



# MD Monthly – August 2011

## Membership Development Report – Page 1



This membership development report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics. Contact: John Day, j.day@ieee.org

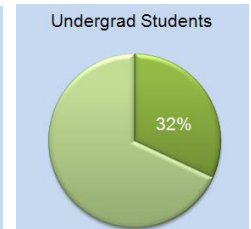
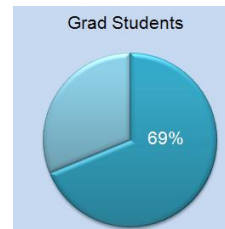
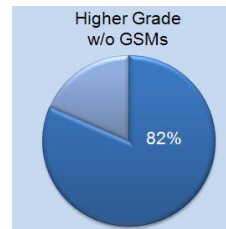
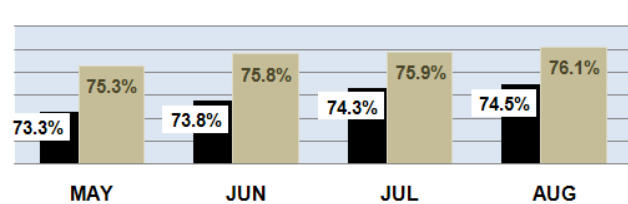
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Snapshot	Aug '11 vs. '10	% Change YoY	Aug '11	Aug '10	Jul '11	% Change Jul '11 - Aug '11
<b>IEEE Membership</b>	<span style="color: green;">+</span> <b>8,104</b>	<b>+ 2.2%</b>	<b>385,869</b>	<b>377,765</b>	<b>379,266</b>	<b>+ 1.7%</b>
• Honorary	<span style="color: green;">^</span> 1	+ 3.4%	30	29	30	-
• Fellow	<span style="color: green;">^</span> 156	+ 2.4%	6,695	6,539	6,694	-
• Senior Member	<span style="color: green;">^</span> 997	+ 3.1%	32,966	31,969	32,590	+ 1.2%
• Member	<span style="color: green;">^</span> 3,202	+ 1.3%	249,241	246,039	233,958	+ 6.5%
• Associate Member	<span style="color: red;">v</span> -214	-1.4%	15,372	15,586	14,121	+ 8.9%
• Graduate Student	<span style="color: green;">^</span> 565	+ 1.9%	29,614	29,049	37,193	-21.0%
• Undergraduate Student	<span style="color: green;">^</span> 3,397	+ 7.0%	51,951	48,554	54,680	-5.0%
<b>Society Memberships</b>	<span style="color: green;">+</span> <b>4,151</b>	<b>+ 1.3%</b>	<b>327,031</b>	<b>322,880</b>	<b>322,307</b>	<b>+ 1.7%</b>
• 19 Societies up > 1%	<span style="color: green;">^</span> 7,887					
• 9 Societies +/- 1%	<span style="color: orange;">=&gt;</span> (52)					
• 10 Societies down > 1%	<span style="color: red;">v</span> (3,684)					

**Societies Note:** Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 4,366 or +1.4%.

### 2011 IEEE Member Retention Status – Total & by Grade \* FINAL \*

#### Total Member Retention



#### [MD Mobilization Resources](#)

[SAMIEEE](#)



[MD Reports](#)



[Webcasts](#)



[Kit Ordering](#)



[Presentations](#)



Month	Recruitment Activities	Retention Activities
<b>Oct</b>	<ul style="list-style-type: none"> <li> <b>Membership Promotion:</b> Individuals who join in October receive <u>15 months</u> of membership for the price of 12. Incorporate message into outreaches.</li> <li> <b>Order Membership Development Kit</b> – for Section and Chapter events and activities next month.</li> <li> <b>6 October-IEEE Day, 22 October-IEEE Xtreme 5.0 Student Programming Competition</b> (see page 8).</li> </ul>	<ul style="list-style-type: none"> <li> <b>Access New Member Roster</b>, and initiate a welcome greeting to new members of your Section.</li> <li> <b>1 October-HQ commences with first renewal campaign for 2012 membership year</b></li> </ul>
<b>Nov</b>	<ul style="list-style-type: none"> <li> <b>Membership Promotion:</b> Individuals who join in November receive <u>14 months</u> of membership for the price of 12. Incorporate message into outreaches.</li> <li> <b>Order Membership Development Kit</b> – for Section and Chapter events and activities next month.</li> <li> Begin shifting focus to renewal. →</li> </ul>	<ul style="list-style-type: none"> <li> <b>Access New Member Roster</b>, and initiate a welcome greeting to new members of your Section.</li> <li> Monitor renewals in your Section via SAMIEEE, and draft local reminder outreaches.</li> </ul>

## August Summary

IEEE membership gains expanded by about 350 members in August, to advance our achievement to +8,104 members year-over-year (YoY) or +2.2%, compared to last month's +2.1%. Improved higher-grade recruitment was mostly responsible for the monthly gains. For a year-end summary of the 2011 membership, see page 3.



**Recruitment** – The 6% increase in August YoY recruitment was driven by higher-grade (HG) gains, with higher-grade (HG) recruitment up by about 200 members. Total recruitment during the 2011 membership year outperformed 2010 by about 4,300 members YoY, or +5%; HG recruitment increased by 2,081 members YoY, or +10%. Details, page 11.

**Reinstatement** – The 25% increase in YoY reinstatements added to the month's gains. Cumulative reinstatement during the 2011 membership year outperformed 2010 by about 1,700 members, or +14%.

**2011 Renewal / Recovery** – The additional recovery campaign added in July appears to have also boosted results in August YoY, by +125%. The monthly improvement, however, was not enough to materially impact our YoY retention decline in total membership. For this month's renewal details, see page 10.

**Student Elevations** – In August, we conducted our second round of student elevations for 2011, the first being performed in June. In total, we elevated 29,211 students to higher-grades of membership in 2011. We had about 1,300 less elevations this year compared to 2010; hence, only the marginal up-tick in YoY higher-grade membership between July and August. Not since 2005 have student elevations decreased YoY, indicative of the slowing momentum in student member recruitment that occurred during the 2011 membership year.

**Society Memberships** – We concluded August, and another membership year, with YoY gains in total Society memberships.

Gains in August improved on last month's YoY performance of +0.8%. Driving this month's gains was Communications Society, which went from (139) members YoY in July to +1,156 members in August. Computer and Power & Energy experienced a nominal change in their respective YoY membership since July. Power & Energy and Communications drove 33% of the Society gains in August, compared to 21% in July. Computer drove 72% of the declines in August, compared to 73% in July (Affiliate performance accounts for about half of Computers' membership decline). Society membership details begin on page 14.

