



MD Monthly – AUGUST 2014

Membership Development Report – Page 1



This report is issued monthly on behalf of the IEEE Member & Geographic Activities Board.
Source data is IEEE membership statistics. Contact: Elyn Perez, elyn.perez@ieee.org

MD Summary	Pages 1-4	Member Recruitment	Pages 7-8
Membership Year Goals & Progress	Page 5	Active Membership / e-Membership	Pages 9-10
Retention & Recovery	Page 6	Society & Special Interest Memberships	Pages 11-15

Monthly Census	YoY Variance		Aug '14	Aug '13	Jul '14	Aug '14 vs. Jul '14	
IEEE Membership		-5,007	-1.3%	390,249	395,256	382,808	+1.9%
• Honorary		0	0.0%	30	30	30	0.0%
• Fellow		142	+2.0%	7,110	6,968	7,103	+0.1%
• Senior Member		1,100	+3.1%	36,495	35,395	36,322	+0.5%
• Member		301	+0.1%	251,165	250,864	234,574	+7.1%
• Associate Member		-902	-8.6%	9,593	10,495	8,651	+10.9%
• Graduate Student		-1,040	-2.9%	34,324	35,364	42,646	-19.5%
• Undergraduate Student		-4,608	-8.2%	51,532	56,140	53,482	-3.6%
Society Memberships		-6,114	-1.9%	324,018	330,132	320,212	+1.2%
• 10 Societies up > 1%		2,790		<i>Societies Note:</i> Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are down year-over-year by -4,234 or -1.3%.			
• 16 Societies +/- 1%		66					
• 12 Societies down > 1%		-8,970					

MD Venue	August - Membership YTD									
	'14	'13	'12	'11		'14	'13	'12	'11	
Renewals	70.7%	71.3%	73.4%	74.5%		Recruitment	92,282	98,344	94,414	89,304
Higher-Grade	80.7%	80.1%	81.5%	82.2%		Reinstatement	17,558	16,421	14,676	14,527
STU/GSM	39.5%	42.6%	46.1%	47.5%		Recovery	24,942	26,596	21,999	17,744
	277,496	279,787	281,363	279,661						
	239,843	240,888	241,112	239,972						
	37,653	38,899	40,251	39,689						

MD Resources (IEEE Account required)	New Members	SAMIEEEE	Reports	Webcasts	MD Kit Ordering	Presentations

	Recruitment Activities	Retention Activities
Oct	Membership Promotion: Individuals who join in October receive <u>15 months</u> of membership for the price of 12. Incorporate message into outreaches. 7 October-IEEE Day, 18 October-IEEE Xtreme 8.0 Student Programming Competition	Access New Member Roster , and initiate a welcome greeting to new members of your Section. 1 October-HQ commences with first renewal campaigns for 2015 membership year
Nov	Membership Promotion: Individuals who join in November receive <u>14 months</u> of membership for the price of 12. Incorporate message into outreaches. Begin focus on renewal. →	Access New Member Roster , and initiate a welcome greeting to new members of your Section. Monitor renewals in your Section via SAMIEEEE, and draft local reminder outreaches.



August MD Highlights

IEEE Membership

The 2014 membership year ended in August with overall membership behind -1.3% year-over-year (YoY). This was a tenth of percent higher than last month, but not as high as the -1.5% YoY trend we saw for several months earlier this year.

All year long, the main drivers in the decline have been GSM and STU recruitment and retention. We have continued to comment on the impact of the Windows 8 offering as part of the Microsoft software offer for students which drove a huge spike in recruitment in Q4 2013 and Q1 2014.

Higher grade (HG) membership ended the 2014 membership year ahead of last year, at +0.2%. HG membership has been on a positive trend for the last three months. All regions saw improvement in this category compared to 2013:

- Regions 1-6 HG membership has been in decline for the last five years, but that is starting to reverse – the rate of decline has slowed. US HG membership ended the year down -1.2%, whereas last year was -2.9%.
- Region 7 HG membership is positive +0.2%, following -0.2% at the end of last year.
- Region 8 was also negative last year, -1.2%, and gained +1.4% this year.
- Regions 9 and 10 saw HG positive growth last year, and held that gain in 2014.

Retention

Overall retention rates at the end of the 2014 membership year were behind last year by -0.6%. An early impact on retention was the automatic renewal process in October that kept YoY retention rates ahead of the prior year until December. Since January it has fallen behind, though each month the retention gap has improved. We are seeing the smallest year-over-year gaps in four years. But the smaller renewal opportunity each year is hampering growth in total number of members. If we keep improving retention rates by adding member value, then over time we will see growth return.

The main drive in the lower overall retention rate was the GSM category. Higher grade retention rates ended the year positive, +0.6%, with all regions seeing improvement. As well, STU member grade retention was also positive YoY, by a tenth of a percent. Though small, given the recruitment increases we saw this year this is significant. The GSM retention gap has slowly been improving every month, but still ended the year down -6.2%.

See more detail on retention, page 6.

Recruitment

Recruitment remains behind at the end of the membership year, by -6.2%. All year this has been driven by GSM and STU recruitment declines, though those gaps are improving. The bright spot in recruitment was with higher grade members in Regions 1-6, which ended the year positive +2.1%. This is significant following five years of declines – in fact one year ago, US HG recruitment was behind by -8.7%.

In the same way that improved retention rates will eventually impact growth, recruiting more members obviously will too. In fact, a focus for 2015 will be on providing all 333 Sections with individual goals for increasing their membership that are based on the Section's three-year performance.

See more detail on recruitment, page 7.

Society Membership

Overall Society memberships ended the 2014 membership year down -1.9%, following -1.6% last month. Without Affiliates included, overall Society memberships are down -1.3% YoY.

We saw the YoY gap in student society memberships more than cut in half, from -3.3% to -1.5%. HG society memberships lost some, down -1.3% from 1.0% last month. HG Society memberships include GSM counts, whereas the IEEE membership counts separate the GSM grade out. Therefore, the same trends we saw in GSM grades this month are affecting the HG Society membership counts. Declining Affiliate memberships, a continual trend, account for about a third of the losses.

Society membership details begin on page 11.



