



# MD Monthly – August 2010

## Membership Development Report – Page 1

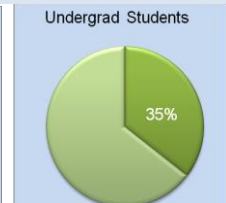
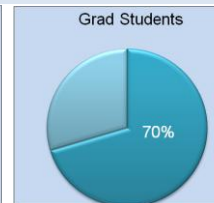
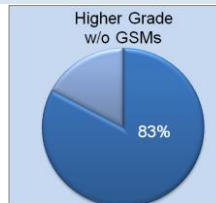
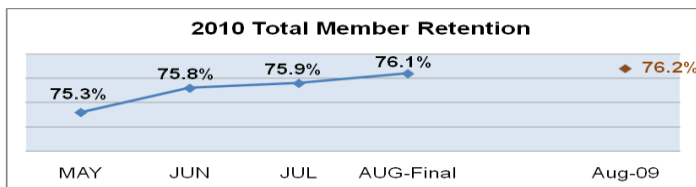


This membership development report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics. Contact: John Day, j.day@ieee.org

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| Snapshot                   | Aug '10 vs. '09 | % Change   | Aug '10        | Aug '09        | Jul '10        | % Change Jul '10 - Aug '10 |
|----------------------------|-----------------|--|----------------|----------------|----------------|----------------------------|
| <b>IEEE Membership</b>     | <b>+ 10,152</b> | <b>+ 2.8%</b>  | <b>377,765</b> | <b>367,613</b> | <b>371,507</b> | <b>+ 1.7%</b>              |
| • Honorary                 | 1               | + 3.6%   | 29             | 28             | 29             | -                          |
| • Fellow                   | 151             | + 2.4%   | 6,539          | 6,388          | 6,535          | + 0.1%                     |
| • Senior Member            | 865             | + 2.8%   | 31,969         | 31,104         | 31,793         | + 5.5%                     |
| • Member                   | 3,295           | + 1.4%   | 246,039        | 242,744        | 230,701        | + 6.6%                     |
| • Associate Member         | (1,511)         | -8.8%  | 15,586         | 17,097         | 14,390         | + 8.3%                     |
| • Graduate Student         | 2,923           | + 11.2%  | 29,049         | 26,126         | 36,058         | -19.4%                     |
| • Undergraduate Student    | 4,428           | +10.0%   | 48,554         | 44,126         | 52,001         | -6.6%                      |
| <b>Society Memberships</b> | <b>+ 12,774</b> | <b>+ 4.1%</b>  | <b>322,880</b> | <b>310,106</b> | <b>319,843</b> | <b>+ 0.9%</b>              |
| • 19 Societies up > 1%     | 14,436          | Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 12,319, or +4.2%. |                |                |                |                            |
| • 9 Societies +/- 1%       | (78)            |  |                |                |                |                            |
| • 10 Societies down > 1%   | (1,584)         |  |                |                |                |                            |

### 2010 Member Retention \* Final \*



| Calendar | MD Volunteer Guidance   |   |
|----------|---|---|
|          | <i>Thank you to all volunteers committed to improving their MD success!</i><br>Access MD Tools & Resources at <a href="http://www.ieee.org/md">www.ieee.org/md</a>  |   |
|          | RECRUITMENT ACTIVITIES  | RETENTION ACTIVITIES  |
| Sep      | <ul style="list-style-type: none"> <li> <b>Membership Promotion:</b> Individuals who join in September receive <u>16 months</u> of membership for the price of 12. Incorporate message into outreaches.</li> <li> <b>Developing Nations Promotion:</b> Individuals from 150+ countries across Regions 8, 9, and 10 are eligible to join as an e-member. Incorporate into local promotion where eligible. More info, <a href="http://www.ieee.org/emember">www.ieee.org/emember</a></li> </ul> | <ul style="list-style-type: none"> <li> <b>Contest: Senior Member Upgrade:</b> Grade elevation increases likelihood of member renewal. Begin a contest for nominating to Sr. Member grade.</li> <li> <b>New Member Alerts:</b> MD Volunteers receive an e-mail alert pointing them to new member roster and contact information. Initiate new member welcome greeting.</li> <li> <b>7 September-Renewal opens</b> for 2011 membership year</li> </ul> |
| Oct      | <ul style="list-style-type: none"> <li> <b>Membership Promotion:</b> Individuals who join in October receive <u>15 months</u> of membership for the price of 12. Incorporate message into outreaches.</li> <li> <b>7 October-IEEE Day, 23 October-IEEEExtreme 4.0 Programming Competition</b></li> </ul>  | <ul style="list-style-type: none"> <li> <b>8 October-HQ sends first renewal campaign</b> for 2011 membership year</li> <li> <b>Developing Nations Promotion:</b> Individuals from 150+ countries across Regions 8, 9, and 10 are eligible to renew as an e-member. Incorporate into local promotion where eligible; More info, <a href="http://www.ieee.org/emember">www.ieee.org/emember</a></li> </ul>  |



## MD Summary

Welcome to the 2011 membership year! Upon concluding the 2010 membership year in August, we stood at 22,300 members away from achieving the 400,000 milestone, estimated to occur this year in mid-November (last year, we achieved not until January). In August, we gave back about 2,100 members of our final, year-over-year gains—predominantly driven by weaker student recruitment compared to August 2009.



### Developing Nations / e-Membership Option –

IEEE’s e-Membership offering went live on 16 August. We experienced nominal activity—143 e-Members—during the first two weeks of the 2011 membership year, with material gains not expected until the September / October timeframe, when we commence with several large-scale recruitment, reinstatement, and renewal campaigns. As per reporting, e-Membership counts will be included in the total counts of higher-grade membership for impacted Regions. To monitor activity specific to e-Membership, we will add a one-page summary to the ‘MD Monthly’ reporting results and context in those Regions impacted. Details, page 11.

| Development Venue                 | August                  |                         |              |              |
|-----------------------------------|-------------------------|-------------------------|--------------|--------------|
|                                   | '10                     | '09                     | '08          | '07          |
| Recruitment                       | 5,086                   | 7,593                   | 5,262        | 4,607        |
| Reinstatement                     | 542                     | 621                     | 837          | 17           |
| Recovery                          | 238                     | 255                     | 410          | 7            |
| <b>subtotal</b>                   | <b>5,866</b>            | <b>8,469</b>            | <b>6,509</b> | <b>4,631</b> |
| <b>2010 Renewals (cumulative)</b> | <b>276,796</b><br>76.1% | <b>270,833</b><br>76.2% | <b>n/a</b>   | <b>n/a</b>   |
| Higher-Grade                      | 238,659                 | 236,412                 | n/a          | n/a          |
| Student /GSM                      | 38,214                  | 34,421                  | n/a          | n/a          |

2010 Renewal / Recovery – We closed out the 2010 membership year with retention rates similar to 2009—a nominal decrease in higher-grade retention, with student retention improving. Details, beginning on page 7.

| Membership Segment               | Year-over-Year Variance       |                               |                               |                               |
|----------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
|                                  | Aug                           | Jul                           | Jun                           | May                           |
| Higher-grade                     | 2,801<br>+0.9%                | 2,306<br>+0.8%                | 3,030<br>+1.1%                | 1,864<br>+0.7%                |
| Student-grade w/GSM              | 7,351<br>+10.5%               | 10,006<br>+12.8%              | 10,567<br>+14.2%              | 10,439<br>+12.3%              |
| <b>total</b>                     | <b>10,152</b><br><b>+2.8%</b> | <b>12,312</b><br><b>+3.4%</b> | <b>13,597</b><br><b>+3.9%</b> | <b>12,303</b><br><b>+3.6%</b> |
| <b>Total Society Memberships</b> | <b>12,774</b><br><b>+4.1%</b> | <b>12,428</b><br><b>+4.0%</b> | <b>16,796</b><br><b>+5.6%</b> | <b>15,594</b><br><b>+5.4%</b> |
| IEEE Members w/ a Society(ies)   | 195,359<br>51.7%              | 193,442<br>52.0%              | 189,995<br>51.8%              | 184,596<br>51.7%              |

Recruitment – Year-over-year recruitment was down for higher-grade and student-grade in August, (15%) and (38%) respectively. Historical recruitment data, however, indicates recruitment this August was more in line with monthly norms—whereas last year, we experienced an upward anomaly (see table, ‘Development Venue’). Last year’s spike was likely attributed to several high-profile student events and new benefits being rolled-out concurrently. Despite a slower student momentum in August, our trajectory indicates achieving 100,000 student members by 31 December.