Development Venue	Aug			
	'11	'10	'09	'08
Recruitment	5,399	5,086	7,593	5,262
Reinstatement	673	542	621	837
Recovery	535	238	255	410
<b>subtotal</b>	<b>6,607</b>	<b>5,866</b>	<b>8,469</b>	<b>6,509</b>
<b>Renewals (cumulative)</b>	<b>74.5%</b> 279,661	<b>76.1%</b> 276,796	<b>76.2%</b> 270,833	n/a
Higher-Grade	239,972	238,659	236,412	n/a
Student /GSM	39,689	38,214	34,421	n/a

Membership Segment	Year-over-Year Variance			
	Aug	Jul	Jun	May
Higher-grade	<b>+1.4%</b> 4,142	<b>+1.4%</b> 3,945	<b>+1.1%</b> 2,986	<b>+1.2%</b> 3,064
Student-grade w/GSM	<b>+5.1%</b> 3,962	<b>+4.3%</b> 3,814	<b>+1.3%</b> 2,140	<b>+1.2%</b> 1,371
<b>total</b>	<b>+2.1%</b> 8,104	<b>+2.1%</b> 7,759	<b>+1.4%</b> 5,126	<b>+1.2%</b> 4,406
<b>Total Society Memberships</b>	<b>+1.3%</b> 4,151	<b>+0.8%</b> 2,464	<b>+0.1%</b> 222	<b>+0.4%</b> 1,279
IEEE Members w/ a Society(ies)	<b>51.3%</b> 196,963	<b>51.2%</b> 194,205	<b>51.0%</b> 189,540	<b>51.1%</b> 184,865

Society Memberships	Aug		
	'11	'10	'09
Gains > 1%	<b>19 Societies</b> + 7,887 members	<b>19 Societies</b> + 14,436 members	<b>22 Societies</b> + 6,075 members
Gains / Losses +/- 1%	<b>9 Societies</b> (52) members	<b>9 Societies</b> (78) members	<b>5 Societies</b> (93) members
Losses > 1%	<b>10 Societies</b> (3,684) members	<b>10 Societies</b> (1,584) members	<b>11 Societies</b> (10,083) members
<b>total</b>	<b>+1.3%</b> 4,151	<b>+4.1%</b> 12,774	<b>(-1.3%)</b> (4,101)



## Year-End Summary – 2011 Membership Year

In 2011, gains in year-over-year (YoY) membership came during a year of transition with our membership offering, and continued economic strain globally. Though we were successful in growing membership globally 8,100 members, and matching last year's total dues income, we fell short of our forecasted revenue goals for 2011—chief among the reasons:

- Higher-grade retention trending in the United States lower than unexpected
- Student membership recruitment momentum tapered
- e-Membership results fell short of goals

IEEE MD Channel	Goal		Achieved
	Recruitment	HG	28,350
ST		75,550	66,140
Reinstatement	HG	8,900	10,200
	ST	3,800	4,350
Retention	HG	82.8%	82.2%
	ST	50.5%	47.5%
Recovery	20% of total deactivations		17%

As we embark upon the 2012 membership year, we encourage Sections to participate in MD programs and activities that are targeting specific geographic areas. The exposure and experience gained in 2011 should help us expand the e-Membership program in developing countries. Concurrently, we are rolling out a new membership strategy for the United States. Moreover, upgrades to existing MD operations should bolster existing efforts across all geographies (see “What’s New for 2012,” beginning on page 5).

Most economic forecasts do not indicate substantial improvement over the next 12 months. For the 2012 membership year, we encourage an emphasis on career development and professional networking opportunities in all member communications. It is imperative that we make existing members—especially first-year members—our first and highest priority for the 2012 membership year. Satisfied members renew their membership; satisfied members encourage their colleagues to join IEEE.

### e-Membership

IEEE launched an e-Membership program during the 2011 membership year, available to higher-grade members in countries where the GDP is US \$15,000 and less. While overall program results were mixed during the first year, MD performance in qualifying countries generally improved.

e-Membership Program 2011 Progress	Goal	Achieved
Renewals (transition from traditional membership)	15,000	9,400
Recruitment	2,700	6,000
Reinstatement	9,300	1,500
<i>Total</i>	<i>27,000</i>	<i>16,900</i>

We closed the year with 16,900 e-Members, short of our program goal of 27,000 for the 2011 membership year. We forecasted a larger percent of members would have transitioned during renewal from the traditional offering to e-Membership—here, about 5,500 less than forecasted made the transition. While a lower transition rate stunted the growth of e-Membership counts, it also abated the financial exposure we had forecasted resulting from a lower dues rate. Reinstatement of former members with the e-Member option surprised most, given numerous member research studies that have repeatedly cited cost as a significant factor for non-renewal. Simply put, a lower-cost membership option did not win-back as many former members as we had forecasted.

During the 2011 membership year, MD performance generally improved across the countries eligible for the e-Membership offer (see table, ‘Aggregate MD Performance...’). Moreover, MD momentum—i.e., the *slope* of performance—also showed signs of improvement. Reinstatement improved by 49% in YoY 2011, compared to being down by (6%) in YoY 2010. Retention declined (0.3%) in YoY 2011, compared to a decline of (1.1%) in YoY 2010. Recruitment momentum experienced a similar trend.

Aggregate MD Performance in Countries Qualifying for e-Membership	e-Membership available	
	YoY 2011 vs. 2010	YoY 2010 vs. 2009
Retention	▼ (0.3%)	▼ (1.1%)
Recruitment	▲ 29%	▲ 27%
Reinstatement	▲ 49%	▼ (6%)
<i>Total HG Membership</i>	▲ 13%	▲ 11%





**IEEE Membership Certificates Now Available via myIEEE**

The public display of membership is only a couple clicks away. Beginning in the 2012 membership year, members can access and download from myIEEE a personalized membership certificate. Professionally designed and adhering to IEEE branding guidelines, the inaugural version of the membership certificate dynamically imports each members' name and membership grade.

myIEEE personal greeting tab

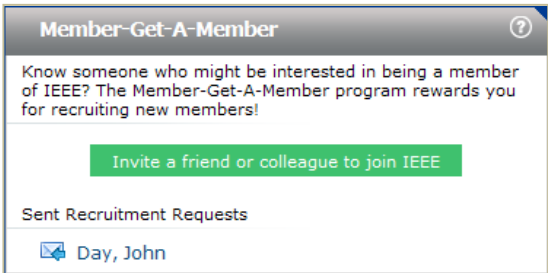


MGA Staff Adrienne Hahn reports the membership certificate is formatted to print out to 8½ x 11 inches (approx 20 x 28 cm), ready for framing. Upon renewal, the certificate will be automatically updated upon download, to reflect the year through which membership dues are paid. Future versions of the membership certificate capability will include an annual commemorative edition integrating a watermark of the IEEE Medal of Honor winner, and the ability to archive the certificates (for collectors the commemorative editions).

This new capability marks the first instance of e-delivery of certificates through myIEEE. Beyond membership, the MD team is assessing other possibilities for delivering e-certificates through myIEEE, e.g., competition participation, awardee recognition.

**Member-Get-A-Member Program Goes Electronic via myIEEE**

The online version of IEEE's Member-Get-a-Member (MGM) program has been released through myIEEE. Members can now send and track referrals electronically.



Located on the 'Community' desktop of myIEEE, the MGM module contains a form for members to send an e-mail to a colleague inviting them to join IEEE. A standard message is provided, though each member can craft their own message. It is optional for referring members to include their member number in the outreach, yet required for them to be candidates for the MGM reward incentive (required for system processing of the incentive).



MGA Staff Elyn Perez reports that future upgrades to the new e-MGM program will include an alert to the referring member when their colleague joins IEEE.

Form fields for the MGM program including a dropdown menu for 'Can we send this individual your member number?' and input fields for 'Recipient E-Mail', 'First Name', 'Surname', and 'Reply to'.



➤ What's New for 2012 (cont.)

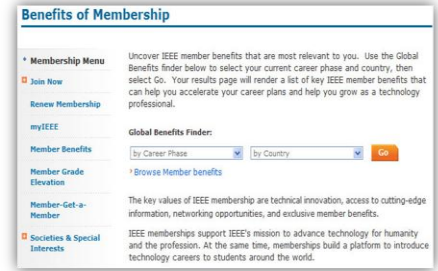
### New Navigator Tool Sorts Member Benefits by Career Stage & Geography

Getting the most value out of membership is unique to the individual and influenced by the stage of an individual's career and location. At the direction of IEEE MGA's Member Engagement and Lifecycle Committee, a new navigation feature has been developed to help members identify benefits and opportunities according to their career phase and country of residence.



