



MD Monthly – JANUARY 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		Jan '16	Jan '15	Dec '15	Jan '16 vs. Dec '15	
IEEE Membership		-5,638	-1.3%	427,935	433,573	421,355	+1.6%
o Honorary		-1	-3.0%	32	33	32	0.0%
o Fellow		127	+1.7%	7,548	7,421	7,244	+4.2%
o Senior Member		1,506	+4.1%	38,611	37,105	38,859	-0.6%
o Member		-3,085	-1.2%	254,113	257,198	252,447	+0.7%
o Associate Member		-1,038	-11.2%	8,256	9,294	8,323	-0.8%
o Graduate Student		-2,717	-5.7%	45,029	47,746	42,870	+5.0%
o Undergraduate Student		-430	-0.6%	74,346	74,776	71,580	+3.9%
Society Membership		-5,698	-1.8%	312,699	318,397	321,947	-2.9%
o 14 Societies up > 1%		9,441		Societies Note: Sum of respective gains and losses, with all counts excluding Affiliates. Including Affiliates, total Society memberships are down year-over-year by -6,374 or -1.9%.			
o 8 Societies +/- 1%		123					
o 17 Societies down > 1%		-15,262					

MD Venue	January - Membership Year To Date									
	'16	'15	'14	'13		'16	'15	'14	'13	
Retention	54.5% 207,997	56.5% 219,381	58.1% 228,178	60.3% 231,381		Recruitment	37,327	36,246	36,153	39,210
Higher-Grade	64.6% 191,395	66.3% 199,006	67.1% 201,516	66.5% 203,342		Reinstatement	9,112	8,747	8,605	7,464
STU/GSM	19.5% 16,602	23.0% 20,735	24.9% 26,662	29.8% 28,039		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
Mar	Give priority attention to member recovery tools and activities, especially first-year members. → → → 1 March: Half-Year Dues Cycle – ½ year dues period begins. Incorporate into recruitment messaging. Individuals who join IEEE in March receive 10 months of membership for the price of 6.	1 March: Arrears-recovery period begins for all members who did not renew their 2016 membership. Tools: Located in the MD folder of SAMIEEE, use pre-defined queries to identify members who have not renewed. Communications templates also available (see page 5).
Apr	Continue focus on recovery activities → → → Half-Year Dues Cycle – IEEE accepts ½-price dues for present year of service. Individuals who join IEEE in April receive 9 months of membership for the price of 6.	Tools: Located in the MD folder of SAMIEEE, use pre-defined queries to identify members who have not renewed. Communications templates also available (see page 5).

January MD Highlights

IEEE Membership

Overall membership ended the month down -1.3%, another tenth of a percent higher than last month. Positive recruitment in all grade categories continued but also continues to give back some of its gain. Reinstatement activity remains ahead of last year by 4%. (See chart on page 1.) Retention rates remain behind, and as we enter the arrears recovery period in March, local outreaches will be critical to recover the early momentum, as we saw greater renewal activity earlier this year.

Recruitment

Overall recruitment is ahead of last year by +3.0%. Though positive, this gain has been shrinking the last three months. The overall trend saw smaller gains YoY in GSM and undergraduate students, offset by a rather large gain percentage wise with higher grade recruitment. The longer term trend for recruitment shows we are outperforming the last two years, returning to the levels seen last in 2013.

All three grade categories remain positive year-over-year but gave back some of its gain. Higher grade recruitment has remained positive for the last four months. A new industry partnership in Region 10 (Hong Kong Section) helped boost numbers there, and as well we are starting to see member recruitment out of the IEEE Collabratec platform (see page 3 for more on this).

See more detail on recruitment, page 8.

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

Retention

December was the official end of the membership year, though we allow an almost two-month grace period until the service deactivation occurs at the end of February. All members who do not renew will lose access to their benefits and services, including GoogleApps@IEEE (and the email alias), Collabratec members' only features, myIEEE and Spectrum magazine. After that time we move in to the arrears recovery period, with a series of e-mails and a fourth print invoice beginning in March and ending in June. As we've been reporting, as a result of early record retention (driven by increased auto renewals, and an enhanced early renewal drawing offer) we simply saw more members renew earlier.

Overall retention is now behind by -2.0%, from -1.5% last month. It had been positive YoY up until then. The trend of more members waiting longer to renew will come into play in March and April, as we will look to see retention rebound.

Impacting the larger gap was higher-grade retention, which widened further (from -1.3% to -1.7%). Undergraduate and graduate student retention gaps actually shrunk from last month, as we saw a large number of student renewals in January. First-year member retention remained steady from last month.

➡ **The service deactivation is set to occur on 20 February.** Be sure to reach out to your unrenewed members. Identify your unrenewed members using the SAMIEE query "(MD) 2015 Last Renewal Year for Active Members – Name, Grade, Email." Even if it is 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, page 6.

