

# IEEE Region 8

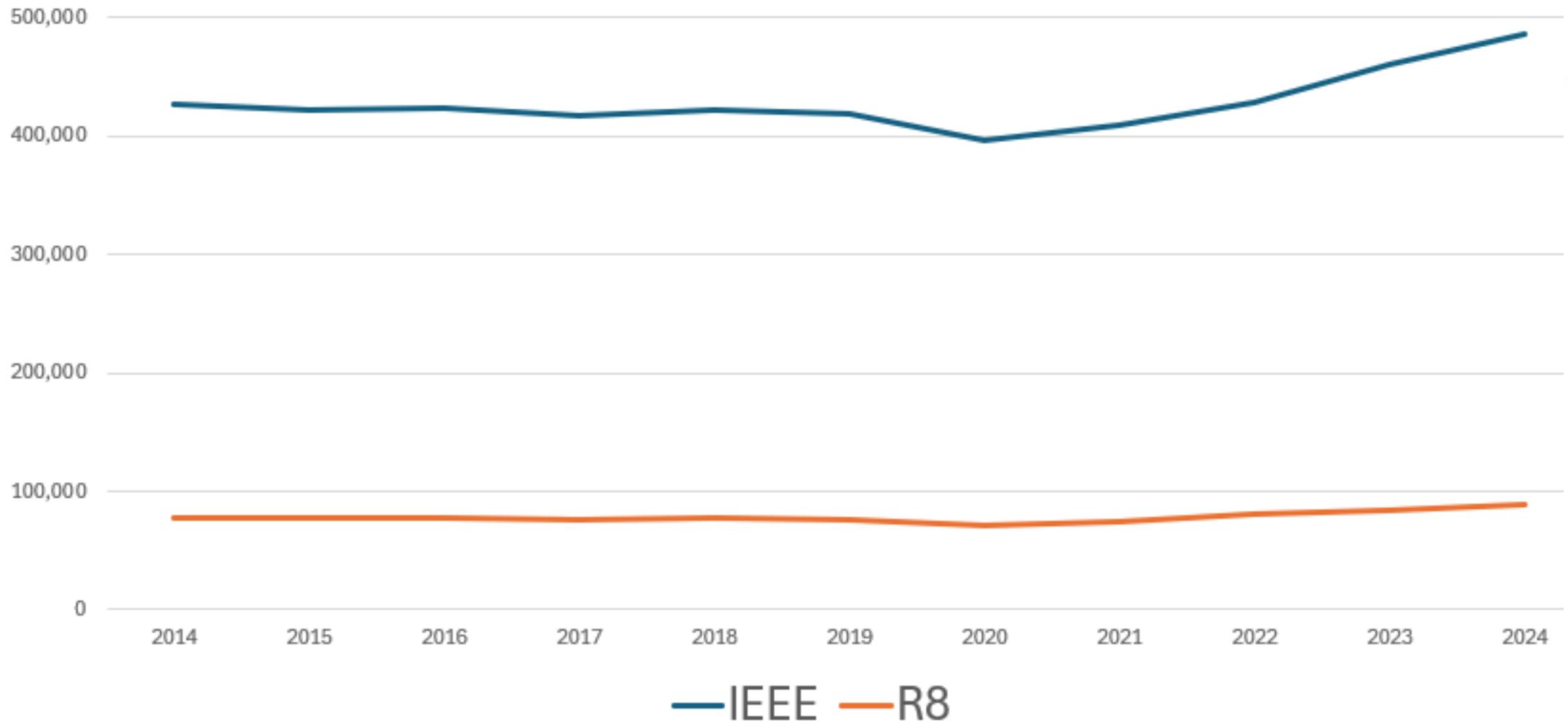


## Strategic Planning for R8 Member Activities

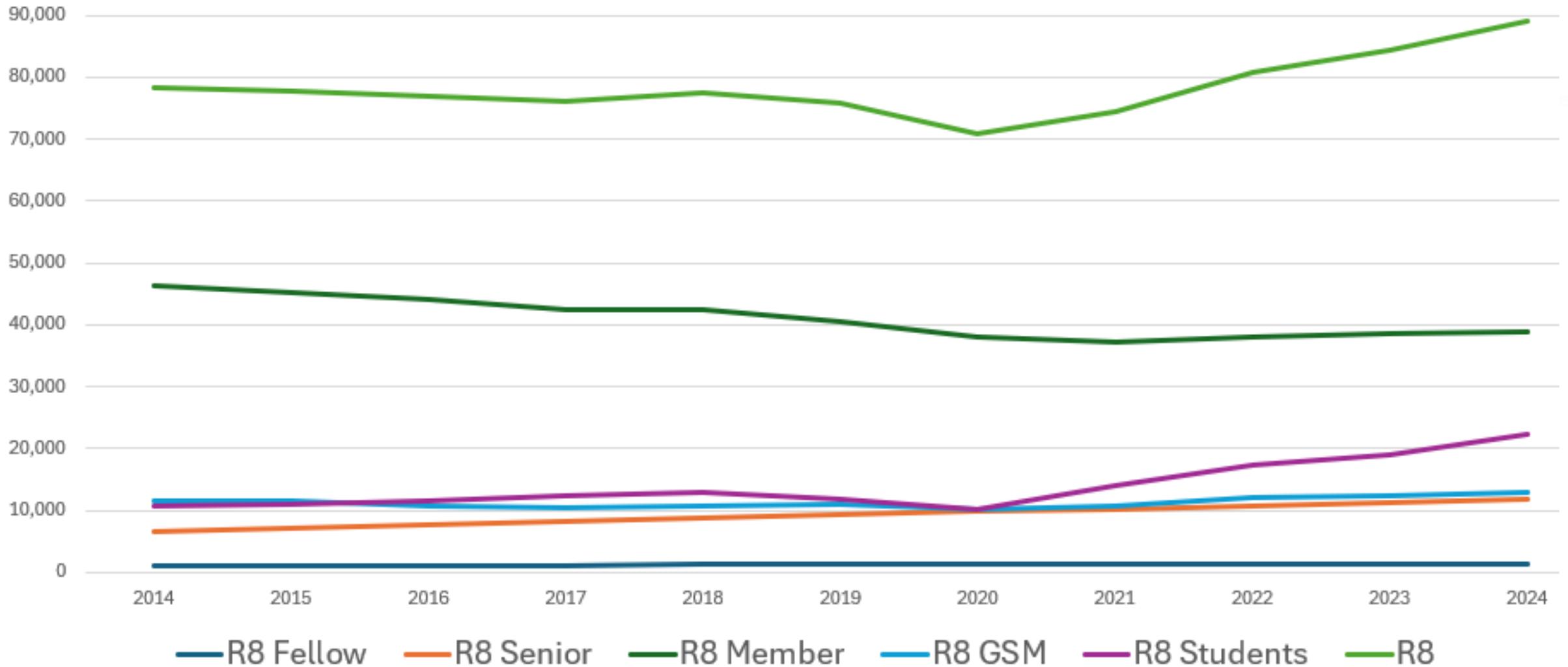
