



MD Monthly – OCTOBER 2015

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 & Updates	Pages 1-4	Member Recruitment	Pages 8-9
Membership Year Goals & Progress	Page 5-6	Active Membership	Pages 10
Retention & Recovery	Page 7	Society & Special Interest Memberships	Pages 11-14

Monthly Census	YoY Variance		Oct '15	Oct '14	Sep '15	Oct '15 vs. Sep '15	
IEEE Membership		-5,528	-1.3%	404,323	409,851	383,172	+5.5%
• Honorary		2	+6.7%	32	30	32	0.0%
• Fellow		136	+1.9%	7,244	7,108	7,243	0.0%
• Senior Member		1,272	+3.5%	38,062	36,790	37,755	+0.8%
• Member		-3,761	-1.5%	250,032	253,793	246,400	+1.5%
• Associate Member		-1,091	-11.5%	8,423	9,514	8,406	+0.2%
• Graduate Student		-2,460	-6.1%	37,894	40,354	32,518	+16.5%
• Undergraduate Student		374	+0.6%	62,636	62,262	50,818	+23.3%
Society Membership		-10,213	-3.2%	309,600	319,814	300,530	+3.0%
• 15 Societies up > 1%		11,729		Societies Note: Sum of respective gains and losses, with all counts excluding Affiliates. Including Affiliates, total Society memberships are down year-over-year by -10,873 or -3.3%.			
• 8 Societies +/- 1%		-128					
• 16 Societies down > 1%		-21,815					

MD Venue	October - Membership Year To Date									
	'15	'14	'13	'12		'15	'14	'13	'12	
Retention	21.7% 82,620	19.3% 75,026	18.0% 70,824	17.5% 68,881		Recruitment	16,006	16,638	15,929	18,259
Higher-Grade	26.3% 78,439	23.3% 70,682	21.6% 65,377	19.7% 60,828		Reinstatement	4,852	3,950	3,890	4,033
STU/GSM	5.0% 4,181	5.1% 4,344	6.0% 5,447	9.5% 8,053		Recovery	n/a	n/a	n/a	n/a

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

	Recruitment Activities	Retention Activities
Dec	Give priority attention to renewal activities. → → Order Membership Development Kit – for Section and Chapter events and activities next month.	Draft New Year Message – Thank members in your Section and Society for their contribution to the profession, and welcome them to the new calendar year. Review activities and events provided in 2015, and offer a preview of those planned for 2016. Un-Renewed Member Roster – Members who have not yet renewed for the 2016 membership year, updated daily. Access via SAMIEEE MD folder, pre-defined query, "(MD) 2015 Last Renewal Year for Active Members – Name, Grade, Email"
Jan	Give priority attention to renewal activities. → → Order Membership Development Kit – for Section and Chapter events and activities next month.	2 January – HQ sends past-due notice to members who have not renewed their 2016 membership Send New Year Message – Thank members in your Section and Society for their contribution to the profession, and welcome them to the new calendar year. Review activities and events provided in 2015, and offer a preview of those planned for 2016.



September MD Highlights

IEEE Membership

Overall membership is still behind year-over-year, but showed improvement since last month, from -1.9% to -1.3%. Positive recruitment – which we haven't seen in quite some time – was the main driver, along with very strong reinstatement activity. (See chart on page 1.) Even though retention is ahead of last year, this doesn't impact the overall membership number since the total 2016 renewal opportunity is still counted in the active membership totals (until the service deactivation in February for those unrenewed).

Membership Development Face-to-Face Training



On 6-7 November, 57 volunteers from 49 Sections around the world convened in a day and a half session focused on increasing membership development activities. The training was held in Newark, NJ, USA, and was sponsored by MGA, IEEE-USA and local Sections.

The goal of the training was to come away with a documented membership development plan that Sections can bring back and execute, and hand off to successors to keep growing. By all accounts, the weekend was a productive one, with lots of time for networking and information sharing. The training

included learning about the different MD tools available, hands on exercises to build the plan step-by-step, and presentations from 8 different Sections sharing the best practices that helped them achieve both their recruitment and retention goals in 2015.



Based on the outcomes of the Sections that participated, MGA will consider holding training once again in 2016.

Recruitment

Overall recruitment has turned positive this month, especially within the higher grade ranks. This is a very welcome reversal of the negative trend we'd been seeing since February. Overall recruitment went from -9.2% last month to +4.4% this month. The IEEEExtreme Programming Competition, incentives around IEEE Day, and a "double MGM awards in October" promotion all helped move the needle. In fact, MGM participation in October was 25% higher year-over-year.

Looking at the four-year trend (chart, page 1), recruitment declines are continuing to level off, and we are slowly seeing a return to typical recruitment levels.

See more detail on recruitment, page 8.



Links to all MD resources plus communications templates can be found at www.ieee.org/md.

Retention

Following the first round of renewal outreaches in early October, along with the completion of the automatic renewal process, overall retention rates are ahead of last year by 2.4%. This was due to a larger number of automatic renewals taking place. There were roughly 36,000 members who were automatically renewed during the week of 13 October (compared to 31,000 last year), accounting for more than 40% of the renewal activity year-to-date. *(continued next page)*



Retention – continued

Overall HG retention is ahead by +3.0%. All Regions have positive gains. However, we are seeing overall first-year HG retention fall behind.

GSM retention is virtually even with last year; both for overall and first-year graduate student members, as we see the 2013 recruiting anomaly's impact on retention start to level off this year.

The same steady trend is seen in overall undergraduate retention; however first-year undergraduate member retention is behind.

The early renewal drawing deadline is 15 November, and we typically see a big spike in renewal activity leading up to it. In late November, the second paper renewal notice will be mailed to all unrenewed HG members. We will look for another bump in retention in December.

See more detail on retention, page 7.