Society Membership

Overall Society memberships are down -1.8% year-over-year, a marked improvement from -3.2% last month. We continue to see a slow return to numbers we've typically seen since the Communications Society losses negatively impacted overall Society membership numbers. (*continued next page*)



As we've been reporting, the significant decline in ComSoc membership is the result of the elimination of marketing programs that offered free membership, in May of 2015. Communications Society declines have been receding since August – and this month improved its deficit by about 8%, or roughly 6,000 members. Without the ComSoc losses, overall Society memberships would be positive year-over-year by about 5,500 memberships.

The top societies in terms of percentage growth in January were Engineering in Medicine and Biology (+10.8%), Computational Intelligence Society (+10.5%), and Signal Processing Society (+9.3%).

Society membership details begin on page 11.



Since its official launch in October, IEEE Collabratec (CT) now has more than 26,500 users (as of January 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. About 40% of CT users are non-members.

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	Higher Grade	Graduate Student	Undergrad Student	TOTAL
<i>Membership Year Cumulative - Sep through January 2016</i>				
Non-Member Sign-up to Active Member Conversions	83	99	308	490
Former Member Sign-up to Active Member Conversions	46	22	25	93
sub-total	129	121	333	583
First-Year Member Sign-ups to IEEE Collabratec (joined IEEE, and then signed-up)	265	295	843	1,403

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. (In the chart above, the numbers making up the 583 total.) Second, is the engagement of first year members. Through January roughly 4% of new members signed up on Collabratec. This is a metric we will begin watching along with any changes in first year member retention.

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.



Outstanding Section Membership Recruitment and Retention Performance

Antonio Luque
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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.



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 five months into the membership year, the percent to goal should be tracking at 41% or more.

Retention	2016 % Retention Goal	2016 Retention Growth	2016 YTD Jan	% to Goal
R1	83.2%	0.9%	67.2%	80.8%
R2	84.0%	5.0%	68.5%	81.5%
R3	79.8%	0.6%	64.2%	80.4%
R4	80.3%	1.8%	65.2%	81.2%
R5	81.0%	3.0%	63.6%	78.6%
R6	82.4%	0.3%	66.0%	80.1%
R7	77.1%	0.9%	58.5%	75.9%
R8	72.8%	3.9%	50.9%	69.8%
R9	55.1%	0.7%	31.0%	56.3%
R10	57.0%	1.4%	39.3%	69.1%
Total	72.3%	1.9%	46.3%	64.0%

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.

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

Overall we are tracking just below goal – 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 are the number of Sections by Region that are on track – meaning they are at 41% or more of their goal at five months into the membership year.

Recruitment	2016 Recruitment Goal	2016 Recruitment Growth	2016 YTD Jan	% to Goal
R1	3,712	4.6%	1,702	45.8%
R2	3,122	8.8%	1,210	38.8%
R3	4,507	9.7%	1,741	38.6%
R4	3,129	7.7%	1,250	39.9%
R5	4,142	6.0%	1,633	39.4%
R6	6,429	4.7%	2,676	41.6%
R7	3,070	6.9%	1,160	37.8%
R8	16,886	2.1%	7,490	44.4%
R9	7,007	5.9%	2,008	28.7%
R10	41,605	5.2%	16,457	39.6%
Total	93,610	5.1%	37,327	39.9%

Region	# of Sections on Target	% of Sections
1	14	63.6%
2	8	40.0%
3	15	36.6%
4	9	39.1%
5	12	46.2%
6	11	31.4%
7	9	45.0%
8	17	29.3%
9	6	17.1%
10	22	37.3%
Total	123	36.3%

Reinstatement	2016 Reinstatement Goal	2016 Reinstatement Growth	2016 YTD Jan	% to Goal
R1	1,389	6.0%	586	42.2%
R2	1,162	5.0%	584	50.2%
R3	1,279	5.0%	606	47.4%
R4	863	5.0%	448	51.9%
R5	1,389	6.0%	611	44.0%
R6	2,595	6.0%	1,214	46.8%
R7	676	5.0%	346	51.2%
R8	3,741	5.0%	1,883	50.3%
R9	1,050	4.9%	469	44.7%
R10	5,033	6.0%	2,365	47.0%
Total	19,177	5.5%	9,112	47.5%

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

Former members are a ripe pool of candidates to outreach to – and each year that pool grows. The service deactivation occurs on 20 February, after which time 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.

Membership Retention Update

NOTE: The service deactivation occurs on 20 February this year. Make every effort to communicate with your unrenewed members before they are deactivated. Even if it is 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.

Given that the year-over-year gap in retention widened for the second month in a row, local efforts will be extremely critical to the arrears recovery period. December is the official end of the membership year, though we allow an almost two-month grace period until the service deactivation occurs. At that time we move in to the arrears recovery period, with a series of e-mails and a print invoice beginning in March and ending in June. As we've been reporting, as a result of early record retention (driven by increased auto renewals, and an enhanced early renewal drawing offer) we simply saw more members renew earlier.

