



MD Monthly – March 2012

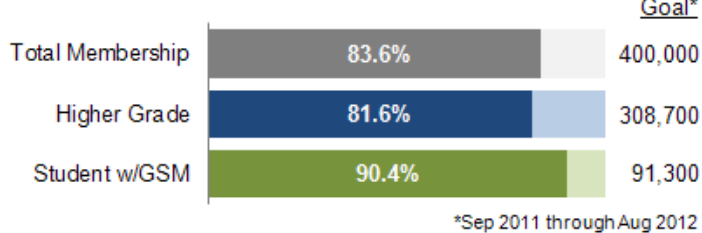
Membership Development Report – Page 1



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

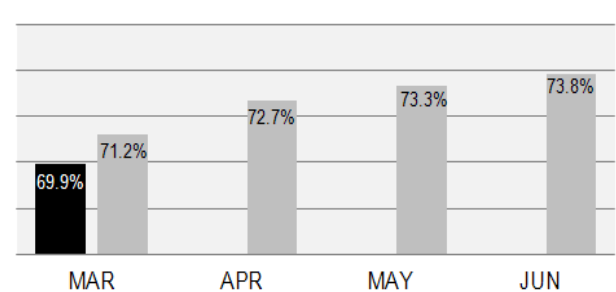
MD Summary	Page 2	Active Membership / e-Membership	Page 9-10
Member Retention / Recovery	Pages 3-5	2012 Membership Goals / Progress	Page 11
Member Recruitment	Pages 4-8	Society & Special Interest Memberships	Pages 12-15

2012 Goal Attainment



Note: Due to student elevations that have yet to occur this Summer, goal attainment for higher-grade and students will be adjusted in August. See, page 11.

Total Member Retention



Monthly Census	YoY Variance			Mar '12	Mar '11	Feb '12	Mar '12 vs. Feb '12
IEEE Membership	⬇️	(2,408)	-0.7%	336,783	339,191	313,769	+ 7.3%
• Honorary	-	-	-	31	31	31	-
• Fellow	⬆️	132	+ 2.0%	6,785	6,653	6,651	+ 2.0%
• Senior Member	⬆️	584	+ 1.9%	32,143	31,559	30,901	+ 4.0%
• Member	⬇️	(2,963)	-1.4%	202,118	205,081	193,470	+ 4.5%
• Associate Member	⬇️	(76)	-0.7%	11,572	11,648	10,673	+ 8.4%
• Graduate Student	⬇️	(1,276)	-3.4%	35,781	37,057	32,057	+ 11.6%
• Undergraduate Student	⬆️	1,191	+ 2.5%	48,353	47,162	39,986	+ 20.9%
Society Memberships	⬇️	(5,317)	-1.9%	279,959	285,276	263,334	+ 6.3%
• 5 Societies up > 1%	⬆️	2,624	<u>Societies Note:</u> Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by (6,333) or -2.3%.				
• 8 Societies +/- 1%	⚡️	(386)					
• 25 Societies down > 1%	⬇️	(7,555)					

MD Resources (IEEE account required)	New Members 	SAMIEEE 	Reports 	Webcasts 	MD Kit Ordering 	Presentations
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	Recruitment Activities	Retention Activities
MAY	Half-Year Dues Cycle —IEEE accepts ½-year dues for the present year of service. Individuals who join IEEE in May receive 8 months of membership for the price of 6. Order MD Kit for upcoming events / member recruitment opportunities (no cost).	First Year Members – Member retention begins the day after a new member joins IEEE, and receives a personal greeting from like-minded members and Volunteers. Don't forget to make use of the new member rosters, available to Section and MD officers monthly.
JUN	Half-Year Dues Cycle – IEEE accepts ½-price dues for present year of service. Individuals who join IEEE this month receive 7 months of membership for the price of 6. Order MD Kit – for upcoming events / member recruitment opportunities (no cost).	First Year Members – Member retention begins the day after a new member joins IEEE, and receives a personal greeting from like-minded members and Volunteers. Don't forget to make use of the new member rosters, available to Section and MD officers monthly.

March Summary

Our YoY decline in total active membership remained about the same in March—however, the *composition* of the losses has shifted since February. Through an aggressive arrears-recovery effort in March, we moved into positive territory with member renewals: up +797 YoY, after being down by (4,000) at month-end February. While we made substantial headway with renewals in March, member recruitment and reinstatement traversed in the opposite direction. Declines in member recruitment and reinstatement during the 2012 membership year are now driving the (2,408) YoY in total active membership.



Without continued improvement in the recovery of IEEE and Society memberships, combined with a substantial increase in new member recruitment, the success and finances of the 2012 membership year—and ostensibly the 2013 membership year—are in peril. For an explanation for how member retention impacts membership contraction and expansion, see page 4.

Renewal / Recovery – In March, our member retention gap of (2.3%) YoY, narrowed to (1.3%) globally. In the United States, higher-grade member

renewals continue to lag behind same-period 2011 by about 2,500 members. The Volunteer and Staff MD team is ramping-up the intensity of the member-recovery campaigning in April, adding the coordinated outreach efforts of 50 IEEE Sections globally. For more on member recovery efforts and retention, see page 3.




Recruitment – A decline in YoY member recruitment was, in part, attributed to a couple days of down time for the online membership application related to the IEEE's transition to a new business system. While total recruitment for the 2012 membership year is down by (0.6%) through March, undergraduate student recruitment is up +3.0%. With the half-year dues period upon us, we encourage all Sections to order an MD Kit in preparation for their upcoming events. Recruitment details and updates, page 6.

Reinstatement – Member reinstatements in March fell short of last year by 29%, after February's YoY monthly gain of 53%. Campaigns to former members will continue through August.

Society Memberships – Arrears recovery efforts in March reduced the YoY losses in total Society memberships by about 1,000 members. Declines in Society memberships remain widespread, with two-thirds of IEEE's Societies incurring YoY losses exceeding 1%. Robotics and Automation leads the way in outperforming last year, by +17.9%. Society memberships detail, beginning page 12.

