



Membership Development Report – October 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 MD officers,

At this moment, we are in the middle of the renewal campaign for 2014. It is important to regularly monitor the renewal rate in your Section (see SAMIEEE queries on next page) and be in contact with members who still did not renew, especially first-year members. Try to use your local language in communications, and be as close as possible, replying to their queries.

Get knowledge of specific programs, such as the special circumstances program (fee reduction for unemployed or retired members), member-get-a-member, or the Member Digital Library (for having access to Xplore).

Let's do our best to help members stay with us for 2014!

–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 (OCT)
Total Membership	74,951	▲	223	0.3%	19.9%	Total	2807
• Higher-Grade	55,184	▼	- 468	- 0.8%	19.2%	Higher Grade	617
• Students	19,767	▲	691	3.6%	21.9%	Students	2190
IEEE Worldwide - Total	405,029	▲	1,416	0.4%	405,000		15,929

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	17.6%	12.7%	4.0%	15.5%
Region – 1 st -Year Members	10.9%	8.0%	2.8%	7.5%
IEEE – Total Members	21.6%	10.5%	3.2%	18.0%
IEEE – 1 st Year Members	11.9%	6.2%	2.2%	6.3%

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	32.1% - Croatia Section	23.6% - Norway Section
	27.8% - Switzerland Section	22.3% - Germany Section
	25.1% - Denmark Section	22.1% - Benelux Section

Top Section Recruitment Year over Year	97 – United Arab Emirates Section	13 – France Section
	55 – Jordan Section	10 – Oman Section
	23 - Nigeria Section	9 – Austria 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

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

- * IEEE members select Howard Michel as 2014 IEEE President-Elect
- * IEEE geographic unit officer term limits
- * Call for nominations: IEEE Fellow Class of 2015: deadline 1 March
- * Register for upcoming Student Webinars on SAMIEEE and Educational Activities
- * IEEE Power & Energy Society Scholars announced

Additional IEEE news can be found at links on the right side of the page.

- Visit MGA News at http://www.ieee.org/societies_communities/geo_activities/mga_news.html
- E-mail MGA staff <mailto:scoop@ieee.org> to submit feedback, subscribe, or unsubscribe



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 - October 2013									
Region	Higher Grade w/o GSM			GSM			Total		
	2013	2012	% change	2013	2012	% change	2013	2012	% change
1	3,367	3,451	-2.4%	440	457	-3.7%	3,807	3,908	-2.6%
2	2,873	3,092	-7.1%	417	470	-11.3%	3,290	3,562	-7.6%
3	3,179	3,279	-3.0%	548	527	4.0%	3,727	3,806	-2.1%
4	2,622	2,666	-1.7%	429	444	-3.4%	3,051	3,110	-1.9%
5	3,229	3,249	-0.6%	389	423	-8.0%	3,618	3,672	-1.5%
6	5,929	5,947	-0.3%	719	751	-4.3%	6,648	6,698	-0.7%
R 1-6	21,199	21,684	-2.2%	2,942	3,072	-4.2%	24,141	24,756	-2.5%
7	2,692	2,625	2.6%	466	540	-13.7%	3,158	3,165	-0.2%
8	12,492	12,239	2.1%	1,723	1,829	-5.8%	14,215	14,068	1.0%
9	2,374	2,116	12.2%	250	247	1.2%	2,624	2,363	11.0%
10	12,917	12,177	6.1%	1,016	987	2.9%	13,933	13,164	5.8%
R 7-10	30,475	29,157	4.5%	3,455	3,603	-4.1%	33,930	32,760	3.6%
TOTAL	51,674	50,841	1.6%	6,397	6,675	-4.2%	58,071	57,516	1.0%



IEEE Membership Information

IEEE Membership Development Team!

The next monthly MD Webcast is scheduled for Friday, 15 November 2013 at 10:00am Eastern, or 15:00:00 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.



Save the Date!

The December MD Webcast is scheduled for Friday, 20 December 2013 at 10:00am Eastern for one hour. This session will focus on follow-ups from the IEEE Day events and IEEEExtreme Competition. Both will involve some insight into future planning as well as results and stats from each event. The webcast will be recorded and posted to the 2013 MD Archive on the MD website (see below for link).

