

# **MDSC Report**

## **September 2016**

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# Status of MD in R8

Region Snapshot	This Month	'16 vs. '15	% Change	Five sections received Gold Medal for exceeding their Recruitment & retention goals
Total Membership	69,655	▼ (698)	-1.0%	
Higher-Grade	53,514	▼ (713)	-1.3%	
Students	16,141	▲ 15	+0.1%	
IEEE Worldwide	386,538	▲ 3,366	+0.9%	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %)  87.8% Slovenia Section 82.7% Norway Section 81.9% Switzerland Section
	Higher Grade	Student	Total %, #	2016 Goal %, #	
Region 8	76.2% 40,074	47.5% 8,328	69.0% 48,402	72.8% 51,067	
IEEE Overall	79.3% 232,977	38.7% 33,804	70.0% 266,781	72.3% 275,737	

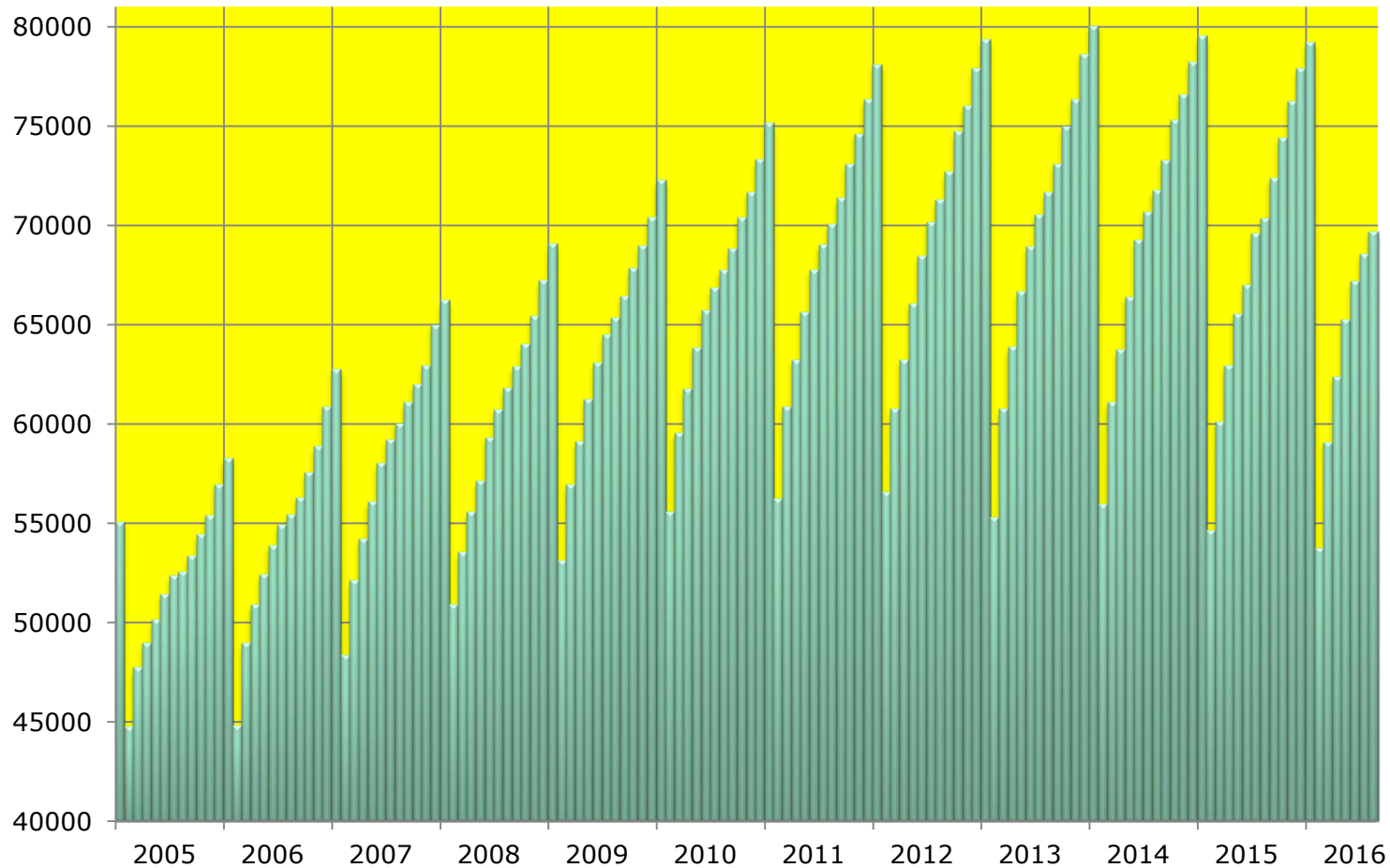
Recruitment	Cumulative – Through This Month				Top 3 Sections This Month (by growth %)  Belarus Section Morocco Section Tunisia Section
	Higher Grade	Student	Total YoY Chg	2016 Goal YoY Chg	
Region 8	3,698 -4.1%	13,454 +6.1%	17,152 +3.7% ★	16,886 +2.1%	
IEEE Overall	24,921 +34.8%	73,856 +4.6%	98,777 +10.9%	93,643 +5.1%	

