

Membership Development Subcommittee

Mike Hinchey

Goals

IEEE R8 MDSC has been working in alignment with the IEEE Member Activities goals. We had previously agreed that a main priority for 2021, due to the pandemic, would be to emphasize *retention* over recruitment. The intent is that it is easier to keep members rather than to encourage re-joining later. Luckily, the situation with membership has improved and the situation is not as bad as had previously been foreseen.

Again, due to the pandemic, opportunities for Volunteer Training events have been delayed. However, it is hoped that as the global situation improves due to vaccinations, etc., it may be possible to start holding in-person trainings in 2022, possibly in conjunction with IEEE events in February (EuMW, London), in May (ENERGYCON, Riga), in June (MELECON, Palermo) and during the IEEE R8 SYP Congress.

We are also discussing the organization of the Volunteer Leadership (Membership Development and Chapters Coordination) training in Glasgow in April.

2022 IEEE MD goals for Region 8:

2022 Retention MD goals:

2022 Membership Year Retention Goals						By 15 August	
Region	Section	2021	2021	2021 %	2021 YoY	2022	2022
		Oppty	Renew	Renew		Retention Goal %	Retention Growth
R8	Algeria Section	124	66	53.2%	-0.3%	53.7%	0.5%
R8	Austria Section	1141	913	80.0%	4.0%	82.0%	2.0%
R8	Bahrain Section	139	73	52.5%	11.8%	57.5%	5.0%
R8	Belarus Section	20	15	75.0%	-6.3%	79.0%	4.0%
R8	Benelux Section	3186	2522	79.2%	2.6%	80.5%	1.3%
R8	Bosnia And Herzegovina Section	201	142	70.6%	13.9%	75.6%	5.0%
R8	Bulgaria Section	229	156	68.1%	-3.4%	69.8%	1.7%
R8	Croatia Section	662	543	82.0%	0.9%	83.2%	1.2%
R8	Cyprus Section	258	182	70.5%	4.2%	75.2%	4.7%
R8	Czechoslovakia Section	567	451	79.5%	3.4%	81.5%	1.9%
R8	Denmark Section	858	689	80.3%	3.6%	82.1%	1.8%
R8	Egypt Section	977	616	63.1%	-2.3%	65.3%	2.3%
R8	Estonia Section	174	132	75.9%	9.4%	80.6%	4.7%
R8	Finland Section	893	704	78.8%	2.1%	79.8%	1.0%
R8	France Section	3197	2295	71.8%	4.3%	73.9%	2.1%
R8	Germany Section	7084	5628	79.4%	4.4%	81.7%	2.2%
R8	Ghana Section	141	80	56.7%	13.8%	60.7%	4.0%
R8	Greece Section	1463	1061	72.5%	6.3%	75.7%	3.1%
R8	Hungary Section	405	332	82.0%	5.8%	84.9%	2.9%
R8	Iceland Section	73	45	61.6%	-10.4%	66.6%	5.0%