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



Year-over-Year – Renewal: 2013 Membership Year – October 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
Croatia Section	513	186	36.3%	174	67	38.5%	114	4	3.5%	801	257	32.1%
Switzerland Section	2536	748	29.5%	403	74	18.4%	61	11	18.0%	3,000	833	27.8%
Denmark Section	728	205	28.2%	125	12	9.6%	34	6	17.6%	887	223	25.1%
Norway Section	872	219	25.1%	102	14	13.7%	13	0	0.0%	987	233	23.6%
Germany Section	5982	1443	24.1%	1410	234	16.6%	234	24	10.3%	7,626	1701	22.3%
Benelux Section	2855	705	24.7%	612	82	13.4%	133	9	6.8%	3,600	796	22.1%
Iceland Section	62	16	25.8%	4	0	0.0%	38	6	15.8%	104	22	21.2%
Sweden Section	1755	400	22.8%	423	52	12.3%	31	4	12.9%	2,209	456	20.6%
Austria Section	977	198	20.3%	225	50	22.2%	89	13	14.6%	1,291	261	20.2%
Israel Section	1009	211	20.9%	102	15	14.7%	23	1	4.3%	1,134	227	20.0%
Estonia Section	89	19	21.3%	18	3	16.7%	13	2	15.4%	120	24	20.0%
Russia Section	594	124	20.9%	63	9	14.3%	41	4	9.8%	698	137	19.6%
Malta Section	134	28	20.9%	24	4	16.7%	23	2	8.7%	181	34	18.8%
Finland Section	855	167	19.5%	200	33	16.5%	51	4	7.8%	1,106	204	18.4%
Spain Section	2895	561	19.4%	406	62	15.3%	311	32	10.3%	3,612	655	18.1%
U.K.& Rep Of Ireland Section	8319	1609	19.3%	1441	137	9.5%	347	26	7.5%	10,107	1772	17.5%
Iraq Section	120	21	17.5%	19	3	15.8%	22	0	0.0%	161	24	14.9%
South Africa Section	1026	167	16.3%	120	8	6.7%	96	4	4.2%	1,242	179	14.4%
France Section	3315	502	15.1%	338	29	8.6%	215	15	7.0%	3,868	546	14.1%
Kuwait Section	144	27	18.8%	8	0	0.0%	46	0	0.0%	198	27	13.6%
Italy Section	3721	507	13.6%	509	68	13.4%	144	10	6.9%	4,374	585	13.4%



Year-over-Year – Renewal: 2013 Membership Year – October 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
Czechoslovakia Section	469	64	13.6%	62	6	9.7%	23	2	8.7%	554	72	13.0%
Portugal Section	845	122	14.4%	254	30	11.8%	220	19	8.6%	1,319	171	13.0%
Western Saudi Arabia Section	244	37	15.2%	28	4	14.3%	46	0	0.0%	318	41	12.9%
Saudi Arabia Section	651	96	14.7%	50	5	10.0%	87	0	0.0%	788	101	12.8%
Russia (Siberia) Section	213	25	11.7%	28	2	7.1%	12	2	16.7%	253	29	11.5%
Latvia Section	94	12	12.8%	22	1	4.5%	12	1	8.3%	128	14	10.9%
Greece Section	1274	139	10.9%	217	34	15.7%	530	42	7.9%	2,021	215	10.6%
Poland Section	867	91	10.5%	74	3	4.1%	72	1	1.4%	1,013	95	9.4%
Qatar Section	185	20	10.8%	12	0	0.0%	27	1	3.7%	224	21	9.4%
Russia (Northwest) Section	189	24	12.7%	18	0	0.0%	66	1	1.5%	273	25	9.2%
Romania Section	845	80	9.5%	68	4	5.9%	29	2	6.9%	942	86	9.1%
Cyprus Section	223	18	8.1%	47	8	17.0%	56	1	1.8%	326	27	8.3%
Kenya Section	115	12	10.4%	15	0	0.0%	16	0	0.0%	146	12	8.2%
Hungary Section	358	32	8.9%	40	3	7.5%	40	0	0.0%	438	35	8.0%
Republic Of Macedonia Section	126	10	7.9%	35	1	2.9%	20	3	15.0%	181	14	7.7%
Ghana Section	156	14	9.0%	15	1	6.7%	27	0	0.0%	198	15	7.6%
Lithuanian Section	96	8	8.3%	14	1	7.1%	9	0	0.0%	119	9	7.6%
Turkey Section	1209	135	11.2%	340	45	13.2%	1085	19	1.8%	2,634	199	7.6%
Slovenia Section	262	19	7.3%	26	3	11.5%	7	0	0.0%	295	22	7.5%
United Arab Emirates Section	844	89	10.5%	80	5	6.3%	436	3	0.7%	1,360	97	7.1%
Bahrain Section	103	7	6.8%	5	1	20.0%	5	0	0.0%	113	8	7.1%



