



MD Monthly – April 2009

Membership Development Report – Page 1



This membership development report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics. Contact: John Day, j.day@ieee.org

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| Snapshot | APRIL '09 vs. '08 | % Change | Apr '09 | Apr '08 | Mar '09 | % Change Mar '09- Apr '09 |
|--|----------------------|--|----------------|----------------|----------------|---------------------------------|
| IEEE Membership | 8,642 | + 2.6% | 336,167 | 327,525 | 325,499 | + 2.6% |
| • Honorary | 1 | + 3.7% | 28 | 27 | 28 | - |
| • Fellow | 162 | + 2.6% | 6,344 | 6,182 | 6,307 | + 0.6% |
| • Senior Member | 949 | + 3.2% | 30,316 | 29,367 | 30,003 | + 1.0% |
| • Member | 1,985 | + 1.0% | 204,700 | 202,715 | 200,368 | + 1.0% |
| • Associate Member | 2,501 | -14.5% | 14,705 | 17,206 | 14,295 | + 2.9% |
| • Graduate Student | 5,529 | + 19.9% | 33,371 | 27,842 | 31,360 | + 6.4% |
| • Undergraduate Student | 2,517 | + 5.7% | 46,703 | 44,186 | 43,138 | + 8.3% |
| Society Memberships (including Affiliates) | 2,530 | -0.9% | 284,389 | 286,919 | 277,195 | + 2.6% |
| • 25 Societies up | 5,253 | Sum of respective Societies' gains and losses. | | | | |
| • 13 Societies down | 7,783 | | | | | |

Notes:

Membership Development Calendar

Recommended MD Volunteer Activity

Thank you to all volunteers committed to improving their MD success!

| | RECRUITMENT ACTIVITIES | RECOVERY ACTIVITIES | RESOURCES |
|-------------|---|---|---|
| May | ½-Year Dues Cycle – IEEE HQ <i>accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 8 months of membership for the price of 6. Incorporate message into outreach.</i> Section MD Officer – Disseminate membership materials at all section meetings and local events. | Section MD Officer – Real-time status of past-due members available in SAMIEEE to all Regional, Section, and Society MD officers. Develop and execute local communications to members in Arrears. ← Begin shifting focus on recruitment programs and activities | MD Portal www.ieee.org/md ➤ PowerPoint presentation on Membership ➤ Statistical Reports ➤ Virtual community ➤ IEEE MD Manual MD Supplies www.ieee.org/md-supplies |
| June | ½-Year Dues Cycle – IEEE HQ <i>accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 7 months of membership for the price of 6. Incorporate message into outreach.</i> Section MD Officer – Disseminate membership materials at all section meetings and local events. Ensure a supply of MGM business cards to your local Volunteers. | ← All focus should be on recruitment programs and activities | |
| July | ½-Year Dues Cycle – IEEE HQ <i>accepting ½-price dues for present year of service.</i> Section MD Officer – Disseminate membership materials at all section meetings and local events. Ensure a supply of MGM business cards to your local Volunteers. | ← All focus should be on recruitment programs and activities | |

**MD Summary – April 2009**

We charted a steady course in April. After an exceptional March, we incurred a nominal decrease in year-over-year student membership, while our position with higher-grade membership improved by 470. IEEE's year-over-year gain of + 2.6% in total membership comes as several other professional societies are unofficially reporting membership declines of – 2.0% to – 4.0%. It's been a challenging journey for all, and our thanks to the entire MD team and partnering groups for your unfailing persistence in navigating the economic storm.



Renewal / Recovery – Recovering members in arrears is the exclusive driver for improving our 2009 retention rates. Through April, we have recovered 13,217 members, 13.3% of those who went into arrears (for same-period 2008, 7.9% was recovered). In fact, our recovery efforts through April 2009 exceeds by +14% the total number of members recovered all of 2008 (11,669 members were recovered in total). In 2007, we recovered a total of 15,733 members.

Higher-grade member retention through April stands at 82.5% worldwide, compared with a rate of 82.8% for all of 2008. With four months to go in 2009, we now safely predict the retention rate for higher-grade membership will increase in 2009, for only the second time in a decade.

Recruitment – Soft recruitment continues to suppress our overall MD progress year-over-year, despite the accomplishments with renewal and recovery. This does not come as a total surprise, as (1) the recession has eroded consumer sentiment worldwide, and (2) we consciously mobilized extraordinary MD energy and focus into keeping our existing members. Still, the weakening of higher-grade recruitment that began last half of 2008 has drifted into the first four months of 2009. Higher-grade recruitment, January through April, is down 1,093 members (-14%) compared to same period 2008.

Though a reprieve from the recession is not expected for several months, we are moving forward with upgrading and refining recruitment efforts around IEEE conferences. Additionally, we are assessing membership advertising on the home page of IEEE Xplore, upgrading our outreach to IEEE authors, and featuring the member-get-a-member program in 'IEEE Benefits Bulletin,' issued monthly to all active members.

Reinstatement – Reinstatements refer to individuals who have reactivated their membership after having a break in service exceeding one year—this has been a focus area of our 2009 MD strategy and plan. For the period 15 August '08 through April '09, we have reinstated 12,541 members, an increase of 3,744 members (+43%) compared to same period '07 / '08. This year's success with member reinstatements, combined with our ambitious retention / recovery effort, has been the MD formula that neutralized the '08/'09 downturn in new member recruitment.