➤ MD Summary (cont'd)

2015 Membership Year Kickoff

The new membership year began on 16 August. Any new member that joins in September receives an additional four month of membership at no extra cost. In addition, Sections are urged to take advantage of the recruitment discount being offered in conjunction with IEEE Day (see below). Any new higher grade member that joins between 5 October and 11 October can receive US\$30 off their membership when they enter in promotion code IEEEEDAY14. Students aren't eligible for this offer.

In addition, the 2015 renewal cycle is about to begin. While members can renew online at any time (renewal opened on 3 September), IEEE Staff begins a series of outreaches to members the last week in September:

- Eligible MGM recruiters will receive their MGM awards the last week in September so that they can use them toward their renewal.
- A first paper invoice will be mailed on 1 October to all members (except e-members and students).
- The week of 6 October, e-mail outreaches commence and will continue on a monthly basis.
- The early renewal drawing deadline remains 15 November. This year we are giving away Apple iPad Air tablets.
- Automatic renewal will take place on or about 13 October. Currently there are 47,000+ members enrolled and set to be auto-renewed, though the actual number completed will be lower due to opt outs or invalid cards, etc. Auto-renewal participation more than doubled since last year.

Member Loyalty Program Now Available for Sections to Recognize Members



Eligible Section volunteers can purchase lapel pins and certificates for their members that commemorate select milestones as an IEEE Member. Different from the pins that commemorate a certain grade of IEEE membership, these pins are designed to thank and recognize members for their years of membership regardless of grade achievement, a great way to recognize members who might not otherwise be engaged, especially early in their IEEE membership tenure.



The one-inch round lapel pins recognize members at two, five, ten, 20, 25, 30, 40 and 50 years. This is based on cumulative years of service regardless of grade (except Society Affiliate), grade elevations, or breaks in service.

Local Sections are responsible for ordering, payment, and dissemination of the lapel pins and certificates to their members. Reporting is available through SAMIEEE and the Section Vitality Dashboard to assist in identifying the members in a Section who should receive a pin. The cost per set of five pins and matching certificates with holder is US\$14.00, plus shipping.

To learn more about the Member Loyalty Program and to order pins for your Section, visit www.ieee.org/loyalty.

IEEE Day 2014: 7 October 2014

The 5th annual IEEE Day will take place on **7 October 2014**. Post your event online now!

- Recruit Section Ambassadors to promote your event / member engagement
- Raise local funding for event(s)
- Reach out to Industry/Academia to identify guest speakers while promoting IEEE
- Promote your event in Section newsletters, Region/Section websites, local newspapers
- Host a recruitment drive taking advantage of the US\$30 discount for new HG members



IEEE Day events should focus on a new technology and reflect IEEE's core purpose - to foster technological innovation and excellence for the benefit of humanity. Post your event, and learn more about IEEE Day at <http://www.ieeeday.org>.



Preparing for Student Member Elevation

This year about 30,000 IEEE student members were automatically elevated, in June and August, to higher grades of IEEE membership.

Unfortunately, many student members believe IEEE is merely a club on campus, without any knowledge of the vast resources IEEE can offer to help secure a job—let alone their awareness about the professional networking opportunities offered by Sections and Chapters.

Proactive engagement of graduating student members is necessary to raise their awareness of IEEE’s enabling role in their professional career. In addition to campaigns and programs coordinated by the MD Staff, Sections and Chapters play an important role in helping with a student’s transition. The communications remind the graduating student there are real people behind IEEE, who care about their professional development and success. It does not necessarily matter from whom the communication comes locally, **so long as it happens** (see communication sample at right).

Graduation Kit Mailing

In parallel with local communication efforts, IEEE’s MD Staff coordinates a worldwide mailing to all graduating students to congratulate them on their achievement. The graduation kit features a greeting from the Chair of IEEE Young Professionals, and showcases several IEEE products and services to help early career professionals. This mailing will take place in Q4.



STEP Program



Sponsored by IEEE Young Professionals (YP), the IEEE Student Transition and Elevation Partnership (STEP) program provides a

standardized yet localized activity for engaging graduating students by:

- Identifying a local IEEE entity beyond the student branch for members to contact;
- Planning a joint Section and YP event to introduce local IEEE resources;
- Illustrating IEEE member benefits and opportunities best suited for early-career professionals.

MGA funding is still available to help underwrite STEP events. More information about the STEP program is accessible at www.ieee.org/step.



Member Data – Graduating Students

Location: SAMIEEE \ MD Folder

Pre-Defined Search Name: “(MD) Active Student and Graduate Student Members with Graduation Date 2014”



Sample Volunteer Communications

Section / Chapter Outreach to Graduating Students

<customized to the Section/Chapter>

Dear Graduate,

On behalf of the leadership team of the IEEE **<Section/Chapter>**, congratulations on your graduation.

Welcome to your new professional network. IEEE membership offers opportunities throughout a career, and is especially valuable to individuals entering the job market for the first time.

We encourage you to make the most of your membership by participating in the professional network of your IEEE Section and technical chapters. This past year, the IEEE **<Section / Chapter>** sponsored the following activities:

- **< example >**
- **< example >**
- **< example >**

We are here to help. If I can be of any assistance, please do not hesitate to contact me.

Sincerely,

< Name >

IEEE **< Section/Chapter >**

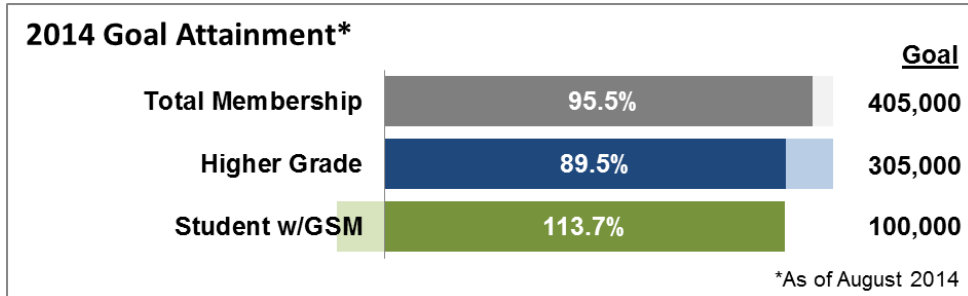
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2014 Membership Year Goals & Progress

