



Membership Development Report – September 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.



First of all, I'd like to extend my warm congratulation and sincere thanks to Shikoku, Macau, Indonesia, Hiroshima, Sapporo, and Nagoya Sections as the best sections in total retention, and Kerala, Delhi, Sri Lanka, Bangladesh, and Macau sections as the top sections in year-over-year recruitment. For the sections which are losing members, please take appropriate actions immediately. **Now it is the golden season to encourage your members to renew or to develop new members.**

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

Regional Snapshot	Total this Month	'10 vs. '09	% Change			2010 New Members (SEPT)
Total Membership	82,137	7,716	10.4 %			232
• Higher-Grade	49,287	3548	7.8%			159
• Students	32,850	4,168	14.5%			73
IEEE Worldwide - Total	385,263	8,750	2.3%			1,212

Retention data will be provided in upcoming report for comparison in new membership year.

First-Year Member Engagement	2011 Membership Cycle	2010 Membership Cycle
Recruitment	Members who joined in 2010 are now receiving renewal invoices for 2011 membership year. E-Membership available for higher-grade members.	Members are joining now are members for the 2011 membership year, can join as e-Member or Traditional member.
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	Encourage your Section MD Chairs to attend the next MD Webcast scheduled for Saturday, 4 December 2010 at 10:00am Eastern (New York)	



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Best Section Total Retention	2.5% - Shikoku Section	1.4% - Hiroshima Section
	1.7% - Macau Section	1.4% - Sapporo Section
	1.4% - Indonesia Section	1.3% - Nagoya Section

Top Section Recruitment Year over Year (Cumulative)	Numeric Growth	Percentage Growth
	61 - Kerala Section	900.00% - Bangladesh Section
	53 – Delhi Section	450.00% - Macau Section
	36 – Sri Lanka Section	360.00% - Sri Lanka Section

Upcoming MD Opportunities	<i>IEEEXtreme Competition – 23 October</i>	

MD Resource Links	IEEE Region 10	
	NEW Online Supply Form	www.ieee.org/md
	NEW 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 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.

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 – September 2010

REGION 10	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Shikoku Section	187	4	2.1%	49	2	4.1%	236	6	2.5%
Macau Section	94	0	0.0%	23	2	8.7%	117	2	1.7%
Indonesia Section	271	3	1.1%	151	3	2.0%	422	6	1.4%
Hiroshima Section	388	5	1.3%	35	1	2.9%	423	6	1.4%
Sapporo Section	178	1	0.6%	35	2	5.7%	213	3	1.4%
Nagoya Section	981	12	1.2%	103	2	1.9%	1,084	14	1.3%
Fukuoka Section	630	3	0.5%	97	6	6.2%	727	9	1.2%
Sendai Section	570	7	1.2%	77	1	1.3%	647	8	1.2%
Taipei Section	2582	21	0.8%	982	22	2.2%	3,564	43	1.2%
Tainan Section	641	5	0.8%	192	5	2.6%	833	10	1.2%
Kwangju Section	129	2	1.6%	41	0	0.0%	170	2	1.2%
Vietnam Section	79	1	1.3%	8	0	0.0%	87	1	1.1%
Australian Capital Terr Sect	374	5	1.3%	63	0	0.0%	437	5	1.1%
Shanghai Section	604	8	1.3%	119	0	0.0%	723	8	1.1%
Nanjing Section	757	8	1.1%	240	3	1.3%	997	11	1.1%
Thailand Section	458	2	0.4%	110	4	3.6%	568	6	1.1%
Changwon Section	167	2	1.2%	23	0	0.0%	190	2	1.1%
Tokyo Section	7018	62	0.9%	529	17	3.2%	7,547	79	1.0%
Beijing Section	2815	20	0.7%	1001	14	1.4%	3,816	34	0.9%
Queensland Section	846	6	0.7%	218	3	1.4%	1,064	9	0.8%
Singapore Section	2384	14	0.6%	625	11	1.8%	3,009	25	0.8%
New South Wales Section	2107	12	0.6%	318	8	2.5%	2,425	20	0.8%
Kansai Section	1876	13	0.7%	215	4	1.9%	2,091	17	0.8%



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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Daejeon Section	616	4	0.6%	262	3	1.1%	878	7	0.8%
New Zealand Central Section	231	1	0.4%	36	1	2.8%	267	2	0.7%
Taegu Section	201	1	0.5%	70	1	1.4%	271	2	0.7%
Wuhan Section	208	1	0.5%	90	1	1.1%	298	2	0.7%
Chengdu Section	221	2	0.9%	89	0	0.0%	310	2	0.6%
Western Australia Section	663	3	0.5%	150	2	1.3%	813	5	0.6%
Sri Lanka Section	391	2	0.5%	113	1	0.9%	504	3	0.6%
Kharagpur Section	113	1	0.9%	59	0	0.0%	172	1	0.6%
Republic Of Philippines Section	168	1	0.6%	20	0	0.0%	188	1	0.5%
Seoul Section	1873	11	0.6%	605	2	0.3%	2,478	13	0.5%
Uttar Pradesh Section	474	4	0.8%	685	2	0.3%	1,159	6	0.5%
Malaysia Section	1338	5	0.4%	623	5	0.8%	1,961	10	0.5%
Bangalore Section	1909	16	0.8%	2397	5	0.2%	4,306	21	0.5%
Shin-Etsu Section	186	0	0.0%	20	1	5.0%	206	1	0.5%
Hyderabad Section	1035	9	0.9%	1944	5	0.3%	2,979	14	0.5%
New Zealand North Section	397	3	0.8%	253	0	0.0%	650	3	0.5%
Hong Kong Section	2204	6	0.3%	269	5	1.9%	2,473	11	0.4%
Victorian Section	1541	3	0.2%	275	4	1.5%	1,816	7	0.4%
South Australia Section	468	0	0.0%	73	2	2.7%	541	2	0.4%



