

Dear R8 MD Officers!

Attached is the monthly membership development report for July 2017. Remember that new members joining before 16 August will receive 50% off membership dues for 2017; and new members joining after 16 August are joining for the 2018 membership year, getting 16 months for the price of 12! Please incorporate this important incentive message in communications with your potential members. As always, the R8-MD Committee is there to help you and may be reached anytime at ieee-r8md@ieee.org

– Andrejs Romanovs, Region8 Membership Development Subcommittee Chair (2017)

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Region Snapshot	This Month	'17 vs. '16	% Change	2017 MD Goals
Total Membership	66,157	▼ (1,008)	-1.5%	Congratulations to the Sections that met their Recruitments (18) and Retention (18) goals already! Six Sections have earned the gold medal of recognition for meeting both goals! More detail on page 2. Individual Section goals and progress begin on page 3.
Higher-Grade	47,031	▼ (1,151)	-2.4%	
Students	19,126	▲ 143	+0.8%	
IEEE Worldwide	363,725	▼ (6,669)	-1.8%	

Retention	Cumulative – Through This Month				Top 3 Sections This Month (by retention %)
	Higher Grade	Student	Total % , #	2017 Goal % , #	
Region 8	75.0% 39,176	46.4% 7,998	67.9% 47,174	71.0% 49,344	Slovenia Section Switzerland Section Croatia Section
IEEE Overall	77.6% 229,720	36.9% 33,042	68.2% 262,762	71.6% 276,050	

Recruitment	Cumulative – Through This Month				Top 3 Sections This Month (by growth %)
	Higher Grade	Student	Total YoY Chg	2017 Goal YoY Chg	
Region 8	3,223 +3.4%	12,120 -1.4%	15,343 -0.5%	17,240 +0.5%	Iceland Section Zambia Section Algeria Section
IEEE Overall	15,863 -28.2%	66,430 +2.2%	82,293 -5.5%	96,434 +3.3%	

Reinstatement	Cumulative – Through This Month			Reinstatement goals are set for each Region and not individual Sections.
	Total	2017 Goal	% to Goal	
Region 8	3,709	4,296	86.3%	
IEEE Overall	18,045	20,001	90.2%	

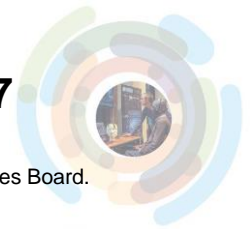
For more membership development resources, please visit the MD resources page. Here you will find a list of the most valuable resources to help you in your volunteer efforts along with your membership planning. Visit www.ieee.org/md.



Membership Development Report—JUNE 2017

Europe, Middle East, Africa (Region 8)

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



Takako Hashimoto
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Chair, 2017 Member Recruitment and Recovery Committee



2017 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.

For the 2017 MD goals, we reviewed five 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). For the complete listing of Section goals, visit the MD goals page on the MD portal, www.ieee.org/md.

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, and 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 are mailed to those who earned the gold award. Certificates of recognition are also mailed to those who earned either silver award.

Congratulations to the six Sections that have earned the gold medal of recognition for meeting both goals already. Keep up the great work!

Region 8 Recruitment Goal Reached	
Iceland Section	Romania Section
Zambia Section	Greece Section
Jordan Section	Russia Section
Russia (Northwest) Section	Ukraine Section
Tunisia Section	Estonia Section
Kenya Section	Russia (Siberia) Section
Belarus Section	Algeria Section
Latvia Section	Bosnia And Herzegovina Section
Morocco Section	Israel Section

Region 8 Retention Goal Reached	
Jordan Section	Bulgaria Section
Iceland Section	Bosnia And Herzegovina Section
Malta Section	Qatar Section
Croatia Section	Oman Section
Latvia Section	Egypt Section
Finland Section	Switzerland Section
Belarus Section	France Section
Portugal Section	Russia (Siberia) Section
Iraq Section	South Africa Section



Indicates a gold medal of recognition for meeting both recruitment and retention goals



Membership Development Report—JUNE 2017

Europe, Middle East, Africa (Region 8)

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

The % to Goal benchmark (last column) should be at 83.3% or higher to be considered on track. This month, 31 Sections in Region 8 are at or above the benchmark.