Society Membership – While 25 of our Societies grew their membership year-over-year in April, the 13 declining Societies tipped the balance negative for total Society memberships. Declines in the Communications and Computer Societies accounted for 5,892 of the 7,783 memberships decline, while P&E Society represented 22% of the growth in Societies' membership. This month's year-over-year decline of 0.9% in total memberships compares to last year's decline of 2.9% (Apr '07 through Apr '08).

| Engagement Venue | APRIL | | | |
|------------------|---------------|---------------|---------------|---------------|
| | 2009 | 2008 | 2007 | 2006 |
| Recovery | 3,794 | 2,800 | 3,349 | 3,995 |
| Recruitment | 6,278 | 7,138 | 6,572 | 6,597 |
| Reinstatement | 621 | 911 | 455 | 528 |
| total | 10,693 | 10,849 | 10,376 | 11,120 |

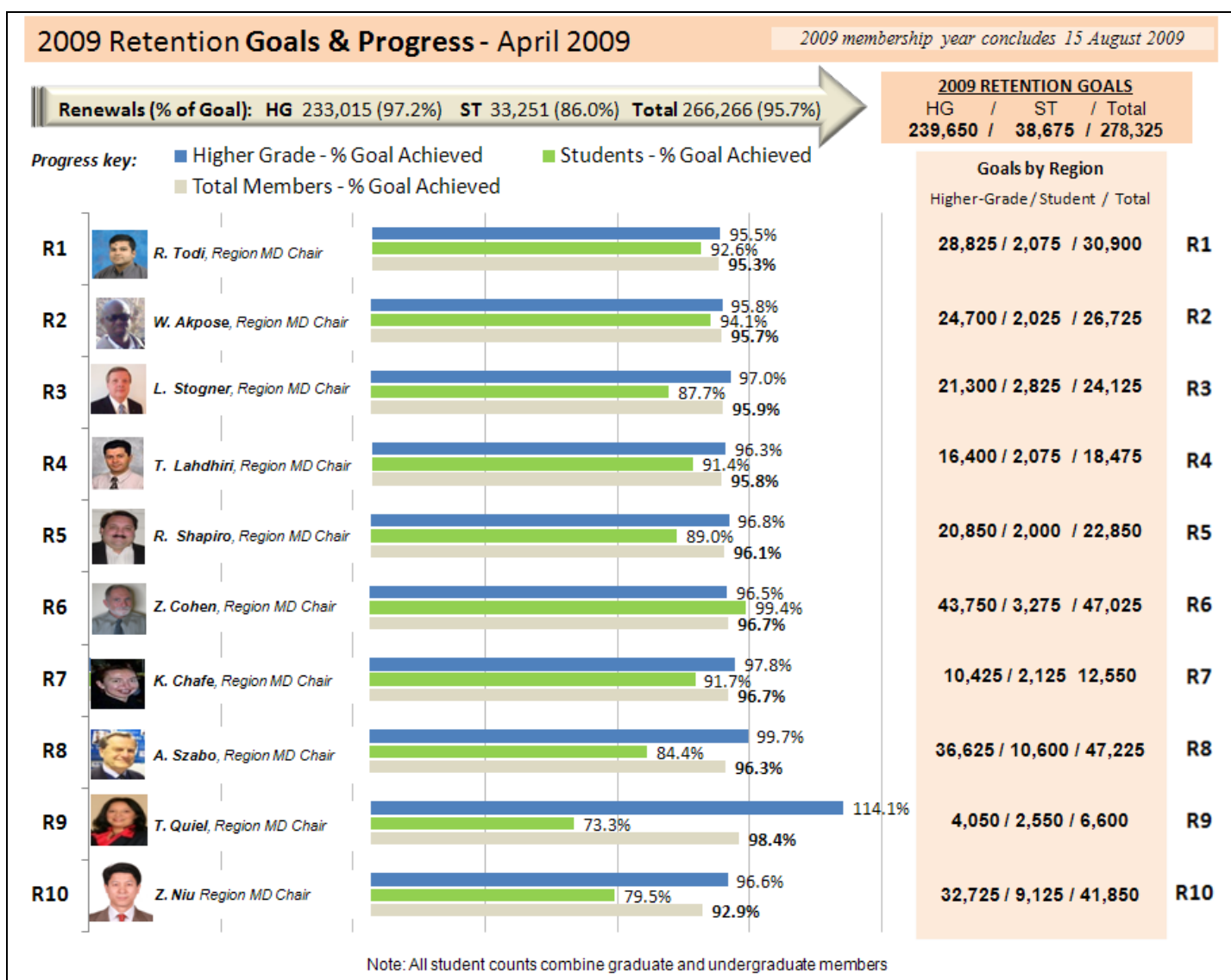
| IEEE Membership Variance '09 vs. '08 | APR | MAR | FEB |
|--------------------------------------|--------------|--------------|--------------|
| Higher-grade | 596 | 130 | (4,036) |
| Student-grade w/GSM | 8,046 | 8,159 | 3,734 |
| total | 8,642 | 8,289 | (302) |



2009 Retention Goals

Our collective attention to higher-grade retention and recovery is succeeding. With four months remaining in the 2009 membership year, all Regions continued to advance against their respective goals of increasing higher-grade (HG) retention by + 2% and student-grade membership by + 0.5%.

Having achieved 82.5% in higher-grade (HG) retention through April, we could surpass last year's 82.8% retention rate in May. Achieving our HG goal will require recovering an additional 6,635 members between May and August (about 20 members per Section). Region 9 crossed the "finish line" in February, with Region 8 within striking range, at 99.7% of its HG goal; Region 8 needs to recover only 110 more members. Region 3 leads HG retention within the United States (97% of goal), while Region 6 eclipses all others in student member retention, at 99.4% of goal.



IEEE measures its annual retention rate for membership in August, at the conclusion of the membership year. The goals and progress in the chart above represent the desired improvements in retention based on (1) last year's retention rate for each Region, and (2) each Region's renewal opportunity for 2009.



➤ Retention / Recovery (cont.)

