



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



IEEE Region 3,

This report will help drive a critical time in our membership year. Now we need to focus on our members that are still in Arrears / Non Active, Life Members that we have lost contact with and the First Year Member Experience Project. We will be in contact with all of you to help with your local part of these three important activities.

Lee Stogner, Member Engagement Chair, Region 3

Region Snapshot	This Month	'15 vs. '14	% Change	2015 Membership Year goals for Recruitment and Retention are now available online! Use the link above for instant access to your goals. Individual Section goals and progress begin on page 6.
Total Membership	23,197	✓ (903)	-3.7%	
Higher-Grade	19,246	✓ (238)	-1.2%	
Students	3,951	✓ (665)	-14.4%	
IEEE Worldwide	302,183	✓ (5,165)	-1.7%	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %) 80.7%: Canaveral Section 79.8%: Palm Beach Section 78.0%: Huntsville Section
	Higher Grade	Student	Total %	2015 Goal %	
Region 3	77.0% 18,138	38.1% 1,674	70.9% 19,812	80.2% 22,408	
IEEE Overall	73.2% 219,126	28.5% 25,447	63.0% 244,573	72.5% 281,672	

Recruitment	Cumulative – Through This Month				Top 3 Sections (by growth %) 217.2%: Columbia Section 111.1%: Central Savannah River 106.3%: Evansville-Owensboro
	Higher Grade	Student	Total YoY Chg	2015 Goal YoY Chg	
Region 3	406	1,934	2,340 -12.1%	4,823 +9.2%	
IEEE Overall	7,917	35,631	43,548 -1.7%	99,481 +7.8%	

Reinstatement	Cumulative – Through This Month		Reinstatement goals are set for each Region and not individual Sections.
	Total	2015 Goal	
Region 3	699	1,300	
IEEE Overall	10,428	18,280	



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Member Engagement	<i>Membership Activities</i>	
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/vitalitydb 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	www.ieee.org/volunteers	

MD Resource Links	Membership Development Resources (i.e. MD Manual, Section MD Goals, etc.)	www.ieee.org/md
	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/contactcenter
	Section Vitality Dashboard	www.ieee.org/vitalitydb
	Member-Get-a-Member (MGM)	www.ieee.org/mgm
	MD Webcast Archive	www.ieee.org/md
	Senior Member Program	www.ieee.org/seniormember
	Member Loyalty Program	www.ieee.org/loyalty
	myIEEE	www.ieee.org/myieee



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2015 Membership Development Goals



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For the 2015 membership year, we introduced a new approach to creating the traditional Region membership goals. This year, MD goals have been created for each individual Section, for both recruitment and retention. The Section goals are rolled up to the Region level, producing the Region goal for recruitment, retention and overall membership.

This will result in Regions and Sections working toward a common goal. Sections can maximize their activity and take ownership at the local level, and see how their efforts are impacting membership growth.



Region goals are now focused on overall membership growth (comprised of an overall recruitment, retention and reinstatement goal), and do not include separate goals for HG versus student. Another benefit is that the service deactivation process will not impact progress to goals, because it focuses on the number of members that join or renew, and not on the total number of members.

Detail on the Section goals and progress are included in the Region level MD reports. These reports are sent via e-mail once monthly. If you are not receiving your region MD report, please contact your Region MD Chair. Region summary performance is on the next page.

Tracking Progress and Section Recognition of Goal Achievement

Every month, the regional MD reports contain the Section level progress for recruitment and retention. To monitor progress and ensure Sections are on track, the goals and progress to goal will be published in the region reports.

Twice during the membership year – February and August - each Section that is meeting their goal will receive a special recognition in the form of an electronic banner that can be placed on Section websites, in newsletters, and even in e-mail signatures! The banners will be distributed to the Section’s Membership Development Chair, or if no one in this position, to the Section Chair.

The bi-annual achievement recognition is based on the membership year calendar and includes activity for the following periods:

-September through February: Any Section that is at least 50% to their goal by the end of February will receive the electronic banner, and be recognized in the MD Monthly report and on the MD portal, www.ieee.org/md.

-March through August: Any Section that has met or exceeded their annual goal for recruitment and/or retention for the membership year will receive the recognition banner, and be recognized in the MD Monthly report and on the MD portal, www.ieee.org/md.

