

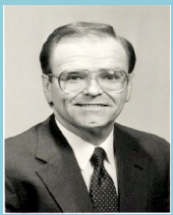


Membership Development Report – February 2012

Southeast United States (Region 3)



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



I hope this finds you all doing well and that I'll be seeing quite a few of you at SoutheastCon 2012 in Orlando which is March 15-18. If you'll be there and we haven't met, please introduce yourself so we can become acquainted and discuss the Membership Development issues facing your Section. I need your input in order to help. And don't forget your Senior Member elevations; we hope to have Region 3 standing out in that and Membership Recruitment and Recovery in 2012!

Bill Williams, Membership Development Chair, Region 3

Regional Snapshot	Total this Month	'12 vs. '11	% Change	Aug 2012 400,000 Member Goal – R3		2012 New Members (FEB)
Total Membership	24,626	▼ (644)	- 2.5%	82.0%	Total	2334
• Higher-Grade	20,111	▼ (559)	- 2.7%	80.6%	Higher-Grade	475
• Students	4,515	▼ (85)	-1.8%	89.1%	Student	1859
IEEE Worldwide - Total	313,769	▼ (2,115)	-0.67%	400,000		45,329

2012 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	78.5%	66.1%	39.0%	74.4%
Region – 1 st -Year Members	29.0%	52.3%	32.8%	34.2%
IEEE – Total Members	75.9%	59.4%	24.9%	67.6%
IEEE – 1 st Year Members	33.0%	41.1%	19.5%	28.2%

First-Year Member Situation & Direction	2012 Membership Cycle	2011 Membership Cycle
Recruitment	Focus on new member recruitment. Half Year Dues begins March 1	Members are joining now are members for the 2012 membership year.
MGA Operations	First Year Member Experience on web: http://www.ieee.org/start	<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	Look to mentor new officers or utilize past officers for their knowledge.	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	Use the pre-defined queries in SAMIEEE for members in arrears.	(MD) All Members Joining Since Membership Year (MD) First Year Members Not Renewed (
Volunteer Resources	Do your Section MD Chairs and volunteers know all of the resources that are linked off the MD Portal at www.ieee.org/md ?	



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Best Section Total Retention	81.6% - Jacksonville Section	80.1% - Melbourne Section
	80.7% - Daytona Section	79.5% - East Tennessee Section
	80.5% - Huntsville Section	79.3% - Western North Carolina Section

Top Section Recruitment Year over Year	Numeric Growth	Percentage Growth
	43 – Florida West Coast Section	160.00% - Mobile Section
	24 - Mobile Section	94.74% - Central North Carolina Section
	23 – Piedmont Section	80.00% - Winston-Salem Section

Upcoming MD Opportunities	<p>In addition to new Member Recruitment and Recovery, now is also the time for Senior Elevation! Check your membership roster to see how many of your members can be elevated to Senior Member and get them working on their applications!</p>	<p>I want to meet with as many Section Chairs for Membership Development as possible, if not in person, by telephone and email. Please feel free to call me any time with your ideas and concerns.</p> <p>billwill@ieee.org - 336-749-4156</p>
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MD Resource Links	IEEE Region 3	
	Benefits of Membership	www.ieee.org/benefits
	First Year Member Experience	www.ieee.org/start
	Online Supply Form	www.ieee.org/md
	MD Online 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
	MD Webcast Archive Guide for 2012, 2011, 2010 and 2009	www.ieee.org/md



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IEEE-USA Recruitment Incentive Pilot – February 2012

In an effort to drive U.S. membership growth in Regions 1-6, IEEE-USA offered 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.

The IEEE-USA MD incentive pilot will continue for the 2012 membership year. We look forward to more sections achieving this distinguished accomplishment next year. Kudos to those Region 3 Sections who are successful in meeting the IEEE-USA challenge!

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Alabama Section		
R3	Atlanta Section		
R3	Broward Section		
R3	Canaveral Section		
R3	Central Georgia Section		
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	2	\$ 20.0
R3	East Tennessee Section		
R3	Eastern North Carolina Section		
R3	Evansville-Owensboro Section		
R3	Florida West Coast Section		
R3	Gainesville Section		
R3	Hampton Roads Section		
R3	Huntsville Section		



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IEEE-USA Recruitment Incentive Pilot – February 2012 (cont'd.)

