

Region 3 Volunteers,

The IEEE Membership Terminator ran several weeks ago and the results are not good. Overall we lost 8,182 members. This is a major number for a small region such as ours. Yes some of these members will renew as usual when they finally pay off their Holiday bills. But, I have feeling that something out there has changed this time. I believe we have a base of members that are feeling that the price for IEEE membership is too high and the benefits don't justify the annual expense. We need to identify those members that are at "risk" and add them to the 8,182 that we just lost. Then we need to reach out to them and answer questions, resolve issues and explain to them how the IEEE and the worldwide network supports their career, their family and the profession. To help you understand where Region 3 stands versus the other regions, I have attached the latest IEEE MD Monthly Report and other MD information.

At the upcoming Southeastcon 2013, we need to make *Membership Growth* the number one priority. Without an ongoing growth in membership, we cannot guarantee a viable IEEE in the southeast of the US. To help you prepare for your Section MD activities, we are facilitating several MD functions at Southeastcon 2013,

- MD Breakout on Friday morning (please attend)
- MD Booth
- MD Presentation by IEEE MD Staff on Sunday

Can I count on your help ? You can get started by reviewing and downloading the resources you need to be a part of the Region 3 MD team. It's as simple as clicking

*here.<http://www.ieee.org/about/volunteers/membership_development/index_membership_development.html>

*

Sincerely,

Lee Stogner, PMP

Region 3 Past Director, 2010 - 2011

Interim Region 3 Membership Development Chair (Filling in for Bill Williams)

864-360-9415

l.stogner@ieee.org

R3

Alabama Section 190
Atlanta Section 1,152
Broward Section 181
Canaveral Section 45
Central Georgia Section 83
Central North Carolina Section 98
Central Savannah River Section 57
Central Tennessee Section 235
Central Virginia Section 159
Charlotte Section 288
Chattanooga Section 83
Coastal South Carolina Section 126
Columbia Section 127
Daytona Section 53
East Tennessee Section 222
Eastern North Carolina Section 739
Evansville-Owensboro Section 65
Florida West Coast Section 564
Gainesville Section 184
Hampton Roads Section 249
Huntsville Section 279
Jacksonville Section 107
Jamaica Section 101
Lexington Section 128
Louisville Section 126
Lower Cape Fear Subsection 43
Melbourne Section 151
Memphis Section 153
Miami Section 249
Mississippi Section 146
Mobile Section 89
Montgomery Subsection 90
Northwest Florida Section 102
Orlando Section 426
Palm Beach Section 152
Piedmont Section 154
Richmond Section 227
Savannah Section 66
Tallahassee Area Section 115
Tri Cities Section 22
Virginia Mountain Section 222
Western North Carolina Section 86

Winston-Salem Section 48

R3 MEMBER COUNT 8,182

Region 3,

I've been asked to expand on the numbers that were in my Past Director's Report. Those numbers are the members by Section that were removed from the IEEE membership list earlier this year when the Terminator program was run. The Terminator program is the membership tool that scans the entire member database to see who has and has not renewed. For example, in this list, the Lexington Section lost 128 members of all grades. This program removes members after they have received multiple mailings, emails and other contacts by IEEE Staff.

Hopefully by now, many of the people that were Terminated have or will renew. In reality, at this point, people only renew if they receive personal contact by someone they know or can relate to. This is why it is so important for the local Sections to be involved in the Renewal process. All Region 3 Sections should have a campaign to call the remaining "terminated" members.

Membership data is constantly being updated. I have attached the latest that I can provide to you. This data is as of late February. This file is the same as what I sent out earlier this week. That file was mis-named "March". The real March data report will be available in a few days. For almost real-time data, you can always run your own SAMIEEE Report. We can talk more about that process this weekend.

I've updated the Terminator Section report to show which Sections have local MD Chairs. You can see where we have gaps in our MD support.

Finally, since some of you will not be at Southeastcon 2013 this weekend, I want to remind you that our Student Members are about to graduate. Please get the message to them that they need to join / renew and stay with the IEEE after graduation. As all of you know, life after graduation has changed. It's a tough world out there and our graduating students need to know that jobs come and go throughout everyone's career. They need the IEEE Network to help them stay educated and connected with a world wide support team. Tell them that without the IEEE Network, they will be alone in a world where competition is not just around the corner but also on the other side of the world. I've also attached the IEEE Benefits flyer to

help you in your discussions with the students. More information on IEEE Benefits can be accessed by clicking here<http://www.ieee.org/membership_services/membership/benefits/index.html>. For the full range of IEEE Membership Development resources, click here<http://www.ieee.org/about/volunteers/membership_development/index_membership_development.html>

Let's keep talking. The future of Region 3 depends on the team on this email's distribution and not just the local Section MD Chair. Together, we make up the IEEE Region 3 Network <<http://ewh.ieee.org/reg/3/>>.