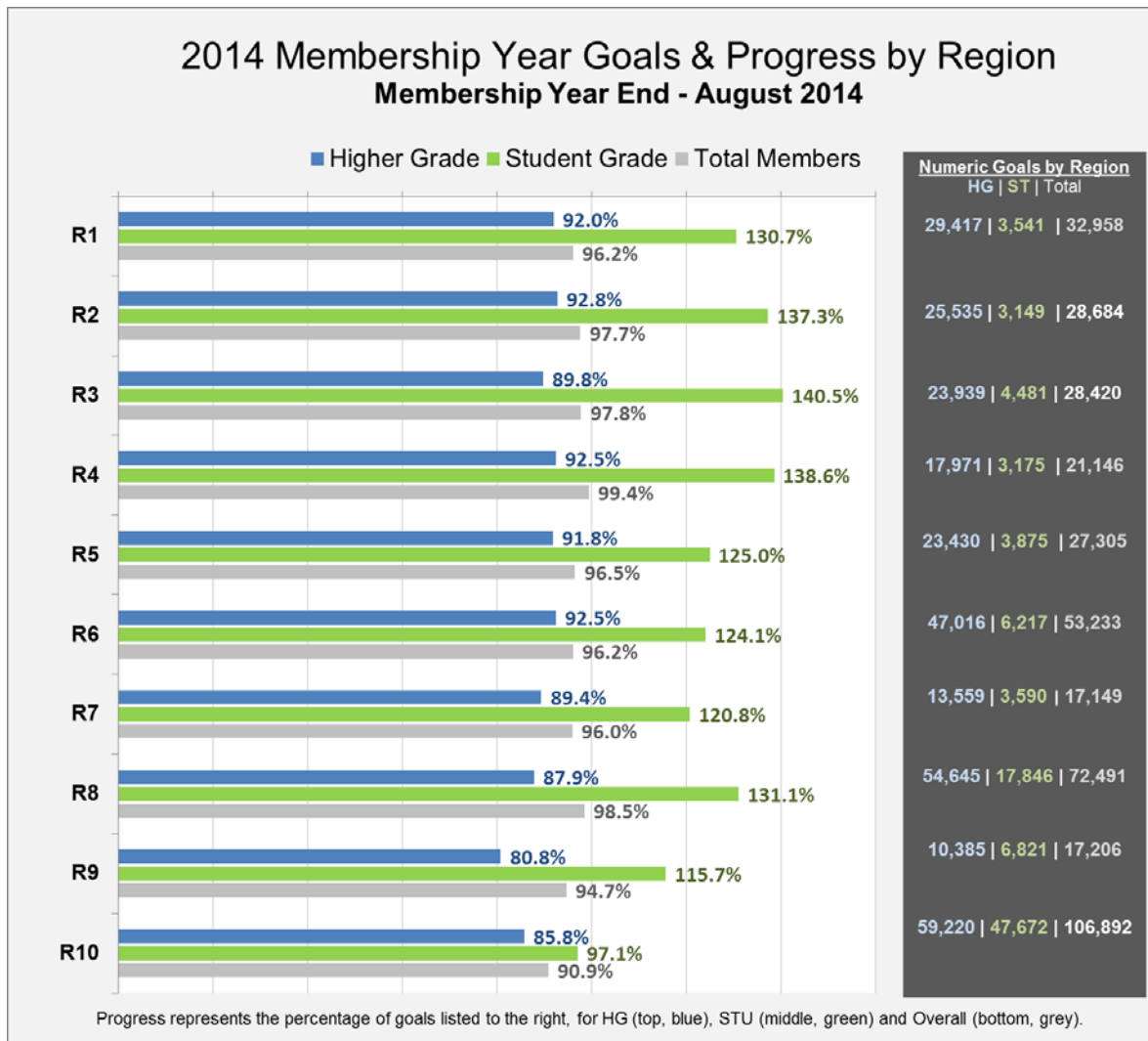


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The overall membership goal for the 2014 membership year was 405,000 total members, or +2.6% growth. We reached 95.5% of this goal, based on the cumulative count of renewal, recruitment and reinstatement activity from September through August and ended the year down -1.3%.



Goals are developed using historical data for each region and grade. For the 2015 membership year, we will develop goals using two year trends. We will also be introducing goals for recruitment and retention at the Section level.





➤ MD Summary (cont'd)

Membership Retention Update

Overall retention ended the 2014 membership year down just -0.6% over 2013. This is a significant improvement, on a percentage basis, over last year when we ended the year with a gap of -2.1%. Higher grade retention was the main driver (ahead by +0.6%). HG retention has remained positive all year, following growing gaps in HG retention over the last five years.

In the last month of the membership year, we also saw STU grade retention turn positive, by just a tenth of a percent. This was significant, given the large recruitment gains we had last year.

The GSM retention gap has been shrinking each month since March, and ended the membership down -6.2%, following -6.6% last month.

First-year HG member retention has been tracking ahead of last year since the start of the membership year, and ended the year ahead by +0.9%. This contributed to closing the gap in overall first-year member retention, which ended the year down -1.6%. Last year in August the first year member retention gap was -3.2%.

Overall Member Retention Rates by Region (YoY)

