



# Membership Development Report – January 2012

Europe, Middle East, Africa (Region 8)



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



Dear MD officer,  
 The month of February is the month where we reach the highest membership, before the terminator removes all those that did not renew their membership. For more than 38 sections, less than 50 % of the members renewed! This means that we fail in keeping our members. We compensate largely through recruitment of new members, but it should be more difficult to maintain your membership through recruitment than through retention.  
 From next month, we also have the half year dues that start again. A good moment to start looking for new IEEE members.  
 –Dirk Van Hertem, Membership Development Chair, Region 8

Regional Snapshot	Total this Month	'12 vs. '11	% Change	Aug 2012 400,000 Member Goal – R8		2012 New Members (JAN)
<b>Total Membership</b>	<b>78,094</b>	<b>2,956</b>	<b>3.9%</b>	<b>67.1%</b>	<b>Total</b>	<b>7128</b>
• Higher-Grade	54,629	1,948	3.7%	63.8%	Higher-Grade	1764
• Students	23,465	1008	4.5%	77.8%	Student	5364
IEEE Worldwide - Total	426,772	8,889	2.1%	400,000		35,715

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	61.5%	60.7%	27.6%	57.7%
Region – 1 <sup>st</sup> -Year Members	28.2%	45.2%	20.2%	29.4%
IEEE – Total Members	67.8%	54.3%	20.0%	60.3%
IEEE – 1 <sup>st</sup> Year Members	27.9%	35.6%	15.3%	23.4%

First-Year Member Engagement	2012 Membership Cycle	2011 Membership Cycle
Recruitment	Work on member recruitment, e-Membership is available.	New membership year has begun
MGA Operations	New Member orientations: link to recorded orientation session and FAQ page: <a href="http://www.ieee.org/membership_services/membership/welcome.html">http://www.ieee.org/membership_services/membership/welcome.html</a>	<i>Weekly</i> – New members receive welcome kit mailing <i>Monthly</i> - New members of prior month are invited to a new member orientation webcast
Section / Chapter Operations	MD Officers needed to fill empty positions.	New members received welcome communications from Section / Chapter ? New member recognized in Section / Chapter newsletter ?  New members invited to Section / Chapter welcome event ?
SAMIEEE Queries	Use the pre-defined queries in SAMIEEE to identify those who have not renewed.	(MD) All Members Joining Since Membership Year (MD) First Year Members Not Renewed (ND) Members in Arrears (MD) First Year Active Members
Volunteer Resources	Do your Section MD Chairs and volunteers know all of the resources that are linked off the MD Portal at <a href="http://www.ieee.org/md">www.ieee.org/md</a> ?	



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<b>Best Section Total Retention</b>	76.8% - Switzerland Section	72.4% - Norway Section
	74.0% - Slovenia Section	71.9% - Austria Section
	72.4% - Spain Section	71.6% - Germany Section

<b>Top Section Recruitment Year over Year (Feb-Feb)</b>	<b>Numeric Growth</b>	
	264 – Iran Section	102 – Jordan Section
	158 – Egypt Section	70 – Ghana Section
	147 – Lebanon Section	55 – United Arab Emirates Section

<b>Upcoming MD Opportunities</b>	Send a renewal email to members who did not renew (or in March to those in arrears)	Upgrade members to senior members and associates to regular members
	Half year dues start from March 1	

<b>MD Resource Links</b>	IEEE Region 8	<a href="http://www.ieee.org/r8">www.ieee.org/r8</a>
	Benefits of Membership	<a href="http://www.ieee.org/benefits">www.ieee.org/benefits</a>
	First Year Member Experience	<a href="http://www.ieee.org/start">www.ieee.org/start</a>
	Online Supply Form	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	MD Online Community	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Membership Statistics	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	MD Manual, Membership Presentations	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Member-get-a-Member	<a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a>
	MD Webcast Archive Guide for 2011, 2010 and 2009	<a href="http://www.ieee.org/md">www.ieee.org/md</a>



**IEEE GOLD Membership Data**

We are providing global GOLD member data in your Region MD Report. GOLD members can be an Associate, Member or Senior Member grade. Since GOLD is not a designated IEEE Member Grade, their statistical data would be included in each member grade statistic.

