



Membership Development Report – March 2014

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 Officers,

After the renewal campaign ended in February, we are again in the half-year dues period, which is an excellent opportunity for recruiting new members. Remember that members joining now will only pay half of the fees but will get the rest of the year of membership. Use every opportunity to present this advantage to potential members.

Also, do not forget that many people who didn't renew last month (and are now in arrears) can be brought back. We expect to recover about 20% of the de-activated members region-wide.

–Antonio Luque, Membership Development Chair, Region 8

Regional Snapshot	Total this Month	'14 vs. '13	% Change	Aug 2014 405,000 Member Goal – R8		2014 New Members (MARCH)
Total Membership	61,069	305	0.5%	83.8%	Total	10,906
• Higher-Grade	43,336	937	2.2%	79.0%	Higher Grade	2,687
• Students	17,733	(632)	-3.4%	98.5%	Students	8,219
IEEE Worldwide - Total	332,904	-4,968	-1.5%	405,000		56,971

2014 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	73.3%	59.6%	29.7%	66.5%
Region – 1 st -Year Members	32.7%	44.7%	21.8%	31.9%
IEEE – Total Members	76.9%	51.3%	21.7%	66.5%
IEEE – 1 st Year Members	31.9%	34.5%	16.1%	25.0%

First-Year Member Engagement	2014 Membership Cycle	
Recruitment	Recruit using e-Membership option, visit web at www.ieee.org/remember	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	Half-year dues began for new members.	Use the Correspondence templates located on www.ieee.org/md
SAMIEEE Analyses	Members in arrears can still renew to retain membership.	(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 2014 for MD Webcast recordings	



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Best Section Total Retention	84.4% - Slovenia Section	80.2% - Spain Section
	80.4% - Italy Section	78.8% - Norway Section
	80.3% - Switzerland Section	78.5% - Croatia Section

Top Section Recruitment Year over Year	Numeric Growth	
	356 – Iran Section	72 – Jordan Section
128 – United Arab Emirates Section	56 – West Saudi Arabia Section	
84 – Kuwait Section	52 – Qatar Section	

Upcoming MD Opportunities	It is very important that new members are welcome. Do not forget to contact them in person and introduce IEEE benefits Click here to download from SAMIEEE the list of new members	Keep contacting members in arrears and make every effort to recover them. Click here to download from SAMIEEE a list of members in arrears, including email address to contact them
	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.

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 2014 to 2009	www.ieee.org/md

Visit the [MGA News web page](#) for the latest news articles, including:

- * IEEE Graduates of the Last Decade (GOLD) transformation to IEEE Young Professionals
- * New IEEE vTools features and enhancements
- * Applauding 50 years of IEEE Fellows
- * New IEEE Fellows online directory
- * Member group insurance program update for U.S., Canada, and Puerto Rico
- * Engineers wanted: help organizations create apps to further their missions

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>



IEEE Membership

IEEE Young Professional (GOLD) Status Indicator

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

Geographic IEEE Young Professionals (GOLD) Membership - March 2014									
Region	Higher Grade w/o GSM			GSM			Total		
	2014	2013	% Change	2014	2013	%Change	2014	2013	% Change
1	1,899	1,862	2.0%	487	537	-9.3%	2,386	2,399	-0.5%
2	1,687	1,672	0.9%	441	538	-18.0%	2,128	2,210	-3.7%
3	1,625	1,568	3.6%	582	670	-13.1%	2,207	2,238	-1.4%
4	1,481	1,414	4.7%	439	525	-16.4%	1,920	1,939	-1.0%
5	1,893	1,851	2.3%	453	511	-11.4%	2,346	2,362	-0.7%
6	3,629	3,447	5.3%	789	891	-11.4%	4,418	4,338	1.8%
R 1-6	12,214	11,814	3.4%	3,191	3,672	-13.1%	15,405	15,486	-0.5%
7	1,500	1,434	4.6%	615	630	-2.4%	2,115	2,064	2.5%
8	7,418	6,802	9.1%	2,271	2,285	-0.6%	9,689	9,087	6.6%
9	1,405	1,271	10.5%	321	346	-7.2%	1,726	1,617	6.7%
10	7,020	6,368	10.2%	1,546	1,239	24.8%	8,566	7,607	12.6%
R 7-10	17,343	15,875	9.2%	4,753	4,500	5.6%	22,096	20,375	8.4%
TOTAL	29,557	27,689	6.7%	7,944	8,172	-2.8%	37,501	35,861	4.6%

Membership Related Quick Surveys – We need Your Input!