# Recruitment & Retention Performance in R8

Region 8 Recruitment Goals Reached	% to Goal
Morocco Section	202.5%
Tunisia Section	180.2%
Kuwait Section	166.9%
Slovenia Section	166.5%
Belarus Section	157.1%
Kenya Section	155.2%
Ukraine Section 🏆	152.6%
Russia Section 🏆	142.0%
Turkey Section 🏆	136.0%
Cyprus Section	133.0%
Lebanon Section	126.7%
Ghana Section 🏆	124.0%
Norway Section	115.5%
Republic Of Macedonia Section	112.4%
Bahrain Section	112.2%
Saudi Arabia Section	109.3%
Oman Section	109.0%
Russia (Northwest) Section 🏆	108.1%
Benelux Section	105.1%
Sweden Section	105.1%
Western Saudi Arabia Section	104.0%

Region 8 Retention Goals Reached	% to Goal
Belarus Section 🏆	135.7%
Kuwait Section 🏆	129.9%
Morocco Section	110.9%
Russia (Northwest) Section 🏆	109.6%
Ukraine Section 🏆	106.7%
Kenya Section	105.7%
Zambia Section	103.6%
Romania Section	102.7%
Bulgaria Section	102.4%
Ghana Section	102.3%
Turkey Section 🏆	101.8%
Serbia And Montenegro Section	101.1%
Russia Section 🏆	100.9%

# R8 MD over the years – Stair Graph



# R8 and Global MD status

Cumulative Recruitment - September through August 2016																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2016	2015	Change		2016	2015	Change		2016	2015	Change		2016	2015	Change	
			#	%			#	%			#	%			#	%
1	1,028	1,045	(17)	-1.6%	837	837	0	0.0%	1,766	1,668	98	5.9%	3,631	3,550	81	2.3%
2	864	891	(27)	-3.0%	729	770	(41)	-5.3%	1,255	1,209	46	3.8%	2,848	2,870	(22)	-0.8%
3	992	925	67	7.2%	942	929	13	1.4%	2,015	2,255	(240)	-10.6%	3,949	4,109	(160)	-3.9%
4	767	683	84	12.3%	864	806	58	7.2%	1,247	1,417	(170)	-12.0%	2,878	2,906	(28)	-1.0%
5	1,129	1,075	54	5.0%	801	792	9	1.1%	1,675	2,042	(367)	-18.0%	3,605	3,909	(304)	-7.8%
6	2,061	2,089	(28)	-1.3%	1,280	1,287	(7)	-0.5%	2,492	2,765	(273)	-9.9%	5,833	6,141	(308)	-5.0%
R 1-6	6,841	6,708	133	2.0%	5,453	5,421	32	0.6%	10,450	11,356	(906)	-8.0%	22,744	23,485	(741)	-3.2%
7	843	862	(19)	-2.2%	804	870	(66)	-7.6%	975	1,140	(165)	-14.5%	2,622	2,872	(250)	-8.7%
8	3,698	3,856	(158)	-4.1%	5,390	5,278	112	2.1%	8,064	7,407	657	8.9%	17,152	16,541	611	3.7%
9	980	1,125	(145)	-12.9%	617	572	45	7.9%	4,509	4,920	(411)	-8.4%	6,106	6,617	(511)	-7.7%
10	12,559	5,931	6,628	111.8%	9,688	9,019	669	7.4%	27,906	24,607	3,299	13.4%	50,153	39,557	10,596	26.8%
R 7-10	18,080	11,774	6,306	53.6%	16,499	15,739	760	4.8%	41,454	38,074	3,380	8.9%	76,033	65,587	10,446	15.9%
TOTAL	24,921	18,482	6,439	34.8%	21,952	21,160	792	3.7%	51,904	49,430	2,474	5.0%	98,777	89,072	9,705	10.9%