<b>Geographic IEEE Gold Membership - January 2012</b>												
REGION	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%
<b>1</b>	3,393	3,724	(331)	-8.9%	622	690	(68)	-9.9%	4,015	4,414	(399)	-9.0%
<b>2</b>	3,326	3,712	(386)	-10.4%	633	666	(33)	-5.0%	3,959	4,378	(419)	-9.6%
<b>3</b>	3,317	3,816	(499)	-13.1%	754	782	(28)	-3.6%	4,071	4,598	(527)	-11.5%
<b>4</b>	2,753	3,090	(337)	-10.9%	595	630	(35)	-5.6%	3,348	3,720	(372)	-10.0%
<b>5</b>	3,456	3,790	(334)	-8.8%	577	638	(61)	-9.6%	4,033	4,428	(395)	-8.9%
<b>6</b>	6,365	6,694	(329)	-4.9%	1,107	1,168	(61)	-5.2%	7,472	7,862	(390)	-5.0%
<b>R 1-6</b>	22,610	24,826	(2,216)	-8.9%	4,288	4,574	(286)	-6.3%	26,898	29,400	(2,502)	-8.5%
<b>7</b>	2,816	3,144	(328)	-10.4%	728	779	(51)	-6.5%	3,544	3,923	(379)	-9.7%
<b>8</b>	12,389	11,445	944	8.2%	2,549	2,614	(65)	-2.5%	14,938	14,059	879	6.3%
<b>9</b>	2,462	2,243	219	9.8%	321	396	(75)	-18.9%	2,783	2,639	144	5.5%
<b>10</b>	10,943	10,375	568	5.5%	1,254	1,368	(114)	-8.3%	12,197	11,743	454	3.9%
<b>R 7-10</b>	28,610	27,207	1,403	5.2%	4,852	5,157	(305)	-5.9%	33,462	32,364	1,098	3.4%
<b>TOTAL</b>	<b>51,220</b>	<b>52,033</b>	<b>(813)</b>	<b>-1.6%</b>	<b>9,140</b>	<b>9,731</b>	<b>(591)</b>	<b>-6.1%</b>	<b>60,360</b>	<b>61,764</b>	<b>-1,404</b>	<b>-2.3%</b>

IEEE’s Member database flags members for GOLD affiliation based on the date of the member’s first graduation. Members are identified as “Yes GOLD” if their graduation date is less than 10 years past. At present, graduation dates are an optional field for member applications so new members joining IEEE are categorized as GOLD **IF** the graduation date is provided. Graduating Student Members are captured as they are elevated from Student Member to higher grade member following their graduation date.

The GOLD member data above only captures those IEEE members that are “Yes GOLD” flagged. Efforts are underway to investigate methods for reflecting true numbers of IEEE members who have graduated in the last decade.

In SAMIEEE, there are several pre-defined queries for GOLD: In the Geographic Folder, (GEO) Active IEEE members –Current GOLD (Graduates of the Last Decade) and (GEO) Active Student & Graduate Student Members with Graduation Date in 2010. In the SAMIEEE MD folder, (MD) Active Student Members with Graduation Date will also pull data.



