



Region 3 – IEEE Membership Development Activities

15 March 2014

Presented by: Adrienne Hahn on Behalf of Chris Wright

IEEE Membership Marketing & Sales Specialist for Regions 3, 5, & 6

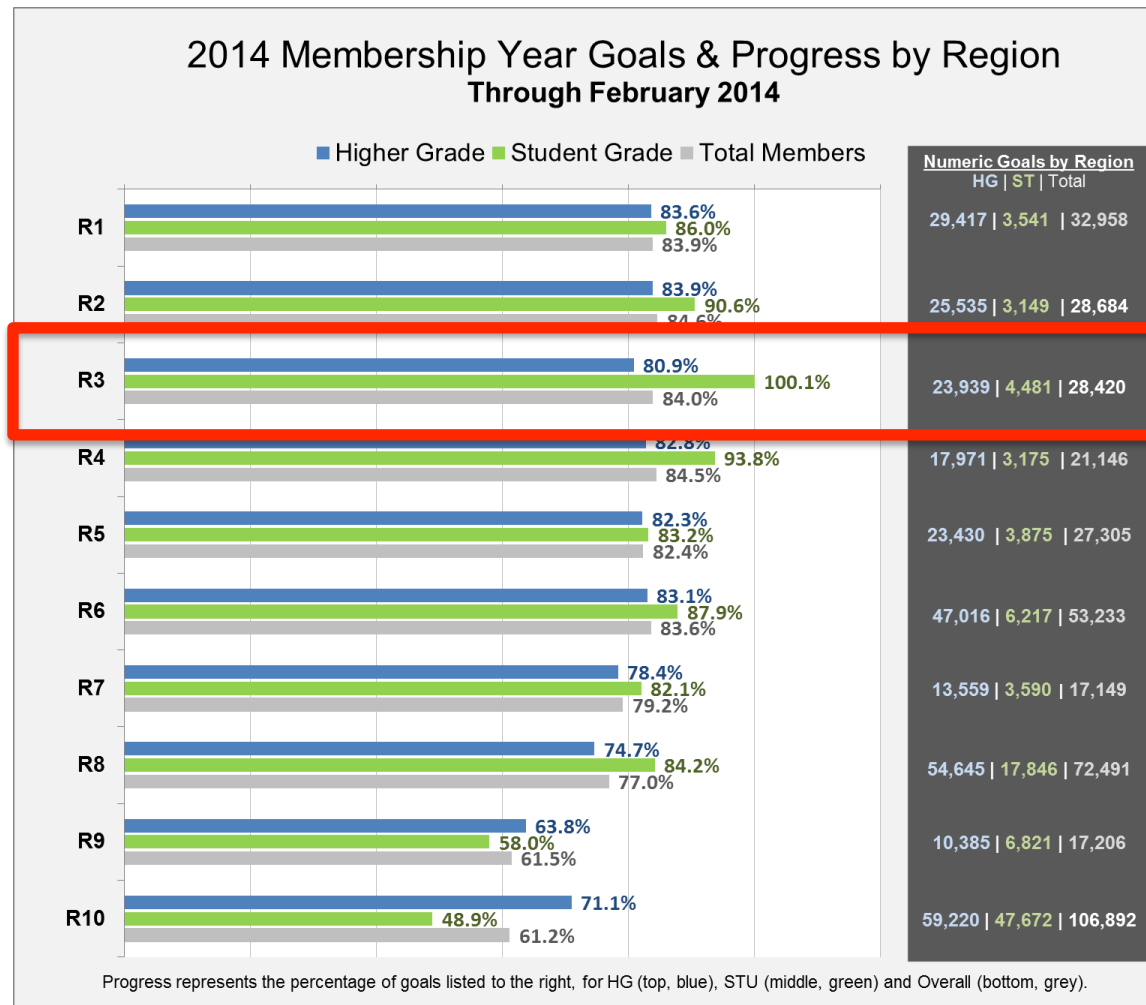
Agenda

- ▶ 2014 Membership Goals
- ▶ 2014 High Level Membership Statistics
- ▶ IEEE US Membership Development Strategy
- ▶ US Section Strategy Suggestions
- ▶ Appendix



2014 Membership Goals & Statistics

2014 MRRC Membership Goals



SOURCE: February 2014 Monthly MD Reporting.

Total Membership by Region and Grade

IEEE Membership - February 2014																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	24,506	25,128	(622)	-2.5%	1,507	1,848	(341)	-18.5%	1,636	1,567	69	4.4%	27,649	28,543	(894)	-3.1%
2	21,246	21,826	(400)	-2.2%	1,441	1,717	(276)	-16.1%	1,471	1,482	(11)	-0.7%	24,259	25,025	(777)	-3.1%
3	19,484	19,571	(87)	-0.4%	1,898	2,270	(372)	-16.4%	2,718	2,334	384	16.5%	24,100	24,175	(75)	-0.3%
4	14,884	14,855	(151)	-1.0%	1,484	1,708	(278)	-15.9%	1,808	1,884	(85)	-5.0%	17,887	18,412	(515)	-2.8%
5	19,205	19,349	(144)	-0.7%	1,471	1,772	(301)	-17.0%	1,928	2,208	(280)	-12.7%	22,604	23,329	(725)	-3.1%
6	39,280	39,490	(210)	-0.5%	2,381	2,971	(590)	-19.9%	3,266	3,284	(18)	-0.5%	44,927	45,745	(818)	-1.8%
R 1-6	138,625	140,329	(1,704)	-1.2%	10,182	12,341	(2,159)	-17.5%	12,628	12,569	59	0.5%	161,435	165,239	(3,804)	-2.3%
7	10,568	10,338	230	2.2%	1,676	1,974	(298)	-15.1%	1,315	1,483	(168)	-11.3%	13,559	13,795	(236)	-1.7%
8	40,836	39,651	1,185	3.0%	8,836	9,691	(855)	-8.8%	6,249	5,946	303	5.1%	55,921	55,288	633	1.1%
9	6,586	6,528	58	0.9%	1,000	1,298	(298)	-23.0%	2,974	3,130	(156)	-5.0%	10,560	10,956	(396)	-3.6%
10	42,193	40,455	1,738	4.3%	9,479	9,539	(60)	-0.6%	14,201	15,476	(1,275)	-8.2%	65,873	65,470	403	0.6%
R 7-10	100,183	96,972	3,211	3.3%	20,991	22,502	(1,511)	-6.7%	24,739	26,035	(1,296)	-5.0%	145,913	145,509	404	0.3%
TOTAL	238,808	237,301	1,507	0.6%	31,173	34,843	(3,670)	-10.5%	37,367	38,604	(1,237)	-3.2%	307,348	310,748	(3,400)	-1.1%

Source: February Monthly MD Reporting.

