



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



Dear MD officers, Greetings!

We are almost reaching the end of the year. Even though we are still below in our year-2-year comparison, however, we have done significant catching up since last month and now there is only a 0.5% difference (as opposed to 1.2% last month). Mostly the HG membership is an issue and we all have to jointly work on it to achieve our relevant targets. For now, our main goal should be to retain our existing members and we should do every effort to ensure the same. Meanwhile, accept my heartiest appreciation for the great work you all have done throughout the year and let us keep the momentum going in 2016 as well. Many Thanks!!

Have yourself wonderful holiday season.

My very best wishes to you & your families for the upcoming New year!!

–Adeel Sultan, Membership Development Chair, Region 8

Region Snapshot	This Month	'15 vs. '14	% Change	New! 2016 MD Goals are ready. <i>More detail on page 3.</i> Individual Section goals and progress begin on page 4.
Total Membership	76,246	▼ (345)	-0.5%	
Higher-Grade	55,049	▼ (831)	-1.5%	
Students	21,197	▲ +486	+2.3%	
IEEE Worldwide	412,126	▼ (4,669)	-1.1 %	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %)
	Higher Grade	Student	Total %, #	2016 Goal %, #	
Region 8	28.0% 19,617	11.9% 1,927	28.0% 19,617	72.8% 51,067	44.5% Switzerland Section 43.9% Norway Section 41.3% Zambia Section
IEEE Overall	39.7% 118,404	9.0% 7,442	33.0% 125,846	72.3% 275,737	

Recruitment	Cumulative – Through This Month				Top 3 Sections This Month (by growth %)
	Higher Grade	Student	Total YoY Chg	2016 Goal YoY Chg	
Region 8	801	4,062	4,863 +17.4%	16,886 +2.1%	Republic of Macedonia Bahrain and Ghana Sections Kenya Section
IEEE Overall	3,892	20,219	24,111 +6.6%	93,643 +5.1%	

Reinstatement	Cumulative – Through This Month		Reinstatement goals are set for each Region and not individual Sections.
	Total	2016 Goal	
Region 8	1,285	3,741	
IEEE Overall	6,020	19,177	



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Member Engagement	<i>Membership Activities</i>	
Recruitment	Recruitment can be handled via the Conference Member Recruitment program,	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 communication 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) Members in Arrears (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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Membership Development Goals



2016 Membership Development Goals

MD goals are created for each individual Section for both recruitment and retention. Section goals are then rolled up to the Region level, producing the Region goal for recruitment, retention and overall membership.

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For the 2016 MD goals, we reviewed four years of history. Each Section has a unique goal based on different dynamics, so the methodology for creating the goal is different based on whether the Section has had growth or decline, as well as the overall size and location of the Section.

Goals do not separate HG versus student. A benefit of this is that the service deactivation and student elevation processes do not impact progress to goals, because it focuses only on the total number of members that join or renew (regardless of grade).

Detail on the Section goals and progress are included in the Region level MD reports. These reports are sent via e-mail once monthly. If you are not receiving your region MD report, please contact your Region MD Chair.

Goals for reinstatement are assigned on the Region level only. For the complete listing of Section goals, visit the MD goals page on the MD portal, www.ieee.org/md.

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.

Each Section that meets their goal receives 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. Banners are distributed to the Section's Membership Development Chair, and/or Section Chair.

These Sections will also be recognized in the MD Monthly report, region level MD reports and on the MD portal, www.ieee.org/md.

Banners include the membership year and Section name in the graphic. A silver award will be given in either the recruitment or retention category once met. A gold medal of recognition will be given once both goals are met.

At the end of the year, a special gift and certificate of recognition will be mailed to those who earned the gold award. Certificates of recognition will also be mailed to those who earned either silver award.