Section Communications Survey:

Please help us! To help you better communicate products and services to members in your geographic area please complete the short survey linked below. Consider your local communication channels as you respond to the questions. Your responses will help us identify and develop content to meet your needs.

The survey is linked: http://ieeefluidsurveys.com/s/communications_in_sections/

Contest for Recruitment & Renewal Approaches:

We have underway a contest for development of short statements or “approaches” that can be used in social interactions between members and non-member recruiting and/or retention of members on IEEE membership benefits and/or services. The short statements can be personalized to your experience and limited to a 30 second and one minute “approach”.

The short survey is linked here, <http://fluidsurveys.com/surveys/c-downer/ieee-membership-contest/>. A total of four (4) top “approaches” will win a prize – top two for recruitment and the top two for retention “approaches”. Deadline for submittals is Wednesday, 30 April 2014 at 12:00 Noon Eastern. The submittal form must be used for participation in this contest.

IEEE DAY - SAVE THE DATE! 7 OCTOBER 2014





Year-over-Year – Renewal: 2014 Membership Year – March 2014

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
Slovenia Section	260	229	88.1%	28	18	64.3%	7	2	28.6%	295	249	84.4%
Italy Section	3673	3072	83.6%	546	366	67.0%	155	77	49.7%	4,374	3515	80.4%
Switzerland Section	2508	2096	83.6%	425	278	65.4%	67	36	53.7%	3,000	2410	80.3%
Spain Section	2845	2386	83.9%	442	305	69.0%	325	205	63.1%	3,612	2896	80.2%
Norway Section	866	710	82.0%	107	65	60.7%	14	3	21.4%	987	778	78.8%
Croatia Section	504	426	84.5%	182	142	78.0%	115	61	53.0%	801	629	78.5%
Romania Section	835	652	78.1%	74	46	62.2%	33	24	72.7%	942	722	76.6%
Hungary Section	353	273	77.3%	44	35	79.5%	41	26	63.4%	438	334	76.3%
Germany Section	5842	4692	80.3%	1531	962	62.8%	253	145	57.3%	7,626	5799	76.0%
Serbia And Montenegro Section	532	404	75.9%	150	120	80.0%	46	26	56.5%	728	550	75.5%
Sweden Section	1733	1351	78.0%	442	298	67.4%	34	16	47.1%	2,209	1665	75.4%
Poland Section	856	678	79.2%	81	56	69.1%	76	29	38.2%	1,013	763	75.3%
Austria Section	951	749	78.8%	253	167	66.0%	87	53	60.9%	1,291	969	75.1%
Benelux Section	2801	2210	78.9%	661	414	62.6%	138	48	34.8%	3,600	2672	74.2%
Estonia Section	89	72	80.9%	18	15	83.3%	13	2	15.4%	120	89	74.2%
Finland Section	842	643	76.4%	213	148	69.5%	51	25	49.0%	1,106	816	73.8%
Denmark Section	722	550	76.2%	131	86	65.6%	34	15	44.1%	887	651	73.4%
Czechoslovakia Section	464	363	78.2%	66	36	54.5%	24	4	16.7%	554	403	72.7%
Republic Of Macedonia Section	125	94	75.2%	38	30	78.9%	18	7	38.9%	181	131	72.4%
Israel Section	998	751	75.3%	110	54	49.1%	26	7	26.9%	1,134	812	71.6%