R8	Iran Section	644	364	56.5%	5.0%	61.5%	5.0%
R8	Iraq Section	203	98	48.3%	21.2%	53.3%	5.0%
R8	Israel Section	908	683	75.2%	3.2%	77.3%	2.1%
R8	Italy Section	4839	3927	81.2%	3.6%	82.9%	1.8%
R8	Jordan Section	696	264	37.9%	12.1%	42.9%	5.0%
R8	Kenya Section	346	148	42.8%	-3.7%	46.5%	3.7%
R8	Kuwait Section	249	109	43.8%	-4.6%	46.1%	2.3%
R8	Latvia Section	106	80	75.5%	3.5%	80.5%	5.0%
R8	Lebanon Section	735	372	50.6%	19.3%	55.6%	5.0%
R8	Lithuania Section	92	64	69.6%	5.5%	72.3%	2.8%
R8	Malta Section	121	89	73.6%	4.5%	75.8%	2.2%
R8	Mauritius Section	104	70	67.3%	-12.7%	72.3%	5.0%
R8	Morocco Section	342	142	41.5%	-12.4%	46.5%	5.0%
R8	Nigeria Section	701	266	37.9%	-3.0%	39.5%	1.5%
R8	North Macedonia Section	148	105	70.9%	4.1%	73.0%	2.0%
R8	Norway Section	891	734	82.4%	3.3%	84.0%	1.7%
R8	Oman Section	314	112	35.7%	0.5%	36.7%	1.0%
R8	Poland Section	1007	793	78.7%	3.4%	80.7%	1.9%
R8	Portugal Section	1058	809	76.5%	4.6%	78.8%	2.3%
R8	Qatar Section	243	164	67.5%	-0.3%	68.0%	0.5%
R8	Reg 8-Countries Outside Sections	658	355	54.0%	10.0%	n/a	n/a
R8	Reg 8-Subsections of Africa Co	170	69	40.6%	-11.1%	n/a	n/a
R8	Region 8 - Apo/Fpo	56	37	66.1%	4.0%	n/a	n/a
R8	Romania Section	834	699	83.8%	4.2%	85.9%	2.1%
R8	Russia (Northwest) Section	375	214	57.1%	7.0%	61.2%	4.1%
R8	Russia (Siberia) Section	253	195	77.1%	7.4%	82.1%	5.0%
R8	Russia Section	995	650	65.3%	1.2%	67.3%	2.0%
R8	Saudi Arabia Section	923	412	44.6%	0.7%	45.1%	0.5%
R8	Serbia And Montenegro Section	642	539	84.0%	7.0%	87.4%	3.5%
R8	Slovenia Section	289	244	84.4%	-2.1%	86.6%	2.1%
R8	South Africa Section	888	593	66.8%	-1.8%	68.6%	1.8%
R8	Spain Section	3040	2518	82.8%	2.7%	84.2%	1.4%
R8	Sweden Section	1755	1394	79.4%	1.8%	80.3%	0.9%
R8	Switzerland Section	2537	2118	83.5%	3.1%	85.1%	1.6%
R8	Tunisia Section	1959	649	33.1%	6.2%	36.2%	3.1%
R8	Turkey Section	1619	849	52.4%	7.3%	57.4%	5.0%
R8	Uganda Section	127	66	52.0%	10.7%	60.0%	8.0%
R8	Ukraine Section	341	206	60.4%	0.1%	61.4%	1.0%
R8	United Arab Emirates Section	1003	483	48.2%	3.8%	51.6%	3.4%
R8	United Kingdom and Ireland Section	9023	6660	73.8%	1.8%	74.7%	0.9%
R8	Western Saudi Arabia Section	530	221	41.7%	8.2%	45.8%	4.1%
R8	Zambia Section	143	124	86.7%	11.6%	91.7%	5.0%
R8	Region 8 Total	63699	45333	71.2%	4.1%	72.5%	1.4%

