



Membership Development Report – April 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 Membership development officers.

Please find the MD monthly for April 2012 below. As you can see, the total membership in our region has declined slightly compared to last year. Although that the drop is very limited, it is something which is quite new for our region. Compared to last month, the numbers are slightly better, but retention and recruitment numbers are still low. Of course, this is in part due to the economic situation, but it is at this moment that we need to clarify why IEEE membership is so beneficial.

–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 (APRIL) |
|-------------------------|------------------|-------------|-----------|---------------|-----------------------------------|--------------|--------------------------|
| | | | | | | | |
| Total Membership | 63,221 | ▼ | -9 | - 0.0% | 87.3% | Total | 11,945 |
| • Higher-Grade | 42,639 | ▼ | -7 | 0.0% | 79.3% | Higher-Grade | 3111 |
| • Students | 19,482 | ▲ | 2 | 0.0% | 112.8% | Student | 8834 |
| IEEE Worldwide - Total | 350,392 | ▼ | (1,201) | -0.3% | 400,000 | | 64,888 |

| 2012 Retention Dashboard / Benchmark | Cumulative – Through This Month | | | |
|--|---------------------------------|-------------------|------------------------|-------|
| | Professionals | Graduate Students | Undergraduate Students | Total |
| Region – Total Members | 75.2% | 72.0% | 36.4% | 70.4% |
| Region – 1 st -Year Members | 36.6% | 57.1% | 27.7% | 38.5% |
| IEEE – Total Members | 79.2% | 64.8% | 28.9% | 71.1% |
| IEEE – 1 st Year Members | 35.9% | 46.0% | 23.0% | 31.7% |

| First-Year Member Engagement | 2012 Membership Cycle | 2011 Membership Cycle |
|------------------------------|--|---|
| Recruitment | Work on member recruitment, e-Membership is available. | Half year dues available 1 March |
| MGA Operations | New Member orientations: link to recorded orientation session and FAQ page: http://www.ieee.org/membership_services/membership/welcome.html | <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 | Volunteers in MD Chair position. | New members received welcome communications from Section / Chapter ? New member recognized in Section / Chapter newsletter ? New members invited to Section / Chapter welcome event ? |
| SAMIEEE Analyses | NOTE: New SAMIEEE tool coming mid-April. Take new training sessions. Change over took place 16 April. | (MD) First Year Members Not Renewed (ND) Members in Arrears |
| Volunteer Resources | SAMIEEE UPGRADE: http://www.ieee.org/about/volunteers/samieeee/index.html for video and training presentation | |



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| | | |
|-------------------------------------|-----------------------------|-------------------------|
| Best Section Total Retention | 85.3% - Switzerland Section | 82.8% - Norway Section |
| | 84.9% - Slovenia Section | 81.8% - Croatia Section |
| | 82.9% - Spain Section | 81.7% - Estonia Section |

| Top Section Recruitment Year over Year | Numeric Growth | Percentage Growth |
|---|-----------------------|---------------------------|
| | 120 – Tunisia Section | 194.29% - Ghana Section |
| | 106 – Egypt Section | 105.00% - Iceland Section |
| | 100 – Nigeria Section | 96.00% - Tunisia Section |

| | | |
|--------------------------|--|--|
| MD Resource Links | IEEE Region 8 | www.ieee.org/r8 |
| | Benefits of Membership | www.ieee.org/benefits |
| | First Year Member Experience | www.ieee.org/start |
| | Online Supply Form | www.ieee.org/md |
| | MD Online Community | www.ieee.org/md |
| | Membership Statistics | www.ieee.org/md |
| | MD Manual, Membership Presentations | www.ieee.org/md |
| | Member-get-a-Member | www.ieee.org/mgm |
| | MD Webcast Archive Guide for 2012. 2011, 2010 and 2009 | www.ieee.org/md |



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.

Region 1-10 GOLD April 2012 data is being reviewed for accuracy.