Recruitment by Section: 2017 Membership Year June 2017							
Region Code	Section Name	2017	2016	# Change	% Change	2017 Goal	% to Goal
R8	Iceland Section	18	3	15	500.0%	5	360.0%
R8	Zambia Section	19	6	13	216.7%	11	172.7%
R8	Algeria Section	41	20	21	105.0%	40	102.5%
R8	Belarus Section	16	9	7	77.8%	13	123.1%
R8	Jordan Section	630	379	251	66.2%	425	148.2%
R8	Kenya Section	83	51	32	62.7%	61	136.1%
R8	Latvia Section	29	18	11	61.1%	24	120.8%
R8	Tunisia Section	1,231	818	413	50.5%	890	138.3%
R8	Russia (Northwest) Section	165	110	55	50.0%	119	138.7%
R8	Morocco Section	175	121	54	44.6%	145	120.7%
R8	Israel Section	180	127	53	41.7%	180	100.0%
R8	Malta Section	22	16	6	37.5%	25	88.0%
R8	Russia Section	250	189	61	32.3%	220	113.6%
R8	Estonia Section	54	41	13	31.7%	50	108.0%
R8	Romania Section	150	117	33	28.2%	130	115.4%
R8	Greece Section	442	347	95	27.4%	385	114.8%
R8	Bosnia And Herzegovina Section	87	69	18	26.1%	85	102.4%
R8	Russia (Siberia) Section	68	54	14	25.9%	65	104.6%
R8	Finland Section	128	109	19	17.4%	138	92.8%
R8	Czechoslovakia Section	110	95	15	15.8%	125	88.0%
R8	South Africa Section	172	151	21	13.9%	190	90.5%
R8	Switzerland Section	264	238	26	10.9%	305	86.6%
R8	Austria Section	184	167	17	10.2%	200	92.0%
R8	Turkey Section	900	822	78	9.5%	980	91.8%
R8	Italy Section	740	680	60	8.8%	810	91.4%
R8	Saudi Arabia Section	445	415	30	7.2%	470	94.7%
R8	Spain Section	428	400	28	7.0%	480	89.2%
R8	Croatia Section	83	82	1	1.2%	95	87.4%
R8	Lebanon Section	652	652	0	0.0%	690	94.5%
R8	Iraq Section	80	80	0	0.0%	100	80.0%

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Membership Development Report—JUNE 2017

Europe, Middle East, Africa (Region 8)

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Recruitment by Section: 2017 Membership Year June 2017

