Na	0	3	-3	100.00%	2	0	2	na	2	3	-1	-33.33%
South Africa Section	7	10	-3	-30.00%	9	4	5	125.00%	4	3	1	33.33%	20	17	3	17.65%
Spain Section	4	7	-3	-42.86%	9	10	-1	-10.00%	14	9	5	55.56%	27	26	1	3.85%
Sweden Section	11	3	8	266.67%	18	13	5	38.46%	3	6	-3	-50.00%	32	22	10	45.45%
Switzerland Section	7	15	-8	-53.33%	19	16	3	18.75%	7	5	2	40.00%	33	36	-3	-8.33%
Tunisia Section	3	2	1	50.00%	4	5	-1	-20.00%	8	7	1	14.29%	15	14	1	7.14%
Turkey Section	10	6	4	66.67%	15	13	2	15.38%	11	24	-13	-54.17%	36	43	-7	-16.28%
U.K.& Rep Of Ireland Section	48	46	2	4.35%	88	92	-4	-4.35%	28	43	-15	-34.88%	164	181	-17	-9.39%
Ukraine Section	1	1	0	0.00%	1	1	0	0.00%	2	0	2	na	4	2	2	100.00%
United Arab Emirates Section	15	10	5	50.00%	8	3	5	166.67%	53	25	28	112.00%	76	38	38	100.00%
Western Saudi Arabia Section	5	1	4	400.00%	2	2	0	0.00%	1	7	-6	-85.71%	8	10	-2	-20.00%
Zambia Section	3	0	3	na	0	0	0	na	0	1	-1	-100.00%	3	1	2	200.00%



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
Region 8 - Apo/Fpo	2	0	2	na	0	1	-1	100.00%	1	2	-1	50.00%	3	3	0	0.00%
Reg 8-Countries Outside Sections	21	10	11	110.00%	4	6	-2	33.33%	13	21	-8	38.10%	38	37	1	2.70%

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