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 – April 2012

| REGION 8 | HIGHER GRADE MEMBERS | | | STUDENT MEMBERS | | | TOTAL MEMBERS | | |
|-------------------------------|----------------------|-----------|-----------|-----------------|-----------|-----------|---------------|-----------|-----------|
| | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal |
| Switzerland Section | 2389 | 2070 | 86.6% | 400 | 308 | 77.0% | 2,789 | 2,378 | 85.3% |
| Slovenia Section | 270 | 234 | 86.7% | 41 | 30 | 73.2% | 311 | 264 | 84.9% |
| Spain Section | 2989 | 2527 | 84.5% | 784 | 599 | 76.4% | 3,773 | 3,126 | 82.9% |
| Norway Section | 872 | 738 | 84.6% | 142 | 102 | 71.8% | 1,014 | 840 | 82.8% |
| Croatia Section | 473 | 409 | 86.5% | 242 | 176 | 72.7% | 715 | 585 | 81.8% |
| Estonia Section | 76 | 64 | 84.2% | 28 | 21 | 75.0% | 104 | 85 | 81.7% |
| Austria Section | 908 | 740 | 81.5% | 332 | 263 | 79.2% | 1,240 | 1,003 | 80.9% |
| Germany Section | 5685 | 4671 | 82.2% | 1582 | 1193 | 75.4% | 7,267 | 5,864 | 80.7% |
| Sweden Section | 1656 | 1355 | 81.8% | 439 | 331 | 75.4% | 2,095 | 1,686 | 80.5% |
| Italy Section | 3760 | 3084 | 82.0% | 658 | 467 | 71.0% | 4,418 | 3,551 | 80.4% |
| Serbia And Montenegro Section | 492 | 407 | 82.7% | 183 | 134 | 73.2% | 675 | 541 | 80.1% |
| Denmark Section | 647 | 516 | 79.8% | 124 | 93 | 75.0% | 771 | 609 | 79.0% |
| Finland Section | 819 | 646 | 78.9% | 259 | 205 | 79.2% | 1,078 | 851 | 78.9% |
| Romania Section | 874 | 698 | 79.9% | 147 | 107 | 72.8% | 1,021 | 805 | 78.8% |
| Poland Section | 776 | 634 | 81.7% | 180 | 116 | 64.4% | 956 | 750 | 78.5% |
| Hungary Section | 339 | 268 | 79.1% | 89 | 67 | 75.3% | 428 | 335 | 78.3% |
| Benelux Section | 2805 | 2217 | 79.0% | 825 | 556 | 67.4% | 3,630 | 2,773 | 76.4% |
| Czechoslovakia Section | 475 | 381 | 80.2% | 104 | 58 | 55.8% | 579 | 439 | 75.8% |
| Israel Section | 1044 | 802 | 76.8% | 93 | 54 | 58.1% | 1,137 | 856 | 75.3% |
| Lithuanian Section | 74 | 57 | 77.0% | 20 | 13 | 65.0% | 94 | 70 | 74.5% |
| Malta Section | 113 | 85 | 75.2% | 58 | 41 | 70.7% | 171 | 126 | 73.7% |
| Russia Section | 511 | 388 | 75.9% | 100 | 59 | 59.0% | 611 | 447 | 73.2% |