Sections may earn a banner for one or both categories, and will include the membership year and Section name in the graphic. The gold medal of recognition





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(on previous page) will be given if both goals are met. The silver award will be given in either the recruitment or retention category.

IEEE Member Loyalty Program 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, 40 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 (US\$14 per set of 5), plus the shipping costs
- Sections can use their Custody Account or Concentration Banking Account
- Check the website for link to the online form to place your order, www.ieee.org/loyalty
- Additional information on the process and shipping information and costs are on the order form
- Questions can be e-mailed to member-loyalty@ieee.org

New Ads in the Promotional Library Online

We now have brand new ads suitable for print or web use available in the online promotional library. A link to the library can be found on www.ieee.org/md. Consider adding a join web ad to your Section or Region website, or use them in promotional materials and at events. There are several standard sizes and messaging available for you to choose from, including promotion of the Member-get-a-Member Program and the IEEE-USA Referral Program.





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Region 1-6 Strategy Highlights

With Deactivation behind us and the Half Year Dues period started, your Section should be focusing on **both** retaining and recruiting members for your sections. There is no better time to do both of these. Please read the helpful information included below. If you have any questions, please feel free to contact me.

Chris Wright, IEEE Membership Marketing and Sales Specialist
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New MD Report Feature

Starting with this report, IEEE MGA and the MRRC will be including a new chart to show **Total Membership Year-Over-Year by Section**. This chart provides a holistic view of how your section is doing this year compared to last. See the new chart **on Page 10**.

Membership Deactivation Occurred on February 21, 2015

Notice a drop in your membership numbers since last month? This is due to IEEE's Deactivation process. IEEE Headquarters will continue to send a series of renewal letters and emails over the coming months. One of these communications will be sent on behalf of your Region Director and contain Region specific information designed to draw non-renewing members back.

If you have been reaching out to your non-renewing members, great job! We would really like to hear from you so we can share your activities across Sections and Regions. Please send me an email with the details of what you've done and an indication of how well it worked. If you have not begun reaching out, there is still time. You can try the following:

- **Email Campaigns** - Non-Renewing member contact lists are easily accessible via the Section Vitality Dashboard under the Arrears tab.
- **Calling Campaigns** – Identify students and Life Members who may be able to volunteer some time (2 hours a week) to call non-renewing members to invite them back. If you're interested in such a program, call scripts and other tools are available by contacting me.

Half year dues period starts March 1st

This is one of the best promotions offered for **new members**. For anyone who joins starting in March, they will **receive the rest of 2015 for half off** the regular dues price – by the time this report reaches you that will mean **NINE Months** of membership for the price of six. Start planning your MD Activities **NOW**. For list ideas, project ideas, etc., do not hesitate to contact me.

Discounts and Programs

Did you know?

- Now is the **perfect time** for members and volunteers **to use the Member-Get-A-Member (MGM) programs**. Members will still receive their incentives and merchandise while new members will receive half off membership. Check out each of the programs below.
 - **Traditional MGM** program – offers referring members incentives for each new member that joins. The incentives can be used towards membership dues or IEEE products/services.
 - **The IEEE-USA MGM program** – offers referring members their **choice of IEEE-USA branded merchandise** IN ADDITION to being eligible for the existing MGM incentives.
- If you can pair these programs with upcoming events, it would be a triple win for all! The member earns rewards, the member joins for half off and the Section gains members.
 - To take advantage of this opportunity, all you need is a computer with an internet connection at your event and your browser pointed to a referral form. It's that simple!

IEEE Communications in your SPAM folder

Finding IEEE generated emails in your SPAM folder? Be sure to add these important addresses to your contacts lists to ensure proper delivery of important IEEE communications:

IEEEService@ieee.org
wright.c@ieee.org



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a.hahn@ieee.org



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Retention: 2015 Membership Year – Results through February 2015

