



Membership Development Report – June 2010

Asia and Pacific (Region 10)



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



Thanks for the great efforts from all our MD volunteers, R10 membership has gained another big growth during the past one month. The total membership increased by 3,483, while the growth of higher-grad is even higher (increased by 4,641). Once again, Sendai, Hiroshima, Tokyo, Madras, Beijing and Dehli sections have done an excellent job either in retention or in recruiting new members. In particular, I'd like to congratulate Madras Section who has successfully recruited 920 new members in one month!

– **Zhisheng Niu**, Membership Development Chair, Region 10

Regional Snapshot	Total this Month	'10 vs. '09	% Change	2010 Retention Goal	2010 Retention Achieved	2010 New Members (JUNE)
Total Membership	75,956	7,433	10.8 %	44,425	96.6%	30,389
• Higher-Grade	44,439	3,242	7.9%	36,050	94.0%	5,279
• Students	31,517	4,191	15.3%	8,375	107.5%	25,110
IEEE Worldwide - Total	366,623	13,597	3.9%	283,325	97.5%	75,571

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	76.9%	52.1%	24.2%	59.9%
Region – 1 st -Year Members	37.0%	36.2%	20.5%	27.6%
IEEE – Total Members	82.4%	70.7%	35.3%	75.8%
IEEE – 1 st Year Members	38.7%	52.2%	27.9%	36.6%

First-Year Member Engagement	2009 Membership Cycle	2010 Membership Cycle
Recruitment	½ Year Dues still available.	Members are joining now are members for the 2010 membership year, ½ Year Dues available
MGA Operations	<i>Monthly</i> – New members of prior month are invited to a new member orientation webcast.	<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	New members received satisfaction survey of Section / Chapter activities? Coordinate with your Section Chairs to fill vacant MD Chair 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	(MD) First Year Members Not Renewed	(MD) All Members Joining Since Membership Year (MD) First Year Members Not Renewed (MD) First Year Active Members
Volunteer Resources	First-Year Member Experience Best Practices Guide; IEEE-branded welcome cards	



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

Best Section Total Retention	90.8% - Sendai Section	88.9% - Nagoya Section
	90.0% - Hiroshima Section	88.3% - Australian Capital Territory Section
	89.1% - Tokyo Section	88.3% - New Zealand Central Section

Top Section Recruitment Year over Year (Cumulative)	Numeric Growth	Percentage Growth
	1596 - Madras Section	291.8% - Indonesia Section
	632 – Beijing Section	277.7% - Macau Section
	446 – Delhi Section	100.0% - Northern Australia Section

Upcoming MD Opportunities	Announcement on New Process to receive your 2011 Membership Development Kit. Activate by 4 Aug 2010	
	Sign-up for e-membership orientation sessions.. 6 Sessions scheduled 27 July, 29 July, 3 Aug 2010.	

MD Resource Links	IEEE Region 10	
	Online Supply Form	www.ieee.org/md-supplies
	MD Virtual 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



IEEE GOLD Membership Data – June 2010

We are introducing 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.

Regarding the decline in all regions for GSM's, I believe that these are attributed to the student elevation that occurred on 25 June.

Geographic IEEE GOLD Membership Summary - 7 July 2010												
REGION	Higher Grade (no GSM's) (Yes GOLD)				GSMs & STUDENTS (Yes GOLD)				TOTAL GOLD MEMBERS (Yes GOLD)			
	Jun-10 **	May-10 **	Change		Jun-10 **	May-10 **	Change		Jun-10 **	May-10 **	Change	
1	3574	2340	1,234	52.7%	447	696	(249)	-35.8%	4021	3036	985	32.4%
2	3566	2388	1,178	49.3%	473	704	(231)	-32.8%	4039	3092	947	30.6%
3	3659	2269	1,390	61.3%	550	906	(356)	-39.3%	4209	3175	1,034	32.6%
4	3089	1958	1,131	57.8%	406	658	(252)	-38.3%	3495	2616	879	33.6%
5	3573	2461	1,112	45.2%	431	676	(245)	-36.2%	4004	3137	867	27.6%
6	6270	4321	1,949	45.1%	750	1145	(395)	-34.5%	7020	5466	1,554	28.4%
R 1-6	23731	15737	7,994	50.8%	3057	4785	(1,728)	-36.1%	26788	20522	6,266	30.5%
7	2916	1981	935	47.2%	581	767	(186)	-24.3%	3497	2748	749	27.3%
8	9621	6711	2,910	43.4%	1916	2541	(625)	-24.6%	11537	9252	2,285	24.7%
9	1881	1268	613	48.3%	277	388	(111)	-28.6%	2158	1656	502	30.3%
10	8940	5420	3,520	64.9%	975	1370	(395)	-28.8%	9915	6790	3,125	46.0%
R 7-10	23358	15380	7,978	51.9%	3749	5066	(1,317)	-26.0%	27107	20446	6,661	32.6%
TOTAL	47,089	31,117	15,972	51.3%	6,806	9,851	-3,045	-30.9%	53,895	40,968	12,927	31.6%
% R1-6	50%	51%			46%	46%			50%	50%		
% R7-10	50%	49%			54%	54%			50%	50%		