Society Membership

Overall Society memberships are down -3.2% year-over-year, unchanged from September. For the second month in a row, the year-over-year Communications Society declines are slowly receding, from a high of -37.1% in August, to -36.8% in September, and now -36.5%.

The top societies in terms of percentage growth in October were Computational Intelligence Society (+13.9%), Oceanic Society (+13.1%) and Industry Applications Society (+12.9%).

Society membership details begin on page 11.

'Put the World of IEEE into Focus'

IEEE members are involved in a lot of interesting activities all over the world. Not just on the job, but also through mentoring, volunteer work, seminars, and other activities. The 'IEEE Into Focus' photo contest gives members a chance to show off what they do by submitting photos of what they think best represents their experiences as an IEEE member.

The photo contest is a great way to engage member audiences through IEEE websites, social media channels, email newsletters, conferences, etc.

Member participants have a chance to win the following prizes:

- Grand prize – One US\$250 Amazon gift card and IEEE selfie stick
- Second prize – One \$100 Amazon gift card and IEEE selfie stick
- Third prize – One \$50 Amazon gift card and IEEE selfie stick
- 10 runners up winners will receive an IEEE selfie stick

Entry period runs from 1 September 2015 to midnight 31 December 2015. For more information or to submit a photo, go to iee-into-focus.org.

For information and resources to help promote this contest among your members, such as the web graphic above, please contact Nicole Dewhurst, n.dewhurst@ieee.org.



Get More Senior Members, Increase Your Section’s Retention

It has been demonstrated that there is a relationship between the grade a member holds and that member's likelihood to keep their IEEE membership. The higher the grade, the more likely they are to renew. For example, last year the retention rate among Senior Members was 96.0%, compared to the overall retention rate of 70.7%.

Each year, every Region is tasked with a goal to elevate roughly one percent of their eligible members to Senior Member grade. This year you will see new materials being shipped in the MD kits to encourage more participation in the area of growing Senior Membership, to help Regions to reach their goals. With two months left in the calendar year, here is how each region is performing against their goal:

Region	Membership as of 31 December 2014 (Member grade)	2015 Senior Member Goal	YTD SM Elevations as of October 2015	Percentage of Goal
1	19,528	195	168	86%
2	17,834	180	137	76%
3	16,914	215	244	113%
4	13,616	165	131	79%
5	17,616	180	132	73%
6	34,428	340	283	83%
7	10,655	110	90	82%
8	45,436	575	632	110%
9	8,993	110	76	69%
10	51,376	660	663	100%
Total	236,396	2,730	2,556	94%

You've always set yourself apart.

IT'S TIME TO MAKE IT OFFICIAL.

Fewer than eight percent of the 429,000 IEEE members hold this prestigious grade.

APPLY

for Senior Member grade

Look for brand new brochures in your MD kit, and download web graphics in various sizes, like the one to right to place on your websites and newsletters in the online promotional library, www.ieee.org/md.

New Membership 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 the IEEE-USA Referral Program.

The collage includes several promotional materials:

- A horizontal banner: "Discover what IEEE can do for your career." with a "Join Today" button and IEEE logo.
- A vertical banner: "IEEE has different things to offer you at different stages of your career." with a "Join Today" button and IEEE logo.
- A horizontal banner: "Expand Your Network, Get Rewarded" with a "Learn More" button and IEEE logo.
- A horizontal banner: "Get the Tools of The Trade" featuring IEEE-USA merchandise (a cap and bag) and a "LEARN MORE" button.
- A vertical banner: "Expand Your Network, Get Rewarded" with a "Learn More" button and IEEE logo.
- A horizontal banner: "IEEE has different things to offer you at different stages of your career." featuring a quote from Dr. Robyn Murphy, IEEE Fellow, IEEE Robotics and Automation Society Member, with a "Join Today" button and IEEE logo.
- A horizontal banner: "Expand Your Network, Get Rewarded" with a "Learn More" button and IEEE logo.

Membership Development Goals



2016 Membership Development Goals

MD goals are created for each individual Section for both recruitment and retention. Section goals are then rolled up to the Region level, producing the Region goal for recruitment, retention and overall membership.

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For the 2016 MD goals, we reviewed four years of history. Each Section has a unique goal based on different dynamics, so the methodology for creating the goal is different based on whether the Section has had growth or decline, as well as the overall size and location of the Section.

Goals do not separate HG versus student. A benefit of this is that the service deactivation and student elevation processes do not impact progress to goals, because it focuses only on the total number of members that join or renew (regardless of grade).

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.

Goals for reinstatement are assigned on the Region level only. For the complete listing of Section goals, visit the MD goals page on the MD portal, www.ieee.org/md.

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.

Each Section that meets their goal receives 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. Banners are distributed to the Section's Membership Development Chair, and/or Section Chair.

These Sections will also be recognized in the MD Monthly report, region level MD reports and on the MD portal, www.ieee.org/md.

Banners include the membership year and Section name in the graphic. A silver award will be given in either the recruitment or retention category once met. A gold medal of recognition will be given once both goals are met.

At the end of the year, a special gift and certificate of recognition will be mailed to those who earned the gold award. Certificates of recognition will also be mailed to those who earned either silver award.



Outstanding Section Membership
Recruitment and Retention Performance



Region Membership Goals – 2016 Membership Year

Below is a summary by Region showing the goal and progress to goal, as of the current month. At two months into the membership year, the percent to goal should be tracking at 16% or more.