Year-over-Year – Renewal: 2014 Membership Year – March 2014

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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Belarus Section	35	27	77.1%	11	6	54.5%	2	1	50.0%	48	34	70.8%
Latvia Section	95	68	71.6%	21	14	66.7%	12	7	58.3%	128	89	69.5%
U.K. & Rep Of Ireland Section	8211	6087	74.1%	1536	780	50.8%	360	116	32.2%	10,107	6983	69.1%
Russia Section	587	427	72.7%	70	40	57.1%	41	14	34.1%	698	481	68.9%
Region 8 - Apo/Fpo	98	71	72.4%	7	2	28.6%	8	4	50.0%	113	77	68.1%
Malta Section	125	82	65.6%	31	27	87.1%	25	13	52.0%	181	122	67.4%
Lithuanian Section	93	70	75.3%	16	9	56.3%	10	1	10.0%	119	80	67.2%
France Section	3288	2311	70.3%	355	164	46.2%	225	84	37.3%	3,868	2559	66.2%
Portugal Section	804	589	73.3%	279	173	62.0%	236	108	45.8%	1,319	870	66.0%
Russia (Siberia) Section	207	143	69.1%	33	17	51.5%	13	6	46.2%	253	166	65.6%
Bosnia And Herzegovina Section	123	93	75.6%	63	40	63.5%	57	26	45.6%	243	159	65.4%
Cyprus Section	213	152	71.4%	56	43	76.8%	57	15	26.3%	326	210	64.4%
Greece Section	1231	903	73.4%	238	159	66.8%	552	226	40.9%	2,021	1288	63.7%
Bulgaria Section	228	138	60.5%	22	12	54.5%	25	16	64.0%	275	166	60.4%
Iceland Section	58	44	75.9%	8	8	100.0%	38	10	26.3%	104	62	59.6%
South Africa Section	1011	633	62.6%	134	78	58.2%	97	20	20.6%	1,242	731	58.9%
Russia (Northwest) Section	185	126	68.1%	23	12	52.2%	65	17	26.2%	273	155	56.8%
Saudi Arabia Section	639	399	62.4%	59	30	50.8%	90	17	18.9%	788	446	56.6%
Ukraine Section	366	219	59.8%	70	33	47.1%	52	22	42.3%	488	274	56.1%



Year-over-Year – Renewal: 2014 Membership Year – March 2014

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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Qatar Section	184	109	59.2%	14	9	64.3%	26	7	26.9%	224	125	55.8%
Kenya Section	114	62	54.4%	16	9	56.3%	16	4	25.0%	146	75	51.4%
Western Saudi Arabia Section	242	131	54.1%	29	18	62.1%	47	14	29.8%	318	163	51.3%
Zambia Section	119	61	51.3%	0	0	#DIV/0!	2	0	0.0%	121	61	50.4%
Kuwait Section	144	93	64.6%	8	1	12.5%	46	2	4.3%	198	96	48.5%
Iran Section	655	297	45.3%	344	191	55.5%	183	78	42.6%	1,182	566	47.9%
Morocco Section	119	60	50.4%	36	19	52.8%	65	21	32.3%	220	100	45.5%
Lebanon Section	313	172	55.0%	48	31	64.6%	427	151	35.4%	788	354	44.9%
Egypt Section	844	480	56.9%	241	173	71.8%	722	154	21.3%	1,807	807	44.7%
Oman Section	104	69	66.3%	6	5	83.3%	70	5	7.1%	180	79	43.9%
Iraq Section	120	61	50.8%	19	8	42.1%	22	0	0.0%	161	69	42.9%
Bahrain Section	102	44	43.1%	6	3	50.0%	5	1	20.0%	113	48	42.5%
Reg 8-Countries Outside Sections	833	431	51.7%	92	37	40.2%	300	52	17.3%	1,225	520	42.4%
United Arab Emirates Section	825	442	53.6%	93	50	53.8%	442	53	12.0%	1,360	545	40.1%
Turkey Section	1146	665	58.0%	391	209	53.5%	1097	171	15.6%	2,634	1045	39.7%
Ghana Section	156	67	42.9%	15	4	26.7%	27	4	14.8%	198	75	37.9%
Nigeria Section	1073	410	38.2%	143	51	35.7%	146	27	18.5%	1,362	488	35.8%
Jordan Section	227	123	54.2%	20	11	55.0%	264	34	12.9%	511	168	32.9%
Tunisia Section	356	100	28.1%	272	103	37.9%	496	48	9.7%	1,124	251	22.3%