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Jacksonville Section		
R3	Jamaica Section		
R3	Lexington Section		
R3	Louisville Section		
R3	Melbourne Section		
R3	Memphis Section		
R3	Miami Section		
R3	Mississippi Section		
R3	Mobile Section		
R3	Northwest Florida Section		
R3	Orlando Section		
R3	Palm Beach Section		
R3	Piedmont Section	7	\$ 70.0
R3	Richmond Section		
R3	Savannah Section		
R3	Tallahassee Area Section		
R3	Tri Cities Section		
R3	Virginia Mountain Section		
R3	Western North Carolina Section		
R3	Winston-Salem Section	4	\$ 40.0
R3 Qualifying Gains & Payout		13	\$ 130.0



IEEE GOLD Membership Data

We are providing global GOLD member data in your Region MD Report. GOLD members can be an Associate, Member or Senior Member grade. Since GOLD is not a designated IEEE Member Grade, their statistical data would be included in each member grade statistic.

Geographic IEEE Gold Membership - February 2012												
REGION	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%
1	2,168	2,156	12	0.6%	518	604	(86)	-14.2%	2,686	2,760	(74)	-2.7%
2	2,200	2,214	(14)	-0.6%	533	568	(35)	-6.2%	2,733	2,782	(49)	-1.8%
3	2,033	2,146	(113)	-5.3%	644	689	(45)	-6.5%	2,677	2,835	(158)	-5.6%
4	1,823	1,840	(17)	-0.9%	511	547	(36)	-6.6%	2,334	2,387	(53)	-2.2%
5	2,296	2,335	(39)	-1.7%	491	573	(82)	-14.3%	2,787	2,908	(121)	-4.2%
6	4,079	4,045	34	0.8%	896	1,010	(114)	-11.3%	4,975	5,055	(80)	-1.6%
R 1-6	14,599	14,736	(137)	-0.9%	3,593	3,991	(398)	-10.0%	18,192	18,727	(535)	-2.9%
7	1,846	1,904	(58)	-3.0%	638	706	(68)	-9.6%	2,484	2,610	(126)	-4.8%
8	7,198	6,760	438	6.5%	2,336	2,402	(66)	-2.7%	9,534	9,162	372	4.1%
9	1,489	1,379	110	8.0%	297	331	(34)	-10.3%	1,786	1,710	76	4.4%
10	6,186	5,810	376	6.5%	1,137	1,171	(34)	-2.9%	7,323	6,981	342	4.9%
R 7-10	16,719	15,853	866	5.5%	4,408	4,610	(202)	-4.4%	21,127	20,463	664	3.2%
TOTAL	31,318	30,590	728	2.4%	8,001	8,603	(602)	-7.0%	39,319	39,193	129	0.3%

IEEE's Member database flags members for GOLD affiliation based on the date of the member's first graduation. Members are identified as "Yes GOLD" if their graduation date is less than 10 years past. At present, graduation dates are an optional field for member applications so new members joining IEEE are categorized as GOLD IF the graduation date is provided. Graduating Student Members are captured as they are elevated from Student Member to higher grade member following their graduation date.

The GOLD member data above only captures those IEEE members that are "Yes GOLD" flagged. Efforts are underway to investigate methods for reflecting true numbers of IEEE members who have graduated in the last decade.

In SAMIEEE, there are several pre-defined queries for GOLD: In the Geographic Folder, (GEO) Active IEEE members –Current GOLD (Graduates of the Last Decade) and (GEO) Active Student & Graduate Student Members with Graduation Date in 2010. In the SAMIEEE MD folder, (MD) Active Student Members with Graduation Date will also pull data.



Year-over-Year – Renewal: 2012 Membership Year – February 2012

	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 3	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Jacksonville Section	328	276	84.1%	63	43	68.3%	391	319	81.6%
Daytona Section	160	134	83.8%	21	12	57.1%	181	146	80.7%
Huntsville Section	1142	957	83.8%	96	40	41.7%	1238	997	80.5%
Melbourne Section	619	506	81.7%	50	30	60.0%	669	536	80.1%
East Tennessee Section	847	696	82.2%	156	101	64.7%	1003	797	79.5%
Western North Carolina Section	277	225	81.2%	37	24	64.9%	314	249	79.3%
Palm Beach Section	686	563	82.1%	57	26	45.6%	743	589	79.3%
Eastern North Carolina Section	2526	2083	82.5%	377	208	55.2%	2903	2,291	78.9%
Piedmont Section	432	351	81.3%	58	35	60.3%	490	386	78.8%
Florida West Coast Section	1723	1404	81.5%	214	117	54.7%	1937	1,521	78.5%
Canaveral Section	192	151	78.6%	9	6	66.7%	201	157	78.1%
Tri Cities Section	106	86	81.1%	6	1	16.7%	112	87	77.7%
Central Virginia Section	542	443	81.7%	105	57	54.3%	647	500	77.3%
Richmond Section	729	594	81.5%	101	45	44.6%	830	639	77.0%
Central Savannah River Section	183	145	79.2%	12	5	41.7%	195	150	76.9%
Central Georgia Section	253	200	79.1%	37	17	45.9%	290	217	74.8%
Chattanooga Section	323	260	80.5%	48	16	33.3%	371	276	74.4%
Mississippi Section	388	301	77.6%	101	62	61.4%	489	363	74.2%
Winston-Salem Section	130	102	78.5%	33	19	57.6%	163	121	74.2%
Lexington Section	351	284	80.9%	85	38	44.7%	436	322	73.9%
Northwest Florida Section	303	242	79.9%	52	19	36.5%	355	261	73.5%
Atlanta Section	3524	2725	77.3%	719	394	54.8%	4243	3,119	73.5%



Year-over-Year – Renewal: 2012 Membership Year – February 2012 (Cont'd.)

