



MD Monthly – MARCH 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

MD Summary & Updates	Pages 1-3	Member Recruitment	Pages 9-10
Membership Year Goals & Progress	Pages 4-6	Active Membership	Page 11
Retention & Recovery	Page 7-8	Society & Special Interest Memberships	Pages 12-15

Monthly Census	YoY Variance		Mar '16	Mar '15	Feb '16	Mar '16 vs. Feb '16	
IEEE Membership		-4,689	-1.4%	325,532	330,221	296,475	+9.8%
o Honorary		-1	-3.0%	32	33	32	0.0%
o Fellow		134	+1.9%	7,291	7,157	7,124	+2.3%
o Senior Member		1,150	+3.2%	36,891	35,741	35,755	+3.2%
o Member		-3,112	-1.6%	196,573	199,685	183,939	+6.9%
o Associate Member		-597	-10.0%	5,382	5,979	5,006	+7.5%
o Graduate Student		-1,693	-5.0%	32,468	34,161	27,156	+19.6%
o Undergraduate Student		-570	-1.2%	46,895	47,465	37,463	+25.2%
Society Membership		-2,288	-0.9%	263,046	265,334	244,181	+7.8%
o 9 Societies up > 1%		2,470		Societies Note: Sum of respective gains and losses, with all counts excluding Affiliates. Including Affiliates, total Society memberships are down year-over-year by -3,086 or -1.1%.			
o 9 Societies +/- 1%		-65					
o 21 Societies down > 1%		-4,693					

MD Venue	March - Membership Year To Date									
	'16	'15	'14	'13		'16	'15	'14	'13	
Retention	66.3%	67.0%	66.5%	67.4%		Recruitment	59,189	56,227	56,971	61,326
Higher-Grade	76.3%	76.8%	76.9%	76.2%		Reinstatement	12,981	12,884	12,573	11,813
STU/GSM	32.2%	33.9%	33.7%	38.3%		Recovery	10,502	15,709	8,916	11,525
	252,678	260,282	261,470	264,716						
	224,874	230,030	229,378	229,842						
	27,804	30,252	32,092	34,874						

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>

	Recruitment Activities	Retention Activities
MAY	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).	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 .
JUN	Half-Year Dues Cycle —IEEE accepts ½-year dues for the present year of service. Individuals who join IEEE in June receive 7 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.



March MD Highlights

IEEE Membership

Overall membership ended the month down -1.4% year-over-year, shaving a half of a percent off the decline from February. Record higher grade recruitment was the main driver this month, as renewal activity in the first month of arrears recovery did not perform as well as it did last year. (See chart, page 1.) Reinstatement activity continues to outpace last year, but those gains have been shrinking steadily.

In response to these declines, MGA Staff has effectively doubled the number of outreaches during the period of March through June, along with testing different offers to incentivize joining or renewing such as a chance to win tickets to the Honors Ceremony, free career tools, a merchandise item, or simply highlighting new members-only features in IEEE Collabratec™. For the month of March, our most successful direct outreach campaigns delivered 56% more members than last year as a result.

A special congratulation to the Louisville Section (R3), Kuwait Section (R8) and Vietnam Section (R10), for already earning the gold medal of recognition – having already met goals for both recruitment and retention! (More detail, page 5.)

Recruitment

Overall recruitment is ahead of last year by +5.3%, up from +4.2% last month. Higher grade recruitment is the single driving force, as student and GSM recruitment each dipped slightly. Recruitment performance continues to show we are slowly returning to the levels seen last in 2013. Two months in a row, we have had record higher grade recruitment. March 2016 was the single largest March HG recruitment month on record and by well over 1,000 recruits too. This was due to significant year-over-year increases in new joins from our direct outreach campaigns in the US regions, as well as the Hong Kong Section in Region 10 delivering over 1,200 new members as a result of a new industry outreach partnership.

See more detail on recruitment, page 9.

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

Retention

In the first month following the service deactivation, we recovered over 10,000 of the members deactivated, which is on par with the average, but well below last year's arrears recovery record. Overall retention fell behind last year by -2.0%, after it spiked ahead last month. Early April data is showing renewal activity as a raw count is picking up. This reinforces the three-year trend of more members renewing later and later each year.

If we recover exactly the same number of members deactivated as last year, we would be on pace to increase retention by .7%. Since the majority of arrears recovery happens in March – on average 45% - we will need to make up an additional 2,000 renewals in April to keep pace with last year. Alternatively, in order to make up that deficit and show membership growth, we would need some combination of greater increases in recruitment and reinstatement. Otherwise we will conclude the membership year with a smaller membership base to renew in 2017.

➡ **There are a large number of members in arrears in your Section.** 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." 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 7.

Society Membership

Overall Society memberships are down -0.9% year-over-year, in a continuing improvement trend over the last three months. While we saw fewer Societies showing positive growth, the Societies with membership declines have seen improvements.

Communications Society membership declines – previously the biggest factor impacting overall Society membership declines - have stabilized as we get closer to the one-year mark since we began seeing very large losses in May of 2015, when the elimination of marketing programs that offered free CommSoc membership were halted.

The top Societies in terms of percentage growth in March were Industrial Applications (+6.5%), Power Electronics Society (+6.0%), and Social Implications of Technology Society (+6.0%).

Society membership details begin on page 11.



IEEE Collabratec (CT) now has more than 34,000 users (as of March month end). The platform is open to members and non-members alike, with special member-only features that are now driving recruitment activity. The percentage of non-member users – and now members in arrears - is growing.

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 March 4.5% of new members signed up on Collabratec.

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 marketing system that we utilize to generate campaigns for recruitment.