IEEE Membership Renewal / Retention - August 2014																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13
1	28,977	25,057	86.5%	86.4%	1,958	1,257	64.2%	71.4%	1,601	581	36.3%	38.8%	32,536	26,895	82.7%	83.3%
2	25,160	21,833	86.8%	85.4%	1,856	1,160	62.5%	69.4%	1,435	597	41.6%	39.7%	28,451	23,590	82.9%	82.0%
3	23,436	19,619	83.7%	83.1%	2,258	1,515	67.1%	71.9%	2,283	971	42.5%	41.6%	27,977	22,105	79.0%	79.0%
4	17,655	15,074	85.4%	84.0%	1,844	1,223	66.3%	73.2%	1,459	594	40.7%	43.8%	20,958	16,891	80.6%	80.3%
5	23,048	19,462	84.4%	83.8%	1,715	1,092	63.7%	72.7%	2,103	818	38.9%	41.6%	26,866	21,372	79.6%	80.1%
6	46,417	39,541	85.2%	84.4%	2,945	1,771	60.1%	71.5%	3,267	1,335	40.9%	43.2%	52,629	42,647	81.0%	81.5%
R 1-6	164,693	140,586	85.4%	84.6%	12,576	8,018	63.8%	71.7%	12,148	4,896	40.3%	41.6%	189,417	153,500	81.0%	81.2%
7	13,127	10,661	81.2%	80.6%	2,011	1,412	70.2%	76.3%	1,468	606	41.3%	48.5%	16,606	12,679	76.4%	77.8%
8	52,779	40,854	77.4%	76.1%	10,579	7,171	67.8%	72.6%	7,950	2,668	33.6%	30.1%	71,308	50,693	71.1%	70.8%
9	9,807	6,450	65.8%	66.7%	1,356	885	65.3%	68.5%	5,313	1,358	25.6%	22.3%	16,476	8,693	52.8%	52.1%
10	56,811	41,292	72.7%	72.4%	12,666	5,755	45.4%	50.0%	29,355	4,883	16.6%	16.9%	98,832	51,930	52.5%	53.8%
R 7-10	132,524	99,257	74.9%	74.3%	26,612	15,223	57.2%	62.5%	44,086	9,515	21.6%	20.9%	203,222	123,995	61.0%	61.7%
TOTAL	297,217	239,843	80.7%	80.1%	39,188	23,241	59.3%	65.5%	56,237	14,412	25.6%	25.5%	392,642	277,496	70.7%	71.3%

First-Year Member Retention Rates by Region (YoY)

First-Year Member Renewal / Retention - August 2014																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13
1	1,870	707	37.8%	38.7%	722	351	48.6%	56.9%	1,170	339	29.0%	32.2%	3,762	1,397	37.1%	40.1%
2	1,473	573	38.9%	37.1%	667	304	45.6%	52.6%	993	340	34.2%	33.2%	3,133	1,217	38.8%	39.0%
3	1,794	627	34.9%	33.6%	803	394	49.1%	55.2%	1,619	596	36.8%	37.1%	4,216	1,617	38.4%	39.1%
4	1,284	535	41.7%	39.3%	720	361	50.1%	57.0%	1,037	330	31.8%	36.3%	3,041	1,226	40.3%	41.7%
5	1,653	619	37.4%	37.2%	653	300	45.9%	57.7%	1,552	516	33.2%	36.1%	3,858	1,435	37.2%	40.0%
6	3,109	1,237	39.8%	36.8%	1,051	439	41.8%	52.8%	2,402	824	34.3%	37.2%	6,562	2,500	38.1%	39.4%
R 1-6	11,183	4,298	38.4%	37.0%	4,616	2,149	46.6%	55.1%	8,773	2,945	33.6%	35.7%	24,572	9,392	38.2%	39.8%
7	1,491	613	41.1%	39.8%	727	377	51.9%	61.7%	1,043	308	29.5%	39.6%	3,261	1,298	39.8%	45.0%
8	7,239	2,634	36.4%	34.4%	4,458	2,413	54.1%	59.1%	6,049	1,522	25.2%	23.7%	17,746	6,569	37.0%	37.3%
9	2,128	572	26.9%	29.0%	501	256	51.1%	52.0%	4,160	740	17.8%	16.5%	6,789	1,568	23.1%	23.2%
10	11,168	3,657	32.7%	32.9%	8,138	2,597	31.9%	36.6%	25,590	3,435	13.4%	14.3%	44,896	9,689	21.6%	23.3%
R 7-10	22,026	7,476	33.9%	33.4%	13,824	5,643	40.8%	46.3%	36,842	6,005	16.3%	16.7%	72,692	19,124	26.3%	27.7%
TOTAL	33,209	11,774	35.5%	34.6%	18,440	7,792	42.3%	48.5%	45,615	8,950	19.6%	20.5%	97,264	28,516	29.3%	30.9%



Recruitment Update

The 2014 membership year ended with recruitment down -6.2%, and this gap held steady since last month. This was a difficult year for recruitment comparisons since in 2013 we saw record recruitment in the GSM and STU grades due to Windows 7 being included as part of the Microsoft software offer for students. We ended the 2013 membership year with recruitment up +4.2% because of this. Windows 8 was removed in March 2013 and since then YoY declines have shrunk somewhat, but not disappeared.

In 2013 we introduced a dedicated staff effort to help the precipitously declining recruitment in the US, and for the first time in five years there was no YoY decline. HG recruitment in Regions 1-6 has been ahead since the beginning of this year, though it gave back a little of its gain to end the year at +2.1% - a significant achievement since at the end of the 2013 membership year, US HG recruitment was down -8.7%.

Overall HG recruitment slipped from -2.7% last month to -3.2% this month, though compared to where we ended the 2013 membership year, down -6.9%, this is an improvement.

Cumulative Recruitment - September through August 2014

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	1,084	1,208	(124)	-10.3%	813	938	(125)	-13.3%	1,701	1,715	(14)	-0.8%	3,598	3,861	(263)	-6.8%
2	1,001	975	26	2.7%	809	846	(37)	-4.4%	1,420	1,388	32	2.3%	3,230	3,209	21	0.7%
3	1,036	986	50	5.1%	945	1,031	(86)	-8.3%	2,435	2,287	148	6.5%	4,416	4,304	112	2.6%
4	910	787	123	15.6%	899	896	3	0.3%	1,419	1,453	(34)	-2.3%	3,228	3,136	92	2.9%
5	1,182	1,029	153	14.9%	866	863	3	0.3%	1,736	2,102	(366)	-17.4%	3,784	3,994	(210)	-5.3%
6	2,115	2,192	(77)	-3.5%	1,209	1,388	(179)	-12.9%	2,926	3,111	(185)	-5.9%	6,250	6,691	(441)	-6.6%
R 1-6	7,328	7,177	151	2.1%	5,541	5,962	(421)	-7.1%	11,637	12,056	(419)	-3.5%	24,506	25,195	(689)	-2.7%
7	1,025	967	58	6.0%	827	938	(111)	-11.8%	1,201	1,403	(202)	-14.4%	3,053	3,308	(255)	-7.7%
8	4,637	4,716	(79)	-1.7%	5,259	5,567	(308)	-5.5%	7,212	7,607	(395)	-5.2%	17,108	17,890	(782)	-4.4%
9	1,330	1,358	(28)	-2.1%	589	657	(68)	-10.4%	4,696	4,749	(53)	-1.1%	6,615	6,764	(149)	-2.2%
10	6,642	7,428	(786)	-10.6%	10,524	9,885	639	6.5%	23,834	27,874	(4,040)	-14.5%	41,000	45,187	(4,187)	-9.3%
R 7-10	13,634	14,469	(835)	-5.8%	17,199	17,047	152	0.9%	36,943	41,633	(4,690)	-11.3%	67,776	73,149	(5,373)	-7.3%
TOTAL	20,962	21,646	(684)	-3.2%	22,740	23,009	(269)	-1.2%	48,580	53,689	(5,109)	-9.5%	92,282	98,344	(6,062)	-6.2%

