



Membership Development Report – October 2009

Southeast United States (Region 3)



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



This is the October MD Report for Region 3. Please review and use the Section level detail to manage your membership development. You Section is counting on you. Region 3 is counting on you.

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

Regional Snapshot	Total this Month	'09 vs. '08	% Change		2010 New Members (OCT)
Total Membership	30,492	▲ 564	1.9 %		736
• Higher-Grade	25,500	▲ 338	1.5 %		93
• Students	4,992	▲ 176	0.4%		643
IEEE Worldwide - Total	383,038	▲ 14,313	3.9%		7,844

2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	21.4%	17.1%	11.3%	20.5%
Region – 1 st -Year Members	7.0%	11.6%	9.1%	8.4%
IEEE – Total Members	19.5%	15.3%	6.4%	17.7%
IEEE – 1 st Year Members	8.0%	10.9%	4.5%	7.0%

First-Year Member Situation & Direction	2009 Membership Cycle	2010 Membership Cycle
Recruitment	Members who joined in 2009 are now receiving renewal invoices for 2010 membership year	Members are joining now are members for the 2010 membership year
MGA Operations	<i>Monthly</i> - Beginning in June, new members of prior month were invited to a new member orientation webcast	<i>Weekly</i> – New members receive welcome kit mailing <i>Monthly</i> - New members of prior month are invited to a new member orientation webcast
Section / Chapter Operations	New members received satisfaction survey of Section / Chapter activities ?	New members received welcome communications from Section / Chapter ? New member recognized in Section / Chapter newsletter ? New members invited to Section / Chapter welcome event ?
SAMIEEE Queries	(MD) First Year Members Not Renewed	(MD) All Members Joining Since Membership Year
Volunteer Resources	First-Year Member Experience Best Practices Guide; IEEE-branded welcome cards (shipped in 2010 MD Kits)	



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Best Section Total Retention	25.4% - Daytona Section	24.9% - Chattanooga Section
	25.3% - Palm Beach Section	24.9% - Canaveral Section
	25.1% - Piedmont Section	24.8% - Winston-Salem Section

Top Section Recruitment Year over Year (Cumulative)	Numeric Growth	Percentage Growth
	Data to be included in November report	

Upcoming MD Opportunities	Member Get A Member Program www.ieee.org/mgm/	Special IEEE-USA Membership Incentives for Sections, http://www.ieeeusa.org/volunteers/membership/ http://www.ieeeusa.org/volunteers/membership/sectionincentive.asp
	Senior Member Upgrade http://www.ieee.org/web/membership/senior-members/index.html	The next Society Conference near your Section http://www.ieee.org/web/conferences/home/index.html

MD Resource Links	IEEE Region 3	www.ewh.ieee.org/reg/3/
	Online Supply Form	www.ieee.org/md-supplies
	MD Virtual Community	www.ieee.org/md
	Membership Statistics	www.ieee.org/md
	MD Manual, Membership Presentations	www.ieee.org/md
	Member-get-a-Member	www.ieee.org/mgm



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IEEE-USA Recruitment Incentive Pilot – Section Qualifying, October 2009

In an effort to drive U.S. membership growth in Regions 1-6, IEEE-USA is offering a financial incentive that rewards year-over-year improvements in recruitment of higher-grade (HG), dues-paying members in IEEE’s U.S. sections. Qualification requirements are as follows:

- 1) Sections must maintain their *total* HG dues paying membership count at the same level as the prior year.
- 2) Sections must exceed their HG recruitment year-over-year.

IEEE-USA’s recruitment incentive is financed through the assessment it receives from U.S. members. Incentive funds will be transferred in a lump sum amount in the autumn succeeding the membership year concluding in August 2010.

Although data is preliminary, kudos to the Region 2 Sections who, as of October, are tracking to qualify for the IEEE-USA incentive (see table below).

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Alabama Section		
R3	Atlanta Section	1	\$ 5.0
R3	Broward Section		
R3	Canaveral Section		
R3	Central Georgia Section	1	\$ 5.0
R3	Central North Carolina Section		
R3	Central Savannah River Section		
R3	Central Tennessee Section		
R3	Central Virginia Section		
R3	Charlotte Section		
R3	Chattanooga Section		
R3	Coastal South Carolina Section		
R3	Columbia Section		
R3	Daytona Section		
R3	East Tennessee Section	2	\$ 10.0
R3	Eastern North Carolina Section		
R3	Evansville-Owensboro Section		
R3	Florida West Coast Section		
R3	Gainesville Section		
R3	Hampton Roads Section		
R3	Huntsville Section		
R3	Jacksonville Section		
R3	Jamaica Section		
R3	Lexington Section		
R3	Louisville Section	2	\$ 10.0
R3	Melbourne Section		



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IEEE-USA Recruitment Incentive Pilot – Section Qualifying, October 2009 (Cont'd.)