Retention	2016 % Retention Goal	2016 Retention Growth	2016 YTD Oct	% to Goal
R1	83.2%	0.9%	26.6%	32.0%
R2	84.0%	5.0%	27.2%	32.4%
R3	79.8%	0.6%	25.6%	32.1%
R4	80.3%	1.8%	24.8%	30.9%
R5	81.0%	3.0%	25.5%	31.5%
R6	82.4%	0.3%	26.6%	32.3%
R7	77.1%	0.9%	21.7%	28.2%
R8	72.8%	3.9%	18.7%	25.7%
R9	55.1%	0.7%	11.3%	20.4%
R10	57.0%	1.4%	17.1%	30.0%
Total	72.3%	1.9%	21.7%	30.0%

Since most retention activity occurs in the first half of the membership year, the high percentages to goal are expected. This should not be viewed as a sign that retention is tracking far ahead. This will start to level off over the coming months.

The goals for retention growth are reflective of the last four years, and are rather aggressive – local efforts are critical to sustain this.

Recruitment	2016 Recruitment Goal	2016 Recruitment Growth	2016 YTD Oct	% to Goal
R1	3,712	4.6%	973	26.2%
R2	3,122	8.8%	607	19.4%
R3	4,507	9.7%	1,000	22.2%
R4	3,129	7.7%	695	22.2%
R5	4,142	6.0%	935	22.6%
R6	6,429	4.7%	1,394	21.7%
R7	3,070	6.9%	609	19.8%
R8	16,886	2.1%	3,219	19.1%
R9	7,007	5.9%	1,073	15.3%
R10	41,605	5.2%	6,865	16.5%
Total	93,610	5.1%	17,370	18.6%

All Regions are tracking above goal at two months into the membership year. Region 1 has the highest progress to goal so far.

Congratulations to Region 7 - they are continuing to meet the challenge and maintain the growth trend of the last four years.

Reinstatement	2016 Reinstatement Goal	2016 Reinstatement Growth	2016 YTD Oct	% to Goal
R1	1,389	6.0%	304	21.9%
R2	1,162	5.0%	326	28.0%
R3	1,279	5.0%	352	27.5%
R4	863	5.0%	261	30.2%
R5	1,389	6.0%	329	23.7%
R6	2,595	6.0%	575	22.2%
R7	676	5.0%	193	28.5%
R8	3,741	5.0%	1,046	28.0%
R9	1,050	4.9%	266	25.3%
R10	5,033	6.0%	1,200	23.8%
Total	19,177	5.5%	4,852	25.3%

All Regions are tracking above goal at two months into the membership year.

Former members are a ripe pool of candidates to outreach to – and each year that pool grows.

Focus on sustaining reinstatement growth by regularly outreaching to them and/or inviting them to events.

Membership Retention Update

Following the first round of renewal outreaches in early October, along with the completion of the automatic renewal process, overall retention rates are ahead of last year by 2.4%. This represents a significant increase over last year in October, when the same processes put retention ahead by 1.3%.

This was due to a larger number of automatic renewals taking place. There were roughly 36,000 members who were automatically renewed during the week of 13 October (compared to 31,000 last year), accounting for more than 40% of the renewal activity year-to-date.

Overall HG retention is ahead by +3.0%. All Regions have positive gains. However, we are seeing first-year HG retention fall behind. This may be a side effect of the auto-renewal, since now in its third year we have a larger base of 2+ year members, as opposed to first-year members, enrolled in the program. We will see if this is the case as the year progresses, if this big difference levels off.

GSM retention is virtually even with last year; both for overall and first-year graduate student members, as we see the 2013 recruiting anomaly's impact on retention start to level off this year.

The same steady trend is seen in overall undergraduate retention; however first-year undergraduate member retention is behind.

The early renewal drawing deadline is 15 November, and we typically see a big spike in renewal activity leading up to it. In late November, the second paper renewal notice will be mailed to all unrenewed HG members. We will look for another bump in retention in December.

IEEE Membership Renewal / Retention - October 2015																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '16	%, '15		#	%, '16	%, '15		#	%, '16	%, '15		#	%, '16	%, '15
1	27,719	7,933	28.6%	25.3%	1,526	144	9.4%	8.4%	1,467	99	6.7%	6.7%	30,712	8,176	26.6%	23.5%
2	24,284	7,002	28.8%	25.2%	1,346	144	10.7%	7.2%	1,099	119	10.8%	7.6%	26,729	7,265	27.2%	23.4%
3	23,223	6,589	28.4%	23.4%	1,712	190	11.1%	12.3%	2,111	155	7.3%	8.9%	27,046	6,934	25.6%	21.5%
4	17,268	4,709	27.3%	23.3%	1,467	142	9.7%	10.2%	1,305	119	9.1%	6.9%	20,040	4,970	24.8%	21.3%
5	22,955	6,397	27.9%	24.1%	1,404	149	10.6%	10.4%	1,876	142	7.6%	7.6%	26,235	6,688	25.5%	22.2%
6	45,663	13,093	28.7%	24.4%	2,367	230	9.7%	9.0%	2,880	229	8.0%	7.8%	50,910	13,552	26.6%	22.8%
R 1-6	161,112	45,723	28.4%	24.4%	9,822	999	10.2%	9.6%	10,738	863	8.0%	7.7%	181,672	47,585	26.2%	22.6%
7	13,172	3,219	24.4%	23.3%	1,553	156	10.0%	10.7%	1,205	82	6.8%	6.6%	15,930	3,457	21.7%	20.8%
8	53,894	12,058	22.4%	20.5%	8,927	782	8.8%	9.5%	7,326	263	3.6%	4.3%	70,147	13,103	18.7%	17.5%
9	9,991	1,628	16.3%	15.4%	1,014	71	7.0%	8.0%	5,281	137	2.6%	2.5%	16,286	1,836	11.3%	10.9%
10	60,378	15,811	26.2%	24.1%	11,513	588	5.1%	4.9%	25,453	240	0.9%	1.0%	97,344	16,639	17.1%	15.6%
R 7-10	137,435	32,716	23.8%	21.9%	23,007	1,597	6.9%	7.1%	39,265	722	1.8%	2.0%	199,707	35,035	17.5%	16.3%
TOTAL	298,547	78,439	26.3%	23.3%	32,829	2,596	7.9%	7.9%	50,003	1,585	3.2%	3.3%	381,379	82,620	21.7%	19.3%