Renewal Status Snapshot

APRIL 2009

Retention by Region: 2009 Membership Year - April 2009

| REGION | HIGHER GRADE MEMBERS | | | STUDENT MEMBERS | | | TOTAL MEMBERS | | |
|--------|----------------------|-----------|-----------|-----------------|-----------|-----------|---------------|-----------|-----------|
| | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal | Opportunity | # Renewal | % Renewal |
| 1 | 32,339 | 27,523 | 85.1% | 3,136 | 1,922 | 61.3% | 35,475 | 29,445 | 83.0% |
| 2 | 27,613 | 23,660 | 85.7% | 3,010 | 1,905 | 63.3% | 30,623 | 25,565 | 83.5% |
| 3 | 24,633 | 20,664 | 83.9% | 4,104 | 2,477 | 60.4% | 28,737 | 23,141 | 80.5% |
| 4 | 18,837 | 15,798 | 83.9% | 3,008 | 1,896 | 63.0% | 21,845 | 17,694 | 81.0% |
| 5 | 24,047 | 20,184 | 83.9% | 2,986 | 1,780 | 59.6% | 27,033 | 21,964 | 81.2% |
| 6 | 50,351 | 42,239 | 83.9% | 4,906 | 3,255 | 66.3% | 55,257 | 45,494 | 82.3% |
| R 1-6 | 177,820 | 150,068 | 84.4% | 21,150 | 13,235 | 62.6% | 198,970 | 163,303 | 82.1% |
| 7 | 12,310 | 10,192 | 82.8% | 2,823 | 1,949 | 69.0% | 15,133 | 12,141 | 80.2% |
| 8 | 45,222 | 36,415 | 80.5% | 16,567 | 8,944 | 54.0% | 61,789 | 45,359 | 73.4% |
| 9 | 6,408 | 4,622 | 72.1% | 7,147 | 1,870 | 26.2% | 13,555 | 6,492 | 47.9% |
| 10 | 40,731 | 31,618 | 77.6% | 25,057 | 7,253 | 28.9% | 65,788 | 38,871 | 59.1% |
| R 7-10 | 104,671 | 82,847 | 79.1% | 51,594 | 20,016 | 38.8% | 156,265 | 102,863 | 65.8% |
| TOTAL | 282,491 | 232,915 | 82.5% | 72,744 | 33,251 | 45.7% | 355,235 | 266,166 | 74.9% |

Each Region's renewal "opportunity" is based on their respective membership totals at the end of the 2008 membership year, in August. For example, when the 2008 membership year concluded in August, Region 3 had a total of 24,633 higher-grade members eligible for renewal. Through April 2009, 20,664 of those members (83.9%) had renewed their 2009 membership.

Members in Arrears

APRIL 2009

| REGION | Total # Recovered | Total % Recovered | Opportunity | | |
|--------|-------------------|-------------------|-------------|--------|--------|
| | | | APR | MAR | FEB |
| 1 | 1,366 | 19.3% | 5,715 | 6,071 | 7,081 |
| 2 | 1,051 | 17.9% | 4,826 | 5,127 | 5,877 |
| 3 | 913 | 14.6% | 5,354 | 5,630 | 6,267 |
| 4 | 669 | 14.8% | 3,860 | 4,015 | 4,529 |
| 5 | 985 | 16.5% | 4,969 | 5,220 | 5,954 |
| 6 | 2,270 | 18.8% | 9,788 | 10,438 | 12,058 |
| R 1-6 | 7,254 | 17.4% | 34,512 | 36,501 | 41,766 |
| 7 | 539 | 15.7% | 2,886 | 3,045 | 3,425 |
| 8 | 2,179 | 12.2% | 15,668 | 16,367 | 17,847 |
| 9 | 630 | 8.4% | 6,883 | 7,053 | 7,513 |
| 10 | 2,615 | 9.1% | 26,122 | 26,899 | 28,737 |
| R 7-10 | 5,963 | 10.4% | 51,559 | 53,364 | 57,522 |
| TOTAL | 13,217 | 13.3% | 86,071 | 89,865 | 99,288 |



The Final Push with Recovery

Meeting our 2009 retention goals will require the team effort of local and HQ-driven outreaches. If your Section or Society has not yet conducted a local outreach to members in arrears, please do. No matter how many communications come from headquarters, the local Volunteer voice differentiates IEEE from other organizations. Use this outreach as a reminder to showcase how IEEE members positively contribute to the local community (see sample letter).



Incentive Drawing – 13 May

MGA launched a new incentive in 2009 to commemorate IEEE's anniversary and reward individuals who renewed their 2009 membership. In a random drawing of all members who have renewed before 1 May, the IEEE will award 125 Visa gift certificates of USD\$100. The drawing takes place on 13 May. In addition to contacting the winners individually, their names will be announced in an upcoming edition of the 'MD Monthly.'



Courtesy Calls Continue

The IEEE Contact Center is outreaching to higher-grade members in Arrears to help facilitate the recovery effort. The Contact Center's courtesy calls are now extended to Regions 8 through 10.



E-Mail Reminders Continue

Throughout May and June, the MD staff will issue invitations to members in arrears asking them to renew their membership. Special emphasis is being placed on the career-related resources IEEE offers to its members.

SAMPLE LETTER – LOCAL ARREARS RECOVERY

< customized to the Section >

Dear < member >

As an IEEE member in 2008, you have helped the IEEE < Section > serve your local community, and I want to thank you for your support. We take seriously our mission and obligation to raise awareness about the role that engineering and technology can play in making our world a better place. In that spirit, the IEEE < Section > sponsored several worthwhile activities in 2008, including:

- < Section activity >
- < Section activity >
- < Section activity >

During a recent review of the membership roster, I noticed your name missing from our list of current members. As busy as our daily life is, perhaps this was a simple oversight.

Because you make a difference, I am seeking your membership renewal and support again in 2009 – the good deeds we deliver to our community depend on it. You can renew your IEEE membership at www.ieee.org/renew.

Thank you for your time, and continued consideration to support the activities of the IEEE < Section >. If you have already renewed, we thank you for your support.

Let me know how I can be of any assistance.

Sincerely,

< Name >

Chair, IEEE < Section >

< e-mail address >

P.S. Your renewal consideration during these tough economic times is greatly appreciated. If you have become unemployed, IEEE will help by discounting your annual membership dues 50%.