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Memphis Section	1	\$ 5.0
R3	Miami Section		
R3	Mississippi Section	2	\$ 10.0
R3	Mobile Section		
R3	Northwest Florida Section		
R3	Orlando Section		
R3	Palm Beach Section	2	\$ 10.0
R3	Piedmont Section		
R3	Richmond Section	3	\$ 15.0
R3	Savannah Section	2	\$ 10.0
R3	Tallahassee Area Section		
R3	Tri Cities Section		
R3	Virginia Mountain Section		
R3	Western North Carolina Section		
R3	Winston-Salem Section		
R3 Qualifying Gains & Payout		16	\$ 80.0



Year-over-Year – Renewal: 2010 Membership Year – October 2009

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Daytona Section	159	43	27.0%	14	1	7.1%	173	44	25.4%
Palm Beach Section	748	194	25.9%	31	3	9.7%	779	197	25.3%
Piedmont Section	437	108	24.7%	46	13	28.3%	483	121	25.1%
Chattanooga Section	309	79	25.6%	16	2	12.5%	325	81	24.9%
Canaveral Section	191	50	26.2%	10	0	0.0%	201	50	24.9%
Winston-Salem Section	127	33	26.0%	18	3	16.7%	145	36	24.8%
Alabama Section	875	235	26.9%	165	20	12.1%	1040	255	24.5%
Western North Carolina Section	278	67	24.1%	16	5	31.3%	294	72	24.5%
Central Virginia Section	559	139	24.9%	104	23	22.1%	663	162	24.4%
Tri Cities Section	107	27	25.2%	8	1	12.5%	115	28	24.3%
Florida West Coast Section	1846	464	25.1%	164	24	14.6%	2010	488	24.3%
Evansville-Owensboro Section	186	48	25.8%	18	1	5.6%	204	49	24.0%
Mobile Section	172	44	25.6%	30	3	10.0%	202	47	23.3%
Gainesville Section	414	109	26.3%	164	23	14.0%	578	132	22.8%
East Tennessee Section	817	195	23.9%	108	10	9.3%	925	205	22.2%
Central Savannah River Section	173	38	22.0%	14	3	21.4%	187	41	21.9%
Coastal South Carolina Section	397	89	22.4%	46	8	17.4%	443	97	21.9%
Richmond Section	759	175	23.1%	74	7	9.5%	833	182	21.8%
Columbia Section	385	90	23.4%	61	6	9.8%	446	96	21.5%



Year-over-Year – Renewal: 2010 Membership Year – October 2009

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Savannah Section	185	44	23.8%	30	2	6.7%	215	46	21.4%
Northwest Florida Section	340	73	21.5%	31	5	16.1%	371	78	21.0%
Orlando Section	1138	249	21.9%	195	28	14.4%	1333	277	20.8%
Jacksonville Section	362	74	20.4%	39	9	23.1%	401	83	20.7%
Lexington Section	358	78	21.8%	41	4	9.8%	399	82	20.6%
Broward Section	523	110	21.0%	70	10	14.3%	593	120	20.2%
Melbourne Section	684	139	20.3%	48	9	18.8%	732	148	20.2%
Hampton Roads Section	695	144	20.7%	94	13	13.8%	789	157	19.9%
Central North Carolina Section	293	63	21.5%	25	0	0.0%	318	63	19.8%
Eastern North Carolina Section	2679	536	20.0%	278	48	17.3%	2957	584	19.7%
Mississippi Section	436	91	20.9%	81	11	13.6%	517	102	19.7%
Tallahassee Area Section	281	56	19.9%	59	9	15.3%	340	65	19.1%
Huntsville Section	1170	233	19.9%	86	7	8.1%	1256	240	19.1%
Louisville Section	336	69	20.5%	52	5	9.6%	388	74	19.1%
Central Tennessee Section	649	131	20.2%	138	19	13.8%	787	150	19.1%
Memphis Section	399	78	19.5%	88	12	13.6%	487	90	18.5%
Atlanta Section	3712	691	18.6%	649	100	15.4%	4361	791	18.1%
Virginia Mountain Section	481	90	18.7%	180	22	12.2%	661	112	16.9%
Charlotte Section	628	112	17.8%	80	5	6.3%	708	117	16.5%
Miami Section	619	93	15.0%	124	16	12.9%	743	109	14.7%
Central Georgia Section	262	39	14.9%	29	2	6.9%	291	41	14.1%
Jamaica Section	131	5	3.8%	16	0	0.0%	147	5	3.4%



Year-over-Year – Recruitment: 2010 Membership Year (Cumulative)

Section	October-09	October-08	# Change	% Change
Data to be provided in November Report				