Overall retention is now behind by -2.0%, from -1.5% last month. It had been positive YoY up until then. The trend of more members waiting longer to renew will come into play in March and April, as we will look to see retention rebound.

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➔ 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 - January 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	27,630	19,925	72.1%	73.8%	1,605	488	30.4%	36.5%	1,478	240	16.2%	19.5%	30,713	20,653	67.2%	69.0%
2	24,179	17,547	72.6%	73.7%	1,432	481	33.6%	35.3%	1,122	271	24.2%	24.9%	26,733	18,299	68.5%	69.1%
3	23,077	16,279	70.5%	70.7%	1,836	678	36.9%	40.9%	2,138	398	18.6%	22.8%	27,051	17,355	64.2%	64.5%
4	17,169	12,226	71.2%	71.2%	1,559	582	37.3%	40.4%	1,316	254	19.3%	22.5%	20,044	13,062	65.2%	65.6%
5	22,833	15,872	69.5%	72.1%	1,502	490	32.6%	40.2%	1,904	332	17.4%	21.4%	26,239	16,694	63.6%	66.5%
6	45,507	32,241	70.8%	72.3%	2,495	790	31.7%	38.5%	2,913	561	19.3%	25.1%	50,915	33,592	66.0%	67.8%
R 1-6	160,395	114,090	71.1%	72.4%	10,429	3,509	33.6%	38.7%	10,871	2,056	18.9%	22.9%	181,695	119,655	65.9%	67.3%
7	13,013	8,424	64.7%	67.2%	1,692	635	37.5%	42.7%	1,227	255	20.8%	25.6%	15,932	9,314	58.5%	61.2%
8	53,194	31,206	58.7%	60.2%	9,515	3,247	34.1%	41.2%	7,455	1,227	16.5%	18.8%	70,164	35,680	50.9%	53.2%
9	9,836	4,156	42.3%	46.1%	1,096	341	31.1%	36.4%	5,355	556	10.4%	9.7%	16,287	5,053	31.0%	34.0%
10	59,781	33,519	56.1%	58.3%	12,003	2,982	24.8%	26.4%	25,573	1,794	7.0%	9.5%	97,357	38,295	39.3%	41.2%
R 7-10	135,824	77,305	56.9%	59.0%	24,306	7,205	29.6%	33.6%	39,610	3,832	9.7%	11.8%	199,740	88,342	44.2%	46.5%
TOTAL	296,219	191,395	64.6%	66.3%	34,735	10,714	30.8%	35.1%	50,481	5,888	11.7%	14.4%	381,435	207,997	54.5%	56.5%

First-Year Member Renewal / Retention - January 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	1,720	468	27.2%	30.3%	632	109	17.2%	21.7%	1,107	125	11.3%	15.6%	3,459	702	20.3%	23.7%
2	1,500	396	26.4%	30.6%	557	117	21.0%	21.3%	739	127	17.2%	19.7%	2,796	640	22.9%	25.5%
3	1,760	416	23.6%	24.6%	697	154	22.1%	28.4%	1,537	189	12.3%	18.3%	3,994	759	19.0%	22.8%
4	1,253	316	25.2%	27.3%	615	131	21.3%	25.4%	982	136	13.8%	17.9%	2,850	583	20.5%	24.1%
5	1,810	492	27.2%	32.1%	583	100	17.2%	25.6%	1,417	153	10.8%	15.1%	3,810	745	19.6%	25.1%
6	2,979	827	27.8%	31.2%	1,026	178	17.3%	26.4%	2,065	298	14.4%	20.3%	6,070	1,303	21.5%	26.4%
R 1-6	11,022	2,915	26.4%	29.5%	4,110	789	19.2%	25.0%	7,847	1,028	13.1%	18.1%	22,979	4,732	20.6%	24.7%
7	1,356	350	25.8%	29.7%	656	146	22.3%	26.7%	841	118	14.0%	18.3%	2,853	614	21.5%	25.7%
8	6,424	1,315	20.5%	24.5%	4,389	925	21.1%	27.4%	5,741	658	11.5%	12.7%	16,554	2,898	17.5%	21.3%
9	1,915	266	13.9%	15.9%	454	71	15.6%	20.5%	4,231	278	6.6%	5.5%	6,600	615	9.3%	9.9%
10	10,493	1,970	18.8%	22.3%	7,355	1,107	15.1%	16.5%	21,589	1,168	5.4%	7.5%	39,437	4,245	10.8%	13.2%
R 7-10	20,188	3,901	19.3%	22.9%	12,854	2,249	17.5%	20.4%	32,402	2,222	6.9%	8.5%	65,444	8,372	12.8%	15.5%
TOTAL	31,210	6,816	21.8%	25.3%	16,964	3,038	17.9%	21.5%	40,249	3,250	8.1%	10.5%	88,423	13,104	14.8%	18.0%



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 +3.0%. Though positive, this gain has been shrinking the last three months. The overall trend saw smaller gains YoY in GSM and undergraduate students, offset by a rather large gain percentage wise with higher grade recruitment. The longer term trend for recruitment students shows we are outperforming the last two years, returning to the levels seen last in 2013.