Habib M. Kammoun, R8 Vice Chair, Member Activities

R8 Committee Meeting, Budapest, April 5, 2025

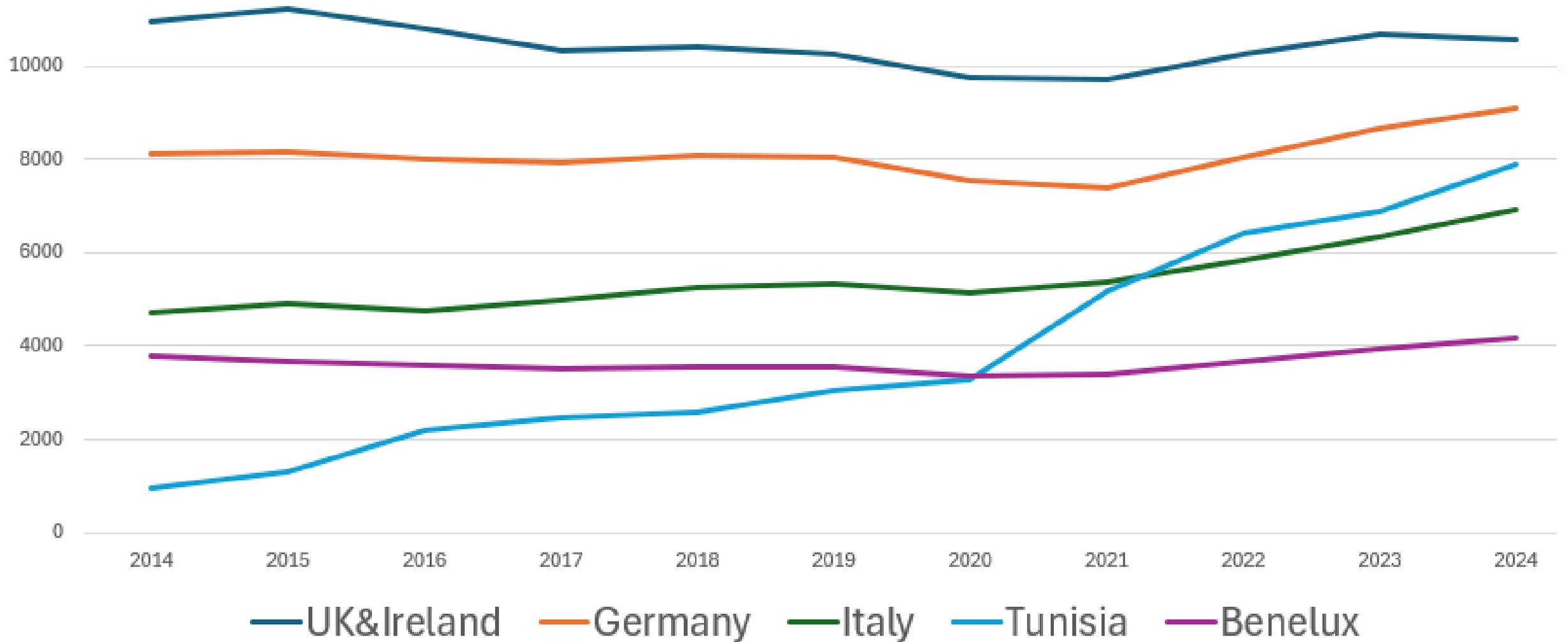
# IEEE Membership Statistics (2014-2024)