First-Year Member Renewal / Retention - October 2015																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '16	%, '15		#	%, '16	%, '15		#	%, '16	%, '15		#	%, '16	%, '15
1	1,731	216	12.5%	15.4%	623	30	4.8%	4.5%	1,105	52	4.7%	5.5%	3,459	298	8.6%	10.1%
2	1,514	190	12.5%	14.9%	549	33	6.0%	4.0%	733	44	6.0%	5.6%	2,796	267	9.5%	10.1%
3	1,773	214	12.1%	12.1%	686	37	5.4%	7.1%	1,533	63	4.1%	6.6%	3,992	314	7.9%	9.1%
4	1,266	147	11.6%	12.3%	603	37	6.1%	6.1%	980	62	6.3%	4.9%	2,849	246	8.6%	8.8%
5	1,824	237	13.0%	16.4%	574	26	4.5%	4.6%	1,411	46	3.3%	5.3%	3,809	309	8.1%	10.6%
6	2,994	380	12.7%	16.3%	1,016	59	5.8%	5.1%	2,060	95	4.6%	5.9%	6,070	534	8.8%	10.9%
R 1-6	11,102	1,384	12.5%	14.8%	4,051	222	5.5%	5.3%	7,822	362	4.6%	5.7%	22,975	1,968	8.6%	10.0%
7	1,368	159	11.6%	14.0%	647	35	5.4%	4.3%	837	38	4.5%	4.7%	2,852	232	8.1%	9.3%
8	6,486	667	10.3%	11.4%	4,336	219	5.1%	5.7%	5,728	136	2.4%	3.0%	16,550	1,022	6.2%	7.3%
9	1,939	129	6.7%	8.2%	448	15	3.3%	3.9%	4,213	65	1.5%	1.4%	6,600	209	3.2%	3.8%
10	10,595	1,000	9.4%	11.2%	7,284	193	2.6%	2.7%	21,555	117	0.5%	0.6%	39,434	1,310	3.3%	3.8%
R 7-10	20,388	1,955	9.6%	11.2%	12,715	462	3.6%	3.7%	32,333	356	1.1%	1.3%	65,436	2,773	4.2%	5.0%
TOTAL	31,490	3,339	10.6%	12.5%	16,766	684	4.1%	4.1%	40,155	718	1.8%	2.2%	88,411	4,741	5.4%	6.3%

Recruitment Update

Look at all that green on the recruitment chart this month, especially within the higher grade ranks! This is a very welcome reversal of the negative trend we'd been seeing since February. Overall recruitment went from -9.2% last month to +4.4% this month. The IEEEExtreme Programming Competition, incentives around IEEE Day, and a “double MGM awards in October” promotion all helped move the needle. In fact, MGM participation in October was 25% higher year-over-year. The recruitment declines are continuing to level off, and we are slowly seeing a return to typical recruitment levels. Here is how each of the three categories impacted the overall result:

- **Undergraduate recruitment** went from -18.5% last month to being ahead +5.2%.
 - Last year at this time: undergraduate recruitment was up +9.8%.
- **Graduate student recruitment** saw that nice positive jump last month (+7.1%), but this month returned a negative position (-2.0%), though not as wide as we had seen in earlier this year.
 - Last year at this time: graduate student recruitment was up +5.8%.
- **Higher Grade recruitment** continues a five month improvement trend, and the second month positive, at +10.7%. This is the first month that R1-6 HG recruitment has been positive.
 - Last year at this time: higher grade recruitment was down -14.3%.

➔ Sections are encouraged to **promote the Member-Get-a-Member referral program** to existing members, especially within the student branches in your Section. Need help or ideas? E-mail elyn.perez@ieee.org.

Cumulative Recruitment - October 2015

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change	
			#	%			#	%			#	%			#	%
1	163	142	21	14.8%	191	168	23	13.7%	619	590	29	4.9%	973	900	73	8.1%
2	133	139	(6)	-4.3%	151	173	(22)	-12.7%	323	358	(35)	-9.8%	607	670	(63)	-9.4%
3	147	145	2	1.4%	200	189	11	5.8%	653	843	(190)	-22.5%	1,000	1,177	(177)	-15.0%
4	112	92	20	21.7%	188	251	(63)	-25.1%	395	463	(68)	-14.7%	695	806	(111)	-13.8%
5	194	164	30	18.3%	151	169	(18)	-10.7%	590	643	(53)	-8.2%	935	976	(41)	-4.2%
6	303	290	13	4.5%	249	250	(1)	-0.4%	842	909	(67)	-7.4%	1,394	1,449	(55)	-3.8%
R 1-6	1,052	972	80	8.2%	1,130	1,200	(70)	-5.8%	3,422	3,806	(384)	-10.1%	5,604	5,978	(374)	-6.3%
7	118	138	(20)	-14.5%	157	150	7	4.7%	334	410	(76)	-18.5%	609	698	(89)	-12.8%
8	546	464	82	17.7%	885	830	55	6.6%	1,788	1,696	92	5.4%	3,219	2,990	229	7.7%
9	139	165	(26)	-15.8%	114	134	(20)	-14.9%	820	963	(143)	-14.8%	1,073	1,262	(189)	-15.0%
10	934	780	154	19.7%	1,395	1,442	(47)	-3.3%	4,536	3,488	1,048	30.0%	6,865	5,710	1,155	20.2%
R 7-10	1,737	1,547	190	12.3%	2,551	2,556	(5)	-0.2%	7,478	6,557	921	14.0%	11,766	10,660	1,106	10.4%
TOTAL	2,789	2,519	270	10.7%	3,681	3,756	(75)	-2.0%	10,900	10,363	537	5.2%	17,370	16,638	732	4.4%

IEEE-USA Recruitment Incentive



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 offers a US\$25 discount on their first year (16 August - 28 February), or to join at the special half year dues rate (1 March – 15 August). 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, portable charger, tablet case, umbrella and more.