Development Venue	Mar			
	'12	'11	'10	'09
Recruitment	11,510	12,738	13,031	12,036
Reinstatement	1,525	2,146	2,143	2,145
Recovery	10,030	8,398	7,976	9,423
subtotal	23,065	23,282	23,150	23,604
Renewals (cumulative)	69.9% 268,305	71.2% 267,508	73.7% 268,477	73.9% 262,372
Higher-Grade	231,974	231,462	232,980	230,105
Student /GSM	36,331	36,046	35,497	32,267

Membership Segment	Year-over-Year Variance			
	Mar	Feb	Jan	Dec
Higher-grade	- 0.9% (2,323)	- 1.2% (2,851)	+1.1% 3,291	+1.1% 3,431
Student-grade w/GSM	- 0.1% (85)	+1.0% 736	+5.0% 5,598	+4.9% 5,017
total	-0.7% (2,408)	-0.7% (2,115)	+2.1% 8,889	+2.1% 8,448
Total Society Memberships	-1.9% (5,317)	-2.4% (6,400)	+0.5% 1,805	+0.5% 1,578
IEEE Members w/ a Society(ies)	50.6% 170,419	50.9% 162,092	50.0% 203,591	49.9% 207,486

Society Memberships	Mar		
	'12	'11	'10
 Gains > 1%	5 societies + 2,624 members	18 societies + 5,897 members	19 societies + 7,654 members
 Gains / Losses + / - 1%	8 societies (386) members	9 societies (10) members	8 societies (111) members
 Losses > 1%	25 societies (7,555) members	11 societies (4,261) members	11 societies (1,088) members
Total Year-over-Year	-1.9% (5,317) members	+ 0.6% + 1,626 members	+ 2.3% + 6,455 members

IEEE Sections Mobilized for April Member Recovery Drive

While some IEEE Sections have already outreached to their members in Arrears, a coordinated effort globally is now underway. To augment the member recovery campaigns from IEEE headquarters, 50 IEEE Sections are launching independent outreaches in April (see adjacent table). The April recovery drive leverages operational and follow-up support from IEEE staff located in both the Piscataway and Singapore offices.

Planning for April's grassroots, member recovery drive began in early March. Participating Sections began customizing a communications template used for member recovery campaigns, and forwarded their final version to the MD staff for uploading into e-Notice. The e-Notice campaigns are configured as coming from the Section volunteers. Upon launching the e-Notice campaigns, the authoring Section Volunteers stand ready to receive member replies, which are then forwarded to staff in the IEEE Support Center for direct follow-up and resolution by a staff associate.

This style of collaborative Volunteer/Staff member recovery effort was first pioneered by IEEE Region 8 in 2008, as a Region-initiated campaign. This year's effort evolves the methodology to (1) provide dedicated, MGA staff support to different IEEE Regions, and (2) having each e-Notice campaign originate from the Volunteers in each Section.

Member Recovery Drive 2012 – Participating Sections

 Argentina (R9)	 Oakland East Bay (R6)
 Baltimore (R2)	 Philadelphia (R2)
 Bangalore (R10)	 Pittsburgh (R2)
 Beijing (R10)	 Princeton (R1)
 Benelux (R8)	 Nigeria (R8)
 Bombay (R10)	 Peru (R9)
 Boston (R1)	 Portugal (R8)
 Central Indiana (R4)	 Saint Louis (R5)
 Central Texas (R5)	 San Fernando Valley (R6)
 Chicago (R4)	 Santa Clara Valley (R6)
 Delhi (R10)	 Seattle (R6)
 Denver (R5)	 Singapore (R10)
 Egypt (R8)	 Seoul (R10)
 Finland (R8)	 South Brazil (R9)
 France (R8)	 Southeastern Michigan (R4)
 Germany (R8)	 Southern Alberta (R7)
 Iran (R8)	 Sweden (R8)
 Italy (R8)	 Taipei (R10)
 Madras (R10)	 Tokyo (R10)
 Malaysia (R10)	 Toronto (R7)
 Mexico (R9)	 Turkey (R8)
 Milwaukee (R4)	 United Arab Emirates (R8)
 Montreal (R7)	 United Kingdom / Ireland (R8)
 New York (R1)	 Vancouver (R7)
 Oakland East Bay (R6)	 Winston-Salem (R3)

Member Recovery Calendar

For the balance of the membership year, until August, a series of member recovery campaigns will seek to win back those members whose service was deactivated in February. In parallel with the campaigns, Staff Associates with IEEE's Support Center phone calls outreaching to longer-term members to help facilitate their renewal.

Period	Action	Arrears Audience / Media
2 Apr	HQ Campaign	All higher-grade members / postal campaign All student members / e-mail and pdf file
25 / 30 Apr	Section Campaigns	Higher-grade members in Arrears within Section. See participation roster above. / e-mail
25 Apr	HQ Campaign	All members in Arrears, save those targeted by Sections / e-mail
7 May	HQ Campaign	All higher-grade members / postcard All student members / e-mail
21 May	HQ Campaign	All members in Arrears / e-mail
4 Jun	HQ Campaign	All members in Arrears, last notice for student / e-mail
18 Jun	HQ Campaign	All members in Arrear/ e-mail



Frequently Asked Questions...

How Does Retention Impact Membership Expansion and Contraction?



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All membership development is local. IEEE membership performance globally is merely the aggregation of the annual membership performance across 330 Sections, with Regional performance reflecting the activity across a geographic subset of Sections. Total Society memberships are merely the aggregation of the annual membership performance across 38 IEEE Societies.

Every year, three variables contribute to the size of membership in any IEEE organization: renewal of existing members; recruitment of new members, and reinstatement of former members. Student elevations contribute to the renewal of existing members, albeit at a different member grade. By virtue of volume, member renewals are the dominant and probable determinant of whether or not a membership will expand or contract year-over-year. A membership can still grow with attrition; so long as the rate of attrition is outpaced by new member recruitment and reinstatements.

Member Renewals vs. Member Retention

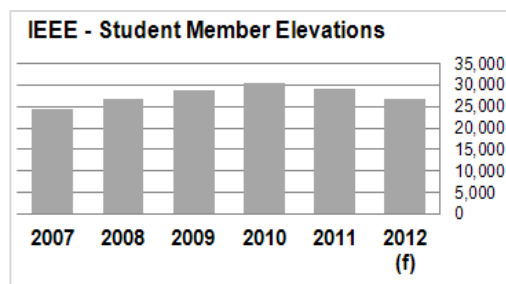
The renewal of members constitutes the largest portion of the membership, accounting for up to about 75% of the membership growth from one year to another. Renewal progress is tracked from two perspectives:

Member renewals—The *number* (count) of individuals who have renewed their membership for the present membership year.

Membership retention—The *percentage* of individuals who have renewed their membership. The denominator, or renewal opportunity, is the total number of individuals who are eligible for membership renewal, i.e., the total active membership as of 15 August.

Student Membership & Elevations

Students are a subset of the IEEE membership, and share similar variables impacting membership development. An additional variable—student member elevation—influences the inflows and outflows of membership development on two fronts: (1) a subtraction from the ranks of student membership, and (2) an addition to the ranks of higher-grade membership. This same cycle occurs year-over-year. Trending with student member elevations is influenced, albeit a year or two later, by patterns in student recruitment.



student member elevations, a trend that is forecasted to continue in 2012. This decline in student elevations, after several years of upward trending, is traced back to a slowdown in student member recruitment that began in 4Q-2010.

