



This membership development report is issued on behalf of your IEEE Region, and the IEEE Member & Geographic Activities Board.



Greetings, MD officers

In this MD report we have for the first time the Section Goals for 2015 and the progress towards those Goals. Every month you will be able to see how your Section is progressing in the two most important aspects: retention and recruitment. We hope that you will be able to find what is going well and what not so well and take measures with the help of the rest of the volunteers in your Section.

If you have comments about the 2015 Goals, be sure to contact your Region MD team at ieee-r8md@ieee.org

Remember to reach members who have not renewed yet and ask them how you can help them in the process and during their 2015 membership year.

–Antonio Luque, Membership Development Chair, Region 8

Region Snapshot	This Month	'14 vs. '13	% Change	2015 Membership Year goals for Recruitment and Retention are here! Individual Section goals and progress begin on page 6.
Total Membership	75,273	322	+0.4%	
Higher-Grade	55,806	622	+1.1%	
Students	19,467	(300)	- 1.5%	
IEEE Worldwide	409,851	4,237	-1.0%	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %)
	Higher Grade	Student	Total % , #	2015 Goal % , #	
Region 8	20.5% 11,337	7.1% 1,148	17.5% 12,485	73.3% 52,590	31.1% Switzerland Section 29.9% Norway Section 27.4% Denmark Section
IEEE Overall	23.3% 70,682	5.1% 4,344	19.3% 75,026	72.5% 281,672	

Recruitment	Cumulative – Through This Month				Top 3 Sections (by growth %)
	Higher Grade	Student	Total YoY Chg	2015 Goal YoY Chg	
Region 8	464	2,526	2,990 +6.5%	17,675 +3.3%	1050%: Lebanon Section 900%: Estonia Section 512%: Western Saudi Arabia
IEEE Overall	2,519	14,119	16,638 +4.5%	99,481 +7.8%	

Reinstatement	Cumulative – Through This Month		Reinstatement goals are set for each Region and not individual Sections.
	Total	2015 Goal	
Region 8	621	3,700	
IEEE Overall	3,138	18,280	



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Member Engagement	Membership Activities	
Recruitment	Recruitment can be handled via the Conference Member Recruitment program, www.ieee.org/cmr	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
MGA Operations	New membership dues effective 16 August	New membership year begins 16 August
Section / Chapter Operations	Invite first year members to activities and events. Consider the newly elevated Student graduates.	Use the Correspondence templates located on www.ieee.org/md for outreach
SAMIEEE/Data Analysis	<i>New!</i> Section Vitality Dashboard link, www.ieee.org/vitalitydb will take you directly to the dashboard to view reports.	(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	www.ieee.org/volunteers	

MD Resource Links	IEEE Region 8	
	Benefits of Membership	www.ieee.org/benefits
	Online Supply Form	www.ieee.org/md
	First Year Member Experience	www.ieee.org/start
	IEEE Contact Center & Support	www.ieee.org/contactcenter
	Section Vitality Dashboard	www.ieee.org/vitalitydb
	MD Manual, Membership Presentations	www.ieee.org/md
	Member-Get-a-Member (MGM)	www.ieee.org/mgm
	MD Webcast Archive	www.ieee.org/md
	Senior Member Program	www.ieee.org/seniormember
	Member Loyalty Program	www.ieee.org/loyalty
	myIEEE	www.ieee.org/myieee



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2015 Membership Development Goals



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Outstanding Section Membership
Recruitment and Retention Performance

see how their efforts are impacting membership growth.

For the 2015 membership year, we are changing the approach to creating the traditional Region membership goals. This year, we are introducing MD goals for each individual Section, for both recruitment and retention. The Section goals are rolled up to the Region level, producing the Region goal for recruitment, retention and overall membership.

This will result in Regions and Sections are working toward a common goal. Sections can maximize their activity and take ownership at the local level, and

Region goals are now focused on overall membership growth (comprised of an overall recruitment, retention and reinstatement goal), and do not include separate goals for HG versus student. Another benefit is that the service deactivation process will not impact progress to goals, because it focuses on the number of members that join or renew, and not on the total number of members.