Total Recruitment by Region and Grade

Cumulative Recruitment -- February 2014																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	524	517	7	1.4%	393	486	(93)	-19.1%	1,056	1,014	42	4.1%	1,973	2,017	(44)	-2.2%
2	447	455	(8)	-1.8%	354	423	(69)	-16.3%	976	942	(34)	-3.6%	1,689	1,824	(135)	-7.4%
3	443	435	8	1.8%	476	543	(67)	-12.3%	1,744	1,478	266	18.0%	2,663	2,456	207	8.4%
4	379	404	(25)	-6.2%	388	483	(95)	-19.7%	938	1,028	(90)	-8.8%	1,717	1,913	(196)	-10.3%
5	521	473	48	10.1%	405	469	(64)	-13.6%	1,067	1,428	(361)	-25.3%	1,993	2,370	(377)	-15.9%
6	944	1,018	(74)	-7.3%	648	804	(156)	-19.4%	2,002	2,167	(165)	-7.6%	3,594	3,989	(395)	-9.9%
R 1-6	3,258	3,302	(44)	-1.3%	2,656	3,208	(552)	-17.2%	7,706	8,058	(352)	-4.4%	13,620	14,568	(948)	-6.5%
7	419	393	26	6.6%	365	469	(104)	-22.2%	749	959	(210)	-21.9%	1,533	1,821	(288)	-15.8%
8	2,047	2,065	(18)	-0.9%	2,583	2,668	(85)	-3.2%	3,845	3,971	(126)	-3.2%	8,475	8,704	(229)	-2.6%
9	553	606	(53)	-8.7%	221	284	(63)	-22.2%	1,892	2,092	(200)	-9.6%	2,666	2,982	(316)	-10.6%
10	2,800	3,175	(375)	-11.8%	4,504	4,522	(18)	-0.4%	10,699	12,162	(1,463)	-12.0%	18,003	19,859	(1,856)	-9.3%
R 7-10	5,819	6,239	(420)	-6.7%	7,673	7,943	(270)	-3.4%	17,185	19,184	(1,999)	-10.4%	30,677	33,366	(2,689)	-8.1%
TOTAL	9,077	9,541	(464)	-4.9%	10,329	11,151	(822)	-7.4%	24,891	27,242	(2,351)	-8.6%	44,297	47,934	(3,637)	-7.6%

SOURCE: February 2014 Monthly MD Reporting. Counts based on Membership Year to date (Sept. 2013 to Feb. 2014). Section information is listed in Appendix A.

Total Renewal/Retention by Region and Grade

IEEE Membership Renewal / Retention - February 2014

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13
1	29,097	23,585	81.1%	80.7%	1,917	968	50.5%	61.4%	1,611	479	29.7%	31.9%	32,625	25,032	76.7%	77.3%
2	25,270	20,521	81.2%	79.8%	1,915	920	50.7%	60.5%	1,424	505	35.2%	31.6%	28,528	21,956	77.0%	70.0%
3	23,540	18,488	78.5%	77.2%	2,234	1,237	55.4%	63.2%	2,281	785	34.4%	33.8%	28,055	20,510	73.1%	72.8%
4	17,728	11,458	70.8%	70.5%	1,918	888	51.5%	61.0%	1,178	518	61.7%	68.5%	21,888	15,851	71.5%	74.5%
5	23,128	18,293	79.1%	77.8%	1,681	898	53.4%	65.0%	2,110	678	32.1%	35.2%	26,919	19,869	73.8%	74.0%
6	46,546	37,079	79.7%	78.4%	2,913	1,440	49.4%	62.6%	3,276	1,094	33.4%	35.8%	52,735	39,613	75.1%	75.3%
R 1-6	165,316	132,134	79.9%	78.8%	12,370	6,449	52.1%	62.8%	12,182	4,051	33.3%	34.6%	189,868	142,634	75.1%	75.1%
7	13,198	9,990	75.7%	73.9%	1,966	1,171	59.6%	68.7%	1,470	512	34.8%	43.0%	16,634	11,673	70.2%	71.1%
8	53,072	37,598	70.8%	68.2%	10,367	5,817	56.1%	63.3%	7,925	2,146	27.1%	24.6%	71,364	45,561	63.8%	62.9%
9	9,884	5,788	58.6%	57.7%	1,323	709	53.6%	60.4%	5,281	936	17.7%	15.4%	16,488	7,433	45.1%	43.8%
10	57,006	37,826	66.4%	64.3%	12,469	4,507	36.1%	40.5%	29,489	2,920	9.9%	11.1%	98,964	45,253	45.7%	46.2%
R 7-10	133,160	91,202	68.5%	66.3%	26,125	12,204	46.7%	53.2%	44,165	6,514	14.7%	15.0%	203,450	109,920	54.0%	54.1%
TOTAL	298,476	223,336	74.8%	73.3%	38,495	18,653	48.5%	56.4%	56,350	10,565	18.7%	19.4%	393,321	252,554	64.2%	64.5%

SOURCE: February 2014 Monthly MD Reporting. Counts based on Membership Year to date (Sept. 2013 to Feb. 2014). Section information is listed in Appendix A.