All three grade categories remain positive but gave back some its gain. Here is how each of the three categories impacted the overall result:

- **Undergraduate recruitment** has steadily given back gain the last three months, now +1.4%.
 - Last year at this time: undergraduate recruitment was up +5.8%.
- **Graduate student recruitment** saw the same pattern, now ahead just +1.9% following +4.3% in December.
 - Last year at this time: graduate student recruitment was down -2.8%.
- **Higher Grade recruitment** jumped up last month to +12.4%, receding back to +9.5% this month. We have not seen positive HG recruitment numbers in many years.
 - Main driver: Hong Kong Section in Region 10 has over 700 new HG members as a result of a new industry outreach partnership. All other Regions widened their decline or gave back some gain.
 - Last year at this time: higher grade recruitment was down -11.5%.

➔ 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 - January 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	367	382	(15)	-3.9%	350	286	64	22.4%	985	887	98	11.0%	1,702	1,555	147	9.5%
2	304	340	(36)	-10.6%	289	339	(50)	-14.7%	617	605	12	2.0%	1,210	1,284	(74)	-5.8%
3	364	345	19	5.5%	354	364	(10)	-2.7%	1,023	1,253	(230)	-18.4%	1,741	1,962	(221)	-11.3%
4	253	244	9	3.7%	329	366	(37)	-10.1%	668	866	(198)	-22.9%	1,250	1,476	(226)	-15.3%
5	384	404	(20)	-5.0%	310	319	(9)	-2.8%	939	990	(51)	-5.2%	1,633	1,713	(80)	-4.7%
6	750	744	6	0.8%	588	491	97	19.8%	1,338	1,546	(208)	-13.5%	2,676	2,781	(105)	-3.8%
R 1-6	2,422	2,459	(37)	-1.5%	2,220	2,165	55	2.5%	5,570	6,147	(577)	-9.4%	10,212	10,771	(559)	-5.2%
7	280	339	(59)	-17.4%	313	299	14	4.7%	567	661	(94)	-14.2%	1,160	1,299	(139)	-10.7%
8	1,277	1,243	34	2.7%	2,213	1,848	365	19.8%	4,000	3,508	492	14.0%	7,490	6,599	891	13.5%
9	332	374	(42)	-11.2%	242	241	1	0.4%	1,434	1,624	(190)	-11.7%	2,008	2,239	(231)	-10.3%
10	2,884	2,153	731	34.0%	3,302	3,586	(284)	-7.9%	10,271	9,599	672	7.0%	16,457	15,338	1,119	7.3%
R 7-10	4,773	4,109	664	16.2%	6,070	5,974	96	1.6%	16,272	15,392	880	5.7%	27,115	25,475	1,640	6.4%
TOTAL	7,195	6,568	627	9.5%	8,290	8,139	151	1.9%	21,842	21,539	303	1.4%	37,327	36,246	1,081	3.0%

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	625	941	1,240	2,806
Referrals Joined	319	224	397	940
% of Referrals Joined	51.0%	23.8%	32.0%	33.5%
# New US HG Members	250	168	295	713



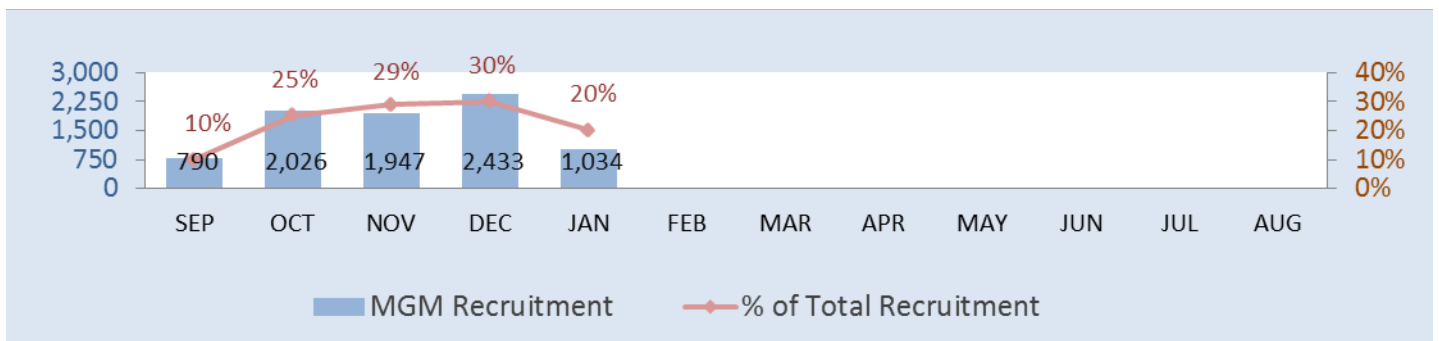


Recruiters of the Month – Member-Get-a-Member (MGM) Program


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.