MGA will promote the program in the monthly Benefits Bulletin, and **Sections and Regions should promote the program on their own website.** For more information on how to do this, contact elyn.perez@ieee.org.

	2016 MY To Date	2015 MY Total	2014 MY Total	Program To Date
Referrals Submitted	395	941	1,240	2,576
Referrals Joined	68	224	397	689
% of Referrals Joined	17.2%	23.8%	32.0%	26.7%
# New US HG Members	49	168	295	512

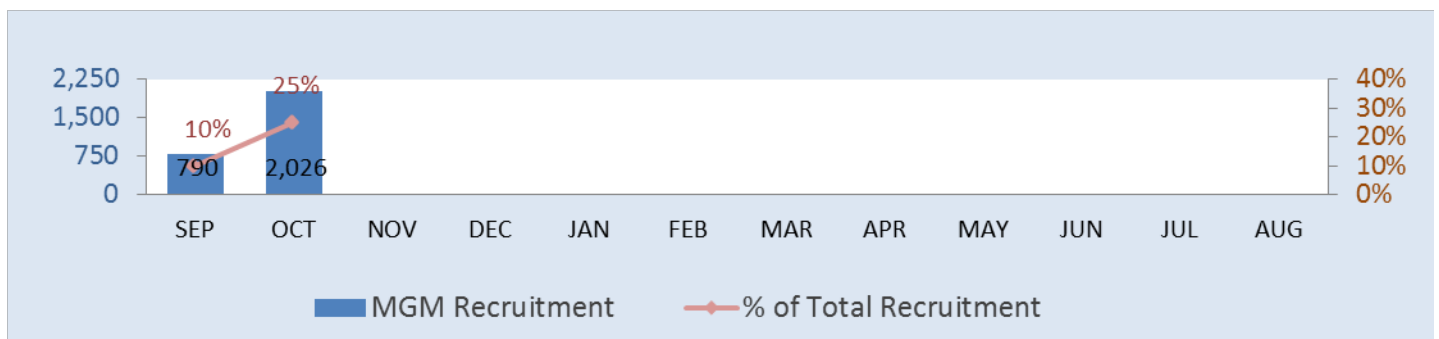


Recruiters of the Month – Member-Get-a-Member (MGM) Program

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.

Muneer M	R10, Kerala Section	45 new members	Manoj Debnath	R10, Kolkata Section	15 new members
Afzal AH	R10, Kerala Section	42 new members	Rohan Anand	R10, Delhi Section	14 new members
Tushar Sharma	R7, Southern Alberta Section	30 new members	Motasem Khalil	R8, Jordan Section	14 new members
Haifa Hammas	R8, Tunisia Section	24 new members	Mohit Khanna	R10, Delhi Section	14 new members
Sandaruwan Nanayakkara	R10, Sri Lanka Section	24 new members	Anmol Malhotra	R10, Delhi Section	14 new members
Deeksha M	R10, Bangalore Section	23 new members	Krishnan Dhingra	R10, Delhi Section	14 new members
Veronica Matar	R8, Lebanon Section	22 new members	Arun M	R10, Madras Section	13 new members
Ibrahem Da’na	R8, Jordan Section	20 new members	Thomas Sabu	R10, Kerala Section	12 new members
Badrinarayan Sahu	R10, Kolkata Section	19 new members	Manishi Goel	R10, Delhi Section	12 new members
Suhail P	R10, Kerala Section	19 new members	Sreehari S	R10, Kerala Section	12 new members
Shashank Venkataramanan	R10, Bombay Section	19 new members	Mouna Tayehi	R8, Tunisia Section	12 new members
Karel Lemahieu	R8, Benelux Section	19 new members	Namitha Pillai	R10, Kerala Section	12 new members
Kshitij Nagvekar	R10, Bombay Section	18 new members	Diego Calderon de Leon	R9, Guatemala Section	11 new members
Ansu Joseph	R10, Kerala Section	16 new members	Seema Munawara	R10, Hyderabad Section	11 new members
Shad Anwar	R10, Kerala Section	16 new members	Niti Singh	R10, Delhi Section	11 new members
Malith Senaweera	R10, Sri Lanka Section	16 new members	Franziska Schwingenschloegl	R8, Germany Section	11 new members
Aneesh Wunnava	R10, Kolkata Section	15 new members	Shezar Sheikh	R10, Karachi Section	11 new members
Andanagouda Patil	R10, Bangalore Section	15 new members	Gayathri Narayan	R10, Bangalore Section	11 new members
Aman Jain	R10, Delhi Section	15 new members	Varshini Ailavajhala	R10, Delhi Section	10 new members
Constanza Perez Garcia	R9, Chile Section	15 new members	Erenalp Danaci	R8, Turkey Section	10 new members
Namratha Nagaraj	R10, Bangalore Section	15 new members	Sidney Jose	R10, Kerala Section	10 new members
Muhammed Irfan	R10, Kerala Section	15 new members	Khaleel Masri	R8, Jordan Section	10 new members
Thushara Dahanayake	R10, Sri Lanka Section	15 new members			



2016 Membership YTD: 2,816 new members
Same period last year: 2,814

Membership by Region	Oct '15	e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10.
		Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Red shading > (1.0%)