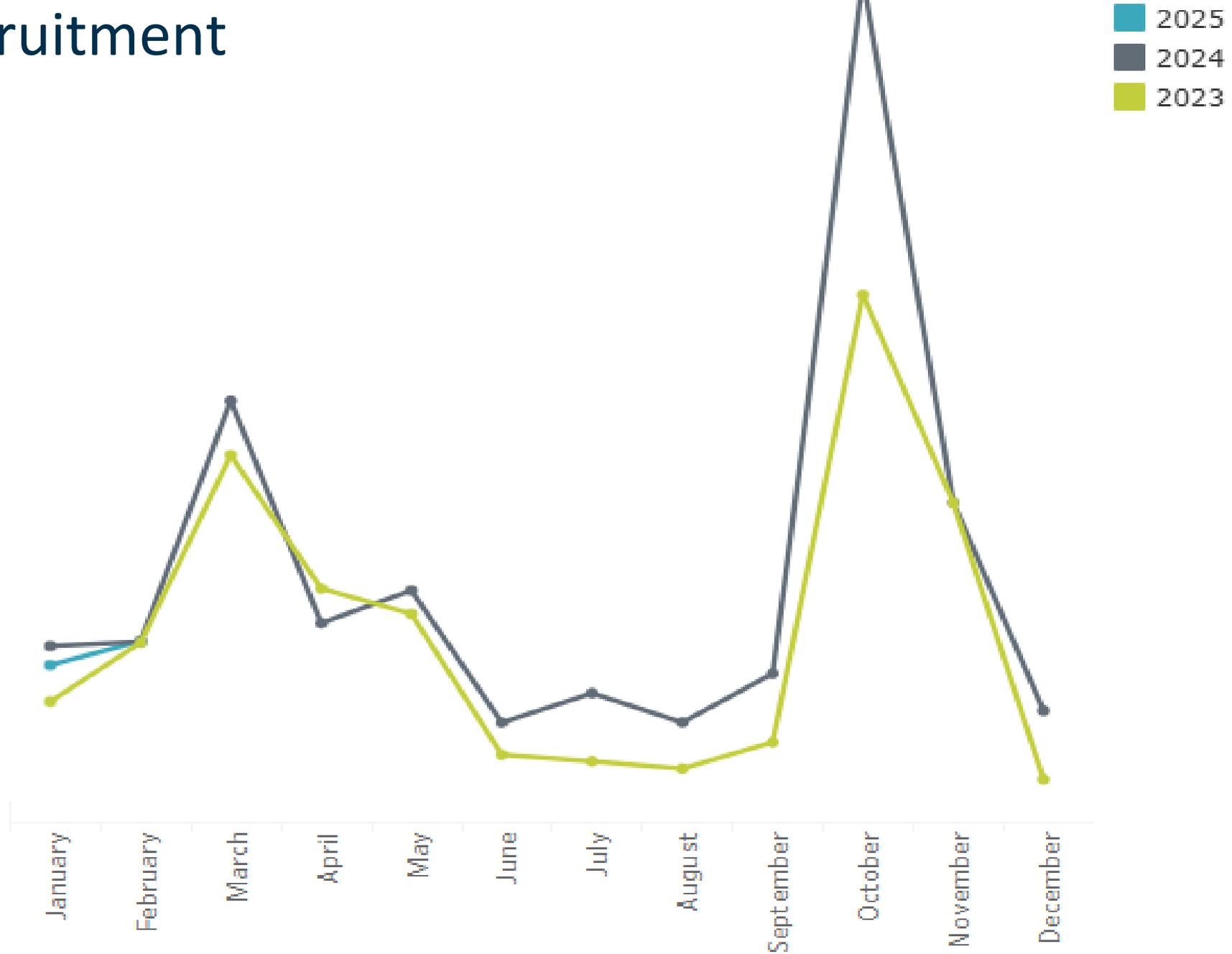
# R8 Memberships