Year-over-Year – Renewal: 2013 Membership Year – October 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
Bosnia And Herzegovina Section	133	14	10.5%	56	2	3.6%	54	1	1.9%	243	17	7.0%
Egypt Section	911	96	10.5%	195	23	11.8%	701	4	0.6%	1,807	123	6.8%
Jordan Section	230	27	11.7%	17	1	5.9%	264	6	2.3%	511	34	6.7%
Nigeria Section	1081	76	7.0%	135	6	4.4%	146	4	2.7%	1,362	86	6.3%
Belarus Section	36	2	5.6%	10	0	0.0%	2	1	50.0%	48	3	6.3%
Lebanon Section	328	37	11.3%	37	5	13.5%	423	6	1.4%	788	48	6.1%
Ukraine Section	372	24	6.5%	67	2	3.0%	49	2	4.1%	488	28	5.7%
Oman Section	105	10	9.5%	5	0	0.0%	70	0	0.0%	180	10	5.6%
Bulgaria Section	228	14	6.1%	22	1	4.5%	25	0	0.0%	275	15	5.5%
Serbia And Montenegro Section	551	22	4.0%	132	5	3.8%	45	0	0.0%	728	27	3.7%
Iran Section	737	29	3.9%	282	5	1.8%	163	2	1.2%	1,182	36	3.0%
Morocco Section	128	5	3.9%	29	0	0.0%	63	1	1.6%	220	6	2.7%
Tunisia Section	366	9	2.5%	264	4	1.5%	494	0	0.0%	1,124	13	1.2%
Zambia Section	119	0	0.0%	0	0	na	2	0	0.0%	121	0	0.0%
Reg 8-Countries Outside Sections	836	67	8.0%	90	3	3.3%	299	4	1.3%	1,225	74	6.0%
Region 8 - Apo/Fpo	99	30	30.3%	6	0	0.0%	8	0	0.0%	113	30	26.5%



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
Oman Section	4	0	4	na	3	0	3	na	4	1	3	300.00%	11	1	10	1000.00%
Russia (Siberia) Section	3	1	2	200.00%	1	2	-1	-50.00%	4	0	4	na	8	3	5	166.67%
Romania Section	11	4	7	175.00%	7	5	2	40.00%	6	2	4	200.00%	24	11	13	118.18%
United Arab Emirates Section	28	16	12	75.00%	16	18	-2	-11.11%	152	65	87	133.85%	196	99	97	97.98%
Jordan Section	3	5	-2	-40.00%	4	2	2	100.00%	117	62	55	88.71%	124	69	55	79.71%
Bulgaria Section	2	1	1	100.00%	0	1	-1	-100.00%	1	0	1	na	3	2	1	50.00%
Zambia Section	3	0	3	na	0	0	0	na	0	2	-2	-100.00%	3	2	1	50.00%
Nigeria Section	44	29	15	51.72%	13	17	-4	-23.53%	31	19	12	63.16%	88	65	23	35.38%
Russia (Northwest) Section	3	7	-4	-57.14%	3	4	-1	-25.00%	17	6	11	183.33%	23	17	6	35.29%
Austria Section	5	7	-2	-28.57%	19	16	3	18.75%	25	17	8	47.06%	49	40	9	22.50%
Serbia And Montenegro Section	5	1	4	400.00%	3	6	-3	-50.00%	3	2	1	50.00%	11	9	2	22.22%
Qatar Section	6	5	1	20.00%	2	2	0	0.00%	9	7	2	28.57%	17	14	3	21.43%
Hungary Section	6	4	2	50.00%	2	2	0	0.00%	0	1	-1	-100.00%	8	7	1	14.29%
Republic Of Macedonia Section	0	0	0	na	1	5	-4	-80.00%	7	2	5	250.00%	8	7	1	14.29%
Sweden Section	19	12	7	58.33%	28	25	3	12.00%	6	10	-4	-40.00%	53	47	6	12.77%



