



Membership Development Report – April 2012

Southeast United States (Region 3)



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



Greetings from Winston-Salem, North Carolina. I hope you all are having a great transition from Spring to Summer; don't forget the sunscreen! We're still moving a little slow in our Membership Development. I'll be setting up a WebEx conference call soon to discuss strategies and any problems you're seeing in your Sections. Don't forget Senior and Student Member elevations. Thanks to all of you who are keeping on top of our work!

Bill Williams, Membership Development Chair, Region 3

Regional Snapshot	Total this Month	'12 vs. '11	% Change	Aug 2012 400,000 Member Goal – R3		2012 New Members (APRIL)
Total Membership	26,821	(423)	- 1.6%	89.3%	Total	3305
• Higher-Grade	21,249	(453)	- 2.1%	85.1%	Higher-Grade	727
• Students	5,572	30	0.5%	110.3%	Student	2578
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	81.6%	72.1%	44.0%	77.9%
Region – 1 st -Year Members	31.8%	57.7%	37.3%	38.1%
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 Situation & Direction	2012 Membership Cycle	2011 Membership Cycle
Recruitment	Focus on new member recruitment. Can use MGM program for new members	Half year dues still available
MGA Operations	First Year Member Experience on web: http://www.ieee.org/start	<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	Look to mentor new officers or utilize past officers for their knowledge.	New members received welcome communications from Section / Chapter ? New member recognized in Section / Chapter newsletter ? New members invited to Section / Chapter welcome event ?
SAMIEEEE Analysis	NOTE: New SAMIEEEE tool coming mid-April. Take new training sessions. Change over took place 16 April.	(MD) All Members Joining Since Membership Year (MD) First Year Members Not Renewed
Volunteer Resources	SAMIEEEE UPGRADE: http://www.ieee.org/about/volunteers/samieeee/index.html for video and training presentation in PowerPoint	



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Best Section Total Retention	84.1% - Jacksonville Section	82.8% - Huntsville Section
	83.0% - Palm Beach Section	82.8% - East Tennessee Section
	82.8% - Melbourne Section	82.7% - Piedmont Section

Top Section Recruitment Year over Year	Numeric Growth	Percentage Growth
	63 – Florida West Coast Section	132.14% - Mobile Section
	37 - Mobile Section	82.05% - Piedmont Section
	36 – Huntsville Section	74.07% - Central North Carolina Section

Upcoming MD Opportunities	WebEx Conference Call – Date TBD	Section MD Activities – Keep Me Informed !
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MD Resource Links	IEEE Region 3	
	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



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IEEE-USA Recruitment Incentive Pilot – April 2012

In an effort to drive U.S. membership growth in Regions 1-6, IEEE-USA offered a financial incentive that rewards year-over-year improvements in recruitment of higher-grade (HG), dues-paying members in IEEE’s 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 HG recruitment year-over-year.

The IEEE-USA MD incentive pilot will continue for the 2012 membership year. We look forward to more sections achieving this distinguished accomplishment next year. Kudos to those Region 3 Sections who are successful in meeting the IEEE-USA challenge!

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Alabama Section		
R3	Atlanta Section		
R3	Broward Section		
R3	Canaveral Section		
R3	Central Georgia Section		
R3	Central North Carolina Section		
R3	Central Savannah River Section		
R3	Central Tennessee Section		
R3	Central Virginia Section		
R3	Charlotte Section	7	\$ 70.0
R3	Chattanooga Section		
R3	Coastal South Carolina Section		
R3	Columbia Section		
R3	Daytona Section		
R3	East Tennessee Section		
R3	Eastern North Carolina Section		
R3	Evansville-Owensboro Section		
R3	Florida West Coast Section	2	\$ 20.0
R3	Gainesville Section		
R3	Hampton Roads Section		
R3	Huntsville Section		
R3	Jacksonville Section		
R3	Jamaica Section		



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IEEE-USA Recruitment Incentive Pilot – April 2012 (cont'd.)

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Lexington Section		
R3	Louisville Section		
R3	Melbourne Section		
R3	Memphis Section		
R3	Miami Section		
R3	Mississippi Section		
R3	Mobile Section	6	\$ 60.0
R3	Northwest Florida Section		
R3	Orlando Section		
R3	Palm Beach Section		
R3	Piedmont Section	15	\$ 150.0
R3	Richmond Section		
R3	Savannah Section		
R3	Tallahassee Area Section		
R3	Tri Cities Section		
R3	Virginia Mountain Section	1	\$ 10.0
R3	Western North Carolina Section	1	\$ 10.0
R3	Winston-Salem Section	3	\$ 30.0
R3 Qualifying Gains & Payout		35	\$ 350.0