Reinstatement – Residual activity this month from MD Staff campaigns in June. Expanded campaigns will begin in September, including special outreaches to former members in developing nations announcing e-Membership.

Society Membership – At the conclusion of the 2010 membership year, Society memberships were up year-over-year +12,428 or +4.1%. Collectively, IEEE’s three largest Societies—Computer, Communications, and Power & Energy—drove 77% of the gains. We congratulate the five (5) Societies that concluded the membership year with a double-digit percentage increase in their year-over-year membership.

| Society Top Gains            | YoY Gains |       |
|------------------------------|-----------|-------|
|                              | Percent   | Count |
| Product Safety Eng.          | 31.5%     | 214   |
| Communications               | 15.9%     | 6,538 |
| Industrial Electronics       | 14.2%     | 622   |
| Power & Energy               | 12.4%     | 2,886 |
| Social Implications of Tech. | 12.0%     | 192   |

**Upgrades: First-Year Member Support**

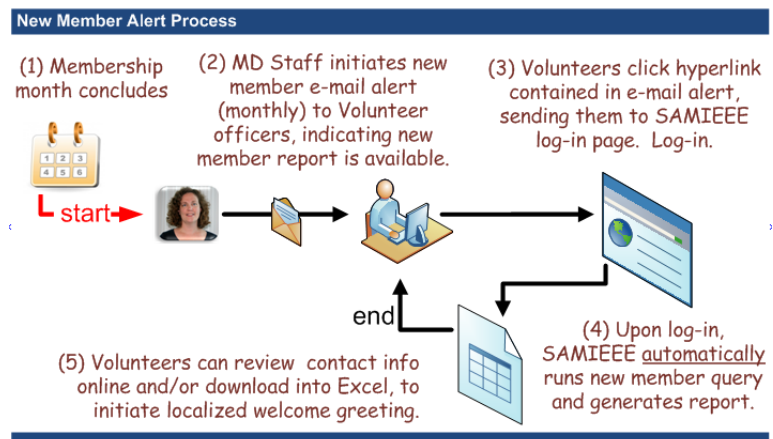
The initial welcome into the IEEE network is the first impression that can endure with the new member throughout the length of his/her membership, so it must be strong, warm, and informative to help diminish the feeling of being lost in a forest of benefits and opportunities. The recently-completed first-year member satisfaction survey (to be presented at an upcoming MD Webcast) suggests our current system of mailings, e-mailings, and calls has the potential for positive impact, but presently suffers from inconsistent implementation, and somewhat ineffective content. The satisfaction survey also indicates the first-year members’ desire for local IEEE activities—they want to be involved and network, but schedule conflicts and meeting venues often hamper their participation. The research findings suggests that developing more active local sections with greater outreach into their communities would meet an important need for first-year members professionally while jointly serving as an extended welcome into IEEE.



**New Member Alerts**

A new support tool now makes it easier for Volunteers to contact new members. Our MD Staff, with IEEE’s information technology group, has delivered a new alert system that will apprise local Volunteer leadership about new members to their Section. The alert debuts in September.

MD Staff Adrienne Hahn spearheaded the project, and reports the new alert capability will automate several processes that will minimize the need for manual intervention by Volunteers seeking the data through SAMIEEE. Instead, Volunteers will receive an e-mail alert monthly containing a special hyperlink pointing them to the log-in page of SAMIEEE. Upon log-in, SAMIEEE will automatically run and report on the new members who joined the prior month, and provide the members’ contact information.



The scope of the new member roster follows the same access privileges to SAMIEEE, e.g., Section-level officer can view new members (higher-grade and student) within the Section, while Region MD officers can view new members across the Region. The default reporting period for new members is the prior month. Volunteers will have the ability to modify the report’s date-range, and view new member activity from previous months. Using standard SAMIEEE features, the new member report can be downloaded into other software programs to enable efficient outreach.

Though the new member report will be batched-processed monthly, the capability still exists in SAMIEEE for Volunteers to run ad-hoc reports within the month, using the pre-defined query, “First Year Active Members,” located in the MD folder of SAMIEEE.

**New Member Welcome Brochures for 2011**

Beginning in 2011, changes will appear in the new member welcome brochures that accompany membership cards to new members. First – a different version of the welcome brochure for students and higher-grade members, which showcase the benefits and opportunities most relevant to the different audiences. Second – greater emphasis on the basics of configuring one’s membership to improve personalization of the member experience and improve connectivity with members of shared interests. Third – expanded examples of how members can participate in IEEE beyond the benefits they receive.



Both versions of the new member welcome brochure can be found and downloaded electronically from the webpage dedicated to new members, at [www.ieee.org/start](http://www.ieee.org/start).

### ***IEEE Day – 7 October***

The inaugural edition of IEEE Day will be held 7-8 October 2010, a global event to celebrate the achievements of IEEE members. IEEE Day recognizes IEEE members – past, present, and future – on the anniversary of the first time IEEE members gathered to share their technical ideas back in 1884.



IEEE members and organizational units around the world (Regions, Sections, Societies, Chapters, Affinity Groups, Student Branches, etc.) are encouraged to take an active role in organizing celebration events. IEEE Day provides an exceptional opportunity to recognize existing members, and introduce potential members to IEEE. More information about IEEE Day can be found at [www.ieeeday.org](http://www.ieeeday.org) – or by following the IEEE Day group on Facebook.

### ***IEEEExtreme 4.0 Competition – 23 October: 00:00:00 UTC***

IEEEExtreme is a global challenge in which teams of IEEE student members supported by an IEEE Student Branch, and advised and proctored by an IEEE Member, compete in a 24-hour time span against each other to solve a set of programming problems.



Student branch and student member participation in the IEEEExtreme competition has grown exponentially since launching in 2006, with nearly 700 student branches participating in last year's competition. While the competition is designed for students, the event provides an exciting and extraordinary opportunity for Sections to get involved and cheer for their favorite team.

The prize structure has increased for this year's competition. In addition the first place prize of a trip to the IEEE conference of their choice, Netbooks will be awarded to each of the second and third place team members. Also, there will be prizes awarded to top team from each region.



**Registration is open 1 September 2010 – 8 October 2010.** Teams who register prior to 27 September 2010 will be entered into a drawing for a special prize. **Help spread the word about the competition.** More information on the IEEEExtreme Competition, including access to promotional materials, can be found at [www.ieee.org/xtreme](http://www.ieee.org/xtreme) – or by following the IEEEExtreme group on Facebook

### ***IEEE President's Change the World Competition – Entries now being accepted***

The student member excitement continues, which will challenge our student members again in 2011. The IEEE Presidents' Change the World Competition recognizes students who develop unique solutions to real-world problems using engineering, science, computing and leadership skills to benefit their community, the world at large, or both. The contest offers students the perfect opportunity to have their ingenuity and enthusiasm for engineering and technology recognized by IEEE members around the globe. IEEE is proud to salute the winners of this prestigious competition.



