



Membership Development Report – August 2014

Southeast United States (Region 3)



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



The IEEE 2015 Membership Development Business Year began on August 15. In the past month we have held a R3 MD Web Cast, delivered 2015 materials to every Section and continued our one on one outreach to members. Please let us know what else we should be doing to support the retention and growth of the members in Region 3.

Opportunities for growth include,

- Outreach to your local Student Branch
- First Year Member Experience Project
- Senior Member Upgrade Program
- Section Communications on the value and benefits of IEEE Membership

Lee Stogner, Membership Development Chair, Region 3

Regional Snapshot	Total this Month	'14 vs. '13	% Change	Aug 2014 405,000 Member Goal – R3		2014 New Members (AUG)
Total Membership	28,078	▼ (129)	-0.5%	97.8%	Total	4416
• Higher-Grade	23,905	▼ (34)	-0.1%	89.8%	Higher Grade	1036
• Students	4,173	▼ (95)	-2.2%	140.5%	Students	3380
IEEE Worldwide - Total	390,249	▼ 5,007	-1.3%	405,000		92,282

2014 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	83.7%	67.1%	42.5%	79.0%
Region – 1 st -Year Members	34.9%	49.1%	36.8%	38.4%
IEEE – Total Members	80.7%	59.3%	25.6%	70.7%
IEEE – 1 st Year Members	35.5%	42.3%	19.6%	29.3%

Best Section Total Retention	86.2% - Palm Beach Section	84.6% - Huntsville Section
	85.8% - Tri Cities Section	83.9% - Evansville-Owensboro Section
	85.8% - Central Savannah River Section	83.7% - Canaveral Section

Top Section Recruitment Year over Year	Percentage Growth	Numeric Growth
	225.51% – Mississippi Section	221 - Mississippi Section
	62.50% - Tri Cities Section	39 - Eastern North Carolina Section
	42.00% – Jacksonville Section	33 - Central Tennessee Section



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Member Engagement	Membership Activities	
Recruitment	Recruitment can be handled via the Conference Member Recruitment program, www.ieee.org/cmr	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
MGA Operations	New membership dues effective 16 August	New membership year begins 16 August
Section / Chapter Operations	Invite first year members to activities and events. Consider the newly elevated Student graduates.	Use the Correspondence templates located on www.ieee.org/md for outreach
SAMIEEE/Data Analysis	<i>New!</i> Section Vitality Dashboard link, www.ieee.org/vitality/db will take you directly to the dashboard to view reports.	(MD) All Members Joining since Beginning of Membership Year (MD) First Year Active Members (MD) Members Joining in Past 30 Days (MD) New Member Interest Information for Active IEEE Members
Volunteer Resources	http://www.ieee.org/about/volunteers/volunteer_index.html	

MD Resource Links	IEEE Region 3	
	Benefits of Membership	www.ieee.org/benefits
	Online Supply Form	www.ieee.org/md
	First Year Member Experience	www.ieee.org/start
	IEEE Contact Center & Support	www.ieee.org/about/contact_center/index.html
	Section Vitality Dashboard	www.ieee.org/vitalitydb
	MD Manual, Membership Presentations	www.ieee.org/md
	Member-Get-a-Member	www.ieee.org/mgm
	MD Webcast Archive Guide for 2014 to 2009	www.ieee.org/md
	Senior Member Program	www.ieee.org/about/volunteers/membership_development/senior_member.html
	Member Loyalty Program	http://www.ieee.org/loyalty
	myIEEE	www.ieee.org/membership_services/membership/my_ieee.html



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IEEE Young Professionals (GOLD) Status Indicator

The table below shows the current month with Young Professionals (GOLD) membership data. We now show the comparison of year-over-year membership.

Geographic IEEE Young Professional 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
TOTAL	77,720	34,388	112,108

GOLD to YP Transition Completed

GOLD (Graduates of the Last Decade) has been transitioned to IEEE Young Professionals. There is no longer a GOLD flag available in SAMIEEE. With this transition, Young Professionals is considered a "membership." If you have any queries that contain the GOLD flag, you will receive an error when you attempt to run it. Queries for Young Professionals will now require you to create a filter using fields from the "All Memberships and Subscriptions" folder as follows:

- ✓ Membership or Pub Name "is equal to/is in" IEEE Young Professionals
- ✓ AND Current Status "is equal to/is in" Active

The previous GOLD predefined query in SAMIEEE has been updated with the required filter and renamed to "Current YP - Young Professionals." Look at SAMIEEE/Analytics pages at http://www.ieee.org/about/volunteers/samieeee/samieeee_index.html



NEW IEEE Member Loyalty Program <http://www.ieee.org/loyalty>



Recognize the members in your section for their years of services as an IEEE member with a new Member Loyalty Pin and corresponding certificate for presentation to your members.

