



MD Monthly – FEBRUARY 2016

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

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Monthly Census	YoY Variance			Feb '16	Feb '15	Jan '16	Feb '16 vs. Jan '16
IEEE Membership	⬇️	-5,708	-1.9%	296,475	302,183	427,935	-30.7%
o Honorary	⬇️	-1	-3.0%	32	33	32	0.0%
o Fellow	⬆️	128	+1.8%	7,124	6,996	7,548	-5.6%
o Senior Member	⬆️	1,406	+4.1%	35,755	34,349	38,611	-7.4%
o Member	⬇️	-4,663	-2.5%	183,939	188,602	254,113	-27.6%
o Associate Member	⬇️	-614	-10.9%	5,006	5,620	8,256	-39.4%
o Graduate Student	⬇️	-1,523	-5.3%	27,156	28,679	45,029	-39.7%
o Undergraduate Student	⬇️	-441	-1.2%	37,463	37,904	74,346	-49.6%
Society Membership	⬇️	-3,383	-1.4%	244,181	247,564	312,699	-21.9%
o 12 Societies up > 1%	⬆️	2,328	Societies Note: Sum of respective gains and losses, with all counts excluding Affiliates. Including Affiliates, total Society memberships are down year-over-year by -4,408 or -1.7%.				
o 7 Societies +/- 1%	⬆️	5					
o 20 Societies down > 1%	⬇️	-5,716					

MD Venue	February - Membership Year To Date									
	'16	'15	'14	'13			'16	'15	'14	'13
Retention	63.5% 242,176	63.0% 244,573	64.2% 252,554	64.5% 253,191		Recruitment	45,387	43,548	44,297	47,934
Higher-Grade	73.8% 217,654	73.2% 219,126	74.8% 223,336	73.3% 221,694		Reinstatement	10,794	10,428	9,992	9,280
STU/GSM	28.4% 24,522	28.5% 25,447	30.8% 26,662	34.8% 31,497		Recovery	n/a	n/a	n/a	n/a

MD Resources (IEEE Account required)	<u>New Members</u> 	<u>SAMIEEE</u> 	<u>Reports</u> 	<u>Webcasts</u> 	<u>MD Kit Ordering</u> 	<u>Presentations</u>
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	Recruitment Activities	Retention Activities
A P R	Continue focus on recovery activities → → Half-Year Dues Cycle – IEEE begins accepting ½-price dues for present year of service. Individuals who join IEEE in April receive 9 months of membership for the price of 6.	Member Recovery – Reach out to those members in arrears. Utilize the pre-defined SAMIEEE query "(MD) Members in Arrears", or on the Section Vitality Dashboard, locate the tab named "Members in Arrears/Inactive". Links to all MD resources can be found at www.ieee.org/md .
M A Y	Half-Year Dues Cycle —IEEE accepts ½-year dues for the present year of service. Individuals who join IEEE in May receive 8 months of membership for the price of 6. Order MD Kit for upcoming events / member recruitment opportunities (no cost).	First Year Members – Member retention begins the day after a new member joins IEEE, and receives a personal greeting from like-minded members and Volunteers. Don't forget to make use of the new member rosters, available to Section and MD officers monthly.



February MD Highlights

IEEE Membership

Overall membership ended the month down -1.9%, a half of a percent higher than last month. This might seem counterintuitive since all metrics are up: recruitment gains in all grade categories continued and even increased, reinstatement activity remains ahead of last year by 3.5%, and retention rates are now outpacing year-over-year. (See chart on page 1.) So why the decline in overall membership? The answer is that as overall retention declines (and it has every year as a percentage) we begin each new year with fewer members. Typically membership renewals account for 85% of the size of membership, and any change in recruitment levels has not been significant to overcome or offset declining retention. This cycle repeats again each year.

However, the rate of overall decline has been shrinking the last three years. There is some indication that we might start to reverse the trend this year if retention rates, recruitment, and reinstatement activity continue to outpace YoY. As we enter the arrears recovery period in March, local outreaches will be critical to maintain the momentum.

Recruitment

Overall recruitment is ahead of last year by +4.2%, up once again from +3.0% last month and shrinking gains the last three months. On a percentage basis, higher grade gains are driving the result, but undergraduate student numbers are driving the count almost as equally. The longer term trend for recruitment continues to show we are outperforming the last two years, returning to the levels seen last in 2013. In fact, this was the largest February result for higher grade recruitment since 2012. Driving this is a new industry outreach partnership in the Hong Kong Section in Region 10, which has seen over 1,000 new higher grade members this year as a result.

See more detail on recruitment, page 10.

➡ Remember, as of 1 March half year dues are in effect for new members. The value proposition for a new member joining this month is very compelling – join now and get nine months for the price of six. Links to all MD resources plus communications templates can be found at www.ieee.org/md.

Retention

The service deactivation took place on 20 February, effectively removing more than 141,000 members from active status. In spite of this process, overall retention is better year-over-year. Retention – as a percentage – is ahead by a half percent over February 2015.

Overall retention is ahead of last year by a half a percent. Higher grade and graduate student member retention eliminated their YoY gaps and are ahead of last year. Undergraduate student retention eliminated its gap and is now even YoY.

We saw very early gains in retention followed by several months of declines. This is the sign of retention rebounding, and supports the trend we are starting to see emerge in the last several years – that is more members waiting longer to renew. We will watch this trend closely in March and April, when the majority of arrears recovery activity occurs.

➡ **The service deactivation occurred on 20 February.** Be sure to reach out to your unrenewed members. Identify your unrenewed members using the SAMIEEE query “(MD) 2015 Last Renewal Year for Active Members – Name, Grade, Email.” Even post-deactivation, every Section should be reaching out to this group. They can renew any time before August to remain a member for 2016. Need help or ideas? Contact elyn.perez@ieee.org, or use the templates available on the MD portal, www.ieee.org/md.

See more detail on retention and the service deactivation, pages 7-8.

Society Membership

Overall Society memberships are down -1.4% year-over-year, having improved YoY declines for the last two months. The service deactivation also impacts IEEE members with one or more society memberships that did not renew. So the large month-over-month decline in society memberships is an expected trend. As a percentage, this month-over-month decline is an improvement over last year.

The continued improvement is a result of the YoY decline in Comm Soc membership stabilizing. In fact in February the YoY loss dropped dramatically from -27.5% to -7.7%, or 1,950 members. We began seeing these large Comm Soc losses in May of 2015, when the elimination of marketing programs that offered free membership were halted.

The top Societies in terms of percentage growth in February were Robotics & Automation Society (+6.7%), Power Electronics Society (+6.4%), and Technology & Engineering Management Society (+6.0%).

Society membership details begin on page 11.



Since its official launch in October, IEEE Collabratec (CT) now has more than 31,000 users (as of February month end). Of those, about 70% are outside of the US. The platform is open to members and non-members alike, with special member-only features that are beginning to drive some recruitment activity. The percentage of non-member users is growing – a ripe recruitment opportunity.