Virtuous Cycle	Vicious Cycle												
<p>By 15 August, the total active membership has <u>increased</u> YoY. The increase in membership results in a <u>larger denominator</u> (opportunity) for renewal in the succeeding membership year.</p> <p>example: Asia / Pacific (R10)</p> <p>Year-over-year August, Region 10 posted the following membership totals on 15 August:</p> <table> <tbody> <tr> <td>2011 ...</td> <td>80,327</td> </tr> <tr> <td>2010 ...</td> <td>79,738</td> </tr> <tr> <td>2009 ...</td> <td>71,661</td> </tr> </tbody> </table> <p>Even if the membership retention rate remains the same year-over-year, total membership in Region 10 will likely increase so long as the size of the active membership / renewal opportunity is larger every August.</p> <p>Recommended actions ...</p> <ul style="list-style-type: none"> Substantially improve member retention across all grades Promote e-Member recruitment in eligible countries 	2011 ...	80,327	2010 ...	79,738	2009 ...	71,661	<p>By 15 August, the total active membership has <u>decreased</u> YoY. The decrease in membership results in a <u>smaller denominator</u> (opportunity) for renewal in the succeeding membership year.</p> <p>example: United States (R1-6)</p> <p>Year-over-year August, the U.S. posted the following membership totals on 15 August:</p> <table> <tbody> <tr> <td>2011 ...</td> <td>196,260</td> </tr> <tr> <td>2010 ...</td> <td>198,198</td> </tr> <tr> <td>2009 ...</td> <td>199,192</td> </tr> </tbody> </table> <p>Even if the membership retention rate remains the same year-over-year, total membership in the U.S. will likely decrease so long as the size of the active membership / renewal opportunity is smaller every August.</p> <p>Recommended actions ...</p> <ul style="list-style-type: none"> Substantially increase member recruitment of students and professionals Improve first-year retention of higher-grade members 	2011 ...	196,260	2010 ...	198,198	2009 ...	199,192
2011 ...	80,327												
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➤ Retention & Recovery (cont'd)

Membership Retention Update

As of this March, we narrowed our retention gap globally to (1.3%) year-over-year (YoY), compared to (2.1%) last month. At right, the table reports the YoY delta in the member retention rate. The actual retention rates for March 2011 and 2012 are found below, in the table, "IEEE Membership Renewal / Retention – March 2012."

When tracking retention rates YoY, we are actually comparing progress against two different denominators, i.e., from one year to another, the size of the renewal base changes. Hence, why the renewal count for higher-grade membership in the United States remains down by (3,000) members YoY, despite being within 1% of last year's membership retention rate. Because the United States is working with a smaller renewal base in 2012 vs. 2011, matching last year's *renewal counts* would require us to exceed by +1.5% last year's retention rate. For further explanation, see "How Does Member Retention Impact Membership Expansion and Contraction," page 4.

RETENTION YoY - All Members				
Mar '12				
Region	HG	GSM	ST	Tot
1	-0.3%	-0.3%	-4.3%	-0.5%
2	-0.2%	-2.4%	-4.6%	-0.7%
3	-0.4%	-1.7%	-3.5%	-1.0%
4	-0.2%	-2.9%	-3.9%	-0.9%
5	-0.8%	0.7%	-1.1%	-0.9%
6	-0.3%	-2.7%	-1.9%	-0.6%
R 1-6	-0.3%	-1.6%	-3.1%	-0.7%
7	0.2%	-2.1%	0.1%	0.0%
8	-1.6%	-1.1%	-0.2%	-1.2%
9	-0.3%	-2.8%	0.6%	0.5%
10	-1.9%	1.2%	-0.2%	-1.3%
R 7-10	-1.5%	-0.5%	-0.4%	-1.3%
TOTAL	-1.0%	-1.0%	-1.1%	-1.3%

IEEE Membership Renewal / Retention -March 2012																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11
1	30,464	25,436	83.5%	83.8%	1,788	1,215	68.0%	68.2%	1,647	667	40.5%	44.8%	33,899	27,318	80.6%	81.1%
2	26,865	22,320	83.1%	83.3%	1,768	1,185	67.0%	69.5%	1,714	712	41.5%	46.2%	30,347	24,217	79.8%	80.5%
3	24,339	19,612	80.6%	80.9%	2,197	1,519	69.1%	70.8%	2,330	984	42.2%	45.7%	28,866	22,115	76.6%	77.6%
4	18,456	15,094	81.8%	82.0%	1,797	1,212	67.4%	70.3%	1,773	750	42.3%	46.2%	22,026	17,056	77.4%	78.3%
5	23,961	19,427	81.1%	81.9%	1,687	1,192	70.7%	69.9%	1,949	845	43.4%	44.4%	27,597	21,464	77.8%	78.7%
6	47,893	39,241	81.9%	82.2%	2,851	1,893	66.4%	69.1%	2,781	1,198	43.1%	45.0%	53,525	42,332	79.1%	79.7%
R 1-6	171,978	141,130	82.1%	82.4%	12,088	8,216	68.0%	69.6%	12,194	5,156	42.3%	45.4%	196,260	154,502	78.7%	79.5%
7	12,893	10,218	79.3%	79.1%	1,805	1,366	75.7%	77.8%	1,147	616	53.7%	53.6%	15,845	12,200	77.0%	77.0%
8	51,999	38,547	74.1%	75.7%	9,893	6,860	69.3%	70.5%	7,807	2,756	35.3%	35.5%	69,699	48,163	69.1%	70.3%
9	8,811	5,723	65.0%	65.2%	1,456	856	58.8%	61.6%	5,559	1,233	22.2%	21.6%	15,826	7,812	49.4%	48.9%
10	51,407	36,356	70.7%	72.6%	9,907	4,597	46.4%	45.2%	25,013	4,675	18.7%	18.9%	86,327	45,628	52.9%	54.1%
R 7-10	125,110	90,844	72.6%	74.1%	23,061	13,679	59.3%	59.8%	39,526	9,280	23.5%	23.9%	187,697	113,803	60.6%	61.9%
TOTAL	297,088	231,974	78.1%	79.1%	35,149	21,895	62.3%	63.3%	51,720	14,436	27.9%	29.0%	383,957	268,305	69.9%	71.2%

First-Year Members

Renewal progress with first-year members is better than the total membership; first-year member renewals trail last year's retention rate by (0.3%), compared to (1.3%) for all members. Given the historical attrition levels of first-year members, increased focus and renewal success with this constituency helps drive improved results with total membership retention. Impact will vary by Region, however, as the percentage of first-year members to the total membership is different from one Region to another.