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

REGION 10	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Gujarat Section	236	1	0.4%	325	1	0.3%	561	2	0.4%
Kerala Section	688	6	0.9%	2541	5	0.2%	3,229	11	0.3%
New Zealand South Section	200	0	0.0%	96	1	1.0%	296	1	0.3%
Bangladesh Section	287	1	0.3%	314	1	0.3%	601	2	0.3%
Harbin Section	269	0	0.0%	74	1	1.4%	343	1	0.3%
Delhi Section	1075	8	0.7%	2023	1	0.0%	3,098	9	0.3%
Calcutta Section	780	3	0.4%	632	1	0.2%	1,412	4	0.3%
Xian Section	391	1	0.3%	101	0	0.0%	492	1	0.2%
Karachi Section	230	0	0.0%	284	1	0.4%	514	1	0.2%
Bombay Section	1436	6	0.4%	3848	3	0.1%	5,284	9	0.2%
Madras Section	2058	4	0.2%	6980	4	0.1%	9,038	8	0.1%
Islamabad Section	193	0	0.0%	221	0	0.0%	414	0	0.0%
Lahore Section	209	0	0.0%	206	0	0.0%	415	0	0.0%
Northern Australia Section	111	0	0.0%	43	0	0.0%	154	0	0.0%
Reg 10-Countries Outside Sections	116	0	0.0%	44	0	0.0%	160	0	0.0%
Region 10 - Apo/Fpo	65	0	0.0%	2	0	0.0%	67	0	0.0%



Year-over-Year – Recruitment: 2010 Membership Year

Section	September 2010	September 2009	# Change	% Change
Kerala Section	82	21	61	290.48%
Delhi Section	168	115	53	46.09%
Sri Lanka Section	46	10	36	360.00%
Bombay Section	131	107	24	22.43%
Calcutta Section	30	8	22	275.00%
Seoul Section	53	35	18	51.43%
Uttar Pradesh Section	25	13	12	92.31%
Bangladesh Section	10	1	9	900.00%
Macau Section	11	2	9	450.00%
Pune Section	7	0	7	na
Taegu Section	11	4	7	175.00%
Republic Of Philippines Section	13	6	7	116.67%
Sapporo Section	5	0	5	na
Nagoya Section	9	5	4	80.00%
Sendai Section	10	6	4	66.67%
Australian Capital Terr Sect	7	4	3	75.00%
New Zealand South Section	2	0	2	na
Islamabad Section	8	6	2	33.33%
Daejeon Section	23	21	2	9.52%
Kansai Section	24	22	2	9.09%
Shin-Etsu Section	3	2	1	50.00%
Kwangju Section	4	3	1	33.33%
Shikoku Section	2	2	0	0.00%



Year-over-Year – Recruitment: 2010 Membership Year

Section	September 2010	September 2009	# Change	% Change
Tokyo Section	66	67	-1	-1.49%
Malaysia Section	26	27	-1	-3.70%
Changwon Section	1	2	-1	-50.00%
Hiroshima Section	2	4	-2	-50.00%
Vietnam Section	1	3	-2	-66.67%
Indonesia Section	6	9	-3	-33.33%
Fukuoka Section	7	11	-4	-36.36%
Karachi Section	1	5	-4	-80.00%
Thailand Section	20	25	-5	-20.00%
New Zealand Central Section	4	9	-5	-55.56%
Northern Australia Section	3	8	-5	-62.50%
Kharagpur Section	0	5	-5	-100.00%
Bangalore Section	82	88	-6	-6.82%
Taipei Section	48	54	-6	-11.11%
South Australia Section	4	10	-6	-60.00%
Nanjing Section	14	21	-7	-33.33%
Harbin Section	13	20	-7	-35.00%
Queensland Section	24	32	-8	-25.00%
New Zealand North Section	15	24	-9	-37.50%
Shanghai Section	10	20	-10	-50.00%
Chengdu Section	1	11	-10	-90.91%



Year-over-Year – Recruitment: 2010 Membership Year

Section	September 2010	September 2009	# Change	% Change
Singapore Section	46	57	-11	-19.30%
Gujarat Section	33	44	-11	-25.00%
Tainan Section	8	19	-11	-57.89%
Hyderabad Section	72	86	-14	-16.28%
Xian Section	7	22	-15	-68.18%
Hong Kong Section	19	40	-21	-52.50%
Victorian Section	30	53	-23	-43.40%
Lahore Section	11	37	-26	-70.27%
Western Australia Section	10	41	-31	-75.61%
Madras Section	235	277	-42	-15.16%
Wuhan Section	10	57	-47	-82.46%
New South Wales Section	16	75	-59	-78.67%
Beijing Section	186	337	-151	-44.81%
Region 10-Countries Outside Sections	29	6	23	383.33%
Region 10 - Apo/Fpo	2	0	2	na

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