MD Focus Begins Shifting to Recruitment

With the renewal and recovery phase of the membership year beginning to wane in May, the MD team begins shifting its focus and energy to recruitment. A quick reminder of recruitment tools and opportunities:

- Introducing colleagues to IEEE through the Member-get-a-Member Program
- Setting up a membership table at IEEE conferences
- Giving a membership talk during a Section or Chapter event where non-members might be in attendance
- Sharing membership brochures and giveaways with colleagues at work, students at the university

Beginning next month, the 'MD Monthly' will begin shifting its topical coverage to recruitment strategies, tactics, and updates from the field.

|  | MD Volunteer Emphasis / Priority |
|--|--|
| Jan – Apr | 85% effort – Retention / Arrears Recovery 15% effort – Recruitment |
| May – Aug | 85% effort – Recruitment 15% effort – Arrears Recovery |
| Sep – Dec | 100% effort – Recruitment |

Starting Anew with the “First-Year Member Experience”

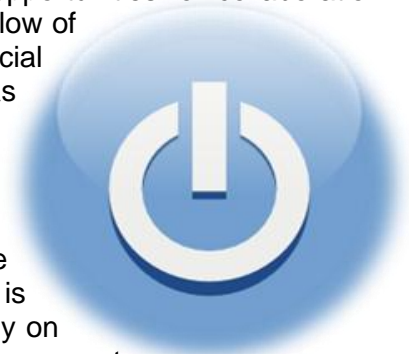
“Welcome” is the message IEEE communicates every month, in e-mail and print mailing to roughly 2,000 newly recruited higher-grade members, and 4,500 new student recruits. A year later, “please come back to IEEE” is the message going to 50% of these members. First-year members are an at-risk group.

The outflow of first-year members—35,000 of them in 2008—has a staggering impact on IEEE. The members who remain with IEEE suffer first, as their technical network and opportunities for collaboration through IEEE is significantly diminished. For Sections and Societies, the outflow of members deprive them of a larger pool of prospective Volunteers. The financial loss stifles IEEE's ability to invest in local engagement opportunities as well as underwrite new products and services for our members.

To combat this member outflow, the IEEE Member Engagement & Lifecycle Committee (MELCC), chaired by Gerhard Hancke, MGA's Vice Chair of Member Activities, is leading a comprehensive strategy and plan to improve the quality of service and experience for IEEE's first-year members. A pilot is scheduled for roll-out during the 2010 membership year, and will focus initially on newly recruited, higher-grade members. The plan will encompass engagement opportunities of first-year members through several venues: MGA processes and communications; Peer-to-peer from Local Sections and Chapters, and; Interactive benefits such as myIEEE.

When you think about the time and energy our MD Volunteer and Staff teams invest in recruitment, only to lose half these members the following year, the MELCC believes doing a better job engaging first-year members will be a dose of preventative medicine to the perennial plight of arrears recovery.

Share your thoughts on the subject by logging into the MD virtual community, where a discussion string and debate about the first-year experiences is underway. Volunteers who would like to become a 'first-year responder,' and participate on the implementation team can contact John Day, j.day@ieee.org.



Graduating Students Receive Discount on Dues

IEEE Student Members who are scheduled to graduate in 2009 will automatically receive a 50% discount off their 2010 renewal bill. This discount is applicable regardless of the degree being received, provided it is at least a Bachelor's degree (or equivalent) or higher. Student members who have chosen to continue their education and pursue an advanced degree can reclaim their IEEE Student member status as long as they continue to carry 50% of a full-time course load in an IEEE-designated field (subject to the 8-year student limit).