RETENTION YoY - First Year Members				
Mar '12				
Region	HG	GSM	ST	Tot
1	0.0%	1.4%	-0.5%	0.0%
2	1.7%	-4.0%	-5.5%	-1.7%
3	-1.6%	-1.6%	-4.7%	-3.4%
4	0.1%	-5.1%	-5.4%	-2.9%
5	-4.2%	-0.1%	0.3%	-2.2%
6	1.8%	-3.1%	-1.3%	-0.3%
R 1-6	-0.2%	-2.2%	-2.7%	-1.6%
7	0.7%	-2.8%	1.2%	0.3%
8	-0.2%	-1.0%	0.5%	-0.3%
9	6.9%	-1.2%	-0.4%	1.7%
10	2.1%	1.7%	0.5%	1.0%
R 7-10	1.6%	0.1%	0.2%	0.5%
TOTAL	0.9%	-0.8%	-0.5%	-0.3%

➤ Recruitment

Recruitment Update

Our total YoY recruitment in March underperformed same month last year for both students and higher-grade members. In part, this was caused by IEEE's transition to a new business management system, which required down-time for online applications the last couple days of March; consequently, 500-600 prospective recruits would not be able to join IEEE until 1 April.

Cumulative recruitment for the 2012 membership year is strained. For the period, September through March, our recruitment is down (0.6%) YoY compared to same period last year; in February, we were up +2.0% YoY. As we progress further into the membership year, member recruitment should become the primary focus, and we encourage all Sections and Student Branches to order an MD Kit for upcoming events where non-members may be in attendance.

Cumulative Recruitment -- September through March 2012																
REGION	HIGHER GRADE w/o GSMS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	707	786	(79)	-10.1%	449	457	(8)	-1.8%	1,121	970	151	15.6%	2,277	2,213	64	2.9%
2	662	768	(106)	-13.8%	440	464	(24)	-5.2%	1,008	1,045	(37)	-3.5%	2,110	2,277	(167)	-7.3%
3	608	673	(65)	-9.7%	575	585	(10)	-1.7%	1,685	1,651	34	2.1%	2,868	2,909	(41)	-1.4%
4	481	536	(55)	-10.3%	384	458	(74)	-16.2%	1,061	1,149	(88)	-7.7%	1,926	2,143	(217)	-10.1%
5	613	698	(85)	-12.2%	441	475	-34	-7.2%	1,420	1,394	26	1.9%	2,474	2,567	(93)	-3.6%
6	1,308	1,454	(146)	-10.0%	611	705	(94)	-13.3%	1,935	1,690	245	14.5%	3,854	3,849	5	0.1%
R 1-6	4,379	4,915	(536)	-10.9%	2,900	3,144	(244)	-7.8%	8,230	7,899	331	4.2%	15,509	15,958	(449)	-2.8%
7	464	459	5	1.1%	440	396	44	11.1%	752	693	59	8.5%	1,656	1,548	108	7.0%
8	2,690	3,030	(340)	-11.2%	3,161	3,416	(255)	-7.5%	4,662	4,460	202	4.5%	10,513	10,906	(393)	-3.6%
9	761	761	0	0.0%	374	505	(131)	-25.9%	2,636	2,551	85	3.3%	3,771	3,817	(46)	-1.2%
10	4,600	4,331	269	6.2%	4,729	4,847	(118)	-2.4%	16,061	15,789	272	1.7%	25,390	24,967	423	1.7%
R 7-10	8,515	8,581	(66)	-0.8%	8,704	9,164	(460)	-5.0%	24,111	23,493	618	2.6%	41,330	41,238	92	0.2%
TOTAL	12,894	13,496	(602)	-4.5%	11,604	12,308	(704)	-5.7%	32,341	31,392	949	3.0%	56,839	57,196	(357)	-0.6%



IEEE-USA Recruitment Incentive Update

We are pleased to recognize those Sections who are qualifying for the incentive as of this month (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.

2012 Membership Year Incentive Qualifying Sections

R1 – Maine	R4 – Iowa-Illinois
R1 – New York	R4 – Red River Valley
R1 – Springfield	R5 – Panhandle
R1 - Syracuse	R5 – Southwest Missouri
R2 – Youngstown	R5 - Wichita
R3 – Charlotte	R6 – Central Coast
R3 – Daytona	R6 – Central Washington
R3 – Florida West Coast	R6 – Foothill
R3 - Piedmont	R6 – Las Alamos / Northern New Mexico
R3 – Western North Carolina	R6 – Oregon
R3 – Winston / Salem	R6 – Palouse
	R6 – San Fernando Valley



Be prepared for your upcoming member recruitment opportunity by ordering (at no cost) an IEEE membership kit. **ORDER ONLINE** - web account required



➤ Recruitment (cont'd)

Recruitment Best Practices & Tools

Peer-to-peer referral is the most prominent means of member recruitment. Individuals are not likely to join IEEE unless they are asked. An effective membership recruitment plan integrates multiple tactics that build awareness about IEEE, and cultivate an individual's interest in becoming a member. Your Section might consider the tactics and tools below.

- ✓ For all Section events and activities in which non-members may be in attendance, (1) have membership brochures available, and (2) dedicate time to asking non-members to join IEEE.
- ✓ Use the **half-year dues** period as a peak recruitment time. This allows people to test IEEE membership for a smaller initial monetary outlay. New members pay half-year dues when they sign up from 1 March through 15 August. Services commence immediately upon joining and continue through December.
- ✓ Advertise Section and Chapter events effectively. Get your event covered in a local newspaper. If people see your advertisement, it may spark their interest in attending your event and joining IEEE.
- ✓ Bring a friend or colleague to a Section or Chapter meeting.
- ✓ Include membership recruitment reminders in Section and Chapter newsletters.
- ✓ Aggressively promote IEEE membership during technical conferences. Distribute IEEE membership applications to conference attendees or encourage them to apply online.
- ✓ Announce and provide information on the Member-Get-A-Member program at Section, Student Branch and Chapter meetings.
- ✓ With company permission, post notices of IEEE activities on office bulletin boards and electronic communication. Submit articles on employee IEEE involvement and show how this can reap benefits for the company as well.
- ✓ Conduct a Professional Society Day and have a table exhibit of IEEE benefits and services such as IEEE continuing education courses and Standards committee participation.
- ✓ Share positive IEEE experiences with your colleagues during professional meetings. This will show potential members what IEEE means to you.
- ✓ Plan national engineering days and week-long celebration displays and exhibits for businesses.

Resources & Tools

Linked from membership development web portal, www.ieee.org/md.
(web account log-in may be required)



[Download a Membership Presentation](#)



[Request a Membership Development Kit](#)
(no cost to you)



[Download an e-Membership Flier](#)



[Show / Download Videos on Membership / Benefits](#)
















Need Help? With accessing recruitment resources?
Ask Cathy Downer
at c.downer@ieee.org



➤ Recruitment (cont'd)

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. 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.

