



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



Region 3,

We are approaching the mid-point of our MD Business Year. Our two major activities should be the completion of our renewal / retention projects and preparations for growth starting in January. Please make sure your Section team is in place for 2016. Let me know if you need training, ideas and other support.

**Lee Stogner**, Membership Development Chair, Region 3

Region Snapshot	This Month	'15 vs. '14	% Change	<b>2016 Membership Year goals for Recruitment and Retention are here!</b>  An overview of the goal development is on page 7. Individual Section goals begin on page 4.
Total Membership	28,555	▼ (972)	-3.3%	
Higher-Grade	23,618	▼ (460)	-1.9%	
Students	4,937	▼ (512)	-9.4%	
IEEE Worldwide	404,323	▼ (5,528)	-1.3%	

Retention	Cumulative – Through This Month				<b>Top 3 Sections (by retention %)</b>  32.1%: Jacksonville Section 30.7%: Central Virginia Section 29.6%: Richmond Section
	Higher Grade	Student	Total %, #	2016 Goal %, #	
Region 3	28.4% 6,589	9.0% 345	25.6% 6,934	79.8% 21,730	
IEEE Overall	26.3% 78,439	5.0% 4,181	21.7% 82,620	72.3% 277,033	

Recruitment	Cumulative – Through This Month				<b>Top 3 Sections (by growth %)</b>  375.0%: Charlotte Section 300.0%: Tri Cities Section 266.7%: Palm Beach Section
	Higher Grade	Student	Total YoY Chg	2016 Goal YoY Chg	
Region 3	147 +1.4%	853 -17.3%	1,000 -15.0%	4,507 +9.7%	
IEEE Overall	2,789 +10.7%	14,581 +3.3%	17,370 +4.4%	93,643 +5.1%	

Reinstatement	Cumulative – Through This Month		<i>Reinstatement goals are set for each Region and not individual Sections.</i>
	Total	2016 Goal	
Region 3	352	1,279	
IEEE Overall	4,852	19,177	



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**Total Active Members by Section: Oct 2015**

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Columbia Section	381	352	8.2%	146	141	3.5%	527	493	6.9%
Jamaica Section	150	150	0.0%	58	48	20.8%	208	198	5.1%
Gainesville Section	337	345	-2.3%	125	103	21.4%	462	448	3.1%
Palm Beach Section	662	639	3.6%	64	65	-1.5%	726	704	3.1%
Northwest Florida Section	289	295	-2.0%	47	31	51.6%	336	326	3.1%
Miami Section	519	527	-1.5%	219	196	11.7%	738	723	2.1%
Broward Section	448	457	-2.0%	112	94	19.1%	560	551	1.6%
Central Virginia Section	535	538	-0.6%	89	78	14.1%	624	616	1.3%
Central Savannah River Section	172	170	1.2%	23	23	0.0%	195	193	1.0%
Charlotte Section	667	651	2.5%	165	173	-4.6%	832	824	1.0%
Orlando Section	1100	1062	3.6%	230	256	-10.2%	1330	1,318	0.9%
Daytona Section	181	177	2.3%	58	60	-3.3%	239	237	0.8%
Canaveral Section	168	172	-2.3%	11	6	83.3%	179	178	0.6%
Jacksonville Section	353	349	1.1%	63	68	-7.4%	416	417	-0.2%
East Tennessee Section	820	824	-0.5%	154	155	-0.6%	974	979	-0.5%
Huntsville Section	1001	1022	-2.1%	112	101	10.9%	1113	1,123	-0.9%
Florida West Coast Section	1687	1713	-1.5%	216	211	2.4%	1903	1,924	-1.1%
Tri Cities Section	96	104	-7.7%	15	9	66.7%	111	113	-1.8%
Melbourne Section	575	583	-1.4%	67	71	-5.6%	642	654	-1.8%
Richmond Section	681	713	-4.5%	109	92	18.5%	790	805	-1.9%
Eastern North Carolina Section	2529	2566	-1.4%	393	436	-9.9%	2922	3,002	-2.7%