Region Code	Section Name	2017	2016	# Change	% Change	2017 Goal	% to Goal
R8	Benelux Section	452	454	-2	-0.4%	545	82.9%
R8	Germany Section	956	965	-9	-0.9%	1,200	79.7%
R8	France Section	711	721	-10	-1.4%	880	80.8%
R8	Hungary Section	56	59	-3	-5.1%	72	77.8%
R8	Iran Section	816	865	-49	-5.7%	975	83.7%
R8	Denmark Section	86	94	-8	-8.5%	131	65.6%
R8	Bahrain Section	80	89	-9	-10.1%	110	72.7%
R8	Sweden Section	196	229	-33	-14.4%	270	72.6%
R8	United Kingdom and Ireland Section	1,515	1,774	-259	-14.6%	2,075	73.0%
R8	Portugal Section	174	223	-49	-22.0%	260	66.9%
R8	United Arab Emirates Section	425	566	-141	-24.9%	610	69.7%
R8	Poland Section	111	148	-37	-25.0%	175	63.4%
R8	Oman Section	163	219	-56	-25.6%	240	67.9%
R8	Qatar Section	45	61	-16	-26.2%	75	60.0%
R8	Cyprus Section	58	80	-22	-27.5%	100	58.0%
R8	Bulgaria Section	30	42	-12	-28.6%	55	54.5%
R8	Norway Section	75	112	-37	-33.0%	134	56.0%
R8	Western Saudi Arabia Section	199	302	-103	-34.1%	325	61.2%
R8	Slovenia Section	22	34	-12	-35.3%	40	55.0%
R8	Kuwait Section	97	156	-59	-37.8%	175	55.4%
R8	Serbia And Montenegro Section	77	124	-47	-37.9%	134	57.5%
R8	Republic Of Macedonia Section	28	46	-18	-39.1%	50	56.0%
R8	Nigeria Section	165	282	-117	-41.5%	350	47.1%
R8	Egypt Section	253	457	-204	-44.6%	535	47.3%
R8	Ghana Section	54	116	-62	-53.4%	130	41.5%
R8	Lithuanian Section	14	34	-20	-58.8%	38	36.8%
R8	Ukraine Section	113	318	-205	-64.5%	100	113.0%
R8	Reg 8-Countries Outside Sections	517	448	69	15.4%	n/a	n/a
R8	Region 8 - Apo/Fpo	9	12	-3	-25.0%	n/a	n/a
Grand Total		14,817	14,956	-139	-0.9%	17,240	85.9%



Membership Development Report—JUNE 2017

Europe, Middle East, Africa (Region 8)

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Retention Membership Year To Date

The % to Goal benchmark (last column) should be at 83.3% or higher to be considered on track. This month, 47 Sections in Region 8 are at or above the benchmark.

Renewal by Section: 2017 Membership Year - June 2017

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2017 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Slovenia Section	252	227	90.1%	37	20	54.1%	289	247	85.5%	88.4%	96.7%
Switzerland Section	2,413	2,086	86.4%	386	255	66.1%	2,799	2,341	83.6%	82.1%	101.8%
Croatia Section	487	423	86.9%	165	114	69.1%	652	537	82.4%	74.4%	110.7%
Norway Section	860	715	83.1%	101	65	64.4%	961	780	81.2%	83.9%	96.7%
Latvia Section	84	68	81.0%	26	20	76.9%	110	88	80.0%	72.5%	110.3%
Spain Section	2,719	2,308	84.9%	657	385	58.6%	3,376	2,693	79.8%	81.4%	98.0%
Italy Section	3,767	3,125	83.0%	744	461	62.0%	4,511	3,586	79.5%	80.0%	99.4%
Iceland Section	58	47	81.0%	5	3	60.0%	63	50	79.4%	61.4%	129.3%
Serbia And Montenegro Section	539	453	84.0%	192	127	66.1%	731	580	79.3%	80.1%	99.1%
Finland Section	753	605	80.3%	177	131	74.0%	930	736	79.1%	74.0%	107.0%
Malta Section	100	83	83.0%	34	23	67.6%	134	106	79.1%	67.3%	117.6%
Germany Section	5,922	4,829	81.5%	1,661	1,095	65.9%	7,583	5,924	78.1%	78.7%	99.3%
Austria Section	994	809	81.4%	268	167	62.3%	1,262	976	77.3%	79.6%	97.2%
Denmark Section	738	576	78.0%	130	94	72.3%	868	670	77.2%	80.0%	96.5%
Sweden Section	1,668	1,321	79.2%	374	250	66.8%	2,042	1,571	76.9%	80.4%	95.7%
Benelux Section	2,693	2,179	80.9%	669	401	59.9%	3,362	2,580	76.7%	77.3%	99.3%
Romania Section	789	628	79.6%	100	52	52.0%	889	680	76.5%	84.3%	90.8%
Poland Section	873	691	79.2%	142	85	59.9%	1,015	776	76.5%	77.7%	98.4%
Belarus Section	30	22	73.3%	3	3	100.0%	33	25	75.8%	70.9%	106.9%
Israel Section	908	709	78.1%	150	72	48.0%	1,058	781	73.8%	75.4%	98.0%
Czechoslovakia Section	500	402	80.4%	103	42	40.8%	603	444	73.6%	75.8%	97.1%
Bulgaria Section	205	156	76.1%	40	24	60.0%	245	180	73.5%	69.9%	105.2%
Zambia Section	106	79	74.5%	5	1	20.0%	111	80	72.1%	78.5%	91.8%
Hungary Section	317	243	76.7%	89	49	55.1%	406	292	71.9%	74.6%	96.4%
United Kingdom and Ireland Sec	8,305	6,385	76.9%	1,830	903	49.3%	10,135	7,288	71.9%	74.8%	96.1%
Portugal Section	796	625	78.5%	346	192	55.5%	1,142	817	71.5%	67.4%	106.2%
France Section	3,192	2,357	73.8%	602	272	45.2%	3,794	2,629	69.3%	68.8%	100.8%
Russia (Siberia) Section	195	140	71.8%	38	20	52.6%	233	160	68.7%	68.2%	100.7%
Estonia Section	108	81	75.0%	54	30	55.6%	162	111	68.5%	69.7%	98.3%
South Africa Section	853	604	70.8%	121	63	52.1%	974	667	68.5%	68.1%	100.6%