### Year-over-Year – Renewal: 2012 Membership Year – January 2012

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2403	1869	77.8%	386	272	70.5%	2,789	2,141	76.8%
Slovenia Section	271	208	76.8%	40	22	55.0%	311	230	74.0%
Spain Section	3033	2225	73.4%	740	508	68.6%	3,773	2,733	72.4%
Norway Section	880	649	73.8%	134	85	63.4%	1,014	734	72.4%
Austria Section	926	668	72.1%	314	223	71.0%	1,240	891	71.9%
Germany Section	5760	4171	72.4%	1507	1031	68.4%	7,267	5,202	71.6%
Denmark Section	651	454	69.7%	120	80	66.7%	771	534	69.3%
Finland Section	828	561	67.8%	250	182	72.8%	1,078	743	68.9%
Sweden Section	1670	1166	69.8%	425	268	63.1%	2,095	1,434	68.4%
Croatia Section	485	337	69.5%	230	151	65.7%	715	488	68.3%
Benelux Section	2827	1983	70.1%	803	476	59.3%	3,630	2,459	67.7%
Poland Section	799	545	68.2%	157	100	63.7%	956	645	67.5%
Estonia Section	76	49	64.5%	28	19	67.9%	104	68	65.4%
Czechoslovakia Section	477	327	68.6%	102	50	49.0%	579	377	65.1%
Italy Section	3792	2459	64.8%	626	384	61.3%	4,418	2,843	64.4%
Romania Section	886	555	62.6%	135	83	61.5%	1,021	638	62.5%
Israel Section	1045	667	63.8%	92	41	44.6%	1,137	708	62.3%
Lithuanian Section	74	48	64.9%	20	10	50.0%	94	58	61.7%
U.K.& Rep Of Ireland Section	8319	5161	62.0%	1688	861	51.0%	10,007	6,022	60.2%
Portugal Section	807	503	62.3%	443	246	55.5%	1,250	749	59.9%
Latvia Section	84	55	65.5%	45	22	48.9%	129	77	59.7%
Malta Section	118	72	61.0%	53	29	54.7%	171	101	59.1%



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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
France Section	3252	1930	59.3%	506	225	44.5%	3,758	2,155	57.3%
Russia Section	513	301	58.7%	98	47	48.0%	611	348	57.0%
Iceland Section	60	39	65.0%	27	10	37.0%	87	49	56.3%
Russia (Siberia) Section	175	103	58.9%	39	17	43.6%	214	120	56.1%
Greece Section	1508	846	56.1%	619	324	52.3%	2,127	1,170	55.0%
Cyprus Section	198	113	57.1%	99	44	44.4%	297	157	52.9%
Serbia And Montenegro Section	515	261	50.7%	160	75	46.9%	675	336	49.8%
Russia (Northwest) Section	172	99	57.6%	71	18	25.4%	243	117	48.1%
Ukraine Section	326	169	51.8%	154	54	35.1%	480	223	46.5%
South Africa Section	944	484	51.3%	325	87	26.8%	1,269	571	45.0%
Morocco Section	84	46	54.8%	49	10	20.4%	133	56	42.1%
Republic Of Macedonia Section	117	66	56.4%	96	21	21.9%	213	87	40.8%
Bulgaria Section	236	93	39.4%	66	27	40.9%	302	120	39.7%
Lebanon Section	288	133	46.2%	354	122	34.5%	642	255	39.7%
Bahrain Section	65	30	46.2%	23	4	17.4%	88	34	38.6%
Qatar Section	172	74	43.0%	61	16	26.2%	233	90	38.6%
Saudi Arabia Section	710	307	43.2%	177	26	14.7%	887	333	37.5%
Turkey Section	1113	511	45.9%	987	274	27.8%	2,100	785	37.4%
Bosnia And Herzegovina Section	141	46	32.6%	48	24	50.0%	189	70	37.0%



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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Egypt Section	820	376	45.9%	1108	331	29.9%	1,928	707	36.7%
Belarus Section	50	17	34.0%	24	10	41.7%	74	27	36.5%
Hungary Section	343	137	39.9%	85	14	16.5%	428	151	35.3%
Oman Section	113	53	46.9%	49	4	8.2%	162	57	35.2%
Ghana Section	95	35	36.8%	21	5	23.8%	116	40	34.5%
Kuwait Section	149	65	43.6%	60	7	11.7%	209	72	34.4%
Western Saudi Arabia Section	249	102	41.0%	117	21	17.9%	366	123	33.6%
United Arab Emirates Section	742	341	46.0%	604	110	18.2%	1,346	451	33.5%
Kenya Section	76	25	32.9%	6	2	33.3%	82	27	32.9%
Iran Section	1129	280	24.8%	1199	385	32.1%	2,328	665	28.6%
Nigeria Section	883	247	28.0%	215	48	22.3%	1,098	295	26.9%
Tunisia Section	179	33	18.4%	178	53	29.8%	357	86	24.1%
Iraq Section	99	34	34.3%	55	3	5.5%	154	37	24.0%
Jordan Section	197	90	45.7%	406	41	10.1%	603	131	21.7%
Zambia Section	127	11	8.7%	3	1	33.3%	130	12	9.2%
Region 8-Countries Outside Sections	691	226	32.7%	409	62	15.2%	1,100	288	26.2%
Region 8 - Apo/Fpo	99	60	60.6%	22	7	31.8%	121	67	55.4%