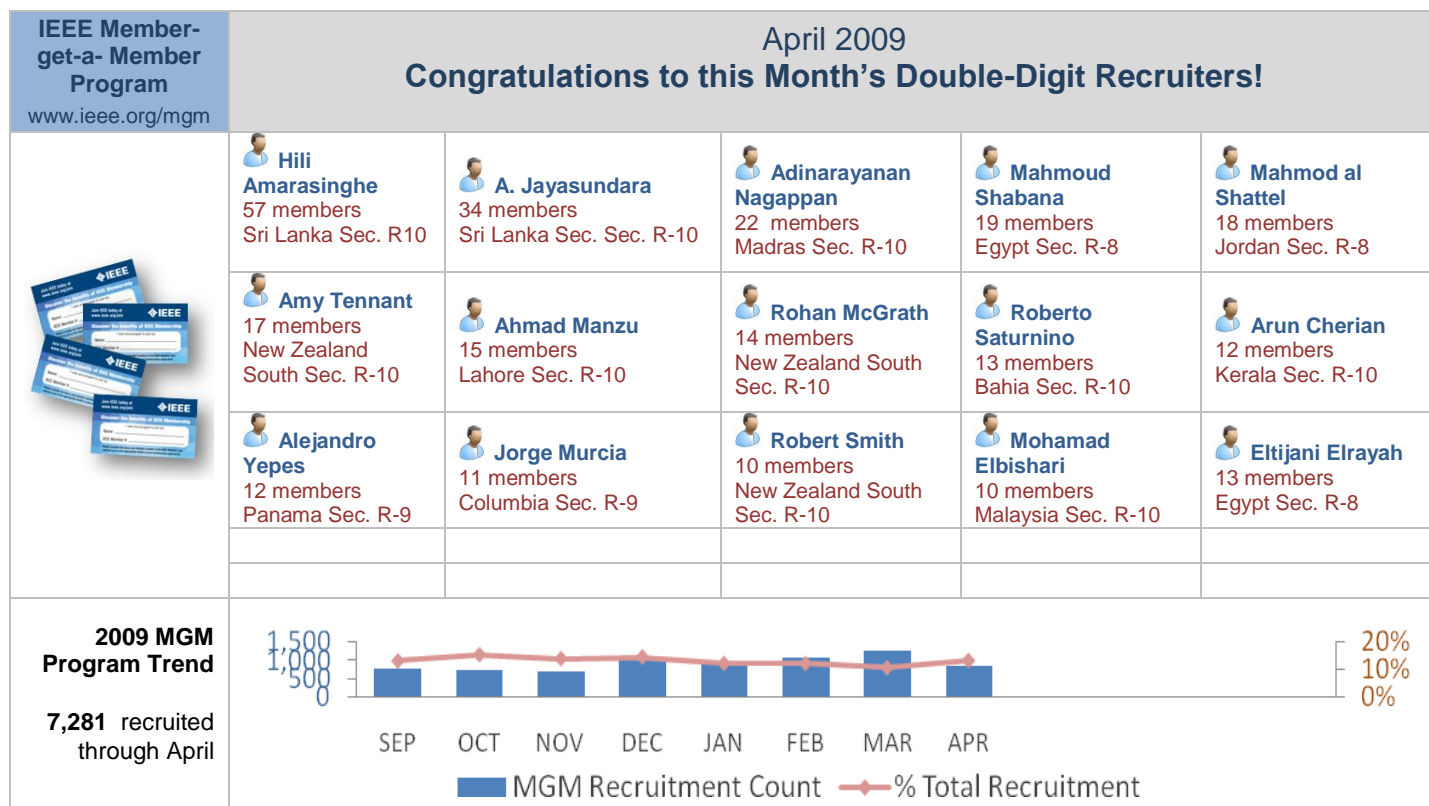


This “recent graduate” discount is only available *once* in a lifetime. Therefore, any member who has previously taken the discount upon receiving an earlier degree would not be eligible to claim it again. To qualify for the discount, the Student Member must transition directly to Higher Grade membership immediately after graduation, without any break in membership.

The graduate does not need to fill out any paperwork to qualify. Their 2010 renewal invoice will automatically reflect the discount. Many of our students are not aware of this dues reduction, so please help spread the word! Retention of graduating student members is one of the most pressing and serious membership development issues facing us today. Let's be sure we make every effort to ensure these graduates remain IEEE members.

Update – Member-get-a-Member Program

The IEEE Member-get-a-Member (MGM) program is a peer-to-peer recruitment activity offered exclusively to IEEE members. The program is publicized through MD Kits to Volunteers, and personalized MGM cards that are mailed to every member with their membership card upon joining and renewing. .



Membership by Region – April 2009

Color Key: Green shading = year-over-year growth in membership; Orange shading = year-over-year decline in membership

Geographic IEEE Membership Summary - April 2009

| REGION | PROFESSIONAL GRADE MEMBERS | | | | GRADUATE STUDENT MEMBERS | | | | UNDERGRADUATE STUDENT MEMBERS | | | | TOTAL MEMBERS | | | |
|--------|----------------------------|---------|--------|-------|--------------------------|--------|--------|-------|-------------------------------|--------|--------|-------|---------------|---------|--------|-------|
| | 2009 | 2008 | Change | | 2009 | 2008 | Change | | 2009 | 2008 | Change | | 2009 | 2008 | Change | |
| | | | # | % | | | # | % | | | # | % | | | # | % |
| 1 | 29,517 | 29,955 | -438 | -1.5% | 1,818 | 1,744 | 74 | 4.2% | 1,854 | 2,048 | -194 | -9.5% | 33,189 | 33,747 | -558 | -1.7% |
| 2 | 25,454 | 25,595 | -141 | -0.6% | 1,760 | 1,540 | 220 | 14.3% | 1,964 | 1,871 | 93 | 5.0% | 29,178 | 29,006 | 172 | 0.6% |
| 3 | 22,246 | 22,526 | -280 | -1.2% | 2,244 | 1,866 | 378 | 20.3% | 2,771 | 2,807 | -36 | -1.3% | 27,261 | 27,199 | 62 | 0.2% |
| 4 | 17,029 | 17,329 | -300 | -1.7% | 1,736 | 1,498 | 238 | 15.9% | 1,979 | 2,012 | -33 | -1.6% | 20,744 | 20,839 | -95 | -0.5% |
| 5 | 22,007 | 22,117 | -110 | -0.5% | 1,638 | 1,431 | 207 | 14.5% | 2,194 | 2,112 | 82 | 3.9% | 25,839 | 25,660 | 179 | 0.7% |
| 6 | 45,616 | 46,463 | -847 | -1.8% | 3,020 | 2,642 | 378 | 14.3% | 3,025 | 3,105 | -80 | -2.6% | 51,661 | 52,210 | -549 | -1.1% |
| R 1-6 | 161,869 | 163,985 | -2,116 | -1.3% | 12,216 | 10,721 | 1,495 | 13.9% | 13,787 | 13,955 | -168 | -1.2% | 187,872 | 188,661 | (789) | -0.4% |
| 7 | 11,228 | 10,847 | 381 | 3.5% | 1,841 | 1,653 | 188 | 11.4% | 1,578 | 1,598 | -20 | -1.3% | 14,647 | 14,098 | 549 | 3.9% |
| 8 | 40,980 | 39,757 | 1,223 | 3.1% | 9,682 | 7,840 | 1,842 | 23.5% | 8,418 | 7,966 | 452 | 5.7% | 59,080 | 55,563 | 3,517 | 6.3% |
| 9 | 5,461 | 5,223 | 238 | 4.6% | 1,136 | 1,043 | 93 | 8.9% | 4,042 | 4,189 | -147 | -3.5% | 10,639 | 10,455 | 184 | 1.8% |
| 10 | 36,555 | 35,685 | 870 | 2.4% | 8,496 | 6,585 | 1,911 | 29.0% | 18,878 | 16,478 | 2,400 | 14.6% | 63,929 | 58,748 | 5,181 | 8.8% |
| R 7-10 | 94,224 | 91,512 | 2,712 | 3.0% | 21,155 | 17,121 | 4,034 | 23.6% | 32,916 | 30,231 | 2,685 | 8.9% | 148,295 | 138,864 | 9,431 | 6.8% |
| TOTAL | 256,093 | 255,497 | 596 | 0.2% | 33,371 | 27,842 | 5,529 | 19.9% | 46,703 | 44,186 | 2,517 | 5.7% | 336,167 | 327,525 | 8,642 | 2.6% |

Steady was the course in April. Regions 1-6 reduced their cumulative losses in higher-grade membership by 200, while Regions 7-10 increased their cumulative gain by 300. Student membership remained relatively unchanged since March.