We see two different trends. First, those that signed up on Collabratec and then became IEEE members, some of which were former members who came back. (See chart below.) Second, is the engagement of first year members. Through February 5% of new members signed up on Collabratec. This is a metric we will begin watching along with any changes in first year member retention.

What does this mean to you? Begin leveraging the platform as an easy lead generation tool. Invite non-members at your events and conferences to sign up for a free account. That is the single easiest way to engage them, and to capture their information and integrate it into the back-end CRM system that we utilize to generate campaigns for recruitment.

ACTIVITY				
<i>Membership Year Cumulative - Sep through January 2016</i>	Higher Grade	Graduate Student	Undergrad Student	TOTAL
Non-Member Sign-up to Active Member Conversions	84	102	279	465
Former Member Sign-up to Active Member Conversions	76	43	85	204
sub-total	160	145	364	669
First-Year Member Sign-ups to IEEE Collabratec (joined IEEE, and then signed-up)	457	508	1403	2,368

NEW IN COLLABRATEC – IEEE Membership Forum

We are pleased to announce the creation of a new community exclusively for IEEE members. Inside the IEEE Membership Forum community your members will find:

- Information about the many benefits of IEEE Membership
- Exclusive offers and opportunities available only to IEEE members.
- Real time announcements of events such as Webinars, Live Streaming on IEEE.tv, and member-only Q&A sessions
- Recognition of member achievements including grade elevation, awards, or media coverage
- Access to IEEE Contact Center associates to answer general questions about IEEE Membership

All existing member users were automatically invited to belong. All new members will be invited into the community once they become CT users. It will become another channel for members to ask questions, have discussions, or learn about new member benefits and offerings. This could be a pivotal new touch point in the first year engagement cycle, especially for students.



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.

See page 6 of this report for the list of Sections that have achieved their goals thus far.

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.

Special congratulations to the Kuwait Section and Vietnam Section, for already earning the gold medal of recognition – having met goals for both recruitment and retention!

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 half way through the membership year, the percent to goal should be tracking at 50% or more.

Retention	2016 % Retention Goal	2016 Retention Growth	2016 YTD Feb	% to Goal
R1	83.2%	0.9%	75.8%	91.1%
R2	84.0%	5.0%	76.8%	91.4%
R3	79.8%	0.6%	72.5%	90.8%
R4	80.3%	1.8%	72.9%	90.8%
R5	81.0%	3.0%	71.6%	88.4%
R6	82.4%	0.3%	73.9%	89.7%
R7	77.1%	0.9%	68.7%	89.2%
R8	72.8%	3.9%	62.0%	85.2%
R9	55.1%	0.7%	42.4%	76.9%
R10	57.0%	1.4%	47.8%	83.8%
Total	72.3%	1.9%	63.5%	87.8%

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. Conduct an outreach to your members in arrears.

Improving retention is the biggest factor in growing IEEE membership overall.

Recruitment	2016 Recruitment Goal	2016 Recruitment Growth	2016 YTD Feb	% to Goal
R1	3,712	4.6%	2,040	54.9%
R2	3,122	8.8%	1,481	47.4%
R3	4,507	9.7%	2,178	48.3%
R4	3,129	7.7%	1,511	48.3%
R5	4,142	6.0%	1,993	48.1%
R6	6,429	4.7%	3,197	49.7%
R7	3,070	6.9%	1,379	44.9%
R8	16,886	2.1%	8,763	51.9%
R9	7,007	5.9%	2,387	34.1%
R10	41,605	5.2%	20,458	49.2%
Total	93,610	5.1%	45,387	48.5%

Overall we are tracking just below goal for recruitment – we need to regain the momentum following two months of higher than average recruitment. Region 1 continues to have the highest progress to goal so far, with Region 8 not far behind.

Below is the number of Sections by Region that are on track – meaning they are at 50% or more of their goal at six months into the membership year.

Region	# of Sections on Target	% of Sections
1	15	68.2%
2	9	45.0%
3	19	46.3%
4	8	34.8%
5	13	50.0%
6	13	37.1%
7	9	45.0%
8	22	37.9%
9	4	11.4%
10	18	30.5%
Total	130	38.3%

Reinstatement	2016 Reinstatement Goal	2016 Reinstatement Growth	2016 YTD Feb	% to Goal
R1	1,389	6.0%	699	50.3%
R2	1,162	5.0%	679	58.4%
R3	1,279	5.0%	715	55.9%
R4	863	5.0%	517	59.9%
R5	1,389	6.0%	711	51.2%
R6	2,595	6.0%	1,440	55.5%
R7	676	5.0%	414	61.2%
R8	3,741	5.0%	2,242	59.9%
R9	1,050	4.9%	555	52.9%
R10	5,033	6.0%	2,822	56.1%
Total	19,177	5.5%	10,794	56.3%

All Regions are tracking above goal for reinstatement activity.

Former members are a ripe pool of candidates to outreach to – and each year that pool grows. After the service deactivation, the members who didn't renew last year (in Arrears for 2014) will become Inactive and added to the former member pool.

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

2016 Membership Development Goals: Section Recognition

Congratulations to the following Sections who are on track (50%+) to meet their recruitment goal for the 2016 membership year!

Next month we will begin reporting on retention goal achievement as well. Retention tracks very far ahead at this time of year – most renewal activity has already taken place. It is the arrears recovery performance that will be critical to reaching those goals.

A special recognition is given to the nine Sections that met or surpassed their recruitment goals for the year already, highlighted in green:

Region 1	% to Goal
Mid-Hudson Section	150.0%
Rochester Section	74.8%
Syracuse Section	74.4%
Maine Section	69.5%
Mohawk Valley Section	65.9%
North Jersey Section	61.4%
Providence Section	60.7%
Buffalo Section	58.5%
Green Mountain Section	56.4%
Connecticut Section	56.3%
New York Section	54.6%
Ithaca Section	52.2%
Schenectady Section	52.0%
Princeton/Central Jersey Section	51.1%
Worcester County Section	50.0%
Region 2	% to Goal
Akron Section	75.0%
Susquehanna Section	68.9%
West Virginia Section	65.0%
Cleveland Section	60.0%
Southern New Jersey Section	58.6%
Cincinnati Section	57.3%
Central Pennsylvania Section	54.2%
Dayton Section	52.0%
Philadelphia Section	51.7%
Region 3	% to Goal
Tri Cities Section	92.3%
Louisville Section	84.6%
Richmond Section	75.8%
East Tennessee Section	72.7%
Virginia Mountain Section	64.1%
Florida West Coast Section	63.0%
Jamaica Section	62.0%
Central Virginia Section	60.3%
Winston-Salem Section	59.1%
Eastern North Carolina Section	55.6%
Palm Beach Section	55.1%
Jacksonville Section	55.0%
Lexington Section	52.9%
Orlando Section	52.1%
Coastal South Carolina Section	51.7%
Hampton Roads Section	51.4%
Central Tennessee Section	51.4%
Mississippi Section	51.3%
Memphis Section	50.5%

