

MDSC Report

October 2015

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Status of MD in R8

Region Snapshot	This Month	'15 vs. '14	% Change	Congratulations to the Sections who have already exceeded their recruitment and retention goals.
Total Membership	70,353	▼ (1,393)	-1.9%	
Higher-Grade	54,227	▼ (1,210)	-2.2%	
Students	16,126	▼ (183)	-1.1%	
IEEE Worldwide	383,172	▼ (7,077)	-1.8%	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %)
	Higher Grade	Student	Total %, #	2015 Goal %, #	
Region 8	76.3% 40,909	50.6% 9,031	69.9% 49,940	73.3% 52,590	86.4% Slovenia Section 83.9% Norway Section 82.8% Switzerland Section
IEEE Overall	79.9% 238,469	38.9% 35,023	70.4% 273,492	72.5% 281,672	

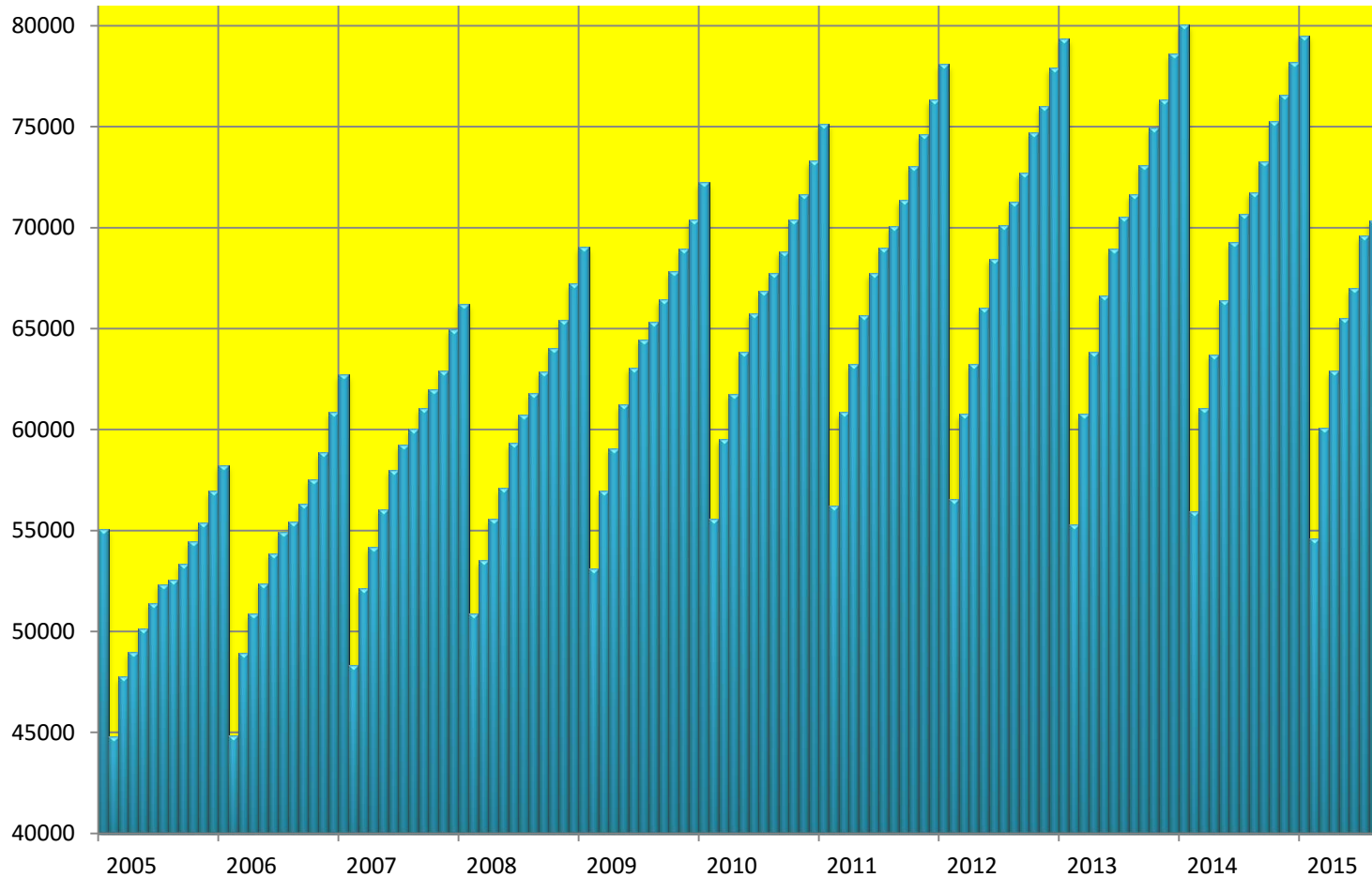
Recruitment	Cumulative – Through This Month				Top 3 Sections (by growth %)
	Higher Grade	Student	Total YoY Chg	2015 Goal YoY Chg	
Region 8	3,856	12,685	16,541 -3.3%	17,675 +3.3%	228%: Bahrain Section 106%: Estonia Section 89.5%: Iceland Section
IEEE Overall	18,482	70,590	89,072 -3.5%	99,481 +7.8%	