Renewal/Retention: First Year Members by Region and Grade

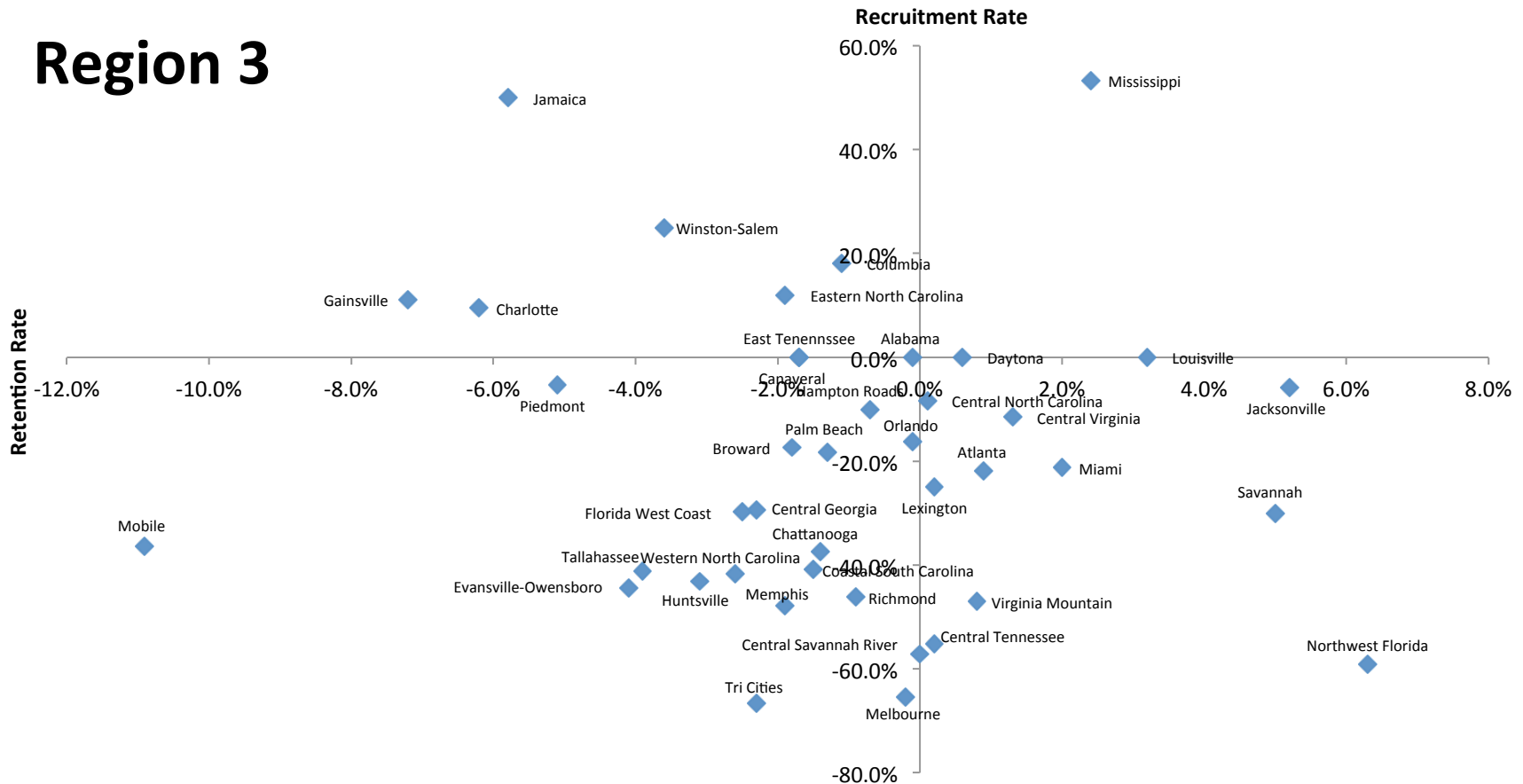
First-Year Member Renewal / Retention - February 2014

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13
1	1,887	612	32.4%	32.6%	712	232	32.6%	47.4%	1,173	273	23.3%	26.9%	3,772	1,117	29.6%	33.6%
2	1,492	405	27.1%	20.0%	665	220	33.1%	43.1%	907	284	31.3%	26.7%	3,144	1,000	31.8%	31.5%
3	1,801	538	29.9%	28.4%	799	307	38.4%	46.7%	1,625	476	29.3%	30.1%	4,225	1,321	31.3%	32.5%
4	1,200	170	14.2%	14.0%	712	270	37.9%	40.0%	1,010	272	26.9%	31.5%	3,051	1,020	33.4%	35.8%
5	1,665	539	32.4%	30.0%	649	249	38.4%	50.3%	1,555	419	26.9%	30.1%	3,869	1,207	31.2%	33.1%
6	3,129	1,087	34.7%	30.2%	1,043	329	31.5%	41.7%	2,409	673	27.9%	31.6%	6,581	2,089	31.7%	32.4%
R 1-6	11,260	3,749	33.3%	30.7%	4,580	1,626	35.5%	45.8%	8,802	2,397	27.2%	29.8%	24,642	7,772	31.5%	33.0%
7	1,499	540	36.0%	34.2%	723	309	42.7%	54.1%	1,044	251	24.0%	35.4%	3,266	1,100	33.7%	39.2%
8	7,319	2,288	31.3%	28.4%	4,392	1,813	41.3%	48.8%	6,053	1,179	19.5%	18.9%	17,764	5,280	29.7%	30.4%
9	2,149	490	22.8%	22.8%	488	190	38.9%	44.1%	4,158	476	11.4%	10.7%	6,795	1,156	17.0%	17.0%
10	11,243	3,170	28.2%	25.9%	8,044	1,917	23.8%	27.0%	25,707	2,006	7.8%	9.0%	44,994	7,093	15.8%	16.8%
R 7-10	22,210	6,488	29.2%	26.9%	13,647	4,229	31.0%	36.6%	36,962	3,912	10.6%	11.5%	72,819	14,629	20.1%	21.1%
TOTAL	33,470	10,237	30.6%	28.2%	18,227	5,855	32.1%	38.9%	45,767	6,309	13.8%	15.1%	97,464	22,401	23.0%	24.3%

SOURCE: February 2014 Monthly MD Reporting. Counts based on Membership Year to date (Sept. 2013 to Feb. 2014).

Percentage Change in Retention vs. Recruitment between 2010 & 2013

Region 3



NOTE: 2010 and 2013 Percentages are based on Membership Year.