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Membership Development Report—JUNE 2017

Europe, Middle East, Africa (Region 8)

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Renewal by Section: 2017 Membership Year - June 2017

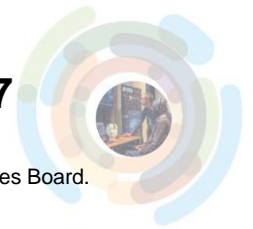
REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2017 Goal	%to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Cyprus Section	191	142	74.3%	108	57	52.8%	299	199	66.6%	66.9%	99.5%
Russia Section	573	409	71.4%	129	51	39.5%	702	460	65.5%	74.6%	87.8%
Lithuanian Section	95	67	70.5%	33	16	48.5%	128	83	64.8%	72.2%	89.8%
Greece Section	1,042	766	73.5%	548	261	47.6%	1,590	1,027	64.6%	67.3%	95.9%
Ukraine Section	271	189	69.7%	92	45	48.9%	363	234	64.5%	66.9%	96.3%
Republic Of Macedonia Section	108	76	70.4%	62	32	51.6%	170	108	63.5%	69.6%	91.3%
Russia (Northwest) Section	231	158	68.4%	81	39	48.1%	312	197	63.1%	69.9%	90.3%
Qatar Section	213	145	68.1%	55	16	29.1%	268	161	60.1%	57.7%	104.2%
Bosnia And Herzegovina Section	150	97	64.7%	99	50	50.5%	249	147	59.0%	56.5%	104.5%
Kenya Section	146	83	56.8%	19	9	47.4%	165	92	55.8%	68.0%	82.0%
Algeria Section	78	47	60.3%	32	13	40.6%	110	60	54.5%	70.0%	77.9%
Bahrain Section	94	60	63.8%	87	27	31.0%	181	87	48.1%	54.0%	89.0%
Egypt Section	781	447	57.2%	562	198	35.2%	1,343	645	48.0%	46.7%	102.8%
Turkey Section	1,093	653	59.7%	1,093	372	34.0%	2,186	1,025	46.9%	57.0%	82.3%
Morocco Section	144	73	50.7%	119	47	39.5%	263	120	45.6%	62.6%	72.9%
Saudi Arabia Section	742	391	52.7%	268	58	21.6%	1,010	449	44.5%	52.9%	84.0%
United Arab Emirates Section	865	469	54.2%	441	97	22.0%	1,306	566	43.3%	47.0%	92.3%
Iraq Section	126	70	55.6%	55	5	9.1%	181	75	41.4%	39.2%	105.6%
Lebanon Section	457	235	51.4%	667	227	34.0%	1,124	462	41.1%	48.3%	85.1%
Oman Section	166	88	53.0%	172	44	25.6%	338	132	39.1%	37.7%	103.5%
Western Saudi Arabia Section	318	150	47.2%	260	68	26.2%	578	218	37.7%	48.9%	77.2%
Tunisia Section	317	140	44.2%	969	338	34.9%	1,286	478	37.2%	46.9%	79.3%
Iran Section	885	351	39.7%	925	307	33.2%	1,810	658	36.4%	46.0%	79.0%
Kuwait Section	146	91	62.3%	144	14	9.7%	290	105	36.2%	57.0%	63.5%
Jordan Section	242	134	55.4%	392	84	21.4%	634	218	34.4%	26.3%	130.7%
Nigeria Section	679	223	32.8%	159	25	15.7%	838	248	29.6%	36.0%	82.2%
Ghana Section	150	57	38.0%	76	5	6.6%	226	62	27.4%	49.8%	55.0%
Reg 8-Countries Outside Sectio	656	345	52.6%	350	72	20.6%	1,006	417	41.5%	n/a	n/a
Region 8 - Apo/Fpo	61	44	72.1%	9	2	22.2%	70	46	65.7%	n/a	n/a
Grand Total	51,527	38,787	75.3%	16,896	7,924	46.9%	68,423	46,711	68.3%	71.0%	96.2%