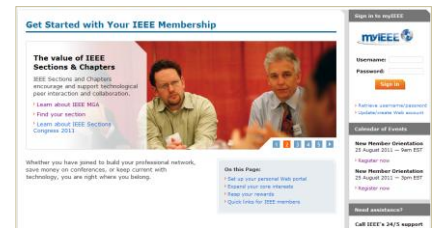
n.lehotzky@ieee.org

MGA Staff Nick Lehotzky reports the benefits navigator, linked from IEEE membership websites and other communications channels, can be found at [www.ieee.org/benefits](http://www.ieee.org/benefits).



### Website Upgrades Engage New Members with Interactive Tools and Tutorials

In August, there were several upgrades to our website dedicated to new members. Based on the data we received from a survey to new members conducted in 1Q-2011, new features include tutorials on myIEEE, setting up a technical interest profile, my Account and Xplore. Rotating modules showcase the following areas: Member benefits; Explanations about IEEE Sections and Chapters; Student competitions; Links to upcoming new member orientations; Quick links applicable to all IEEE members.



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MGA Staff Adrienne Hahn encourages Sections and Chapters to reference the new member website as a resource and tool when conducting outreaches, and consider a link from your organization unit's website. There, it will serve as not only guidance to new members, but also a resource to Volunteers who, themselves, are charged with answering frequently asked questions from those who join IEEE. The new member welcome website is located at [www.ieee.org/start](http://www.ieee.org/start).

### Membership Renewal Invoice Overhauled

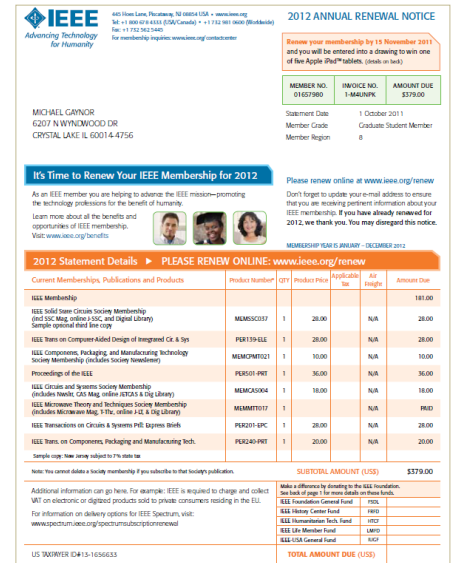
To improve usability, readability, and enable increased personalization in messaging, IEEE has introduced a redesigned renewal invoice for the 2012 membership year. Coming to all members in October, IEEE's newly redesigned invoice utilizes full color and is easier to read. The new invoice provides more customized information for each member, and also reduces the amount of paper used in printing by as much as 50%!

Customer research data from R. R. Donnelley, IEEE's vendor for renewal invoicing, shows that full-color variable data documents enhance customer loyalty and retention, resulting in 34% faster response rates. Color can reduce search time for critical information by as much as 80%.



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MGA Staff Elyn Perez reports the 2012 version of the redesigned invoice establishes a foundation for future enhancements. For the 2013 membership year, assessments are underway to increase customized communications, which may include the ability for messaging based on the members' technical interest, Section, and/or reason for joining.





### Upgraded 'Volunteer Desktop' Goes Live in myIEEE

A significant upgrade to the 'Volunteer Desktop' within myIEEE rolled out in August, aimed at improving volunteer interaction with IEEE web-based services through personalized and efficient access to critical online tools and resources.



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MGA Staff Terence Martinez, reports the upgraded interface provides customizable "network" pages for volunteer activities, which are automatically generated and pre-populated with gadgets containing relevant information about volunteer activities. Other features of the

new Volunteer Desktop include:

- Personalized views to volunteers of each Section, Society, and Board (and its Committees).
- Centralized repository to IEEE volunteers for accessing meeting information, agendas, rosters, forms, tools, and more.
- Publicly accessible volunteer tools under common, personalized network-based pages.



Also new—the "Volunteer" tab now appears in myIEEE for non-volunteers, but with a different mission—to identify and recruit prospective Volunteers. The page suggests volunteering opportunities, and provides an e-mail tool that allows members to "raise their hand" as an indication of interest.

### Automated Process for Senior Member Elevaton Streamlines Experience

Effective 1 August, IEEE Admission and Advancement (A & A) Committee launched an automated Senior Member application process. The new application boasts numerous enhancements based on the feedback from volunteers and members. Some enhancements include:

- New user friendly format and design
- Secure environment using an IEEE web account
- Ability to save the online application in "draft" form
- Ability to upload resume or Curriculum Vitae (up to 3 MB)
- Applicant can view their application online
- Applicant can view the status of requested reference forms
- Real time application status
- References are notified by e-mail to provide applicant reference
- References have the ability to view their completed reference form(s)
- Status of submitted applications will list the applicants section information



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MGA Staff Denise Maestri extends her appreciation to the Volunteers who provided constructive feedback regarding the former version of the Senior Member application, and reports prospective Senior Members should find the new experience more intuitive and informative. Moreover, Denise reports the automation will significantly streamline internal operations for the A & A staff.



**IEEE Day – 6 October**

The 2<sup>nd</sup> edition of IEEE Day will be held 6 October 2011, a global event to celebrate the achievements of IEEE members. IEEE Day recognizes IEEE members—past and present—on the anniversary of the first time IEEE members gathered to share their technical ideas back in 1884. This year’s IEEE Day theme is “Empowering Members to Create the Future.”



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MGA Staff Adrienne Hahn encourages IEEE organizational units globally (Regions, Sections, Societies, Chapters, Affinity Groups, Student Branches, etc.) to take an active role in organizing celebration events. IEEE Day provides an exceptional opportunity to recognize existing members, and introduce potential members to IEEE. More information about IEEE Day can be found at [www.ieeeday.org](http://www.ieeeday.org) – or by following the IEEE Day group on [Facebook](https://www.facebook.com/ieeeday). Get recognized, and **register your event**, at <http://www.ieeeday.org/local-event/submit-your-event/>.

**IEEEXtreme 5.0 Competition – 22 October: 00:00:00 UTC**

IEEEXtreme is a global challenge in which teams of student members supported by an IEEE Student Branch, and advised and proctored by a higher-grade IEEE Member, compete in a 24-hour time span against each other to solve a set of programming problems.



Student branch and member participation in the IEEEXtreme competition has grown exponentially since launching in 2006, with over 2,000 student participants in last year’s event. Other highlights from 2010:

- 755 team participants – 54% growth over 2009
- 50 countries represented from all 10 IEEE regions
- 253 universities / Student Branches participated with team(s)
- 2,098 student competitors, 364 proctors, 50 Volunteers and Staff

IEEEXtreme 2010 – Top 3 Ranking			
Global Ranking	Team	Country	IEEE Region
1	Surprise Team	Belarus	8
2	TluraQuefreny	New Zealand	10
3	SegaMegaDrive	Estonia	8

**Not Just for Students** – While student members are the competitors, the event provides an exciting and extraordinary opportunity for higher grades of membership. The competition’s dedicated Facebook page offers an exciting and real-time opportunity for all members to monitor competition progress and team accomplishments. How can your Section or Society encourage audience participation in IEEEXtreme?