Lapel pins commemorate select membership milestones. The one-inch round lapel pin recognizes members at 2,5,10, 20, 25, 30 and 50 years of service as an IEEE member, regardless of grade, grade elevations, or any breaks in service. Society Affiliates are not eligible for this program, nor are any years of service as a Society Affiliate included in the calculation. The pin comes in a small, clear plastic box and the certificate is complete with a presentation folder/cover.

Pulling Member Loyalty Data:

Member Loyalty data reports by section can be found in the Section Vitality Dashboard at www.ieee.org/vitalitydb. Once you have accessed the dashboard, use the tab, "Additional Member Lists", and the Member Loyalty Report for your section will be the first report to be shown. Use the drop down menu and select one year, or any combination, or all of years in the list for member loyalty. The report can be downloaded and sorted as you want. All contact information is contained in the report, as well as member number, member grade and membership status (Active).

Ordering Online:

- Is Limited to the Section Chair, Section MD Chair, Section Secretary, or Treasurer
- Sections pay for the pin & certificates, plus the shipping costs
- Sections can use their Custody Account or Concentration Banking Account
- Check the website for shipping method and costs
- Check the website for link to the online form to place your order, <http://www.ieee.org/loyalty>
- Additional information on the process and shipping information and costs are at the Member Loyalty website
- Questions can be placed to member-loyalty@ieee.org

Visit the IEEE Day video and its website, www.ieeeday.org

<http://www.youtube.com/watch?v=C3-vBcsOdkU&feature=youtu.be>





Region 1-6 Membership Strategy – Region 3

In order to support the MGA strategy to grow and retain higher grade members in Regions 1-6, each Region now has a dedicated person to assist the MD volunteers at the Region and Section levels. For Region 3, that person is Chris Wright. For any questions, please contact Chris via email at wright.c@ieee.org.

Top Three Focal Points

This month it will be critical to continue planning the following three areas for the rest of the membership year. It will be even better if you can start EXECUTING on these items to get a jump on the year. For details and suggestions on each, please contact either Adrienne Hahn (Regions 1, 2, 4) a.hahn@ieee.org or Chris Wright (Regions 3,5,6) wright.c@ieee.org

- Recruit
- Renewal
- Contact New Members.

Discounts and Programs

- For new members who sign up now, they will receive the rest of 2014 and all of 2015. For September, that means new members receive 16 months for the price of 12.
- During the week of **IEEE Day** (October 5th through October 11th), new members are eligible for **\$30 off** membership with the **IEEE Day** promotion code. This is a perfect opportunity for a recruitment drive. Visit www.ieeeday.org for more details.
- The Member-Get-A-Member (MGM) is back. Referring members **earn incentives** that can be used **towards IEEE products, services and membership fees.** www.ieee.org/mgm
- The IEEE-USA incentives program is also back for 2015. Referring members can **choose from IEEE-USA branded merchandise** IN ADDITION to the MGM incentives. There is also a **\$25 new member discount** for new members who sign up through the USA program. Visit: <http://ieee.fluidsurveys.com/s/ieee-usa/>

Reminder – IEEE Day is October 7th

WE NEED U.S. PARTICIPATION. Time is running out to plan your event for October. With less than a month until IEEE Day, you could be missing out on a major opportunity to engage your current members and show your support for IEEE. In addition, this is a perfect time to encourage new members to join with the special IEEE Day Promotional offer listed above.

If you already **planned an event**, be sure [to register](#) on the IEEE Day website or it will not be counted. For Further details, please visit the [IEEE Day web site](#). If you any questions, please contact ieeeday2014@ieee.org



Year-over-Year – Renewal: 2014 Membership Year – August 2014

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Palm Beach Section	629	553	87.9%	41	26	63.4%	670	579	86.4%
Central Savannah River Section	156	140	89.7%	12	5	41.7%	168	145	86.3%
Tri Cities Section	102	90	88.2%	4	1	25.0%	106	91	85.8%
Huntsville Section	1039	911	87.7%	93	48	51.6%	1,132	959	84.7%
Canaveral Section	173	152	87.9%	11	3	27.3%	184	155	84.2%
Evansville-Owensboro Section	166	149	89.8%	26	12	46.2%	192	161	83.9%
East Tennessee Section	802	693	86.4%	124	81	65.3%	926	774	83.6%
Melbourne Section	587	510	86.9%	57	25	43.9%	644	535	83.1%
Piedmont Section	442	394	89.1%	115	68	59.1%	557	462	82.9%
Florida West Coast Section	1672	1436	85.9%	217	129	59.4%	1,889	1565	82.8%
Richmond Section	699	603	86.3%	84	45	53.6%	783	648	82.8%
Central Virginia Section	520	449	86.3%	87	50	57.5%	607	499	82.2%
Eastern North Carolina Section	2513	2140	85.2%	357	209	58.5%	2,870	2349	81.8%
Western North Carolina Section	277	244	88.1%	67	36	53.7%	344	280	81.4%
Mississippi Section	373	317	85.0%	104	71	68.3%	477	388	81.3%
Jacksonville Section	329	276	83.9%	47	23	48.9%	376	299	79.5%
Chattanooga Section	323	268	83.0%	56	33	58.9%	379	301	79.4%
Central North Carolina Section	275	225	81.8%	30	17	56.7%	305	242	79.3%
Columbia Section	361	305	84.5%	83	47	56.6%	444	352	79.3%
Central Tennessee Section	599	500	83.5%	161	102	63.4%	760	602	79.2%
Atlanta Section	3436	2888	84.1%	750	421	56.1%	4,186	3309	79.0%
Central Georgia Section	253	209	82.6%	33	17	51.5%	286	226	79.0%
Savannah Section	175	148	84.6%	36	18	50.0%	211	166	78.7%