IEEE-USA Recruitment Incentive 2015



In an effort to increase US higher-grade membership, IEEE-USA and MGA have partnered to pilot a campaign building on the existing Member-Get-a-Member program.

Higher-grade members in the US are eligible to submit referrals through a special online form. An automated email invites the referral to join and offered a US\$25 discount on their first year through 28 February. After that, new members are eligible to join at the special half year dues rate. For each successful new recruit, the referring member can select an IEEE-USA branded merchandise item including a hat, cooler, backpack, golf balls, pen sets, solar charger, tablet case, umbrella and more.

Good news! The pilot program will be extended for the 2015 membership year! MGA HQ will promote the program with a monthly series of e-mail outreaches, and advertisements in the Benefits Bulletin.



Results for the 2014 membership year:

1,240	Referrals Submitted
400	New Members Joined
32.2%	% of Referrals Joined

729	US HG Members participating
0.44%	% of US HG members participating
<i>(Participating = submitting at least one referral)</i>	



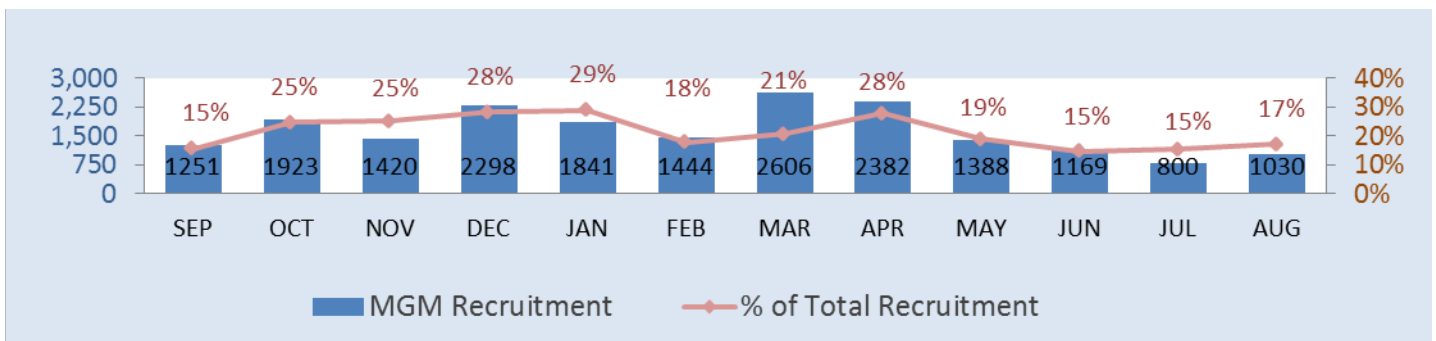


Recruiters of the Month – Member-Get-a-Member (MGM) Program

www.ieee.org/mgm

We are pleased to recognize this month's top program participants. The IEEE Member-Get-a-Member (MGM) program is popular with student members; accordingly, program results often ebb and flow with the academic school year.

Balamurugan K	Madras Section, R10	66 new members
Deva Hanuma Kishore Naidu Avisineni	Hyderabad Section, R10	32 new members
Edwin James	Kerala Section, R10	29 new members
Vincente NunezGonzalez	Mexico Section, R9	25 new members
Anand Raju	Madras Section, R10	24 new members
Shayan Ahmad Khan	Islamabad Section, R10	21 new members
Karthik Gangisetty	Hyderabad Section, R10	19 new members
Suraj J	Bangalore Section, R10	18 new members
Nisarg Shastri	Gujarat Section, R10	16 new members
Tunde Salihu	Nigeria Section, R8	13 new members
Ajai C.A	Kerala Section, R10	13 new members
Amritha Sathyanath K	Kerala Section, R10	13 new members
Lily Zhan	Toronto Section, R7	13 new members
Soundarrajan S.M	Madras Section, R10	12 new members
Anjali Karkagari	Hyderabad Section, R10	12 new members
Vamsi Krishna J	Hyderabad Section, R10	11 new members
Victoria Watanabe	South Brazil Section, R9	10 new members
Julian Jaramillo Morales	Colombia Section, R9	10 new members
Pavithra Sivakumar	Madras Section, R10	10 new members
Venkatesh Sivakumar	Madras Section, R10	10 new members
Priyal Mehta	Bangalore Section, R10	10 new members
Sowmya P	Madras Section, R10	10 new members



2014 membership year total: 19,552 new members

Same period last year: 22,545

Membership by Region	Aug '14	e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10. <i>Color Key:</i> Green = Gains > 1% ... Yellow = Plus/Minus 1% ... Light Red = Declines (1% - 3%) ... Dark Red = > (3%) Decline