- Sponsor an “opening ceremony” for the student branches participating in the competition.
- Hold an IEEEXtreme fan event – Connect an overhead projector to your Internet-connected laptop, and monitor the Facebook page live, as student competitors post commentary and pictures of their teams progress.



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In an effort to increase participation, IEEEXtreme has instituted the following Volunteer awards: **Highest Regional Growth** – Year-over-Year growth in team participation; **Best Section** – Highest percentage of student branch participation; **Best Student Branch** – Highest percentage of student member participation. MGA Staff Lisa Delventhal reports that more information on the IEEEXtreme Competition, including access to promotional materials, can be found at [www.ieee.org/xtreme](http://www.ieee.org/xtreme) – or by following IEEEXtreme updates on [Facebook](https://www.facebook.com/ieeextreme).

2011 Registration Deadline:  
7 October: 00:00:00 UTC





### First-Year Member Retention

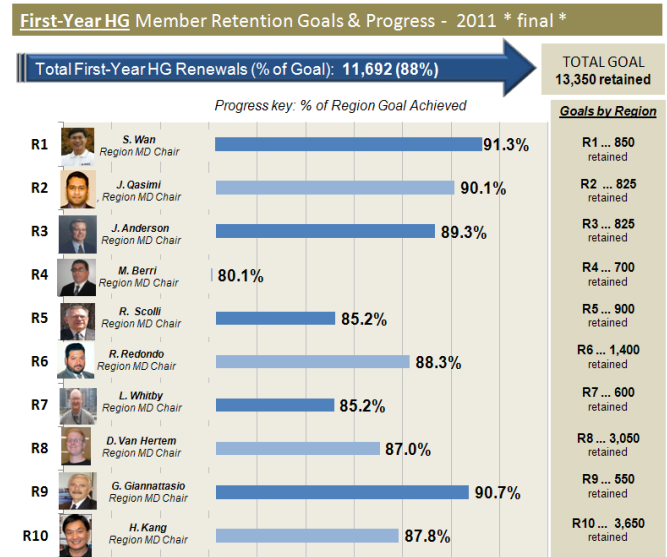
#### 2011 Goals & Progress \* final \*

Thank you to all Sections who are making first-year members a strategic priority. Congratulations to IEEE Region 1, which came closest to achieving first-year, higher-grade (HG) retention goals, with Regions 9 and 2 taking second and third place.

We begin the 2012 membership year with renewed focus and determination to drive improved results. The Section Chair and MD officer receive monthly e-mails, alerting them who joined their Section during the prior month. We encourage every Section to develop and implement a first-year member strategy and plan using the new member engagement checklist below.



Don't forget to welcome your new members by using the following link, via SAMIEEE: **New Member Roster**



2011 membership year concludes 15 August 2011

### New Member Engagement Checklist

There are multiple ways to engage new members within our Sections and Chapters, and inspire their participation. Be it a personal greeting or an invitation to serve as an IEEE Volunteer, opportunities abound to make new members feel welcome by the organization. New members should be made to feel welcome, which often requires a proactive regimen of outreach and recognition. The checklist below offers techniques for engaging new members.



<i>Communications</i>
<ul style="list-style-type: none"> <li>Open and review data from new member e-mail alerts / SAMIEEE</li> <li>Initiate communications to new members welcoming them to the Section / Chapter (e.g., e-mail, note cards, phone call)</li> <li>Consider designating a Volunteer as a new member mentor</li> </ul>
<i>Recognition</i>
<ul style="list-style-type: none"> <li>Highlight new members in Section / Chapter communications / newsletters</li> <li>Introduce new members at each event, meeting</li> </ul>
<i>Participation</i>
<ul style="list-style-type: none"> <li>Hold special events for new members</li> <li>Solicit new members for open Volunteer positions</li> <li>Investigate/survey new members on their interests for types of activities</li> </ul>
<i>Evaluation</i>
<ul style="list-style-type: none"> <li>Monitor new member participation in Section / Chapter events</li> <li>Review first-year member retention rate for Section, with year-over-year comparisons</li> </ul>

### Member Renewals & Year-over-Year Retention Comparisons

Our analysis below tracks 2011 retention progress by Region and Grade, including YoY performance benchmarking compared to same-period 2010. The second table reports the same parameters, isolating the performance of first-year members.

IEEE Membership Renewal / Retention - August 2011																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10
1	30,952	26,837	86.7%	87.1%	1,920	1,414	73.6%	74.3%	1,591	774	48.6%	50.7%	34,463	29,025	84.2%	84.9%
2	27,362	23,534	86.0%	86.4%	1,820	1,354	74.4%	75.3%	1,628	832	51.1%	54.6%	30,810	25,720	83.5%	84.2%
3	24,502	20,529	83.8%	84.4%	2,358	1,784	75.7%	76.0%	2,023	1,004	49.6%	48.1%	28,883	23,317	80.7%	81.3%
4	18,641	15,776	84.6%	85.4%	1,778	1,356	76.3%	75.6%	1,668	853	51.1%	54.0%	22,087	17,985	81.4%	82.4%
5	24,064	20,366	84.6%	85.1%	1,793	1,335	74.5%	75.7%	1,813	872	48.1%	49.9%	27,670	22,573	81.6%	82.4%
6	48,365	41,186	85.2%	85.5%	3,076	2,278	74.1%	74.3%	2,639	1,317	49.9%	50.2%	54,080	44,781	82.8%	83.2%
R 1-6	173,886	148,228	85.2%	85.7%	12,745	9,521	74.7%	75.1%	11,362	5,652	49.7%	51.0%	197,993	163,401	82.5%	83.2%
7	12,897	10,603	82.2%	82.6%	1,810	1,489	82.3%	84.5%	1,184	682	57.6%	63.3%	15,891	12,774	80.4%	81.5%
8	49,793	39,451	79.2%	79.5%	9,841	7,372	74.9%	77.8%	7,723	3,001	38.9%	42.5%	67,357	49,824	74.0%	75.1%
9	7,794	5,398	69.3%	69.2%	1,450	967	66.7%	73.2%	5,322	1,418	26.6%	28.3%	14,566	7,783	53.4%	54.9%
10	47,482	36,292	76.4%	77.3%	9,573	4,703	49.1%	52.1%	22,615	4,884	21.6%	24.3%	79,670	45,879	57.6%	60.1%
R 7-10	117,966	91,744	77.8%	78.3%	22,674	14,531	64.1%	67.5%	36,844	9,985	27.1%	30.3%	177,484	116,260	65.5%	67.6%
TOTAL	291,852	239,972	82.2%	82.8%	35,419	24,052	67.9%	70.4%	48,206	15,637	32.4%	35.5%	375,477	279,661	74.5%	76.1%