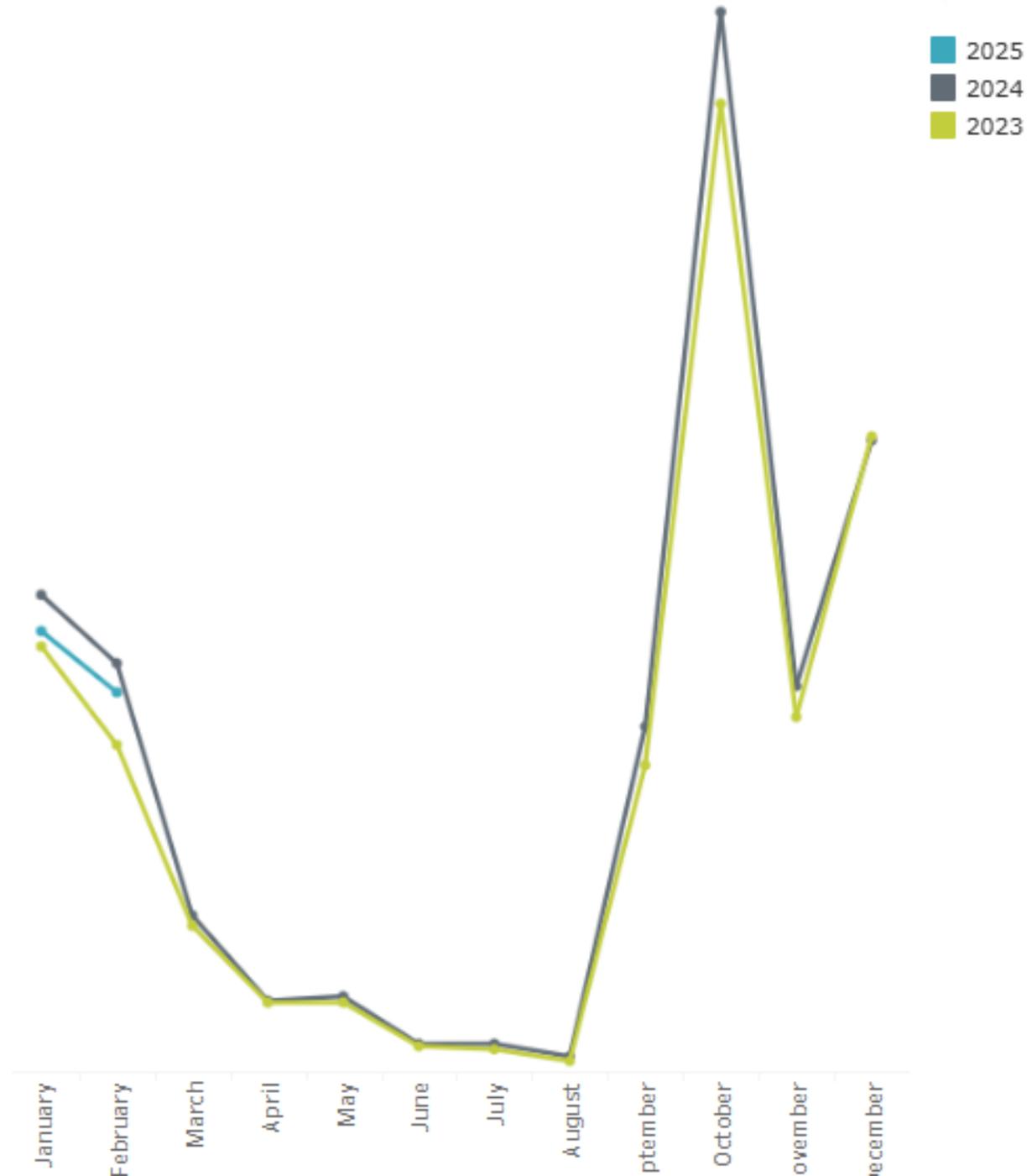
# Memberships of the current largest 5 sections



