



The Membership Development Report is issued monthly on behalf of the IEEE Member and Geographic Activities Board.  
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### OF NOTE

- IEEE membership up 1,472
- Higher-grade up 1,485
- Student-grade down 13
- Certain Membership and Society Statistics unavailable at the time of publication

Membership Snapshot				
	Aug 2008	Aug 2007	% Change (Aug 2007)	% Change (Jul 2008)
<b>Total Membership</b>	<b>355,235</b>	<b>353,763</b>	<b>0.4%</b>	<b>1.5%</b>
- Higher Grade	282,491	281,006	0.5%	1.7%
- Students	72,744	72,757	0.0%	0.4%

Source: IEEE Membership Statistics, Month End Aug, 2008

### Recommended Volunteer Activity

Membership Development Calendar	SEPTEMBER	OCTOBER	NOVEMBER
<b>RECRUITMENT ACTIVITIES</b>	<p><b>Region MD Officer</b> – Disseminate membership materials at all regional events and conferences. Discard excess inventory of membership materials, prepare for delivery of upgraded materials.</p> <p><b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events. Prepare for delivery of upgraded materials.</p>	<p><b>Lightbulb</b> <b>Individuals who join IEEE in October get 15-months of membership for the price of 12. Incorporate message into outreach.</b></p> <p><b>Region MD Officer</b> – Planning for student member elevation outreach.</p> <p><b>Section Chair/MD Officer</b> – Disseminate membership materials at all section meetings and local events.</p>	<p><b>Lightbulb</b> <b>Individuals who join IEEE in November get 14-months of membership for the price of 12. Incorporate message into outreach.</b></p> <p><b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events. Prepare for delivery of upgraded materials.</p>
<b>RETENTION ACTIVITIES</b>	<p><b>Lightbulb Contest:</b> Senior Member Upgrade – Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade.</p>	<p><b>Lightbulb Contest:</b> Senior Member Upgrade – Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade.</p>	<p><b>Lightbulb Contest:</b> Senior Member Upgrade – Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade.</p>
<b>RESOURCES AVAILABLE</b>	<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Senior member elevation packages</li> <li>- Monthly Conference call</li> </ul>	<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Senior member elevation packages</li> <li>- Monthly Conference call</li> </ul>	<ul style="list-style-type: none"> <li>- Online order form – recruitment supplies</li> <li>- Senior member elevation packages</li> <li>- Monthly Conference call</li> </ul>

Source: IEEE Membership Development Manual Aug, 2008



### **BUSINESS CYCLE SPOTLIGHTS**

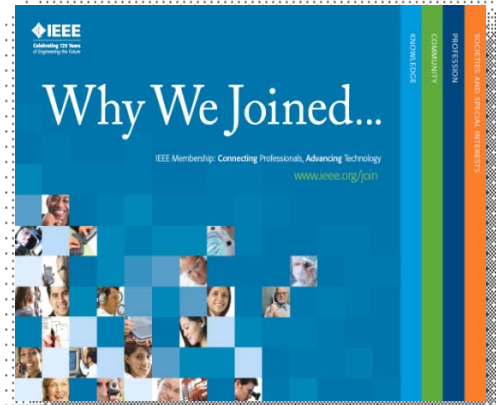
#### **2009 Upgrades to IEEE Membership Brochures**

The 2009 Membership Brochure is consolidated for higher-grade and student membership brochures. The join application (higher-grade only) is coupled to the brochure as a self mailer in kits recently mailed to Region, Section, Society MD Officers and to Student Branch Counselors. Additional applications are available on tear-sheet pads of 50 applications per pad.

The primary objective of the Membership Brochure is sales-support for grassroots recruitment efforts, and marketing at conferences. The expanded length of the brochure is designed to better support sales activity. There is an increased emphasis on value, member testimonials are incorporated and an eye-catching visual introduction to benefits is presented in the brochure.

#### **New Additions:**

- \* Promotion of Societies, Standards Association (SA), Women in Engineering (WIE)
- \* Updated for new benefits, e.g., MemberNet
- \* Incorporated public-imperative positioning, and 125<sup>th</sup> Anniversary logo
- \* Print application re-designed as a self-mailer (higher-grade only)



#### **Two More Opportunities to Meet Senior Member Goals**

The next IEEE Senior Member Review Panel Meetings are scheduled for 25 October 2008, in Buenos Aires, Argentina and 15 November 2008, in New Brunswick, New Jersey.