Year-over-Year – Recruitment: 2014 Membership Year

Section Name	Higher Grade w/o GSMs				Graduate Students				Undergraduate Students				Total			
	2014	2013	# Change	% Change	2014	2013	# Change	% Change	2014	2013	# Change	% Change	2014	2013	# Change	% Change
Austria Section	26	25	1	4.00%	50	56	-6	-10.71%	64	43	21	48.84%	140	124	16	12.90%
Bahrain Section	8	26	-18	-69.23%	1	1	0	0.00%	3	12	-9	-75.00%	12	39	-27	-69.23%
Belarus Section	4	1	3	300.00%	0	4	-4	-100.00%	0	1	-1	-100.00%	4	6	-2	-33.33%
Benelux Section	91	121	-30	-24.79%	198	208	-10	-4.81%	48	64	-16	-25.00%	337	393	-56	-14.25%
Bosnia And Herzegovina Section	10	4	6	150.00%	13	12	1	8.33%	30	10	20	200.00%	53	26	27	103.85%
Bulgaria Section	14	13	1	7.69%	26	10	16	160.00%	21	18	3	16.67%	61	41	20	48.78%
Croatia Section	18	17	1	5.88%	27	60	-33	-55.00%	46	87	-41	-47.13%	91	164	-73	-44.51%
Cyprus Section	6	7	-1	-14.29%	8	12	-4	-33.33%	36	60	-24	-40.00%	50	79	-29	-36.71%
Czechoslovakia Section	33	30	3	10.00%	26	24	2	8.33%	13	15	-2	-13.33%	72	69	3	4.35%
Denmark Section	23	39	-16	-41.03%	41	55	-14	-25.45%	9	17	-8	-47.06%	73	111	-38	-34.23%
Egypt Section	45	37	8	21.62%	93	57	36	63.16%	479	520	-41	-7.88%	617	614	3	0.49%
Estonia Section	2	4	-2	-50.00%	8	5	3	60.00%	15	19	-4	-21.05%	25	28	-3	-10.71%
Finland Section	32	27	5	18.52%	40	48	-8	-16.67%	14	28	-14	-50.00%	86	103	-17	-16.50%
France Section	177	235	-58	-24.68%	150	170	-20	-11.76%	159	144	15	10.42%	486	549	-63	-11.48%
Germany Section	221	188	33	17.55%	371	358	13	3.63%	129	129	0	0.00%	721	675	46	6.81%
Ghana section	22	22	0	0.00%	5	3	2	66.67%	21	4	17	425.00%	48	29	19	65.52%
Greece Section	36	24	12	50.00%	50	57	-7	-12.28%	230	289	-59	-20.42%	316	370	-54	-14.59%
Hungary Section	26	19	7	36.84%	12	12	0	0.00%	20	25	-5	-20.00%	58	56	2	3.57%
Iceland Section	4	3	1	33.33%	1	1	0	0.00%	12	35	-23	-65.71%	17	39	-22	-56.41%



Year-over-Year – Recruitment: 2014 Membership Year

Section Name	Higher Grade w/o GSMs				Graduate Students				Undergraduate Students				Total			
	2014	2013	# Change	% Change	2014	2013	# Change	% Change	2014	2013	# Change	% Change	2014	2013	# Change	% Change
Iran Section	37	18	19	105.56%	247	129	118	91.47%	332	113	219	193.81%	616	260	356	136.92%
Iraq Section	37	17	20	117.65%	28	10	18	180.00%	2	5	-3	-60.00%	67	32	35	109.38%
Israel Section	29	44	-15	-34.09%	29	56	-27	-48.21%	30	30	0	0.00%	88	130	-42	-32.31%
Italy Section	109	142	-33	-23.24%	172	181	-9	-4.97%	84	98	-14	-14.29%	365	421	-56	-13.30%
Jordan Section	16	12	4	33.33%	6	6	0	0.00%	241	173	68	39.31%	263	191	72	37.70%
Kenya Section	18	6	12	200.00%	11	7	4	57.14%	13	14	-1	-7.14%	42	27	15	55.56%
Kuwait Section	14	14	0	0.00%	129	8	121	1512.50%	10	47	-37	-78.72%	153	69	84	121.74%
Latvia Section	4	0	4	#DIV/0!	4	7	-3	-42.86%	1	6	-5	-83.33%	9	13	-4	-30.77%
Lebanon Section	17	23	-6	-26.09%	13	17	-4	-23.53%	310	325	-15	-4.62%	340	365	-25	-6.85%
Lithuanian Section	3	13	-10	-76.92%	10	7	3	42.86%	5	6	-1	-16.67%	18	26	-8	-30.77%
Malta Section	2	2	0	0.00%	1	8	-7	-87.50%	9	29	-20	-68.97%	12	39	-27	-69.23%
Morocco Section	13	8	5	62.50%	14	18	-4	-22.22%	23	72	-49	-68.06%	50	98	-48	-48.98%
Nigeria Section	196	161	35	21.74%	52	82	-30	-36.59%	85	87	-2	-2.30%	333	330	3	0.91%
Norway Section	25	35	-10	-28.57%	30	36	-6	-16.67%	8	5	3	60.00%	63	76	-13	-17.11%
Oman Section	18	11	7	63.64%	7	4	3	75.00%	43	32	11	34.38%	68	47	21	44.68%
Poland Section	58	70	-12	-17.14%	24	16	8	50.00%	35	47	-12	-25.53%	117	133	-16	-12.03%
Portugal Section	20	25	-5	-20.00%	62	82	-20	-24.39%	172	141	31	21.99%	254	248	6	2.42%
Qatar Section	29	30	-1	-3.33%	6	7	-1	-14.29%	76	22	54	245.45%	111	59	52	88.14%