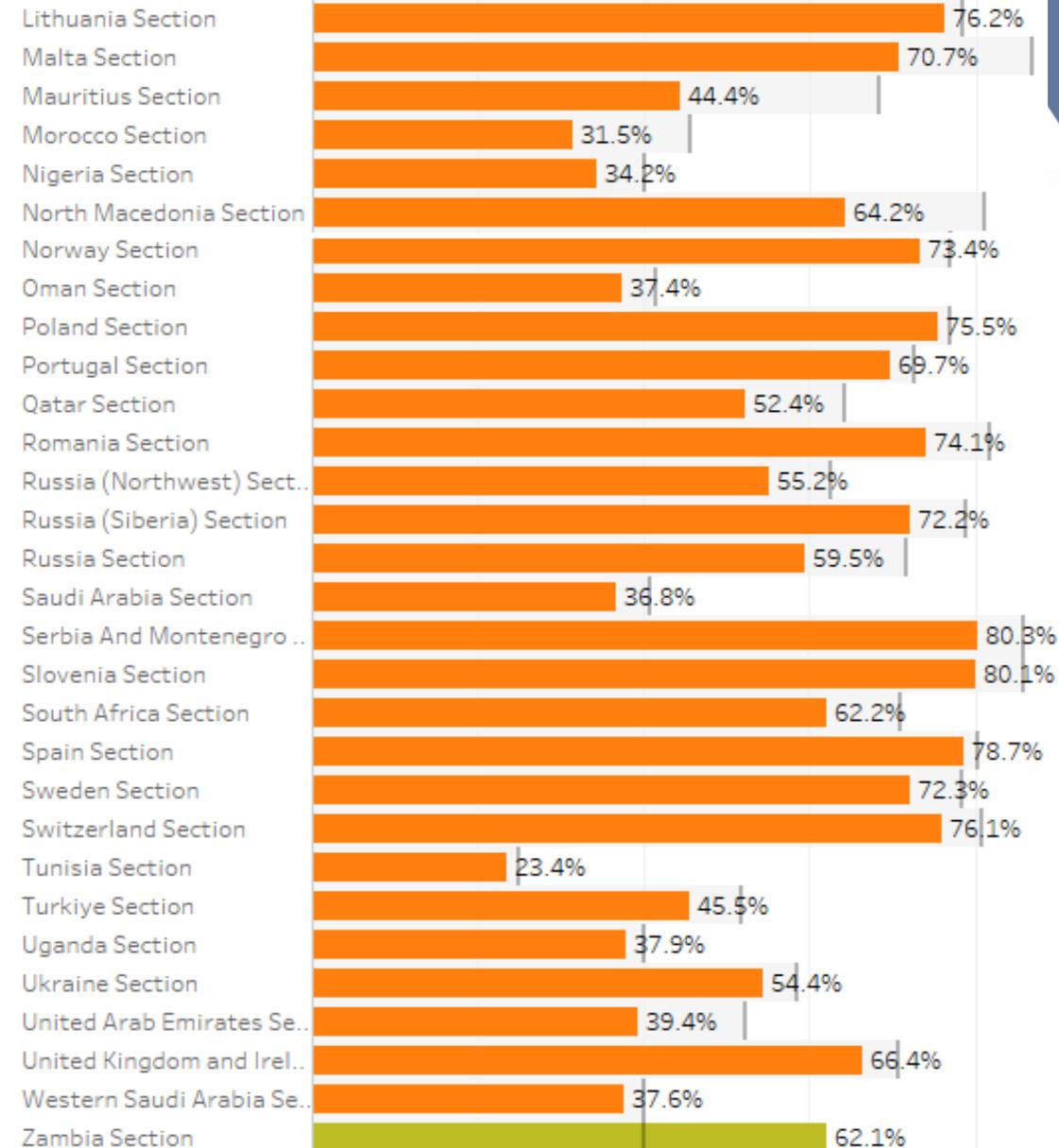