Recruitment & Retention Performance in R8

Region 8 Recruitment Performance	% to Goal
Bahrain Section	211.8%
Estonia Section	190.4%
Oman Section	171.4%
Western Saudi Arabia	152.0%
Latvia Section	132.8%
Malta Section	130.0%
Lebanon Section	123.1%
Bosnia And Herzegovina	121.3%
Poland Section	120.9%
Iceland Section	120.0%
Jordan Section	115.2%
Italy Section	111.5%
Saudi Arabia Section	109.5%
Lithuanian Section	105.1%
Hungary Section	103.8%
Israel Section	102.2%
Russia (Northwest) Section	102.0%

Region 8 Retention Performance	% to Goal
Tunisia Section	137.8%
Bahrain Section	137.8%
Ukraine Section	115.7%
United Kingdom and Ireland Section	112.6%
Iceland Section	106.8%
Lithuanian Section	105.2%
Denmark Section	102.4%
Norway Section	100.4%
Latvia Section	100.2%
Slovenia Section	100.0%

R8 MD over the years – Stair Graph



R8 and Global MD status

Cumulative Recruitment - September through August 2015																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change	
			#	%			#	%			#	%			#	%
1	1,045	1,084	(39)	-3.6%	837	813	24	3.0%	1,668	1,701	(33)	-1.9%	3,550	3,598	(48)	-1.3%
2	891	1,001	(110)	-11.0%	770	809	(39)	-4.8%	1,209	1,420	(211)	-14.9%	2,870	3,230	(360)	-11.1%
3	925	1,036	(111)	-10.7%	929	945	(16)	-1.7%	2,255	2,435	(180)	-7.4%	4,109	4,416	(307)	-7.0%
4	683	910	(227)	-24.9%	806	899	(93)	-10.3%	1,417	1,419	(2)	-0.1%	2,906	3,228	(322)	-10.0%
5	1,075	1,182	(107)	-9.1%	792	866	(74)	-8.5%	2,042	1,736	306	17.6%	3,909	3,784	125	3.3%
6	2,089	2,115	(26)	-1.2%	1,287	1,209	78	6.5%	2,765	2,926	(161)	-5.5%	6,141	6,250	(109)	-1.7%
R 1-6	6,708	7,328	(620)	-8.5%	5,421	5,541	(120)	-2.2%	11,356	11,637	(281)	-2.4%	23,485	24,506	(1,021)	-4.2%
7	862	1,025	(163)	-15.9%	870	827	43	5.2%	1,140	1,201	(61)	-5.1%	2,872	3,053	(181)	-5.9%
8	3,856	4,637	(781)	-16.8%	5,278	5,259	19	0.4%	7,407	7,212	195	2.7%	16,541	17,108	(567)	-3.3%
9	1,125	1,330	(205)	-15.4%	572	589	(17)	-2.9%	4,920	4,696	224	4.8%	6,617	6,615	2	0.0%
10	5,931	6,642	(711)	-10.7%	9,019	10,524	(1,505)	-14.3%	24,607	23,834	773	3.2%	39,557	41,000	(1,443)	-3.5%
R 7-10	11,774	13,634	(1,860)	-13.6%	15,739	17,199	(1,460)	-8.5%	38,074	36,943	1,131	3.1%	65,587	67,776	(2,189)	-3.2%
TOTAL	18,482	20,962	(2,480)	-11.8%	21,160	22,740	(1,580)	-6.9%	49,430	48,580	850	1.7%	89,072	92,282	(3,210)	-3.5%