Sincerely,

Lee Stogner, PMP
2010 - 2011 Director, Region 3
Interim Region 3 MD Chair helping out Bill Williams



Membership Development Report – February 2013

Southeast United States (Region 3)



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



Happy Summer (almost) to you all!

I hope many of you will be attending SoutheastCon 2013 in beautiful, SUNNY and WARM Jacksonville, Florida later this weekend. I look forward to seeing you there. We have many important meetings scheduled including STEM initiatives, member engagement and ongoing projects.

Please note the Arrears Outreach on page 6. Let's get to work getting these members back on track!

Lee Stogner, Membership Development Chair, Region 3

Regional Snapshot	Total this Month	'13 vs. '12	% Change	Aug 2013 408,000 Member Goal – R3		2013 New Members (FEB)
Total Membership	24,175	▲ (451)	-1.8%	83.2%	Total	2456
• Higher-Grade	19,571	▼ (540)	- 2.7%	79.1%	Higher Grade	435
• Students	4,604	▲ 9	0.1%	107.3%	Students	2021
IEEE Worldwide - Total	310,748	▼ (3,021)	-1.0%	408,000		47,934

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	77.2%	63.2%	33.8%	72.8%
Region – 1 st -Year Members	28.4%	46.7%	30.1%	32.5%
IEEE – Total Members	73.3%	56.4%	19.4%	64.5%
IEEE – 1 st Year Members	28.2%	38.9%	15.1%	24.3%

First-Year Member Situation & Direction	2013 Membership Cycle	2012 Membership Cycle
Recruitment	Focus on new member recruitment. Can use MGM program for new members	Half-years dues for new members good through 1 March to 15 August
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	New officer reporting via vTools. See note in next pages.	Use the Correspondence templates located on www.ieee.org/md for outreach to members who have not yet renewed.
SAMIEEE Analysis	Take new SAMIEEE on-demand sessions. See link below to presentation and video.	(MD) Last Renewal Year for Active Members (MD) Last Renewal Year for Active SOCIETY Members (MD) First Year Members Not Renewed
Volunteer Resources	SAMIEEE UPGRADE: http://www.ieee.org/about/volunteers/samieee/index.html for video and training presentation in PowerPoint	



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

Best Section Total Retention	79.6% - Palm Beach Section	78.5% - East Tennessee Section
	79.1% - Tri Cities Section	78.2% - Huntsville Section
	78.9% - Canaveral Section	78.1% - Melbourne Section

Top Section Recruitment Year over Year	Percentage Growth	Numeric Growth
	75.00% - Memphis Section	119 - Atlanta Section
	71.43% - Northwest Florida Section	41 - Miami Section
	64.06% - Miami Section	36 - Memphis Section

Upcoming MD Opportunities	SoutheastCon 2013 – Jacksonville, FL	STEM Initiatives at SoutheastCon!
	Tools panel at SoutheastCon!	Region 3 Section Reports at SoutheastCon!

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

Alert for Officer Reporting Change:

Effective 28 September 2012, all geographic unit officer reporting is to be submitted using [vTools.Officer Reporting](#). Geographic unit officer reporting will no longer be accepted using the legacy form, which will be deactivated at 5:00 PM ET on that same date.

vTools.Officer Reporting enables current geographic unit volunteers to submit officer reporting online. Volunteers can enter new officers and view, remove, or replace existing officers. Officer names are automatically validated and then updated to the IEEE database. An e-mail confirmation is sent for each submission. Please note that validation is based on business rules per geographic unit type.



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

IEEE-USA Recruitment Incentive Pilot – February 2013

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 2013 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	5	\$ 100.0
R3	Broward Section		
R3	Canaveral Section	6	\$ 120.0
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	2	\$ 40.0
R3	Coastal South Carolina Section		
R3	Columbia Section		
R3	Daytona Section		
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		



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

The IEEE-USA MD incentive pilot will continue for the 2013 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!

IEEE-USA Recruitment Incentive Pilot – February 2013 (cont'd.)

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Jacksonville Section		
R3	Jamaica Section		
R3	Lexington Section	3	\$ 60.0
R3	Louisville Section	10	\$ 200.0
R3	Mobile Section	2	\$ 40.0
R3	Northwest Florida Section		
R3	Orlando Section		
R3	Palm Beach Section		
R3	Piedmont Section		
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		
R3 Qualifying Gains & Payout		28	\$ 560.0



IEEE GOLD Membership Data & MGA Information

GOLD Status Indicator

In March several new processes were introduced to the IBP system to manage the GOLD indicator code and reset it based on educational information provided by the member. Year over year data analysis is being compiled. These new validation processes in IT will substantially improve data quality but appear to skew the present GOLD member totals particularly as we examine year over year statistics.