Percentage Change in Retention vs. Recruitment between 2010 & 2013

+ Recruitment - Retention			+ Recruitment + Retention		
Jamaica Section	50.0%	-5.8%	Mississippi Section	53.3%	2.4%
Winston-Salem Section	25.0%	-3.6%			
Columbia Section	18.2%	-1.1%			
Eastern North Carolina Section	12.0%	-1.9%			
Gainesville Section	11.1%	-7.2%			
Charlotte Section	9.5%	-6.2%			
- Recruitment - Retention			- Recruitment + Retention		
Alabama Section	0.0%	-0.1%	Daytona Section	0.0%	0.6%
Canaveral Section	0.0%	-1.7%	Louisville Section	0.0%	3.2%
East Tennessee Section	0.0%	-1.7%	Jacksonville Section	-5.9%	5.2%
Piedmont Section	-5.3%	-5.1%	Central North Carolina Section	-8.3%	0.1%
Hampton Roads Section	-10.0%	-0.7%	Central Virginia Section	-11.5%	1.3%
Orlando Section	-16.3%	-0.1%	Miami Section	-21.2%	2.0%
Broward Section	-17.4%	-1.8%	Atlanta Section	-21.9%	0.9%
Palm Beach Section	-18.2%	-1.3%	Lexington Section	-25.0%	0.2%
Central Georgia Section	-29.4%	-2.3%	Savannah Section	-30.0%	5.0%
Florida West Coast Section	-29.8%	-2.5%	Virginia Mountain Section	-47.1%	0.8%
Mobile Section	-36.4%	-10.9%	Central Tennessee Section	-55.3%	0.2%
Chattanooga Section	-37.5%	-1.4%	Northwest Florida Section	-59.1%	6.3%
Coastal South Carolina Section	-40.9%	-1.5%			
Tallahassee Area Section	-41.2%	-3.9%			
Western North Carolina Section	-41.7%	-2.6%			
Huntsville Section	-43.1%	-3.1%			
Evansville-Owensboro Section	-44.4%	-4.1%			
Richmond Section	-46.2%	-0.9%			
Memphis Section	-47.8%	-1.9%			
Central Savannah River Section	-57.1%	0.0%			
Melbourne Section	-65.5%	-0.2%			
Tri Cities Section	-66.7%	-2.3%			

NOTE: Percentages are based on 2010 and 2013 Membership Year.

Deactivation by Region and Grade

Deactivation 2014																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	5,488	5,627	139	2.5%	960	760	200	26.3%	1,143	1,025	118	11.5%	7,591	7,412	179	2.4%
2	4,710	5,256	546	10.4%	910	753	157	20.8%	946	1,048	102	9.7%	6,566	7,057	491	7.0%
3	5,008	5,375	367	6.8%	1,022	872	150	17.2%	1,505	1,431	74	5.2%	7,535	7,678	143	1.9%
4	3,533	3,928	395	7.8%	830	640	190	24.1%	862	932	70	7.2%	5,322	5,370	48	1.1%
5	4,853	5,174	321	6.2%	790	598	192	32.1%	1,442	1,270	172	13.5%	7,085	7,042	43	0.6%
6	9,631	10,271	640	6.2%	1,497	1,117	380	34.0%	2,186	1,794	392	21.9%	13,314	13,182	132	1.0%
R 1-6	33,220	35,531	2,311	6.5%	6,009	4,719	1,290	27.3%	8,184	7,500	684	9.1%	47,413	47,750	337	0.7%
7	3,208	3,371	163	4.8%	812	632	180	28.5%	961	636	325	51.1%	4,981	4,639	342	7.4%
8	15,410	16,725	1,315	7.9%	4,599	3,871	728	18.8%	5,792	5,537	255	4.6%	25,801	26,133	332	1.3%
9	4,184	4,037	147	3.6%	633	569	64	11.2%	4,375	4,767	392	8.2%	9,192	9,373	181	1.9%
10	19,233	19,794	561	2.8%	8,083	6,328	1,755	27.7%	26,340	24,441	1,899	7.8%	53,656	50,563	3,093	6.1%
R 7-10	42,035	43,927	1,892	4.3%	14,127	11,400	2,727	23.9%	37,468	35,381	2,087	5.9%	93,630	90,708	2,922	3.2%
TOTAL	75,255	79,458	4,203	5.3%	20,136	16,119	4,017	24.9%	45,652	42,881	2,771	6.5%	141,043	138,458	2,585	1.9%

SOURCE: February 2014 Monthly MD Reporting.



IEEE US Membership Development Strategy

NOTE: For Detailed Explanations of each program see Appendix B

IEEE MD Region 1-6 Strategy

MD Volunteer Support

- Outreach, coordination and collaboration with:
 - Regional MD Chairs
 - Section MD Officers
 - Section Chairs
- Region meeting/committee participation

List/Lead Development

- E-mail
- Online advertising
- Social media/viral programs
- IEEE-USA MGM Pilot

Events and Conferences

- Metro Area Workshops
- Large Society conferences
- Industry conferences
- Meeting & Conference Management Collaboration

Affinity Marketing Partnerships

- IEEE Products
- Non-IEEE Products
- Joint membership agreements

2013 - 2014

2014



List/Lead Development: Recruitment

List/Lead Development

- Email
- Online Advertising
- Peer-to-Peer Referral

- Email Campaigns
 - IEEE Database Campaigns
 - Segmenting out US Regions from existing outreaches
 - Third Party List Purchase – Merit Direct
- Online Advertising / SEM
 - More Visibility
 - Display Ads
 - Video Advertising (YouTube)
 - Retargeting
 - Merit Direct– Retargeting
- Peer-to-Peer - IEEE-USA MGM Pilot

Events and Conferences

Events and Conferences

- Metro Area Workshops
- Large Society conferences
- Industry conferences

- Metro Area Workshops
 - Four events held in Fall of 2013
 - Boston
 - Atlanta
 - Seattle
 - Twin Cities
- Large Society Conferences
 - ISSCC 2014: San Francisco
 - APEC 2014: Fort Worth
- Industry Conferences
 - CES 2014
 - TBD

List/Lead Development & Events Results

Project	Member Counts		
	Recruitment		
	HG	Student	Total
Email Campaigns			
US Recruitment - Internal Sources	145	372	517
US Recruitment - External Sources*	266	234	500
Subtotal Email Campaigns	411	606	1,017
Online Advertising			
More Visibility Banner Ads*	80	116	196
Merit Direct Retargeting*	0	0	0
Subtotal Online Campaigns	80	116	196
Conferences			
Metro Area Workshops	79	0	79
2014 ISSCC - San Francisco	15	0	15
Subtotal Conferences	94	0	94
Special Programs			
IEEE USA MGM Pilot	292	0	292
Subtotal Special Programs	292	0	292
Grand Total	877	722	1,599