MGM	Congratulations to this Month's Double-Digit Recruiters!																																											
50+ members recruited	 V. Adtani Pune Sec. R-10	 M. Rastogi Uttar Pradesh Sec. R-10	 M. Boscan Venezuela Sec. R-9	 J. Peter Kerala Sec. R-10																																								
35-49 members recruited	 H. Abhayagunawardena New Zealand South Sec. R-10	 G. Sankar Madras Sec. R-10	 J. Misra Uttar Pradesh Sec. R-10	 B. Terespolsky South Africa Sec. R-8	 T. Yee New Zealand South Sec. R-10																																							
20-34 members recruited	 A. Ali Lahore Sec. R-10	 K. Balasubramanyam Hyderabad Sec. R-10	 A. Bhandare Hyderabad Sec. R-10	 N. Setyawan Indonesia Sec. R-10	 M. Venkateshkumar Madras Sec. R-10																																							
	 S. Anvesh Madras Sec. R-10	 S. Sarkar Kolkata Sec. R-10	 S. Kumar Malu Madras Sec. R-10																																									
10-19 members recruited	 E. Mcheileh Lebanon Sec. R-8	 J. Punjabi Bombay Sec. R-10	 M. Gopu Madras Sec. R-10	 A. Aryaputra Bangalore Sec. R-10	 A. Nair Kerala Sec. R-10																																							
	 U. Haroun Nigeria Sec. R-10	 V. Venugopal Bombay Sec. R-10	 S. Sravanthi Hyderabad Sec. R-10	 V. Patel Gujarat Sec. R-10	 V. Kankariya Madras Sec. R-9																																							
	 F. Salas Venezuela Sec. R-9	 B. Anand Madras Sec. R-10	 R. Vendrapragada Kerala Sec. R-10	 K.G. Preethi Madras Sec. R-10	 C. Romerao Peru Sec. R-10																																							
	 K. Dhivya Madras Sec. R-10	 R. S. Sivakumar Madras Sec. R-10	 M. Upadhayay Kerala Sec. R-10	 R. Shublaq UAE Sec. R-8	 B. Augustine Kerala Sec. R-10																																							
	 Tommy Ng New Zealand South Sec. R-10	 M. Gauttam Delhi Sec. R-10	 C. Raveendran Kerala Sec. R-10	 J. Rivero Venezuela Sec. R-9	 V. Sivasubramanian Madras Sec. R-10																																							
	 M. Garces Venezuela Sec. R-9	 V. Vatsavayi Hyderabad Sec. R-10	 S. Thomas Kerala Sec. R-10	 T. Madathiparampil Kerala Sec. R-10	 F. Britto Bombay Sec. R-10																																							
	 S. Olivares Bolivia Sec. R-9	 N. Mustafa Egypt Sec. R-8	 A. Ghodayah Jordan Sec. R-8	 A. Salas Venezuela Sec. R-10	 A. Mathew Kerala Sec. R-10																																							
	 J. Athreya Bangalore Sec. R-10	 M. Pasha Hyderabad Sec. R-10	 A. Augustine Kerala Sec. R-10	 M. Barros Ecuador Sec. R-9	 J. Avila North New Jersey Sec. R-1																																							
	 J. Munguia El Salvador Sec. R-9	 F. Roldanparra Columbia Sec. R-9	 D. Castillo Kerala Sec. R-10	 N. Ahammed Kerala Sec. R-10	 Y. Khan Delhi Sec. R-10																																							
	 A. Pratama Indonesia Sec. R-10	 A. Abdelwahed Egypt Sec. R-8	 A. Firat Turkey Sec. R-8	 A. Menon Kerala Sec. R-10																																								
2012 MGM Program Trend	 <table><thead><tr><th>Month</th><th>MGM Recruitment Count</th><th>% of Total Recruitment</th></tr></thead><tbody><tr><td>SEP</td><td>~1,500</td><td>13%</td></tr><tr><td>OCT</td><td>~1,750</td><td>18%</td></tr><tr><td>NOV</td><td>~2,250</td><td>24%</td></tr><tr><td>DEC</td><td>~2,250</td><td>23%</td></tr><tr><td>JAN</td><td>~2,250</td><td>22%</td></tr><tr><td>FEB</td><td>~2,000</td><td>17%</td></tr><tr><td>MAR</td><td>~2,500</td><td>23%</td></tr><tr><td>APR</td><td></td><td></td></tr><tr><td>MAY</td><td></td><td></td></tr><tr><td>JUN</td><td></td><td></td></tr><tr><td>JUL</td><td></td><td></td></tr><tr><td>AUG</td><td></td><td></td></tr></tbody></table>					Month	MGM Recruitment Count	% of Total Recruitment	SEP	~1,500	13%	OCT	~1,750	18%	NOV	~2,250	24%	DEC	~2,250	23%	JAN	~2,250	22%	FEB	~2,000	17%	MAR	~2,500	23%	APR			MAY			JUN			JUL			AUG		
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	11,310 members recruited through this month of the membership year; Same period last year: 10,689																																											

Membership by Region

Mar '12



e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10.

Color Key: Green = Gains > 1% ... Yellow = Plus/Minus 1% ... Light Red = Declines (1% - 3%) ... Dark Red = > (3%) Decline

Geographic IEEE Membership Summary - March 2012

REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	26,812	27,618	(806)	-2.9%	1,834	1,963	(129)	-6.6%	1,856	1,764	92	5.2%	30,502	31,345	(843)	-2.7%
2	23,546	24,316	(770)	-3.2%	1,794	1,894	(100)	-5.3%	1,788	1,892	-104	-5.5%	27,128	28,102	(974)	-3.5%
3	20,843	21,354	(511)	-2.4%	2,341	2,417	(76)	-3.1%	2,800	2,742	58	2.1%	25,984	26,513	(529)	-2.0%
4	15,843	16,248	(405)	-2.5%	1,736	1,857	(121)	-6.5%	1,867	2,034	(167)	-8.2%	19,446	20,139	(693)	-3.4%
5	20,659	21,245	(586)	-2.8%	1,771	1,898	(127)	-6.7%	2,374	2,329	45	1.9%	24,804	25,472	(668)	-2.6%
6	42,026	43,082	(1,056)	-2.5%	2,840	3,175	(335)	-10.6%	3,281	3,028	253	8.4%	48,147	49,285	(1,138)	-2.3%
R 1-6	149,729	153,863	(4,134)	-2.7%	12,316	13,204	(888)	-6.7%	13,966	13,789	177	1.3%	176,011	180,856	(4,845)	-2.7%
7	10,920	11,030	(110)	-1.0%	1,970	1,943	27	1.4%	1,415	1,383	32	2.3%	14,305	14,356	(51)	-0.4%
8	42,568	42,583	-15	0.0%	10,516	10,799	(283)	-2.6%	7,668	7,479	189	2.5%	60,752	60,861	-109	-0.2%
9	6,886	6,450	436	6.8%	1,310	1,498	(188)	-12.6%	4,068	3,953	115	2.9%	12,264	11,901	363	3.1%
10	42,546	41,046	1,500	3.7%	9,669	9,613	56	0.6%	21,236	20,558	678	3.3%	73,451	71,217	2,234	3.1%
R 7-10	102,920	101,109	1,811	1.8%	23,465	23,853	(388)	-1.6%	34,387	33,373	1,014	3.0%	160,772	158,335	2,437	1.5%
TOTAL	252,649	254,972	(2,323)	-0.9%	35,781	37,057	(1,276)	-3.4%	48,353	47,162	1,191	2.5%	336,783	339,191	(2,408)	-0.7%



Year-over-Year Sweep – This Month 2011

Recognizing MD efforts resulting in year-over-year gains across all columns: professional, graduate and undergraduate students.