Renewal by Region: 2015 Membership Year-February 2015											
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Canaveral Section	170	138	81.2%	6	4	66.7%	176	142	80.7%	85.0%	94.9%
Palm Beach Section	628	529	84.2%	54	15	27.8%	682	544	79.8%	86.7%	92.0%
Huntsville Section	1005	821	81.7%	85	29	34.1%	1,090	850	78.0%	85.0%	91.7%
Central Virginia Section	525	428	81.5%	65	32	49.2%	590	460	78.0%	83.5%	93.3%
Florida West Coast Section	1652	1343	81.3%	195	71	36.4%	1,847	1414	76.6%	83.1%	92.1%
Richmond Section	704	565	80.3%	72	23	31.9%	776	588	75.8%	83.1%	91.2%
Melbourne Section	578	455	78.7%	56	24	42.9%	634	479	75.6%	83.3%	90.7%
Central Savannah River Section	164	129	78.7%	12	3	25.0%	176	132	75.0%	93.1%	80.5%
Tri Cities Section	101	77	76.2%	6	3	50.0%	107	80	74.8%	88.1%	84.9%
Eastern North Carolina Section	2503	1985	79.3%	362	156	43.1%	2,865	2141	74.7%	82.1%	91.0%
Chattanooga Section	306	243	79.4%	44	18	40.9%	350	261	74.6%	81.7%	91.3%
Piedmont Section	492	390	79.3%	109	57	52.3%	601	447	74.4%	83.2%	89.3%
East Tennessee Section	811	640	78.9%	126	56	44.4%	937	696	74.3%	83.7%	88.8%
Columbia Section	343	278	81.0%	74	30	40.5%	417	308	73.9%	79.4%	93.0%
North west Florida Section	288	222	77.1%	27	8	29.6%	315	230	73.0%	78.6%	92.9%
Western North Carolina Section	300	242	80.7%	65	24	36.9%	365	266	72.9%	81.7%	89.2%
Coastal South Carolina Section	372	294	79.0%	70	25	35.7%	442	319	72.2%	77.6%	93.0%
Winston-Salem Section	127	102	80.3%	27	8	29.6%	154	110	71.4%	75.0%	95.2%
Jacksonville Section	344	262	76.2%	60	26	43.3%	404	288	71.3%	80.9%	88.2%
Hampton Roads Section	652	495	75.9%	104	42	40.4%	756	537	71.0%	73.7%	96.4%
Central Georgia Section	243	187	77.0%	36	11	30.6%	279	198	71.0%	79.3%	89.5%



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Retention: 2015 Membership Year – Results through February 2015 (continued)

Renewal by Region: 2015 Membership Year-February 2015											
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Savannah Section	182	137	75.3%	33	15	45.5%	215	152	70.7%	78.9%	89.6%
Gainesville Section	334	261	78.1%	89	38	42.7%	423	299	70.7%	73.1%	96.7%
Central North Carolina Section	281	209	74.4%	29	10	34.5%	310	219	70.6%	79.6%	88.7%
Atlanta Section	3453	2643	76.5%	685	272	39.7%	4,138	2915	70.4%	80.7%	87.2%
Alabama Section	813	622	76.5%	177	69	39.0%	990	691	69.8%	77.7%	89.8%
Daytona Section	170	133	78.2%	44	16	36.4%	214	149	69.6%	79.2%	87.9%
Central Tennessee Section	659	491	74.5%	143	63	44.1%	802	554	69.1%	79.8%	86.6%
Orlando Section	1026	768	74.9%	219	92	42.0%	1,245	860	69.1%	77.7%	88.9%
Evansville-Owensboro Section	177	131	74.0%	21	5	23.8%	198	136	68.7%	90.1%	76.2%
Broward Section	438	329	75.1%	69	16	23.2%	507	345	68.0%	75.3%	90.4%
Louisville Section	331	245	74.0%	75	27	36.0%	406	272	67.0%	78.8%	85.0%
Charlotte Section	637	465	73.0%	144	53	36.8%	781	518	66.3%	75.7%	87.6%
Lexington Section	346	250	72.3%	73	26	35.6%	419	276	65.9%	72.3%	91.1%
Virginia Mountain Section	440	324	73.6%	205	86	42.0%	645	410	63.6%	71.9%	88.4%
Memphis Section	407	286	70.3%	121	48	39.7%	528	334	63.3%	76.2%	83.0%
Tallahassee Area Section	260	189	72.7%	92	33	35.9%	352	222	63.1%	74.1%	85.1%
Miami Section	517	351	67.9%	157	68	43.3%	674	419	62.2%	71.6%	86.9%
Mobile Section	165	112	67.9%	53	18	34.0%	218	130	59.6%	67.8%	87.9%
Jamaica Section	145	80	55.2%	29	10	34.5%	174	90	51.7%	57.7%	89.7%
Mississippi Section	455	287	63.1%	283	44	15.5%	738	331	44.9%	81.6%	54.9%
Grand Total	23,544	18,138	77.0%	4,396	1,674	38.1%	27,940	19,812	70.9%	80.2%	88.4%