ACTIVITY	Higher Grade	Graduate Student	Undergrad Student	TOTAL
<i>Membership Year Cumulative - Sep through March 2016</i>				
Non-Member Sign-up to Active Member Conversions	89	101	262	452
Former Member Sign-up to Active Member Conversions	63	29	24	116
sub-total	152	130	286	568
First-Year Member Sign-ups to IEEE Collabratec (joined IEEE, and then signed-up)	565	548	1559	2,672

IEEE Membership Forum 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.

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.

Special congratulations to the Louisville Section (R3), Kuwait Section (R8) and Vietnam Section (R10), for already earning the gold medal of recognition – having met goals for both recruitment and retention!

Through March, 21 Sections have met their retention goals already, and 22 Sections have met their recruitment goals.

Tracking Progress and Section Recognition of Goal Achievement

Every month, the regional MD reports contain the Section level progress for recruitment and retention.

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 seven months into the membership year, the percent to goal should be tracking at 58.8% or more.

Retention	2016 % Retention Goal	2016 Retention Growth	2016 YTD Mar	% to Goal
R1	83.2%	0.9%	78.4%	94.2%
R2	84.0%	5.0%	79.4%	94.5%
R3	79.8%	0.6%	75.1%	94.1%
R4	80.3%	1.8%	75.6%	94.1%
R5	81.0%	3.0%	74.2%	91.7%
R6	82.4%	0.3%	76.3%	92.6%
R7	77.1%	0.9%	71.2%	92.4%
R8	72.8%	3.9%	65.0%	89.3%
R9	55.1%	0.7%	46.0%	83.4%
R10	57.0%	1.4%	50.6%	88.9%
Total	72.3%	1.9%	66.3%	91.7%

Retention progress to goal is starting to level off following the service deactivation. Since most retention activity occurs in the first half of the membership year, the high percentages to goal are expected. This is not a sign that retention is tracking far ahead. This will start to level off even more in the next couple of 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 Mar	% to Goal
R1	3,712	4.6%	2,452	66.0%
R2	3,122	8.8%	1,868	59.8%
R3	4,507	9.7%	2,699	59.9%
R4	3,129	7.7%	1,876	60.0%
R5	4,142	6.0%	2,441	58.9%
R6	6,429	4.7%	3,816	59.4%
R7	3,070	6.9%	1,612	52.5%
R8	16,886	2.1%	10,953	64.9%
R9	7,007	5.9%	3,345	47.7%
R10	41,605	5.2%	28,127	67.6%
Total	93,610	5.1%	59,189	63.2%

Overall we are tracking just ahead of goal for recruitment – we maintain this momentum. Region 10 and then Region 1 have the highest progress to goal thus far.

Below is the number of Sections by Region that are on track – meaning they are at 58.8% or more of their goal at seven months into the membership year.

Region	# of Sections on Target	% of Sections
1	16	72.7%
2	10	50.0%
3	22	53.7%
4	10	43.5%
5	15	57.7%
6	15	42.9%
7	9	45.0%
8	24	41.4%
9	7	20.0%
10	27	45.8%
Total	155	45.7%

Reinstatement	2016 Reinstatement Goal	2016 Reinstatement Growth	2016 YTD Mar	% to Goal
R1	1,389	6.0%	830	59.8%
R2	1,162	5.0%	814	70.0%
R3	1,279	5.0%	855	66.9%
R4	863	5.0%	616	71.4%
R5	1,389	6.0%	826	59.5%
R6	2,595	6.0%	1,695	65.3%
R7	676	5.0%	483	71.4%
R8	3,741	5.0%	2,741	73.3%
R9	1,050	4.9%	695	66.2%
R10	5,033	6.0%	3,426	68.1%
Total	19,177	5.5%	12,981	67.7%

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. The members who didn't renew last year (in Arrears for 2014) are now 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 148 Sections below who are on track (58.8%+) to meet their recruitment goal for the 2016 membership year! Keep going!

A special recognition is given to the **22 Sections that met or surpassed their recruitment goals for the year already**, highlighted in green:

Region 1	% to Goal
Mid-Hudson Section	160.0%
Rochester Section	91.3%
Syracuse Section	89.5%
Mohawk Valley Section	81.8%
Buffalo Section	76.8%
Maine Section	75.6%
North Jersey Section	73.8%
Providence Section	73.3%
Connecticut Section	69.7%
Schenectady Section	68.0%
New York Section	65.6%
Princeton/Central Jersey Section	61.8%
Long Island Section	61.0%
Green Mountain Section	60.0%
Binghamton Section	59.0%
Boston Section	58.9%
Region 2	% to Goal
Akron Section	95.0%
West Virginia Section	95.0%
Susquehanna Section	88.9%
Southern New Jersey Section	75.9%
Cleveland Section	70.0%
Cincinnati Section	69.1%
Philadelphia Section	66.1%
Lehigh Valley Section	66.1%
Central Pennsylvania Section	64.6%
Dayton Section	61.3%
Region 3	% to Goal
Tri Cities Section	130.8%
Louisville Section	108.0%
Richmond Section	92.9%
Chattanooga Section	81.1%
Florida West Coast Section	80.1%
East Tennessee Section	78.2%
Central Virginia Section	74.6%
Jamaica Section	74.0%
Virginia Mountain Section	73.6%
Northwest Florida Section	73.4%
Jacksonville Section	73.3%
Eastern North Carolina Section	70.2%
Central North Carolina Section	68.9%
Winston-Salem Section	68.2%
Palm Beach Section	66.8%
Central Tennessee Section	66.0%
Orlando Section	65.0%
Hampton Roads Section	63.8%
Coastal South Carolina Section	61.7%
Gainesville Section	60.0%
Tallahassee Area Section	59.2%
Lexington Section	58.8%