Geographic IEEE Membership Summary - August 2014																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	28,455	29,417	(962)	-3.3%	1,613	1,758	(145)	-8.2%	1,644	1,614	30	1.9%	31,712	32,789	(1,077)	-3.3%
2	25,154	25,535	(381)	-1.5%	1,488	1,667	(179)	-10.7%	1,397	1,422	(25)	-1.8%	28,039	28,624	(585)	-2.0%
3	23,905	23,939	(34)	-0.1%	1,833	1,992	(159)	-8.0%	2,340	2,276	64	2.8%	28,078	28,207	(129)	-0.5%
4	18,133	17,971	162	0.9%	1,573	1,657	(84)	-5.1%	1,372	1,518	(146)	-9.6%	21,078	21,146	(68)	-0.3%
5	23,155	23,430	(275)	-1.2%	1,508	1,529	(21)	-1.4%	1,891	2,161	(270)	-12.5%	26,554	27,120	(566)	-2.1%
6	46,459	47,016	(557)	-1.2%	2,277	2,646	(369)	-13.9%	3,194	3,275	(81)	-2.5%	51,930	52,937	(1,007)	-1.9%
R 1-6	165,261	167,308	(2,047)	-1.2%	10,292	11,249	(957)	-8.5%	11,838	12,266	(428)	-3.5%	187,391	190,823	(3,432)	-1.8%
7	13,585	13,559	26	0.2%	1,613	1,696	(83)	-4.9%	1,278	1,426	(148)	-10.4%	16,476	16,681	(205)	-1.2%
8	55,437	54,645	792	1.4%	8,742	9,274	(532)	-5.7%	7,567	7,722	(155)	-2.0%	71,746	71,641	105	0.1%
9	10,295	10,181	114	1.1%	1,072	1,212	(140)	-11.6%	5,154	5,205	(51)	-1.0%	16,521	16,598	(77)	-0.5%
10	59,815	58,059	1,756	3.0%	12,605	11,933	672	5.6%	25,695	29,521	(3,826)	-13.0%	98,115	99,513	(1,398)	-1.4%
R 7-10	139,132	136,444	2,688	2.0%	24,032	24,115	(83)	-0.3%	39,694	43,874	(4,180)	-9.5%	202,858	204,433	(1,575)	-0.8%
TOTAL	304,393	303,752	641	0.2%	34,324	35,364	(1,040)	-2.9%	51,532	56,140	(4,608)	-8.2%	390,249	395,256	(5,007)	-1.3%

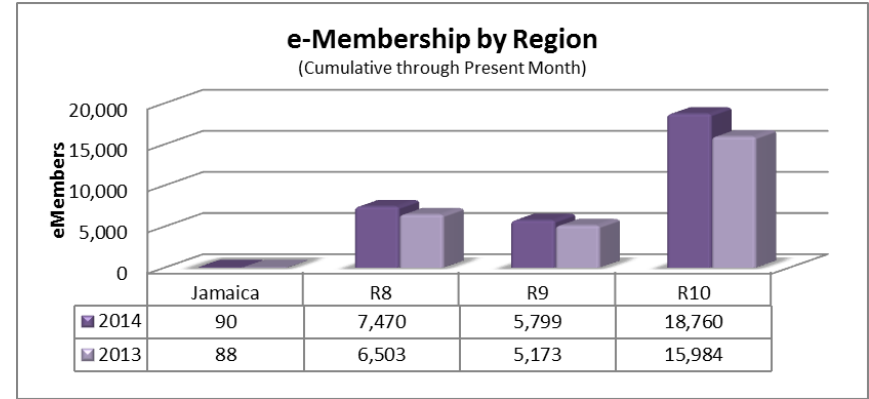
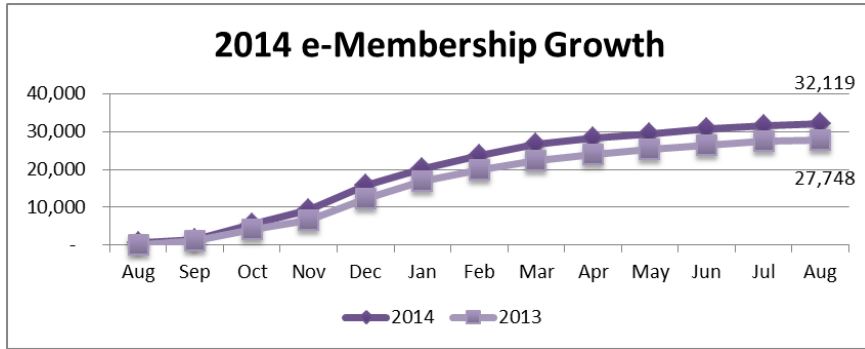
Year-over-Year Sweep – This Month Last Year
 Recognizing MD efforts resulting in year-over-year gains across all columns: professional, graduate and undergraduate students.

No regions swept the month of August.

Year-over-Year Sweep Scoreboard – 2014 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	★	★	★	★	★							

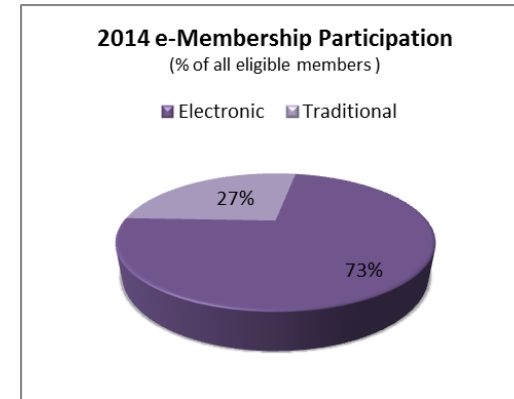
e-Membership / Developing Nations

www.ieee.org/emember



2014 MD Drivers - e-Membership					
By category, the % of <u>eligible</u> members who have selected e-Membership					
Cumulative Through Present Month	Jamaica	R8	R9	R10	Total
> Recruits (new members)	67%	61%	64%	77%	71%
> Renewals (existing members)	61%	66%	72%	77%	73%
> Reinstates (former members)	88%	69%	75%	80%	76%

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



2014 e-Membership by Region (Cumulative through Present Month)					
e-Membership Count	Jamaica	R8	R9	R10	total
	90	7,470	5,799	18,760	32,119
% of <u>Eligible Higher Grade Members</u>	63.8%	57.1%	62.2%	65.0%	62.5%
% of <u>All Higher Grade Members</u>	0.4%	13.5%	56.3%	31.3%	21.5%

2015 Dues Increase for Electronic Membership

e-Membership dues for 2015 will be US\$75, an increase of \$23. Member retention and recruitment across eligible countries has not increased significantly since its inception. The dues increase is necessary to make the program economically sustainable and ensure that IEEE can continue to offer e-Membership. As with traditional IEEE membership dues, future price increases will be evaluated against the composite average of global consumer price indices.