For more information, visit [www.ieee.org/changetheworld](http://www.ieee.org/changetheworld). A Facebook group is coming soon.

### 2010 IEEE-USA MD Incentive Winners!



In an effort to drive U.S. membership growth during the 2010 membership year in Regions 1-6, IEEE-USA offered a financial incentive that rewarded year-over-year improvements in recruitment of higher-grade (HG), dues-paying members in IEEE’s U.S. sections. Qualification requirements 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.

In 2010, 18 of the 166 Sections in the United States qualified to win the IEEE-USA incentive (adjacent table). Kudos to the Sections that were successful in meeting the IEEE-USA challenge. The recruitment incentive will be transferred in a lump sum amount in the month in September.

The IEEE-USA MD incentive pilot will continue for the 2011 membership year. We look forward to more Sections achieving this accomplishment in 2011.

| 2010 Membership Year<br>Incentive Qualifying Sections |
|---|
| R1 – Ithaca   |
| R1 - Maine  |
| R1 – Schenectady                                      |
| R2 - Cincinnati                                       |
| R2 – Delaware Bay                                     |
| R2 – West Virginia                                    |
| R3 – Cntrl. Georgia                                   |
| R3 – Cntrl. Savannah                                  |
| R3 – Coastal S. Carolina                              |
| R3 – Hampton Roads                                    |
| R3 – Tallahassee Area                                 |
| R4 – Cedar Rapids                                     |
| R4 – Cntrl. Illinois                                  |
| R4 – Milwaukee  |
| R4 – Missouri Slope                                   |
| R5 – El Paso  |
| R6 – Fort Huachuca                                    |
| R6 – Richland   |

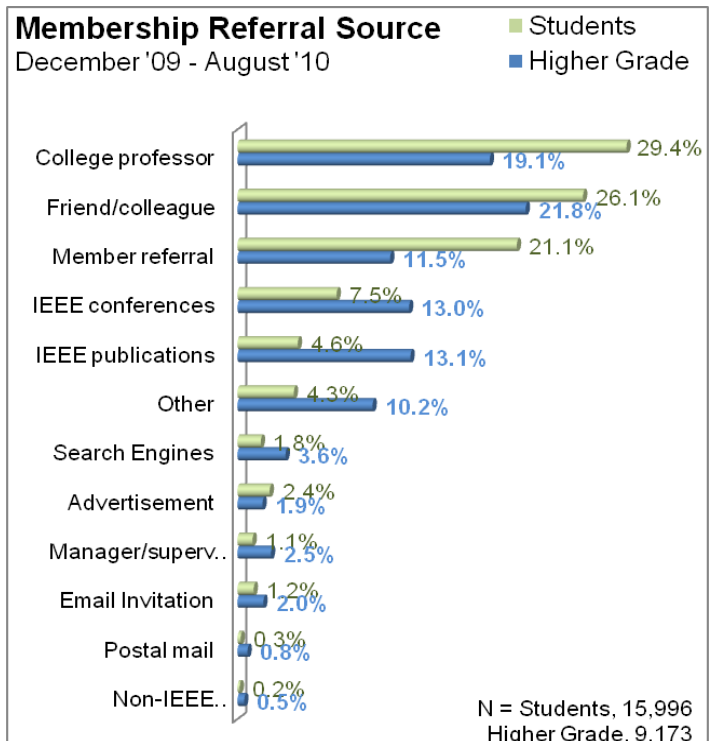
### How Did Members Hear About Us?

As part of IEEE’s first-year member strategy, the MD and IT teams implemented upgrades to the online join application in November 2009 that asked two questions: (1) the reason for joining IEEE, and (2) the source of membership referral. The second question is optional yet 25,000 new members, about 1/3 of the new members, supplied an answer. The adjacent chart presents the findings by higher grade and student membership.

From an MD perspective, member referral data helps us understand and calibrate tactics and tools. As the data clearly shows, membership referral from individuals contributes more new members to IEEE than other communications venues. Conversely, the data suggests opportunities for improving recruitment results through other communication channels, e.g., IEEE conferences and publications.

In 2011, we will assess new and upgraded tactics that make individual referral easier and more engaging. Look for upgrades to IEEE’s Member-get-a-Member program, more pass-along membership promotion tools, and the introduction of new viral, marketing campaigns that leverage the enthusiasm of our membership.

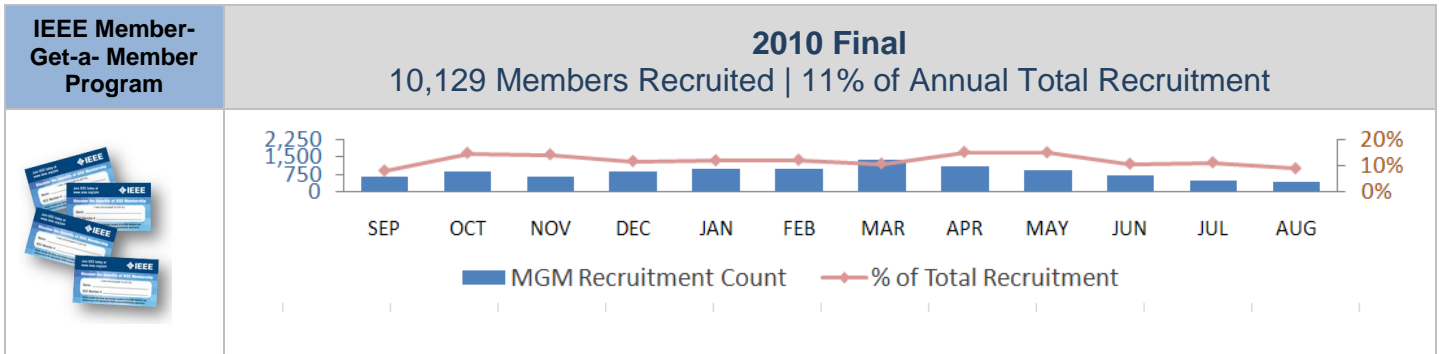
MD Chairs take note—Activities such as membership booths at conferences, membership talks at a local celebration, or brochures at employer-sponsored events create the peer-to-peer environments conducive to recruiting success.





### Recruiters of the Month – 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. We're pleased to recognize this month's top program participants. For program information, visit [www.ieee.org/mgm](http://www.ieee.org/mgm). This month, our Member-Get-a-Member (MGM) program delivered 11% of the total IEEE member recruitment. MGM results are seasonal, with ebbs and flows corresponding to the academic school year.

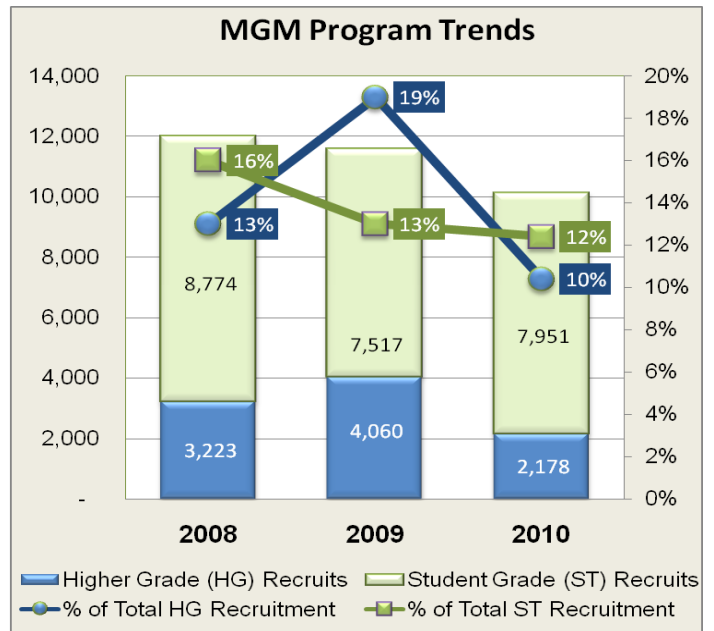


### MGM Program Performance, 2008-2010

The overall trend in 2010 showed a decrease in higher-grade recruitment along with the increase in student recruitment, and the 2010 MGM program followed those same trends. However, we noted that the year-over-year decline in MGM recruitment has slowed compared to the prior year (-5.56% for '10/'09 versus -9.48% for '09/'08). The impact of the economy on this activity is undetermined, but most certainly had some bearing.