**Year-over-Year – Recruitment: 2012 Membership Year**

Section	January 2012	January 2011	# Change	% Change
Iran Section	522	258	264	102.33%
Egypt Section	519	361	158	43.77%
Lebanon Section	322	175	147	84.00%
Jordan Section	219	117	102	87.18%
Ghana section	94	24	70	291.67%
United Arab Emirates Section	354	299	55	18.39%
Spain Section	236	188	48	25.53%
Nigeria Section	218	175	43	24.57%
Greece Section	280	245	35	14.29%
Italy Section	270	236	34	14.41%
Tunisia Section	73	40	33	82.50%
Switzerland Section	142	110	32	29.09%
Iraq Section	40	9	31	344.44%
Germany Section	436	408	28	6.86%
Bulgaria Section	35	9	26	288.89%
Iceland Section	35	13	22	169.23%
Austria Section	96	82	14	17.07%
Sweden Section	131	123	8	6.50%
Lithuanian Section	10	5	5	100.00%
Estonia Section	20	15	5	33.33%
Morocco Section	34	29	5	17.24%



**Year-over-Year – Recruitment: 2012 Membership Year**

Section	January 2012	January 2011	# Change	% Change
Israel Section	58	53	5	9.43%
Bahrain Section	16	12	4	33.33%
Hungary Section	28	24	4	16.67%
Portugal Section	137	133	4	3.01%
Kenya Section	7	4	3	75.00%
Republic Of Macedonia Section	14	11	3	27.27%
Qatar Section	48	45	3	6.67%
Russia (Northwest) Section	24	22	2	9.09%
Finland Section	69	71	-2	-2.82%
Norway Section	54	56	-2	-3.57%
Kuwait Section	11	13	-2	-15.38%
Croatia Section	56	59	-3	-5.08%
Russia (Siberia) Section	20	23	-3	-13.04%
Slovenia Section	18	21	-3	-14.29%
Zambia Section	6	9	-3	-33.33%
Malta Section	15	20	-5	-25.00%
Bosnia And Herzegovina Section	8	15	-7	-46.67%
Oman Section	18	26	-8	-30.77%
Poland Section	80	91	-11	-12.09%
Western Saudi Arabia Section	65	76	-11	-14.47%
South Africa Section	68	80	-12	-15.00%





**Year-over-Year – Recruitment: 2012 Membership Year**

Section	January 2012	January 2011	# Change	% Change
Belarus Section	6	21	-15	-71.43%
Serbia And Montenegro Section	84	102	-18	-17.65%
Cyprus Section	15	33	-18	-54.55%
Russia Section	73	95	-22	-23.16%
Denmark Section	45	67	-22	-32.84%
Czechoslovakia Section	29	53	-24	-45.28%
Latvia Section	8	32	-24	-75.00%
Romania Section	47	73	-26	-35.62%
Benelux Section	249	280	-31	-11.07%
France Section	261	295	-34	-11.53%
Ukraine Section	61	111	-50	-45.05%
Saudi Arabia Section	95	177	-82	-46.33%
Turkey Section	251	338	-87	-25.74%
U.K.& Rep Of Ireland Section	732	883	-151	-17.10%
Region 8 - Apo/Fpo	15	16	-1	-6.25%
Region 8-Countries Outside Sections	251	171	80	46.78%

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