Hang-Bong Kang – MD Chair, Region 10

Year-over-Year Sweep Scoreboard – 2012 Membership Year

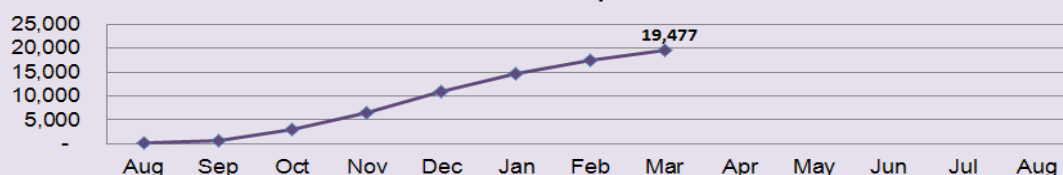
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
R-1												
R-2												
R-3												
R-4												
R-5												
R-6												
R-7												
R-8	★	★	★	★	★							
R-9												
R-10	★	★	★	★	★	★	★					

IEEE e-Membership / Developing Nations

Mar '12

www.ieee.org/emember

2012 e-Membership Growth



2012 e-Membership by Region (Cumulative through Present Month)

e-Membership Count	R3*	R8	R9	R10	total
	54	4,533	3,983	10,907	19,477
% of Eligible Higher Grade Members	51%	53%	65%	67%	63%
% of All Higher Grade Members	0%	11%	58%	26%	17%

*R3 denotes Jamaica

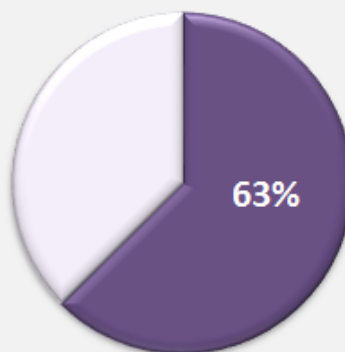
March Update —

In March, our total e-Membership count grew to 19,477, up +41% YoY compared to same-period 2011. Program participation now stands at 63% of members, i.e., those who chose the option of e-Membership when they joined IEEE, renewed, or reinstated their membership. On average, 78% of eligible new recruits are choosing the e-Membership option, with Region 10 having the highest recruitment take-rate at 82%

With the bulk of renewals behind us, the slope of e-Membership is tapering; through the end of the 2012 membership year, recruitment and reinstatement will begin driving most of the e-Membership gains.

2012 e-Membership Participation*

Total, across all eligible countries



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

2012 MD Drivers - e-Membership

[see explanation key](#)

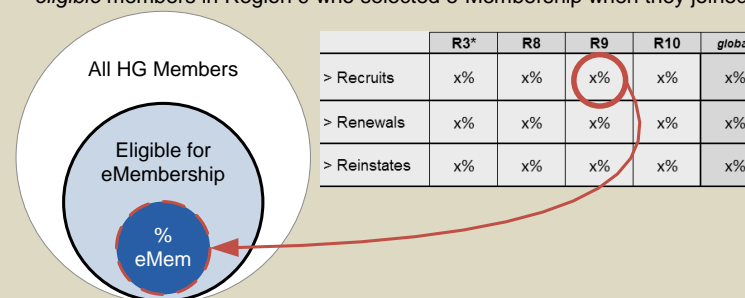
By category, the % of eligible members who have selected e-Membership

Cumulative Through Present Month	R3*	R8	R9	R10	total
> Recruits (new members)	0%	69%	75%	82%	78%
> Renewals (existing members)	34%	50%	62%	62%	58%
> Reinstates (former members)	22%	61%	72%	70%	68%

*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

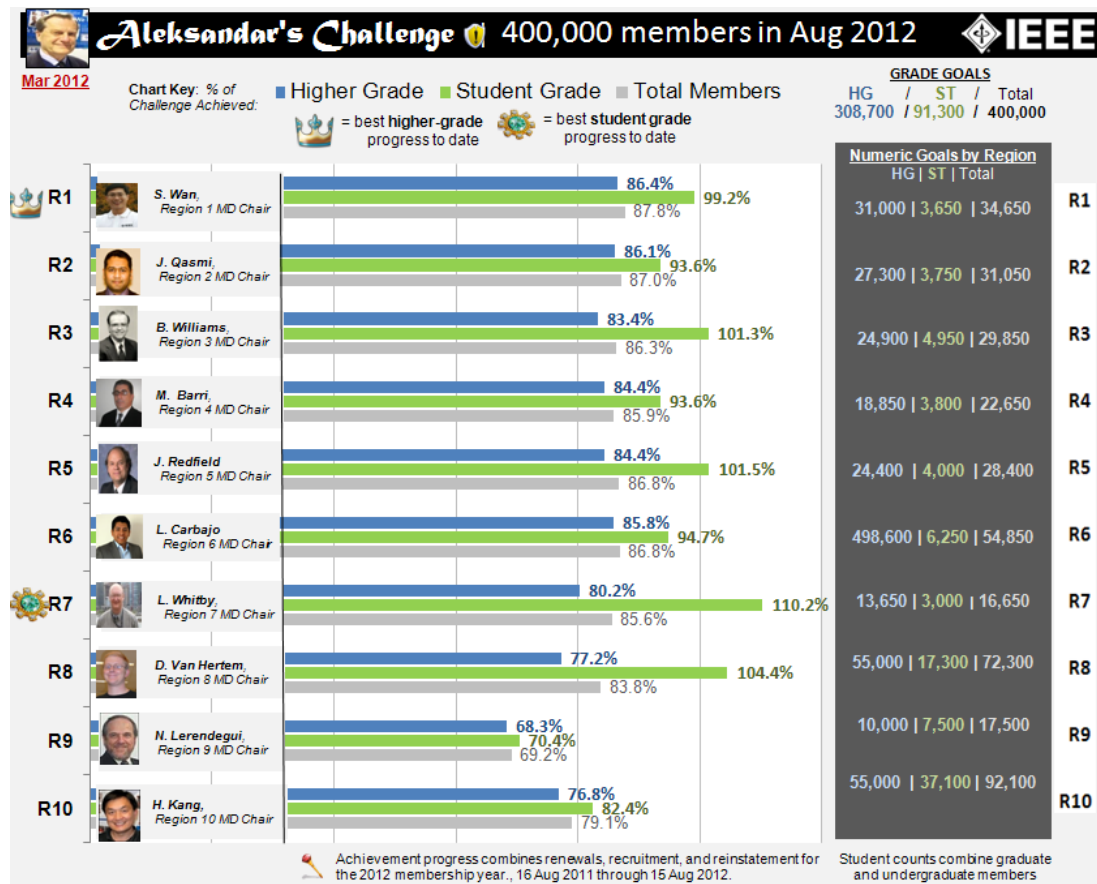
Can I join a Society as an e-Member?

e-Members can add as many society memberships as they wish, at whatever price the individual society offers. The e-Membership dues fee only applies to IEEE membership.