Geographic IEEE Membership Summary - October 2015																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change	
			#	%			#	%			#	%			#	%
1	28,016	28,586	(570)	-2.0%	1,788	1,872	(84)	-4.5%	2,197	2,273	(76)	-3.3%	32,001	32,731	(730)	-2.2%
2	24,498	25,295	(797)	-3.2%	1,580	1,758	(178)	-10.1%	1,552	1,802	(250)	-13.9%	27,630	28,855	(1,225)	-4.2%
3	23,618	24,078	(460)	-1.9%	2,018	2,173	(155)	-7.1%	2,919	3,276	(357)	-10.9%	28,555	29,527	(972)	-3.3%
4	17,498	18,116	(618)	-3.4%	1,711	1,884	(173)	-9.2%	1,811	1,875	(64)	-3.4%	21,020	21,875	(855)	-3.9%
5	23,309	23,413	(104)	-0.4%	1,629	1,798	(169)	-9.4%	2,601	2,616	(15)	-0.6%	27,539	27,827	(288)	-1.0%
6	46,454	47,001	(547)	-1.2%	2,726	2,710	16	0.6%	3,903	4,174	(271)	-6.5%	53,083	53,885	(802)	-1.5%
R 1-6	163,393	166,489	(3,096)	-1.9%	11,452	12,195	(743)	-6.1%	14,983	16,016	(1,033)	-6.4%	189,828	194,700	(4,872)	-2.5%
7	13,364	13,744	(380)	-2.8%	1,810	1,918	(108)	-5.6%	1,575	1,730	(155)	-9.0%	16,749	17,392	(643)	-3.7%
8	54,910	55,806	(896)	-1.6%	10,157	10,308	(151)	-1.5%	9,337	9,159	178	1.9%	74,404	75,273	(869)	-1.2%
9	10,245	10,469	(224)	-2.1%	1,170	1,339	(169)	-12.6%	6,286	6,185	101	1.6%	17,701	17,993	(292)	-1.6%
10	61,881	60,727	1,154	1.9%	13,305	14,594	(1,289)	-8.8%	30,455	29,172	1,283	4.4%	105,641	104,493	1,148	1.1%
R 7-10	140,400	140,746	(346)	-0.2%	26,442	28,159	(1,717)	-6.1%	47,653	46,246	1,407	3.0%	214,495	215,151	(656)	-0.3%
TOTAL	303,793	307,235	(3,442)	-1.1%	37,894	40,354	(2,460)	-6.1%	62,636	62,262	374	0.6%	404,323	409,851	(5,528)	-1.3%

- Overall membership decline showed improvement, from -1.8% to -1.3%
 - Main driver: Positive YoY recruitment gains
 - Last October was at -1.0%
- Higher-grade membership is down -1.1%, improved four tenths since last month
 - All but two regions showed improvement
 - Regions 1-6 HG improved three tenths, down -1.9%
 - Regions 7-10 also improved three tenths, down -0.2%
 - Last year October HG was flat YoY
- Graduate student membership decline had been improving but dropped back another 2 percent from last month
 - All regions impacted
 - Driven by smaller recruitment gains
 - Last year this time was -0.6%
- Undergraduate student membership ahead by 0.6%, was -12.8% last month
 - Main driver – Recruitment bumps align with IEEEExtreme programming competition registration
 - Last year this time was -6.2%

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 October 2015																				
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	
	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
IEEE Societies																				
DIVISION I																				
Circuits & Systems	9,226	9,263	-37	-0.4%	454	444	10	2.3%	47	40	7	17.5%	9,727	9,747	-20	-0.2%	9,680	9,707	-27	-0.3%
Electron Devices	9,532	9,647	-115	-1.2%	361	457	-96	-21.0%	50	52	-2	-3.8%	9,943	10,156	-213	-2.1%	9,893	10,104	-211	-2.1%
Solid-State Circuits	9,372	9,407	-35	-0.4%	176	211	-35	-16.6%	105	96	9	9.4%	9,653	9,714	-61	-0.6%	9,548	9,618	-70	-0.7%
Div I Subtotal	28,130	28,317	-187	-0.7%	991	1,112	-121	-10.9%	202	188	14	7.4%	29,323	29,617	-294	-1.0%	29,121	29,429	-308	-1.0%
DIVISION II																				
Components, Packaging & Mfg Tech	2,407	2,441	-34	-1.4%	49	50	-1	-2.0%	27	27	0	0.0%	2,483	2,518	-35	-1.4%	2,456	2,491	-35	-1.4%
Dielectrics & Electrical Insulation	2,090	2,181	-91	-4.2%	14	35	-21	-60.0%	26	23	3	13.0%	2,130	2,239	-109	-4.9%	2,104	2,216	-112	-5.1%
Industry Applications	11,105	10,296	809	7.9%	1,502	867	635	73.2%	47	42	5	11.9%	12,654	11,205	1,449	12.9%	12,607	11,163	1,444	12.9%
Instrumentation & Measurements	3,915	3,925	-10	-0.3%	78	92	-14	-15.2%	15	24	-9	-37.5%	4,008	4,041	-33	-0.8%	3,993	4,017	-24	-0.6%
Power Electronics	7,458	7,271	187	2.6%	306	259	47	18.1%	29	29	0	0.0%	7,793	7,559	234	3.1%	7,764	7,530	234	3.1%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,162	2,128	34	1.6%	44	42	2	4.8%	40	30	10	33.3%	2,246	2,200	46	2.1%	2,206	2,170	36	1.7%
Div II Subtotal	29,137	28,242	895	3.2%	1,993	1,345	648	48.2%	184	175	9	5.1%	31,314	29,762	1,552	5.2%	31,130	29,587	1,543	5.2%
DIVISION III																				
Communications	29,351	42,771	-13,420	-31.4%	806	4,750	-3,944	-83.0%	1,075	1,020	55	5.4%	31,232	48,541	-17,309	-35.7%	30,157	47,521	-17,364	-36.5%
DIVISION IV																				
Antennas & Propagation	8,375	8,176	199	2.4%	242	237	5	2.1%	49	51	-2	-3.9%	8,666	8,464	202	2.4%	8,617	8,413	204	2.4%
Broadcast Technology	1,611	1,642	-31	-1.9%	51	45	6	13.3%	20	18	2	11.1%	1,682	1,705	-23	-1.3%	1,662	1,687	-25	-1.5%
Consumer Electronics	3,068	2,923	145	5.0%	133	108	25	23.1%	21	18	3	16.7%	3,222	3,049	173	5.7%	3,201	3,031	170	5.6%
Electromagnetic Compatibility	3,844	3,862	-18	-0.5%	45	35	10	28.6%	33	28	5	17.9%	3,922	3,925	-3	-0.1%	3,889	3,897	-8	-0.2%
Magnetics	2,954	3,011	-57	-1.9%	66	66	0	0.0%	83	76	7	9.2%	3,103	3,153	-50	-1.6%	3,020	3,077	-57	-1.9%
Microwave Theory & Techniques	10,846	10,977	-131	-1.2%	271	257	14	5.4%	35	33	2	6.1%	11,152	11,267	-115	-1.0%	11,117	11,234	-117	-1.0%
Nuclear & Plasma Sciences	2,803	2,960	-157	-5.3%	55	80	-25	-31.3%	45	44	1	2.3%	2,903	3,084	-181	-5.9%	2,858	3,040	-182	-6.0%
Div IV Subtotal	33,501	33,551	-50	-0.1%	863	828	35	4.2%	286	268	18	6.7%	34,650	34,647	3	0.0%	34,364	34,379	-15	0.0%
DIVISION V/VIII																				
Computer	42,893	45,518	-2,625	-5.8%	2,994	3,363	-369	-11.0%	8,395	9,676	-1,281	-13.2%	54,282	58,557	-4,275	-7.3%	45,887	48,881	-2,994	-6.1%