Chowdhury Hossain	R10, Bangladesh Section	35 new members	Pratyush Kumar	R10, Bangalore Section	15 new members
Ashwin Kumar	R10, Bangalore Section	28 new members	Rajiv M N	R10, Bangalore Section	15 new members
Riya Mathew	R10, Kerala Section	22 new members	B Chandra Shekara Sainath	R10, Bangalore Section	15 new members
Mahesh G Bhat	R10, Bangalore Section	20 new members	Keerti Botlaguduru	R10, Hyderabad Section	15 new members
Rohit Shetty	R10, Bangalore Section	18 new members	Shravan Rai	R10, Bangalore Section	14 new members
Shubhodeep Mitra	R10, Bangalore Section	18 new members	Shashank S	R10, Bangalore Section	14 new members
Sashank Chennam	R10, Hyderabad Section	18 new members	Yang Li	R10, Beijing Section	14 new members
B S Rao	R10, Bangalore Section	17 new members	Deepika U	R10, Bangalore Section	14 new members
Kruthi Purohit	R10, Bangalore Section	17 new members	Lakshmeesha K.N	R10, Bangalore Section	14 new members
Sowjanya Goda	R10, Hyderabad Section	17 new members	Sanmathi S	R10, Bangalore Section	14 new members
Bhargav Teja	R10, Hyderabad Section	17 new members	Shaik Moinuddin	R10, Hyderabad Section	14 new members
Mohamed Samy Garali	R8, Tunisia Section	17 new members	Surjdeep Singh	R10, Kolkata Section	13 new members
Gurupriy Inamdar	R10, Bangalore Section	16 new members	Shakelli Preksha	R10, Hyderabad Section	13 new members
Akshaykumar P	R10, Bangalore Section	15 new members	Hasan Shami	R8, Lebanon Section	10 new members



2016 Membership YTD: 8,230 new members
Same period last year: 7,015
Year-over-year: +17.3%

Membership by Region	Jan '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%)
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IEEE Membership - January 2016																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2016	2015	Change		2016	2015	Change		2016	2015	Change		2016	2015		
			#	%			#	%			#	%			#	%
1	28,230	28,844	(614)	-2.1%	2,080	2,147	(67)	-3.1%	2,601	2,606	(5)	-0.2%	32,911	33,597	(686)	-2.0%
2	24,671	25,427	(756)	-3.0%	1,861	2,082	(221)	-10.6%	1,887	2,100	(213)	-10.1%	28,419	29,609	(1,190)	-4.0%
3	23,929	24,291	(362)	-1.5%	2,345	2,506	(161)	-6.4%	3,339	3,744	(405)	-10.8%	29,613	30,541	(928)	-3.0%
4	17,561	18,222	(661)	-3.6%	1,991	2,152	(161)	-7.5%	2,116	2,304	(188)	-8.2%	21,668	22,678	(1,010)	-4.5%
5	23,537	23,749	(212)	-0.9%	1,928	2,121	(193)	-9.1%	3,001	3,016	(15)	-0.5%	28,466	28,886	(420)	-1.5%
6	47,398	47,846	(448)	-0.9%	3,292	3,198	94	2.9%	4,464	4,900	(436)	-8.9%	55,154	55,944	(790)	-1.4%
R 1-6	165,326	168,379	(3,053)	-1.8%	13,497	14,206	(709)	-5.0%	17,408	18,670	(1,262)	-6.8%	196,231	201,255	(5,024)	-2.5%
7	13,418	13,818	(400)	-2.9%	2,143	2,256	(113)	-5.0%	1,837	2,013	(176)	-8.7%	17,398	18,087	(689)	-3.8%
8	55,411	56,121	(710)	-1.3%	12,083	12,183	(100)	-0.8%	11,692	11,210	482	4.3%	79,186	79,514	(328)	-0.4%
9	10,383	10,605	(222)	-2.1%	1,396	1,574	(178)	-11.3%	7,034	6,964	70	1.0%	18,813	19,143	(330)	-1.7%
10	64,022	62,128	1,894	3.0%	15,910	17,527	(1,617)	-9.2%	36,375	35,919	456	1.3%	116,307	115,574	733	0.6%
R 7-10	143,234	142,672	562	0.4%	31,532	33,540	(2,008)	-6.0%	56,938	56,106	832	1.5%	231,704	232,318	(614)	-0.3%
TOTAL	308,560	311,051	(2,491)	-0.8%	45,029	47,746	(2,717)	-5.7%	74,346	74,776	(430)	-0.6%	427,935	433,573	(5,638)	-1.3%