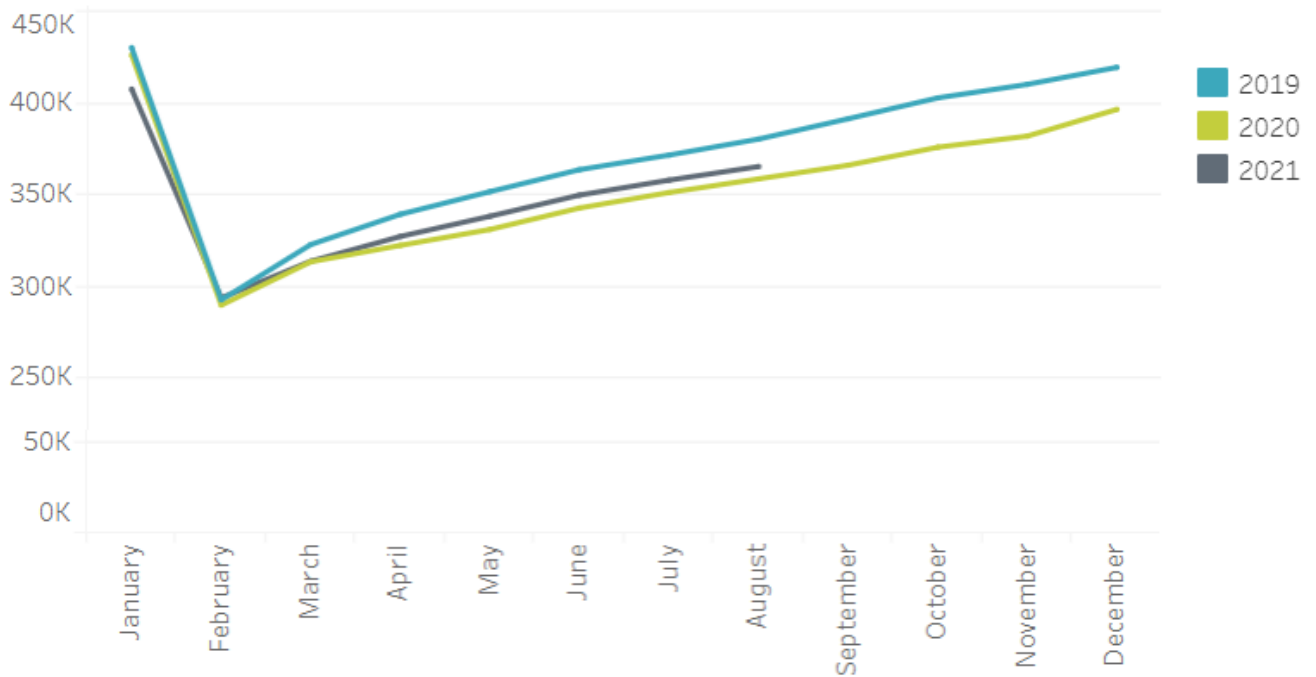
2022 Recruitment MD goals:

2022 Membership Year Recruitment Goals				By 15 August		
Region	Section Name	2021	2021 YoY	2022 # Goal	2022 # Growth	2022 % Growth
R8	Algeria Section	50	42.9%	55	5	10.0%
R8	Austria Section	144	-7.7%	147	3	2.0%
R8	Bahrain Section	133	133.3%	146	13	10.0%
R8	Belarus Section	6	0.0%	8	2	33.3%
R8	Benelux Section	462	1.8%	485	23	5.0%
R8	Bosnia And Herzegovina Section	14	-57.6%	16	2	14.3%
R8	Bulgaria Section	50	-2.0%	55	5	10.0%
R8	Croatia Section	89	-17.6%	93	4	5.0%
R8	Cyprus Section	47	11.9%	50	3	6.4%
R8	Czechoslovakia Section	66	-4.3%	68	2	3.0%
R8	Denmark Section	118	-1.7%	120	2	2.0%
R8	Egypt Section	386	34.5%	405	19	5.0%
R8	Estonia Section	56	33.3%	62	6	10.0%
R8	Finland Section	89	-31.0%	91	2	2.0%
R8	France Section	617	10.6%	648	31	5.0%
R8	Germany Section	1043	0.3%	1095	52	5.0%
R8	Ghana Section	42	5.0%	44	2	5.0%
R8	Greece Section	314	-8.7%	320	6	2.0%
R8	Hungary Section	85	25.0%	89	4	5.0%
R8	Iceland Section	5	-72.2%	8	3	60.0%
R8	Iran Section	172	-17.7%	175	3	2.0%
R8	Iraq Section	81	2.5%	83	2	3.0%
R8	Israel Section	147	3.5%	155	8	5.4%
R8	Italy Section	862	5.6%	905	43	5.0%
R8	Jordan Section	390	-0.8%	398	8	2.0%
R8	Kenya Section	104	-39.9%	107	3	3.0%
R8	Kuwait Section	69	-37.8%	71	2	2.9%
R8	Latvia Section	45	104.5%	50	5	10.0%
R8	Lebanon Section	449	33.6%	494	45	10.0%
R8	Lithuania Section	34	25.9%	36	2	5.0%
R8	Malta Section	18	0.0%	25	7	38.9%
R8	Mauritius Section	36	12.5%	40	4	11.1%
R8	Morocco Section	175	17.4%	193	18	10.0%
R8	Nigeria Section	273	-11.9%	287	14	5.0%
R8	Northern Macedonia Section	9	-25.0%	11	2	22.2%
R8	Norway Section	121	365.4%	133	12	10.0%
R8	Oman Section	165	44.7%	182	17	10.0%
R8	Poland Section	148	-14.5%	200	52	35.1%
R8	Portugal Section	300	125.6%	330	30	10.0%
R8	Qatar Section	69	-69.2%	72	3	5.0%
R8	Reg 8-Countries Outside Sections	535	632.9%	n/a	n/a	n/a
R8	Reg 8-Subsections of Africa Council	83	n/a	n/a	n/a	n/a
R8	Region 8 - Apo/Fpo	15	-77.6%	n/a	n/a	n/a
R8	Romania Section	134	25.2%	147	13	10.0%
R8	Russia (Northwest) Section	114	-1.7%	116	2	2.0%
R8	Russia (Siberia) Section	55	-8.3%	58	3	5.0%
R8	Russia Section	333	2.5%	346	13	4.0%
R8	Saudi Arabia Section	575	27.2%	633	58	10.0%
R8	Serbia And Montenegro Section	62	-24.4%	64	2	3.2%
R8	Slovenia Section	25	-28.6%	27	2	8.0%
R8	South Africa Section	137	-35.1%	144	7	5.0%
R8	Spain Section	349	-15.7%	356	7	2.0%
R8	Sweden Section	173	-8.9%	179	6	3.5%