First-Year Member Renewal / Retention - August 2011																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10		#	%, '11	%, '10
1	1,956	776	39.7%	40.4%	648	353	54.5%	55.3%	1,140	447	39.2%	41.4%	3,744	1,576	42.1%	43.6%
2	1,925	744	38.6%	39.4%	665	365	54.9%	56.5%	1,103	485	44.0%	47.1%	3,693	1,594	43.2%	44.5%
3	2,034	737	36.2%	36.0%	902	561	62.2%	58.3%	1,516	663	43.7%	38.5%	4,452	1,961	44.0%	41.0%
4	1,478	561	38.0%	43.2%	677	417	61.6%	58.6%	1,205	532	44.1%	46.4%	3,360	1,510	44.9%	47.4%
5	1,959	767	39.2%	41.7%	698	404	57.9%	55.8%	1,367	569	41.6%	42.2%	4,024	1,740	43.2%	44.1%
6	3,211	1,236	38.5%	40.0%	1,044	569	54.5%	53.7%	1,937	818	42.2%	41.2%	6,192	2,623	42.4%	42.7%
R 1-6	12,563	4,821	38.4%	40.0%	4,634	2,669	57.6%	56.2%	8,268	3,514	42.5%	42.5%	25,465	11,004	43.2%	43.6%
7	1,216	511	42.0%	44.2%	559	381	68.2%	72.8%	803	383	47.7%	54.9%	2,578	1,275	49.5%	53.2%
8	6,572	2,655	40.4%	41.2%	4,237	2,598	61.3%	65.2%	5,765	1,691	29.3%	30.7%	16,574	6,944	41.9%	43.6%
9	1,796	499	27.8%	27.3%	638	295	46.2%	58.8%	4,339	957	22.1%	21.9%	6,773	1,751	25.9%	26.5%
10	9,003	3,206	35.6%	37.5%	6,162	2,015	32.7%	36.5%	19,104	3,367	17.6%	20.6%	34,269	8,588	25.1%	27.9%
R 7-10	18,587	6,871	37.0%	38.7%	11,596	5,289	45.6%	50.5%	30,011	6,398	21.3%	23.8%	60,194	18,558	30.8%	33.7%
TOTAL	31,150	11,692	37.5%	39.2%	16,230	7,958	49.0%	52.3%	38,279	9,912	25.9%	28.0%	85,659	29,562	34.5%	36.9%



➤ Recruitment

**Cumulative Recruitment by Region & Grade – Year-over-Year**

This table presents the cumulative YoY recruitment of IEEE’s ten regions by grade, through August of the 2011 membership year. Through this month, total recruitment is up +5.0% YoY, with higher-grade member recruitment up +9.5%. Congratulations to IEEE Region 10 for showing the best percentage increase to date, YoY—and to Region 6 for its continued, HG recruitment gains in the U.S.

Cumulative Recruitment -- September to August																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%			#	%
1	1,358	1,396	(38)	-2.7%	749	791	(42)	-5.3%	1,584	1,469	115	7.8%	3,691	3,656	35	1.0%
2	1,288	1,360	(72)	-5.3%	714	766	(52)	-6.8%	1,542	1,456	86	5.9%	3,544	3,582	(38)	-1.1%
3	1,175	1,227	(52)	-4.2%	899	1,038	(139)	-13.4%	2,336	2,048	288	14.1%	4,410	4,313	97	2.2%
4	917	920	(3)	-0.3%	799	802	(3)	-0.4%	1,646	1,568	78	5.0%	3,362	3,290	72	2.2%
5	1,227	1,268	(41)	-3.2%	697	854	(157)	-18.4%	1,918	1,817	101	5.6%	3,842	3,939	(97)	-2.5%
6	2,470	2,350	120	5.1%	1,080	1,169	(89)	-7.6%	2,506	2,404	102	4.2%	6,056	5,923	133	2.2%
R 1-6	8,435	8,521	(86)	-1.0%	4,938	5,420	(482)	-8.9%	11,532	10,762	770	7.2%	24,905	24,703	202	0.8%
7	814	757	57	7.5%	721	693	28	4.0%	984	1,115	(131)	-11.7%	2,519	2,565	(46)	-1.8%
8	5,196	4,449	747	16.8%	5,071	5,066	5	0.1%	7,081	7,116	(35)	-0.5%	17,348	16,631	717	4.3%
9	1,362	1,134	228	20.1%	778	742	36	4.9%	4,908	4,920	(12)	-0.2%	7,048	6,796	252	3.7%
10	7,268	6,133	1,135	18.5%	7,162	7,119	43	0.6%	23,054	21,063	1,991	9.5%	37,484	34,315	3,169	9.2%
R 7-10	14,640	12,473	2,167	17.4%	13,732	13,620	112	0.8%	36,027	34,214	1,813	5.3%	64,399	60,307	4,092	6.8%
TOTAL	23,075	20,994	2,081	9.9%	18,670	19,040	-370	-1.9%	47,559	44,976	2,583	5.7%	89,304	85,010	4,294	5.1%
% R1-6	37%	41%			26%	28%			24%	24%			28%	29%		
% R7-10	63%	59%			74%	72%			76%	76%			72%	71%		

**Update - IEEE-USA MD Incentive Pilot – 2011 Winners!**



Congratulations to those Sections that qualified to receive the IEEE-USA recruitment incentive for the 2011 membership year (see table).

In an effort to drive U.S. membership growth in Regions 1-6, IEEE-USA is offering a financial incentive that rewards year-over-year improvements in the recruitment of higher-grade (HG), dues-paying members in U.S. sections. Qualification requirements are as follows:

- 1) Sections must maintain their *total* HG dues paying membership count at the same level as the prior year.
- 2) Sections must exceed their annual, HG recruitment year-over-year.

IEEE-USA’s recruitment incentive is financed through the assessment it receives from U.S. members. Incentive funds will be transferred by lump sum in September.

2011 Membership Year – Incentive Qualifying Sections		
R1 – Boston	!	R5 – Arkansas River Valley
R1 – Green Mountain	!	R5 – Central Texas
R1 – Long Island	!	R5 – Corpus Christi
R1 – Mohawk Valley	!	R5 – Oklahoma City
R2 – Dayton		R5 – Panhandle
R2 – Delaware Bay		R5 – South Plains
R2 -- Pittsburg		R6 – Alamogordo-Holloman
R3 - Broward		R6 - Boise
R3 - Canaveral		R6 – Central Washington
R3 – Charlotte		R6 – China Lake
R3 - Daytona		R6 – Eastern Idaho
R3 – E. Tennessee	!	R6 – Las Vegas
R3 – Virginia Mountain		R6 – Oakland-East Bay
R4 - Arrowhead		R6 – Oregon
R4 - Milwaukee		R6 – Richland
R4 – NE Michigan		
R4 – Rock River Valley		
R4 – SE Michigan	!	

! = Double-Digit Gains in Numeric HG Recruitment YoY

### Recruiters of the Month – Member-Get-a-Member (MGM) Program

We're pleased to recognize this month's top program participants. The IEEE Member-Get-a-Member (MGM) program is a peer-to-peer recruitment activity offered exclusively to IEEE members. The MGM program delivered 18% of the total recruitment during the 2011 membership year – compared to driving 12% of total recruitment for the 2010 membership year. Year-over-year recruitment via the MGM program was up 5,982 members, or +58%.

MGM is popular with student members; accordingly, program results often ebb and flow with the academic school year. For program information, visit [www.ieee.org/mgm](http://www.ieee.org/mgm).