Region 4	% to Goal
Siouxland Section	82.4%
Rock River Valley Section	80.8%
Nebraska Section	72.6%
Milwaukee Section	65.3%
Central Illinois Section	62.5%
Toledo Section	58.0%
Cedar Rapids Section	56.9%
Northeastern Wisconsin Section	54.8%
Region 5	% to Goal
Wichita Section	182.1%
Arkansas River Valley Section	115.8%
Oklahoma City Section	71.6%
Southwest Missouri Section	70.7%
Shreveport Section	68.4%
Galveston Bay Section	65.8%
Pikes Peak Section	65.0%
Ozark Section	64.3%
Beaumont Section	64.2%
Central Texas Section	54.9%
Houston Section	53.1%
Saint Louis Section	52.3%
Baton Rouge Section	51.3%
Region 6	% to Goal
Richland Section	88.9%
Hawaii Section	70.7%
Boise Section	64.9%
San Diego Section	63.7%
Oakland-East Bay Section	58.0%
Foothill Section	57.4%
Sacramento Valley Section	56.8%
Phoenix Section	56.7%
Central Coast Section	56.3%
Spokane Section	54.4%
Coastal Los Angeles Section	52.5%
Alamogordo-Holloman Section	50.0%
Eastern Montana Section	50.0%
Region 7	% to Goal
Windsor Section	128.1%
Victoria Section	74.1%
Newfoundland-Labrador Section	70.7%
North Saskatchewan Section	67.7%
South Saskatchewan Section	65.2%
Vancouver Section	59.5%
Kitchener-Waterloo Section	57.5%
Winnipeg Section	52.6%
Saint Maurice Section	50.0%

Region 8	% to Goal
Kuwait Section	115.8%
Tunisia Section	113.6%
Republic Of Macedonia Section	93.3%
Morocco Section	88.5%
Lebanon Section	87.8%
Slovenia Section	81.0%
Cyprus Section	78.3%
Oman Section	72.0%
Ukraine Section	71.4%
Kenya Section	70.8%
Saudi Arabia Section	67.8%
Russia Section	64.9%
Serbia And Montenegro Section	63.0%
Greece Section	62.4%
Belarus Section	57.1%
Benelux Section	55.7%
Lithuanian Section	53.5%
Finland Section	51.9%
United Kingdom and Ireland Section	50.6%
Iran Section	50.3%
Russia (Northwest) Section	50.2%
Austria Section	50.0%
Region 9	% to Goal
Guatemala Section	155.3%
Veracruz Section	99.0%
Western Puerto Rico Section	69.5%
Argentina Section	68.7%
Region 10	% to Goal
Hong Kong Section	233.7%
Vietnam Section	111.8%
Sapporo Section	76.1%
Sri Lanka Section	74.1%
Thailand Section	73.3%
Sendai Section	68.5%
Bangalore Section	67.2%
Republic Of Philippines Section	66.4%
Macau Section	64.2%
Xian Section	62.6%
Kerala Section	62.4%
Shin-Etsu Section	56.7%
Harbin Section	55.9%
New Zealand Central Section	55.7%
Kolkata Section	55.4%
Bombay Section	53.8%
Singapore Section	52.6%
Daejeon Section	51.2%



Membership Retention Update

The annual service deactivation took place on 20 February. (See next page for detail.) In spite of this process the net impact on overall retention was a positive one. Retention – as a percentage – is ahead by a half percent over last year. But since we started the year with a smaller base of members, this percentage gain is not enough to offset the overall decline in membership. We need to maintain – more likely improve - this YoY retention gap to have an impact on the overall membership by the end of the membership year.

Make every effort to communicate with your members in arrears. Every Section should be reaching out to this group. They can renew any time before 15 August to remain a member for 2016. Need help or ideas? Contact elyn.perez@ieee.org, or use the templates available on the MD portal, www.ieee.org/md.

We saw a very early surge in renewals compared to last year, followed by several months of declines. This month is a sign of retention rebounding, and supports the trend we are starting to see emerge – that is more members waiting longer to renew. We will watch this trend closely in March and April, when the majority of arrears recovery activity occurs.

Overall retention is ahead of last year by a half a percent. Higher grade and graduate student member retention eliminated their YoY gaps and are ahead of last year. Undergraduate student retention eliminated its gap and is now even YoY. As a subset of the larger renewal category, first-year member retention improved its gap significantly from last month though it is still behind by -1.6%. It had been behind by -3.2%. First-year student retention improvements drove this.

➡ You can help improve higher grade retention in your Section by promoting Senior Member elevation, or by providing events and content that match your member's needs and interests. Get to know your members – there are pre-defined queries in SAMIEE that can help you do this.

➡ Do you have a first-year member program in place? Need help or ideas? Contact Denise Maestri, d.maestri@ieee.org.

IEEE Membership Renewal / Retention - February 2016

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	27,590	22,208	80.5%	80.2%	1,634	704	43.1%	44.1%	1,478	362	24.5%	24.2%	30,702	23,274	75.8%	75.3%
2	24,123	19,452	80.6%	79.8%	1,460	655	44.9%	43.3%	1,131	400	35.4%	33.2%	26,714	20,507	76.8%	75.4%
3	23,000	18,079	78.6%	77.0%	1,892	955	50.5%	48.9%	2,148	571	26.6%	28.7%	27,040	19,605	72.5%	70.9%
4	17,123	13,466	78.6%	77.4%	1,586	780	49.2%	49.1%	1,324	363	27.4%	26.9%	20,033	14,609	72.9%	71.8%
5	22,779	17,580	77.2%	77.9%	1,538	723	47.0%	48.7%	1,912	471	24.6%	27.2%	26,229	18,774	71.6%	72.5%
6	45,434	35,756	78.7%	78.7%	2,531	1,099	43.4%	47.9%	2,927	767	26.2%	30.0%	50,892	37,622	73.9%	74.2%
R 1-6	160,049	126,541	79.1%	78.6%	10,641	4,916	46.2%	47.1%	10,920	2,934	26.9%	28.5%	181,610	134,391	74.0%	73.6%
7	12,949	9,690	74.8%	74.1%	1,736	880	50.7%	51.8%	1,236	372	30.1%	32.0%	15,921	10,942	68.7%	68.2%
8	52,771	37,042	70.2%	68.7%	9,800	4,724	48.2%	50.4%	7,517	1,721	22.9%	23.7%	70,088	43,487	62.0%	61.3%
9	9,705	5,370	55.3%	55.6%	1,143	539	47.2%	47.1%	5,424	989	18.2%	14.1%	16,272	6,898	42.4%	41.9%
10	59,337	39,011	65.7%	65.0%	12,253	4,215	34.4%	31.5%	25,698	3,232	12.6%	12.0%	97,288	46,458	47.8%	46.5%
R 7-10	134,762	91,113	67.6%	66.7%	24,932	10,358	41.5%	40.8%	39,875	6,314	15.8%	15.2%	199,569	107,785	54.0%	53.1%
TOTAL	294,811	217,654	73.8%	73.2%	35,573	15,274	42.9%	42.7%	50,795	9,248	18.2%	18.2%	381,179	242,176	63.5%	63.0%