How Section Goals Are Developed

The Section goals were developed using the last three years trends for recruitment and retention. Each Section has a unique goal based on different dynamics, so the methodology for creating the goal was different based on whether the Section has had growth or decline three years in row, as well as the overall size and location of the Section.

As an example:

Section	2012			2013				2014				2015 Retention Goal %	2015 Retention Growth
	Oppty	Renew #	2012 % Renew	Oppty	Renew	2013 YoY	2013 % Renew	Oppty	Renew	2014 YoY	2014 % Renew		
Section A	715	592	82.8%	709	595	1.1%	83.9%	801	646	-3.3%	80.6%	83.9%	3.3%
Section B	3337	2648	79.4%	3555	2701	-3.4%	76.0%	3834	2764	-3.9%	72.1%	72.2%	0.1%

Section A's retention rate improved two years in a row, then declined -3.3%, but at the same time they grew by almost 13%. To overcome the decline, for 2015 their retention goal is to return to the same level as the year prior - challenging but achievable. Section A needs to focus on providing member value and member engagement.

Section B is fairly large, and has seen declining retention as it continues to grow larger. You can see the total opportunity keeps growing, but roughly the same number renew each year. Since this is on a larger denominator, the retention rates are declining. Section B's goal is to stop the retention decline and improve it by a tenth of a percent.

Section Name	2011	2012	2012 YOY	2013	2013 YoY	2014	2014 YoY	2015 # Goal	2015 % Growth
Section A	120	92	-23.3%	189	105.4%	121	-36.0%	150	124.0%
Section B	568	747	31.5%	979	31.1%	1058	8.1%	1,200	113.4%

As far as recruitment, Section A has fluctuated, with some significant losses but more significant gains. There is clearly the focus and ability to recruit new members in the Section. Section A's 2015 recruitment goal is challenging them to recruit slightly above their last three year's average growth.

Section B has grown steadily through recruitment. Like Section A, Section B shows clear opportunity and effort. Their recruitment goal of +13.4% growth is not as high as some the growth they had in past years, but is above where they were last year.



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Tracking Progress and Section Recognition of Goal Achievement

Every month, the regional MD reports contain the Section level progress for recruitment and retention. To monitor progress and ensure Sections are on track, the goals and progress to goal will be published in the region reports.

Twice during the membership year – February and August - each Section that is meeting their goal will receive a special recognition in the form of an electronic banner that can be placed on Section websites, in newsletters, and even in e-mail signatures! The banners will be distributed to the Section's Membership Development Chair, or if no one in this position, to the Section Chair.

The bi-annual achievement recognition is based on the membership year calendar and includes activity for the following periods:

-September through February: Any Section that is at least 50% to their goal by the end of February will receive the electronic banner, and be recognized in the MD Monthly report and on the MD portal, www.ieee.org/md.

-March through August: Any Section that has met or exceeded their annual goal for recruitment and/or retention for the membership year will receive the recognition banner, and be recognized in the MD Monthly report and on the MD portal, www.ieee.org/md.

Sections may earn a banner for one or both categories, and will include the membership year and Section name in the graphic. The gold medal of recognition (on previous page) will be given if both goals are met. The silver award will be given in either the recruitment or retention category.



Increased Section Membership Retention



Increased Section Membership Recruitment

IEEE Member Loyalty Program www.ieee.org/loyalty



Recognize the members in your section for their years of services as an IEEE member with a new Member Loyalty Pin and corresponding certificate for presentation to your members.

Lapel pins commemorate select membership milestones. The one-inch round lapel pin recognizes members at 2,5,10, 20, 25, 30, 40 and 50 years of service as an IEEE member, regardless of grade, grade elevations, or any breaks in service. Society Affiliates are not eligible for this program, nor are any years of service as a Society Affiliate included in the calculation. The pin comes in a small, clear plastic box and the certificate is complete with a presentation folder/cover.

Pulling Member Loyalty Data

Member Loyalty data reports by section can be found in the Section Vitality Dashboard at www.ieee.org/vitalitydb. Once you have accessed the dashboard, use the tab, "Additional Member Lists", and the Member Loyalty Report for your section will be the first report to be shown. Use the drop down menu and select one year, or any combination, or all of years in the list for member loyalty. The report can be downloaded and sorted as you want. All contact information is contained in the report, as well as member number, member grade and membership status (Active).