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Recruitment: 2015 Membership Year – Results through February 2015

Election by Region:2015 Membership Year February 2015							
Region Code	Section Name	2015	2014	# Change	% Change	2015 Goal	% to Goal
R3	Columbia Section	92	29	63	217.24%	67	137.3%
R3	Central Savannah River Section	19	9	10	111.11%	21	90.5%
R3	Evansville-Owensboro Section	33	16	17	106.25%	34	98.2%
R3	Savannah Section	28	19	9	47.37%	39	71.8%
R3	Broward Section	64	47	17	36.17%	86	74.4%
R3	Lexington Section	54	40	14	35.00%	86	62.5%
R3	Central Virginia Section	39	29	10	34.48%	65	60.0%
R3	Melbourne Section	28	21	7	33.33%	66	42.6%
R3	Huntsville Section	73	56	17	30.36%	110	66.4%
R3	Northwest Florida Section	23	18	5	27.78%	42	55.4%
R3	Richmond Section	48	39	9	23.08%	83	57.8%
R3	Jamaica Section	30	25	5	20.00%	50	60.0%
R3	Alabama Section	121	105	16	15.24%	216	55.9%
R3	Gainesville Section	48	43	5	11.63%	91	52.6%
R3	Piedmont Section	64	58	6	10.34%	102	62.7%
R3	Western North Carolina Section	44	40	4	10.00%	79	55.6%
R3	Winston-Salem Section	17	16	1	6.25%	31	55.7%
R3	Eastern North Carolina Section	194	198	-4	-2.02%	395	49.1%
R3	Mobile Section	39	40	-1	-2.50%	64	60.9%
R3	Palm Beach Section	32	33	-1	-3.03%	66	48.4%
R3	Miami Section	83	87	-4	-4.60%	172	48.3%



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Recruitment: 2015 Membership Year – Results through February 2015 (continued)

Election by Region:2015 Membership Year February 2015							
Region Code	Section Name	2015	2014	# Change	% Change	2015 Goal	% to Goal
R3	Florida West Coast Section	82	88	-6	-6.82%	224	36.6%
R3	Hampton Roads Section	60	67	-7	-10.45%	138	43.6%
R3	Daytona Section	31	35	-4	-11.43%	49	62.8%
R3	Central Georgia Section	21	24	-3	-12.50%	44	47.4%
R3	Atlanta Section	315	365	-50	-13.70%	660	47.7%
R3	Tri Cities Section	6	7	-1	-14.29%	14	44.0%
R3	Orlando Section	103	127	-24	-18.90%	218	47.3%
R3	Tallahassee Area Section	36	46	-10	-21.74%	94	38.3%
R3	East Tennessee Section	49	64	-15	-23.44%	116	42.4%
R3	Jacksonville Section	31	41	-10	-24.39%	75	41.6%
R3	Charlotte Section	66	88	-22	-25.00%	164	40.3%
R3	Memphis Section	67	90	-23	-25.56%	125	53.6%
R3	Central North Carolina Section	17	23	-6	-26.09%	53	32.4%
R3	Louisville Section	31	42	-11	-26.19%	79	39.2%
R3	Central Tennessee Section	70	100	-30	-30.00%	151	46.3%
R3	Virginia Mountain Section	62	93	-31	-33.33%	150	41.3%
R3	Chattanooga Section	17	26	-9	-34.62%	53	32.1%
R3	Canaveral Section	5	8	-3	-37.50%	13	39.5%
R3	Coastal South Carolina Section	34	63	-29	-46.03%	90	37.7%
R3	Mississippi Section	64	298	-234	-78.52%	350	18.3%
Grand Total		2,340	2,663	-323	-12.13%	4,823	48.5%



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Total Membership: 2015 Membership Year – Results through February 2015