First-Year Member Renewal / Retention - February 2016

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	1,703	531	31.2%	33.1%	649	173	26.7%	27.5%	1,105	196	17.7%	19.6%	3,457	900	26.0%	27.5%
2	1,498	474	31.6%	33.1%	559	165	29.5%	26.5%	739	189	25.6%	26.6%	2,796	828	29.6%	29.9%
3	1,737	482	27.7%	27.6%	712	230	32.3%	34.1%	1,541	278	18.0%	22.6%	3,990	990	24.8%	26.8%
4	1,239	366	29.5%	31.0%	622	191	30.7%	32.7%	986	204	20.7%	21.4%	2,847	761	26.7%	28.5%
5	1,793	570	31.8%	34.9%	593	174	29.3%	32.2%	1,420	241	17.0%	20.2%	3,806	985	25.9%	29.4%
6	2,952	939	31.8%	34.6%	1,042	265	25.4%	32.6%	2,072	414	20.0%	24.5%	6,066	1,618	26.7%	30.6%
R 1-6	10,922	3,362	30.8%	32.6%	4,177	1,198	28.7%	31.2%	7,863	1,522	19.4%	22.6%	22,962	6,082	26.5%	28.9%
7	1,338	418	31.2%	33.7%	674	225	33.4%	34.5%	839	165	19.7%	22.4%	2,851	808	28.3%	30.5%
8	6,321	1,636	25.9%	28.6%	4,471	1,425	31.9%	34.4%	5,748	910	15.8%	16.2%	16,540	3,971	24.0%	26.0%
9	1,880	353	18.8%	19.7%	462	124	26.8%	25.9%	4,256	515	12.1%	8.6%	6,598	992	15.0%	13.4%
10	10,313	2,440	23.7%	25.7%	7,429	1,622	21.8%	20.0%	21,685	2,258	10.4%	9.8%	39,427	6,320	16.0%	16.0%
R 7-10	19,852	4,847	24.4%	26.7%	13,036	3,396	26.1%	25.3%	32,528	3,848	11.8%	11.1%	65,416	12,091	18.5%	18.9%
TOTAL	30,774	8,209	26.7%	28.7%	17,213	4,594	26.7%	26.7%	40,391	5,370	13.3%	13.5%	88,378	18,173	20.6%	21.6%



2016 Service Deactivation

This year's service deactivation took place on 20 February, and impacted 141,132 members who had not renewed their IEEE membership for 2016. As of that date, any member who hadn't renewed lost access to their membership benefits and services, including myIEEE, memberNet, discount programs and GoogleApps@IEEE (which includes the ieee.org e-mail alias).

We typically recover about 20% of these lapsed members from March through the end of the membership year. A series of e-mail and print outreaches are scheduled. **In addition, it is highly encouraged that all Sections identify their unrenewed members.** Utilize the SAMIEEE query "(MD) Members in Arrears" or on the Section Vitality Dashboard, locate the tab named "Members in Arrears/Inactive", and schedule an outreach – whether by phone or email, or both – to encourage their members to renew. Templates and sample letters can be found on the MD portal at www.ieee.org/md.

The chart below shows, by region and grade, the number of members placed in arrears. To interpret the YoY change columns, **a red negative number indicates a higher number of members placed into arrears this year compared to last year.** A black number indicates a lower number of members placed into arrears as compared to last year.

Deactivation 2016																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2016	2015	Change		2016	2015	Change		2016	2015	Change		2016	2015	Change	
			#	%			#	%			#	%			#	%
1	5,458	5,244	(214)	-4.1%	954	975	21	2.2%	1,120	1,237	117	9.5%	7,532	7,456	(76)	-1.0%
2	4,681	4,751	70	1.5%	813	916	103	11.2%	742	931	189	20.3%	6,236	6,598	362	5.5%
3	4,995	5,147	152	3.0%	966	1,039	73	7.0%	1,596	1,664	68	4.1%	7,557	7,850	293	3.7%
4	3,670	3,810	140	3.7%	811	860	49	5.7%	968	981	13	1.3%	5,449	5,651	202	3.6%
5	5,211	4,874	(337)	-6.9%	834	872	38	4.4%	1,454	1,342	(112)	-8.3%	7,499	7,088	(411)	-5.8%
6	10,001	9,554	(447)	-4.7%	1,474	1,317	(157)	-11.9%	2,170	2,178	8	0.4%	13,645	13,049	(596)	-4.6%
R 1-6	34,016	33,380	(636)	-1.9%	5,852	5,979	127	2.1%	8,050	8,333	283	3.4%	47,918	47,692	(226)	-0.5%
7	3,332	3,324	(8)	-0.2%	874	891	17	1.9%	873	886	13	1.5%	5,079	5,101	22	0.4%
8	16,031	16,134	103	0.6%	5,195	5,007	(188)	-3.8%	5,844	5,549	(295)	-5.3%	27,070	26,690	(380)	-1.4%
9	4,466	4,318	(148)	-3.4%	624	702	78	11.1%	4,499	4,348	(151)	-3.5%	9,589	9,368	(221)	-2.4%
10	20,686	20,033	(653)	-3.3%	8,174	9,236	1,062	11.5%	22,616	22,304	(312)	-1.4%	51,476	51,573	97	0.2%
R 7-10	44,515	43,809	(706)	-1.6%	14,867	15,836	969	6.1%	33,832	33,087	(745)	-2.3%	93,214	92,732	(482)	-0.5%
TOTAL	78,531	77,189	(1,342)	-1.7%	20,719	21,815	1,096	5.0%	41,882	41,420	(462)	-1.1%	141,132	140,424	(708)	-0.5%

Overall, we placed 708 more members in arrears this year as compared to last year. Although retention declines each year, we are also seeing a trend of more members renewing later in the year, after the deactivation. We will watch closely how this trend plays out in March and April.

Historical Deactivation as a % of Opportunity

	2016	2015	2014	2013	2012	2011
Opportunity	381,435	388,513	393,321	392,775	383,956	375,876
HG Oppty	296,219	299,343	298,476	302,306	297,488	293,011
STU Oppty	85,216	89,170	94,845	90,469	86,468	82,865
Deactivated	141,302	140,424	141,043	138,458	124,218	113,493
HG Deactivated	78,641	77,189	75,255	79,458	70,622	64,065
STU Deactivated	62,661	63,235	65,788	59,000	53,596	49,428
% Deactivated	37.0%	36.1%	35.9%	35.3%	32.4%	30.2%
% HG Deactivated	26.5%	25.8%	25.2%	26.3%	23.7%	21.9%
% STU Deactivated	73.5%	70.9%	69.4%	65.2%	62.0%	59.6%
# Recovered		28,919	24,942	26,596	21,999	17,744
HG Recovered		19,343	16,507	19,194	15,305	12,198
STU Recovered		9,576	8,435	7,402	6,694	5,546
% Recovered		20.6%	17.7%	19.2%	17.7%	15.6%
% HG Recovered		25.1%	21.9%	24.2%	21.7%	19.0%
% STU Recovered		15.1%	12.8%	12.5%	12.5%	11.2%

If we recover exactly the same 20.6% of members deactivated, then we are on pace to increase retention by .7%. That would be a great achievement.