IEEE Member-Get-a-Member Program	Congratulations to this Month's Double-Digit Recruiters!																																											
	<b>S. Harini</b> 34 members Madras Sec. R-10	<b>A. Surendaran</b> 26 members Madras Sec. R-10	<b>S. Vishwas</b> 25 members Bangalore Sec. R-10	<b>V. Kiruthika</b> 25 members Madras Sec. R-10	<b>S. Balakrisnan</b> 23 members Delhi Sec., R-10																																							
	<b>G. Astudillo</b> 15 members Ecuador Sec. R-9	<b>J. James</b> 14 members Kerala Sec. R-10	<b>O. Suarez</b> 14 members Peru Sec. R-9	<b>C. Gummadi</b> 14 members Hyderabad, Sec. R-10	<b>M. Al-Donbok</b> 12 members R-8																																							
	<b>M. Vemuri</b> 12 members Hyderabad Sec. R-10	<b>S. Kurian</b> 12 members Kerala Sec. R-10	<b>P. Maganti</b> 11 members Hyderabad Sec. R-10	<b>S. Parasar</b> 10 members Hyderabad Sec. R-10	<b>E. Hernandez</b> 10 members Honduras Sec. R-9																																							
<p><b>2011 MGM Program Trend</b> 16,295 members recruited through this month</p> <p>Same period last year: 10,316</p>	<table border="1" style="display: none;"> <caption>2011 MGM Program Trend Data</caption> <thead> <tr> <th>Month</th> <th>MGM Recruitment Count</th> <th>% of Total Recruitment</th> </tr> </thead> <tbody> <tr><td>SEP</td><td>~500</td><td>9%</td></tr> <tr><td>OCT</td><td>~1,000</td><td>16%</td></tr> <tr><td>NOV</td><td>~1,200</td><td>19%</td></tr> <tr><td>DEC</td><td>~1,500</td><td>21%</td></tr> <tr><td>JAN</td><td>~2,000</td><td>24%</td></tr> <tr><td>FEB</td><td>~1,800</td><td>19%</td></tr> <tr><td>MAR</td><td>~1,800</td><td>19%</td></tr> <tr><td>APR</td><td>~1,800</td><td>21%</td></tr> <tr><td>MAY</td><td>~2,000</td><td>26%</td></tr> <tr><td>JUN</td><td>~1,000</td><td>14%</td></tr> <tr><td>JUL</td><td>~500</td><td>10%</td></tr> <tr><td>AUG</td><td>~1,000</td><td>14%</td></tr> </tbody> </table>					Month	MGM Recruitment Count	% of Total Recruitment	SEP	~500	9%	OCT	~1,000	16%	NOV	~1,200	19%	DEC	~1,500	21%	JAN	~2,000	24%	FEB	~1,800	19%	MAR	~1,800	19%	APR	~1,800	21%	MAY	~2,000	26%	JUN	~1,000	14%	JUL	~500	10%	AUG	~1,000	14%
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### Member Recruiting at Conferences

One of the best sources for new members are the nonmembers who attend the many IEEE technical or nontechnical conferences. These individuals have already qualified themselves as having an interest in our fields, just by virtue of their attendance at the event. In addition, there is usually a substantial cost savings between the member and nonmember registration fees. This differential can often offset most, or all of the cost of the IEEE membership dues.

The Conference Membership Recruitment (CMR) program offers a further financial incentive to these individuals by providing for a “free” society membership to anyone who joins IEEE at one of our conferences. Using these incentives in conjunction with each other, an applicant for membership can receive both a 2012 IEEE membership and a 2012 Society membership at little to no cost beyond what they would have already spent just to attend the conference.



For more information, contact MGA staff Elyn Perez.

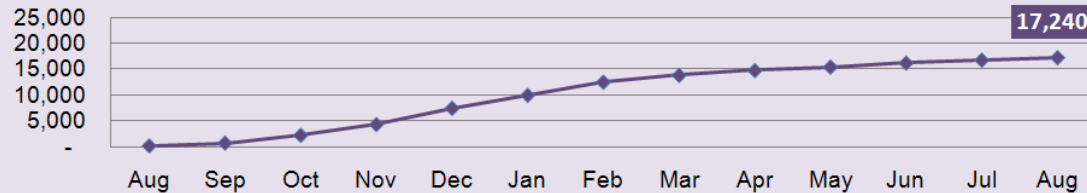


IEEE e-Membership / Developing Nations

Aug '11

[www.ieee.org/emember](http://www.ieee.org/emember)

2011 e-Membership Growth



2011 e-Membership by Region (Cumulative through Present Month)

e-Membership Count	R3*	R8	R9	R10	total
55	3,862	3,623	9,700	17,240	
% of Eligible Higher Grade Members	35%	32%	44%	44%	41%
% of All Higher Grade Members	0%	7%	39%	18%	12%

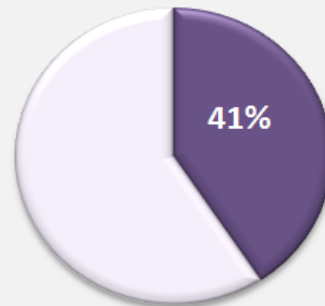
\*R3 denotes Jamaica

**August Update** — In August, we added 468 e-Members to our total, with recruitment driving 78% of the month's gains—arrears-recovery delivering 15%, and reinstatement 8%.

We concluded August with 17,240 e-Members (16,900 e-Members for the membership year). For the 2012 membership year, e-Member renewals will represent the base for the program's future growth. During the 2012 renewal period, we anticipate the migration from traditional to e-Membership will continue. For the next membership year, we will closely monitor the renewal rates of e-Members compared to counterparts with traditional membership.

2011 e-Membership Participation\*

Total, across all eligible countries



\*Percentage of eligible members (cumulative) who have selected e-Membership

2011 MD Drivers - e-Membership

[see explanation key](#)

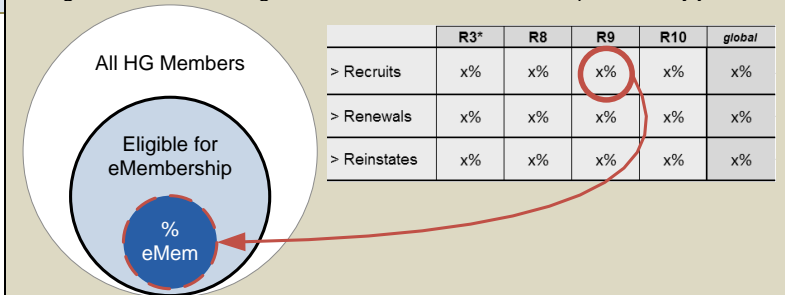
By category, the % of eligible members who have selected e-Membership

Cumulative Through Present Month	R3*	R8	R9	R10	total
> <b>Recruits</b> (new members)	59%	65%	73%	75%	73%
> <b>Renewals</b> (existing members)	23%	31%	45%	41%	38%
> <b>Reinstates</b> (former members)	59%	60%	69%	64%	64%

\*R3 denotes Jamaica

Explanation Key

IEEE's e-Membership program is available to a subset of all higher-grade members. The table above reports how different MD drivers are impacting participation. In the example below, the circled cell represents the percentage of eligible members in Region 9 who selected e-membership when they joined.



Row percentages will not sum to 100% on account of different denominators.

e-Membership FAQs

**I live in a Developing Nation but still want to receive print publications. How can I get them?**

You are not required to take the e-Membership option. If you wish to receive print publications or a printed membership card, you should select the 'IEEE Membership - Traditional' option when joining or renewing.

**If I have an e-Membership, am I still eligible to vote in the annual elections?**

Yes, you are still eligible to vote in the annual elections. You will receive printed voting materials in October. (For legal reasons, IEEE is required to send voting materials via postal mail.)