Outstanding Section Membership
Recruitment and Retention Performance



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Recruitment Membership Year To Date – with goals and progress to goal

Recruitment by Section: 2016 Membership Year Nov 2015							
Region Code	Section Name	2015	2014	# Change	% Change	2016 Goal	% to Goal
R8	Austria Section	57	48	9	18.75%	210	27.1%
R8	Bahrain Section	10	2	8	400.00%	90	11.1%
R8	Belarus Section	4	1	3	300.00%	7	57.1%
R8	Benelux Section	168	125	43	34.40%	494	34.0%
R8	Bosnia And Herzegovina Section	10	15	-5	-33.33%	109	9.2%
R8	Bulgaria Section	7	3	4	133.33%	79	8.8%
R8	Croatia Section	36	33	3	9.09%	120	30.0%
R8	Cyprus Section	35	23	12	52.17%	68	51.7%
R8	Czechoslovakia Section	31	25	6	24.00%	126	24.5%
R8	Denmark Section	28	27	1	3.70%	157	17.9%
R8	Egypt Section	117	172	-55	-31.98%	900	13.0%
R8	Estonia Section	18	41	-23	-56.10%	83	21.7%
R8	Finland Section	40	30	10	33.33%	144	27.7%
R8	France Section	209	178	31	17.42%	878	23.8%
R8	Germany Section	276	250	26	10.40%	1,200	23.0%
R8	Ghana Section	20	4	16	400.00%	100	20.0%
R8	Greece Section	156	153	3	1.96%	388	40.2%
R8	Hungary Section	8	6	2	33.33%	87	9.2%
R8	Iceland Section	2	29	-27	-93.10%	45	4.5%
R8	Iran Section	248	72	176	244.44%	960	25.8%
R8	Iraq Section	9	23	-14	-60.87%	117	7.7%
R8	Israel Section	35	33	2	6.06%	202	17.4%
R8	Italy Section	224	143	81	56.64%	800	28.0%
R8	Jordan Section	122	285	-163	-57.19%	630	19.4%
R8	Kenya Section	18	4	14	350.00%	96	18.8%
R8	Kuwait Section	23	15	8	53.33%	35	65.7%
R8	Latvia Section	7	6	1	16.67%	525	1.3%
R8	Lebanon Section	164	123	41	33.33%	36	462.0%
R8	Lithuanian Section	13	10	3	30.00%	48	27.1%

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Recruitment Membership Year To Date – with goals and progress to goal

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Recruitment by Section: 2016 Membership Year Nov 2015							
Region Code	Section Name	2015	2014	# Change	% Change	2016 Goal	% to Goal
R8	Malta Section	4	18	-14	-77.78%	67	6.0%
R8	Morocco Section	34	12	22	183.33%	435	7.8%
R8	Nigeria Section	88	140	-52	-37.14%	110	80.0%
R8	Norway Section	34	36	-2	-5.56%	206	16.5%
R8	Oman Section	25	17	8	47.06%	268	9.3%
R8	Poland Section	18	28	-10	-35.71%	275	6.6%
R8	Portugal Section	72	95	-23	-24.21%	119	60.3%
R8	Qatar Section	33	64	-31	-48.44%	n/a	n/a
R8	Reg 8-Countries Outside Sections	246	154	92	59.74%	n/a	n/a
R8	Region 8 - Apo/Fpo	4	1	3	300.00%	42	9.6%
R8	Republic Of Macedonia Section	13	1	12	1200.00%	37	35.4%
R8	Romania Section	25	19	6	31.58%	130	19.2%
R8	Russia (Northwest) Section	35	38	-3	-7.89%	106	33.2%
R8	Russia (Siberia) Section	10	8	2	25.00%	60	16.7%
R8	Russia Section	50	28	22	78.57%	146	34.1%
R8	Saudi Arabia Section	189	117	72	61.54%	400	47.3%
R8	Serbia And Montenegro Section	4	12	-8	-66.67%	135	3.0%
R8	Slovenia Section	8	4	4	100.00%	22	36.0%
R8	South Africa Section	44	37	7	18.92%	233	18.9%
R8	Spain Section	157	187	-30	-16.04%	526	29.9%
R8	Sweden Section	67	61	6	9.84%	247	27.1%
R8	Switzerland Section	83	67	16	23.88%	338	24.6%
R8	Tunisia Section	212	92	120	130.43%	475	44.7%
R8	Turkey Section	171	175	-4	-2.29%	692	24.7%
R8	Ukraine Section	253	11	242	2200.00%	62	410.6%
R8	United Arab Emirates Section	162	241	-79	-32.78%	650	24.9%
R8	United Kingdom and Ireland Section	673	519	154	29.67%	2,061	32.6%
R8	Western Saudi Arabia Section	53	78	-25	-32.05%	300	17.7%
R8	Zambia Section	1	2	-1	-50.00%	14	7.1%
Grand Total		4,863	4,141	722	17.44%	17,675	27.5%



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Retention Membership Year To Date – with goals and progress to goal