Geographic IEEE Membership Summary - August 2016																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2016	2015	Change		2016	2015	Change		2016	2015	Change		2016	2015	Change	
			#	%			#	%			#	%			#	%
1	26,823	27,799	(976)	-3.5%	1,402	1,501	(99)	-6.6%	1,569	1,537	32	2.1%	29,794	30,837	(1,043)	-3.4%
2	23,429	24,365	(936)	-3.8%	1,286	1,328	(42)	-3.2%	1,228	1,186	42	3.5%	25,943	26,879	(936)	-3.5%
3	23,006	23,313	(307)	-1.3%	1,687	1,699	(12)	-0.7%	1,958	2,212	(254)	-11.5%	26,651	27,224	(573)	-2.1%
4	16,844	17,335	(491)	-2.8%	1,441	1,441	0	0.0%	1,240	1,371	(131)	-9.6%	19,525	20,147	(622)	-3.1%
5	22,227	23,032	(805)	-3.5%	1,361	1,380	(19)	-1.4%	1,577	1,949	(372)	-19.1%	25,165	26,361	(1,196)	-4.5%
6	44,649	45,785	(1,136)	-2.5%	2,043	2,341	(298)	-12.7%	2,543	2,955	(412)	-13.9%	49,235	51,081	(1,846)	-3.6%
R 1-6	156,978	161,629	(4,651)	-2.9%	9,220	9,690	(470)	-4.9%	10,115	11,210	(1,095)	-9.8%	176,313	182,529	(6,216)	-3.4%
7	12,685	13,260	(575)	-4.3%	1,391	1,525	(134)	-8.8%	1,033	1,204	(171)	-14.2%	15,109	15,989	(880)	-5.5%
8	53,514	54,227	(713)	-1.3%	8,424	8,779	(355)	-4.0%	7,717	7,347	370	5.0%	69,655	70,353	(698)	-1.0%
9	9,300	10,056	(756)	-7.5%	1,016	1,005	11	1.1%	5,270	5,355	(85)	-1.6%	15,586	16,416	(830)	-5.1%
10	67,507	60,664	6,843	11.3%	12,745	11,519	1,226	10.6%	29,623	25,702	3,921	15.3%	109,875	97,885	11,990	12.2%
R 7-10	143,006	138,207	4,799	3.5%	23,576	22,828	748	3.3%	43,643	39,608	4,035	10.2%	210,225	200,643	9,582	4.8%
TOTAL	299,984	299,836	148	0.0%	32,796	32,518	278	0.9%	53,758	50,818	2,940	5.8%	386,538	383,172	3,366	0.9%

## R8 MD - Efforts Underway

- Direct & frequent communication with Section Chairs & MD Officers to start aggressive campaign for 2017 renewal & new memberships
  - Suggestions send to MDO's to order MD-Kits and start utilising for the appropriate propogation 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
- Working with section Industry ambassadors to tap into that important area of memberships
- Encouraging the volunteers to utilize new tools like MentorCentre, Resume Lab, GoogleApps@IEEE, for their campaigns
- MD workshop in November 18/19, Tunisia

# R8 MD Committee – Current/Future Efforts

- Encouraging close coordination of section officers with Industry ambassadors to tap into that important area of memberships
- Planning to work closely with Society Chapters in order to converge & capitalise on joint technical/regional activities
- Close collaboration with Professional Activities
- Strategizing with sections to plan more SM elevations
- Promoting cooperation with YP – They can be a vital link for students & industry
- Planning more MD workshops

# R8 MD - Focus Required

## ■ Appointment & 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

## ■ MD Officers should attend Region Workshops

- 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 more to be held next year as well
  - Encourage Section Chairs to send their MD Officers

## R8 MD – Key Message

# MD is Everyone's Business



# Thank You!