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

IEEE Society Membership Totals as of October 2015																				
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	
	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
IEEE Societies																				
DIVISION VI																				
Education	3,266	3,321	-55	-1.7%	86	73	13	17.8%	40	42	-2	-4.8%	3,392	3,436	-44	-1.3%	3,352	3,394	-42	-1.2%
Industrial Electronics	6,159	5,917	242	4.1%	224	183	41	22.4%	30	19	11	57.9%	6,413	6,119	294	4.8%	6,383	6,100	283	4.6%
Product Safety Engineering	808	817	-9	-1.1%	3	8	-5	-62.5%	12	8	4	50.0%	823	833	-10	-1.2%	811	825	-14	-1.7%
Professional Communication	693	705	-12	-1.7%	14	25	-11	-44.0%	49	56	-7	-12.5%	756	786	-30	-3.8%	707	730	-23	-3.2%
Reliability	1,764	1,840	-76	-4.1%	26	16	10	62.5%	25	24	1	4.2%	1,815	1,880	-65	-3.5%	1,790	1,856	-66	-3.6%
Social Implications of Technology	1,410	1,402	8	0.6%	27	30	-3	-10.0%	12	19	-7	-36.8%	1,449	1,451	-2	-0.1%	1,437	1,432	5	0.3%
Technology and Engineering Management	2,832	607	2,225		55	4	51		33	12	21		2,920	623	2,297		2,887	611	2,276	373%
Div VI Subtotal	16,932	14,609	2,323	15.9%	435	339	96	28.3%	201	180	21	11.7%	17,568	15,128	2,440	16.1%	17,367	14,948	2,419	16.2%
DIVISION VII																				
Power & Energy	29,492	28,998	494	1.7%	3,890	2,808	1,082	38.5%	331	308	23	7.5%	33,713	32,114	1,599	5.0%	33,382	31,806	1,576	5.0%
DIVISION IX																				
Aerospace & Electronic Systems	4,459	4,520	-61	-1.3%	237	252	-15	-6.0%	25	28	-3	-10.7%	4,721	4,800	-79	-1.6%	4,696	4,772	-76	-1.6%
Geoscience & Remote Sensing	3,325	3,174	151	4.8%	96	95	1	1.1%	202	201	1	0.5%	3,623	3,470	153	4.4%	3,421	3,269	152	4.6%
Information Theory	3,264	3,255	9	0.3%	68	67	1	1.5%	29	23	6	26.1%	3,361	3,345	16	0.5%	3,332	3,322	10	0.3%
Intelligent Transportation Systems	1,459	1,334	125	9.4%	31	24	7	29.2%	25	24	1	4.2%	1,515	1,382	133	9.6%	1,490	1,358	132	9.7%
Oceanic Engineering	1,767	1,721	46	2.7%	45	75	-30	-40.0%	24	23	1	4.3%	1,836	1,819	17	0.9%	1,812	1,796	16	0.9%
Signal Processing	17,494	16,301	1,193	7.3%	1,550	542	1,008	186.0%	165	159	6	3.8%	19,209	17,002	2,207	13.0%	19,044	16,843	2,201	13.1%
Vehicular Technology	4,097	4,101	-4	-0.1%	112	138	-26	-18.8%	32	24	8	33.3%	4,241	4,263	-22	-0.5%	4,209	4,239	-30	-0.7%
Div IX Subtotal	35,865	34,406	1,459	4.2%	2,139	1,193	946	79.3%	502	482	20	4.1%	38,506	36,081	2,425	6.7%	38,004	35,599	2,405	6.8%
DIVISION X																				
Computational Intelligence	6,789	6,211	578	9.3%	673	340	333	97.9%	82	92	-10	-10.9%	7,544	6,643	901	13.6%	7,462	6,551	911	13.9%
Control Systems	8,762	9,118	-356	-3.9%	272	295	-23	-7.8%	75	68	7	10.3%	9,109	9,481	-372	-3.9%	9,034	9,413	-379	-4.0%
Engineering in Medicine & Biology	9,047	8,775	272	3.1%	1,467	741	726	98.0%	974	566	408	72.1%	11,488	10,082	1,406	13.9%	10,514	9,516	998	10.5%
Photonics	5,799	5,625	174	3.1%	100	73	27	37.0%	169	134	35	26.1%	6,068	5,832	236	4.0%	5,899	5,698	201	3.5%
Robotics & Automation	10,774	10,072	702	7.0%	2,018	1,809	209	11.6%	128	107	21	19.6%	12,920	11,988	932	7.8%	12,792	11,881	911	7.7%
Systems, Man & Cybernetics	4,302	4,413	-111	-2.5%	185	192	-7	-3.6%	42	41	1	2.4%	4,529	4,646	-117	-2.5%	4,487	4,605	-118	-2.6%
Div X Subtotal	45,473	44,214	1,259	2.8%	4,715	3,450	1,265	36.7%	1,470	1,008	462	45.8%	51,658	48,672	2,986	6.1%	50,188	47,664	2,524	5.3%
TOTAL	290,774	300,626	-9,852	-3.3%	18,826	19,188	-362	-1.9%	12,646	13,305	-659	-5.0%	322,246	333,119	-10,873	-3.3%	309,600	319,814	-10,214	-3.2%