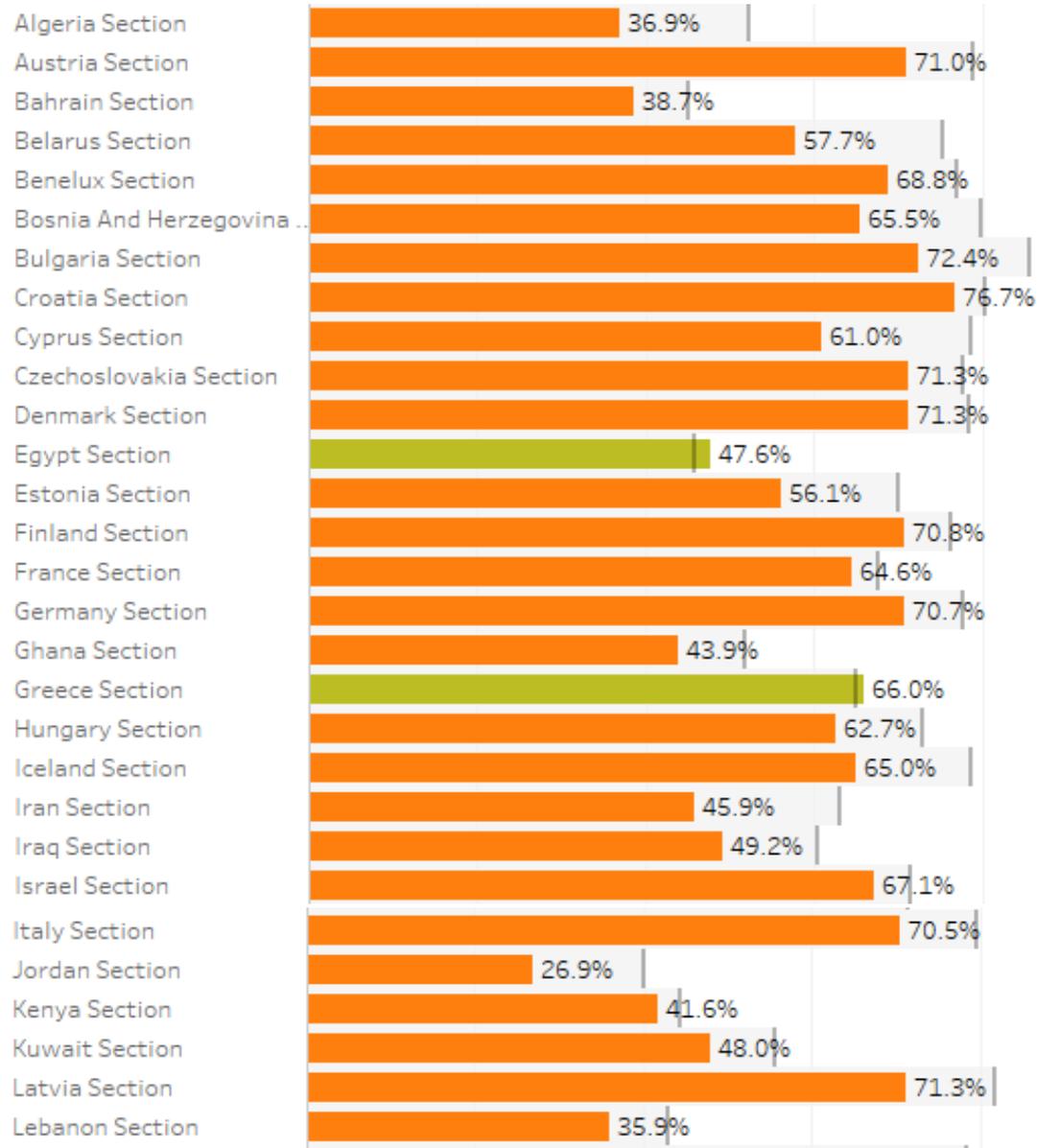
# R8 Recruitment