Despite the decrease in overall MGM recruitment year-over-year, in 2010 we saw the continuation of the trend that more members are recruiting, just that they are recruiting fewer members. There was a marked increase of +12% in the participation of higher grade members. Awareness of the MGM program continues to increase. This year we looked at the retention rates of recruiters and recruitees, in addition to the participation rates. From this we can conclude that MGM is more of a retention tool for higher grade members (their retention was well above average at 83.7%), and more of a recruitment tool for student members (given the large volume of students the program produces).

Conversely, retention rates for members recruited in the MGM program in 2009 were very low (average 28.2%). Therefore, increased participation by recruiters will 1) impact retention rates positively going forward and 2) produce new members at a rate that helps offset greater churn.



| MGM Program Recruiters           | 2008         | 2009         | 2010         |
|----------------------------------|--------------|--------------|--------------|
| Higher Grade Recruiters          | 1,632        | 1,513        | 1,694        |
| Student Grade Recruiters         | 1,288        | 1,619        | 1,495        |
| <b>Total Recruiters</b>          | <b>2,920</b> | <b>3,132</b> | <b>3,189</b> |
| Avg. # New Members per Recruiter | 4.1          | 3.7          | 3.2          |

➤ Retention

**2010 Total & First-Year Member Renewals by Region**

Despite a recessed economy in 2010, we continued to perform well with member retention. While higher-grade retention slipped in 2010 compared to 2009, we made solid gains—by a double digit percentage in nine of ten Regions—in student member retention.

As we embark upon the 2011 membership year, we are eager to see how the new e-Membership offering to developing nations helps improve higher-grade retention in Regions 8, 9, and 10. Gains here could make a material impact on the retention rates of these Regions, and in total for IEEE.

Total Members Retention

| IEEE Membership Renewal / Retention - 15 August 2010 |                      |                |              |                   |               |              |                        |               |              |                |                |              |
|--|----------------------|----------------|--------------|-------------------|---------------|--------------|------------------------|---------------|--------------|----------------|----------------|--------------|
| REGION   | HIGHER GRADE w/o GSM |                |              | GRADUATE STUDENTS |               |              | UNDERGRADUATE STUDENTS |               |              | TOTAL MEMBERS  |                |              |
|  | Opportunity          | Renewal        |              | Opportunity       | Renewal       |              | Opportunity            | Renewal       |              | Opportunity    | Renewal        |              |
|  |                      | #              | %            |                   | #             | %            |                        | #             | %            |                | #              | %            |
| 1  | 31,558               | 27,482         | 87.1%        | 1,877             | 1,395         | 74.3%        | 1,478                  | 749           | 50.7%        | 34,914         | 29,627         | 84.9%        |
| 2  | 27,574               | 23,834         | 86.4%        | 1,732             | 1,304         | 75.3%        | 1,603                  | 876           | 54.6%        | 30,909         | 26,014         | 84.2%        |
| 3  | 24,585               | 20,746         | 84.4%        | 2,229             | 1,693         | 76.0%        | 1,965                  | 945           | 48.1%        | 28,779         | 23,384         | 81.3%        |
| 4  | 18,772               | 16,023         | 85.4%        | 1,726             | 1,305         | 75.6%        | 1,505                  | 812           | 54.0%        | 22,003         | 18,140         | 82.4%        |
| 5  | 24,118               | 20,522         | 85.1%        | 1,672             | 1,266         | 75.7%        | 1,615                  | 806           | 49.9%        | 27,405         | 22,594         | 82.4%        |
| 6  | 49,162               | 42,013         | 85.5%        | 3,002             | 2,229         | 74.3%        | 2,514                  | 1,262         | 50.2%        | 54,678         | 45,504         | 83.2%        |
| <b>R 1-6</b>   | <b>175,769</b>       | <b>150,620</b> | <b>85.7%</b> | <b>12,238</b>     | <b>9,192</b>  | <b>75.1%</b> | <b>10,680</b>          | <b>5,450</b>  | <b>51.0%</b> | <b>198,688</b> | <b>165,263</b> | <b>83.2%</b> |
| 7  | 12,790               | 10,567         | 82.6%        | 1,725             | 1,458         | 84.5%        | 1,107                  | 701           | 63.3%        | 15,622         | 12,726         | 81.5%        |
| 8  | 48,544               | 38,584         | 79.5%        | 9,048             | 7,040         | 77.8%        | 7,330                  | 3,113         | 42.5%        | 64,922         | 48,737         | 75.1%        |
| 9  | 7,101                | 4,911          | 69.2%        | 1,222             | 894           | 73.2%        | 4,652                  | 1,317         | 28.3%        | 12,975         | 7,122          | 54.9%        |
| 10   | 43,982               | 33,977         | 77.3%        | 8,418             | 4,388         | 52.1%        | 19,186                 | 4,661         | 24.3%        | 71,589         | 43,029         | 60.1%        |
| <b>R 7-10</b>  | <b>112,417</b>       | <b>88,039</b>  | <b>78.3%</b> | <b>20,413</b>     | <b>13,780</b> | <b>67.5%</b> | <b>32,275</b>          | <b>9,792</b>  | <b>30.3%</b> | <b>165,108</b> | <b>111,614</b> | <b>67.6%</b> |
| <b>TOTAL</b>   | <b>288,186</b>       | <b>238,659</b> | <b>82.8%</b> | <b>32,651</b>     | <b>22,972</b> | <b>70.4%</b> | <b>42,955</b>          | <b>15,242</b> | <b>35.5%</b> | <b>363,796</b> | <b>276,877</b> | <b>76.1%</b> |










First-Year Members

The table below is a sub-set of the retention chart of all members (above). We can see a diminished rate of retention with first-year members compared to all members. As of this month, total member retention is 76.1%, compared to first-year members at 36.9%.