Year-over-Year – Renewal: 2012 Membership Year – April 2012

| REGION 8 | HIGHER GRADE MEMBERS | | | STUDENT MEMBERS | | | TOTAL MEMBERS | | |
|--------------------------------|----------------------|-----------|-----------|-----------------|-----------|-----------|---------------|-----------|-----------|
| | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal |
| Bosnia And Herzegovina Section | 138 | 96 | 69.6% | 51 | 42 | 82.4% | 189 | 138 | 73.0% |
| U.K.& Rep Of Ireland Section | 8219 | 6163 | 75.0% | 1788 | 1083 | 60.6% | 10,007 | 7,246 | 72.4% |
| Portugal Section | 782 | 605 | 77.4% | 468 | 294 | 62.8% | 1,250 | 899 | 71.9% |
| France Section | 3227 | 2365 | 73.3% | 531 | 310 | 58.4% | 3,758 | 2,675 | 71.2% |
| Cyprus Section | 193 | 150 | 77.7% | 104 | 58 | 55.8% | 297 | 208 | 70.0% |
| Russia (Siberia) Section | 174 | 130 | 74.7% | 40 | 19 | 47.5% | 214 | 149 | 69.6% |
| Latvia Section | 83 | 60 | 72.3% | 46 | 28 | 60.9% | 129 | 88 | 68.2% |
| Greece Section | 1468 | 1031 | 70.2% | 659 | 414 | 62.8% | 2,127 | 1,445 | 67.9% |
| Russia (Northwest) Section | 169 | 136 | 80.5% | 74 | 27 | 36.5% | 243 | 163 | 67.1% |
| Iceland Section | 59 | 43 | 72.9% | 28 | 14 | 50.0% | 87 | 57 | 65.5% |
| Zambia Section | 127 | 84 | 66.1% | 3 | 1 | 33.3% | 130 | 85 | 65.4% |
| Bulgaria Section | 233 | 163 | 70.0% | 69 | 34 | 49.3% | 302 | 197 | 65.2% |
| Republic Of Macedonia Section | 107 | 86 | 80.4% | 106 | 50 | 47.2% | 213 | 136 | 63.8% |
| Ukraine Section | 320 | 229 | 71.6% | 160 | 76 | 47.5% | 480 | 305 | 63.5% |
| Kenya Section | 76 | 49 | 64.5% | 6 | 3 | 50.0% | 82 | 52 | 63.4% |
| South Africa Section | 915 | 621 | 67.9% | 354 | 150 | 42.4% | 1,269 | 771 | 60.8% |
| Bahrain Section | 65 | 48 | 73.8% | 23 | 4 | 17.4% | 88 | 52 | 59.1% |
| Morocco Section | 82 | 54 | 65.9% | 51 | 18 | 35.3% | 133 | 72 | 54.1% |
| Qatar Section | 169 | 93 | 55.0% | 64 | 28 | 43.8% | 233 | 121 | 51.9% |
| Tunisia Section | 169 | 90 | 53.3% | 188 | 95 | 50.5% | 357 | 185 | 51.8% |



Year-over-Year – Renewal: 2012 Membership Year – April 2012

| REGION 8 | HIGHER GRADE MEMBERS | | | STUDENT MEMBERS | | | TOTAL MEMBERS | | |
|-------------------------------------|----------------------|-----------|-----------|-----------------|-----------|-----------|---------------|-----------|-----------|
| | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal |
| Ghana Section | 95 | 52 | 54.7% | 21 | 7 | 33.3% | 116 | 59 | 50.9% |
| Saudi Arabia Section | 705 | 407 | 57.7% | 182 | 38 | 20.9% | 887 | 445 | 50.2% |
| Belarus Section | 49 | 26 | 53.1% | 25 | 11 | 44.0% | 74 | 37 | 50.0% |
| Iran Section | 978 | 418 | 42.7% | 1350 | 746 | 55.3% | 2,328 | 1,164 | 50.0% |
| Turkey Section | 1086 | 660 | 60.8% | 1014 | 384 | 37.9% | 2,100 | 1,044 | 49.7% |
| United Arab Emirates Section | 730 | 441 | 60.4% | 616 | 195 | 31.7% | 1,346 | 636 | 47.3% |
| Lebanon Section | 286 | 154 | 53.8% | 356 | 146 | 41.0% | 642 | 300 | 46.7% |
| Oman Section | 113 | 67 | 59.3% | 49 | 7 | 14.3% | 162 | 74 | 45.7% |
| Kuwait Section | 148 | 86 | 58.1% | 61 | 9 | 14.8% | 209 | 95 | 45.5% |
| Egypt Section | 791 | 459 | 58.0% | 1137 | 402 | 35.4% | 1,928 | 861 | 44.7% |
| Western Saudi Arabia Section | 244 | 130 | 53.3% | 122 | 31 | 25.4% | 366 | 161 | 44.0% |
| Nigeria Section | 875 | 372 | 42.5% | 223 | 72 | 32.3% | 1,098 | 444 | 40.4% |
| Iraq Section | 99 | 47 | 47.5% | 55 | 5 | 9.1% | 154 | 52 | 33.8% |
| Jordan Section | 196 | 123 | 62.8% | 407 | 69 | 17.0% | 603 | 192 | 31.8% |
| Region 8-Countries Outside Sections | 683 | 312 | 45.7% | 417 | 94 | 22.5% | 1,100 | 406 | 36.9% |
| Region 8 - Apo/Fpo | 99 | 75 | 75.8% | 22 | 7 | 31.8% | 121 | 82 | 67.8% |