Renewal by Section: 2016 Membership Year - Nov 2015

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2016 Goal	%to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Austria Section	1,015	386	38.0%	247	58	23.5%	1,262	444	35.2%	79.8%	44.1%
Bahrain Section	90	22	24.4%	49	1	2.0%	139	23	16.5%	73.3%	22.6%
Belarus Section	25	3	12.0%	3	0	0.0%	28	3	10.7%	50.0%	21.4%
Benelux Section	2,761	1,197	43.4%	634	101	15.9%	3,395	1,298	38.2%	78.3%	48.8%
Bosnia And Herzegovina Section	174	18	10.3%	104	8	7.7%	278	26	9.4%	70.2%	13.3%
Bulgaria Section	215	33	15.3%	58	3	5.2%	273	36	13.2%	66.5%	19.8%
Croatia Section	556	237	42.6%	171	56	32.7%	727	293	40.3%	78.1%	51.6%
Cyprus Section	206	47	22.8%	81	15	18.5%	287	62	21.6%	67.9%	31.8%
Czechoslovakia Section	512	167	32.6%	101	17	16.8%	613	184	30.0%	76.4%	39.3%
Denmark Section	731	330	45.1%	163	30	18.4%	894	360	40.3%	80.9%	49.8%
Egypt Section	799	139	17.4%	875	48	5.5%	1,674	187	11.2%	47.2%	23.7%
Estonia Section	103	36	35.0%	53	11	20.8%	156	47	30.1%	70.0%	43.0%
Finland Section	842	277	32.9%	191	43	22.5%	1,033	320	31.0%	79.1%	39.2%
France Section	3,297	971	29.5%	562	46	8.2%	3,859	1,017	26.4%	72.5%	36.3%
Germany Section	6,105	2,617	42.9%	1,559	322	20.7%	7,664	2,939	38.3%	80.3%	47.7%
Ghana Section	129	15	11.6%	47	0	0.0%	176	15	8.5%	44.4%	19.2%
Greece Section	1,142	232	20.3%	576	81	14.1%	1,718	313	18.2%	68.1%	26.7%
Hungary Section	368	93	25.3%	87	9	10.3%	455	102	22.4%	79.9%	28.1%
Iceland Section	68	26	38.2%	33	3	9.1%	101	29	28.7%	70.1%	41.0%
Iran Section	843	85	10.1%	899	49	5.5%	1,742	134	7.7%	55.6%	13.8%
Iraq Section	138	22	15.9%	68	2	2.9%	206	24	11.7%	46.0%	25.3%
Israel Section	959	368	38.4%	143	20	14.0%	1,102	388	35.2%	76.8%	45.9%
Italy Section	3,877	1,128	29.1%	709	95	13.4%	4,586	1,223	26.7%	84.2%	31.7%
Jordan Section	242	42	17.4%	518	7	1.4%	760	49	6.4%	36.6%	17.6%
Kenya Section	119	17	14.3%	15	3	20.0%	134	20	14.9%	59.6%	25.0%
Kuwait Section	149	63	42.3%	80	5	6.3%	229	68	29.7%	40.0%	74.2%
Latvia Section	93	31	33.3%	25	4	16.0%	118	35	29.7%	80.3%	36.9%
Lebanon Section	387	74	19.1%	520	47	9.0%	907	121	13.3%	50.6%	26.4%

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Retention Membership Year To Date – with goals and progress to goal

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Renewal by Section: 2016 Membership Year - Nov 2015