Region 4	% to Goal
Siouxland Section	117.6%
Nebraska Section	104.0%
Rock River Valley Section	88.5%
Milwaukee Section	78.0%
Central Illinois Section	76.9%
Toledo Section	74.9%
Cedar Rapids Section	68.6%
Northeastern Wisconsin Section	67.4%
Chicago Section	59.8%
Southeastern Michigan Section	59.0%
Region 5	% to Goal
Wichita Section	191.6%
Arkansas River Valley Section	115.8%
Southwest Missouri Section	99.0%
Oklahoma City Section	84.1%
Shreveport Section	80.2%
Galveston Bay Section	79.5%
Ozark Section	78.5%
Beaumont Section	73.6%
Pikes Peak Section	71.2%
Central Texas Section	66.0%
Tulsa Section	65.5%
Houston Section	63.3%
Saint Louis Section	62.3%
Baton Rouge Section	61.9%
Region 6	% to Goal
Richland Section	111.1%
Hawaii Section	84.9%
Sacramento Valley Section	71.8%
Boise Section	71.6%
San Diego Section	71.6%
Eastern Montana Section	70.0%
Phoenix Section	68.3%
Albuquerque Section	67.1%
Utah Section	63.5%
Spokane Section	63.5%
Oakland-East Bay Section	63.4%
Foothill Section	62.3%
Central Coast Section	61.3%
Coastal Los Angeles Section	60.6%
Seattle Section	59.6%
Region 7	% to Goal
Windsor Section	150.0%
Victoria Section	79.3%
Newfoundland-Labrador Section	75.6%
North Saskatchewan Section	74.2%
Vancouver Section	68.0%
Kitchener-Waterloo Section	66.3%
South Saskatchewan Section	65.2%
Northern Canada Section	63.8%
Winnipeg Section	61.2%

Region 8	% to Goal
Lebanon Section	1518.3%
Ukraine Section	490.2%
Kuwait Section	322.9%
Nigeria Section	173.6%
Tunisia Section	135.5%
Portugal Section	115.6%
Republic Of Macedonia Section	108.9%
Cyprus Section	103.4%
Slovenia Section	94.5%
Russia Section	89.5%
Saudi Arabia Section	78.5%
Serbia And Montenegro Section	76.3%
Greece Section	71.9%
Oman Section	69.5%
Turkey Section	67.6%
Western Saudi Arabia Section	65.7%
Benelux Section	65.6%
United Arab Emirates Section	65.2%
Austria Section	64.8%
Iran Section	62.8%
United Kingdom and Ireland Section	61.8%
Russia (Siberia) Section	61.7%
Russia (Northwest) Section	61.6%
Sweden Section	61.0%
Region 9	% to Goal
Guatemala Section	168.1%
Honduras Section	118.7%
Veracruz Section	115.5%
Argentina Section	92.5%
Western Puerto Rico Section	76.5%
Mexico Section	60.4%
Guanajuato Section	59.8%
Region 10	% to Goal
Hong Kong Section	588.5%
Vietnam Section	123.5%
Karachi Section	91.4%
Macau Section	88.3%
Sapporo Section	84.5%
Bangalore Section	83.6%
Sri Lanka Section	80.7%
Thailand Section	78.2%
Kerala Section	76.9%
Xian Section	75.6%
Sendai Section	74.6%
Republic Of Philippines Section	74.4%
Kolkata Section	67.4%
Harbin Section	66.4%
Delhi Section	65.7%
Beijing Section	65.3%
Hyderabad Section	65.2%
Uttar Pradesh Section	64.8%
Pune Section	63.0%
Bombay Section	62.4%
Singapore Section	62.0%
Wuhan Section	61.3%
New Zealand Central Section	60.8%
Madras Section	60.1%
Shin-Etsu Section	60.0%
Nanjing Section	60.0%
Daejeon Section	58.8%

Membership Retention Update

In the first month following the service deactivation, we recovered 7.4% of the members deactivated, which is on par with the average, but well below last year when we had record arrears recovery. Overall retention fell behind last year by -2.0%, after it spiked ahead last month. Early April data is showing renewal activity as a raw count is picking up. This reinforces the three-year trend of more members renewing later and later each year.

		2016	2015	2014	2013	2012	2011
March	Cumulative Recovered	10,502	15,709	8,916	11,525	10,030	8,398
	% of Total Deactivated	7.4%	11.2%	6.3%	8.3%	8.1%	7.4%

If we recover exactly the same 20.6% of members deactivated that we did last year, then we are on pace to increase retention by .7%. Knowing that on average 45% of arrears recovery happens in March, we will need to make up an additional 2,000 renewals in April to keep pace with last year. Alternatively, in order to make up that deficit and show membership growth, we would need some combination of greater increases in recruitment and reinstatement. Otherwise we will once again begin the membership year with a smaller membership base to renew in 2017.

It is very critical - 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.

➡ 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 - March 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	22,826	82.7%	85.9%	1,634	805	49.3%	55.9%	1,478	428	29.0%	33.8%	30,702	24,059	78.4%	81.8%
2	24,123	19,999	82.9%	85.7%	1,460	759	52.0%	57.1%	1,131	440	38.9%	46.7%	26,714	21,198	79.4%	82.5%
3	23,000	18,560	80.7%	82.0%	1,892	1,093	57.8%	61.7%	2,148	664	30.9%	37.8%	27,040	20,317	75.1%	77.1%
4	17,123	13,851	80.9%	84.1%	1,586	884	55.7%	61.7%	1,324	404	30.5%	32.5%	20,033	15,139	75.6%	78.9%
5	22,779	18,103	79.5%	81.3%	1,538	835	54.3%	61.6%	1,912	536	28.0%	31.6%	26,229	19,474	74.2%	76.5%
6	45,434	36,764	80.9%	82.9%	2,531	1,232	48.7%	54.6%	2,927	842	28.8%	36.4%	50,892	38,838	76.3%	78.8%
R 1-6	160,049	130,103	81.3%	83.6%	10,641	5,608	52.7%	58.5%	10,920	3,314	30.3%	36.1%	181,610	139,025	76.6%	79.3%
7	12,949	9,939	76.8%	79.3%	1,736	983	56.6%	61.5%	1,236	411	33.3%	39.6%	15,921	11,333	71.2%	74.3%
8	52,771	38,405	72.8%	74.4%	9,800	5,260	53.7%	58.7%	7,517	1,917	25.5%	29.0%	70,088	45,582	65.0%	67.4%
9	9,705	5,700	58.7%	62.8%	1,143	607	53.1%	61.7%	5,424	1,173	21.6%	20.3%	16,272	7,480	46.0%	48.5%
10	59,337	40,727	68.6%	68.3%	12,253	4,711	38.4%	39.4%	25,698	3,820	14.9%	15.4%	97,288	49,258	50.6%	50.7%
R 7-10	134,762	94,771	70.3%	71.4%	24,932	11,561	46.4%	49.5%	39,875	7,321	18.4%	19.4%	199,569	113,653	56.9%	58.3%
TOTAL	294,811	224,874	76.3%	78.0%	35,573	17,169	48.3%	52.2%	50,795	10,635	20.9%	23.0%	381,179	252,678	66.3%	68.3%