Section Performance > Retention

Year-over-Year – Renewal: 2014 Membership Year – August 2014 (Cont'd.)

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Northwest Florida Section	293	238	81.2%	37	21	56.8%	330	259	78.5%
Daytona Section	165	144	87.3%	40	16	40.0%	205	160	78.0%
Coastal South Carolina Section	368	307	83.4%	63	27	42.9%	431	334	77.5%
Alabama Section	790	662	83.8%	185	93	50.3%	975	755	77.4%
Orlando Section	1020	847	83.0%	247	134	54.3%	1,267	981	77.4%
Charlotte Section	622	499	80.2%	135	72	53.3%	757	571	75.4%
Louisville Section	334	266	79.6%	87	50	57.5%	421	316	75.1%
Broward Section	442	363	82.1%	83	31	37.3%	525	394	75.0%
Hampton Roads Section	671	536	79.9%	125	50	40.0%	796	586	73.6%
Memphis Section	401	317	79.1%	109	57	52.3%	510	374	73.3%
Gainesville Section	341	277	81.2%	133	68	51.1%	474	345	72.8%
Lexington Section	363	283	78.0%	89	44	49.4%	452	327	72.3%
Tallahassee Area Section	262	204	77.9%	89	49	55.1%	351	253	72.1%
Virginia Mountain Section	462	364	78.8%	229	133	58.1%	691	497	71.9%
Winston-Salem Section	135	104	77.0%	39	17	43.6%	174	121	69.5%
Miami Section	519	389	75.0%	191	100	52.4%	710	489	68.9%
Mobile Section	187	125	66.8%	36	22	61.1%	223	147	65.9%
Jamaica Section	160	94	58.8%	29	15	51.7%	189	109	57.7%



Section Performance > Recruitment

Year-over-Year – Recruitment: 2014 Membership Year

Section	August 2014	August 2013	# Change	% Change
Mississippi Section	319	98	221	225.51%
Tri Cities Section	13	8	5	62.50%
Jacksonville Section	71	50	21	42.00%
Evansville-Owensboro Section	32	23	9	39.13%
Coastal South Carolina Section	86	62	24	38.71%
Daytona Section	47	34	13	38.24%
Central North Carolina Section	50	38	12	31.58%
Central Tennessee Section	144	111	33	29.73%
East Tennessee Section	110	93	17	18.28%
Alabama Section	206	179	27	15.08%
Western North Carolina Section	68	60	8	13.33%
Eastern North Carolina Section	376	337	39	11.57%
Charlotte Section	156	143	13	9.09%
Palm Beach Section	63	58	5	8.62%
Tallahassee Area Section	86	82	4	4.88%
Mobile Section	61	60	1	1.67%
Virginia Mountain Section	141	142	-1	-0.70%
Memphis Section	121	123	-2	-1.63%
Jamaica Section	45	46	-1	-2.17%
Atlanta Section	632	660	-28	-4.24%
Huntsville Section	95	100	-5	-5.00%
Savannah Section	35	37	-2	-5.41%
Orlando Section	209	221	-12	-5.43%
Central Savannah River Section	16	17	-1	-5.88%



Year-over-Year – Recruitment: 2014 Membership Year

Section	August 2014	August 2013	# Change	% Change
Florida West Coast Section	181	197	-16	-8.12%
Piedmont Section	98	109	-11	-10.09%
Broward Section	79	89	-10	-11.24%
Columbia Section	63	71	-8	-11.27%
Richmond Section	72	82	-10	-12.20%
Louisville Section	73	85	-12	-14.12%
Northwest Florida Section	38	45	-7	-15.56%
Miami Section	157	187	-30	-16.04%
Gainesville Section	68	82	-14	-17.07%
Lexington Section	76	93	-17	-18.28%
Central Georgia Section	40	53	-13	-24.53%
Hampton Roads Section	120	161	-41	-25.47%
Winston-Salem Section	26	35	-9	-25.71%
Central Virginia Section	51	79	-28	-35.44%
Canaveral Section	9	14	-5	-35.71%
Chattanooga Section	41	65	-24	-36.92%
Melbourne Section	42	75	-33	-44.00%

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