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 August 2014																				
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	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
IEEE Societies																				
DIVISION I																				
Circuits & Systems	9,019	9,085	-66	-0.7%	401	424	-23	-5.4%	36	43	-7	-16.3%	9,456	9,552	-96	-1.0%	9,420	9,509	-89	-0.9%
Electron Devices	9,510	9,614	-104	-1.1%	423	320	103	32.2%	45	43	2	4.7%	9,978	9,977	1	0.0%	9,933	9,934	-1	0.0%
Solid-State Circuits	9,210	9,472	-262	-2.8%	194	193	1	0.5%	77	88	-11	-12.5%	9,481	9,753	-272	-2.8%	9,404	9,665	-261	-2.7%
Div I Subtotal	27,739	28,171	-432	-1.5%	1,018	937	81	8.6%	158	174	-16	-9.2%	28,915	29,282	-367	-1.3%	28,757	29,108	-351	-1.2%
DIVISION II																				
Components, Packaging & Mfg Tech	2,394	2,395	-1	0.0%	45	45	0	0.0%	25	22	3	13.6%	2,464	2,462	2	0.1%	2,439	2,440	-1	0.0%
Dielectrics & Electrical Insulation	2,146	2,070	76	3.7%	33	36	-3	-8.3%	24	26	-2	-7.7%	2,203	2,132	71	3.3%	2,179	2,106	73	3.5%
Industry Applications	10,128	9,707	421	4.3%	769	449	320	71.3%	40	46	-6	-13.0%	10,937	10,202	735	7.2%	10,897	10,156	741	7.3%
Instrumentation & Measurements	3,849	3,892	-43	-1.1%	91	78	13	16.7%	21	21	0	0.0%	3,961	3,991	-30	-0.8%	3,940	3,970	-30	-0.8%
Power Electronics	7,078	7,091	-13	-0.2%	244	265	-21	-7.9%	27	33	-6	-18.2%	7,349	7,389	-40	-0.5%	7,322	7,356	-34	-0.5%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,096	1,982	114	5.8%	38	33	5	15.2%	28	32	-4	-12.5%	2,162	2,047	115	5.6%	2,134	2,015	119	5.9%
Div II Subtotal	27,691	27,137	554	2.0%	1,220	906	314	34.7%	165	180	-15	-8.3%	29,076	28,223	853	3.0%	28,911	28,043	868	3.1%
DIVISION III																				
Communications	42,386	45,332	-2,946	-6.5%	4,720	4,922	-202	-4.1%	1,003	1,099	-96	-8.7%	48,109	51,353	-3,244	-6.3%	47,106	50,254	-3,148	-6.3%

➤ MD Summary (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 August 2014																				
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	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
IEEE Societies																				
DIVISION IV																				
Antennas & Propagation	7,983	7,817	166	2.1%	213	347	-134	-38.6%	48	57	-9	-15.8%	8,244	8,221	23	0.3%	8,196	8,164	32	0.4%
Broadcast Technology	1,612	1,642	-30	-1.8%	46	37	9	24.3%	18	24	-6	-25.0%	1,676	1,703	-27	-1.6%	1,658	1,679	-21	-1.3%
Consumer Electronics	2,858	3,073	-215	-7.0%	93	124	-31	-25.0%	18	21	-3	-14.3%	2,969	3,218	-249	-7.7%	2,951	3,197	-246	-7.7%
Electromagnetic Compatibility	3,767	3,831	-64	-1.7%	33	44	-11	-25.0%	27	33	-6	-18.2%	3,827	3,908	-81	-2.1%	3,800	3,875	-75	-1.9%
Magnetics	2,952	2,918	34	1.2%	64	64	0	0.0%	74	70	4	5.7%	3,090	3,052	38	1.2%	3,016	2,982	34	1.1%
Microwave Theory & Techniques	10,782	10,808	-26	-0.2%	235	208	27	13.0%	32	34	-2	-5.9%	11,049	11,050	-1	0.0%	11,017	11,016	1	0.0%
Nuclear & Plasma Sciences	2,919	2,948	-29	-1.0%	75	56	19	33.9%	43	38	5	13.2%	3,037	3,042	-5	-0.2%	2,994	3,004	-10	-0.3%
Div IV Subtotal	32,873	33,037	-164	-0.5%	759	880	-121	-13.8%	260	277	-17	-6.1%	33,892	34,194	-302	-0.9%	33,632	33,917	-285	-0.8%
DIVISION V/VIII																				
Computer	44,785	46,889	-2,104	-4.5%	2,903	3,381	-478	-14.1%	9,544	10,834	-1,290	-11.9%	57,232	61,104	-3,872	-6.3%	47,688	50,270	-2,582	-5.1%
DIVISION VI																				
Education	3,235	3,294	-59	-1.8%	62	67	-5	-7.5%	40	42	-2	-4.8%	3,337	3,403	-66	-1.9%	3,297	3,361	-64	-1.9%
Industrial Electronics	5,793	5,586	207	3.7%	184	209	-25	-12.0%	17	26	-9	-34.6%	5,994	5,821	173	3.0%	5,977	5,795	182	3.1%
Product Safety Engineering	801	783	18	2.3%	7	6	1	16.7%	8	7	1	14.3%	816	796	20	2.5%	808	789	19	2.4%
Professional Communication	692	767	-75	-9.8%	24	29	-5	-17.2%	56	70	-14	-20.0%	772	866	-94	-10.9%	716	796	-80	-10.1%
Reliability	1,791	1,722	69	4.0%	10	18	-8	-44.4%	16	22	-6	-27.3%	1,817	1,762	55	3.1%	1,801	1,740	61	3.5%
Social Implications of Technology	1,373	1,504	-131	-8.7%	30	31	-1	-3.2%	19	21	-2	-9.5%	1,422	1,556	-134	-8.6%	1,403	1,535	-132	-8.6%
Div VI Subtotal	13,685	13,656	29	0.2%	317	360	-43	-11.9%	156	188	-32	-17.0%	14,158	14,204	-46	-0.3%	14,002	14,016	-14	-0.1%
DIVISION VII																				
Power & Energy	28,421	27,437	984	3.6%	2,434	2,111	323	15.3%	289	269	20	7.4%	31,144	29,817	1,327	4.5%	30,855	29,548	1,307	4.4%