| First-Year Member Renewal / Retention - 15 August 2010 |                      |               |              |                   |              |              |                        |              |              |               |               |              |
|--|----------------------|---------------|--------------|-------------------|--------------|--------------|------------------------|--------------|--------------|---------------|---------------|--------------|
| REGION   | HIGHER GRADE w/o GSM |               |              | GRADUATE STUDENTS |              |              | UNDERGRADUATE STUDENTS |              |              | TOTAL MEMBERS |               |              |
|  | Opportunity          | Renewal       |              | Opportunity       | Renewal      |              | Opportunity            | Renewal      |              | Opportunity   | Renewal       |              |
|  |                      | #             | %            |                   | #            | %            |                        | #            | %            |               | #             | %            |
| 1  | 2,063                | 834           | 40.4%        | 738               | 408          | 55.3%        | 1,012                  | 419          | 41.4%        | 3,813         | 1,661         | 43.6%        |
| 2  | 2,033                | 802           | 39.4%        | 620               | 350          | 56.5%        | 1,120                  | 528          | 47.1%        | 3,773         | 1,680         | 44.5%        |
| 3  | 2,103                | 757           | 36.0%        | 806               | 470          | 58.3%        | 1,397                  | 538          | 38.5%        | 4,306         | 1,765         | 41.0%        |
| 4  | 1,554                | 672           | 43.2%        | 681               | 399          | 58.6%        | 1,088                  | 505          | 46.4%        | 3,323         | 1,576         | 47.4%        |
| 5  | 2,080                | 867           | 41.7%        | 638               | 356          | 55.8%        | 1,183                  | 499          | 42.2%        | 3,901         | 1,722         | 44.1%        |
| 6  | 3,449                | 1,379         | 40.0%        | 1,078             | 579          | 53.7%        | 1,790                  | 738          | 41.2%        | 6,317         | 2,696         | 42.7%        |
| <b>R 1-6</b>   | <b>13,282</b>        | <b>5,311</b>  | <b>40.0%</b> | <b>4,561</b>      | <b>2,562</b> | <b>56.2%</b> | <b>7,590</b>           | <b>3,227</b> | <b>42.5%</b> | <b>25,433</b> | <b>11,100</b> | <b>43.6%</b> |
| 7  | 1,369                | 605           | 44.2%        | 574               | 418          | 72.8%        | 698                    | 383          | 54.9%        | 2,641         | 1,406         | 53.2%        |
| 8  | 6,886                | 2,835         | 41.2%        | 3,963             | 2,583        | 65.2%        | 5,339                  | 1,640        | 30.7%        | 16,188        | 7,058         | 43.6%        |
| 9  | 1,372                | 374           | 27.3%        | 486               | 286          | 58.8%        | 3,678                  | 807          | 21.9%        | 5,536         | 1,467         | 26.5%        |
| 10   | 7,586                | 2,844         | 37.5%        | 5,318             | 1,940        | 36.5%        | 16,243                 | 3,340        | 20.6%        | 29,147        | 8,124         | 27.9%        |
| <b>R 7-10</b>  | <b>17,213</b>        | <b>6,658</b>  | <b>38.7%</b> | <b>10,341</b>     | <b>5,227</b> | <b>50.5%</b> | <b>25,958</b>          | <b>6,170</b> | <b>23.8%</b> | <b>53,512</b> | <b>18,055</b> | <b>33.7%</b> |
| <b>TOTAL</b>   | <b>30,495</b>        | <b>11,969</b> | <b>39.2%</b> | <b>14,902</b>     | <b>7,789</b> | <b>52.3%</b> | <b>33,548</b>          | <b>9,397</b> | <b>28.0%</b> | <b>78,945</b> | <b>29,155</b> | <b>36.9%</b> |

### 2010 Retention Goals & Final Scoring

With the close of the 2010 membership year, we thank all MD officers who contributed to their Region making the most progress against their retention goals. The tables below represent the final achievement scoring for 2010—we especially recognize Regions who placed in the top 3 ranking for progress toward their respective goals.

| 2010 RANKING | Higher-Grade Retention Challenge   |                                       | Student Grade w/GSM Retention Challenge  |  | Total Membership Retention Challenge   |                                       |
|--------------|--|---------------------------------------|--|--|--|---------------------------------------|
|              | REGION   | ACHIEVED                              | REGION   | ACHIEVED                               | REGION   | ACHIEVED                              |
| 1st          | <br><b>R6</b> | 98.1% of goal with retention of 85.5% | <br><b>R9</b> | 136.1% of goal with retention of 37.6% | <br><b>R1</b> | 98.8% of goal with retention of 84.9% |
| 2nd          | <br><b>R1</b> | 98.0% of goal with retention of 87.1% | <br><b>R7</b> | 130.8% of goal with retention of 76.2% | <br><b>R4</b> | 98.5% of goal with retention of 82.4% |
| 3rd          | <br><b>R4</b> | 97.4% of goal with retention of 85.4% | <br><b>R8</b> | 126.1% of goal with retention of 62.0% | <br><b>R6</b> | 98.1% of goal with retention of 83.2% |

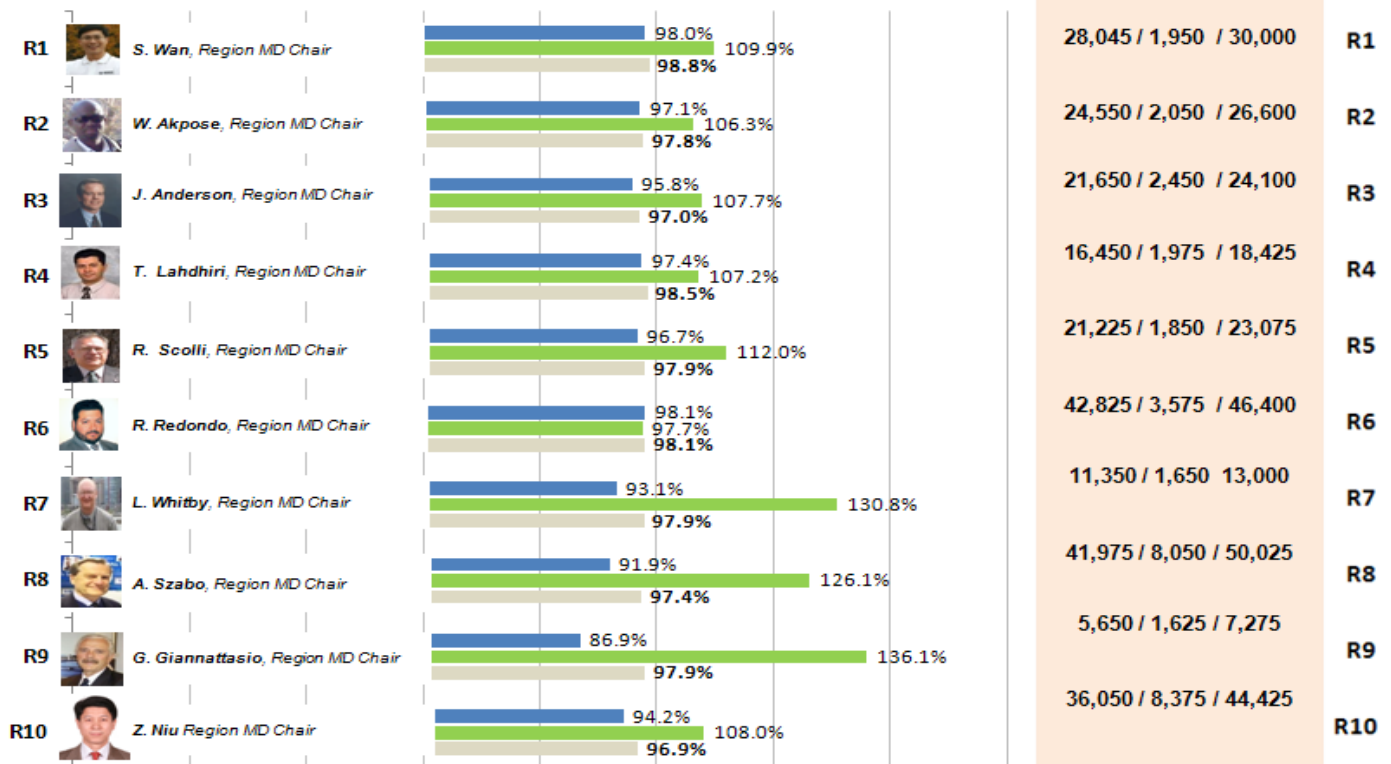
### 2010 Retention Goals & Progress - Final

2010 membership year concludes 15 August 2010

Renewals (% of Goal): HG 238,659 (95.5%) ST 38,214 (113.9%) Total 276,873 (97.7%)

| 2010 RETENTION GOALS |        |         |
|----------------------|--------|---------|
| HG                   | ST     | Total   |
| 249,775              | 33,550 | 283,325 |