➤ Society & Special Interest Memberships

*Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Orange shading = year-over-year decline > 1.0%*

IEEE Society Membership Totals as of August 2011																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2011	2010	#	%	2011	2010	#	%	2011	2010	#	%	2011	2010	#	%	2011	2010	#	%
<b>IEEE Societies</b>																				
<b>DIVISION I</b>																				
Circuits & Systems	9,265	9,174	91	1.0%	311	318	-7	-2.2%	49	50	-1	-2.0%	9,625	9,542	83	0.9%	9,576	9,492	84	0.9%
Electron Devices	10,108	9,766	342	3.5%	317	282	35	12.4%	70	66	4	6.1%	10,495	10,114	381	3.8%	10,425	10,048	377	3.8%
Solid-State Circuits	9,401	9,480	-79	-0.8%	129	127	2	1.6%	79	76	3	3.9%	9,609	9,683	-74	-0.8%	9,530	9,607	-77	-0.8%
<b>Div I Subtotal</b>	<b>28,774</b>	<b>28,420</b>	<b>354</b>	<b>1.2%</b>	<b>757</b>	<b>727</b>	<b>30</b>	<b>4.1%</b>	<b>198</b>	<b>192</b>	<b>6</b>	<b>3.1%</b>	<b>29,729</b>	<b>29,339</b>	<b>390</b>	<b>1.3%</b>	<b>29,531</b>	<b>29,147</b>	<b>384</b>	<b>1.3%</b>
<b>DIVISION II</b>																				
Components, Packaging & Mfg Tech	2,442	2,364	78	3.3%	50	47	3	6.4%	24	17	7	41.2%	2,516	2,428	88	3.6%	2,492	2,411	81	3.4%
Dielectrics & Electrical Insulation	2,042	1,990	52	2.6%	46	43	3	7.0%	32	35	-3	-8.6%	2,120	2,068	52	2.5%	2,088	2,033	55	2.7%
Industry Applications	9,433	9,364	69	0.7%	221	182	39	21.4%	40	45	-5	-11.1%	9,694	9,591	103	1.1%	9,654	9,546	108	1.1%
Instrumentation & Measurements	4,036	4,092	-56	-1.4%	84	71	13	18.3%	24	22	2	9.1%	4,144	4,185	-41	-1.0%	4,120	4,163	-43	-1.0%
Power Electronics	6,829	6,429	400	6.2%	195	198	-3	-1.5%	57	54	3	5.6%	7,081	6,681	400	6.0%	7,024	6,627	397	6.0%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,048	2,102	-54	-2.6%	30	30	0	0.0%	32	39	-7	-17.9%	2,110	2,171	-61	-2.8%	2,078	2,132	-54	-2.5%
<b>Div II Subtotal</b>	<b>26,830</b>	<b>26,341</b>	<b>489</b>	<b>1.9%</b>	<b>626</b>	<b>571</b>	<b>55</b>	<b>9.6%</b>	<b>209</b>	<b>212</b>	<b>-3</b>	<b>-1.4%</b>	<b>27,665</b>	<b>27,124</b>	<b>541</b>	<b>2.0%</b>	<b>27,456</b>	<b>26,912</b>	<b>544</b>	<b>2.0%</b>
<b>DIVISION III</b>																				
<b>Communications</b>	<b>43,241</b>	<b>42,897</b>	<b>344</b>	<b>0.8%</b>	<b>4,138</b>	<b>4,223</b>	<b>-85</b>	<b>-2.0%</b>	<b>1,371</b>	<b>474</b>	<b>897</b>	<b>189.2%</b>	<b>48,750</b>	<b>47,594</b>	<b>1,156</b>	<b>2.4%</b>	<b>47,379</b>	<b>47,120</b>	<b>259</b>	<b>0.5%</b>

➤ Society & Special Interest Memberships (cont.)

*Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Orange shading = year-over-year decline > 1.0%*

IEEE Society Membership Totals as of August 2011																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2011	2010	#	%	2011	2010	#	%	2011	2010	#	%	2011	2010	#	%	2011	2010	#	%
<b>IEEE Societies</b>																				
<b>DIVISION IV</b>																				
Antennas & Propagation	7,714	7,713	1	0.0%	208	213	-5	-2.3%	61	55	6	10.9%	7,983	7,981	2	0.0%	7,922	7,926	-4	-0.1%
Broadcast Technology	1,840	1,867	-27	-1.4%	57	58	-1	-1.7%	25	30	-5	-16.7%	1,922	1,955	-33	-1.7%	1,897	1,925	-28	-1.5%
Consumer Electronics	2,928	2,892	36	1.2%	92	108	-16	-14.8%	45	30	15	50.0%	3,065	3,030	35	1.2%	3,020	3,000	20	0.7%
Electromagnetic Compatibility	3,835	3,845	-10	-0.3%	50	52	-2	-3.8%	34	32	2	6.3%	3,919	3,929	-10	-0.3%	3,885	3,897	-12	-0.3%
Magnetics	2,825	2,831	-6	-0.2%	58	53	5	9.4%	71	60	11	18.3%	2,954	2,944	10	0.3%	2,883	2,884	-1	0.0%
Microwave Theory & Techniques	11,039	11,053	-14	-0.1%	420	468	-48	-10.3%	52	51	1	2.0%	11,511	11,572	-61	-0.5%	11,459	11,521	-62	-0.5%
Nuclear & Plasma Sciences	2,920	2,989	-69	-2.3%	47	55	-8	-14.5%	50	58	-8	-13.8%	3,017	3,102	-85	-2.7%	2,967	3,044	-77	-2.5%
<b>Div IV Subtotal</b>	<b>33,101</b>	<b>33,190</b>	<b>-89</b>	<b>-0.3%</b>	<b>932</b>	<b>1,007</b>	<b>-75</b>	<b>-7.4%</b>	<b>338</b>	<b>316</b>	<b>22</b>	<b>7.0%</b>	<b>34,371</b>	<b>34,513</b>	<b>-142</b>	<b>-0.4%</b>	<b>34,033</b>	<b>34,197</b>	<b>-164</b>	<b>-0.5%</b>
<b>DIVISION V/VIII</b>																				
<b>Computer</b>	<b>49,982</b>	<b>51,285</b>	<b>-1,303</b>	<b>-2.5%</b>	<b>3,277</b>	<b>3,327</b>	<b>-50</b>	<b>-1.5%</b>	<b>14,471</b>	<b>15,787</b>	<b>-1,316</b>	<b>-8.3%</b>	<b>67,730</b>	<b>70,399</b>	<b>-2,669</b>	<b>-3.8%</b>	<b>53,259</b>	<b>54,612</b>	<b>-1,353</b>	<b>-2.5%</b>
<b>DIVISION VI</b>																				
Education	3,192	3,167	25	0.8%	46	53	-7	-13.2%	40	32	8	25.0%	3,278	3,252	26	0.8%	3,238	3,220	18	0.6%
Industrial Electronics	4,984	4,799	185	3.9%	175	168	7	4.2%	33	34	-1	-2.9%	5,192	5,001	191	3.8%	5,159	4,967	192	3.9%
Product Safety Engineering	805	864	-59	-6.8%	11	11	0	0.0%	12	18	-6	-33.3%	828	893	-65	-7.3%	816	875	-59	-6.7%
Professional Communication	896	935	-39	-4.2%	62	42	20	47.6%	83	95	-12	-12.6%	1,041	1,072	-31	-2.9%	958	977	-19	-1.9%
Reliability	1,763	1,779	-16	-0.9%	30	33	-3	-9.1%	12	21	-9	-42.9%	1,805	1,833	-28	-1.5%	1,793	1,812	-19	-1.0%
Social Implications of Technology	1,567	1,741	-174	-10.0%	36	30	6	20.0%	25	25	0	0.0%	1,628	1,796	-168	-9.4%	1,603	1,771	-168	-9.5%
<b>Div VI Subtotal</b>	<b>13,207</b>	<b>13,285</b>	<b>-78</b>	<b>-0.6%</b>	<b>360</b>	<b>337</b>	<b>23</b>	<b>6.8%</b>	<b>205</b>	<b>225</b>	<b>-20</b>	<b>-8.9%</b>	<b>13,772</b>	<b>13,847</b>	<b>-75</b>	<b>-0.5%</b>	<b>13,567</b>	<b>13,622</b>	<b>-55</b>	<b>-0.4%</b>
<b>DIVISION VII</b>																				
<b>Power &amp; Energy</b>	<b>25,158</b>	<b>24,374</b>	<b>784</b>	<b>3.2%</b>	<b>2,143</b>	<b>1,447</b>	<b>696</b>	<b>48.1%</b>	<b>262</b>	<b>274</b>	<b>-12</b>	<b>-4.4%</b>	<b>27,563</b>	<b>26,095</b>	<b>1,468</b>	<b>5.6%</b>	<b>27,301</b>	<b>25,821</b>	<b>1,480</b>	<b>5.7%</b>