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### Total Active Members by Section: Oct 2015

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Piedmont Section	501	501	0.0%	123	144	-14.6%	624	645	-3.3%
Atlanta Section	3441	3522	-2.3%	740	820	-9.8%	4181	4,342	-3.7%
Coastal South Carolina Section	394	381	3.4%	61	92	-33.7%	455	473	-3.8%
Evansville-Ow ensboro Section	163	178	-8.4%	39	32	21.9%	202	210	-3.8%
Chattanooga Section	308	307	0.3%	34	49	-30.6%	342	356	-3.9%
Central Tennessee Section	662	673	-1.6%	154	179	-14.0%	816	852	-4.2%
Western North Carolina Section	290	302	-4.0%	81	86	-5.8%	371	388	-4.4%
Tallahassee Area Section	267	262	1.9%	85	107	-20.6%	352	369	-4.6%
Alabama Section	786	823	-4.5%	216	231	-6.5%	1002	1,054	-4.9%
Louisville Section	332	339	-2.1%	78	96	-18.8%	410	435	-5.7%
Winston-Salem Section	134	133	0.8%	21	35	-40.0%	155	168	-7.7%
Central North Carolina Section	255	283	-9.9%	37	34	8.8%	292	317	-7.9%
Lexington Section	326	350	-6.9%	103	116	-11.2%	429	466	-7.9%
Central Georgia Section	231	246	-6.1%	34	42	-19.0%	265	288	-8.0%
Hampton Roads Section	620	671	-7.6%	110	124	-11.3%	730	795	-8.2%
Virginia Mountain Section	430	457	-5.9%	194	226	-14.2%	624	683	-8.6%
Memphis Section	399	421	-5.2%	129	161	-19.9%	528	582	-9.3%
Savannah Section	180	190	-5.3%	40	53	-24.5%	220	243	-9.5%
Mobile Section	166	165	0.6%	43	81	-46.9%	209	246	-15.0%
Mississippi Section	382	465	-17.8%	139	324	-57.1%	521	789	-34.0%
<b>Grand Total</b>	<b>23,618</b>	<b>24,078</b>	<b>-1.9%</b>	<b>4,937</b>	<b>5,449</b>	<b>-9.4%</b>	<b>28555</b>	<b>29,527</b>	<b>-3.3%</b>



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**Renewal by Section: 2016 Membership Year - Oct 2015**

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2016 Goal	%to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Jacksonville Section	342	122	35.7%	47	3	6.4%	389	125	32.1%	79.5%	40.4%
Central Virginia Section	523	173	33.1%	70	9	12.9%	593	182	30.7%	85.5%	35.9%
Richmond Section	671	218	32.5%	76	3	3.9%	747	221	29.6%	82.8%	35.7%
Florida West Coast Section	1632	520	31.9%	163	11	6.7%	1,795	531	29.6%	82.8%	35.7%
Winston-Salem Section	133	42	31.6%	16	2	12.5%	149	44	29.5%	79.2%	37.3%
Western North Carolina Section	297	104	35.0%	62	1	1.6%	359	105	29.2%	81.4%	35.9%
Daytona Section	177	56	31.6%	40	7	17.5%	217	63	29.0%	78.0%	37.2%
Tri Cities Section	91	28	30.8%	9	1	11.1%	100	29	29.0%	83.6%	34.7%
Gainesville Section	335	112	33.4%	93	9	9.7%	428	121	28.3%	80.5%	35.1%
Melbourne Section	563	166	29.5%	49	5	10.2%	612	171	27.9%	83.1%	33.6%
Palm Beach Section	638	183	28.7%	46	5	10.9%	684	188	27.5%	86.4%	31.8%
Eastern North Carolina Section	2489	735	29.5%	319	34	10.7%	2,808	769	27.4%	81.8%	33.5%
Broward Section	433	130	30.0%	81	9	11.1%	514	139	27.0%	75.0%	36.0%
Central North Carolina Section	257	78	30.4%	32	0	0.0%	289	78	27.0%	79.3%	34.0%
Evansville-Owensboro Section	163	52	31.9%	30	0	0.0%	193	52	26.9%	75.0%	35.9%
Savannah Section	183	54	29.5%	29	3	10.3%	212	57	26.9%	78.7%	34.2%
Central Tennessee Section	647	178	27.5%	119	21	17.6%	766	199	26.0%	79.2%	32.8%
East Tennessee Section	806	226	28.0%	112	12	10.7%	918	238	25.9%	83.6%	31.0%
Alabama Section	786	236	30.0%	168	8	4.8%	954	244	25.6%	77.4%	33.0%
Atlanta Section	3394	952	28.0%	579	62	10.7%	3,973	1014	25.5%	78.6%	32.5%
Chattanooga Section	305	81	26.6%	32	4	12.5%	337	85	25.2%	79.0%	31.9%