Progress key: ■ Higher Grade - % Goal Achieved ■ Students - % Goal Achieved ■ Total Members - % Goal Achieved

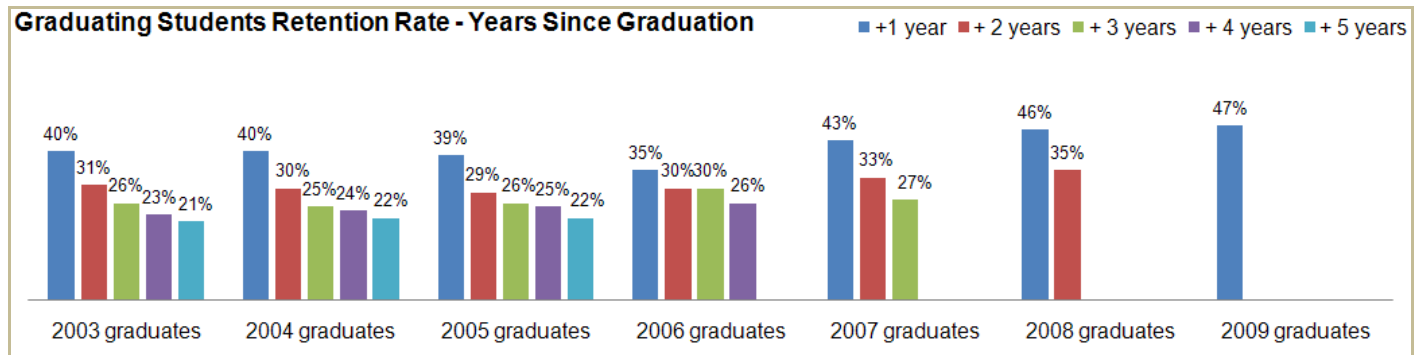


Note: All student counts combine graduate and undergraduate members



**Retention Rates – Post Student Member Graduation**

Annually, IEEE tracks the retention rates of higher-grade members elevated from student member, according to the number of years since graduation. We are pleased to report that we experienced a third year of retention improvement for those higher-grade members who graduated as student members one and two years ago (see chart). The 47% retention rate of members who graduated in 2009 is a marked improvement over the 35% retention rate of members who graduated as students in 2006, and the best performed since tracking began in 2002. There is, however, much room for improvement, as the retention rate for subsequent years after graduation continues to drop off.



The MD Staff will continue the graduation kit campaign that began in 2008 for students who graduated in 2007. Scheduled for delivery in October, the graduation kit contains an introduction to IEEE benefits and opportunities most useful to recent graduates, and a greeting from the Chair of IEEE Graduates of the Last Decade (GOLD), introducing the role, benefits, and opportunities of the GOLD network.



Peer-to-peer recognition is equally, if not more, important. We encourage Sections, Student Branches, and GOLD affinity groups to engage and recognize recent graduates locally through the Student Transition & Elevation Partnership (STEP) program sponsored by IEEE GOLD. The program provides up to \$500 in funding to sponsor a graduation reception, and SAMIEEE provides pre-defined search queries to quickly identify recent graduates. More information about the STEP program can be found at [www.ieee.org/step](http://www.ieee.org/step).

**Recent Graduates in Developing Nations & 2011 Membership / Dues Options**

The new e-Membership option for developing nations will present a new option for students making the transition to higher-grade membership—and the opportunity for impacted Regions to improve recent graduate retention. MD officers in Regions and countries eligible for e-Membership are encouraged to collaborate with their Student Branches and GOLD affinity groups to make graduating students fully aware of the e-Membership opportunity after graduation.

| Regions w/<br>Developing<br>Nations | 2011 Dues Options for Recent Graduates*                                |  |
|-------------------------------------|--|--|
|                                     | e-Membership Option<br>(special circumstances discounts not available) | Traditional Membership Option<br>(with recent-graduate discount) |
| Region 3<br>(Jamaica)               | \$52.00  | \$69.00  |
| Region 8                            | \$63.00  | \$74.50  |
| Region 9                            | \$54.00  | \$70.00  |
| Region 10                           | \$55.00  | \$70.50  |

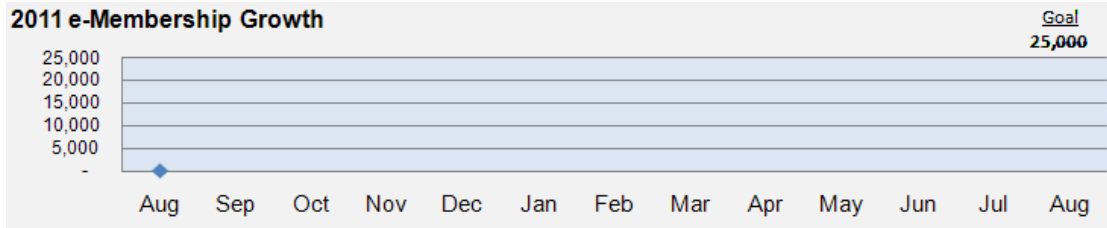
\*Rates reflect respective Regional assessments.



**IEEE e-Membership / Developing Nations**

**Aug '10 (2 weeks)**

[www.ieee.org/emember](http://www.ieee.org/emember)



**2011 e-Membership by Region** (Cumulative through Present Month)

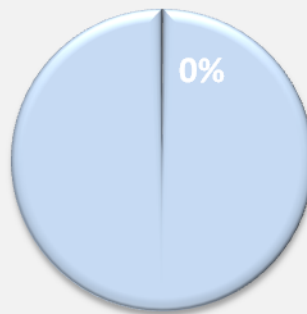
| e-Membership Count                 | R3*  | R8   | R9   | R10  | total |
|------------------------------------|------|------|------|------|-------|
| 1                                  | 1    | 21   | 63   | 58   | 143   |
| % of Eligible Higher Grade Members | 0.0% | 0.2% | 0.8% | 0.3% | 0.4%  |
| % of All Higher Grade Members      | 0.0% | 0.0% | 0.8% | 0.1% | 0.1%  |

\*R3 denotes Jamaica

**About eMembership**—In the spirit of IEEE's mission to 'Advance Technology for Humanity', IEEE has begun offering an electronic membership (e-Membership) option with reduced dues. The e-Membership option is available to new, renewing, and former members who reside in 153 countries worldwide where the per capita Gross Domestic Product (GDP) does not exceed US\$15,000 (per United Nations Guidelines). E-Membership is available for higher-grade members only; for complete information about the program, visit [www.ieee.org/emember](http://www.ieee.org/emember).

Our monthly tracking and analysis chronicles e-Membership growth and participation, progress by contributing Regions, and the relative degree to which membership development (MD) venues are driving participation.

**2011 e-Membership Participation\***  
Total, across all eligible countries



\*Percentage of eligible members (cumulative) who have selected e-Membership

**2011 MD Drivers - e-Membership**

[see explanation key](#)

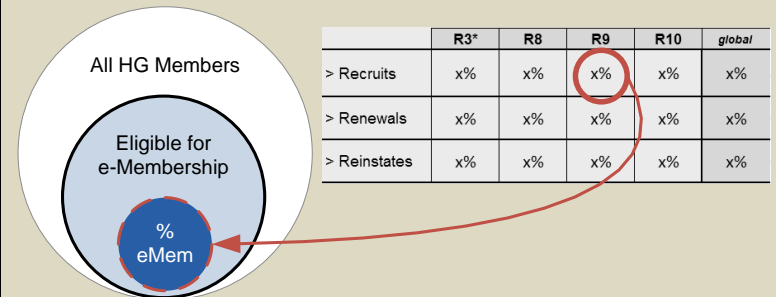
By category, the % of eligible members who have selected e-Membership

| Cumulative Through Present Month     | R3*    | R8    | R9    | R10   | total |
|--------------------------------------|--------|-------|-------|-------|-------|
| > <b>Recruits</b> (new members)      | 100.0% | 22.4% | 30.9% | 21.2% | 25.2% |
| > <b>Renewals</b> (existing members) | -      | -     | -     | -     | -     |
| > <b>Reinstates</b> (former members) | 0.0%   | 37.5% | 25.0% | 46.7% | 37.2% |

\*R3 denotes Jamaica

**Explanation Key**

IEEE's e-Membership program is available to a subset of all higher-grade members. The table above reports how different MD drivers are impacting participation. In the example below, the circled cell represents the percentage of eligible members in Region 9 who selected e-membership when they joined.