Membership Development Report—JUNE 2017

Europe, Middle East, Africa (Region 8)

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Total Active Members by Section: June 2017

Region 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Algeria Section	78	72	8.3%	47	34	38.2%	125	106	17.9%
Austria Section	920	920	0.0%	291	310	-6.1%	1,211	1,230	-1.5%
Bahrain Section	98	91	7.7%	78	77	1.3%	176	168	4.8%
Belarus Section	31	26	19.2%	12	4	200.0%	43	30	43.3%
Benelux Section	2,471	2,537	-2.6%	719	727	-1.1%	3,190	3,264	-2.3%
Bosnia And Herzegovina Section	130	125	4.0%	124	117	6.0%	254	242	5.0%
Bulgaria Section	187	192	-2.6%	39	49	-20.4%	226	241	-6.2%
Croatia Section	463	467	-0.9%	178	180	-1.1%	641	647	-0.9%
Cyprus Section	178	186	-4.3%	101	100	1.0%	279	286	-2.4%
Czechoslovakia Section	484	473	2.3%	108	109	-0.9%	592	582	1.7%
Denmark Section	674	675	-0.1%	144	160	-10.0%	818	835	-2.0%
Egypt Section	551	659	-16.4%	398	635	-37.3%	949	1,294	-26.7%
Estonia Section	108	103	4.9%	73	56	30.4%	181	159	13.8%
Finland Section	703	702	0.1%	225	207	8.7%	928	909	2.1%
France Section	2,861	2,875	-0.5%	723	723	0.0%	3,584	3,598	-0.4%
Germany Section	5,481	5,586	-1.9%	1,736	1,708	1.6%	7,217	7,294	-1.1%
Ghana Section	112	109	2.8%	21	101	-79.2%	133	210	-36.7%
Greece Section	907	934	-2.9%	654	629	4.0%	1,561	1,563	-0.1%
Hungary Section	287	315	-8.9%	84	81	3.7%	371	396	-6.3%
Iceland Section	64	56	14.3%	10	7	42.9%	74	63	17.5%
Iran Section	624	627	-0.5%	980	1,086	-9.8%	1,604	1,713	-6.4%
Iraq Section	122	107	14.0%	52	67	-22.4%	174	174	0.0%
Israel Section	834	857	-2.7%	178	156	14.1%	1,012	1,013	-0.1%
Italy Section	3,598	3,566	0.9%	912	786	16.0%	4,510	4,352	3.6%
Jordan Section	220	224	-1.8%	669	391	71.1%	889	615	44.6%
Kenya Section	125	119	5.0%	67	34	97.1%	192	153	25.5%
Kuwait Section	140	140	0.0%	81	145	-44.1%	221	285	-22.5%
Latvia Section	85	80	6.3%	42	25	68.0%	127	105	21.0%
Lebanon Section	383	368	4.1%	773	743	4.0%	1,156	1,111	4.1%
Lithuanian Section	80	92	-13.0%	25	36	-30.6%	105	128	-18.0%