First-Year Member Renewal / Retention - March 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	562	33.0%	35.8%	649	209	32.2%	33.7%	1,105	239	21.6%	28.1%	3,457	1,010	29.2%	32.9%
2	1,498	493	32.9%	36.9%	559	191	34.2%	36.1%	739	216	29.2%	41.7%	2,796	900	32.2%	38.0%
3	1,737	513	29.5%	32.3%	712	271	38.1%	45.2%	1,541	338	21.9%	31.7%	3,990	1,122	28.1%	34.4%
4	1,239	381	30.8%	41.2%	622	223	35.9%	45.3%	986	231	23.4%	23.7%	2,847	835	29.3%	36.0%
5	1,793	604	33.7%	36.8%	593	217	36.6%	45.5%	1,420	286	20.1%	22.3%	3,806	1,107	29.1%	32.7%
6	2,952	1,013	34.3%	37.0%	1,042	298	28.6%	35.4%	2,072	460	22.2%	30.5%	6,066	1,771	29.2%	34.5%
R 1-6	10,922	3,566	32.6%	36.5%	4,177	1,409	33.7%	39.8%	7,863	1,770	22.5%	29.1%	22,962	6,745	29.4%	34.6%
7	1,338	434	32.4%	38.9%	674	266	39.5%	38.3%	839	184	21.9%	28.8%	2,851	884	31.0%	35.8%
8	6,321	1,733	27.4%	35.0%	4,471	1,626	36.4%	38.7%	5,748	1,023	17.8%	19.6%	16,540	4,382	26.5%	30.7%
9	1,880	385	20.5%	25.1%	462	147	31.8%	34.6%	4,256	641	15.1%	13.6%	6,598	1,173	17.8%	18.3%
10	10,313	2,607	25.3%	29.0%	7,429	1,869	25.2%	27.1%	21,685	2,704	12.5%	12.8%	39,427	7,180	18.2%	19.7%
R 7-10	19,852	5,159	26.0%	31.2%	13,036	3,908	30.0%	32.0%	32,528	4,552	14.0%	14.5%	65,416	13,619	20.8%	23.1%
TOTAL	30,774	8,725	28.4%	33.1%	17,213	5,317	30.9%	33.9%	40,391	6,322	15.7%	17.4%	88,378	20,364	23.0%	26.1%



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 +5.3%, up from +4.2% last month. Higher grade recruitment is the single driving force, as student and GSM recruitment each dipped slightly. Recruitment performance continues to show we are slowly returning to the levels seen last in 2013. Two months in a row, we have had record higher grade recruitment. March 2016 was the single largest March HG recruitment month on record, and by well over 1,000 recruits too.

Here is how each of the three categories impacted the overall result:

- **Undergraduate recruitment** is positive two months in row, up +2.1% YoY, leveling off from +2.5% last month.
 - Last year at this time: undergraduate recruitment was up +4.4%.
- **Graduate student recruitment finally** turned negative YoY -0.6% after months of declining gains.
 - Last year at this time: graduate student recruitment was down -4.4%.
- **Higher Grade recruitment** jumped up significantly to +22.6%, from +13.3% last month.
 - Main drivers: Significant gains YoY from direct outreach campaigns in the US regions, and in Region 10, the Hong Kong Section has over 1,200 new HG members as a result of a new industry outreach partnership.
 - Last year at this time: higher grade recruitment was down -13.0%.

➔ 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 - September through March 2016

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2016		2015		2016		2015		2016		2015		2016		2015	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%		
1	581	599	(18)	-3.0%	525	479	46	9.6%	1,346	1,259	87	6.9%	2,452	2,337	115	4.9%
2	498	538	(40)	-7.4%	439	508	(69)	-13.6%	931	868	63	7.3%	1,868	1,914	(46)	-2.4%
3	590	535	55	10.3%	569	594	(25)	-4.2%	1,540	1,813	(273)	-15.1%	2,699	2,942	(243)	-8.3%
4	436	380	56	14.7%	501	504	(3)	-0.6%	939	1,116	(177)	-15.9%	1,876	2,000	(124)	-6.2%
5	645	624	21	3.4%	483	510	(27)	-5.3%	1,313	1,424	(111)	-7.8%	2,441	2,558	(117)	-4.6%
6	1,173	1,211	(38)	-3.1%	796	733	63	8.6%	1,847	2,037	(190)	-9.3%	3,816	3,981	(165)	-4.1%
R 1-6	3,923	3,887	36	0.9%	3,313	3,328	(15)	-0.5%	7,916	8,517	(601)	-7.1%	15,152	15,732	(580)	-3.7%
7	420	485	(65)	-13.4%	470	479	(9)	-1.9%	722	832	(110)	-13.2%	1,612	1,796	(184)	-10.2%
8	2,050	2,081	(31)	-1.5%	3,303	3,105	198	6.4%	5,600	5,182	418	8.1%	10,953	10,368	585	5.6%
9	508	577	(69)	-12.0%	359	348	11	3.2%	2,478	2,582	(104)	-4.0%	3,345	3,507	(162)	-4.6%
10	5,833	3,357	2,476	73.8%	5,128	5,384	(256)	-4.8%	17,166	16,083	1,083	6.7%	28,127	24,824	3,303	13.3%
R 7-10	8,811	6,500	2,311	35.6%	9,260	9,316	(56)	-0.6%	25,966	24,679	1,287	5.2%	44,037	40,495	3,542	8.7%
TOTAL	12,734	10,387	2,347	22.6%	12,573	12,644	(71)	-0.6%	33,882	33,196	686	2.1%	59,189	56,227	2,962	5.3%