Row percentages will not sum to 100% on account of different denominators.

**eMembership FAQs – Program FAQs will rotate monthly**

**Are e-Members still eligible to vote in the annual elections?**

Yes, e-members are still eligible to vote in the annual elections. You will receive printed voting materials in October. (For legal reasons, we cannot send voting materials electronically.)

**Are regional assessments charged with e-Membership**

Yes, regional assessments will be charged. These assessments help recover the cost of regional activities, events and communications, which e-Members will still have access to and receive the full benefit of.

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%*

| IEEE Society Membership Totals as of August 2010 |  |               |              |              |                      |              |              |              |                    |            |           |              |                                  |               |              |              |                                     |               |              |              |
|--|--|---------------|--------------|--------------|----------------------|--------------|--------------|--------------|--------------------|------------|-----------|--------------|----------------------------------|---------------|--------------|--------------|-------------------------------------|---------------|--------------|--------------|
| 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       |              |
|  | 2010                                       | 2009          | #            | %            | 2010                 | 2009         | #            | %            | 2010               | 2009       | #         | %            | 2010                             | 2009          | #            | %            | 2010                                | 2009          | #            | %            |
| <b>IEEE Societies</b>                            |  |               |              |              |                      |              |              |              |                    |            |           |              |                                  |               |              |              |                                     |               |              |              |
| <b>DIVISION I</b>                                |  |               |              |              |                      |              |              |              |                    |            |           |              |                                  |               |              |              |                                     |               |              |              |
| Circuits & Systems                               | 9,174                                      | 9,252         | -78          | -0.8%        | 318                  | 322          | -4           | -1.2%        | 50                 | 48         | 2         | 4.2%         | 9,542                            | 9,622         | -80          | -0.8%        | 9,492                               | 9,574         | -82          | -0.9%        |
| Electron Devices                                 | 9,766                                      | 9,856         | -90          | -0.9%        | 282                  | 236          | 46           | 19.5%        | 66                 | 53         | 13        | 24.5%        | 10,114                           | 10,145        | -31          | -0.3%        | 10,048                              | 10,092        | -44          | -0.4%        |
| Solid-State Circuits                             | 9,480                                      | 9,865         | -385         | -3.9%        | 127                  | 156          | -29          | -18.6%       | 76                 | 74         | 2         | 2.7%         | 9,683                            | 10,095        | -412         | -4.1%        | 9,607                               | 10,021        | -414         | -4.1%        |
| <b>Div I Subtotal</b>                            | <b>28,420</b>                              | <b>28,973</b> | <b>-553</b>  | <b>-1.9%</b> | <b>727</b>           | <b>714</b>   | <b>13</b>    | <b>1.8%</b>  | <b>192</b>         | <b>175</b> | <b>17</b> | <b>9.7%</b>  | <b>29,339</b>                    | <b>29,862</b> | <b>-523</b>  | <b>-1.8%</b> | <b>29,147</b>                       | <b>29,687</b> | <b>-540</b>  | <b>-1.8%</b> |
| <b>DIVISION II</b>                               |  |               |              |              |                      |              |              |              |                    |            |           |              |                                  |               |              |              |                                     |               |              |              |
| Components, Packaging & Mfg Tech                 | 2,364                                      | 2,409         | -45          | -1.9%        | 47                   | 49           | -2           | -4.1%        | 17                 | 19         | -2        | -10.5%       | 2,428                            | 2,477         | -49          | -2.0%        | 2,411                               | 2,458         | -47          | -1.9%        |
| Dielectrics & Electrical Insulation              | 1,990                                      | 1,932         | 58           | 3.0%         | 43                   | 28           | 15           | 53.6%        | 35                 | 23         | 12        | 52.2%        | 2,068                            | 1,983         | 85           | 4.3%         | 2,033                               | 1,960         | 73           | 3.7%         |
| Industry Applications                            | 9,364                                      | 9,317         | 47           | 0.5%         | 182                  | 97           | 85           | 87.6%        | 45                 | 42         | 3         | 7.1%         | 9,591                            | 9,456         | 135          | 1.4%         | 9,546                               | 9,414         | 132          | 1.4%         |
| Instrumentation & Measurements                   | 4,092                                      | 4,330         | -238         | -5.5%        | 71                   | 89           | -18          | -20.2%       | 22                 | 22         | 0         | 0.0%         | 4,185                            | 4,441         | -256         | -5.8%        | 4,163                               | 4,419         | -256         | -5.8%        |
| Power Electronics                                | 6,429                                      | 6,246         | 183          | 2.9%         | 198                  | 199          | -1           | -0.5%        | 54                 | 46         | 8         | 17.4%        | 6,681                            | 6,491         | 190          | 2.9%         | 6,627                               | 6,445         | 182          | 2.8%         |
| Ultrasonics, Ferroelectrics, Freq Ctrl           | 2,102                                      | 2,073         | 29           | 1.4%         | 30                   | 47           | -17          | -36.2%       | 39                 | 32         | 7         | 21.9%        | 2,171                            | 2,152         | 19           | 0.9%         | 2,132                               | 2,120         | 12           | 0.6%         |
| <b>Div II Subtotal</b>                           | <b>26,341</b>                              | <b>26,307</b> | <b>34</b>    | <b>0.1%</b>  | <b>571</b>           | <b>509</b>   | <b>62</b>    | <b>12.2%</b> | <b>212</b>         | <b>184</b> | <b>28</b> | <b>15.2%</b> | <b>27,124</b>                    | <b>27,000</b> | <b>124</b>   | <b>0.5%</b>  | <b>26,912</b>                       | <b>26,816</b> | <b>96</b>    | <b>0.4%</b>  |
| <b>DIVISION III</b>                              |  |               |              |              |                      |              |              |              |                    |            |           |              |                                  |               |              |              |                                     |               |              |              |
| <b>Communications</b>                            | <b>42,897</b>                              | <b>37,431</b> | <b>5,466</b> | <b>14.6%</b> | <b>4,223</b>         | <b>3,223</b> | <b>1,000</b> | <b>31.0%</b> | <b>474</b>         | <b>402</b> | <b>72</b> | <b>17.9%</b> | <b>47,594</b>                    | <b>41,056</b> | <b>6,538</b> | <b>15.9%</b> | <b>47,120</b>                       | <b>40,654</b> | <b>6,466</b> | <b>15.9%</b> |