➤ Society & Special Interest Memberships

Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Orange shading = year-over-year decline > 1.0%

| SOCIETY / DIVISION | IEEE Higher Grade Members (including GSMS) | | Change | | IEEE Student Members | | Change | | Society Affiliates | | Change | | Society Totals (with affiliates) | | Change | | Society Totals (without affiliates) | | Change | |
|--|--|---------------|---------------|--------------|-------------------------|--------------|-------------|---------------|-----------------------|------------|-----------|--------------|-------------------------------------|---------------|---------------|--------------|--|---------------|---------------|--------------|
| | 2009 | 2008 | # | % | 2009 | 2008 | # | % | 2009 | 2008 | # | % | 2009 | 2008 | # | % | 2009 | 2008 | # | % |
| IEEE Societies | | | | | | | | | | | | | | | | | | | | |
| DIVISION I | | | | | | | | | | | | | | | | | | | | |
| Circuits & Systems | 8,686 | 9,088 | -402 | -4.4% | 401 | 476 | -75 | -15.8% | 40 | 32 | 8 | 25.0% | 9,127 | 9,596 | -469 | -4.9% | 9,087 | 9,564 | -477 | -5.0% |
| Electron Devices | 9,157 | 9,278 | -121 | -1.3% | 292 | 397 | -105 | -26.4% | 47 | 34 | 13 | 38.2% | 9,496 | 9,709 | -213 | -2.2% | 9,449 | 9,675 | -226 | -2.3% |
| Solid-State Circuits | 9,500 | 10,087 | -587 | -5.8% | 223 | 286 | -63 | -22.0% | 64 | 47 | 17 | 36.2% | 9,787 | 10,420 | -633 | -6.1% | 9,723 | 10,373 | -650 | -6.3% |
| Div I Subtotal | 27,343 | 28,453 | -1,110 | -3.9% | 916 | 1,159 | -243 | -21.0% | 151 | 113 | 38 | 33.6% | 28,410 | 29,725 | -1,315 | -4.4% | 28,259 | 29,612 | -1,353 | -4.6% |
| DIVISION II | | | | | | | | | | | | | | | | | | | | |
| Components, Packaging & Mfg Tech | 2,281 | 2,363 | -82 | -3.5% | 57 | 55 | 2 | 3.6% | 15 | 11 | 4 | 36.4% | 2,353 | 2,429 | -76 | -3.1% | 2,338 | 2,418 | -80 | -3.3% |
| Dielectrics & Electrical Insulation | 1,839 | 1,773 | 66 | 3.7% | 42 | 37 | 5 | 13.5% | 19 | 9 | 10 | 111.1% | 1,900 | 1,819 | 81 | 4.5% | 1,881 | 1,810 | 71 | 3.9% |
| Industry Applications | 8,957 | 8,885 | 72 | 0.8% | 121 | 135 | -14 | -10.4% | 32 | 19 | 13 | 68.4% | 9,110 | 9,039 | 71 | 0.8% | 9,078 | 9,020 | 58 | 0.6% |
| Instrumentation & Measurements | 4,091 | 4,093 | -2 | 0.0% | 111 | 130 | -19 | -14.6% | 19 | 13 | 6 | 46.2% | 4,221 | 4,236 | -15 | -0.4% | 4,202 | 4,223 | -21 | -0.5% |
| Power Electronics | 5,774 | 5,514 | 260 | 4.7% | 249 | 262 | -13 | -5.0% | 36 | 15 | 21 | 140.0% | 6,059 | 5,791 | 268 | 4.6% | 6,023 | 5,776 | 247 | 4.3% |
| Ultrasonics, Ferroelectrics, Freq Ctrl | 1,965 | 1,969 | -4 | -0.2% | 58 | 43 | 15 | 34.9% | 28 | 15 | 13 | 86.7% | 2,051 | 2,027 | 24 | 1.2% | 2,023 | 2,012 | 11 | 0.5% |
| Div II Subtotal | 24,907 | 24,597 | 310 | 1.3% | 638 | 662 | -24 | -3.6% | 149 | 82 | 67 | 81.7% | 25,694 | 25,341 | 353 | 1.4% | 25,545 | 25,259 | 286 | 1.1% |
| DIVISION III | | | | | | | | | | | | | | | | | | | | |
| Communications | 29,384 | 32,529 | -3,145 | -9.7% | 1,645 | 2,365 | -720 | -30.4% | 349 | 297 | 52 | 17.5% | 31,378 | 35,191 | -3,813 | -10.8% | 31,029 | 34,894 | -3,865 | -11.1% |

➤ Society & Special Interest Memberships (cont.)

Color Key: **Green** shading = year-over-year growth >1.0%; **Yellow** shading = +/- 0.99%; **Orange** shading = year-over-year decline > 1.0%