Global Phenomenon::: Membership down mostly due to economic downturn and geopolitical situation

Geographic IEEE Membership Summary - August 2015																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change	
			#	%			#	%			#	%			#	%
1	27,799	28,455	(656)	-2.3%	1,501	1,613	(112)	-6.9%	1,537	1,644	(107)	-6.5%	30,837	31,712	(875)	-2.8%
2	24,365	25,154	(789)	-3.1%	1,328	1,488	(160)	-10.8%	1,186	1,397	(211)	-15.1%	26,879	28,039	(1,160)	-4.1%
3	23,313	23,905	(592)	-2.5%	1,699	1,833	(134)	-7.3%	2,212	2,340	(128)	-5.5%	27,224	28,078	(854)	-3.0%
4	17,335	18,133	(798)	-4.4%	1,441	1,573	(132)	-8.4%	1,371	1,372	(1)	-0.1%	20,147	21,078	(931)	-4.4%
5	23,032	23,155	(123)	-0.5%	1,380	1,508	(128)	-8.5%	1,949	1,891	58	3.1%	26,361	26,554	(193)	-0.7%
6	45,785	46,459	(674)	-1.5%	2,341	2,277	64	2.8%	2,955	3,194	(239)	-7.5%	51,081	51,930	(849)	-1.6%
R 1-6	161,629	165,261	(3,632)	-2.2%	9,690	10,292	(602)	-5.8%	11,210	11,838	(628)	-5.3%	182,529	187,391	(4,862)	-2.6%
7	13,260	13,585	(325)	-2.4%	1,525	1,613	(88)	-5.5%	1,204	1,278	(74)	-5.8%	15,989	16,476	(487)	-3.0%
8	54,227	55,437	(1,210)	-2.2%	8,779	8,742	37	0.4%	7,347	7,567	(220)	-2.9%	70,353	71,746	(1,393)	-1.9%
9	10,056	10,295	(239)	-2.3%	1,005	1,072	(67)	-6.3%	5,355	5,154	201	3.9%	16,416	16,521	(105)	-0.6%
10	60,664	59,815	849	1.4%	11,519	12,605	(1,086)	-8.6%	25,702	25,695	7	0.0%	97,885	98,115	(230)	-0.2%
R 7-10	138,207	139,132	(925)	-0.7%	22,828	24,032	(1,204)	-5.0%	39,608	39,694	(86)	-0.2%	200,643	202,858	(2,215)	-1.1%
TOTAL	299,836	304,393	(4,557)	-1.5%	32,518	34,324	(1,806)	-5.3%	50,818	51,532	(714)	-1.4%	383,172	390,249	(7,077)	-1.8%

R8 MD - Efforts Underway

- Direct & frequent communication with Section Chairs & MD Officers to start aggressive campaign for 2016 renewal & new memberships
 - Suggestions send to MDO's to order MD-Kits and start utilising for the appropriate propagation of IEEE message & Vision...
 - Suggestions send to MDO's & Chairs to use **volunteers in their respective sections** to reach out to existing members and emphasize the value of IEEE convincing them to renew their membership.
- Working closely with MRRC to ensure R8 sections are aware of (and plan accordingly) towards their respective Recruitment & Retention Goals
- Close collaboration with Professional Activities – Planning for joint Workshop
- Working with section Industry ambassadors to tap into that important area of memberships
- Planning MD workshop in November

R8 MD - Focus Required

■ Training is essential:

- MD processes takes time to learn and unfortunately many new officers do not devote enough time to it in the first few months of their term, hence not properly equipped.
- Section Chairs to influence & encourage this training
- MDSC is always available for any required support

■ It is possible that some MD officers do not attend the workshops because of lack of funding from their Sections.

- Sections should plan their budgets at the beginning of year, and save some money for MD training, as MD is "everyone's business".
- MD workshop in november and planned for next year as well

■ Still, many MD officers do not participate even in Webcasts and teleconference calls.

- Section Chairs should be nominating appropriate volunteers and ensure that they are able to do their job efficiently as MD is a VITAL component to the overall health of the section/region.

Thank You!