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

Dear MD officers,
We are very close to the end of the year. We are happy to report that Region 8 membership is still growing year-over-year. One point of concern is that recruitment of new members seems to be losing momentum, and it's now slightly worse than in 2013. During 2015, we should increase our efforts in that direction.
But for now, as you know, our main aim should be retaining our current members. This is the renewal campaign and we should put every effort to make sure that members (especially first- and second-year ones) stay with IEEE during 2015.

–Antonio Luque, Membership Development Chair, Region 8

Region Snapshot	This Month	'14 vs. '13	% Change
Total Membership	**76,354**	⬆ 237	**+0.3%**
Higher-Grade	55,325	⬆ 555	+1.0%
Students	20,711	⬇ (318)	- 1.5%
IEEE Worldwide	416,795	⬇ (4,125)	-1.0%

2015 Membership Year goals for Recruitment and Retention are here!

Individual Section goals and progress begin on page 6.

Retention	Higher Grade	Student	Total %, #	2015 Goal %, #
	Cumulative – Through This Month			
Region 8	31.1% 17,210	14.2% 2,289	**27.3%** 19,499	**73.3%** 52,590
IEEE Overall	36.2% 110,050	9.6% 8,144	30.4% 118,194	72.5% 281,672

Top 3 Sections (by retention %)

44.9% Switzerland Section
43.1% Norway Section
39.5% Denmark Section

Recruitment	Higher Grade	Student	Total YoY Chg	2015 Goal YoY Chg
	Cumulative – Through This Month			
Region 8	708	3,433	**4,141** +3.2%	**17,675** +3.3%
IEEE Overall	3,757	18,868	22.625 +4.9%	99,481 +7.8%

Top 3 Sections (by growth %)

271.4%: Western Saudi Arabia
228.6%: Iraq Section
200%: Latvia Section

Reinstatement	Total	2015 Goal
	Cumulative – Through This Month	
Region 8	**978**	**3,700**
IEEE Overall	5,011	18,280

Reinstatement goals are set for each Region and not individual Sections.

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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	*New!* 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

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 see how their efforts are impacting membership growth.

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 Oppty	2012 Renew #	2012 % Renew	2013 Oppty	2013 Renew	2013 YoY	2013 % Renew	2014 Oppty	2014 Renew	2014 YoY	2014 % Renew	2015 Retention Goal %	2015 Retention Growth
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 November, with progress to goal indicated:

Renewal by Region: 2015 Membership Year-November 2014										
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
REGION 8	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	2015 Goal	% to Goal
Switzerland Section	2540	1214	47.8%	391	102	26.1%	2,931	1316	44.9%	84.6%	53.1%
Norway Section	869	394	45.3%	90	19	21.1%	959	413	43.1%	83.6%	51.5%
Region 8 - Apo/Fpo	79	37	46.8%	13	1	7.7%	92	38	41.3%	n/a	
Denmark Section	723	317	43.8%	150	28	18.7%	873	345	39.5%	78.1%	50.6%
Germany Section	6188	2515	40.6%	1485	352	23.7%	7,673	2867	37.4%	80.4%	46.5%
Spain Section	2898	1130	39.0%	621	155	25.0%	3,519	1285	36.5%	83.4%	43.8%
Benelux Section	2864	1151	40.2%	692	130	18.8%	3,556	1281	36.0%	80.1%	45.0%
Sweden Section	1767	695	39.3%	422	81	19.2%	2,189	776	35.4%	81.2%	43.7%
Israel Section	981	349	35.6%	120	26	21.7%	1,101	375	34.1%	77.1%	44.2%
Austria Section	1005	359	35.7%	282	66	23.4%	1,287	425	33.0%	80.5%	41.0%
United Kingdom and Ireland Section	8465	2941	34.7%	1626	282	17.3%	10,091	3223	31.9%	66.5%	48.1%
Finland Section	845	286	33.8%	226	56	24.8%	1,071	342	31.9%	82.8%	38.5%
Slovenia Section	268	82	30.6%	27	5	18.5%	295	87	29.5%	86.4%	34.1%
Czechoslovakia Section	500	167	33.4%	104	8	7.7%	604	175	29.0%	76.6%	37.8%
Russia Section	643	202	31.4%	107	9	8.4%	750	211	28.1%	73.2%	38.4%
Bahrain Section	76	23	30.3%	6	0	0.0%	82	23	28.0%	49.6%	56.6%
Italy Section	3831	1091	28.5%	647	135	20.9%	4,478	1226	27.4%	84.5%	32.4%
Portugal Section	876	261	29.8%	445	91	20.4%	1,321	352	26.6%	70.8%	37.7%
France Section	3465	980	28.3%	515	67	13.0%	3,980	1047	26.3%	72.8%	36.1%
Iceland Section	61	18	29.5%	27	4	14.8%	88	22	25.0%	62.8%	39.8%
Malta Section	122	34	27.9%	39	5	12.8%	161	39	24.2%	78.2%	31.0%
Estonia Section	102	29	28.4%	35	3	8.6%	137	32	23.4%	78.0%	29.9%
South Africa Section	973	246	25.3%	208	19	9.1%	1,181	265	22.4%	71.1%	31.6%
Poland Section	892	212	23.8%	126	12	9.5%	1,018	224	22.0%	78.0%	28.2%
Cyprus Section	217	47	21.7%	94	21	22.3%	311	68	21.9%	74.1%	29.5%
Latvia Section	85	20	23.5%	26	4	15.4%	111	24	21.6%	77.3%	28.0%
Romania Section	848	189	22.3%	116	18	15.5%	964	207	21.5%	79.1%	27.1%
Saudi Arabia Section	740	175	23.6%	147	14	9.5%	887	189	21.3%	63.8%	33.4%
Russia (Northwest) Section	184	44	23.9%	77	10	13.0%	261	54	20.7%	59.9%	34.6%