| SOCIETY / DIVISION | IEEE Higher Grade Members (including GSMs) | | Change | | IEEE Student Members | | Change | | Society Affiliates | | Change | | Society Totals (with affiliates) | | Change | | Society Totals (without affiliates) | | Change | |
|-----------------------------------|--|---------------|------------|-------------|-------------------------|--------------|------------|--------------|-----------------------|------------|-----------|--------------|-------------------------------------|---------------|------------|-------------|--|---------------|------------|-------------|
| | 2009 | 2008 | # | % | 2009 | 2008 | # | % | 2009 | 2008 | # | % | 2009 | 2008 | # | % | 2009 | 2008 | # | % |
| IEEE Societies | | | | | | | | | | | | | | | | | | | | |
| DIVISION IV | | | | | | | | | | | | | | | | | | | | |
| Antennas & Propagation | 7,265 | 7,097 | 168 | 2.4% | 242 | 280 | -38 | -13.6% | 49 | 30 | 19 | 63.3% | 7,556 | 7,407 | 149 | 2.0% | 7,507 | 7,377 | 130 | 1.8% |
| Broadcast Technology | 1,729 | 1,730 | -1 | -0.1% | 61 | 58 | 3 | 5.2% | 28 | 20 | 8 | 40.0% | 1,818 | 1,808 | 10 | 0.6% | 1,790 | 1,788 | 2 | 0.1% |
| Consumer Electronics | 2,646 | 2,597 | 49 | 1.9% | 153 | 135 | 18 | 13.3% | 37 | 32 | 5 | 15.6% | 2,836 | 2,764 | 72 | 2.6% | 2,799 | 2,732 | 67 | 2.5% |
| Electromagnetic Compatibility | 3,696 | 3,802 | -106 | -2.8% | 76 | 76 | 0 | 0.0% | 26 | 14 | 12 | 85.7% | 3,798 | 3,892 | -94 | -2.4% | 3,772 | 3,878 | -106 | -2.7% |
| Magnetics | 2,751 | 2,848 | -97 | -3.4% | 77 | 124 | -47 | -37.9% | 49 | 45 | 4 | 8.9% | 2,877 | 3,017 | -140 | -4.6% | 2,828 | 2,972 | -144 | -4.8% |
| Microwave Theory & Techniques | 10,555 | 10,215 | 340 | 3.3% | 381 | 304 | 77 | 25.3% | 44 | 32 | 12 | 37.5% | 10,980 | 10,551 | 429 | 4.1% | 10,936 | 10,519 | 417 | 4.0% |
| Nuclear & Plasma Sciences | 2,621 | 2,464 | 157 | 6.4% | 68 | 93 | -25 | -26.9% | 45 | 42 | 3 | 7.1% | 2,734 | 2,599 | 135 | 5.2% | 2,689 | 2,557 | 132 | 5.2% |
| Div IV Subtotal | 31,263 | 30,753 | 510 | 1.7% | 1,058 | 1,070 | -12 | -1.1% | 278 | 215 | 63 | 29.3% | 32,599 | 32,038 | 561 | 1.8% | 32,321 | 31,823 | 498 | 1.6% |
| DIVISION V/VIII | | | | | | | | | | | | | | | | | | | | |
| Computer | 47,339 | 48,746 | -1,407 | -2.9% | 3,019 | 3,122 | -103 | -3.3% | 13,994 | 14,563 | -569 | -3.9% | 64,352 | 66,431 | -2,079 | -3.1% | 50,358 | 51,868 | -1,510 | -2.9% |
| DIVISION VI | | | | | | | | | | | | | | | | | | | | |
| Education | 2,962 | 2,890 | 72 | 2.5% | 79 | 98 | -19 | -19.4% | 31 | 29 | 2 | 6.9% | 3,072 | 3,017 | 55 | 1.8% | 3,041 | 2,988 | 53 | 1.8% |
| Industrial Electronics | 3,866 | 3,514 | 352 | 10.0% | 180 | 189 | -9 | -4.8% | 17 | 7 | 10 | 142.9% | 4,063 | 3,710 | 353 | 9.5% | 4,046 | 3,703 | 343 | 9.3% |
| Product Safety Engineering | 594 | 571 | 23 | 4.0% | 8 | 6 | 2 | 33.3% | 4 | 5 | -1 | -20.0% | 606 | 582 | 24 | 4.1% | 602 | 577 | 25 | 4.3% |
| Professional Communication | 902 | 855 | 47 | 5.5% | 58 | 45 | 13 | 28.9% | 92 | 82 | 10 | 12.2% | 1,052 | 982 | 70 | 7.1% | 960 | 900 | 60 | 6.7% |
| Reliability | 1,673 | 1,653 | 20 | 1.2% | 29 | 34 | -5 | -14.7% | 17 | 9 | 8 | 88.9% | 1,719 | 1,696 | 23 | 1.4% | 1,702 | 1,687 | 15 | 0.9% |
| Social Implications of Technology | 1,469 | 1,514 | -45 | -3.0% | 46 | 59 | -13 | -22.0% | 18 | 17 | 1 | 5.9% | 1,533 | 1,590 | -57 | -3.6% | 1,515 | 1,573 | -58 | -3.7% |
| Div VI Subtotal | 11,466 | 10,997 | 469 | 4.3% | 400 | 431 | -31 | -7.2% | 179 | 149 | 30 | 20.1% | 12,045 | 11,577 | 468 | 4.0% | 11,866 | 11,428 | 438 | 3.8% |
| DIVISION VII | | | | | | | | | | | | | | | | | | | | |
| Power & Energy | 21,137 | 20,067 | 1,070 | 5.3% | 643 | 646 | -3 | -0.5% | 175 | 90 | 85 | 94.4% | 21,955 | 20,803 | 1,152 | 5.5% | 21,780 | 20,713 | 1,067 | 5.2% |

➤ Society & Special Interest Memberships (cont.)

Color Key: **Green** shading = year-over-year growth >1.0%; **Yellow** shading = +/- 0.99%; **Orange** shading = year-over-year decline > 1.0%