	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 3	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Coastal South Carolina Section	394	308	78.2%	53	20	37.7%	447	328	73.4%
Columbia Section	379	297	78.4%	88	45	51.1%	467	342	73.2%
Alabama Section	855	661	77.3%	188	101	53.7%	1043	762	73.1%
Central North Carolina Section	283	218	77.0%	34	13	38.2%	317	231	72.9%
Orlando Section	1064	808	75.9%	251	144	57.4%	1315	952	72.4%
Hampton Roads Section	687	524	76.3%	126	64	50.8%	813	588	72.3%
Evansville-Owensboro Section	200	158	79.0%	33	9	27.3%	233	167	71.7%
Central Tennessee Section	648	492	75.9%	169	91	53.8%	817	583	71.4%
Louisville Section	357	267	74.8%	66	34	51.5%	423	301	71.2%
Virginia Mountain Section	456	354	77.6%	214	119	55.6%	670	473	70.6%
Charlotte Section	638	470	73.7%	150	78	52.0%	788	548	69.5%
Memphis Section	398	299	75.1%	95	41	43.2%	493	340	69.0%
Savannah Section	194	149	76.8%	54	21	38.9%	248	170	68.5%
Gainesville Section	390	288	73.8%	166	86	51.8%	556	374	67.3%
Broward Section	493	351	71.2%	86	35	40.7%	579	386	66.7%
Mobile Section	167	120	71.9%	37	13	35.1%	204	133	65.2%
Miami Section	564	370	65.6%	143	70	49.0%	707	440	62.2%
Tallahassee Area Section	278	188	67.6%	81	34	42.0%	359	222	61.8%
Jamaica Section	161	86	53.4%	25	9	36.0%	186	95	51.1%



Year-over-Year – Recruitment: 2012 Membership Year

Section	February 2012	February 2011	# Change	% Change
Florida West Coast Section	155	112	43	38.39%
Mobile Section	39	15	24	160.00%
Piedmont Section	54	31	23	74.19%
Central North Carolina Section	37	19	18	94.74%
Virginia Mountain Section	104	89	15	16.85%
Daytona Section	29	18	11	61.11%
Western North Carolina Section	38	27	11	40.74%
Huntsville Section	61	50	11	22.00%
Hampton Roads Section	72	61	11	18.03%
Gainesville Section	67	57	10	17.54%
Orlando Section	109	100	9	9.00%
Winston-Salem Section	18	10	8	80.00%
Coastal South Carolina Section	47	42	5	11.90%
Eastern North Carolina Section	177	172	5	2.91%
Central Tennessee Section	89	85	4	4.71%
Melbourne Section	32	29	3	10.34%
Jamaica Section	36	33	3	9.09%
Tri Cities Section	6	4	2	50.00%
Tallahassee Area Section	40	38	2	5.26%
Central Savannah River Section	15	14	1	7.14%
Charlotte Section	87	87	0	0.00%
Mississippi Section	54	55	-1	-1.82%
Chattanooga Section	30	33	-3	-9.09%
East Tennessee Section	64	69	-5	-7.25%
Canaveral Section	5	11	-6	-54.55%



Year-over-Year – Recruitment: 2012 Membership Year

Section	February 2012	February 2011	# Change	% Change
Central Georgia Section	18	25	-7	-28.00%
Miami Section	64	74	-10	-13.51%
Columbia Section	33	43	-10	-23.26%
Palm Beach Section	32	42	-10	-23.81%
Jacksonville Section	26	36	-10	-27.78%
Northwest Florida Section	14	24	-10	-41.67%
Louisville Section	38	49	-11	-22.45%
Evansville-Owensboro Section	22	33	-11	-33.33%
Savannah Section	20	31	-11	-35.48%
Lexington Section	54	66	-12	-18.18%
Memphis Section	48	60	-12	-20.00%
Central Virginia Section	33	45	-12	-26.67%
Alabama Section	94	111	-17	-15.32%
Broward Section	49	66	-17	-25.76%
Richmond Section	35	57	-22	-38.60%
Atlanta Section	289	347	-58	-16.71%

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