Through the first seven Review Panels of this year, IEEE has elevated 1,396 new Senior Members, or 58% of the goal. In order to fully meet the goal we will need to approve 1,004 between the two upcoming Review Panel Meetings. Note that all applications must be received by 5 November 2008.

The Senior Member Update can be accessed online from the Senior Member Update Web page at: <http://www.ieee.org/web/membership/senior-members/updates.html>

#### **Related links:**

- \* Newly elevated - SM updates:  
<http://www.ieee.org/web/membership/senior-members/updates.html>
- \* Status of your application:  
<http://www.ieee.org/web/membership/senior-members/status.html>
- \* Senior Member Program:  
<http://www.ieee.org/web/membership/senior-members/index.html>
- \* Region and Section stats:  
[http://www.ieee.org/web/volunteers/membership\\_dev/senior\\_member.html](http://www.ieee.org/web/volunteers/membership_dev/senior_member.html)



### STATISTICS SUMMARIES

Geographic IEEE Membership Summary - AUGUST 2008												
REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS				TOTAL MEMBERS			
	2008	2007	Change		2008	2007	Change		2008	2007	Change	
			#	%			#	%			#	%
1	32,339	32,953	-614	-1.9%	3,136	3,575	-439	-12.3%	35,475	36,528	-1,053	-2.9%
2	27,613	27,937	-324	-1.2%	3,010	3,237	-227	-7.0%	30,623	31,174	-551	-1.8%
3	24,633	24,545	88	0.4%	4,104	4,439	-335	-7.5%	28,737	28,984	-247	-0.9%
4	18,837	19,120	-283	-1.5%	3,008	3,296	-288	-8.7%	21,845	22,416	-571	-2.5%
5	24,047	24,105	-58	-0.2%	2,986	3,458	-472	-13.6%	27,033	27,563	-530	-1.9%
6	50,351	50,924	-573	-1.1%	4,906	5,525	-619	-11.2%	55,257	56,449	-1,192	-2.1%
R 1-6	177,820	179,584	-1,764	-1.0%	21,150	23,530	-2,380	-10.1%	198,970	203,114	-4,144	-2.0%
7	12,310	11,884	426	3.6%	2,823	3,066	-243	-7.9%	15,133	14,950	183	1.2%
8	45,222	43,343	1,879	4.3%	16,567	16,675	-108	-0.6%	61,789	60,018	1,771	3.0%
9	6,408	6,403	5	0.1%	7,147	7,484	-337	-4.5%	13,555	13,887	-332	-2.4%
10	40,731	39,792	939	2.4%	25,057	22,002	3,055	13.9%	65,788	61,794	3,994	6.5%
R 7-10	104,671	101,422	3,249	3.2%	51,594	49,227	2,367	4.8%	156,265	150,649	5,616	3.7%
<b>TOTAL</b>	<b>282,491</b>	<b>281,006</b>	<b>1,485</b>	<b>0.5%</b>	<b>72,744</b>	<b>72,757</b>	<b>(13)</b>	<b>0.0%</b>	<b>355,235</b>	<b>353,763</b>	<b>1,472</b>	<b>0.4%</b>

#### MEMBERSHIP BY GRADE - AUGUST 2008

Grade	Aug-08	Aug-07	Change	% Change
Honorary	27	27	0	0.0%
Fellow	6,221	6,017	204	3.4%
Senior Member	30,387	29,440	947	3.2%
Member	225,989	224,222	1,767	0.8%
Associate	19,867	21,300	-1,433	-6.7%
Student	75,246	72,757	2,489	3.4%
<b>Total IEEE</b>	<b>355,235</b>	<b>353,763</b>	<b>1,472</b>	<b>0.4%</b>
<b>Affiliates</b>	<b>19,397</b>	<b>22,932</b>	<b>-3,535</b>	<b>-15.4%</b>

#### MEMBERSHIP BY DUES CATEGORY\*

	Aug-08	Aug-07	Change	% Change
Minimum Income	9,782	11,808	-2,026	-17.2%
Unemployed	3,930	5,355	-1,425	-26.6%
Retired	5,496	5,295	201	3.8%
Recent Grad	6,413	5,325	1,088	20.4%
Students	86,037	83,700	2,337	2.8%
Life members	25,390	24,197	1,193	4.9%
<b>Full Dues Paying</b>	<b>215,957</b>	<b>212,250</b>	<b>3,707</b>	<b>1.7%</b>

\*Data is based on the Dues Year rather than the Calendar Year. The Dues Year runs from Sep through Aug. Information for the 2009 Dues Year will be provided beginning with the Jan 2009 MD Report



### STATISTICS SUMMARIES

Comparative data is unavailable for Societies, Women in Engineering and Standards Association until November 2008.