However as a raw count we would still be behind by ~2,000 members renewed. In order to make up that deficit and show membership growth, we would need some combination of greater increases in recruitment and reinstatement, or the rate of arrears recovery exceeds last year.

Otherwise we will once again begin the membership year with a smaller membership base.



MD Volunteer Tools for Arrears Recovery

MD Volunteers have access to SAMIEEE, which provides a list of members who have not renewed their membership—updated daily. Additionally, Volunteers are free to use the letter template (right), or develop their own unique message to encourage continued membership.

SAMIEEE DATA / PRE-DEFINED QUERIES

SAMIEEE provides pre-defined queries, to isolate the names and contact information of members in arrears.

MD folder:

(MD) “2015 Last Renewal Year for Active Members”
(MD) “First Year Members Not Renewed”

MGA Staff-Initiated Campaigns

‘Last Issue’ Cover Wrap



As is customary with many magazines, a cover wrapper informs readers their last issue has arrived, pending renewal. The March issue of IEEE Spectrum will carry a full page cover wrap for all members who have not renewed their membership.

E-Mail Reminders

Spanning March through June, the MD staff sends invitations to members in arrears asking them to renew their membership. Special emphasis is being placed on the career-related resources IEEE offers to its members.



Print Mailing Campaign

While e-mail campaigns are the mainstay of the MD Staff's arrears recovery effort, an additional print campaign will augment the effort. An arrears invoice will mail in early April.



Courtesy Calls

The IEEE Contact Center outreaches to HG members in arrears, March through June, to augment the recovery effort.



SAMPLE LETTER ARREARS RECOVERY

< customized to the Section >

Dear < member > ,

As an IEEE member in 2015, you have helped the IEEE < Section > serve your local community, and I want to thank you for your support. We take seriously our mission and obligation to raise awareness about the role that engineering and technology can play in making our world a better place. In that spirit, the IEEE < Section / Chapter > sponsored several worthwhile activities in 2015, including:

- < Section / Chapter activity >
- < Section / Chapter activity >
- < Section / Chapter activity >

During a recent review of the membership roster, I noticed your name missing from our list of current members. With the busy pace of everyday life, perhaps this was a simple oversight.

Because you make a difference, I am seeking your membership renewal and support again in 2016 – the good deeds we deliver to our community depend on it. You can renew your IEEE membership at www.ieee.org/renew.

Thank you for your time, and continued consideration to support the activities of the IEEE < Section / Chapter >. If you have already renewed, we thank you for your support.

Let me know how I can be of any assistance.

Sincerely,

< Name >

Chair, IEEE < Section / Chapter >
< e-mail address >

P.S. Your renewal consideration during tough economic times is greatly appreciated. If you have become unemployed, IEEE will help by discounting your annual membership dues 50%.



Recruitment Update

Overall recruitment is ahead of last year by +4.2%, up once again from +3.0% last month and shrinking gains the last three months. On a percentage basis, higher grade gains are driving the result, but undergraduate student numbers are driving the count almost as equally. The longer term trend for recruitment continues to show we are outperforming the last two years, returning to the levels seen last in 2013. In fact, this was the largest February result for higher grade recruitment since 2012.

All three grade categories remain positive. Here is how each of the three categories impacted the overall result:

- **Undergraduate recruitment** rebounded from three months of declining gains, now back up +2.5%.
 - Last year at this time: undergraduate recruitment was up +3.5%.
- **Graduate student recruitment** gains still positive but continuing to lose ground.
 - Last year at this time: graduate student recruitment was down -4.5%.
- **Higher Grade recruitment** continues to outpace YoY and is up +13.3%. We have not seen positive HG recruitment numbers in many years.
 - Main drivers: US1-6 HG recruitment turned positive. Hong Kong Section in Region 10 has over 1,000 new HG members as a result of a new industry outreach partnership.
 - Last year at this time: higher grade recruitment was down -12.8%.

➡ 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 - February 2016

REGION	HIGHER GRADE w/o GSMS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2016	2015	Change		2016	2015	Change		2016	2015	Change		2016	2015	Change	
			#	%			#	%			#	%			#	%
1	447	456	(9)	-2.0%	417	359	58	16.2%	1,176	1,017	159	15.6%	2,040	1,832	208	11.4%
2	391	405	(14)	-3.5%	368	398	(30)	-7.5%	722	736	(14)	-1.9%	1,481	1,539	(58)	-3.8%
3	451	406	45	11.1%	440	450	(10)	-2.2%	1,287	1,484	(197)	-13.3%	2,178	2,340	(162)	-6.9%
4	318	291	27	9.3%	403	421	(18)	-4.3%	790	973	(183)	-18.8%	1,511	1,685	(174)	-10.3%
5	475	474	1	0.2%	391	399	(8)	-2.0%	1,127	1,188	(61)	-5.1%	1,993	2,061	(68)	-3.3%
6	913	924	(11)	-1.2%	680	595	85	14.3%	1,604	1,777	(173)	-9.7%	3,197	3,296	(99)	-3.0%
R 1-6	2,995	2,956	39	1.3%	2,699	2,622	77	2.9%	6,706	7,175	(469)	-6.5%	12,400	12,753	(353)	-2.8%
7	348	395	(47)	-11.9%	389	381	8	2.1%	642	723	(81)	-11.2%	1,379	1,499	(120)	-8.0%
8	1,584	1,557	27	1.7%	2,650	2,374	276	11.6%	4,529	4,112	417	10.1%	8,763	8,043	720	9.0%
9	406	443	(37)	-8.4%	280	279	1	0.4%	1,701	1,863	(162)	-8.7%	2,387	2,585	(198)	-7.7%
10	3,636	2,566	1,070	41.7%	4,001	4,211	(210)	-5.0%	12,821	11,891	930	7.8%	20,458	18,668	1,790	9.6%
R 7-10	5,974	4,961	1,013	20.4%	7,320	7,245	75	1.0%	19,693	18,589	1,104	5.9%	32,987	30,795	2,192	7.1%
TOTAL	8,969	7,917	1,052	13.3%	10,019	9,867	152	1.5%	26,399	25,764	635	2.5%	45,387	43,548	1,839	4.2%

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.