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 promotes 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	851	941	1,240	3,032
Referrals Joined	396	224	397	1,017
% of Referrals Joined	46.5%	23.8%	32.0%	33.5%
# New US HG Members	312	168	295	775



**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.

Saurav Saurav	R10, Nepal Subsection	141 new members	Anasuya Devi Haritasa	R10, Bangalore Section	14 new members
Rajas Kapure	R10, Pune Section	119 new members	Rahul Anand Nayanegali	R10, Bangalore Section	14 new members
John Vivian	R10, Madras Section	76 new members	Tanvir Alam Shifat	R10, Bangladesh Section	14 new members
Winarsita Gilang	R10, Indonesia Section	62 new members	Asma Bouraoui	R8, Tunisia Section	14 new members
Andrea Mena Lara	R9, Honduras Section	48 new members	Sneha Chhayala	R10, Bombay Section	14 new members
Moiz Chaudary	R10, Islamabad Section	47 new members	Muhammad Ali Khan	R10, Islamabad Section	14 new members
Tazeen Sharif	R8, United Arab Emirates Section	40 new members	Motasesm Khalil	R8, Jordan Section	13 new members
Srujana Podugu	R10, Hyderabad Section	40 new members	Menon Rakesh Vasudevan	R10, Kerala Section	13 new members
Arslan Sheikh	R10, Islamabad Section	36 new members	Dawn Sivan	R10, Kerala Section	13 new members
Mohammed Noman	R8, United Arab Emirates Section	35 new members	Alejandro Espinoza	R9, Centro Occidente Section	13 new members
John Wilson	R10, Kerala Section	34 new members	Saqib Munawwar	R10, Karachi Section	12 new members
Shiva Muppa	R10, Hyderabad Section	31 new members	Vasu Krishna Suravarapu	R10, Hyderabad Section	12 new members
Mahmoud Basho	R8, Lebanon Section	28 new members	Santhosh Mohan Kumar	R10, Madras Section	12 new members
Suraj Revankar	R10, Bangalore Section	24 new members	Hamdi Hamed	R8, Tunisia Section	12 new members
Vinoth K	R10, Madras Section	24 new members	Carla Garzon	R9, Mexico Section	12 new members
Mohd Aslam Sharif	R10, Hyderabad Section	24 new members	Emmanuel Pukkunnen	R10, Kerala Section	11 new members
Siva Prasad M Prasad	R10, Kerala Section	23 new members	Seema Munawara	R10, Hyderabad Section	11 new members
Shilpa Thomas	R10, Kerala Section	22 new members	Lakshmi Jayalal	R10, Kerala Section	11 new members
Bharath Reddy Cherabudla	R10, Hyderabad Section	20 new members	Rellin George	R10, Kerala Section	11 new members
Richard Herrera Estrada	R9, Peru Section	20 new members	Lindsay Villca Quiroga	R9, Bolivia Section	11 new members
Daryna Pesina	R8, Ukraine Section	19 new members	Rodrigo Mendoza	R9, Bolivia Section	10 new members
Hatice Kubra Kurumoglu	R8, Turkey Section	18 new members	Yogeshwar Jadhav	R10, Bombay Section	10 new members
Immanuel Prince	R10, Kerala Section	17 new members	Afthab Khan	R10, Malaysia Section	10 new members
Mehdi Ahsan	R10, Bangladesh Section	17 new members	Muhammad Siddiqui	R10, Karachi Section	10 new members
Chowdhury Hossain	R10, Bangladesh Section	16 new members	Ali Suleman	R10, Karachi Section	10 new members
Manojh M	R10, Madras Section	16 new members	Riya Mathew	R10, Kerala Section	10 new members
Raj Kumar Chokkalingam	R10, Madras Section	16 new members	Huzafah Kabir	R10, Karachi Section	10 new members
Soham Dhole	R10, Bombay Section	16 new members	Shane Alexander	R10, Karachi Section	10 new members
Jasna Jafer	R10, Kerala Section	16 new members	Hareem Shehzad	R10, Karachi Section	10 new members
Rakesh Ravikumarajan	R10, Madras Section	16 new members	Muhammad Burhan	R10, Karachi Section	10 new members
Rahul Suresh	R10, Kerala Section	16 new members	Muhammad Haad	R10, Karachi Section	10 new members
Alan Uluvathu	R10, Kerala Section	16 new members	Abdul Razzak Vohra	R10, Karachi Section	10 new members
Anush Kumar	R10, Kerala Section	15 new members	Muhammad Hassam Aziz	R10, Karachi Section	10 new members
Mohamed Samy Garali	R8, Tunisia Section	15 new members	Bernardo de Elia	R9, Argentina Section	10 new members
Mohd Khan	R10, Delhi Section	15 new members	Hannan Sarfraz	R10, Islamabad Section	10 new members
Jesus Origel Jimenez	R9, Guanajuato Section	15 new members			