Ordering Online

- Is Limited to the Section Chair, Section MD Chair, Section Secretary, or Treasurer
- Sections pay for the pin & certificates (US\$14 per set of 5), plus the shipping costs
- Sections can use their Custody Account or Concentration Banking Account
- Check the website for link to the online form to place your order, www.ieee.org/loyalty
- Additional information on the process and shipping information and costs are on the order form
- Questions can be e-mailed to member-loyalty@ieee.org



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Retention: 2015 Membership Year

Here are the results through October, with progress to goal indicated:

Renewal by Region: 2015 Membership Year-October 2014											
REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Switzerland Section	2540	853	33.6%	391	60	15.3%	2,931	913	31.1%	84.6%	36.8%
Region 8 - Apo/Fpo	79	27	34.2%	13	1	7.7%	92	28	30.4%	n/a	
Norway Section	869	276	31.8%	90	11	12.2%	959	287	29.9%	83.6%	35.8%
Denmark Section	723	221	30.6%	150	18	12.0%	873	239	27.4%	78.1%	35.1%
Germany Section	6188	1799	29.1%	1485	198	13.3%	7,673	1997	26.0%	80.4%	32.4%
Benelux Section	2864	780	27.2%	692	65	9.4%	3,556	845	23.8%	80.1%	29.7%
Sweden Section	1767	452	25.6%	422	36	8.5%	2,189	488	22.3%	81.2%	27.5%
United Kingdom and Ireland Section	8465	2068	24.4%	1626	141	8.7%	10,091	2209	21.9%	75.1%	29.1%
Austria Section	1005	233	23.2%	282	43	15.2%	1,287	276	21.4%	80.5%	26.6%
Spain Section	2898	679	23.4%	621	75	12.1%	3,519	754	21.4%	83.4%	25.7%
Israel Section	981	208	21.2%	120	14	11.7%	1,101	222	20.2%	77.1%	26.2%
Russia Section	643	142	22.1%	107	5	4.7%	750	147	19.6%	73.2%	26.8%
Finland Section	845	189	22.4%	226	20	8.8%	1,071	209	19.5%	82.8%	23.6%
Bahrain Section	76	16	21.1%	6	0	0.0%	82	16	19.5%	49.6%	39.4%
Iceland Section	61	14	23.0%	27	3	11.1%	88	17	19.3%	62.8%	30.8%
Malta Section	122	27	22.1%	39	3	7.7%	161	30	18.6%	78.2%	23.8%
Czechoslovakia Section	500	109	21.8%	104	1	1.0%	604	110	18.2%	76.6%	23.8%
Latvia Section	85	14	16.5%	26	3	11.5%	111	17	15.3%	77.3%	19.8%
France Section	3465	576	16.6%	515	30	5.8%	3,980	606	15.2%	72.8%	20.9%
Portugal Section	876	153	17.5%	445	46	10.3%	1,321	199	15.1%	70.8%	21.3%
Italy Section	3831	599	15.6%	647	58	9.0%	4,478	657	14.7%	84.5%	17.4%
Saudi Arabia Section	740	119	16.1%	147	9	6.1%	887	128	14.4%	63.8%	22.6%
South Africa Section	973	164	16.9%	208	6	2.9%	1,181	170	14.4%	71.1%	20.2%
Iraq Section	160	28	17.5%	42	1	2.4%	202	29	14.4%	50.0%	28.7%
Western Saudi Arabia Section	317	42	13.2%	71	11	15.5%	388	53	13.7%	63.9%	21.4%
Qatar Section	230	45	19.6%	105	0	0.0%	335	45	13.4%	67.1%	20.0%
Russia (Northwest) Section	184	30	16.3%	77	5	6.5%	261	35	13.4%	59.9%	22.4%
Poland Section	892	130	14.6%	126	6	4.8%	1,018	136	13.4%	78.0%	17.1%
Russia (Siberia) Section	217	27	12.4%	31	3	9.7%	248	30	12.1%	68.8%	17.6%

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Retention: 2015 Membership Year (continued)