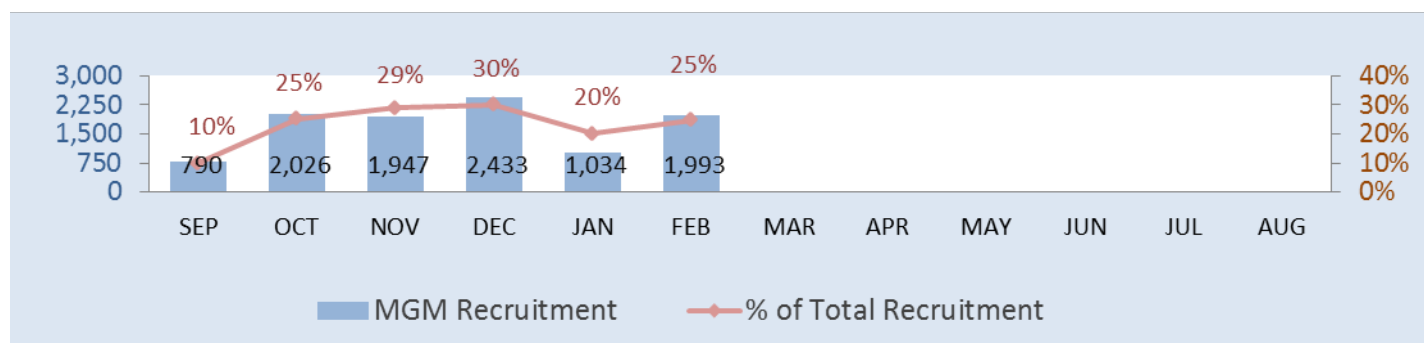
	2016 MY To Date	2015 MY Total	2014 MY Total	Program To Date
Referrals Submitted	753	941	1,240	2,934
Referrals Joined	355	224	397	976
% of Referrals Joined	47.1%	23.8%	32.0%	33.2%
# New US HG Members	282	168	295	745



**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.

Shilpa Thomas	R10, Kerala Section	70 new members	Vivek Mathew	R10, Kerala Section	15 new members
Jishnu Prakash K P	R10, Kerala Section	53 new members	Dhrisya D	R10, Kerala Section	14 new members
Vishal Managutti	R10, Bangalore Section	51 new members	Meljo Poulose	R10, Kerala Section	14 new members
Ajas Nazarudeen	R10, Kerala Section	34 new members	Anand K P	R10, Kerala Section	14 new members
Chowdhury Hossain Thomas	R10, Bangladesh Section	33 new members	Harisyam P V	R10, Kerala Section	14 new members
Thyparampil	R10, Kerala Section	28 new members	Vishnu Menon	R10, Kerala Section	13 new members
Manoj Jain	R10, Bombay Section	28 new members	Ranjith V R	R10, Kerala Section	13 new members
Thomson Tom	R10, Kerala Section	27 new members	Unnikrishnan M	R10, Kerala Section	13 new members
Gopal Krishna. S	R10, Kerala Section	27 new members	Ajay B Kuzhively	R10, Kerala Section	13 new members
Sobin Thankachan	R10, Kerala Section	27 new members	Vela K	R10, Madras Section	13 new members
Mohan Krishna Bovilla	R10, Hyderabad Section	24 new members	Jasna Jafer	R10, Kerala Section	12 new members
Nijin K	R10, Kerala Section	19 new members	Vineeth S	R10, Kerala Section	12 new members
Anju Andrews	R10, Hyderabad Section	19 new members	Sangram Chavan	R10, Pune Section	11 new members
Gaurav Kumar	R10, Delhi Section	17 new members	Sandheep P	R10, Kerala Section	11 new members
Vikas Sri Kanth	R10, Bangalore Section	17 new members	Adriel Biju	R10, Kerala Section	10 new members
Cherag Sahney	R10, Delhi Section	16 new members	Andrea Mena Lara	R9, Honduras Section	10 new members
Amal Jose	R10, Kerala Section	16 new members	Ram Marapally	R10, Hyderabad Section	10 new members
Priyanka Chandran	R10, Kerala Section	15 new members	Juan Uresti	R9, Monterrey Section	10 new members
Soumya Sebastian	R10, Kerala Section	15 new members	R Sekhar Reddi K Siddharth	R10, Hyderabad Section	10 new members
Midhun Jo Antony	R10, Kerala Section	15 new members	Bhargava	R10, Madras Section	10 new members



2016 MGM Recruits YTD: 10,223 new members*

Same period last year: 8,479*

Year-over-year: +20.6%

**Eligible referrals under the program rules.*

Membership by Region
Feb '16

⚠ 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%)

	IEEE Membership - February 2016															
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2016	2015	Change		2016	2015	Change		2016	2015	Change		2016	2015	Change	
			#	%			#	%			#	%			#	%
1	22,899	23,721	(822)	-3.5%	1,252	1,298	(46)	-3.5%	1,675	1,515	160	10.6%	25,826	26,534	(708)	-2.7%
2	20,108	20,760	(652)	-3.1%	1,167	1,281	(114)	-8.9%	1,267	1,314	(47)	-3.6%	22,542	23,355	(813)	-3.5%
3	19,036	19,246	(210)	-1.1%	1,552	1,622	(70)	-4.3%	2,024	2,329	(305)	-13.1%	22,612	23,197	(585)	-2.5%
4	13,959	14,432	(473)	-3.3%	1,298	1,404	(106)	-7.5%	1,282	1,437	(155)	-10.8%	16,539	17,273	(734)	-4.2%
5	18,412	19,003	(591)	-3.1%	1,237	1,388	(151)	-10.9%	1,753	1,881	(128)	-6.8%	21,402	22,272	(870)	-3.9%
6	37,741	38,707	(966)	-2.5%	1,983	2,093	(110)	-5.3%	2,593	2,988	(395)	-13.2%	42,317	43,788	(1,471)	-3.4%
R 1-6	132,155	135,869	(3,714)	-2.7%	8,489	9,086	(597)	-6.6%	10,594	11,464	(870)	-7.6%	151,238	156,419	(5,181)	-3.3%
7	10,139	10,518	(379)	-3.6%	1,412	1,500	(88)	-5.9%	1,044	1,204	(160)	-13.3%	12,595	13,222	(627)	-4.7%
8	39,602	40,265	(663)	-1.6%	7,644	8,006	(362)	-4.5%	6,463	6,337	126	2.0%	53,709	54,608	(899)	-1.6%
9	5,932	6,359	(427)	-6.7%	855	959	(104)	-10.8%	2,886	2,933	(47)	-1.6%	9,673	10,251	(578)	-5.6%
10	44,028	42,589	1,439	3.4%	8,756	9,128	(372)	-4.1%	16,476	15,966	510	3.2%	69,260	67,683	1,577	2.3%
R 7-10	99,701	99,731	(30)	0.0%	18,667	19,593	(926)	-4.7%	26,869	26,440	429	1.6%	145,237	145,764	(527)	-0.4%
TOTAL	231,856	235,600	(3,744)	-1.6%	27,156	28,679	(1,523)	-5.3%	37,463	37,904	(441)	-1.2%	296,475	302,183	(5,708)	-1.9%

- Overall membership behind -1.9%, widened from -1.3% last month
 - Main driver: Smaller renewal opportunity returning fewer renewals
 - Lesser extent: Service deactivation increases
 - Last February was at -1.7%
- Higher-grade membership is down -1.6%, was -1.2%
 - Main driver: All but R10 HG gaps widened
 - Region 10 HG recruitment continued impact
 - Last year February overall HG was -1.3%
- Graduate student membership decline improved; last month was -5.7%
 - Main driver: Retention improved
 - Last year this time was -8.0%
- Undergraduate student membership behind by -1.2%, down three months in a row
 - Main driver: Continuing diminished recruitment gains
 - Last year this time was -1.4%