2016 MGM Recruits YTD: 10,223 new members*

Same period last year: 13,277*

Year-over-year: +18.8%

**Eligible referrals under the program rules.*

Membership by Region	Mar '16	<p>▲ 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%)</p>
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Geographic IEEE Membership Summary - March 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	23,893	24,809	(916)	-3.7%	1,513	1,581	(68)	-4.3%	1,922	1,864	58	3.1%	27,328	28,254	(926)	-3.3%
2	20,981	21,642	(661)	-3.1%	1,371	1,544	(173)	-11.2%	1,543	1,517	26	1.7%	23,895	24,703	(808)	-3.3%
3	19,850	20,054	(204)	-1.0%	1,872	1,946	(74)	-3.8%	2,408	2,810	(402)	-14.3%	24,130	24,810	(680)	-2.7%
4	14,616	15,020	(404)	-2.7%	1,538	1,624	(86)	-5.3%	1,487	1,647	(160)	-9.7%	17,641	18,291	(650)	-3.6%
5	19,298	19,843	(545)	-2.7%	1,474	1,648	(174)	-10.6%	2,023	2,215	(192)	-8.7%	22,795	23,706	(911)	-3.8%
6	39,459	40,439	(980)	-2.4%	2,313	2,458	(145)	-5.9%	2,945	3,372	(427)	-12.7%	44,717	46,269	(1,552)	-3.4%
R 1-6	138,097	141,807	(3,710)	-2.6%	10,081	10,801	(720)	-6.7%	12,328	13,425	(1,097)	-8.2%	160,506	166,033	(5,527)	-3.3%
7	10,579	10,988	(409)	-3.7%	1,637	1,734	(97)	-5.6%	1,180	1,377	(197)	-14.3%	13,396	14,099	(703)	-5.0%
8	42,165	42,886	(721)	-1.7%	9,058	9,493	(435)	-4.6%	7,833	7,712	121	1.6%	59,056	60,091	(1,035)	-1.7%
9	6,551	7,033	(482)	-6.9%	1,039	1,132	(93)	-8.2%	3,953	3,981	(28)	-0.7%	11,543	12,146	(603)	-5.0%
10	48,777	45,881	2,896	6.3%	10,653	11,001	(348)	-3.2%	21,601	20,970	631	3.0%	81,031	77,852	3,179	4.1%
R 7-10	108,072	106,788	1,284	1.2%	22,387	23,360	(973)	-4.2%	34,567	34,040	527	1.5%	165,026	164,188	838	0.5%
TOTAL	246,169	248,595	(2,426)	-1.0%	32,468	34,161	(1,693)	-5.0%	46,895	47,465	(570)	-1.2%	325,532	330,221	(4,689)	-1.4%

- Overall membership behind -1.4%, improved from -1.9% last month
 - Main driver: Sustained recruitment growth in all grades
 - Last March was at -0.8%
- Higher-grade membership is down -1.0%, improved from -1.6% last month
 - Main driver: R10 almost doubled their recruitment gain
 - Every other region fairly flat
 - Last year March overall HG was -0.9%
- Graduate student membership decline on a three-month improvement trend, now -5.0%; last month was -5.3%
 - Main driver: Regions 9 and 10 improvement in recruitment
 - Last year this time was -4.9%
- Undergraduate student membership remained flat from last month at -1.2%
 - Main driver: Continuing diminished recruitment gain offset by strong renewal activity
 - Last year this time was +2.7%

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 March 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	8,395	8,214	181	2.2%	385	407	-22	-5.4%	41	29	12	41.4%	8,821	8,650	171	2.0%	8,780	8,621	159	1.8%
Electron Devices	8,357	8,494	-137	-1.6%	303	303	0	0.0%	36	42	-6	-14.3%	8,696	8,839	-143	-1.6%	8,660	8,797	-137	-1.6%
Solid-State Circuits	8,590	8,486	104	1.2%	187	218	-31	-14.2%	79	90	-11	-12.2%	8,856	8,794	62	0.7%	8,777	8,704	73	0.8%
Div I Subtotal	25,342	25,194	148	0.6%	875	928	-53	-5.7%	156	161	-5	-3.1%	26,373	26,283	90	0.3%	26,217	26,122	95	0.4%
DIVISION II																				
Components, Packaging & Mfg Tech	2,069	2,065	4	0.2%	33	41	-8	-19.5%	21	17	4	23.5%	2,123	2,123	0	0.0%	2,102	2,106	-4	-0.2%
Dielectrics & Electrical Insulation	1,858	1,913	-55	-2.9%	20	21	-1	-4.8%	25	22	3	13.6%	1,903	1,956	-53	-2.7%	1,878	1,934	-56	-2.9%
Industry Applications	9,397	9,736	-339	-3.5%	1,390	1,016	374	36.8%	37	39	-2	-5.1%	10,824	10,791	33	0.3%	10,787	10,752	35	0.3%
Instrumentation & Measurements	3,353	3,475	-122	-3.5%	77	74	3	4.1%	13	10	3	30.0%	3,443	3,559	-116	-3.3%	3,430	3,549	-119	-3.4%
Power Electronics	6,607	6,502	105	1.6%	528	229	299	130.6%	16	21	-5	-23.8%	7,151	6,752	399	5.9%	7,135	6,731	404	6.0%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,828	1,849	-21	-1.1%	38	38	0	0.0%	30	29	1	3.4%	1,896	1,916	-20	-1.0%	1,866	1,887	-21	-1.1%
Div II Subtotal	25,112	25,540	-428	-1.7%	2,086	1,419	667	47.0%	142	138	4	2.9%	27,340	27,097	243	0.9%	27,198	26,959	239	0.9%
DIVISION III																				
Communications	24,500	26,082	-1,582	-6.1%	602	750	-148	-19.7%	332	516	-184	-35.7%	25,434	27,348	-1,914	-7.0%	25,102	26,832	-1,730	-6.4%
DIVISION IV																				
Antennas & Propagation	7,409	7,404	5	0.1%	192	206	-14	-6.8%	51	39	12	30.8%	7,652	7,649	3	0.0%	7,601	7,610	-9	-0.1%
Broadcast Technology	1,414	1,452	-38	-2.6%	39	38	1	2.6%	19	17	2	11.8%	1,472	1,507	-35	-2.3%	1,453	1,490	-37	-2.5%
Consumer Electronics	2,484	2,760	-276	-10.0%	88	105	-17	-16.2%	13	17	-4	-23.5%	2,585	2,882	-297	-10.3%	2,572	2,865	-293	-10.2%
Electromagnetic Compatibility	3,326	3,447	-121	-3.5%	40	43	-3	-7.0%	31	25	6	24.0%	3,397	3,515	-118	-3.4%	3,366	3,490	-124	-3.6%
Magnetics	2,509	2,576	-67	-2.6%	56	62	-6	-9.7%	61	71	-10	-14.1%	2,626	2,709	-83	-3.1%	2,565	2,638	-73	-2.8%
Microwave Theory & Techniques	9,678	9,884	-206	-2.1%	230	207	23	11.1%	25	30	-5	-16.7%	9,933	10,121	-188	-1.9%	9,908	10,091	-183	-1.8%
Nuclear & Plasma Sciences	2,444	2,457	-13	-0.5%	58	52	6	11.5%	37	38	-1	-2.6%	2,539	2,547	-8	-0.3%	2,502	2,509	-7	-0.3%
Div IV Subtotal	29,264	29,980	-716	-2.4%	703	713	-10	-1.4%	237	237	0	0.0%	30,204	30,930	-726	-2.3%	29,967	30,693	-726	-2.4%
DIVISION V/VIII																				
Computer	37,254	37,652	-398	-1.1%	2,677	2,466	211	8.6%	6,575	7,407	-832	-11.2%	46,506	47,525	-1,019	-2.1%	39,931	40,118	-187	-0.5%