* MGA is utilizing third party vendors in these programs

Affinity Partnerships: Recruitment

Affinity Marketing Partnerships

- IEEE Products
- Non-IEEE Products
- Joint membership agreements

- Corporate Partnerships
 - E.g. Boeing, IEICE
 - Promote IEEE membership
 - Subsidize IEEE membership
 - Leverage Corporate Activities framework (planned with key volunteers and staff)
 - Early phase in development
 - 2014 Initiative

MD Volunteer Support

MD Volunteer Support

- Outreach to:
 - Regional MD Chairs
 - Section MD Officers
 - Section Chairs
- Region meeting participation
- IEEE-USA meeting participation

- Outreach, coordination and collaboration
 - Monthly Emails to Region/Sections
 - Outbound Phone Calls
 - Custom Training
- Region Meetings Participation
 - Annual Meetings
- IEEE-USA
 - Membership Development Committee
 - Annual Meeting – May 2014
- Sections Congress 2014

Why I'm Here...

- ▶ The MD support function is specifically for Region & Section Volunteers
 - Think "Independent consultant"
 - 17 of 41 Region 3 Sections have made contact (41.5%)

Region 3	
Charlotte	Mississippi
Columbia	Louisville
Atlanta	Gainesville
Canaveral	Jacksonville
Piedmont	Charlotte
Melbourne	East Tennessee
Eastern Carolina	Hampton Roads
Huntsville	Florida West Coast
Savannah	



US Section Strategy Suggestions

Back to Basics

- ▶ Membership Development = Lead Generation
- ▶ Is it time for a Section Website Review?
- ▶ Ensure there is an easily identifiable link **TO JOIN AND RENEW**
- ▶ **Half Year Dues Period started 1 March 2014**
- ▶ **Arrears Recovery**
 - Be sure to contact non-renewing members
 - 6 Sections Participating in Section Arrears Messaging

Addressing the Time Issue

- ▶ We realize these are Volunteer positions

- ▶ Plans based on available time:
 - 30 minutes each week
 - 60 minutes each week
 - Four+ hours a month

30 Minutes Each Week

- ▶ Take advantage and read:
 - Region MD Monthly Report
 - Monthly Specialist Email
- ▶ Need collateral? Visit the MD website
 - www.ieee.org/md
- ▶ Recognize newly elevated Senior Members
 - Identify elevated members
 - Post notification in Section Newsletter, on web, etc

30 Minutes Each Week (cont)

- ▶ Don't forget **NEW** members
 - Access the monthly New Member report
 - Reach out to welcome and invite them to participate

- ▶ Review Section statistics and membership trends
 - <http://www.ieee.org/about/volunteers/memstats.html>
 - *Use the link "access Membership Statistics posted after July 2007", you will need your IEEE log on to access the dashboard)*

60 Minutes Each Week

- ▶ 30 Minute list plus
- ▶ Review the MD Manual at www.ieee.org/md
- ▶ Work on Section MD goals –
 - Member-Get-a-Member (MGM) program
 - Senior Member elevation & nomination process
- ▶ Communicate about recruitment, arrears, retention as needed (and per MD Cycle)
- ▶ Review the Annual Statistics of the IEEE at
 - http://www.ieee.org/membership_services/membership/statistics/annual_statistics_index.html

Four+ Hours Each Month

- ▶ 60 Minute list plus
- ▶ Organize Senior Member elevation & nomination process event
- ▶ Conduct recruitment, arrears, retention activity as needed (per the MD Cycle)
- ▶ Attend the Monthly MD Webcast
- ▶ Read the MD Monthly Report

Short on Resources?

- ▶ Here is your chance to involve students
 - Review/revamp your websites
 - Run outreach programs
- ▶ Reach out to neighboring Sections
 - Joint effort on Activities/Events
 - Network for contacts
- ▶ Have great content or presentations but lack time/resources to host an in-person event?
 - Take advantage of the WebEx Services offered by IEEE

IEEE USA MGM Pilot Extended

- ▶ Ends In August
- ▶ Program Results to date are encouraging
 - 1,085 members referrals from 669 members
 - Lag in Referrals actually signing – only 292 new joins
 - 26.9% of Referrals Joined
- ▶ What to do?
 - **ADVERTISE!!!** (website, newsletters, events, etc)
 - **Use the Flyer** – attachment in email or handouts
 - **Remind** Referrers to follow up Referrals
 - Missing out on both **FINANCIAL** and **MERCHANDISE** incentives



Questions?

Contact Info:
Chris Wright
Phone: 732-562-3894
Email: wright.c@ieee.org



Appendix A – Membership Year Statistics by Section

Region 3 2014 Renewals by Section

Renewal by Region: 2014 Membership Year-February 2014									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Tri Cities Section	102	88	86.3%	4	1	25.0%	106	89	84.0%
Palm Beach Section	631	530	84.0%	41	22	53.7%	672	552	82.1%
Central Savannah River Section	158	134	84.8%	11	4	36.4%	169	138	81.7%
Evansville-Owensboro Section	166	143	86.1%	26	12	46.2%	192	155	80.7%
Canaveral Section	173	146	84.4%	11	2	18.2%	184	148	80.4%
Huntsville Section	1040	873	83.9%	93	36	38.7%	1,133	909	80.2%
East Tennessee Section	808	655	81.1%	124	67	54.0%	932	722	77.5%
Melbourne Section	588	479	81.5%	57	20	35.1%	645	499	77.4%
Florida West Coast Section	1689	1373	81.3%	209	91	43.5%	1,898	1464	77.1%
Central Virginia Section	525	428	81.5%	87	44	50.6%	612	472	77.1%
Eastern North Carolina Section	2519	2024	80.3%	358	182	50.8%	2,877	2206	76.7%
Western North Carolina Section	277	235	84.8%	67	27	40.3%	344	262	76.2%
Richmond Section	701	557	79.5%	84	37	44.0%	785	594	75.7%
Mississippi Section	373	295	79.1%	104	65	62.5%	477	360	75.5%
Jacksonville Section	331	264	79.8%	46	20	43.5%	377	284	75.3%
Piedmont Section	445	364	81.8%	115	55	47.8%	560	419	74.8%
Chattanooga Section	323	254	78.6%	57	29	50.9%	380	283	74.5%
Daytona Section	166	140	84.3%	40	13	32.5%	206	153	74.3%
Coastal South Carolina Section	369	300	81.3%	63	19	30.2%	432	319	73.8%
Northwest Florida Section	295	226	76.6%	38	19	50.0%	333	245	73.6%

SOURCE: February 2014 Region 3 Monthly Report. Counts based on Membership Year to date (Sept. 2013 to Feb. 2014)



Region 3 2014 Renewals by Section (cont.)