# R8 Retention



# Retention in R8 Sections (April 2025)



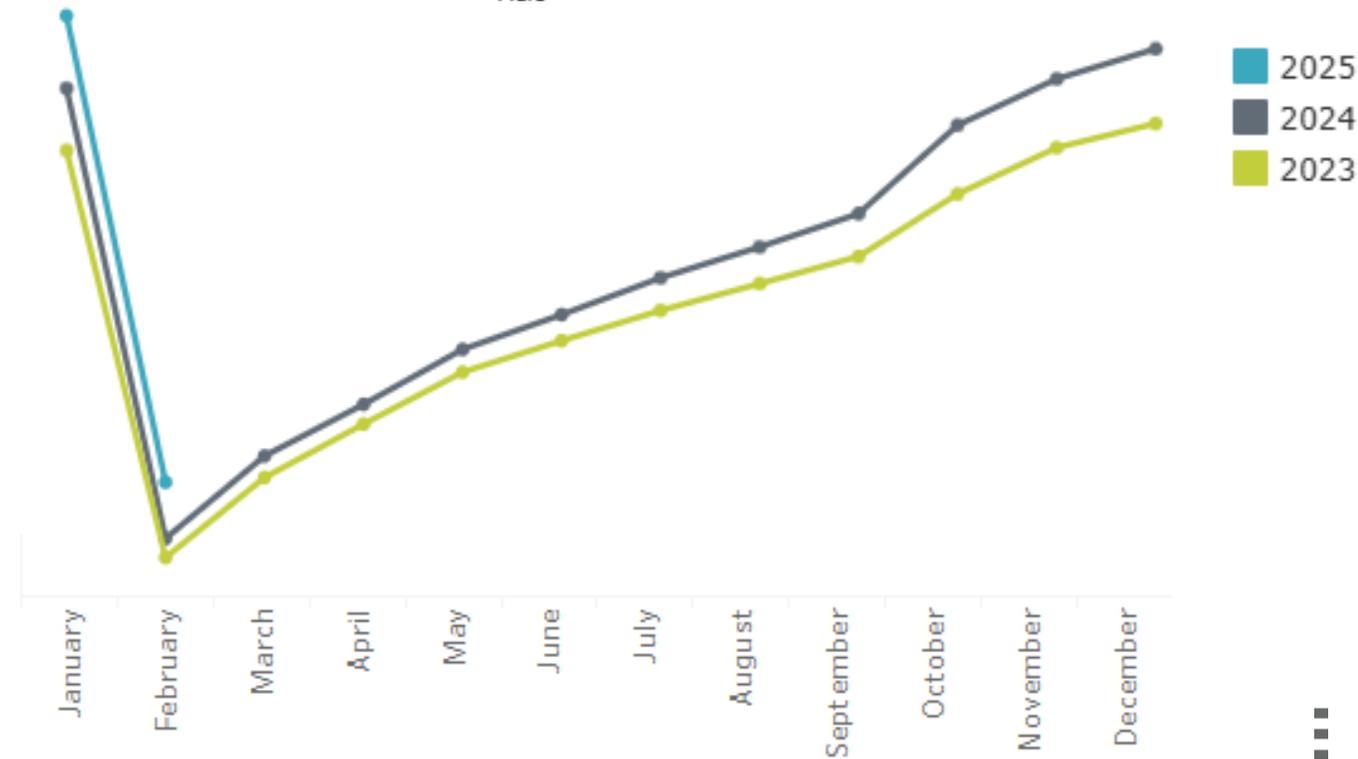
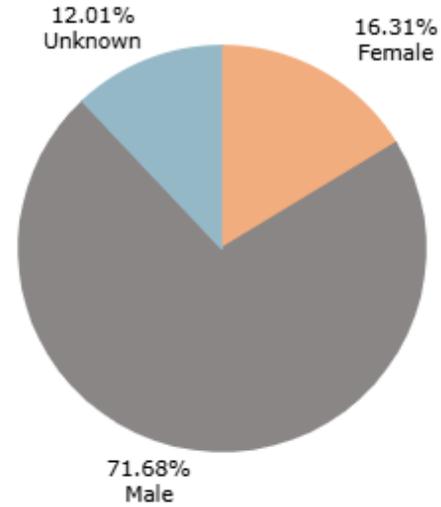
# Points of concern

- About 28k didn't renew in R8
- About 50% of 1<sup>st</sup> year membership didn't renew
- Low female rate (16%)
- Only 3 sections reached their retain goals