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 February 2016																				
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	
	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%
IEEE Societies																				
DIVISION I																				
Circuits & Systems	7,869	7,753	116	1.5%	323	349	-26	-7.4%	37	26	11	42.3%	8,229	8,128	101	1.2%	8,192	8,102	90	1.1%
Electron Devices	7,988	8,108	-120	-1.5%	225	240	-15	-6.3%	33	39	-6	-15.4%	8,246	8,387	-141	-1.7%	8,213	8,348	-135	-1.6%
Solid-State Circuits	8,256	8,092	164	2.0%	167	200	-33	-16.5%	73	86	-13	-15.1%	8,496	8,378	118	1.4%	8,423	8,292	131	1.6%
Div I Subtotal	24,113	23,953	160	0.7%	715	789	-74	-9.4%	143	151	-8	-5.3%	24,971	24,893	78	0.3%	24,828	24,742	86	0.3%
DIVISION II																				
Components, Packaging & Mfg Tech	1,960	1,966	-6	-0.3%	26	33	-7	-21.2%	19	16	3	18.8%	2,005	2,015	-10	-0.5%	1,986	1,999	-13	-0.7%
Dielectrics & Electrical Insulation	1,758	1,825	-67	-3.7%	13	18	-5	-27.8%	19	20	-1	-5.0%	1,790	1,863	-73	-3.9%	1,771	1,843	-72	-3.9%
Industry Applications	8,794	9,066	-272	-3.0%	978	831	147	17.7%	36	36	0	0.0%	9,808	9,933	-125	-1.3%	9,772	9,897	-125	-1.3%
Instrumentation & Measurements	3,131	3,276	-145	-4.4%	60	59	1	1.7%	12	9	3	33.3%	3,203	3,344	-141	-4.2%	3,191	3,335	-144	-4.3%
Power Electronics	6,200	6,061	139	2.3%	422	162	260	160.5%	16	19	-3	-15.8%	6,638	6,242	396	6.3%	6,622	6,223	399	6.4%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,704	1,715	-11	-0.6%	31	22	9	40.9%	24	25	-1	-4.0%	1,759	1,762	-3	-0.2%	1,735	1,737	-2	-0.1%
Div II Subtotal	23,547	23,909	-362	-1.5%	1,530	1,125	405	36.0%	126	125	1	0.8%	25,203	25,159	44	0.2%	25,077	25,034	43	0.2%
DIVISION III																				
Communications	23,034	24,835	-1,801	-7.3%	441	590	-149	-25.3%	301	482	-181	-37.6%	23,776	25,907	-2,131	-8.2%	23,475	25,425	-1,950	-7.7%
DIVISION IV																				
Antennas & Propagation	7,011	6,955	56	0.8%	154	162	-8	-4.9%	48	37	11	29.7%	7,213	7,154	59	0.8%	7,165	7,117	48	0.7%
Broadcast Technology	1,344	1,324	20	1.5%	29	21	8	38.1%	16	14	2	14.3%	1,389	1,359	30	2.2%	1,373	1,345	28	2.1%
Consumer Electronics	2,354	2,590	-236	-9.1%	73	86	-13	-15.1%	12	15	-3	-20.0%	2,439	2,691	-252	-9.4%	2,427	2,676	-249	-9.3%
Electromagnetic Compatibility	3,181	3,263	-82	-2.5%	26	29	-3	-10.3%	29	22	7	31.8%	3,236	3,314	-78	-2.4%	3,207	3,292	-85	-2.6%
Magnetics	2,398	2,422	-24	-1.0%	51	49	2	4.1%	57	67	-10	-14.9%	2,506	2,538	-32	-1.3%	2,449	2,471	-22	-0.9%
Microwave Theory & Techniques	9,163	9,374	-211	-2.3%	182	166	16	9.6%	24	28	-4	-14.3%	9,369	9,568	-199	-2.1%	9,345	9,540	-195	-2.0%
Nuclear & Plasma Sciences	2,332	2,329	3	0.1%	51	43	8	18.6%	34	36	-2	-5.6%	2,417	2,408	9	0.4%	2,383	2,372	11	0.5%
Div IV Subtotal	27,783	28,257	-474	-1.7%	566	556	10	1.8%	220	219	1	0.5%	28,569	29,032	-463	-1.6%	28,349	28,813	-464	-1.6%
DIVISION V/VIII																				
Computer	34,504	35,925	-1,421	-4.0%	2,152	2,049	103	5.0%	6,038	7,066	-1,028	-14.5%	42,694	45,040	-2,346	-5.2%	36,656	37,974	-1,318	-3.5%