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**Renewal by Section: 2016 Membership Year - Oct 2015**

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2016 Goal	%to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Orlando Section	1074	300	27.9%	187	17	9.1%	1,261	317	25.1%	77.4%	32.5%
Hampton Roads Section	619	171	27.6%	87	3	3.4%	706	174	24.6%	78.7%	31.3%
Mississippi Section	377	100	26.5%	93	15	16.1%	470	115	24.5%	75.0%	32.6%
Coastal South Carolina Section	382	100	26.2%	45	3	6.7%	427	103	24.1%	77.5%	31.1%
Northwest Florida Section	286	76	26.6%	34	0	0.0%	320	76	23.8%	80.3%	29.6%
Huntsville Section	987	252	25.5%	92	4	4.3%	1,079	256	23.7%	84.7%	28.0%
Louisville Section	325	85	26.2%	61	4	6.6%	386	89	23.1%	74.4%	31.0%
Central Georgia Section	231	58	25.1%	26	1	3.8%	257	59	23.0%	79.0%	29.1%
Memphis Section	392	108	27.6%	96	3	3.1%	488	111	22.7%	72.5%	31.4%
Virginia Mountain Section	436	112	25.7%	152	21	13.8%	588	133	22.6%	71.9%	31.4%
Lexington Section	323	82	25.4%	73	7	9.6%	396	89	22.5%	72.3%	31.1%
Charlotte Section	642	162	25.2%	125	10	8.0%	767	172	22.4%	77.9%	28.8%
Mobile Section	164	41	25.0%	33	3	9.1%	197	44	22.3%	67.5%	33.1%
Piedmont Section	500	127	25.4%	98	5	5.1%	598	132	22.1%	82.9%	26.6%
Miami Section	506	127	25.1%	183	20	10.9%	689	147	21.3%	71.2%	30.0%
Columbia Section	370	96	25.9%	124	8	6.5%	494	104	21.1%	81.4%	25.9%
Canaveral Section	165	36	21.8%	11	1	9.1%	176	37	21.0%	85.9%	24.5%
Central Savannah River Section	168	35	20.8%	21	3	14.3%	189	38	20.1%	83.2%	24.2%
Tallahassee Area Section	267	61	22.8%	69	5	7.2%	336	66	19.6%	71.3%	27.6%
Jamaica Section	144	14	9.7%	41	3	7.3%	185	17	9.2%	72.9%	12.6%
<b>Grand Total</b>	<b>23,223</b>	<b>6,589</b>	<b>28.4%</b>	<b>3,823</b>	<b>345</b>	<b>9.0%</b>	<b>27,046</b>	<b>6,934</b>	<b>25.6%</b>	<b>80.2%</b>	<b>32.0%</b>



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**Recruitment by Section: 2016 Membership Year Oct 2015**