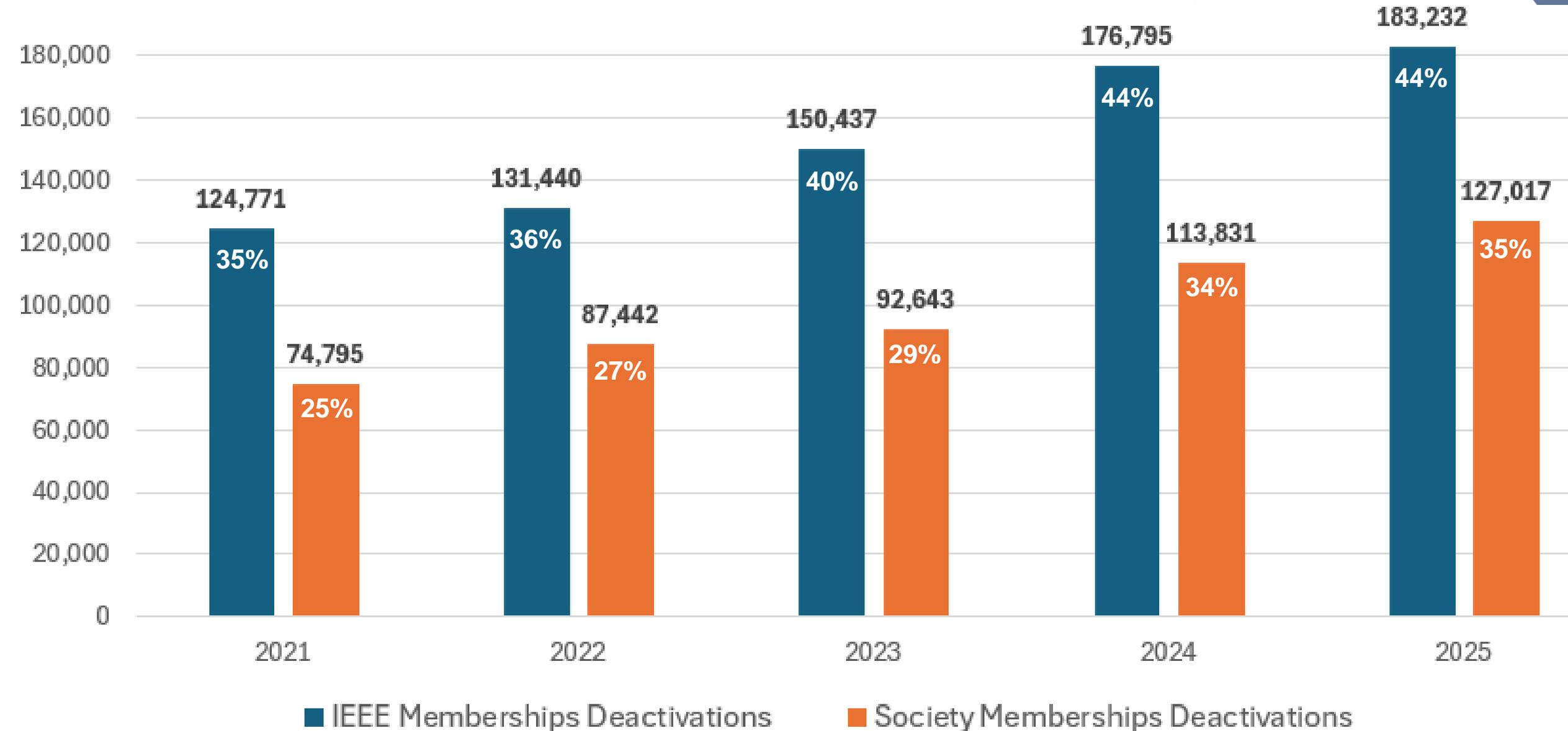
How to retain our Members?

How to attract more females?

Count by Gender



# Non-Renewal memberships



# Concerns about the IEEE Benefits

- Same benefits and services package for all members
  - Check <http://ieee.org/benefits>
- Members from different countries/continents have different needs
  - Allow members to select each year the needed benefits
- IEEE membership benefits don't allow members to receive, for example:
  - One free IEEE Xplore document per month
  - One free IEEE technical society
  - One free IEEE online course
- Travel grants attract student to join for 1-2 years and forgot about IEEE after graduation
  - Travel grant to professional members to attend an IEEE flagship conference (each 5-10 years memberships)

# Challenges in Region 8

- Large geographical distance
- Different members' needs and motivations, multiple languages, diverse cultures, economy, technology, industry-academy relations
- Difficult access to international payment methods + expensive bank fee
- Improve the retention and the recruitment rates
  - Main retention issues concerns students after graduation
  - High cost moving from student to professional grade
- Expensive membership fee for low-income countries
  - Attract new members in Africa, develop new IEEE units in Africa
  - No IEEE activities (considered as benefits) in 35 African countries

# R8 MA Goals

- Facilitate sharing exchange of experiences and best practices
- Encourage developing new ideas and projects
- Effective cooperation with sections' representatives and support developing new dedicated benefits to their members according to their special needs
- Effective cooperation between R8 committees
- Effective cooperation with R8 TA, R8 SA, and Africa council
- Increase volunteers' motivation and recognition
- Improve visibility of IEEE activities in the region

سپاس Dank u Kiitos  
Paldies Спацидо Multumesc  
تشكرًا Dakujem Gracias  
Asante Obrigado Tanemmirt  
Hvala Teşekkür ederim Дзякую Рахмет  
متشكرم Tack

# THANK YOU

Grazzi Ευχαριστώ 7717 Dziękuje Enkosi  
Ačiū Köszönöm Благодарам Dankie  
Благодаря Tak Дзякуй  
Tak Grazie Danke Děkuji  
Aitäh Merci Grazia