The table below shows the month with GOLD membership data. Each month's report will only show that month's data going forward until we have completed a year to begin year-over-year comparison.

Geographic IEEE Gold Membership - February 2013			
Region	Higher Grade w/o GSM	GSM	Total
1	1,862	537	2,399
2	1,672	538	2,210
3	1,568	670	2,238
4	1,414	525	1,939
5	1,851	511	2,362
6	3,447	891	4,338
R 1-6	11,814	3,672	15,486
7	1,434	630	2,064
8	6,802	2,285	9,087
9	1,271	346	1,617
10	6,368	1,239	7,607
R 7-10	15,875	4,500	20,375
TOTAL	27,689	8,172	35,861



IEEE Member & Geographic Activities (MGA) Information

The **IEEE Member and Geographic Activities** (MGA) Nominations and Appointments (N&A) Committee is soliciting nominations for the following 2014 leadership positions:

- MGA Vice President/MGA Board Chair
- MGA Treasurer
- MGA Vice Chairs
- MGA Committee Chairs

In accordance with the IEEE globalization initiative and in an attempt to ensure that MGA is globally balanced, each Region is requested to submit nominations. Self-nominations are encouraged. The deadline to submit nominations is 1 April 2013. A [complete list of available MGA positions, committee descriptions](#), the [MGA online nomination form](#), and information on the [MGA Nominations and Appointments process](#) are available.

➤ [Nominate yourself or a colleague now](#)

http://www.ieee.org/societies_communities/geo_activities/nominations_and_appointments/index.html



Region 1-6 Membership Strategy – Region 3

In order to support the MGA strategy to grow and retain higher grade members in Regions 1-6, each Region now has a dedicated person to assist the MD volunteers at the Region and Section levels. For Region 3 it is Lisa Kluberspies and in this month's report she outlines the February service deactivation and arrears outreach activity.

Arrears Outreach:

On 23 February 2013, the IEEE service deactivation process was run and members who had not renewed for 2013 were placed in Arrears. I have worked with each section chair to develop and send an outreach (on their behalf through eNotice) to the group of higher-grade members in arrears.

This customized section email is in addition to the regular renewal messages that we (as staff) are already scheduled to send out to members in arrears. The dates are listed below:



5 March 2013
19 March 2013
26 March 2013 – wave 1 through eNotice
1 April 2013 (paper)
2 April 2013
11 April 2013 – wave 2 through eNotice
23 April 2013
14 May 2013
4 June 2013
25 June 2013

I have received information from the following sections and their email will be going out in wave 1 on March 26: Atlanta, Canaveral, Columbia, Florida West Coast, Hampton Roads, Lexington, Louisville, Virginia Mountain, Western North Carolina and Winston-Salem.

Reminder to all other sections... please provide me with your information as soon as possible and your email will go out in wave 2 on April 11.

If you have any questions, please feel free to contact me directly.

Thanks, Lisa.
Lisa Kluberspies
Membership Sales & Marketing Specialist
l.kuberspies@ieee.org



Year-over-Year – Renewal: 2013 Membership Year – February 2013

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Palm Beach Section	661	549	83.1%	55	21	38.2%	716	570	79.6%
Tri Cities Section	102	84	82.4%	8	3	37.5%	110	87	79.1%
Canaveral Section	180	147	81.7%	14	6	42.9%	194	153	78.9%
East Tennessee Section	816	661	81.0%	136	86	63.2%	952	747	78.5%
Huntsville Section	1117	906	81.1%	96	42	43.8%	1,213	948	78.2%
Melbourne Section	617	507	82.2%	64	25	39.1%	681	532	78.1%
Chattanooga Section	323	257	79.6%	40	23	57.5%	363	280	77.1%
Daytona Section	165	135	81.8%	35	17	48.6%	200	152	76.0%
Eastern North Carolina Section	2601	2051	78.9%	376	197	52.4%	2,977	2248	75.5%
Central Savannah River Section	182	144	79.1%	13	3	23.1%	195	147	75.4%
Jacksonville Section	347	274	79.0%	51	26	51.0%	398	300	75.4%
Central Virginia Section	533	426	79.9%	95	47	49.5%	628	473	75.3%
Western North Carolina Section	293	234	79.9%	54	27	50.0%	347	261	75.2%
Richmond Section	721	562	77.9%	80	34	42.5%	801	596	74.4%
Coastal South Carolina Section	392	314	80.1%	64	24	37.5%	456	338	74.1%
Piedmont Section	457	353	77.2%	85	48	56.5%	542	401	74.0%
Winston-Salem Section	134	104	77.6%	29	16	55.2%	163	120	73.6%
Florida West Coast Section	1795	1392	77.5%	253	113	44.7%	2,048	1505	73.5%
Atlanta Section	3460	2674	77.3%	705	374	53.0%	4,165	3048	73.2%
Alabama Section	826	643	77.8%	177	87	49.2%	1,003	730	72.8%
Northwest Florida Section	303	225	74.3%	39	23	59.0%	342	248	72.5%
Louisville Section	334	254	76.0%	82	47	57.3%	416	301	72.4%



Year-over-Year – Renewal: 2013 Membership Year – February 2013 (Cont'd.)