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Retention: 2015 Membership Year (continued)

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Western Saudi Arabia Section	317	57	18.0%	71	21	29.6%	388	78	20.1%	63.9%	31.5%
Greece Section	1246	238	19.1%	616	109	17.7%	1,862	347	18.6%	71.8%	25.9%
Qatar Section	230	57	24.8%	105	4	3.8%	335	61	18.2%	67.1%	27.1%
United Arab Emirates Section	831	190	22.9%	585	59	10.1%	1,416	249	17.6%	75.1%	23.4%
Hungary Section	392	77	19.6%	63	3	4.8%	455	80	17.6%	80.2%	21.9%
Russia (Siberia) Section	217	38	17.5%	31	5	16.1%	248	43	17.3%	68.8%	25.2%
Iraq Section	160	32	20.0%	42	2	4.8%	202	34	16.8%	50.0%	33.7%
Lithuanian Section	90	16	17.8%	20	2	10.0%	110	18	16.4%	70.0%	23.4%
Lebanon Section	358	67	18.7%	429	61	14.2%	787	128	16.3%	50.0%	32.5%
Turkey Section	1228	262	21.3%	981	82	8.4%	2,209	344	15.6%	49.6%	31.4%
Kuwait Section	153	44	28.8%	157	2	1.3%	310	46	14.8%	52.8%	28.1%
Ukraine Section	365	58	15.9%	100	8	8.0%	465	66	14.2%	50.0%	28.4%
Egypt Section	922	199	21.6%	912	56	6.1%	1,834	255	13.9%	50.9%	27.3%
Kenya Section	151	21	13.9%	23	3	13.0%	174	24	13.8%	62.8%	22.0%
Oman Section	115	24	20.9%	61	0	0.0%	176	24	13.6%	50.6%	26.9%
Nigeria Section	1127	160	14.2%	252	19	7.5%	1,379	179	13.0%	42.8%	30.3%
Reg 8-Countries Outside Sections	798	134	16.8%	417	21	5.0%	1,215	155	12.8%	n/a	
Republic Of Macedonia Section	118	13	11.0%	64	7	10.9%	182	20	11.0%	76.0%	14.5%
Bosnia And Herzegovina Section	148	18	12.2%	115	10	8.7%	263	28	10.6%	70.3%	15.1%
Ghana Section	177	21	11.9%	52	3	5.8%	229	24	10.5%	46.7%	22.4%
Croatia Section	574	61	10.6%	213	18	8.5%	787	79	10.0%	83.9%	12.0%
Jordan Section	238	50	21.0%	420	14	3.3%	658	64	9.7%	40.0%	24.3%
Serbia And Montenegro Section	563	54	9.6%	172	13	7.6%	735	67	9.1%	82.7%	11.0%
Belarus Section	43	4	9.3%	6	0	0.0%	49	4	8.2%	76.1%	10.7%
Bulgaria Section	216	20	9.3%	67	2	3.0%	283	22	7.8%	72.9%	10.7%
Morocco Section	107	8	7.5%	81	3	3.7%	188	11	5.9%	54.1%	10.8%
Iran Section	918	65	7.1%	732	26	3.6%	1,650	91	5.5%	60.0%	9.2%
Tunisia Section	320	13	4.1%	463	13	2.8%	783	26	3.3%	29.0%	11.5%
Zambia Section	119	1	0.8%	1	0	0.0%	120	1	0.8%	79.3%	1.1%
Grand Total	**55,348**	**17,210**	**31.1%**	**16,115**	**2,289**	**14.2%**	**71,463**	**19,499**	**27.3%**	**73.3%**	**37.2%**

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Recruitment: 2015 Membership Year (continued)