Renewal by Region: 2014 Membership Year-February 2014									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Central Georgia Section	254	196	77.2%	35	14	40.0%	289	210	72.7%
Atlanta Section	3446	2698	78.3%	745	343	46.0%	4,191	3041	72.6%
Central North Carolina Section	278	213	76.6%	29	9	31.0%	307	222	72.3%
Alabama Section	793	627	79.1%	184	77	41.8%	977	704	72.1%
Central Tennessee Section	600	473	78.8%	163	76	46.6%	763	549	72.0%
Columbia Section	364	283	77.7%	81	37	45.7%	445	320	71.9%
Orlando Section	1024	799	78.0%	246	114	46.3%	1,270	913	71.9%
Savannah Section	177	139	78.5%	36	12	33.3%	213	151	70.9%
Charlotte Section	625	472	75.5%	135	62	45.9%	760	534	70.3%
Hampton Roads Section	675	509	75.4%	122	42	34.4%	797	551	69.1%
Louisville Section	339	256	75.5%	85	37	43.5%	424	293	69.1%
Broward Section	440	338	76.8%	85	23	27.1%	525	361	68.8%
Gainesville Section	342	264	77.2%	132	60	45.5%	474	324	68.4%
Lexington Section	364	266	73.1%	89	38	42.7%	453	304	67.1%
Memphis Section	402	294	73.1%	108	46	42.6%	510	340	66.7%
Winston-Salem Section	139	99	71.2%	37	14	37.8%	176	113	64.2%
Virginia Mountain Section	464	329	70.9%	228	111	48.7%	692	440	63.6%
Tallahassee Area Section	263	186	70.7%	89	36	40.4%	352	222	63.1%
Miami Section	523	347	66.3%	187	77	41.2%	710	424	59.7%
Mobile Section	189	117	61.9%	35	16	45.7%	224	133	59.4%
Jamaica Section	160	75	46.9%	29	13	44.8%	189	88	46.6%
Grand Total	23,540	18,488	78.5%	4,515	2,022	44.8%	28,055	20,510	73.1%

SOURCE: February 2014 Region 3 Monthly Report. Counts based on Membership Year to date (Sept. 2013 to Feb. 2014)

Region 3 2014 Recruitment by Section

Section Name	2014	2013	# Change	% Change
Mississippi Section	298	66	232	351.52%
Daytona Section	35	15	20	133.33%
Coastal South Carolina Section	63	38	25	65.79%
Central Savannah River Section	9	6	3	50.00%
Jacksonville Section	41	28	13	46.43%
Central Tennessee Section	100	69	31	44.93%
Central North Carolina Section	23	17	6	35.29%
Evansville-Owensboro Section	16	12	4	33.33%
Eastern North Carolina Section	198	152	46	30.26%
East Tennessee Section	64	50	14	28.00%
Jamaica Section	25	20	5	25.00%
Charlotte Section	88	73	15	20.55%
Tri Cities Section	7	6	1	16.67%
Huntsville Section	56	50	6	12.00%
Virginia Mountain Section	93	84	9	10.71%
Mobile Section	40	37	3	8.11%
Memphis Section	90	84	6	7.14%
Richmond Section	39	37	2	5.41%
Tallahassee Area Section	46	44	2	4.55%
Broward Section	47	46	1	2.17%
Piedmont Section	58	57	1	1.75%

SOURCE: February Region 3 Monthly MD Report. Counts based on Membership Year to date (Sept. 2013 to Feb. 2014)

Region 6 Recruitment 2014 by Section (cont.)

Section Name	2014	2013	# Change	% Change
Canaveral Section	8	8	0	0.00%
Western North Carolina Section	40	40	0	0.00%
Alabama Section	105	107	-2	-1.87%
Gainesville Section	43	45	-2	-4.44%
Orlando Section	127	134	-7	-5.22%
Palm Beach Section	33	35	-2	-5.71%
Atlanta Section	365	408	-43	-10.54%
Louisville Section	42	47	-5	-10.64%
Miami Section	87	105	-18	-17.14%
Central Georgia Section	24	29	-5	-17.24%
Florida West Coast Section	88	108	-20	-18.52%
Northwest Florida Section	18	24	-6	-25.00%
Savannah Section	19	26	-7	-26.92%
Hampton Roads Section	67	96	-29	-30.21%
Central Virginia Section	29	42	-13	-30.95%
Columbia Section	29	43	-14	-32.56%
Winston-Salem Section	16	24	-8	-33.33%
Lexington Section	40	64	-24	-37.50%
Melbourne Section	21	34	-13	-38.24%
Chattanooga Section	26	46	-20	-43.48%
Grand Total	4677	4469	208	4.65%

SOURCE: February Region 3 Monthly MD Report. Counts based on Membership Year to date (Sept. 2013 to Feb. 2014)



Appendix B – IEEE US Membership Development Strategy Details

Project Update: Email Campaigns

PROJECT DESCRIPTION/SCOPE

MGA will be running two separate campaigns

Internal Program – Run through IEEE BDRS Team

- Offer: New members entered to win one of twenty \$250 Visa Gift Cards
- Target: IEEE Database Non Members in the US
 - Incomplete Applications – ~37,000
 - Product Purchasers – ~58,000
- Launch: Monthly messages
 - To date, total of 3 Messages sent to each population