Region Code	Section Name	2015	2014	# Change	% Change	2016 Goal	% to Goal
R3	Northwest Florida Section	11	6	5	83.33%	55	20.2%
R3	Jacksonville Section	16	9	7	77.78%	60	26.7%
R3	Florida West Coast Section	51	34	17	50.00%	175	29.2%
R3	Palm Beach Section	17	12	5	41.67%	85	19.9%
R3	Richmond Section	32	23	9	39.13%	99	32.3%
R3	East Tennessee Section	37	27	10	37.04%	110	33.6%
R3	Central Virginia Section	23	17	6	35.29%	63	36.5%
R3	Virginia Mountain Section	39	31	8	25.81%	106	36.8%
R3	Tri Cities Section	6	5	1	20.00%	13	46.2%
R3	Central Georgia Section	7	6	1	16.67%	38	18.4%
R3	Orlando Section	45	40	5	12.50%	209	21.5%
R3	Charlotte Section	33	33	0	0.00%	156	21.2%
R3	Western North Carolina Section	18	18	0	0.00%	65	27.9%
R3	Winston-Salem Section	7	7	0	0.00%	22	31.8%
R3	Jamaica Section	19	20	-1	-5.00%	50	38.0%
R3	Miami Section	34	36	-2	-5.56%	193	17.6%
R3	Tallahassee Area Section	13	14	-1	-7.14%	76	17.1%
R3	Broward Section	25	27	-2	-7.41%	144	17.4%
R3	Mississippi Section	41	45	-4	-8.89%	115	35.7%
R3	Gainesville Section	19	21	-2	-9.52%	95	20.0%
R3	Coastal South Carolina Section	16	18	-2	-11.11%	60	26.7%

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**Recruitment by Section: 2016 Membership Year Oct 2015**

Region Code	Section Name	2015	2014	# Change	% Change	2016 Goal	% to Goal
R3	Huntsville Section	20	23	-3	-13.04%	152	13.2%
R3	Central Tennessee Section	35	41	-6	-14.63%	144	24.3%
R3	Atlanta Section	128	154	-26	-16.88%	588	21.8%
R3	Eastern North Carolina Section	78	95	-17	-17.89%	376	20.7%
R3	Daytona Section	12	16	-4	-25.00%	67	18.0%
R3	Alabama Section	38	52	-14	-26.92%	206	18.4%
R3	Central North Carolina Section	5	7	-2	-28.57%	45	11.1%
R3	Lexington Section	30	42	-12	-28.57%	85	35.3%
R3	Evansville-Owensboro Section	9	13	-4	-30.77%	55	16.4%
R3	Hampton Roads Section	22	33	-11	-33.33%	105	20.9%
R3	Louisville Section	12	19	-7	-36.84%	56	21.6%
R3	Memphis Section	26	43	-17	-39.53%	105	24.8%
R3	Chattanooga Section	3	5	-2	-40.00%	37	8.1%
R3	Piedmont Section	24	41	-17	-41.46%	107	22.4%
R3	Savannah Section	11	23	-12	-52.17%	40	27.8%
R3	Melbourne Section	9	20	-11	-55.00%	85	10.6%
R3	Columbia Section	22	62	-40	-64.52%	158	14.0%
R3	Mobile Section	5	27	-22	-81.48%	61	8.2%
R3	Central Savannah River Section	2	11	-9	-81.82%	34	5.9%
R3	Canaveral Section	0	1	-1	-100.00%	15	0.0%
<b>Grand Total</b>		<b>1000</b>	<b>1177</b>	<b>-177</b>	<b>-15.04%</b>	<b>4823</b>	<b>20.7%</b>



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## 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.

Antonio Luque  
aluque@ieee.org

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](http://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](http://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





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**Region 1-6 Strategy Highlights**

Take a moment to read the information, below, so that you are aware of all the benefits and resources available to you. As always, if you have any questions or need assistance, please do not hesitate to ask me.