➤ Society & Special Interest Memberships (cont.)

*Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Orange shading = year-over-year decline > 1.0%*

IEEE Society Membership Totals as of August 2011																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2011	2010	#	%	2011	2010	#	%	2011	2010	#	%	2011	2010	#	%	2011	2010	#	%
<b>DIVISION IX</b>																				
Aerospace & Electronic Systems	4,481	4,556	-75	-1.6%	189	166	23	13.9%	47	34	13	38.2%	4,717	4,756	-39	-0.8%	4,670	4,722	-52	-1.1%
Geoscience & Remote Sensing	2,889	2,804	85	3.0%	113	114	-1	-0.9%	257	201	56	27.9%	3,259	3,119	140	4.5%	3,002	2,918	84	2.9%
Information Theory	3,281	3,276	5	0.2%	95	94	1	1.1%	33	28	5	17.9%	3,409	3,398	11	0.3%	3,376	3,370	6	0.2%
Intelligent Transportation Systems	1,065	999	66	6.6%	29	30	-1	-3.3%	15	19	-4	-21.1%	1,109	1,048	61	5.8%	1,094	1,029	65	6.3%
Oceanic Engineering	1,696	1,671	25	1.5%	43	49	-6	-12.2%	22	21	1	4.8%	1,761	1,741	20	1.1%	1,739	1,720	19	1.1%
Signal Processing	14,878	14,185	693	4.9%	363	311	52	16.7%	179	136	43	31.6%	15,420	14,632	788	5.4%	15,241	14,496	745	5.1%
Vehicular Technology	4,062	3,937	125	3.2%	129	106	23	21.7%	25	20	5	25.0%	4,216	4,063	153	3.8%	4,191	4,043	148	3.7%
<b>Div IX Subtotal</b>	<b>32,352</b>	<b>31,428</b>	<b>924</b>	<b>2.9%</b>	<b>961</b>	<b>870</b>	<b>91</b>	<b>10.5%</b>	<b>578</b>	<b>459</b>	<b>119</b>	<b>25.9%</b>	<b>33,891</b>	<b>32,757</b>	<b>1,134</b>	<b>3.5%</b>	<b>33,313</b>	<b>32,298</b>	<b>1,015</b>	<b>3.1%</b>
<b>DIVISION X</b>																				
Computational Intelligence	6,278	5,820	458	7.9%	282	270	12	4.4%	113	129	-16	-12.4%	6,673	6,219	454	7.3%	6,560	6,090	470	7.7%
Control Systems	8,340	7,948	392	4.9%	293	310	-17	-5.5%	94	72	22	30.6%	8,727	8,330	397	4.8%	8,633	8,258	375	4.5%
Engineering in Medicine & Biology	8,089	8,086	3	0.0%	455	402	53	13.2%	239	170	69	40.6%	8,783	8,658	125	1.4%	8,544	8,488	56	0.7%
Photonics	6,000	6,387	-387	-6.1%	161	276	-115	-41.7%	101	102	-1	-1.0%	6,262	6,765	-503	-7.4%	6,161	6,663	-502	-7.5%
Robotics & Automation	7,457	6,243	1,214	19.4%	1,033	652	381	58.4%	111	93	18	19.4%	8,601	6,988	1,613	23.1%	8,490	6,895	1,595	23.1%
Systems, Man & Cybernetics	4,340	4,092	248	6.1%	135	121	14	11.6%	39	39	0	0.0%	4,514	4,252	262	6.2%	4,475	4,213	262	6.2%
<b>Div X Subtotal</b>	<b>40,504</b>	<b>38,576</b>	<b>1,928</b>	<b>5.0%</b>	<b>2,359</b>	<b>2,031</b>	<b>328</b>	<b>16.1%</b>	<b>697</b>	<b>605</b>	<b>92</b>	<b>15.2%</b>	<b>43,560</b>	<b>41,212</b>	<b>2,348</b>	<b>5.7%</b>	<b>42,863</b>	<b>40,607</b>	<b>2,256</b>	<b>5.6%</b>
<b>TOTAL</b>	<b>293,149</b>	<b>289,796</b>	<b>3,353</b>	<b>1.2%</b>	<b>15,553</b>	<b>14,540</b>	<b>1,013</b>	<b>7.0%</b>	<b>18,329</b>	<b>18,544</b>	<b>-215</b>	<b>-1.2%</b>	<b>327,031</b>	<b>322,880</b>	<b>4,151</b>	<b>1.3%</b>	<b>308,702</b>	<b>304,336</b>	<b>4,366</b>	<b>1.4%</b>





Standards Association		Aug '11			
Grade	This Month '11	This Month '10	Year-over-Year		
			#	%	
Student	39	56	(17)	-30.4%	
Higher-Grade	6,367	6,517	(150)	-2.3%	
Affiliate	191	129	62	48.1%	
<b>Total</b>	<b>6,597</b>	<b>6,702</b>	<b>(105)</b>	<b>-1.6%</b>	

Women in Engineering					Aug '11				
Grade	This Month '11	This Month '10	Year-over-Year		Region	Month '11	Month '10	#	%
			#	%					
Fellow	46	46	-	0.0%	U.S.	2,961	2,922	39	1.3%
Life Member	118	121	(3)	-2.5%	Canada	313	340	(27)	-7.9%
Associate Member	226	272	(46)	-16.9%	Europe, Middle East, Africa	2,301	2,124	177	8.3%
Member	3,554	3,622	(68)	-1.9%	Latin America	2,676	2,582	94	3.6%
Senior Member	401	365	36	9.9%	Asia & Pacific	4,369	3,167	1,202	38.0%
Student Member	8,271	6,709	1,562	23.3%	<b>Total</b>	<b>12,620</b>	<b>11,135</b>	<b>1,485</b>	<b>13.3%</b>
Affiliates	4	-	4						
<b>Total</b>	<b>12,620</b>	<b>11,135</b>	<b>1,485</b>	<b>13.3%</b>					
					Gender	This Month '11	This Month '10	#	%
					Female	7,322	6,528	794	12.2%
					Male	4,240	3,613	627	17.4%
					Not Provided	1,058	994	64	6.4%
					<b>Total</b>	<b>12,620</b>	<b>11,135</b>	<b>1,485</b>	<b>13.3%</b>