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

IEEE Society Membership Totals as of March 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	2,844	2,921	-77	-2.6%	67	79	-12	-15.2%	30	31	-1	-3.2%	2,941	3,031	-90	-3.0%	2,911	3,000	-89	-3.0%
Industrial Electronics	5,460	5,163	297	5.8%	196	147	49	33.3%	22	22	0	0.0%	5,678	5,332	346	6.5%	5,656	5,310	346	6.5%
Product Safety Engineering	685	719	-34	-4.7%	13	4	9	225.0%	12	7	5	71.4%	710	730	-20	-2.7%	698	723	-25	-3.5%
Professional Communication	555	559	-4	-0.7%	16	11	5	45.5%	39	42	-3	-7.1%	610	612	-2	-0.3%	571	570	1	0.2%
Reliability	1,478	1,542	-64	-4.2%	19	27	-8	-29.6%	18	20	-2	-10.0%	1,515	1,589	-74	-4.7%	1,497	1,569	-72	-4.6%
Social Implications of Technology	1,258	1,212	46	3.8%	51	23	28	121.7%	15	10	5	50.0%	1,324	1,245	79	6.3%	1,309	1,235	74	6.0%
Technology and Engineering Mgmt	2,474	2,411	63	2.6%	68	47	21	44.7%	24	24	0	0.0%	2,566	2,482	84	3.4%	2,542	2,458	84	3.4%
Div VI Subtotal	14,754	14,527	227	1.6%	430	338	92	27.2%	160	156	4	2.6%	15,344	15,021	323	2.2%	15,184	14,865	319	2.1%
DIVISION VII																				
Power & Energy	25,522	25,070	452	1.8%	3,094	2,782	312	11.2%	302	238	64	26.9%	28,918	28,090	828	2.9%	28,616	27,852	764	2.7%
DIVISION IX																				
Aerospace & Electronic Systems	3,859	3,906	-47	-1.2%	171	180	-9	-5.0%	19	21	-2	-9.5%	4,049	4,107	-58	-1.4%	4,030	4,086	-56	-1.4%
Geoscience & Remote Sensing	2,745	2,787	-42	-1.5%	93	111	-18	-16.2%	137	165	-28	-17.0%	2,975	3,063	-88	-2.9%	2,838	2,898	-60	-2.1%
Information Theory	2,694	2,751	-57	-2.1%	59	68	-9	-13.2%	24	20	4	20.0%	2,777	2,839	-62	-2.2%	2,753	2,819	-66	-2.3%
Intelligent Transportation Systems	1,239	1,219	20	1.6%	28	29	-1	-3.4%	15	21	-6	-28.6%	1,282	1,269	13	1.0%	1,267	1,248	19	1.5%
Oceanic Engineering	1,468	1,503	-35	-2.3%	40	58	-18	-31.0%	19	20	-1	-5.0%	1,527	1,581	-54	-3.4%	1,508	1,561	-53	-3.4%
Signal Processing	13,786	14,505	-719	-5.0%	759	1,077	-318	-29.5%	121	112	9	8.0%	14,666	15,694	-1,028	-6.6%	14,545	15,582	-1,037	-6.7%
Vehicular Technology	3,609	3,629	-20	-0.6%	93	110	-17	-15.5%	12	23	-11	-47.8%	3,714	3,762	-48	-1.3%	3,702	3,739	-37	-1.0%
Div IX Subtotal	29,400	30,300	-900	-3.0%	1,243	1,633	-390	-23.9%	347	382	-35	-9.2%	30,990	32,315	-1,325	-4.1%	30,643	31,933	-1,290	-4.0%
DIVISION X																				
Computational Intelligence	5,253	5,038	215	4.3%	261	234	27	11.5%	68	72	-4	-5.6%	5,582	5,344	238	4.5%	5,514	5,272	242	4.6%
Control Systems	7,336	7,661	-325	-4.2%	242	261	-19	-7.3%	62	57	5	8.8%	7,640	7,979	-339	-4.2%	7,578	7,922	-344	-4.3%
Engineering in Medicine & Biology	6,922	7,208	-286	-4.0%	1,116	819	297	36.3%	601	453	148	32.7%	8,639	8,480	159	1.9%	8,038	8,027	11	0.1%
Photonics	4,891	4,941	-50	-1.0%	60	91	-31	-34.1%	122	106	16	15.1%	5,073	5,138	-65	-1.3%	4,951	5,032	-81	-1.6%
Robotics & Automation	8,627	8,549	78	0.9%	1,722	1,422	300	21.1%	105	89	16	18.0%	10,454	10,060	394	3.9%	10,349	9,971	378	3.8%
Systems, Man & Cybernetics	3,637	3,577	60	1.7%	121	159	-38	-23.9%	29	24	5	20.8%	3,787	3,760	27	0.7%	3,758	3,736	22	0.6%
Div X Subtotal	36,666	36,974	-308	-0.8%	3,522	2,986	536	18.0%	987	801	186	23.2%	41,175	40,761	414	1.0%	40,188	39,960	228	0.6%
TOTAL	247,814	251,319	-3,505	-1.4%	15,232	14,015	1,217	8.7%	9,238	10,036	-798	-8.0%	272,284	275,370	-3,086	-1.1%	263,046	265,334	-2,288	-0.9%