PROJECT CORE TEAM

- Elyn Perez
- Adrienne Hahn
- Chris Wright

Budget

- Spent with Merit Direct: \$35K
- MGA: \$5.5K

DELIVERABLES

Internal Program

- Goal: Increase the response/join in US regions by 25%

External Program

- Maximize messaging
- Increase Response from previous campaigns

External Program – Run in conjunction with Merit Direct

- Wave 1: Test Traditional Recruitment Email Vs. New Email
 - Launch: 12/11/13 to 1/31/13

Test Matrix	Offer	
	\$25 off	Win \$250 Gift Card
Traditional Language	55K	55K
New Language*	55K	55K

* New Language will be an abbreviated, email-friendly version

- Wave 2 – Based on Wave 1 test results, use best performing message for full scale campaign - \$250 Gift Card
 - Launch: 1/13/14 to 2/28/14
 - Audience Size: ~300K
- Targeting updated
 - New methodology for suppressions and de-dupeing
 - Current: Engineering Job Titles
 - UBM Electronics, Penton Media, IHS Global Spec, Open Systems Media, US Tech and Sensors.com/Expo subscribers and attendees.
 - Database: OmniChannel
 - List Options:
 - Penton Media
 - NEW - Pennwell Publishing database
 - NEW - Extension Media databases

Project Update: Online Advertising / SEM

PROJECT DESCRIPTION/SCOPE

MGA will be running two separate campaigns

Campaign 1 – In conjunction with More Visibility

Mix of search, display and remarketing ads to run on Google over a 3-month period utilizing 2 Google platforms:

- Search
- Display Network (re-marketing)
 - Network of websites that have partnered w/ Google. If someone starts to fill out membership application, but doesn't complete, IEEE will follow them on other sites.
- Build on momentum from previous campaign run in Jan/Feb
- Offer: \$25 off Membership
- Launch Date: Mid September 2013
- New – Including Video in a retargeting effort via YouTube
 - "One Voice" abridged video

Campaign 2 – In conjunction with Merit Direct

Use the pre-selected email audience for a parallel digital display program.

- A Re-Targeting campaign allows for follow-up touch points in support of the email message via banner advertising to help bring prospects through the finish line
- Multi-Channel efforts, on average, lift response rates by 8 to 12%.
- Wave 1 Test Offers:
 - \$25 off from 12/11/13 to 12/22/13
 - Win one of twenty \$250 Visa Gift Cards 12/22/12 to 12/31/13
 - Audience Size: 504,350 Impressions
- Wave 2 Efforts
 - Launch 1/12/14 to 2/28/14
 - Audience Size: ~1 million Impressions

PROJECT CORE TEAM

- Adrienne Hahn
- Chris Wright

DELIVERABLES

Campaign 1

- Increase Response from previous campaigns
- Better messaging to target audience

Campaign 2:

- Lift response rates to Merit Direct Email Program
- Better messaging to target audience

BUDGET

- Spent with More Visibility - \$25K
- Spent with Merit Direct - \$5K

RESULTS

Campaign 1 results Through January 7, 2014

- Total New Members: 196
 - HG Members: 80
 - Student Members: 116

Campaign 2

- Working through tracking logistics with Merit Direct

Project Update: IEEE-USA MGM Pilot

PROJECT DESCRIPTION/SCOPE

- Joint effort between IEEE-USA and MGA
- Target US HG Members with a new Member-Get-Member incentive
 - This is in addition to the regular MGM incentive
 - Referring members can choose from a host of IEEE-USA branded items
 - New members receive \$25 off membership
 - Launch: 10/13 Through 2/28/14

DELIVERABLES

Campaign Goals

- Double US participation in the MGM Program
 - 1,200 participating recruiters
 - 1,800 new recruits
- Year 1 – Incremental Revenue (additional 900 HG members)
 - \$125k in member dues
 - \$36k in USA assessments

RESULTS

In only its first month, the results are encouraging:

1085	Referrals Submitted	669	US HG Members participating (submitting at least one referral)
292	New Members Joined	0.3%	% of US HG members participating
26.9%	% of Referrals Joined	<i>Participating = submitting at least one referral</i>	

PROJECT CORE TEAM

- Elyn Perez
- Adrienne Hahn
- IEEE-USA Team

Budget

- IEEE-USA: \$20K
- MGA: \$20K

Project Update: Metro Area Workshops

PROJECT DESCRIPTION/SCOPE

- Provide multi-day, multi-track events focused on of technical professionals and education of the local consumer
- Focus on metropolitan areas to maximize participants and accessibility during the Fall of 2013
 - Boston – September 27-28 / Westin - Waltham
 - Atlanta - October 18-19 / Georgia Tech Conference Center
 - Seattle – November 1-2 / Double Tree – Seattle Airport
 - Minneapolis – November 22-23 / Ramada Bloomington
 - Target: ~200 attendees, both IEEE members and non-members
 - Focus on under-represented markets and potential growth sectors
 - Hosted by:
 - Regions
 - Sections
 - Chapters
 - Technical content provided by Societies to maximize engagement and collaboration
 - Provide career assistance to those who are considering a transition or who are unemployed

DELIVERABLES

- Attendance (.16% reg rate)
- Increase IEEE membership (avg 24)
- Standard campaign metrics

PROJECT CORE TEAM

- Richard Herczeg
- Adrienne Hahn
- Elyn Perez
- Chris Wright

BUDGET

- R1-6 Project Budget: \$85K

RESULTS

With all 4 MAWs completed, the results are as follows:

MAW Event	Target Audience	Paid Registrations		Recruitment	
		Count	% or Target	Count	% of Registrations
Boston	150,721	145	0.10%	20	13.79%
Atlanta	138,790	102	0.07%	21	20.59%
Seattle	169,603	135	0.08%	22	16.30%
Minneapolis	94,309	117	0.12%	16	13.68%
Total 2014	553,423	499	0.09%	78	15.92%

Project Update: Region 1-6 Outreach

PROJECT DESCRIPTION/SCOPE

Membership Marketing & Sales Specialists to conduct direct outreach campaigns and programs to assigned Section & MD Chairs

Target Audience: Region & Section Chairs & MD Chairs

- Adrienne Hahn to cover:
 - Region 1
 - Region 2
 - Region 4
- Chris Wright to cover:
 - Region 3
 - Region 5
 - Region 6

A contact database has been created in Access

- Progress will be provided monthly

Initial Communication Plan based on:

- Introductory Emails sent 10/28/13 & 11/18/13
- Follow-up Emails sent 10/11/13 & 12/2/13
- Follow-up calls based on email responses on an as needed basis
- Direct Call Campaign to non-responders starting ASAP

PROJECT CORE TEAM

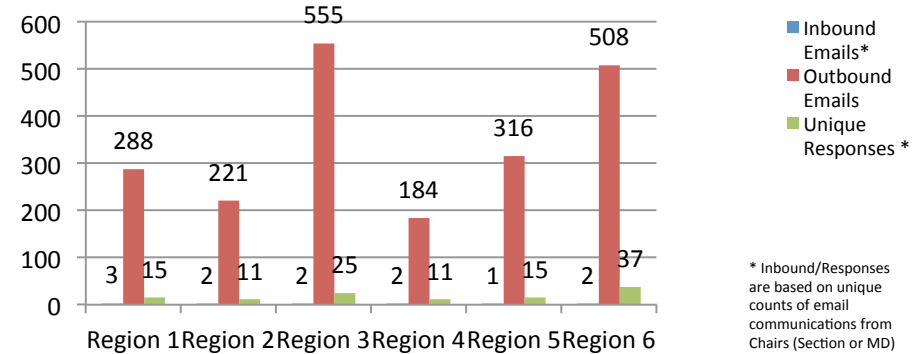
- Adrienne Hahn
- Chris Wright

DELIVERABLES

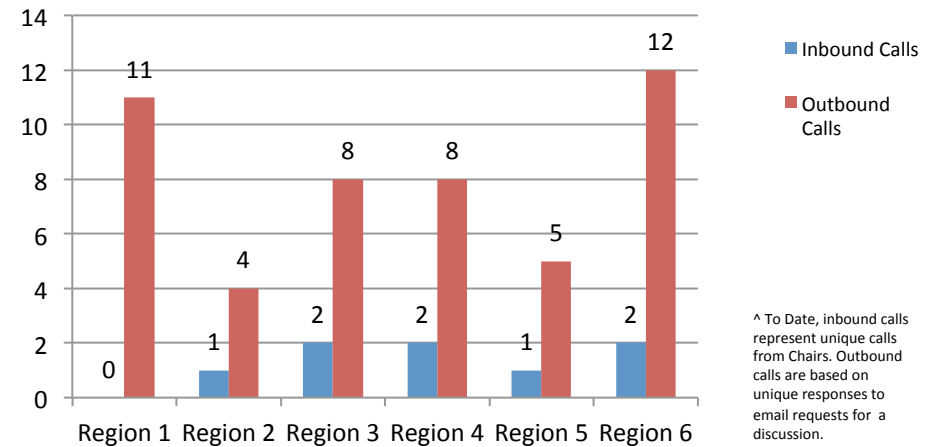
- Specialists will target at least one communication per month to:
 - Region MD Chairs
 - Section Chairs
 - Section MD Chairs

Results presented represent activity from 10/28/13 to 3/12/14

Email Counts by Region

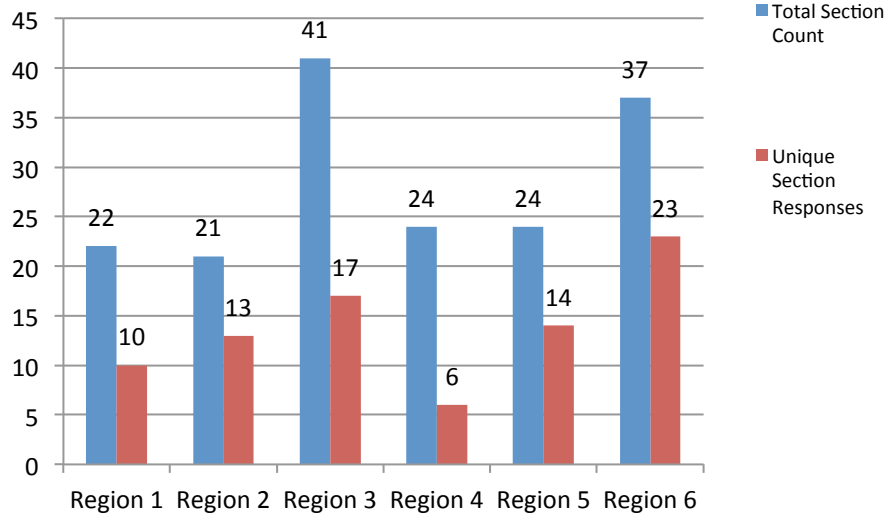


Phone Call Counts by Region[^]

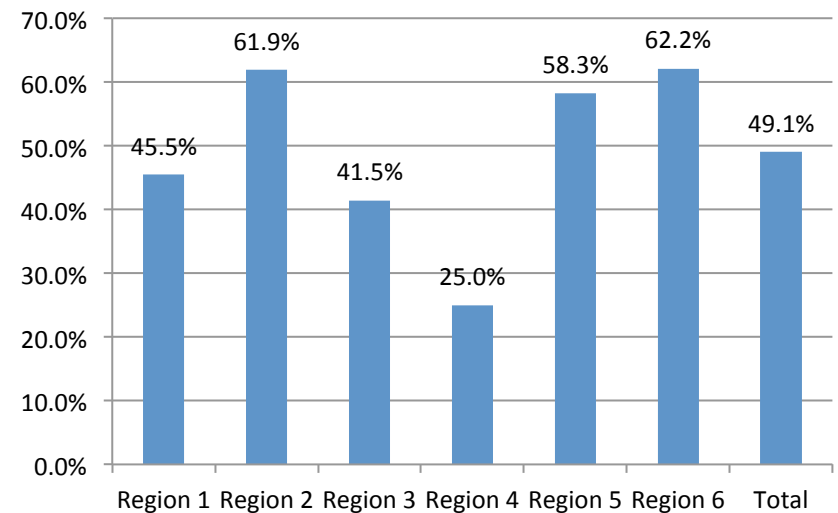


Project Update: Region 1-6 Outreach (cont.)

Section Responses by Region



% Section Responses Rates by Region



Please Note: These graphs represent the counts of individual Sections who have engaged the IEEE Marketing & Sales Specialists regardless of communication type.