Year-over-Year – Recruitment: 2012 Membership Year

| Section | April 2012 | April 2011 | # Change | % Change |
|------------------------------|------------|------------|----------|----------|
| Tunisia Section | 245 | 125 | 120 | 96.00% |
| Egypt Section | 625 | 519 | 106 | 20.42% |
| Nigeria Section | 402 | 302 | 100 | 33.11% |
| Lebanon Section | 376 | 289 | 87 | 30.10% |
| Iran Section | 1002 | 932 | 70 | 7.51% |
| Ghana section | 103 | 35 | 68 | 194.29% |
| United Arab Emirates Section | 575 | 526 | 49 | 9.32% |
| Jordan Section | 349 | 302 | 47 | 15.56% |
| Austria Section | 178 | 140 | 38 | 27.14% |
| Italy Section | 489 | 456 | 33 | 7.24% |
| Switzerland Section | 240 | 210 | 30 | 14.29% |
| Iceland Section | 41 | 20 | 21 | 105.00% |
| Sweden Section | 247 | 228 | 19 | 8.33% |
| Bulgaria Section | 61 | 46 | 15 | 32.61% |
| Estonia Section | 28 | 16 | 12 | 75.00% |
| Israel Section | 111 | 100 | 11 | 11.00% |
| Bahrain Section | 22 | 16 | 6 | 37.50% |
| Kenya Section | 15 | 10 | 5 | 50.00% |
| Russia (Northwest) Section | 85 | 80 | 5 | 6.25% |
| Greece Section | 397 | 393 | 4 | 1.02% |
| Lithuanian Section | 14 | 11 | 3 | 27.27% |



Year-over-Year – Recruitment: 2012 Membership Year

| Section | April 2012 | April 2011 | # Change | % Change |
|--------------------------------|------------|------------|----------|----------|
| Bosnia And Herzegovina Section | 32 | 29 | 3 | 10.34% |
| Russia (Siberia) Section | 42 | 39 | 3 | 7.69% |
| Spain Section | 364 | 363 | 1 | 0.28% |
| Portugal Section | 209 | 209 | 0 | 0.00% |
| Slovenia Section | 28 | 29 | -1 | -3.45% |
| Zambia Section | 11 | 13 | -2 | -15.38% |
| Serbia And Montenegro Section | 122 | 125 | -3 | -2.40% |
| Republic Of Macedonia Section | 35 | 38 | -3 | -7.89% |
| Finland Section | 112 | 119 | -7 | -5.88% |
| Morocco Section | 47 | 54 | -7 | -12.96% |
| Qatar Section | 70 | 78 | -8 | -10.26% |
| Denmark Section | 98 | 108 | -10 | -9.26% |
| Norway Section | 88 | 98 | -10 | -10.20% |
| Malta Section | 19 | 29 | -10 | -34.48% |
| Czechoslovakia Section | 62 | 75 | -13 | -17.33% |
| Iraq Section | 71 | 91 | -20 | -21.98% |
| Hungary Section | 58 | 78 | -20 | -25.64% |
| Oman Section | 36 | 57 | -21 | -36.84% |
| Germany Section | 762 | 784 | -22 | -2.81% |
| Western Saudi Arabia Section | 105 | 128 | -23 | -17.97% |
| Ukraine Section | 131 | 155 | -24 | -15.48% |



Year-over-Year – Recruitment: 2012 Membership Year

| Section | April 2012 | April 2011 | # Change | % Change |
|-------------------------------------|------------|------------|----------|----------|
| Belarus Section | 6 | 30 | -24 | -80.00% |
| Croatia Section | 75 | 101 | -26 | -25.74% |
| Cyprus Section | 43 | 73 | -30 | -41.10% |
| Latvia Section | 15 | 46 | -31 | -67.39% |
| Romania Section | 96 | 135 | -39 | -28.89% |
| France Section | 513 | 557 | -44 | -7.90% |
| Poland Section | 131 | 175 | -44 | -25.14% |
| Russia Section | 124 | 169 | -45 | -26.63% |
| South Africa Section | 195 | 244 | -49 | -20.08% |
| Kuwait Section | 24 | 76 | -52 | -68.42% |
| Turkey Section | 537 | 623 | -86 | -13.80% |
| Saudi Arabia Section | 139 | 260 | -121 | -46.54% |
| Benelux Section | 366 | 501 | -135 | -26.95% |
| U.K. & Rep Of Ireland Section | 1161 | 1521 | -360 | -23.67% |
| Region 8-Countries Outside Sections | 389 | 466 | -77 | -16.52% |
| Region 8 - Apo/Fpo | 24 | 20 | 4 | 20.00% |

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