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: 2010 Membership Year – June 2010

REGION 10	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Sendai Section	550	505	91.8%	67	55	82.1%	617	560	90.8%
Hiroshima Section	375	349	93.1%	35	20	57.1%	410	369	90.0%
Tokyo Section	6935	6310	91.0%	565	373	66.0%	7,500	6,683	89.1%
Nagoya Section	949	868	91.5%	123	85	69.1%	1,072	953	88.9%
Australian Capital Terr Sect	336	299	89.0%	57	48	84.2%	393	347	88.3%
New Zealand Central Section	215	195	90.7%	24	16	66.7%	239	211	88.3%
Fukuoka Section	594	545	91.8%	117	77	65.8%	711	622	87.5%
Kansai Section	1828	1671	91.4%	270	156	57.8%	2,098	1,827	87.1%
New South Wales Section	1960	1715	87.5%	233	178	76.4%	2,193	1,893	86.3%
Queensland Section	738	629	85.2%	139	115	82.7%	877	744	84.8%
Hong Kong Section	2138	1859	87.0%	317	223	70.3%	2,455	2,082	84.8%
Macau Section	64	56	87.5%	19	14	73.7%	83	70	84.3%
Victorian Section	1346	1141	84.8%	255	191	74.9%	1,601	1,332	83.2%
Sapporo Section	188	162	86.2%	31	20	64.5%	219	182	83.1%
South Australia Section	439	371	84.5%	75	56	74.7%	514	427	83.1%
Shin-Etsu Section	196	169	86.2%	31	19	61.3%	227	188	82.8%
Xian Section	286	244	85.3%	104	76	73.1%	390	320	82.1%
Western Australia Section	584	498	85.3%	152	102	67.1%	736	600	81.5%
Singapore Section	2211	1761	79.6%	468	293	62.6%	2,679	2,054	76.7%
Tainan Section	597	482	80.7%	183	114	62.3%	780	596	76.4%
New Zealand North Section	335	269	80.3%	214	146	68.2%	549	415	75.6%



Year-over-Year – Renewal: 2010 Membership Year – June 2010

REGION 10	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Shikoku Section	174	151	86.8%	80	40	50.0%	254	191	75.2%
New Zealand South Section	203	152	74.9%	64	48	75.0%	267	200	74.9%
Harbin Section	180	141	78.3%	61	38	62.3%	241	179	74.3%
Shanghai Section	513	404	78.8%	110	58	52.7%	623	462	74.2%
Taegu Section	191	149	78.0%	67	42	62.7%	258	191	74.0%
Northern Australia Section	90	70	77.8%	42	26	61.9%	132	96	72.7%
Indonesia Section	219	160	73.1%	47	31	66.0%	266	191	71.8%
Vietnam Section	72	55	76.4%	12	5	41.7%	84	60	71.4%
Taipei Section	2424	1854	76.5%	893	497	55.7%	3,317	2,351	70.9%
Daejeon Section	550	428	77.8%	340	200	58.8%	890	628	70.6%
Changwon Section	171	118	69.0%	25	17	68.0%	196	135	68.9%
Thailand Section	408	299	73.3%	125	66	52.8%	533	365	68.5%
Nanjing Section	668	472	70.7%	253	150	59.3%	921	622	67.5%
Seoul Section	1805	1296	71.8%	635	314	49.4%	2,440	1,610	66.0%
Beijing Section	1902	1404	73.8%	745	320	43.0%	2,647	1,724	65.1%
Kwangju Section	112	81	72.3%	51	25	49.0%	163	106	65.0%
Malaysia Section	1186	860	72.5%	683	288	42.2%	1,869	1,148	61.4%
Sri Lanka Section	358	237	66.2%	168	76	45.2%	526	313	59.5%
Wuhan Section	190	116	61.1%	62	28	45.2%	252	144	57.1%
Chengdu Section	243	160	65.8%	122	47	38.5%	365	207	56.7%
Kharagpur Section	98	73	74.5%	93	34	36.6%	191	107	56.0%