- Overall membership behind -1.3%, following -1.2% last month
 - Trends: Renewal lagging, positive YoY recruitment and reinstatement gains are slowly receding
 - Last January was at -1.2%
- Higher-grade membership is down -0.8%, for the second month in a row
 - Regions 1-6 HG remained steady
 - Regions 7-10 overall gained a tenth of a percent, now +0.4% this month
 - Region 10 HG recruitment continued impact
 - Last year January overall HG was -0.4%
- Graduate student membership decline fairly steady from last month at -5.7%
 - Main driver: Recruitment gains diminishing though still positive
 - Last year this time was -1.3%
- Undergraduate student membership behind by -0.6%, following -0.1% last month
 - Main driver: Also diminished recruitment gains
 - Last year this time was -4.3%

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 January 2016																				
SOCIETY / DIVISION	IEEE Higher Grade Members		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	9,395	9,346	49	0.5%	546	565	-19	-3.4%	49	41	8	19.5%	9,990	9,952	38	0.4%	9,941	9,911	30	0.3%
Electron Devices	9,642	9,516	126	1.3%	457	571	-114	-20.0%	50	54	-4	-7.4%	10,149	10,141	8	0.1%	10,099	10,087	12	0.1%
Solid-State Circuits	9,745	9,639	106	1.1%	229	270	-41	-15.2%	107	109	-2	-1.8%	10,081	10,018	63	0.6%	9,974	9,909	65	0.7%
Div I Subtotal	28,782	28,501	281	1.0%	1,232	1,406	-174	-12.4%	206	204	2	1.0%	30,220	30,111	109	0.4%	30,014	29,907	107	0.4%
DIVISION II																				
Components, Packaging & Mfg Tech	2,386	2,446	-60	-2.5%	53	60	-7	-11.7%	27	26	1	3.8%	2,466	2,532	-66	-2.6%	2,439	2,506	-67	-2.7%
Dielectrics & Electrical Insulation	2,073	2,189	-116	-5.3%	16	35	-19	-54.3%	27	26	1	3.8%	2,116	2,250	-134	-6.0%	2,089	2,224	-135	-6.1%
Industry Applications	10,976	10,728	248	2.3%	1,848	1,312	536	40.9%	45	47	-2	-4.3%	12,869	12,087	782	6.5%	12,824	12,040	784	6.5%
Instrumentation & Measurements	3,861	3,937	-76	-1.9%	95	114	-19	-16.7%	15	25	-10	-40.0%	3,971	4,076	-105	-2.6%	3,956	4,051	-95	-2.3%
Power Electronics	7,679	7,328	351	4.8%	553	293	260	88.7%	32	32	0	0.0%	8,264	7,653	611	8.0%	8,232	7,621	611	8.0%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,183	2,140	43	2.0%	55	46	9	19.6%	41	32	9	28.1%	2,279	2,218	61	2.8%	2,238	2,186	52	2.4%
Div II Subtotal	29,158	28,768	390	1.4%	2,620	1,860	760	40.9%	187	188	-1	-0.5%	31,965	30,816	1,149	3.7%	31,778	30,628	1,150	3.8%
DIVISION III																				
Communications	28,580	36,646	-8,066	-22.0%	876	3,970	-3,094	-77.9%	1,084	1,079	5	0.5%	30,540	41,695	-11,155	-26.8%	29,456	40,616	-11,160	-27.5%
DIVISION IV																				
Antennas & Propagation	8,523	8,326	197	2.4%	283	270	13	4.8%	54	50	4	8.0%	8,860	8,646	214	2.5%	8,806	8,596	210	2.4%
Broadcast Technology	1,617	1,605	12	0.7%	47	45	2	4.4%	21	20	1	5.0%	1,685	1,670	15	0.9%	1,664	1,650	14	0.8%
Consumer Electronics	2,931	3,081	-150	-4.9%	135	137	-2	-1.5%	22	21	1	4.8%	3,088	3,239	-151	-4.7%	3,066	3,218	-152	-4.7%
Electromagnetic Compatibility	3,859	3,869	-10	-0.3%	52	43	9	20.9%	36	28	8	28.6%	3,947	3,940	7	0.2%	3,911	3,912	-1	0.0%
Magnetics	2,989	3,018	-29	-1.0%	80	83	-3	-3.6%	86	85	1	1.2%	3,155	3,186	-31	-1.0%	3,069	3,101	-32	-1.0%
Microwave Theory & Techniques	10,901	11,069	-168	-1.5%	322	302	20	6.6%	33	36	-3	-8.3%	11,256	11,407	-151	-1.3%	11,223	11,371	-148	-1.3%
Nuclear & Plasma Sciences	2,865	2,958	-93	-3.1%	75	96	-21	-21.9%	45	46	-1	-2.2%	2,985	3,100	-115	-3.7%	2,940	3,054	-114	-3.7%
Div IV Subtotal	33,685	33,926	-241	-0.7%	994	976	18	1.8%	297	286	11	3.8%	34,976	35,188	-212	-0.6%	34,679	34,902	-223	-0.6%
DIVISION V/VIII																				
Computer	42,623	44,910	-2,287	-5.1%	3,569	3,826	-257	-6.7%	8,645	9,863	-1,218	-12.3%	54,837	58,599	-3,762	-6.4%	46,192	48,736	-2,544	-5.2%