What happens after I join or renew after selecting the e-Membership option?

You will receive a secure PDF via e-mail that contains your membership card and membership materials.

Progress Update – 2012 Membership Year & Goals



While we continue to progress against our August goal, we are at continued risk of not achieving 400,000 members by August – unless we are more successful with recovering members in Arrears, and jump-starting our recruitment efforts. A reminder that the half-year dues period is upon us; the reduced price offers an attractive promotional incentive for introducing individuals to IEEE. Don't hesitate to order an MD Kit at no cost to your organization unit.

Important Note – The present status reporting for 2012 goal attainment has not reconciled student member elevations, yet to occur in June and August. Consequently, until August, progress bars for student-goal attainment will be overstated, and higher-grade goal attainment understated. Student member elevations have no impact on goal attainment reporting for total membership.

About the Goals – The 2012 goals used for this challenge are apportioned based on a Region's relative size and historical MD momentum, while also ensuring fulfillment of MGA's forecasted revenue budget for 2012. With targeted MGA focus on the United States, we are challenging Regions 1-6 to match its 2011 higher-grade membership, and increase student membership by 20% (IEEE Student Activities Committee is developing an action plan). Region 7 is asked to continue its steady pace of growth, with Regions 8 through 10 being challenged to expand awareness and adoption of the e-Membership option in developing nations.



Be prepared for your upcoming member recruitment opportunity by ordering (at no cost) an IEEE membership kit.
ORDER ONLINE - web account required

Society Memberships

Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Red shading > (1.0%)

IEEE Society Membership Totals as of March 2012																				
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	
IEEE Societies	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%
DIVISION I																				
Circuits & Systems	8,249	8,604	-355	-4.1%	316	368	-52	-14.1%	38	44	-6	-13.6%	8,603	9,016	-413	-4.6%	8,565	8,972	-407	-4.5%
Electron Devices	8,893	8,891	2	0.0%	296	298	-2	-0.7%	53	61	-8	-13.1%	9,242	9,250	-8	-0.1%	9,189	9,189	0	0.0%
Solid-State Circuits	8,550	8,887	-337	-3.8%	122	179	-57	-31.8%	79	66	13	19.7%	8,751	9,132	-381	-4.2%	8,672	9,066	-394	-4.3%
Div I Subtotal	25,692	26,382	-690	-2.6%	734	845	-111	-13.1%	170	171	-1	-0.6%	26,596	27,398	-802	-2.9%	26,426	27,227	-801	-2.9%
DIVISION II																				
Components, Packaging & Mfg Tech	2,186	2,255	-69	-3.1%	39	55	-16	-29.1%	22	18	4	22.2%	2,247	2,328	-81	-3.5%	2,225	2,310	-85	-3.7%
Dielectrics & Electrical Insulation	1,875	1,913	-38	-2.0%	35	52	-17	-32.7%	23	28	-5	-17.9%	1,933	1,993	-60	-3.0%	1,910	1,965	-55	-2.8%
Industry Applications	8,787	8,825	-38	-0.4%	198	200	-2	-1.0%	46	36	10	27.8%	9,031	9,061	-30	-0.3%	8,985	9,025	-40	-0.4%
Instrumentation & Measurements	3,619	3,775	-156	-4.1%	82	86	-4	-4.7%	18	21	-3	-14.3%	3,719	3,882	-163	-4.2%	3,701	3,861	-160	-4.1%
Power Electronics	6,204	6,199	5	0.1%	181	225	-44	-19.6%	44	46	-2	-4.3%	6,429	6,470	-41	-0.6%	6,385	6,424	-39	-0.6%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,814	1,883	-69	-3.7%	25	30	-5	-16.7%	27	30	-3	-10.0%	1,866	1,943	-77	-4.0%	1,839	1,913	-74	-3.9%
Div II Subtotal	24,485	24,850	-365	-1.5%	560	648	-88	-13.6%	180	179	1	0.6%	25,225	25,677	-452	-1.8%	25,045	25,498	-453	-1.8%
DIVISION III																				
Communications	30,442	29,352	1,090	3.7%	2,582	2,517	65	2.6%	671	784	-113	-14.4%	33,695	32,653	1,042	3.2%	33,024	31,869	1,155	3.6%

➤ Society & Special Interest Memberships (cont'd)

Color Key: **Green** shading = year-over-year growth >1.0%; **Yellow** shading = +/- 0.99%; **Red** shading > (1.0%)

IEEE Society Membership Totals as of March 2012																				
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	
IEEE Societies	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%
DIVISION IV																				
Antennas & Propagation	7,016	7,190	-174	-2.4%	190	246	-56	-22.8%	60	49	11	22.4%	7,266	7,485	-219	-2.9%	7,206	7,436	-230	-3.1%
Broadcast Technology	1,554	1,677	-123	-7.3%	41	64	-23	-35.9%	20	22	-2	-9.1%	1,615	1,763	-148	-8.4%	1,595	1,741	-146	-8.4%
Consumer Electronics	2,729	2,665	64	2.4%	108	116	-8	-6.9%	20	38	-18	-47.4%	2,857	2,819	38	1.3%	2,837	2,781	56	2.0%
Electromagnetic Compatibility	3,505	3,613	-108	-3.0%	52	59	-7	-11.9%	28	27	1	3.7%	3,585	3,699	-114	-3.1%	3,557	3,672	-115	-3.1%
Magnetics	2,557	2,642	-85	-3.2%	72	74	-2	-2.7%	72	65	7	10.8%	2,701	2,781	-80	-2.9%	2,629	2,716	-87	-3.2%
Microwave Theory & Techniques	10,083	10,250	-167	-1.6%	300	325	-25	-7.7%	43	38	5	13.2%	10,426	10,613	-187	-1.8%	10,383	10,575	-192	-1.8%
Nuclear & Plasma Sciences	2,647	2,662	-15	-0.6%	42	46	-4	-8.7%	41	46	-5	-10.9%	2,730	2,754	-24	-0.9%	2,689	2,708	-19	-0.7%
Div IV Subtotal	30,091	30,699	-608	-2.0%	805	930	-125	-13.4%	284	285	-1	-0.4%	31,180	31,914	-734	-2.3%	30,896	31,629	-733	-2.3%
DIVISION V/VIII																				
Computer	42,796	45,019	-2,223	-4.9%	3,189	3,309	-120	-3.6%	11,465	12,704	-1,239	-9.8%	57,450	61,032	-3,582	-5.9%	45,985	48,328	-2,343	-4.8%
DIVISION VI																				
Education	2,898	2,986	-88	-2.9%	67	56	11	19.6%	30	33	-3	-9.1%	2,995	3,075	-80	-2.6%	2,965	3,042	-77	-2.5%
Industrial Electronics	4,666	4,472	194	4.3%	187	187	0	0.0%	22	26	-4	-15.4%	4,875	4,685	190	4.1%	4,853	4,659	194	4.2%
Product Safety Engineering	678	689	-11	-1.6%	10	7	3	42.9%	6	10	-4	-40.0%	694	706	-12	-1.7%	688	696	-8	-1.1%
Professional Communication	705	790	-85	-10.8%	33	73	-40	-54.8%	67	71	-4	-5.6%	805	934	-129	-13.8%	738	863	-125	-14.5%
Reliability	1,567	1,554	13	0.8%	28	33	-5	-15.2%	10	10	0	0.0%	1,605	1,597	8	0.5%	1,595	1,587	8	0.5%
Social Implications of Technology	1,362	1,467	-105	-7.2%	33	46	-13	-28.3%	25	22	3	13.6%	1,420	1,535	-115	-7.5%	1,395	1,513	-118	-7.8%
Div VI Subtotal	11,876	11,958	-82	-0.7%	358	402	-44	-10.9%	160	172	-12	-7.0%	12,394	12,532	-138	-1.1%	12,234	12,360	-126	-1.0%
DIVISION VII																				
Power & Energy	23,046	22,792	254	1.1%	1,136	1,581	-445	-28.1%	213	216	-3	-1.4%	24,395	24,589	-194	-0.8%	24,182	24,373	-191	-0.8%