Renewal by Region: 2015 Membership Year-October 2014											
REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Romania Section	848	107	12.6%	116	7	6.0%	964	114	11.8%	79.1%	14.9%
Estonia Section	102	16	15.7%	35	0	0.0%	137	16	11.7%	78.0%	15.0%
Cyprus Section	217	24	11.1%	94	12	12.8%	311	36	11.6%	74.1%	15.6%
United Arab Emirates Section	831	126	15.2%	585	34	5.8%	1,416	160	11.3%	50.0%	22.6%
Greece Section	1246	146	11.7%	616	55	8.9%	1,862	201	10.8%	71.8%	15.0%
Kuwait Section	153	32	20.9%	157	1	0.6%	310	33	10.6%	52.8%	20.2%
Turkey Section	1228	178	14.5%	981	45	4.6%	2,209	223	10.1%	49.6%	20.4%
Hungary Section	392	42	10.7%	63	1	1.6%	455	43	9.5%	80.2%	11.8%
Nigeria Section	1127	118	10.5%	252	10	4.0%	1,379	128	9.3%	42.8%	21.7%
Slovenia Section	268	26	9.7%	27	1	3.7%	295	27	9.2%	86.4%	10.6%
Reg 8-Countries Outside Sections	798	92	11.5%	417	8	1.9%	1,215	100	8.2%	n/a	
Lithuanian Section	90	8	8.9%	20	1	5.0%	110	9	8.2%	70.0%	11.7%
Bosnia And Herzegovina Section	148	15	10.1%	115	6	5.2%	263	21	8.0%	70.3%	11.4%
Lebanon Section	358	39	10.9%	429	22	5.1%	787	61	7.8%	50.0%	15.5%
Oman Section	115	13	11.3%	61	0	0.0%	176	13	7.4%	50.6%	14.6%
Egypt Section	922	113	12.3%	912	21	2.3%	1,834	134	7.3%	50.9%	14.4%
Jordan Section	238	37	15.5%	420	11	2.6%	658	48	7.3%	40.0%	18.2%
Ghana Section	177	15	8.5%	52	1	1.9%	229	16	7.0%	46.7%	15.0%
Kenya Section	151	10	6.6%	23	2	8.7%	174	12	6.9%	62.8%	11.0%
Ukraine Section	365	29	7.9%	100	0	0.0%	465	29	6.2%	66.5%	9.4%
Croatia Section	574	40	7.0%	213	8	3.8%	787	48	6.1%	83.9%	7.3%
Bulgaria Section	216	13	6.0%	67	0	0.0%	283	13	4.6%	72.9%	6.3%
Serbia And Montenegro Section	563	24	4.3%	172	8	4.7%	735	32	4.4%	82.7%	5.3%
Belarus Section	43	2	4.7%	6	0	0.0%	49	2	4.1%	76.1%	5.4%
Republic Of Macedonia Section	118	6	5.1%	64	0	0.0%	182	6	3.3%	76.0%	4.3%
Iran Section	918	36	3.9%	732	8	1.1%	1,650	44	2.7%	60.0%	4.4%
Morocco Section	107	3	2.8%	81	2	2.5%	188	5	2.7%	54.1%	4.9%
Tunisia Section	320	7	2.2%	463	12	2.6%	783	19	2.4%	29.0%	8.4%
Zambia Section	119	0	0.0%	1	0	0.0%	120	0	0.0%	79.3%	0.0%
Grand Total	55,348	11,337	20.5%	16,115	1,148	7.1%	71,463	12,485	17.5%	73.3%	23.8%



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Recruitment: 2015 Membership Year (continued)

Here are the results through October, with progress to goal indicated:

Election by Region:2015 Membership Year October 2014							
Region Code	Section Name	2014	2013	# Change	% Change	2015 Goal	% to Goal
R8	Western Saudi Arabia Section	73	12	61	508.3%	180	40.7%
R8	Qatar Section	53	17	36	211.8%	167	31.7%
R8	Iraq Section	6	2	4	200.0%	123	4.9%
R8	Tunisia Section	80	30	50	166.7%	513	15.6%
R8	Malta Section	15	6	9	150.0%	30	50.0%
R8	Iceland Section	28	13	15	115.4%	30	93.3%
R8	Lithuanian Section	8	4	4	100.0%	30	27.1%
R8	Norway Section	33	18	15	83.3%	112	29.5%
R8	Estonia Section	37	21	16	76.2%	35	106.7%
R8	Spain Section	134	78	56	71.8%	508	26.4%
R8	Jordan Section	196	124	72	58.1%	456	43.0%
R8	Lebanon Section	77	49	28	57.1%	400	19.2%
R8	Iran Section	53	36	17	47.2%	895	5.9%
R8	Morocco Section	5	4	1	25.0%	90	5.6%
R8	Nigeria Section	106	88	18	20.5%	640	16.6%
R8	Oman Section	13	11	2	18.2%	98	13.3%
R8	Italy Section	100	87	13	14.9%	686	14.6%
R8	Bosnia And Herzegovina Section	8	7	1	14.3%	80	10.0%
R8	Czechoslovakia Section	16	14	2	14.3%	155	10.3%
R8	Kuwait Section	9	8	1	12.5%	201	4.5%
R8	Turkey Section	135	122	13	10.7%	900	15.0%
R8	Germany Section	177	168	9	5.4%	1308	13.5%
R8	France Section	139	134	5	3.7%	885	15.7%
R8	Egypt Section	128	128	0	0.0%	945	13.5%
R8	Russia (Northwest) Section	23	23	0	0.0%	98	23.5%
R8	Sweden Section	52	53	-1	-1.9%	334	15.6%
R8	Croatia Section	26	27	-1	-3.7%	150	17.3%
R8	Israel Section	25	26	-1	-3.8%	186	13.4%

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Recruitment: 2015 Membership Year (continued)

Election by Region:2015 Membership Year October 2014							
Region Code	Section Name	2014	2013	# Change	% Change	2015 Goal	% to Goal
R8	Cyprus Section	23	24	-1	-4.2%	89	26.0%
R8	Denmark Section	17	18	-1	-5.6%	168	10.1%
R8	United Kingdom and Ireland Section	374	398	-24	-6.0%	2162	17.3%
R8	Saudi Arabia Section	55	59	-4	-6.8%	337	16.3%
R8	Russia Section	21	23	-2	-8.7%	213	9.9%
R8	Poland Section	16	18	-2	-11.1%	199	8.1%
R8	Reg 8-Countries Outside Sections	107	121	-14	-11.6%	n/a	
R8	South Africa Section	27	32	-5	-15.6%	315	8.6%
R8	Finland Section	21	25	-4	-16.0%	160	13.2%
R8	Austria Section	41	49	-8	-16.3%	245	16.8%
R8	Switzerland Section	53	64	-11	-17.2%	351	15.1%
R8	Greece Section	122	153	-31	-20.3%	485	25.2%
R8	United Arab Emirates Section	156	196	-40	-20.4%	737	21.2%
R8	Ukraine Section	7	9	-2	-22.2%	150	4.7%
R8	Benelux Section	91	123	-32	-26.0%	580	15.7%
R8	Portugal Section	63	90	-27	-30.0%	350	18.0%
R8	Serbia And Montenegro Section	7	11	-4	-36.4%	142	4.9%
R8	Hungary Section	5	8	-3	-37.5%	80	6.3%
R8	Romania Section	14	24	-10	-41.7%	182	7.7%
R8	Bulgaria Section	1	3	-2	-66.7%	75	1.3%
R8	Kenya Section	2	7	-5	-71.4%	75	2.7%
R8	Russia (Siberia) Section	2	8	-6	-75.0%	65	3.1%
R8	Bahrain Section	1	5	-4	-80.0%	34	2.9%
R8	Slovenia Section	1	6	-5	-83.3%	32	3.1%
R8	Ghana Section	1	7	-6	-85.7%	116	0.9%
R8	Republic Of Macedonia Section	1	8	-7	-87.5%	48	2.1%
R8	Region 8 - Apo/Fpo	0	5	-5	-100.0%	n/a	
R8	Zambia Section	0	3	-3	-100.0%	21	0.0%
R8	Belarus Section	1	0	1	#DIV/0!	15	6.7%
R8	Latvia Section	5	0	5	#DIV/0!	20	24.6%
Grand Total		2990	2807	183	6.5%	17675	16.9%