*Added new in 2015, so YoY comparison is very high.



Women in Engineering (WIE)					Oct '15				
Grade	This Month '15	This Month '14	Year-over-Year		Region	This Month '15	This Month '14	Year-over-Year	
			#	%				#	%
Fellow	96	94	2	2.1%	U.S.	3,317	3,319	(2)	-0.1%
Senior Member	649	582	67	11.5%	Canada	377	347	30	8.6%
Member	4147	4126	21	0.5%	Europe, Middle East, Africa	2,654	2,453	201	8.2%
Associate Member	153	140	13	9.3%	Latin America	2,434	2,172	262	12.1%
Graduate Student	1697	1705	(8)	-0.5%	Asia & Pacific	7,058	5,754	1,304	22.7%
Student	9097	7398	1,699	23.0%	Total	15,840	14,045	1,795	12.8%
Total	15,839	14,045	1,794	12.8%					

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				Oct '15			
Grade	This Month '15	This Month '14	Year-over-Year				
			#	%			
Student	50	46	4	8.7%			
Higher-Grade	6,220	6,352	(132)	-2.1%			
Affiliate	66	91	(25)	-27.5%			
Total	6,336	6,492	(153)	-2.4%			

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 - October 2015									
Region	Higher Grade w/o GSM			Graduate Student Members			Total		
	2015	2014	% change	2015	2014	% change	2015	2014	% change
1	4,484	4,548	-1.4%	1,773	1,876	-5.5%	6,257	6,424	-2.6%
2	4,044	4,273	-5.4%	1,574	1,770	-11.1%	5,618	6,043	-7.0%
3	4,618	4,816	-4.1%	2,007	2,199	-8.7%	6,625	7,015	-5.6%
4	3,756	3,974	-5.5%	1,697	1,903	-10.8%	5,453	5,877	-7.2%
5	4,805	4,682	2.6%	1,619	1,813	-10.7%	6,424	6,495	-1.1%
6	8,501	8,633	-1.5%	2,731	2,749	-0.7%	11,232	11,382	-1.3%
R 1-6	30,208	30,926	-2.3%	11,401	12,310	-7.4%	41,609	43,236	-3.8%
7	3,715	3,884	-4.4%	1,802	1,932	-6.7%	5,517	5,816	-5.1%
8	18,460	18,889	-2.3%	10,237	10,113	1.2%	28,697	29,002	-1.1%
9	4,072	4,033	1.0%	1,342	1,355	-1.0%	5,414	5,388	0.5%
10	20,811	19,702	5.6%	13,724	14,512	-5.4%	34,535	34,214	0.9%
R 7-10	47,058	46,508	1.2%	27,105	27,912	-2.9%	74,163	74,420	-0.3%
TOTAL	77,267	77,434	-0.2%	38,506	40,222	-4.3%	115,773	117,656	-1.6%

In 2015, Young Professionals eligibility rules changed, broadening the scope of “ten years from first degree” to “fifteen years from first degree”.



ETA KAPPA NU
Electrical and Computer Engineering Honor Society

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - October 2015									
Region	Higher Grade w/o GSM			Total Students			Total		
	2015	2014	% change	2015	2014	% change	2015	2014	% change
1	1,216	1,178	3.2%	441	438	0.7%	1,657	1,616	2.5%
2	1,178	1,112	5.9%	374	333	12.3%	1,552	1,445	7.4%
3	1,191	1,134	5.0%	551	515	7.0%	1,742	1,649	5.6%
4	903	922	-2.1%	495	416	19.0%	1,398	1,338	4.5%
5	1,274	1,190	7.1%	481	469	2.6%	1,755	1,659	5.8%
6	1,556	1,494	4.1%	677	625	8.3%	2,233	2,119	5.4%
R 1-6	7,318	7,030	4.1%	3,019	2,796	8.0%	10,337	9,826	5.2%
7	37	27	37.0%	11	24	-54.2%	48	51	-5.9%
8	77	65	18.5%	33	10	230.0%	110	75	46.7%
9	57	25	128.0%	78	47	66.0%	135	72	87.5%
10	103	71	45.1%	68	49	38.8%	171	120	42.5%
R 7-10	274	188	45.7%	190	130	46.2%	464	318	45.9%
TOTAL	7,592	7,218	5.2%	3,209	2,926	9.7%	10,801	10,144	6.5%