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
Iran Section	3	3	0	0.00%	12	16	-4	-25.00%	21	13	8	61.54%	36	32	4	12.50%
France Section	41	48	-7	-14.58%	47	47	0	0.00%	46	26	20	76.92%	134	121	13	10.74%
Saudi Arabia Section	28	17	11	64.71%	7	7	0	0.00%	24	31	-7	-22.58%	59	55	4	7.27%
Spain Section	6	14	-8	-57.14%	16	21	-5	-23.81%	56	38	18	47.37%	78	73	5	6.85%
Benelux Section	24	29	-5	-17.24%	73	71	2	2.82%	26	21	5	23.81%	123	121	2	1.65%
Bosnia And Herzegovina Section	1	1	0	0.00%	2	3	-1	-33.33%	4	3	1	33.33%	7	7	0	0.00%
Ghana section	4	6	-2	-33.33%	2	0	2	na	1	1	0	0.00%	7	7	0	0.00%
Italy Section	27	28	-1	-3.57%	37	35	2	5.71%	23	25	-2	-8.00%	87	88	-1	-1.14%
Greece Section	14	10	4	40.00%	25	18	7	38.89%	114	127	-13	-10.24%	153	155	-2	-1.29%
Portugal Section	5	8	-3	-37.50%	22	31	-9	-29.03%	63	53	10	18.87%	90	92	-2	-2.17%
Cyprus Section	2	1	1	100.00%	3	3	0	0.00%	19	21	-2	-9.52%	24	25	-1	-4.00%
Estonia Section	0	1	-1	-100.00%	6	4	2	50.00%	15	17	-2	-11.76%	21	22	-1	-4.55%
South Africa Section	16	22	-6	-27.27%	11	7	4	57.14%	5	5	0	0.00%	32	34	-2	-5.88%
Germany Section	41	29	12	41.38%	91	111	-20	-18.02%	36	41	-5	-12.20%	168	181	-13	-7.18%
Switzerland Section	15	21	-6	-28.57%	29	37	-8	-21.62%	20	11	9	81.82%	64	69	-5	-7.25%
Russia Section	13	12	1	8.33%	5	7	-2	-28.57%	5	7	-2	-28.57%	23	26	-3	-11.54%
U.K.& Rep Of Ireland Section	95	85	10	11.76%	176	222	-46	-20.72%	127	144	-17	-11.81%	398	451	-53	-11.75%
Croatia Section	3	6	-3	-50.00%	5	9	-4	-44.44%	19	17	2	11.76%	27	32	-5	-15.63%
Finland Section	10	4	6	150.00%	13	17	-4	-23.53%	2	9	-7	-77.78%	25	30	-5	-16.67%



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
Ukraine Section	3	2	1	50.00%	4	7	-3	-42.86%	2	2	0	0.00%	9	11	-2	-18.18%
Tunisia Section	3	5	-2	-40.00%	6	9	-3	-33.33%	21	24	-3	-12.50%	30	38	-8	-21.05%
Turkey Section	16	15	1	6.67%	27	24	3	12.50%	79	119	-40	-33.61%	122	158	-36	-22.78%
Norway Section	9	9	0	0.00%	8	13	-5	-38.46%	1	2	-1	-50.00%	18	24	-6	-25.00%
Slovenia Section	0	1	-1	-100.00%	3	5	-2	-40.00%	3	2	1	50.00%	6	8	-2	-25.00%
Egypt Section	9	14	-5	-35.71%	28	19	9	47.37%	91	144	-53	-36.81%	128	177	-49	-27.68%
Western Saudi Arabia Section	8	2	6	300.00%	3	2	1	50.00%	1	13	-12	-92.31%	12	17	-5	-29.41%
Denmark Section	3	8	-5	-62.50%	13	13	0	0.00%	2	5	-3	-60.00%	18	26	-8	-30.77%
Lithuanian Section	0	3	-3	-100.00%	3	1	2	200.00%	1	2	-1	-50.00%	4	6	-2	-33.33%
Czechoslovakia Section	6	6	0	0.00%	4	14	-10	-71.43%	4	2	2	100.00%	14	22	-8	-36.36%
Kenya Section	3	1	2	200.00%	3	2	1	50.00%	1	8	-7	-87.50%	7	11	-4	-36.36%
Poland Section	12	18	-6	-33.33%	2	3	-1	-33.33%	4	8	-4	-50.00%	18	29	-11	-37.93%
Lebanon Section	0	4	-4	-100.00%	4	1	3	300.00%	45	87	-42	-48.28%	49	92	-43	-46.74%
Malta Section	2	1	1	100.00%	0	2	-2	-100.00%	4	9	-5	-55.56%	6	12	-6	-50.00%
Israel Section	9	14	-5	-35.71%	12	31	-19	-61.29%	5	20	-15	-75.00%	26	65	-39	-60.00%
Iceland Section	1	2	-1	-50.00%	1	0	1	na	11	32	-21	-65.63%	13	34	-21	-61.76%
Iraq Section	2	6	-4	-66.67%	0	0	0	Na	0	0	0	na	2	6	-4	-66.67%
Kuwait Section	6	8	-2	-25.00%	0	5	-5	-100.00%	2	11	-9	-81.82%	8	24	-16	-66.67%



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
Bahrain Section	4	19	-15	-78.95%	0	1	-1	-100.00%	1	10	-9	-90.00%	5	30	-25	-83.33%
Morocco Section	1	0	1	Na	2	3	-1	-33.33%	1	30	-29	-96.67%	4	33	-29	-87.88%
Latvia Section	0	0	0	na	0	3	-3	-100.00%	0	0	0	na	0	3	-3	-100.00%
Region 8 - Apo/Fpo	2	1	1	100.00%	1	1	0	0.00%	2	3	-1	-33.33%	5	5	0	0.00%
Region 8-Countries Outside Sections	28	16	12	75.00%	14	8	6	75.00%	79	73	6	8.22%	121	97	24	24.74%
Belarus Section	0	0	0	na	0	0	0	na	0	0	0	na	0	0	0	na

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