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Central Georgia Section	257	197	76.7%	34	12	35.3%	291	209	71.8%
Columbia Section	356	279	78.4%	84	37	44.0%	440	316	71.8%
Evansville-Owensboro Section	191	142	74.3%	27	14	51.9%	218	156	71.6%
Central Tennessee Section	640	487	76.1%	159	82	51.6%	799	569	71.2%
Lexington Section	348	266	76.4%	99	52	52.5%	447	318	71.1%
Savannah Section	185	139	75.1%	30	13	43.3%	215	152	70.7%
Hampton Roads Section	691	524	75.8%	112	42	37.5%	803	566	70.5%
Central North Carolina Section	281	216	76.9%	40	10	25.0%	321	226	70.4%
Mississippi Section	378	290	76.7%	106	48	45.3%	484	338	69.8%
Orlando Section	1054	795	75.4%	262	120	45.8%	1,316	915	69.5%
Memphis Section	395	296	74.9%	81	33	40.7%	476	329	69.1%
Virginia Mountain Section	460	349	75.9%	229	123	53.7%	689	472	68.5%
Broward Section	480	344	71.7%	71	30	42.3%	551	374	67.9%
Charlotte Section	630	455	72.2%	158	79	50.0%	788	534	67.8%
Tallahassee Area Section	263	191	72.6%	88	43	48.9%	351	234	66.7%
Miami Section	527	361	68.5%	143	74	51.7%	670	435	64.9%
Gainesville Section	384	265	69.0%	159	79	49.7%	543	344	63.4%
Mobile Section	171	111	64.9%	57	28	49.1%	228	139	61.0%
Jamaica Section	161	92	57.1%	41	11	26.8%	202	103	51.0%



Year-over-Year – Recruitment: 2013 Membership Year

Section	February 2013	February 2012	# Change	% Change
Memphis Section	84	48	36	75.00%
Northwest Florida Section	24	14	10	71.43%
Miami Section	105	64	41	64.06%
Central Georgia Section	29	18	11	61.11%
Canaveral Section	8	5	3	60.00%
Chattanooga Section	46	30	16	53.33%
Atlanta Section	408	289	119	41.18%
Hampton Roads Section	96	72	24	33.33%
Winston-Salem Section	24	18	6	33.33%
Columbia Section	43	33	10	30.30%
Savannah Section	26	20	6	30.00%
Central Virginia Section	42	33	9	27.27%
Louisville Section	47	38	9	23.68%
Orlando Section	134	109	25	22.94%
Mississippi Section	66	54	12	22.22%
Lexington Section	64	54	10	18.52%
Alabama Section	107	94	13	13.83%
Tallahassee Area Section	44	40	4	10.00%
Palm Beach Section	35	32	3	9.38%
Jacksonville Section	28	26	2	7.69%
Melbourne Section	34	32	2	6.25%
Richmond Section	37	35	2	5.71%
Piedmont Section	57	54	3	5.56%
Western North Carolina Section	40	38	2	5.26%



Year-over-Year – Recruitment: 2013 Membership Year

Section	February 2013	February 2012	# Change	% Change
Tri Cities Section	6	6	0	0.00%
Mobile Section	37	39	-2	-5.13%
Broward Section	46	49	-3	-6.12%
Eastern North Carolina Section	152	177	-25	-14.12%
Charlotte Section	73	87	-14	-16.09%
Huntsville Section	50	61	-11	-18.03%
Coastal South Carolina Section	38	47	-9	-19.15%
Virginia Mountain Section	84	104	-20	-19.23%
East Tennessee Section	50	64	-14	-21.88%
Central Tennessee Section	69	89	-20	-22.47%
Florida West Coast Section	108	155	-47	-30.32%
Gainesville Section	45	67	-22	-32.84%
Jamaica Section	20	36	-16	-44.44%
Evansville-Owensboro Section	12	22	-10	-45.45%
Daytona Section	15	29	-14	-48.28%
Central North Carolina Section	17	37	-20	-54.05%
Central Savannah River Section	6	15	-9	-60.00%