Year-over-Year – Recruitment: 2014 Membership Year

Section Name	Higher Grade w/o GSMs				Graduate Students				Undergraduate Students				Total			
	2014	2013	# Change	% Change	2014	2013	# Change	% Change	2014	2013	# Change	% Change	2014	2013	# Change	% Change
Republic Of Macedonia Section	1	6	-5	-83.33%	4	15	-11	-73.33%	27	13	14	107.69%	32	34	-2	-5.88%
Romania Section	49	53	-4	-7.55%	33	15	18	120.00%	39	19	20	105.26%	121	87	34	39.08%
Russia (Northwest) Section	18	29	-11	-37.93%	13	13	0	0.00%	29	43	-14	-32.56%	60	85	-25	-29.41%
Russia (Siberia) Section	18	19	-1	-5.26%	9	13	-4	-30.77%	11	3	8	266.67%	38	35	3	8.57%
Russia Section	65	85	-20	-23.53%	27	38	-11	-28.95%	31	26	5	19.23%	123	149	-26	-17.45%
Saudi Arabia Section	82	67	15	22.39%	48	26	22	84.62%	94	61	33	54.10%	224	154	70	45.45%
Serbia And Montenegro Section	41	27	14	51.85%	37	29	8	27.59%	35	37	-2	-5.41%	113	93	20	21.51%
Slovenia Section	7	9	-2	-22.22%	10	11	-1	-9.09%	6	3	3	100.00%	23	23	0	0.00%
South Africa Section	51	71	-20	-28.17%	33	35	-2	-5.71%	16	23	-7	-30.43%	100	129	-29	-22.48%
Spain Section	57	74	-17	-22.97%	86	107	-21	-19.63%	148	128	20	15.63%	291	309	-18	-5.83%
Sweden Section	65	49	16	32.65%	84	124	-40	-32.26%	30	21	9	42.86%	179	194	-15	-7.73%
Switzerland Section	69	70	-1	-1.43%	77	116	-39	-33.62%	49	39	10	25.64%	195	225	-30	-13.33%
Tunisia Section	29	49	-20	-40.82%	50	132	-82	-62.12%	193	384	-191	-49.74%	272	565	-293	-51.86%
Turkey Section	53	75	-22	-29.33%	99	117	-18	-15.38%	355	562	-207	-36.83%	507	754	-247	-32.76%
U.K. & Rep Of Ireland Section	368	329	39	11.85%	583	733	-150	-20.46%	329	305	24	7.87%	1280	1367	-87	-6.36%



Year-over-Year – Recruitment: 2014 Membership Year

Section Name	Higher Grade w/o GSMs				Graduate Students				Undergraduate Students				Total			
	2014	2013	# Change	% Change	2014	2013	# Change	% Change	2014	2013	# Change	% Change	2014	2013	# Change	% Change
Ukraine Section	50	39	11	28.21%	28	43	-15	-34.88%	25	29	-4	-13.79%	103	111	-8	-7.21%
United Arab Emirates Section	92	67	25	37.31%	60	39	21	53.85%	357	275	82	29.82%	509	381	128	33.60%
Western Saudi Arabia Section	30	23	7	30.43%	16	9	7	77.78%	87	45	42	93.33%	133	77	56	72.73%
Zambia Section	8	8	0	0.00%	0	0	0	#DIV/0!	1	5	-4	-80.00%	9	13	-4	-30.77%
Region 8 - Apo/Fpo	4	8	-4	-50.00%	3	2	1	50.00%	5	5	0	0.00%	12	15	-3	-20.00%
Reg 8-Countries Outside Sections	87	121	-34	-28.10%	47	49	-2	-4.08%	212	196	16	8.16%	346	366	-20	-5.46%

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