➤ MD Summary (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 August 2014																				
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	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
IEEE Societies																				
DIVISION IX																				
Aerospace & Electronic Systems	4,423	4,359	64	1.5%	233	186	47	25.3%	27	25	2	8.0%	4,683	4,570	113	2.5%	4,656	4,545	111	2.4%
Geoscience & Remote Sensing	3,109	3,015	94	3.1%	71	75	-4	-5.3%	196	301	-105	-34.9%	3,376	3,391	-15	-0.4%	3,180	3,090	90	2.9%
Information Theory	3,213	3,077	136	4.4%	61	54	7	13.0%	23	23	0	0.0%	3,297	3,154	143	4.5%	3,274	3,131	143	4.6%
Intelligent Transportation Systems	1,268	1,245	23	1.8%	22	34	-12	-35.3%	22	24	-2	-8.3%	1,312	1,303	9	0.7%	1,290	1,279	11	0.9%
Oceanic Engineering	1,682	1,706	-24	-1.4%	72	52	20	38.5%	22	22	0	0.0%	1,776	1,780	-4	-0.2%	1,754	1,758	-4	-0.2%
Signal Processing	15,919	15,894	25	0.2%	500	393	107	27.2%	147	126	21	16.7%	16,566	16,413	153	0.9%	16,419	16,287	132	0.8%
Vehicular Technology	4,023	4,024	-1	0.0%	132	117	15	12.8%	25	22	3	13.6%	4,180	4,163	17	0.4%	4,155	4,141	14	0.3%
Div IX Subtotal	33,637	33,320	317	1.0%	1,091	911	180	19.8%	462	543	-81	-14.9%	35,190	34,774	416	1.2%	34,728	34,231	497	1.5%
DIVISION X																				
Computational Intelligence	5,992	6,179	-187	-3.0%	302	272	30	11.0%	84	85	-1	-1.2%	6,378	6,536	-158	-2.4%	6,294	6,451	-157	-2.4%
Control Systems	8,924	8,842	82	0.9%	266	304	-38	-12.5%	62	74	-12	-16.2%	9,252	9,220	32	0.3%	9,190	9,146	44	0.5%
Engineering in Medicine & Biology	8,262	8,108	154	1.9%	532	930	-398	-42.8%	244	574	-330	-57.5%	9,038	9,612	-574	-6.0%	8,794	9,038	-244	-2.7%
Photonics	5,506	5,671	-165	-2.9%	65	87	-22	-25.3%	123	135	-12	-8.9%	5,694	5,893	-199	-3.4%	5,571	5,758	-187	-3.2%
Robotics & Automation	9,787	9,849	-62	-0.6%	1,543	1,439	104	7.2%	98	97	1	1.0%	11,428	11,385	43	0.4%	11,330	11,288	42	0.4%
Systems, Man & Cybernetics	4,301	4,336	-35	-0.8%	174	163	11	6.7%	37	36	1	2.8%	4,512	4,535	-23	-0.5%	4,475	4,499	-24	-0.5%
Div X Subtotal	42,772	42,985	-213	-0.5%	2,882	3,195	-313	-9.8%	648	1,001	-353	-35.3%	46,302	47,181	-879	-1.9%	45,654	46,180	-526	-1.1%
TOTAL	293,989	297,964	-3,975	-1.3%	17,344	17,603	-259	-1.5%	12,685	14,565	-1,880	-12.9%	324,018	330,132	-6,114	-1.9%	311,333	315,567	-4,234	-1.3%



Women in Engineering (WIE)					Aug '14				
Grade	This Month '14	This Month '13	Year-over-Year		Region	This Month '14	This Month '13	Year-over-Year	
			#	%				#	%
Fellow	93	87	6	6.9%	U.S.	3,109	2,966	143	4.8%
Senior Member	561	510	51	10.0%	Canada	315	313	2	0.6%
Member	4111	3789	322	8.5%	Europe, Middle East, Africa	2,181	2,109	72	3.4%
Associate Membr	148	109	39	35.8%	Latin America	1,962	1,754	208	11.9%
Graduate Studer	1443	1498	(55)	-3.7%	Asia & Pacific	5,347	5,989	(642)	-10.7%
Student	6558	7138	(580)	-8.1%	Total	12,914	13,131	(217)	-1.7%
Total	12,914	13,131	(217)	-1.7%					

IEEE Women in Engineering (WIE) membership is only available to IEEE members. WIE membership is free for students, graduate students and Life members. Professional members pay a WIE membership fee.

IEEE STANDARDS ASSOCIATION

IEEE Standards Association				Aug '14			
Grade	This Month '14	This Month '13	Year-over-Year				
			#	%			
Student	35	50	(15)	-30.0%			
Higher-Grade	6,007	6,316	(309)	-4.9%			
Affiliate	86	87	(1)	-1.1%			
Total	6,128	6,453	(325)	-5.0%			

IEEE Standards Association members (SA members) may also be IEEE members or Society Affiliates. However IEEE or Society membership is not a requirement to join. These individuals join the Standards Association for the benefit of being able to ballot on standards projects and assume leadership roles within a working group.



Geographic IEEE Young Professionals Membership - August 2014			
Region	Higher Grade w/o GSM	Total Students	Total
1	4,561	1,608	6,169
2	4,290	1,489	5,779
3	4,902	1,834	6,736
4	4,034	1,576	5,610
5	4,668	1,509	6,177
6	8,535	2,287	10,822
R 1-6	30,990	10,303	41,293
7	3,914	1,610	5,524
8	19,061	8,745	27,806
9	4,046	1,077	5,123
10	19,709	12,653	32,362
R 7-10	46,730	24,085	70,815



ETA KAPPA NU
Electrical and Computer Engineering Honor Society

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - August 2014			
Region	Higher Grade w/o GSM	Total Students	Total
1	1,177	229	1,406
2	1,110	210	1,320
3	1,145	274	1,419
4	929	251	1,180
5	1,191	232	1,423
6	1,493	448	1,941
R 1-6	7,045	1,644	8,689
7	25	13	38
8	63	8	71
9	25	5	30
10	70	37	107
R 7-10	183	63	246
TOTAL	7,228	1,707	8,935