Total Active Members by Region: February 2015									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Columbia Section	300	291	3.1%	125	66	89.4%	425	357	19.0%
Central Savannah River Section	142	143	-0.7%	22	10	120.0%	164	153	7.2%
Jamaica Section	92	89	3.4%	36	31	16.1%	128	120	6.7%
Evansville-Owensboro Section	141	145	-2.8%	38	27	40.7%	179	172	4.1%
Savannah Section	147	153	-3.9%	42	29	44.8%	189	182	3.8%
Broward Section	364	350	4.0%	74	75	-1.3%	438	425	3.1%
Western North Carolina Section	250	249	0.4%	70	62	12.9%	320	311	2.9%
Mobile Section	122	119	2.5%	56	56	0.0%	178	175	1.7%
Piedmont Section	399	395	1.0%	119	115	3.5%	518	510	1.6%
Central Virginia Section	462	452	2.2%	66	68	-2.9%	528	520	1.5%
Alabama Section	638	660	-3.3%	200	174	14.9%	838	834	0.5%
Gainesville Section	281	266	5.6%	84	99	-15.2%	365	365	0.0%
Canaveral Section	145	148	-2.0%	12	10	20.0%	157	158	-0.6%
Winston-Salem Section	111	106	4.7%	22	28	-21.4%	133	134	-0.7%
Richmond Section	590	581	1.5%	64	79	-19.0%	654	660	-0.9%
Palm Beach Section	569	571	-0.4%	44	50	-12.0%	613	621	-1.3%
Miami Section	373	375	-0.5%	156	162	-3.7%	529	537	-1.5%
Eastern North Carolina Section	2104	2134	-1.4%	328	342	-4.1%	2,432	2,476	-1.8%
Jacksonville Section	284	288	-1.4%	57	60	-5.0%	341	348	-2.0%
Huntsville Section	867	899	-3.6%	93	84	10.7%	960	983	-2.3%
Florida West Coast Section	1457	1464	-0.5%	136	175	-22.3%	1,593	1,639	-2.8%



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Total Membership: 2015 Membership Year – Results through February 2015 (continued)

Total Active Members by Region: February 2015									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Lexington Section	265	278	-4.7%	84	82	2.4%	349	360	-3.1%
East Tennessee Section	682	689	-1.0%	109	132	-17.4%	791	821	-3.7%
Hampton Roads Section	520	539	-3.5%	98	104	-5.8%	618	643	-3.9%
Northw est Florida Section	240	245	-2.0%	27	33	-18.2%	267	278	-4.0%
Daytona Section	138	147	-6.1%	50	49	2.0%	188	196	-4.1%
Orlando Section	840	852	-1.4%	204	239	-14.6%	1,044	1,091	-4.3%
Coastal South Carolina Section	313	320	-2.2%	63	73	-13.7%	376	393	-4.3%
Central Tennessee Section	527	507	3.9%	126	176	-28.4%	653	683	-4.4%
Tallahassee Area Section	190	194	-2.1%	76	85	-10.6%	266	279	-4.7%
Louisville Section	262	264	-0.8%	65	79	-17.7%	327	343	-4.7%
Charlotte Section	496	505	-1.8%	118	140	-15.7%	614	645	-4.8%
Central North Carolina Section	217	225	-3.6%	26	32	-18.8%	243	257	-5.4%
Melbourne Section	473	495	-4.4%	57	67	-14.9%	530	562	-5.7%
Atlanta Section	2766	2843	-2.7%	565	692	-18.4%	3,331	3,535	-5.8%
Tri Cities Section	82	89	-7.9%	7	7	0.0%	89	96	-7.3%
Central Georgia Section	197	203	-3.0%	28	40	-30.0%	225	243	-7.4%
Chattanooga Section	259	267	-3.0%	33	50	-34.0%	292	317	-7.9%
Memphis Section	304	315	-3.5%	112	137	-18.2%	416	452	-8.0%
Virginia Mountain Section	340	328	3.7%	154	216	-28.7%	494	544	-9.2%
Mississippi Section	297	301	-1.3%	105	381	-72.4%	402	682	-41.1%
Grand Total	19,246	19,484	-1.2%	3,951	4,616	-14.4%	23,197	24,100	-3.7%