Women in Engineering (WIE)					Mar '16				
Grade	This Month '16	This Month '15	Year-over-Year		Region	This Month '16	This Month '15	Year-over-Year	
			#	%				#	%
Fellow	98	92	6	6.5%	U.S.	2,548	2,645	(97)	-3.7%
Senior Member	634	577	57	9.9%	Canada	296	297	(1)	-0.3%
Member	2188	2115	73	3.5%	Europe, Middle East, Africa	2,031	1,994	37	1.9%
Associate Member	33	44	(11)	-25.0%	Latin America	1,470	1,337	133	9.9%
Graduate Student	1805	1722	83	4.8%	Asia & Pacific	6,054	4,723	1,331	28.2%
Student	7641	6446	1,195	18.5%	Total	12,399	10,996	1,403	12.8%
Total	12,399	10,996	1,403	12.8%					

IEEE Women in Engineering (WIE) membership is only available to IEEE members. WIE membership is free for students, graduate students and life members. Professional members pay a WIE membership fee.

IEEE STANDARDS ASSOCIATION

IEEE Standards Association				Mar '16			
Grade	This Month '16	This Month '15	Year-over-Year				
			#	%			
Student	38	33	5	15.2%			
Higher-Grade	5,725	5,767	(42)	-0.7%			
Affiliate	58	59	(1)	-1.7%			
Total	5,821	5,859	(38)	-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 - March 2016									
Region	Higher Grade w/o GSM			Total Students			Total		
	2016	2015		2016	2015		2016	2015	
	#	#	% Change	#	#	% Change	#	#	% Change
1	2,366	2,626	-9.9%	1,442	1,584	-9.0%	3,808	4,210	-9.5%
2	2,104	2,354	-10.6%	1,307	1,552	-15.8%	3,411	3,906	-12.7%
3	2,178	2,383	-8.6%	1,749	1,967	-11.1%	3,927	4,350	-9.7%
4	1,930	2,133	-9.5%	1,462	1,623	-9.9%	3,392	3,756	-9.7%
5	2,420	2,706	-10.6%	1,378	1,655	-16.7%	3,798	4,361	-12.9%
6	4,743	5,264	-9.9%	2,185	2,489	-12.2%	6,928	7,753	-10.6%
R 1-6	15,741	17,466	-9.9%	9,523	10,870	-12.4%	25,264	28,336	-10.8%
7	1,885	2,159	-12.7%	1,552	1,736	-10.6%	3,437	3,895	-11.8%
8	9,344	10,457	-10.6%	8,657	9,694	-10.7%	18,001	20,151	-10.7%
9	1,712	1,977	-13.4%	976	1,309	-25.4%	2,688	3,286	-18.2%
10	10,059	10,488	-4.1%	10,251	11,035	-7.1%	20,310	21,523	-5.6%
R 7-10	23,000	25,081	-8.3%	21,436	23,774	-9.8%	44,436	48,855	-9.0%
TOTAL	38,741	42,552	-9.0%	30,959	34,648	-10.6%	69,700	77,200	-9.7%



ETA KAPPA NU
Electrical and Computer Engineering Honor Society

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - March 2016									
Region	Higher Grade w/o GSM			Total Students			Total		
	2016	2015		2016	2015		2016	2015	
	#	#	% Change	#	#	% Change	#	#	% Change
1	904	914	-1.1%	412	430	-4.2%	1,316	1,344	-2.1%
2	874	873	0.1%	371	379	-2.1%	1,245	1,252	-0.6%
3	851	806	5.6%	515	598	-13.9%	1,366	1,404	-2.7%
4	623	638	-2.4%	421	476	-11.6%	1,044	1,114	-6.3%
5	886	869	2.0%	547	500	9.4%	1,433	1,369	4.7%
6	1,144	1,140	0.4%	574	589	-2.5%	1,718	1,729	-0.6%
R 1-6	5,282	5,240	0.8%	2,840	2,972	-4.4%	8,122	8,212	-1.1%
7	28	19	47.4%	8	22	-63.6%	36	41	-12.2%
8	65	58	12.1%	32	21	52.4%	97	79	22.8%
9	28	24	16.7%	54	89	-39.3%	82	113	-27.4%
10	57	55	3.6%	71	68	4.4%	128	123	4.1%
R 7-10	178	156	14.1%	165	200	-17.5%	343	356	-3.7%
TOTAL	5,460	5,396	1.2%	3,005	3,172	-5.3%	8,465	8,568	-1.2%