➤ Society & Special Interest Memberships (cont'd)

Color Key: **Green** shading = year-over-year growth >1.0%; **Yellow** shading = +/- 0.99%; **Red** shading > (1.0%)

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IEEE Societies	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%
DIVISION IX																				
Aerospace & Electronic Systems	3,939	4,125	-186	-4.5%	146	203	-57	-28.1%	35	36	-1	-2.8%	4,120	4,364	-244	-5.6%	4,085	4,328	-243	-5.6%
Geoscience & Remote Sensing	2,542	2,589	-47	-1.8%	113	129	-16	-12.4%	179	231	-52	-22.5%	2,834	2,949	-115	-3.9%	2,655	2,718	-63	-2.3%
Information Theory	2,875	3,016	-141	-4.7%	63	91	-28	-30.8%	26	27	-1	-3.7%	2,964	3,134	-170	-5.4%	2,938	3,107	-169	-5.4%
Intelligent Transportation Systems	926	952	-26	-2.7%	24	34	-10	-29.4%	14	13	1	7.7%	964	999	-35	-3.5%	950	986	-36	-3.7%
Oceanic Engineering	1,525	1,497	28	1.9%	61	47	14	29.8%	18	21	-3	-14.3%	1,604	1,565	39	2.5%	1,586	1,544	42	2.7%
Signal Processing	13,470	13,479	-9	-0.1%	354	378	-24	-6.3%	122	130	-8	-6.2%	13,946	13,987	-41	-0.3%	13,824	13,857	-33	-0.2%
Vehicular Technology	3,672	3,750	-78	-2.1%	121	133	-12	-9.0%	25	18	7	38.9%	3,818	3,901	-83	-2.1%	3,793	3,883	-90	-2.3%
Div IX Subtotal	28,949	29,408	-459	-1.6%	882	1,015	-133	-13.1%	419	476	-57	-12.0%	30,250	30,899	-649	-2.1%	29,831	30,423	-592	-1.9%
DIVISION X																				
Computational Intelligence	5,271	5,446	-175	-3.2%	266	306	-40	-13.1%	102	105	-3	-2.9%	5,639	5,857	-218	-3.7%	5,537	5,752	-215	-3.7%
Control Systems	7,504	7,575	-71	-0.9%	325	297	28	9.4%	66	79	-13	-16.5%	7,895	7,951	-56	-0.7%	7,829	7,872	-43	-0.5%
Engineering in Medicine & Biology	6,824	7,184	-360	-5.0%	487	403	84	20.8%	151	199	-48	-24.1%	7,462	7,786	-324	-4.2%	7,311	7,587	-276	-3.6%
Photonics	5,200	5,568	-368	-6.6%	125	195	-70	-35.9%	93	85	8	9.4%	5,418	5,848	-430	-7.4%	5,325	5,763	-438	-7.6%
Robotics & Automation	7,518	6,414	1,104	17.2%	1,028	821	207	25.2%	98	94	4	4.3%	8,644	7,329	1,315	17.9%	8,546	7,235	1,311	18.1%
Systems, Man & Cybernetics	3,556	3,647	-91	-2.5%	122	130	-8	-6.2%	38	34	4	11.8%	3,716	3,811	-95	-2.5%	3,678	3,777	-99	-2.6%
Div X Subtotal	35,873	35,834	39	0.1%	2,353	2,152	201	9.3%	548	596	-48	-8.1%	38,774	38,582	192	0.5%	38,226	37,986	240	0.6%
TOTAL	253,250	256,294	-3,044	-1.2%	12,599	13,399	-800	-6.0%	14,110	15,583	-1,473	-9.5%	279,959	285,276	-5,317	-1.9%	265,849	269,693	-3,844	-1.4%



Standards Association		Mar '12		
Grade	This Month '12	This Month '11	Year-over-Year	
			#	%
Student	53	55	(2)	-3.6%
Higher-Grade	5,993	5,144	849	16.5%
Affiliate	104	100	4	4.0%
Total	6,150	5,299	851	16.1%

Women in Engineering		Mar '12			
Grade	This Month '12	This Month '11	Year-over-Year		
			#	%	
Fellow	49	48	1	2.1%	
Life Member	117	114	3	2.6%	
Associate Member	81	71	10	14.1%	
Member	1,736	1,729	7	0.4%	
Senior Member	391	374	17	4.5%	
Student Member	7,378	7,262	116	1.6%	
Affiliates	1	3	(2)	-66.7%	
Total	9,753	9,601	152	1.6%	

Region	This Month '12	This Month '11	Year-over-Year		
			#	%	
U.S.	2,445	2,547	(102)	-4.0%	
Canada	269	275	(6)	-2.2%	
Europe, Middle East, Africa	1,896	1,936	(40)	-2.1%	
Latin America	1,581	1,491	90	6.0%	
Asia & Pacific	3,562	3,352	210	6.3%	
Total	9,753	9,601	152	1.6%	

Gender	This Month '12	This Month '11	Year-over-Year		
			#	%	
Female	5,900	5,781	119	2.1%	
Male	3,035	2,956	79	2.7%	
Not Provided	818	864	(46)	-5.3%	
Total	9,753	9,601	152	1.6%	