<b>WOMEN IN ENGINEERING</b>	
Grade	Aug-08
Fellow	42
Life member*	126
Sr. Member	314
Member	3,432
Associate	350
Student*	4,898
<b>Total</b>	<b>9,162</b>

<b>STANDARDS ASSOCIATION MEMBERSHIP</b>	
Grade	Aug-08
Student	130
HG Member	7,440
Affiliate	91
<b>Total</b>	<b>7,661</b>

\* Membership in WIE is free for Life Members and Students

<b>IEEE Society Membership Totals as of August 2008</b>				
	IEEE Higher GradeMembers	IEEE Student Members	Society Affiliates	Society Totals
IEEE Societies	2008	2008	2008	2008
<b>DIVISION I</b>				
Circuits & Systems	9,136	802	38	9,976
Electron Devices	9,547	663	40	10,250
Solid-State Circuits	10,017	592	54	10,663
<b>Div I Subtotal</b>	<b>28,700</b>	<b>2,057</b>	<b>132</b>	<b>30,889</b>
<b>DIVISION II</b>				
Components, Packaging & Mfg Tech	2,417	97	12	2,526
Dielectrics & Electrical Insulation	1,839	65	14	1,918
Industry Applications	9,090	284	27	9,401
Instrumentation & Measurements	4,236	201	18	4,455
Power Electronics	5,554	496	28	6,078
Ultrasonics, Ferroelectrics, Freq Ctrl	1,980	140	20	2,140
<b>Div II Subtotal</b>	<b>25,116</b>	<b>1,283</b>	<b>119</b>	<b>26,518</b>
<b>DIVISION III - Communications</b>				
Communications	37,907	5,728	358	43,993



### STATISTICS SUMMARIES

IEEE Society Membership Totals as of August 2008				
	IEEE Higher GradeMembers	IEEE Student Members	Society Affiliates	Society Totals
<b>DIVISION IV - Electromagnetic Compatibility</b>				
Antennas & Propagation	7,051	573	37	7,661
Broadcast Technology	1,791	82	20	1,893
Consumer Electronics	2,713	168	36	2,917
Electromagnetic Compatibility	3,866	134	18	4,018
Magetics	2,893	264	48	3,205
Microwave Theory & Techniques	10,163	625	40	10,828
Nuclear & Plasma Sciences	2,748	185	46	2,979
<b>Div IV Subtotal</b>	<b>31,225</b>	<b>2,031</b>	<b>245</b>	<b>33,501</b>
<b>DIVISION V/VIII - Computer</b>				
Computer	50,570	5,069	17,449	73,088
<b>DIVISION VI</b>				
Education	2,963	172	36	3,171
Industrial Electronics	3,642	333	12	3,987
Product Safety Engineering	596	8	6	610
Professional Communication	886	80	98	1,064
Reliability	1,713	65	16	1,794
Social Implications of Technology	1,543	92	19	1,654
<b>Div VI Subtotal</b>	<b>11,343</b>	<b>750</b>	<b>187</b>	<b>12,280</b>
<b>DIVISION VII - Power Engineering</b>				
<b>Power Engineering</b>	<b>20,953</b>	<b>938</b>	<b>139</b>	<b>22,030</b>
<b>DIVISION IX - Signals &amp; Applications</b>				
Aerospace & Electronic Systems	4,389	249	29	4,667
Geoscience & Remote Sensing	2,319	294	126	2,739
Information Theory	3,101	409	18	3,528
Intelligent Transportation Systems	1,001	71	19	1,091
Oceanic Engineering	1,458	98	14	1,570
Signal Processing	12,944	935	85	13,964
Vehicular Technology	3,799	277	14	4,090
<b>Div IX Subtotal</b>	<b>29,011</b>	<b>2,333</b>	<b>305</b>	<b>31,649</b>
<b>DIVISION X</b>				
Computational Intelligence	4,905	727	103	5,735
Control Systems	7,151	713	47	7,911
Engineering in Medicine & Biology	6,886	1,032	121	8,039
Lasers & Electro-Optics	5,767	642	79	6,488
Robotics & Automation	5,071	987	76	6,134
Systems, Man & Cybernetics	3,198	324	37	3,559
<b>Div X Subtotal</b>	<b>32,978</b>	<b>4,425</b>	<b>463</b>	<b>37,866</b>
<b>TOTAL</b>	<b>267,803</b>	<b>24,614</b>	<b>19,397</b>	<b>311,814</b>