| SOCIETY / DIVISION | IEEE Higher Grade Members (including GSMs) | | Change | | IEEE Student Members | | Change | | Society Affiliates | | Change | | Society Totals (with affiliates) | | Change | | Society Totals (without affiliates) | | Change | |
|------------------------------------|--|----------------|---------------|--------------|-------------------------|---------------|---------------|--------------|-----------------------|---------------|------------|--------------|-------------------------------------|----------------|---------------|--------------|--|----------------|---------------|--------------|
| | 2009 | 2008 | # | % | 2009 | 2008 | # | % | 2009 | 2008 | # | % | 2009 | 2008 | # | % | 2009 | 2008 | # | % |
| IEEE Societies | | | | | | | | | | | | | | | | | | | | |
| DIVISION IX | | | | | | | | | | | | | | | | | | | | |
| Aerospace & Electronic Systems | 4,404 | 4,329 | 75 | 1.7% | 171 | 178 | -7 | -3.9% | 32 | 23 | 9 | 39.1% | 4,607 | 4,530 | 77 | 1.7% | 4,575 | 4,507 | 68 | 1.5% |
| Geoscience & Remote Sensing | 2,487 | 2,337 | 150 | 6.4% | 119 | 153 | -34 | -22.2% | 243 | 118 | 125 | 105.9% | 2,849 | 2,608 | 241 | 9.2% | 2,606 | 2,490 | 116 | 4.7% |
| Information Theory | 3,070 | 2,991 | 79 | 2.6% | 144 | 128 | 16 | 12.5% | 21 | 13 | 8 | 61.5% | 3,235 | 3,132 | 103 | 3.3% | 3,214 | 3,119 | 95 | 3.0% |
| Intelligent Transportation Systems | 930 | 977 | -47 | -4.8% | 31 | 34 | -3 | -8.8% | 17 | 15 | 2 | 13.3% | 978 | 1,026 | -48 | -4.7% | 961 | 1,011 | -50 | -4.9% |
| Oceanic Engineering | 1,465 | 1,416 | 49 | 3.5% | 49 | 46 | 3 | 6.5% | 14 | 13 | 1 | 7.7% | 1,528 | 1,475 | 53 | 3.6% | 1,514 | 1,462 | 52 | 3.6% |
| Signal Processing | 12,756 | 12,934 | -178 | -1.4% | 490 | 450 | 40 | 8.9% | 82 | 75 | 7 | 9.3% | 13,328 | 13,459 | -131 | -1.0% | 13,246 | 13,384 | -138 | -1.0% |
| Vehicular Technology | 3,739 | 3,735 | 4 | 0.1% | 130 | 154 | -24 | -15.6% | 17 | 12 | 5 | 41.7% | 3,886 | 3,901 | -15 | -0.4% | 3,869 | 3,889 | -20 | -0.5% |
| Div IX Subtotal | 28,851 | 28,719 | 132 | 0.5% | 1,134 | 1,143 | -9 | -0.8% | 426 | 269 | 157 | 58.4% | 30,411 | 30,131 | 280 | 0.9% | 29,985 | 29,862 | 123 | 0.4% |
| DIVISION X | | | | | | | | | | | | | | | | | | | | |
| Computational Intelligence | 5,168 | 4,909 | 259 | 5.3% | 383 | 406 | -23 | -5.7% | 107 | 96 | 11 | 11.5% | 5,658 | 5,411 | 247 | 4.6% | 5,551 | 5,315 | 236 | 4.4% |
| Control Systems | 7,352 | 7,103 | 249 | 3.5% | 363 | 381 | -18 | -4.7% | 57 | 34 | 23 | 67.6% | 7,772 | 7,518 | 254 | 3.4% | 7,715 | 7,484 | 231 | 3.1% |
| Engineering in Medicine & Biology | 7,091 | 6,784 | 307 | 4.5% | 536 | 607 | -71 | -11.7% | 141 | 96 | 45 | 46.9% | 7,768 | 7,487 | 281 | 3.8% | 7,627 | 7,391 | 236 | 3.2% |
| Photonics | 5,820 | 5,757 | 63 | 1.1% | 494 | 401 | 93 | 23.2% | 89 | 67 | 22 | 32.8% | 6,403 | 6,225 | 178 | 2.9% | 6,314 | 6,158 | 156 | 2.5% |
| Robotics & Automation | 5,377 | 4,924 | 453 | 9.2% | 614 | 673 | -59 | -8.8% | 70 | 63 | 7 | 11.1% | 6,061 | 5,660 | 401 | 7.1% | 5,991 | 5,597 | 394 | 7.0% |
| Systems, Man & Cybernetics | 3,666 | 3,216 | 450 | 14.0% | 179 | 133 | 46 | 34.6% | 38 | 32 | 6 | 18.8% | 3,883 | 3,381 | 502 | 14.8% | 3,845 | 3,349 | 496 | 14.8% |
| Div X Subtotal | 34,474 | 32,693 | 1,781 | 5.4% | 2,569 | 2,601 | -32 | -1.2% | 502 | 388 | 114 | 29.4% | 37,545 | 35,682 | 1,863 | 5.2% | 37,043 | 35,294 | 1,749 | 5.0% |
| TOTAL | 256,164 | 257,554 | -1,390 | -0.5% | 12,022 | 13,199 | -1,177 | -8.9% | 16,203 | 16,166 | 37 | 0.2% | 284,389 | 286,919 | -2,530 | -0.9% | 268,186 | 270,753 | -2,567 | -0.9% |



Standards Association

April 2009

| Grade | Apr-09 | Apr-08 | Change | % Change |
|--------------|--------------|--------------|-------------|--------------|
| Student | 107 | 126 | - 19 | -15.1% |
| Higher Grade | 6,318 | 6,510 | -192 | -2.9% |
| Affiliate | 121 | 108 | + 13 | +12.0% |
| Total | 6,546 | 6,744 | -198 | -2.9% |

Women in Engineering

April 2009

| Grade | Apr-09 | Apr-08 | Change | % Change |
|------------------|--------------|--------------|--------------|----------------|
| Fellow | 46 | 41 | + 5 | + 12.2% |
| Life Member | 119 | 121 | -2 | -1.7% |
| Associate Member | 99 | 116 | -17 | -14.7% |
| Member | 1,686 | 1,554 | + 132 | + 8.5% |
| Senior Member | 325 | 296 | + 29 | + 9.8% |
| Student | 6,289 | 5,617 | + 672 | + 12.0% |
| Total | 8,571 | 7,756 | + 815 | + 10.5% |

| Region | Apr-09 | Apr-08 | Change | % Change |
|------------------------------|--------------|--------------|--------------|----------------|
| US | 2,719 | 2,435 | + 284 | + 11.7% |
| Canada | 321 | 344 | -23 | -6.7% |
| Europe, Africa & Middle East | 1,772 | 1,720 | + 52 | + 3.0% |
| Latin America | 1,524 | 1,256 | + 268 | + 21.3% |
| Asia & Pacific | 2,234 | 1,593 | + 641 | + 40.2% |
| Total | 8,571 | 7,756 | + 815 | + 10.5% |

| Gender | Apr-09 | Apr-08 | Change | % Change |
|--------------|--------------|--------------|--------------|----------------|
| Female | 5,294 | 5,027 | + 267 | + 5.3% |
| Male | 2,532 | 2,127 | + 405 | + 19.0% |
| Not Provided | 745 | 602 | + 143 | + 23.8% |
| Total | 8,571 | 7,756 | + 815 | + 10.5% |