2022 Membership Year Recruitment Goals				By 15 August		
Region	Section Name	2021	2021 YoY	2022 # Goal	2022 # Growth	2022 % Growth
R8	Switzerland Section	273	0.7%	287	14	5.0%
R8	Tunisia Section	1916	32.9%	2108	192	10.0%
R8	Turkey Section	641	14.3%	673	32	5.0%
R8	Uganda Section	40	-4.8%	50	10	25.0%
R8	Ukraine Section	107	7.0%	112	5	5.0%
R8	United Arab Emirates Section	488	15.6%	512	24	5.0%
R8	United Kingdom and Ireland Section	1592	-5.4%	1624	32	2.0%
R8	Western Saudi Arabia Section	231	-8.0%	236	5	2.0%
R8	Zambia Section	19	46.2%	21	2	10.0%
R8	Region 8 Total	15380	7.3%	15645	898	5.8%

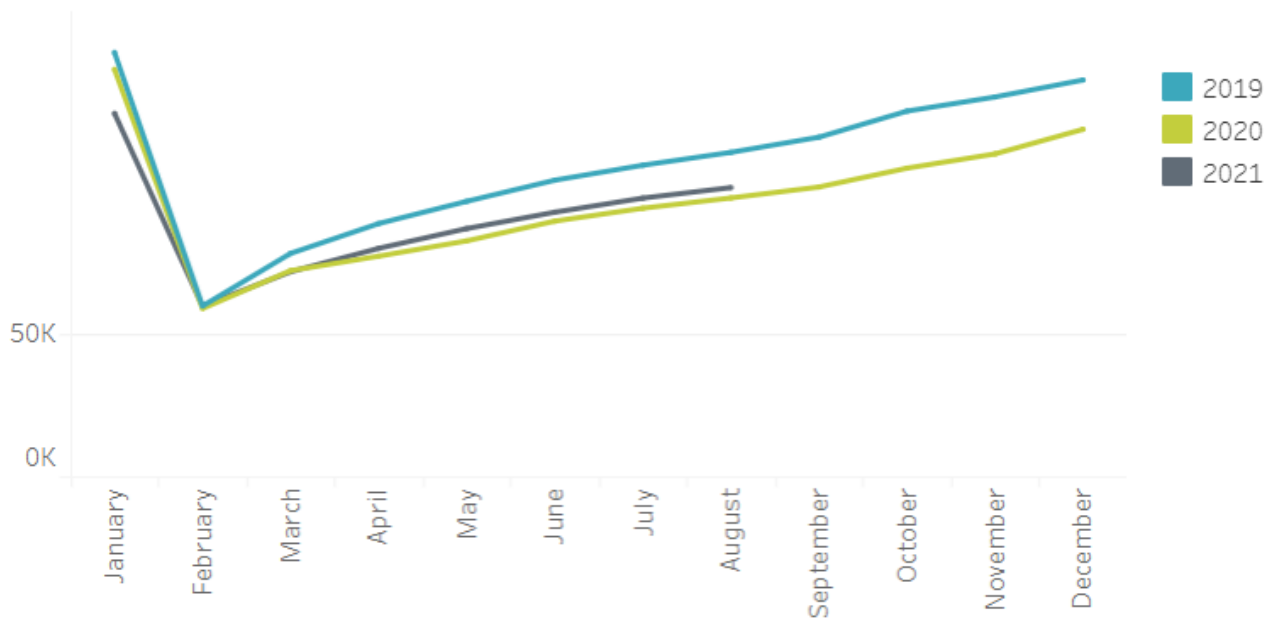
Progress against goals since the last report

At the time of our last R8 (virtual) meeting, we reported that IEEE membership was down 4.4% year-on-year, with the lowest point being a loss of 6.9% in November 2020. We can report that membership overall is now up 1.9% on 2020 year-on-year. This means that overall membership is still down on 2019 but better than 2020. However, most of this is due to the FUTURES50 initiative with student membership up 13%. Unfortunately, higher grade membership is down 1.3%.



2021 Membership Year (Globally)

The trend in R8 is similar to IEEE overall, with 2021 numbers being higher than 2020 but still lower than 2019, as shown in the below graph. At 66,441 members, R8 membership is up 2.3% overall from the same month (September) last year, but down 1.2% in higher grades. Again, due to the FUTURE50 program, graduate student membership is up 3.9% and undergraduate membership is up a massive 26%.



2021 Membership Year (R8)

Retention & Recruitment

Approximately 1/3 (33.9%) of sections in R8 have already reached or surpassed their recruitment goals. Almost 2/3 (62.7%) have reached their retention goals. Most other sections are well on target.

The following Sections have reached their retention goals:

R8	Austria Section	Russia (Northwest) Section
	Benelux Section	Russia (Siberia) Section
	Bosnia And Herzegovina Section	Serbia And Montenegro Section
	Cyprus Section	Spain Section
	Czechoslovakia Section	Sweden Section
	Denmark Section	United Kingdom and Ireland Section
	Finland Section	Western Saudi Arabia Section
	Germany Section	Zambia Section
	Ghana Section	
	Greece Section	
	Iran Section	
	Iraq Section	
	Israel Section	
	Jordan Section	
	Malta Section	
	Poland Section	

The following Sections have reached their recruitment goals:

R8	Algeria Section
	Egypt Section
	Latvia Section
	Morocco Section
	Oman Section
	Saudi Arabia Section
	Ukraine Section

The following Sections have reached **both** their recruitment and retention goals.

R8	Bahrain Section
	Estonia Section
	France Section
	Hungary Section
	Italy Section
	Lebanon Section
	Lithuania Section
	Norway Section
	Portugal Section
	Romania Section
	Tunisia Section
	Turkey Section
	United Arab Emirates Section

Points of Concern

A handful of sections are struggling to reach their recruitment goals. Again, MDSC has agreed that emphasis this year should be put on retention.

Proposals for improvements/Other Issues to report

Significant work was undertaken to make it possible for Lebanon-based members to pay their renewal fees. The situation is still not well-resolved with a temporary situation in place.

As reported, it is hoped to return to in-person Volunteer Training in 2022.