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

IEEE Society Membership Totals as of January 2016																				
SOCIETY / DIVISION	IEEE Higher Grade Members		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 VI																				
Education	3,268	3,322	-54	-1.6%	93	88	5	5.7%	41	40	1	2.5%	3,402	3,450	-48	-1.4%	3,361	3,410	-49	-1.4%
Industrial Electronics	6,303	5,916	387	6.5%	284	233	51	21.9%	29	24	5	20.8%	6,616	6,173	443	7.2%	6,587	6,149	438	7.1%
Product Safety Engineering	798	811	-13	-1.6%	3	8	-5	-62.5%	11	9	2	22.2%	812	828	-16	-1.9%	801	819	-18	-2.2%
Professional Communication	670	661	9	1.4%	18	26	-8	-30.8%	51	60	-9	-15.0%	739	747	-8	-1.1%	688	687	1	0.1%
Reliability	1,759	1,821	-62	-3.4%	28	28	0	0.0%	29	24	5	20.8%	1,816	1,873	-57	-3.0%	1,787	1,849	-62	-3.4%
Social Implications of Technology	1,403	1,389	14	1.0%	30	34	-4	-11.8%	15	19	-4	-21.1%	1,448	1,442	6	0.4%	1,433	1,423	10	0.7%
Technology and Engineering Mgmt*	2,833	2,007	826	41.2%	74	28	46	164.3%	35	17	18	105.9%	2,942	2,052	890	43.4%	2,907	2,035	872	42.9%
Div VI Subtotal	17,034	15,927	1,107	7.0%	530	445	85	19.1%	211	193	18	9.3%	17,775	16,565	1,210	7.3%	17,564	16,372	1,192	7.3%
DIVISION VII																				
Power & Energy	30,087	29,353	734	2.5%	4,503	3,394	1,109	32.7%	370	324	46	14.2%	34,960	33,071	1,889	5.7%	34,590	32,747	1,843	5.6%
DIVISION IX																				
Aerospace & Electronic Systems	4,398	4,486	-88	-2.0%	262	282	-20	-7.1%	28	30	-2	-6.7%	4,688	4,798	-110	-2.3%	4,660	4,768	-108	-2.3%
Geoscience & Remote Sensing	3,368	3,260	108	3.3%	125	132	-7	-5.3%	217	237	-20	-8.4%	3,710	3,629	81	2.2%	3,493	3,392	101	3.0%
Information Theory	3,246	3,239	7	0.2%	73	88	-15	-17.0%	30	27	3	11.1%	3,349	3,354	-5	-0.1%	3,319	3,327	-8	-0.2%
Intelligent Transportation Systems	1,473	1,363	110	8.1%	39	36	3	8.3%	25	25	0	0.0%	1,537	1,424	113	7.9%	1,512	1,399	113	8.1%
Oceanic Engineering	1,766	1,773	-7	-0.4%	53	112	-59	-52.7%	29	26	3	11.5%	1,848	1,911	-63	-3.3%	1,819	1,885	-66	-3.5%
Signal Processing	17,103	16,309	794	4.9%	1,498	715	783	109.5%	190	167	23	13.8%	18,791	17,191	1,600	9.3%	18,601	17,024	1,577	9.3%
Vehicular Technology	4,084	4,103	-19	-0.5%	127	153	-26	-17.0%	30	25	5	20.0%	4,241	4,281	-40	-0.9%	4,211	4,256	-45	-1.1%
Div IX Subtotal	35,438	34,533	905	2.6%	2,177	1,518	659	43.4%	549	537	12	2.2%	38,164	36,588	1,576	4.3%	37,615	36,051	1,564	4.3%
DIVISION X																				
Computational Intelligence	6,585	6,150	435	7.1%	613	363	250	68.9%	84	96	-12	-12.5%	7,282	6,609	673	10.2%	7,198	6,513	685	10.5%
Control Systems	8,735	9,114	-379	-4.2%	315	334	-19	-5.7%	75	74	1	1.4%	9,125	9,522	-397	-4.2%	9,050	9,448	-398	-4.2%
Engineering in Medicine & Biology	9,090	8,777	313	3.6%	1,678	939	739	78.7%	981	574	407	70.9%	11,749	10,290	1,459	14.2%	10,768	9,716	1,052	10.8%
Photonics	5,748	5,645	103	1.8%	108	96	12	12.5%	180	146	34	23.3%	6,036	5,887	149	2.5%	5,856	5,741	115	2.0%
Robotics & Automation	10,999	10,323	676	6.5%	2,368	2,056	312	15.2%	133	115	18	15.7%	13,500	12,494	1,006	8.1%	13,367	12,379	988	8.0%
Systems, Man & Cybernetics	4,365	4,426	-61	-1.4%	207	215	-8	-3.7%	44	43	1	2.3%	4,616	4,684	-68	-1.5%	4,572	4,641	-69	-1.5%
Div X Subtotal	45,522	44,435	1,087	2.4%	5,289	4,003	1,286	32.1%	1,497	1,048	449	42.8%	52,308	49,486	2,822	5.7%	50,811	48,438	2,373	4.9%
TOTAL	290,909	296,999	-6,090	-2.1%	21,790	21,398	392	1.8%	13,046	13,722	-676	-4.9%	325,745	332,119	-6,374	-1.9%	312,699	318,397	-5,698	-1.8%