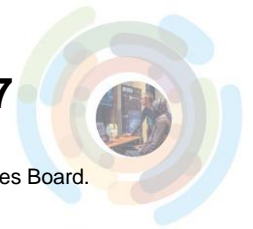
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Total Active Members by Section: June 2017

Region 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Malta Section	97	92	5.4%	43	35	22.9%	140	127	10.2%
Morocco Section	124	122	1.6%	178	125	42.4%	302	247	22.3%
Nigeria Section	378	592	-36.1%	127	194	-34.5%	505	786	-35.8%
Norway Section	774	827	-6.4%	109	111	-1.8%	883	938	-5.9%
Oman Section	152	141	7.8%	160	192	-16.7%	312	333	-6.3%
Poland Section	799	831	-3.9%	143	167	-14.4%	942	998	-5.6%
Portugal Section	713	721	-1.1%	338	382	-11.5%	1,051	1,103	-4.7%
Qatar Section	190	210	-9.5%	30	48	-37.5%	220	258	-14.7%
Reg 8-Countries Outside Sections	563	581	-3.1%	489	391	25.1%	1,052	972	8.2%
Region 8 - Apo/Fpo	47	57	-17.5%	10	13	-23.1%	57	70	-18.6%
Republic Of Macedonia Section	97	93	4.3%	47	77	-39.0%	144	170	-15.3%
Romania Section	727	753	-3.5%	155	123	26.0%	882	876	0.7%
Russia (Northwest) Section	250	214	16.8%	125	93	34.4%	375	307	22.1%
Russia (Siberia) Section	192	174	10.3%	43	50	-14.0%	235	224	4.9%
Russia Section	579	531	9.0%	165	150	10.0%	744	681	9.3%
Saudi Arabia Section	651	679	-4.1%	321	297	8.1%	972	976	-0.4%
Serbia And Montenegro Section	508	507	0.2%	174	214	-18.7%	682	721	-5.4%
Slovenia Section	243	247	-1.6%	34	37	-8.1%	277	284	-2.5%
South Africa Section	753	788	-4.4%	170	148	14.9%	923	936	-1.4%
Spain Section	2,499	2,575	-3.0%	702	720	-2.5%	3,201	3,295	-2.9%
Sweden Section	1,530	1,587	-3.6%	366	407	-10.1%	1,896	1,994	-4.9%
Switzerland Section	2,267	2,323	-2.4%	418	392	6.6%	2,685	2,715	-1.1%
Tunisia Section	356	255	39.6%	1,392	980	42.0%	1,748	1,235	41.5%
Turkey Section	953	1,002	-4.9%	1,134	1,050	8.0%	2,087	2,052	1.7%
Ukraine Section	295	252	17.1%	84	96	-12.5%	379	348	8.9%
United Arab Emirates Section	683	721	-5.3%	400	552	-27.5%	1,083	1,273	-14.9%
United Kingdom and Ireland Section	7,247	7,640	-5.1%	2,010	2,166	-7.2%	9,257	9,806	-5.6%
Western Saudi Arabia Section	244	280	-12.9%	212	287	-26.1%	456	567	-19.6%
Zambia Section	121	104	16.3%	3	3	0.0%	124	107	15.9%
Grand Total	47,031	48,182	-2.4%	19,126	18,983	0.8%	66,157	67,165	-1.5%