**Chris Wright, IEEE Membership Marketing and Sales Specialist**  
[wright.c@ieee.org](mailto:wright.c@ieee.org) Phone: 732-562-3894

**2016 MD Planning**

Thank you to all who participated in the recent 2016 IEEE MD Training, held 6-7 November 2015 in Newark, NJ. We hope you learned valuable information about planning for the future. If you were not able to make the event, don't worry as we are planning to roll out a number of webinar sessions to cover individual topics of interest to support your efforts to grow and retain membership. Stay tuned for announcements on these sessions.

**NEW SAMIEEE Queries**

Have you logged into SAMIEEE and checked out these pre-defined queries? Learn about the interests of the members in your Section in order to plan activities that are valuable to them. If you need help getting the data or understanding what you are looking at, please reach out for help!

- (MD) Member Interest Profile – publications subscriptions
- (MD) Member Interest Profile – society membership pivot
- (MD) Member Interest Profile – tech community membership
- (MD) Member Interest Profile – tech council membership
- (MD) Member Interest Profile – TIPS

[www.ieee.org/samieee](http://www.ieee.org/samieee)

**'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 also have a chance to win prizes. For more information visit: [www.ieee-into-focus.org](http://www.ieee-into-focus.org)



.....put the world of.....  
**IEEE INTO FOCUS**  
 Give us a snapshot of your life as an IEEE Member.  
 .....

We could also use your help in promoting the contest among your members. For information and resources, such as the web graphic above, please contact Nicole Dewhurst, [n.dewhurst@ieee.org](mailto:n.dewhurst@ieee.org).

**IEEE PES PLAIN TALK courses for the Power Industry Professional**

The PES [Plain Talk courses](#) will help you to understand technical aspects of the Electric Power System, even if you do not have an engineering background. You will gain insights into the concerns of engineers, the demands of regulators and consumer groups, and the factors and trends that impact the operation of today's electric power systems. These courses are also appropriate for non-power engineers who are transitioning to the electric power industry. [Click here](#) for more info.

**Need help?**

You can always contact me or your Region's MD chair to discuss your Section's needs. My contact information is listed above. We're here for you!



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**Membership Development Resources List:**

<b>MD Resource Links</b>	For Resources such as: <ul style="list-style-type: none"> <li>• MD Manual</li> <li>• Section MD Goals</li> <li>• MD Kit Order Form</li> <li>• MD Webcast Archive</li> <li>• Correspondence Templates</li> </ul>	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Volunteer Resources	<a href="http://www.ieee.org/volunteers">www.ieee.org/volunteers</a>
	Benefits of Membership	<a href="http://www.ieee.org/benefits">www.ieee.org/benefits</a>
	First Year Member Experience	<a href="http://www.ieee.org/start">www.ieee.org/start</a>
	IEEE Contact Center & Support	<a href="http://www.ieee.org/contactcenter">www.ieee.org/contactcenter</a>
	Section Vitality Dashboard for member data, reports and lists	<a href="http://www.ieee.org/vitalitydb">www.ieee.org/vitalitydb</a>
	Important Predefined SAMIEEE Queries	<ul style="list-style-type: none"> <li>• (MD) All Members Joining since Beginning of Membership Year</li> <li>• (MD) First Year Active Members</li> <li>• (MD) Members Joining in Past 30 Days</li> <li>• (MD) New Member Interest Information for Active IEEE Members</li> </ul>
	Member-Get-a-Member (MGM)	<a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a>
	Senior Member Program	<a href="http://www.ieee.org/seniormember">www.ieee.org/seniormember</a>
	Member Loyalty Program	<a href="http://www.ieee.org/loyalty">www.ieee.org/loyalty</a>
	myIEEE	<a href="http://www.ieee.org/myieee">www.ieee.org/myieee</a>
	Conference Member Recruitment Program	<a href="http://www.ieee.org/cmr">www.ieee.org/cmr</a>