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2016 Goal	%to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Lithuanian Section	96	23	24.0%	24	3	12.5%	120	26	21.7%	75.6%	28.7%
Malta Section	115	41	35.7%	47	5	10.6%	162	46	28.4%	70.7%	40.2%
Morocco Section	114	14	12.3%	60	5	8.3%	174	19	10.9%	52.8%	20.7%
Nigeria Section	913	113	12.4%	189	3	1.6%	1,102	116	10.5%	42.5%	24.7%
Norway Section	854	401	47.0%	93	15	16.1%	947	416	43.9%	85.0%	51.7%
Oman Section	131	28	21.4%	126	3	2.4%	257	31	12.1%	44.9%	26.8%
Poland Section	898	216	24.1%	177	10	5.6%	1,075	226	21.0%	78.0%	27.0%
Portugal Section	866	269	31.1%	360	57	15.8%	1,226	326	26.6%	70.7%	37.6%
Qatar Section	219	71	32.4%	104	11	10.6%	323	82	25.4%	62.8%	40.4%
Reg 8-Countries Outside Secti	768	113	14.7%	503	16	3.2%	1,271	129	10.1%	n/a	n/a
Region 8 - Apo/Fpo	64	38	59.4%	9	0	0.0%	73	38	52.1%	n/a	n/a
Republic Of Macedonia Section	117	13	11.1%	60	5	8.3%	177	18	10.2%	74.0%	13.7%
Romania Section	788	190	24.1%	79	12	15.2%	867	202	23.3%	78.8%	29.6%
Russia (Northwest) Section	201	55	27.4%	65	10	15.4%	266	65	24.4%	60.4%	40.5%
Russia (Siberia) Section	198	45	22.7%	42	5	11.9%	240	50	20.8%	68.8%	30.3%
Russia Section	576	194	33.7%	60	10	16.7%	636	204	32.1%	70.0%	45.8%
Saudi Arabia Section	738	188	25.5%	200	17	8.5%	938	205	21.9%	60.9%	35.9%
Serbia And Montenegro Section	561	61	10.9%	160	11	6.9%	721	72	10.0%	78.5%	12.7%
Slovenia Section	254	92	36.2%	26	3	11.5%	280	95	33.9%	87.9%	38.6%
South Africa Section	959	255	26.6%	124	8	6.5%	1,083	263	24.3%	69.7%	34.9%
Spain Section	2,823	1,098	38.9%	652	112	17.2%	3,475	1,210	34.8%	83.1%	41.9%
Sweden Section	1,700	657	38.6%	382	77	20.2%	2,082	734	35.3%	80.5%	43.8%
Switzerland Section	2,486	1,205	48.5%	373	66	17.7%	2,859	1,271	44.5%	84.5%	52.6%
Tunisia Section	323	13	4.0%	495	42	8.5%	818	55	6.7%	45.6%	14.7%
Turkey Section	1,118	241	21.6%	806	68	8.4%	1,924	309	16.1%	52.1%	30.8%
Ukraine Section	291	43	14.8%	58	8	13.8%	349	51	14.6%	59.9%	24.4%
United Arab Emirates Section	859	179	20.8%	488	36	7.4%	1,347	215	16.0%	48.5%	32.9%
United Kingdom and Ireland Se	8,487	3,038	35.8%	1,738	213	12.3%	10,225	3,251	31.8%	75.4%	42.2%
Western Saudi Arabia Section	329	77	23.4%	181	12	6.6%	510	89	17.5%	57.9%	30.2%
Zambia Section	103	43	41.7%	1	0	0.0%	104	43	41.3%	73.3%	56.4%
Grand Total	53,894	17,690	32.8%	16,253	1,927	11.9%	70,147	19,617	28.0%	73.3%	38.2%



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Total Active Members by Section: Nov 2015

Region 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Austria Section	1,025	990	3.5%	330	367	-10.1%	1,355	1,357	-0.1%
Bahrain Section	98	79	24.1%	53	6	783.3%	151	85	77.6%
Belarus Section	28	43	-34.9%	4	7	-42.9%	32	50	-36.0%
Benelux Section	2,829	2,886	-2.0%	799	850	-6.0%	3,628	3,736	-2.9%
Bosnia And Herzegovina Section	175	147	19.0%	116	133	-12.8%	291	280	3.9%
Bulgaria Section	220	222	-0.9%	61	68	-10.3%	281	290	-3.1%
Croatia Section	544	565	-3.7%	227	258	-12.0%	771	823	-6.3%
Cyprus Section	211	218	-3.2%	120	120	0.0%	331	338	-2.1%
Czechoslovakia Section	527	516	2.1%	121	121	0.0%	648	637	1.7%
Denmark Section	747	736	1.5%	195	182	7.1%	942	918	2.6%
Egypt Section	810	918	-11.8%	1,004	1,103	-9.0%	1,814	2,021	-10.2%
Estonia Section	104	101	3.0%	76	80	-5.0%	180	181	-0.6%
Finland Section	845	839	0.7%	242	270	-10.4%	1,087	1,109	-2.0%
France Section	3,407	3,533	-3.6%	747	681	9.7%	4,154	4,214	-1.4%
Germany Section	6,180	6,184	-0.1%	1,893	1,899	-0.3%	8,073	8,083	-0.1%
Ghana Section	140	181	-22.7%	57	55	3.6%	197	236	-16.5%
Greece Section	1,132	1,216	-6.9%	763	825	-7.5%	1,895	2,041	-7.2%
Hungary Section	371	396	-6.3%	93	66	40.9%	464	462	0.4%
Iceland Section	67	62	8.1%	35	57	-38.6%	102	119	-14.3%
Iran Section	844	923	-8.6%	1,183	820	44.3%	2,027	1,743	16.3%
Iraq Section	143	168	-14.9%	75	62	21.0%	218	230	-5.2%
Israel Section	978	992	-1.4%	184	162	13.6%	1,162	1,154	0.7%
Italy Section	3,917	3,839	2.0%	933	802	16.3%	4,850	4,641	4.5%
Jordan Section	257	247	4.0%	655	711	-7.9%	912	958	-4.8%
Kenya Section	127	153	-17.0%	30	26	15.4%	157	179	-12.3%
Kuwait Section	157	163	-3.7%	99	167	-40.7%	256	330	-22.4%
Latvia Section	92	83	10.8%	33	35	-5.7%	125	118	5.9%
Lebanon Section	402	358	12.3%	679	563	20.6%	1,081	921	17.4%
Lithuanian Section	96	92	4.3%	37	29	27.6%	133	121	9.9%