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

IEEE Society Membership Totals as of February 2016																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
IEEE Societies	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%	2016	2015	#	%
DIVISION VI																				
Education	2,678	2,731	-53	-1.9%	55	60	-5	-8.3%	31	28	3	10.7%	2,764	2,819	-55	-2.0%	2,733	2,791	-58	-2.1%
Industrial Electronics	5,124	4,855	269	5.5%	146	128	18	14.1%	21	21	0	0.0%	5,291	5,004	287	5.7%	5,270	4,983	287	5.8%
Product Safety Engineering	645	672	-27	-4.0%	3	2	1	50.0%	9	7	2	28.6%	657	681	-24	-3.5%	648	674	-26	-3.9%
Professional Communication	537	520	17	3.3%	8	7	1	14.3%	38	36	2	5.6%	583	563	20	3.6%	545	527	18	3.4%
Reliability	1,396	1,444	-48	-3.3%	15	24	-9	-37.5%	16	19	-3	-15.8%	1,427	1,487	-60	-4.0%	1,411	1,468	-57	-3.9%
Social Implications of Technology	1,172	1,137	35	3.1%	22	13	9	69.2%	13	10	3	30.0%	1,207	1,160	47	4.1%	1,194	1,150	44	3.8%
Technology and Engineering Mgmt	2,371	2,244	127	5.7%	49	38	11	28.9%	25	20	5	25.0%	2,445	2,302	143	6.2%	2,420	2,282	138	6.0%
Div VI Subtotal	13,923	13,603	320	2.4%	298	272	26	9.6%	153	141	12	8.5%	14,374	14,016	358	2.6%	14,221	13,875	346	2.5%
DIVISION VII																				
Power & Energy	23,818	23,389	429	1.8%	2,203	2,140	63	2.9%	264	224	40	17.9%	26,285	25,753	532	2.1%	26,021	25,529	492	1.9%
DIVISION IX																				
Aerospace & Electronic Systems	3,678	3,711	-33	-0.9%	141	144	-3	-2.1%	18	17	1	5.9%	3,837	3,872	-35	-0.9%	3,819	3,855	-36	-0.9%
Geoscience & Remote Sensing	2,551	2,628	-77	-2.9%	71	95	-24	-25.3%	130	159	-29	-18.2%	2,752	2,882	-130	-4.5%	2,622	2,723	-101	-3.7%
Information Theory	2,566	2,580	-14	-0.5%	42	54	-12	-22.2%	23	19	4	21.1%	2,631	2,653	-22	-0.8%	2,608	2,634	-26	-1.0%
Intelligent Transportation Systems	1,147	1,123	24	2.1%	25	23	2	8.7%	15	19	-4	-21.1%	1,187	1,165	22	1.9%	1,172	1,146	26	2.3%
Oceanic Engineering	1,377	1,428	-51	-3.6%	37	55	-18	-32.7%	18	20	-2	-10.0%	1,432	1,503	-71	-4.7%	1,414	1,483	-69	-4.7%
Signal Processing	13,051	13,498	-447	-3.3%	666	834	-168	-20.1%	108	107	1	0.9%	13,825	14,439	-614	-4.3%	13,717	14,332	-615	-4.3%
Vehicular Technology	3,409	3,428	-19	-0.6%	64	83	-19	-22.9%	11	22	-11	-50.0%	3,484	3,533	-49	-1.4%	3,473	3,511	-38	-1.1%
Div IX Subtotal	27,779	28,396	-617	-2.2%	1,046	1,288	-242	-18.8%	323	363	-40	-11.0%	29,148	30,047	-899	-3.0%	28,825	29,684	-859	-2.9%
DIVISION X																				
Computational Intelligence	4,771	4,685	86	1.8%	183	173	10	5.8%	63	68	-5	-7.4%	5,017	4,926	91	1.8%	4,954	4,858	96	2.0%
Control Systems	6,901	7,140	-239	-3.3%	171	190	-19	-10.0%	53	52	1	1.9%	7,125	7,382	-257	-3.5%	7,072	7,330	-258	-3.5%
Engineering in Medicine & Biology	6,362	6,734	-372	-5.5%	918	650	268	41.2%	592	443	149	33.6%	7,872	7,827	45	0.6%	7,280	7,384	-104	-1.4%
Photonics	4,570	4,651	-81	-1.7%	52	62	-10	-16.1%	107	97	10	10.3%	4,729	4,810	-81	-1.7%	4,622	4,713	-91	-1.9%
Robotics & Automation	7,994	7,675	319	4.2%	1,271	1,011	260	25.7%	101	80	21	26.3%	9,366	8,766	600	6.8%	9,265	8,686	579	6.7%
Systems, Man & Cybernetics	3,429	3,378	51	1.5%	107	139	-32	-23.0%	25	23	2	8.7%	3,561	3,540	21	0.6%	3,536	3,517	19	0.5%
Div X Subtotal	34,027	34,263	-236	-0.7%	2,702	2,225	477	21.4%	941	763	178	23.3%	37,670	37,251	419	1.1%	36,729	36,488	241	0.7%
TOTAL	232,528	236,530	-4,002	-1.7%	11,653	11,034	619	5.6%	8,509	9,534	-1,025	-10.8%	252,690	257,098	-4,408	-1.7%	244,181	247,564	-3,383	-1.4%



Women in Engineering (WIE)					Feb '16				
Grade	This Month '16	This Month '15	Year-over-Year		Region	This Month '16	This Month '15	Year-over-Year	
			#	%				#	%
Fellow	98	91	7	7.7%	U.S.	2,322	2,460	(138)	-5.6%
Senior Member	612	554	58	10.5%	Canada	273	277	(4)	-1.4%
Member	2019	1973	46	2.3%	Europe, Middle East, Africa	1,815	1,657	158	9.5%
Associate Member	32	35	(3)	-8.6%	Latin America	1,080	1,017	63	6.2%
Graduate Student	1583	1507	76	5.0%	Asia & Pacific	5,141	3,972	1,169	29.4%
Student	6287	5223	1,064	20.4%	Total	10,631	9,383	1,248	13.3%
Total	10,631	9,383	1,248	13.3%					

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					Feb '16				
Grade	This Month '16	This Month '15	Year-over-Year			This Month '16	This Month '15	Year-over-Year	
			#	%				#	%
Student	33	31	2	6.5%					
Higher-Grade	5,535	5,572	(37)	-0.7%					
Affiliate	58	59	(1)	-1.7%					
Total	5,626	5,662	(36)	-0.6%					

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 - February 2016**

Region	Higher Grade w/o GSM			Total Students			Total		
	2016	2015		2016	2015		2016	2015	
	#	#	% Change	#	#	% Change	#	#	% Change
1	2,167	2,436	-11.0%	1,183	1,304	-9.3%	3,350	3,740	-10.4%
2	1,928	2,191	-12.0%	1,108	1,293	-14.3%	3,036	3,484	-12.9%
3	2,032	2,212	-8.1%	1,445	1,634	-11.6%	3,477	3,846	-9.6%
4	1,774	2,018	-12.1%	1,228	1,401	-12.3%	3,002	3,419	-12.2%
5	2,253	2,510	-10.2%	1,153	1,390	-17.1%	3,406	3,900	-12.7%
6	4,419	4,928	-10.3%	1,875	2,127	-11.8%	6,294	7,055	-10.8%
R 1-6	14,573	16,295	-10.6%	7,992	9,149	-12.6%	22,565	25,444	-11.3%
7	1,780	2,040	-12.7%	1,338	1,507	-11.2%	3,118	3,547	-12.1%
8	8,661	9,741	-11.1%	7,280	8,177	-11.0%	15,941	17,918	-11.0%
9	1,540	1,757	-12.4%	819	1,108	-26.1%	2,359	2,865	-17.7%
10	9,173	9,669	-5.1%	8,372	9,135	-8.4%	17,545	18,804	-6.7%
R 7-10	21,154	23,207	-8.8%	17,809	19,927	-10.6%	38,963	43,134	-9.7%
TOTAL	35,727	39,502	-9.6%	25,801	29,076	-11.3%	61,528	68,578	-10.3%

**ETA KAPPA NU***Electrical and Computer Engineering Honor Society*

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - February 2016

Region	Higher Grade w/o GSM			Total Students			Total		
	2016	2015		2016	2015		2016	2015	
	#	#	% Change	#	#	% Change	#	#	% Change
1	904	892	1.3%	412	369	11.7%	1,316	1,261	4.4%
2	874	848	3.1%	371	338	9.8%	1,245	1,186	5.0%
3	851	783	8.7%	515	504	2.2%	1,366	1,287	6.1%
4	623	626	-0.5%	421	430	-2.1%	1,044	1,056	-1.1%
5	886	849	4.4%	547	478	14.4%	1,433	1,327	8.0%
6	1,144	1,107	3.3%	574	550	4.4%	1,718	1,657	3.7%
R 1-6	5,282	5,105	3.5%	2,840	2,669	6.4%	8,122	7,774	4.5%
7	28	18	55.6%	8	19	-57.9%	36	37	-2.7%
8	65	52	25.0%	32	18	77.8%	97	70	38.6%
9	28	23	21.7%	54	89	-39.3%	82	112	-26.8%
10	57	52	9.6%	71	59	20.3%	128	111	15.3%
R 7-10	178	145	22.8%	165	185	-10.8%	343	330	3.9%
TOTAL	5,460	5,250	4.0%	3,005	2,854	5.3%	8,465	8,104	4.5%