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 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Jacksonville Section	328	285	86.9%	63	44	69.8%	391	329	84.1%
Palm Beach Section	686	589	85.9%	57	28	49.1%	743	617	83.0%
Melbourne Section	617	521	84.4%	52	33	63.5%	669	554	82.8%
Huntsville Section	1142	976	85.5%	96	49	51.0%	1238	1,025	82.8%
East Tennessee Section	846	717	84.8%	157	113	72.0%	1003	830	82.8%
Piedmont Section	431	366	84.9%	59	39	66.1%	490	405	82.7%
Daytona Section	160	137	85.6%	21	12	57.1%	181	149	82.3%
Western North Carolina Section	277	233	84.1%	37	25	67.6%	314	258	82.2%
Tri Cities Section	106	90	84.9%	6	2	33.3%	112	92	82.1%
Eastern North Carolina Section	2523	2147	85.1%	380	231	60.8%	2903	2,378	81.9%
Florida West Coast Section	1719	1447	84.2%	218	135	61.9%	1937	1,582	81.7%
Central Virginia Section	541	460	85.0%	106	65	61.3%	647	525	81.1%
Canaveral Section	192	157	81.8%	9	6	66.7%	201	163	81.1%
Richmond Section	729	616	84.5%	101	51	50.5%	830	667	80.4%
Central Savannah River Section	183	149	81.4%	12	5	41.7%	195	154	79.0%
Central Georgia Section	253	207	81.8%	37	21	56.8%	290	228	78.6%
Chattanooga Section	323	271	83.9%	48	18	37.5%	371	289	77.9%
Lexington Section	349	294	84.2%	87	44	50.6%	436	338	77.5%
Hampton Roads Section	685	556	81.2%	128	74	57.8%	813	630	77.5%
Winston-Salem Section	130	104	80.0%	33	22	66.7%	163	126	77.3%
Central North Carolina Section	281	229	81.5%	36	16	44.4%	317	245	77.3%
Northwest Florida Section	303	254	83.8%	52	20	38.5%	355	274	77.2%
Atlanta Section	3521	2841	80.7%	722	431	59.7%	4243	3,272	77.1%



Year-over-Year – Renewal: 2012 Membership Year – April 2012 (Cont'd.)

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Mississippi Section	389	310	79.7%	100	66	66.0%	489	376	76.9%
Coastal South Carolina Section	394	320	81.2%	53	22	41.5%	447	342	76.5%
Columbia Section	379	306	80.7%	88	51	58.0%	467	357	76.4%
Orlando Section	1064	845	79.4%	251	154	61.4%	1315	999	76.0%
Alabama Section	854	677	79.3%	189	113	59.8%	1043	790	75.7%
Louisville Section	356	278	78.1%	67	40	59.7%	423	318	75.2%
Central Tennessee Section	646	512	79.3%	171	99	57.9%	817	611	74.8%
Evansville-Owensboro Section	200	162	81.0%	33	12	36.4%	233	174	74.7%
Charlotte Section	638	494	77.4%	150	88	58.7%	788	582	73.9%
Virginia Mountain Section	455	361	79.3%	215	132	61.4%	670	493	73.6%
Savannah Section	193	155	80.3%	55	25	45.5%	248	180	72.6%
Memphis Section	398	311	78.1%	95	46	48.4%	493	357	72.4%
Gainesville Section	389	296	76.1%	167	94	56.3%	556	390	70.1%
Broward Section	491	367	74.7%	88	38	43.2%	579	405	69.9%
Tallahassee Area Section	277	202	72.9%	82	41	50.0%	359	243	67.7%
Mobile Section	167	122	73.1%	37	15	40.5%	204	137	67.2%
Miami Section	563	395	70.2%	144	77	53.5%	707	472	66.8%
Jamaica Section	161	106	65.8%	25	11	44.0%	186	117	62.9%



Year-over-Year – Recruitment: 2012 Membership Year

Section	April 2012	April 2011	# Change	% Change
Florida West Coast Section	226	163	63	38.65%
Mobile Section	65	28	37	132.14%
Huntsville Section	109	73	36	49.32%
Piedmont Section	71	39	32	82.05%
Central North Carolina Section	47	27	20	74.07%
Gainesville Section	97	77	20	25.97%
Western North Carolina Section	50	36	14	38.89%
Daytona Section	34	23	11	47.83%
Orlando Section	142	131	11	8.40%
Coastal South Carolina Section	61	51	10	19.61%
Virginia Mountain Section	139	129	10	7.75%
Melbourne Section	49	40	9	22.50%
Jamaica Section	51	44	7	15.91%
Eastern North Carolina Section	259	252	7	2.78%
Charlotte Section	128	123	5	4.07%
Winston-Salem Section	20	17	3	17.65%
Central Savannah River Section	21	18	3	16.67%
Tallahassee Area Section	61	58	3	5.17%
Hampton Roads Section	97	95	2	2.11%
Central Tennessee Section	119	119	0	0.00%
Mississippi Section	68	69	-1	-1.45%
Central Georgia Section	30	31	-1	-3.23%
Tri Cities Section	8	11	-3	-27.27%
Lexington Section	70	75	-5	-6.67%
Canaveral Section	7	13	-6	-46.15%



Year-over-Year – Recruitment: 2012 Membership Year

Section	April 2012	April 2011	# Change	% Change
Memphis Section	71	82	-11	-13.41%
Savannah Section	28	39	-11	-28.21%
Jacksonville Section	37	49	-12	-24.49%
Columbia Section	45	58	-13	-22.41%
Alabama Section	131	145	-14	-9.66%
Central Virginia Section	55	69	-14	-20.29%
Palm Beach Section	44	58	-14	-24.14%
Chattanooga Section	40	55	-15	-27.27%
Evansville-Owensboro Section	31	47	-16	-34.04%
East Tennessee Section	81	98	-17	-17.35%
Louisville Section	52	71	-19	-26.76%
Miami Section	94	114	-20	-17.54%
Northwest Florida Section	21	41	-20	-48.78%
Richmond Section	61	84	-23	-27.38%
Broward Section	64	91	-27	-29.67%
Atlanta Section	421	487	-66	-13.55%

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