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Total Active Members by Section: Nov 2015

Region 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Malta Section	114	122	-6.6%	53	62	-14.5%	167	184	-9.2%
Morocco Section	135	110	22.7%	82	90	-8.9%	217	200	8.5%
Nigeria Section	986	1,194	-17.4%	249	370	-32.7%	1,235	1,564	-21.0%
Norway Section	873	887	-1.6%	121	124	-2.4%	994	1,011	-1.7%
Oman Section	140	121	15.7%	148	79	87.3%	288	200	44.0%
Poland Section	913	904	1.0%	196	148	32.4%	1,109	1,052	5.4%
Portugal Section	868	858	1.2%	449	562	-20.1%	1,317	1,420	-7.3%
Qatar Section	231	242	-4.5%	131	167	-21.6%	362	409	-11.5%
Reg 8-Countries Outside Sections	820	830	-1.2%	757	568	33.3%	1,577	1,398	12.8%
Region 8 - Apo/Fpo	56	77	-27.3%	13	16	-18.8%	69	93	-25.8%
Republic Of Macedonia Section	116	119	-2.5%	74	65	13.8%	190	184	3.3%
Romania Section	803	863	-7.0%	99	131	-24.4%	902	994	-9.3%
Russia (Northwest) Section	215	190	13.2%	89	113	-21.2%	304	303	0.3%
Russia (Siberia) Section	201	220	-8.6%	52	41	26.8%	253	261	-3.1%
Russia Section	596	655	-9.0%	100	129	-22.5%	696	784	-11.2%
Saudi Arabia Section	786	797	-1.4%	359	232	54.7%	1,145	1,029	11.3%
Serbia And Montenegro Section	566	564	0.4%	165	184	-10.3%	731	748	-2.3%
Slovenia Section	257	268	-4.1%	32	31	3.2%	289	299	-3.3%
South Africa Section	992	991	0.1%	151	239	-36.8%	1,143	1,230	-7.1%
Spain Section	2,846	2,865	-0.7%	826	851	-2.9%	3,672	3,716	-1.2%
Sweden Section	1,724	1,782	-3.3%	466	493	-5.5%	2,190	2,275	-3.7%
Switzerland Section	2,533	2,538	-0.2%	455	480	-5.2%	2,988	3,018	-1.0%
Tunisia Section	321	323	-0.6%	719	564	27.5%	1,040	887	17.2%
Turkey Section	1,144	1,242	-7.9%	1,006	1,181	-14.8%	2,150	2,423	-11.3%
Ukraine Section	294	365	-19.5%	311	112	177.7%	605	477	26.8%
United Arab Emirates Section	881	864	2.0%	646	818	-21.0%	1,527	1,682	-9.2%
United Kingdom and Ireland Section	8,700	8,591	1.3%	2,379	2,181	9.1%	11,079	10,772	2.8%
Western Saudi Arabia Section	347	328	5.8%	224	152	47.4%	571	480	19.0%
Zambia Section	118	120	-1.7%	1	3	-66.7%	119	123	-3.3%
Grand Total	55,049	55,880	-1.5%	21,197	20,711	2.3%	76,246	76,591	-0.5%