Year-over-Year – Renewal: 2010 Membership Year – June 2010

REGION 10	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Republic Of Philippines Section	178	99	55.6%	39	20	51.3%	217	119	54.8%
Calcutta Section	594	459	77.3%	584	125	21.4%	1,178	584	49.6%
Bangladesh Section	199	85	42.7%	264	119	45.1%	463	204	44.1%
Gujarat Section	219	138	63.0%	326	101	31.0%	545	239	43.9%
Bangalore Section	1625	1053	64.8%	2235	597	26.7%	3,860	1,650	42.7%
Islamabad Section	201	100	49.8%	205	60	29.3%	406	160	39.4%
Delhi Section	1007	535	53.1%	1461	393	26.9%	2,468	928	37.6%
Uttar Pradesh Section	463	260	56.2%	526	110	20.9%	989	370	37.4%
Hyderabad Section	950	510	53.7%	1937	401	20.7%	2,887	911	31.6%
Kerala Section	562	278	49.5%	2427	649	26.7%	2,989	927	31.0%
Lahore Section	175	64	36.6%	298	65	21.8%	473	129	27.3%
Karachi Section	179	55	30.7%	265	62	23.4%	444	117	26.4%
Madras Section	1657	702	42.4%	4870	945	19.4%	6,527	1,647	25.2%
Bombay Section	1290	658	51.0%	3953	621	15.7%	5,243	1,279	24.4%
Region 10-Countries Outside Sections	106	70	66.0%	8	3	37.5%	114	73	64.0%
Region 10 - Apo/Fpo	73	57	78.1%	7	3	42.9%	80	60	75.0%



Year-over-Year – Recruitment: 2010 Membership Year (Cumulative)

Section	Sept 09 – June 10	Sept 08- June 09	# Change	% Change
Madras Section	6292	4696	1596	33.99%
Beijing Section	1592	960	632	65.83%
Delhi Section	1974	1528	446	29.19%
Singapore Section	717	438	279	63.70%
Bombay Section	3557	3359	198	5.89%
New South Wales Section	357	179	178	99.44%
Bangalore Section	2334	2165	169	7.81%
Indonesia Section	192	49	143	291.84%
Uttar Pradesh Section	659	517	142	27.47%
Karachi Section	454	315	139	44.13%
Taipei Section	904	795	109	13.71%
Queensland Section	231	130	101	77.69%
Victorian Section	290	206	84	40.78%
Calcutta Section	722	642	80	12.46%
New Zealand North Section	200	141	59	41.84%
Bangladesh Section	370	314	56	17.83%
Xian Section	159	106	53	50.00%
Harbin Section	136	86	50	58.14%
Thailand Section	149	99	50	50.51%
Tainan Section	192	152	40	26.32%
Wuhan Section	144	109	35	32.11%
Macau Section	34	9	25	277.78%
Northern Australia Section	46	23	23	100.00%
Western Australia Section	151	128	23	17.97%



Year-over-Year – Recruitment: 2010 Membership Year (Cumulative)

Section	Sept 09 – June 10	Sept 08 – June 09	# Change	% Change
Seoul Section	534	513	21	4.09%
Sendai Section	77	57	20	35.09%
Islamabad Section	220	203	17	8.37%
New Zealand Central Section	40	26	14	53.85%
Shanghai Section	191	178	13	7.30%
Australian Capital Terr Sect	59	48	11	22.92%
Chengdu Section	158	148	10	6.76%
Fukuoka Section	88	79	9	11.39%
Kwangju Section	36	28	8	28.57%
Taegu Section	58	51	7	13.73%
Hyderabad Section	1715	1715	0	0.00%
South Australia Section	70	70	0	0.00%
New Zealand South Section	82	84	-2	-2.38%
Nagoya Section	99	102	-3	-2.94%
Hiroshima Section	32	40	-8	-20.00%
Vietnam Section	13	21	-8	-38.10%
Hong Kong Section	276	286	-10	-3.50%
Shin-Etsu Section	16	27	-11	-40.74%
Shikoku Section	13	25	-12	-48.00%
Changwon Section	24	37	-13	-35.14%
Sapporo Section	21	34	-13	-38.24%
Tokyo Section	593	608	-15	-2.47%



Year-over-Year – Recruitment: 2010 Membership Year (Cumulative)

Section	Sept 09- June 10	Sept 08 – June 09	# Change	% Change
Republic Of Philippines Section	50	69	-19	-27.54%
Kharagpur Section	60	81	-21	-25.93%
Daejeon Section	174	198	-24	-12.12%
Nanjing Section	296	342	-46	-13.45%
Kansai Section	207	261	-54	-20.69%
Gujarat Section	281	339	-58	-17.11%
Kerala Section	2150	2209	-59	-2.67%
Lahore Section	235	301	-66	-21.93%
Sri Lanka Section	137	219	-82	-37.44%
Malaysia Section	502	632	-130	-20.57%
Region 10-Countries Outside Sections	17	30	-13	-43.33%
Region 10 - Apo/Fpo	9	12	-3	-25.00%

< END >