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

Region Code	Section Name	2014	2013	# Change	% Change	2015 Goal	% to Goal
R8	Western Saudi Arabia Section	78	21	57	271.43%	180	43.4%
R8	Iraq Section	23	7	16	228.57%	123	18.7%
R8	Latvia Section	6	2	4	200.00%	20	29.5%
R8	Malta Section	18	8	10	125.00%	30	60.0%
R8	Iceland Section	29	14	15	107.14%	30	96.7%
R8	Qatar Section	64	33	31	93.94%	167	38.2%
R8	Estonia Section	41	23	18	78.26%	35	118.3%
R8	Jordan Section	285	162	123	75.93%	456	62.5%
R8	Norway Section	36	22	14	63.64%	112	32.1%
R8	Spain Section	187	115	72	62.61%	508	36.8%
R8	Bosnia And Herzegovina Section	15	10	5	50.00%	80	18.8%
R8	Kuwait Section	15	10	5	50.00%	201	7.5%
R8	Russia (Northwest) Section	38	26	12	46.15%	98	38.8%
R8	Tunisia Section	92	67	25	37.31%	513	17.9%
R8	Saudi Arabia Section	117	95	22	23.16%	337	34.7%
R8	Oman Section	17	14	3	21.43%	98	17.3%
R8	Nigeria Section	140	117	23	19.66%	640	21.9%
R8	Czechoslovakia Section	25	22	3	13.64%	155	16.1%
R8	Iran Section	72	64	8	12.50%	895	8.0%
R8	Poland Section	28	25	3	12.00%	199	14.1%
R8	Italy Section	143	129	14	10.85%	686	20.8%
R8	Morocco Section	12	11	1	9.09%	90	13.3%
R8	Lebanon Section	123	115	8	6.96%	400	30.7%
R8	Reg 8-Countries Outside Sections	154	149	5	3.36%	n/a	
R8	Germany Section	250	247	3	1.21%	1308	19.1%
R8	Ukraine Section	11	11	0	0.00%	150	7.3%
R8	Israel Section	33	34	-1	-2.94%	186	17.7%
R8	United Kingdom and Ireland Section	519	540	-21	-3.89%	2162	24.0%
R8	France Section	178	186	-8	-4.30%	885	20.1%

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Recruitment: 2015 Membership Year (continued)

Region Code	Section Name	2014	2013	# Change	% Change	2015 Goal	% to Goal
	Election by Region:2015 Membership Year November 2014						
R8	United Arab Emirates Section	241	261	-20	-7.66%	737	32.7%
R8	Egypt Section	172	191	-19	-9.95%	945	18.2%
R8	Turkey Section	175	197	-22	-11.17%	900	19.4%
R8	Denmark Section	27	31	-4	-12.90%	168	16.1%
R8	South Africa Section	37	44	-7	-15.91%	315	11.8%
R8	Lithuanian Section	10	12	-2	-16.67%	30	33.9%
R8	Finland Section	30	37	-7	-18.92%	160	18.8%
R8	Sweden Section	61	76	-15	-19.74%	334	18.3%
R8	Benelux Section	125	156	-31	-19.87%	580	21.6%
R8	Russia (Siberia) Section	8	10	-2	-20.00%	65	12.4%
R8	Portugal Section	95	119	-24	-20.17%	350	27.1%
R8	Greece Section	153	194	-41	-21.13%	485	31.5%
R8	Bulgaria Section	3	4	-1	-25.00%	75	4.0%
R8	Croatia Section	33	44	-11	-25.00%	150	22.0%
R8	Serbia And Montenegro Section	12	16	-4	-25.00%	142	8.5%
R8	Switzerland Section	67	90	-23	-25.56%	351	19.1%
R8	Russia Section	28	38	-10	-26.32%	213	13.2%
R8	Austria Section	48	66	-18	-27.27%	245	19.6%
R8	Zambia Section	2	3	-1	-33.33%	21	9.5%
R8	Cyprus Section	23	39	-16	-41.03%	89	26.0%
R8	Hungary Section	6	11	-5	-45.45%	80	7.5%
R8	Slovenia Section	4	8	-4	-50.00%	32	12.5%
R8	Romania Section	19	40	-21	-52.50%	182	10.5%
R8	Kenya Section	4	12	-8	-66.67%	75	5.3%
R8	Ghana Section	4	13	-9	-69.23%	116	3.5%
R8	Bahrain Section	2	8	-6	-75.00%	34	5.9%
R8	Region 8 - Apo/Fpo	1	7	-6	-85.71%	n/a	
R8	Republic Of Macedonia Section	1	8	-7	-87.50%	48	2.1%
R8	Belarus Section	1	0	1		15	6.7%
Grand Total		**4141**	**4014**	**127**	**3.16%**	**17675**	**23.4%**