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



Women in Engineering (WIE)					Jan '16				
Grade	This Month '16	This Month '15	Year-over-Year		Region	This Month '16	This Month '15	Year-over-Year	
			#	%				#	%
Fellow	102	99	3	3.0%	U.S.	3,445	3,508	(63)	-1.8%
Senior Member	652	582	70	12.0%	Canada	397	365	32	8.8%
Member	3976	3889	87	2.2%	Europe, Middle East, Africa	3,062	2,715	347	12.8%
Associate Member	129	128	1	0.8%	Latin America	2,640	2,312	328	14.2%
Graduate Student	2149	2154	(5)	-0.2%	Asia & Pacific	8,940	7,522	1,418	18.9%
Student	11476	9570	1,906	19.9%	Total	18,484	16,422	2,062	12.6%
Total	18,484	16,422	2,062	12.6%					

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				Jan '16					
Grade	This Month '16	This Month '15	Year-over-Year		Grade	This Month '16	This Month '15	Year-over-Year	
			#	%				#	%
Student	55	43	12	27.9%	Student	55	43	12	27.9%
Higher-Grade	6,275	6,244	31	0.5%	Higher-Grade	6,275	6,244	31	0.5%
Affiliate	67	87	(20)	-23.0%	Affiliate	67	87	(20)	-23.0%
Total	6,397	6,374	23	0.4%	Total	6,397	6,374	23	0.4%

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 Professional Membership - January 2016**

Region	Higher Grade w/o GSM			Graduate Students			Total		
	2016	2015	% change	2016	2015	% change	2016	2015	% change
1	4,108	4,364	-5.9%	1,997	2,136	-6.5%	6,105	6,500	-6.1%
2	3,648	4,064	-10.2%	1,790	2,091	-14.4%	5,438	6,155	-11.6%
3	4,220	4,586	-8.0%	2,231	2,512	-11.2%	6,451	7,098	-9.1%
4	3,438	3,803	-9.6%	1,912	2,157	-11.4%	5,350	5,960	-10.2%
5	4,384	4,528	-3.2%	1,835	2,127	-13.7%	6,219	6,655	-6.6%
6	8,049	8,453	-4.8%	3,160	3,215	-1.7%	11,209	11,668	-3.9%
R 1-6	27,847	29,798	-6.5%	12,925	14,238	-9.2%	40,772	44,036	-7.4%
7	3,367	3,645	-7.6%	2,052	2,250	-8.8%	5,419	5,895	-8.1%
8	16,782	17,848	-6.0%	11,662	12,113	-3.7%	28,444	29,961	-5.1%
9	3,776	3,883	-2.8%	1,330	1,644	-19.1%	5,106	5,527	-7.6%
10	19,502	19,224	1.4%	15,311	17,452	-12.3%	34,813	36,676	-5.1%
R 7-10	43,427	44,600	-2.6%	30,355	33,459	-9.3%	73,782	78,059	-5.5%
TOTAL	71,274	74,398	-4.2%	43,280	47,697	-9.3%	114,554	122,095	-6.2%

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

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - January 2016

Region	Higher Grade w/o GSM			Total Students			Total		
	2016	2015	% change	2016	2015	% change	2016	2015	% change
1	1,232	1,193	3.3%	504	516	-2.3%	1,736	1,709	1.6%
2	1,177	1,104	6.6%	455	428	6.3%	1,632	1,532	6.5%
3	1,216	1,130	7.6%	702	623	12.7%	1,918	1,753	9.4%
4	920	914	0.7%	607	553	9.8%	1,527	1,467	4.1%
5	1,289	1,192	8.1%	641	599	7.0%	1,930	1,791	7.8%
6	1,630	1,512	7.8%	819	795	3.0%	2,449	2,307	6.2%
R 1-6	7,464	7,045	5.9%	3,728	3,514	6.1%	11,192	10,559	6.0%
7	39	28	39.3%	14	25	-44.0%	53	53	0.0%
8	85	65	30.8%	38	21	81.0%	123	86	43.0%
9	58	27	114.8%	103	90	14.4%	161	117	37.6%
10	106	80	32.5%	98	85	15.3%	204	165	23.6%
R 7-10	288	200	44.0%	253	221	14.5%	541	421	28.5%
TOTAL	7,752	7,245	7.0%	3,981	3,735	6.6%	11,733	10,980	6.9%