➤ 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%*

| IEEE Society Membership Totals as of August 2010 |  |               |              |              |                      |              |              |               |                    |               |            |              |                                  |               |              |              |                                     |               |              |              |
|--|--|---------------|--------------|--------------|----------------------|--------------|--------------|---------------|--------------------|---------------|------------|--------------|----------------------------------|---------------|--------------|--------------|-------------------------------------|---------------|--------------|--------------|
| 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       |              |
|  | 2010                                       | 2009          | #            | %            | 2010                 | 2009         | #            | %             | 2010               | 2009          | #          | %            | 2010                             | 2009          | #            | %            | 2010                                | 2009          | #            | %            |
| <b>DIVISION IV</b>                               |  |               |              |              |                      |              |              |               |                    |               |            |              |                                  |               |              |              |                                     |               |              |              |
| Antennas & Propagation                           | 7,713                                      | 7,680         | 33           | 0.4%         | 213                  | 169          | 44           | 26.0%         | 55                 | 56            | -1         | -1.8%        | 7,981                            | 7,905         | 76           | 1.0%         | 7,926                               | 7,849         | 77           | 1.0%         |
| Broadcast Technology                             | 1,867                                      | 1,861         | 6            | 0.3%         | 58                   | 46           | 12           | 26.1%         | 30                 | 34            | -4         | -11.8%       | 1,955                            | 1,941         | 14           | 0.7%         | 1,925                               | 1,907         | 18           | 0.9%         |
| Consumer Electronics                             | 2,892                                      | 2,839         | 53           | 1.9%         | 108                  | 113          | -5           | -4.4%         | 30                 | 41            | -11        | -26.8%       | 3,030                            | 2,993         | 37           | 1.2%         | 3,000                               | 2,952         | 48           | 1.6%         |
| Electromagnetic Compatibility                    | 3,845                                      | 3,898         | -53          | -1.4%        | 52                   | 50           | 2            | 4.0%          | 32                 | 32            | 0          | 0.0%         | 3,929                            | 3,980         | -51          | -1.3%        | 3,897                               | 3,948         | -51          | -1.3%        |
| Magnetics  | 2,831                                      | 2,936         | -105         | -3.6%        | 53                   | 64           | -11          | -17.2%        | 60                 | 51            | 9          | 17.6%        | 2,944                            | 3,051         | -107         | -3.5%        | 2,884                               | 3,000         | -116         | -3.9%        |
| Microwave Theory & Techniques                    | 11,053                                     | 11,188        | -135         | -1.2%        | 468                  | 394          | 74           | 18.8%         | 51                 | 49            | 2          | 4.1%         | 11,572                           | 11,631        | -59          | -0.5%        | 11,521                              | 11,582        | -61          | -0.5%        |
| Nuclear & Plasma Sciences                        | 2,989                                      | 3,261         | -272         | -8.3%        | 55                   | 74           | -19          | -25.7%        | 58                 | 49            | 9          | 18.4%        | 3,102                            | 3,384         | -282         | -8.3%        | 3,044                               | 3,335         | -291         | -8.7%        |
| <b>Div IV Subtotal</b>                           | <b>33,190</b>                              | <b>33,663</b> | <b>-473</b>  | <b>-1.4%</b> | <b>1,007</b>         | <b>910</b>   | <b>97</b>    | <b>10.7%</b>  | <b>316</b>         | <b>312</b>    | <b>4</b>   | <b>1.3%</b>  | <b>34,513</b>                    | <b>34,885</b> | <b>-372</b>  | <b>-1.1%</b> | <b>34,197</b>                       | <b>34,573</b> | <b>-376</b>  | <b>-1.1%</b> |
| <b>DIVISION V/VIII</b>                           |  |               |              |              |                      |              |              |               |                    |               |            |              |                                  |               |              |              |                                     |               |              |              |
| <b>Computer</b>                                  | <b>51,285</b>                              | <b>50,964</b> | <b>321</b>   | <b>0.6%</b>  | <b>3,327</b>         | <b>2,280</b> | <b>1,047</b> | <b>45.9%</b>  | <b>15,787</b>      | <b>15,478</b> | <b>309</b> | <b>2.0%</b>  | <b>70,399</b>                    | <b>68,722</b> | <b>1,677</b> | <b>2.4%</b>  | <b>54,612</b>                       | <b>53,244</b> | <b>1,368</b> | <b>2.6%</b>  |
| <b>DIVISION VI</b>                               |  |               |              |              |                      |              |              |               |                    |               |            |              |                                  |               |              |              |                                     |               |              |              |
| Education  | 3,167                                      | 3,158         | 9            | 0.3%         | 53                   | 61           | -8           | -13.1%        | 32                 | 35            | -3         | -8.6%        | 3,252                            | 3,254         | -2           | -0.1%        | 3,220                               | 3,219         | 1            | 0.0%         |
| Industrial Electronics                           | 4,799                                      | 4,202         | 597          | 14.2%        | 168                  | 146          | 22           | 15.1%         | 34                 | 31            | 3          | 9.7%         | 5,001                            | 4,379         | 622          | 14.2%        | 4,967                               | 4,348         | 619          | 14.2%        |
| Product Safety Engineering                       | 864  | 667           | 197          | 29.5%        | 11                   | 5            | 6            | 120.0%        | 18                 | 7             | 11         | 157.1%       | 893                              | 679           | 214          | 31.5%        | 875                                 | 672           | 203          | 30.2%        |
| Professional Communication                       | 935  | 1,001         | -66          | -6.6%        | 42                   | 47           | -5           | -10.6%        | 95                 | 107           | -12        | -11.2%       | 1,072                            | 1,155         | -83          | -7.2%        | 977                                 | 1,048         | -71          | -6.8%        |
| Reliability                                      | 1,779                                      | 1,780         | -1           | -0.1%        | 33                   | 22           | 11           | 50.0%         | 21                 | 20            | 1          | 5.0%         | 1,833                            | 1,822         | 11           | 0.6%         | 1,812                               | 1,802         | 10           | 0.6%         |
| Social Implications of Technology                | 1,741                                      | 1,544         | 197          | 12.8%        | 30                   | 40           | -10          | -25.0%        | 25                 | 20            | 5          | 25.0%        | 1,796                            | 1,604         | 192          | 12.0%        | 1,771                               | 1,584         | 187          | 11.8%        |
| <b>Div VI Subtotal</b>                           | <b>13,285</b>                              | <b>12,352</b> | <b>933</b>   | <b>7.6%</b>  | <b>337</b>           | <b>321</b>   | <b>16</b>    | <b>5.0%</b>   | <b>225</b>         | <b>220</b>    | <b>5</b>   | <b>2.3%</b>  | <b>13,847</b>                    | <b>12,893</b> | <b>954</b>   | <b>7.4%</b>  | <b>13,622</b>                       | <b>12,673</b> | <b>949</b>   | <b>7.5%</b>  |
| <b>DIVISION VII</b>                              |  |               |              |              |                      |              |              |               |                    |               |            |              |                                  |               |              |              |                                     |               |              |              |
| <b>Power &amp; Energy</b>                        | <b>24,374</b>                              | <b>22,524</b> | <b>1,850</b> | <b>8.2%</b>  | <b>1,447</b>         | <b>466</b>   | <b>981</b>   | <b>210.5%</b> | <b>274</b>         | <b>219</b>    | <b>55</b>  | <b>25.1%</b> | <b>26,095</b>                    | <b>23,209</b> | <b>2,886</b> | <b>12.4%</b> | <b>25,821</b>                       | <b>22,990</b> | <b>2,831</b> | <b>12.3%</b> |

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%*

| IEEE Society Membership Totals as of August 2010 |  |                |              |             |                      |               |              |              |                    |               |            |               |                                  |                |               |             |                                     |                |               |             |
|--|--|----------------|--------------|-------------|----------------------|---------------|--------------|--------------|--------------------|---------------|------------|---------------|----------------------------------|----------------|---------------|-------------|-------------------------------------|----------------|---------------|-------------|
| 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        |             |
|  | 2010                                       | 2009           | #            | %           | 2010                 | 2009          | #            | %            | 2010               | 2009          | #          | %             | 2010                             | 2009           | #             | %           | 2010                                | 2009           | #             | %           |
| <b>IEEE Societies</b>                            |  |                |              |             |                      |               |              |              |                    |               |            |               |                                  |                |               |             |                                     |                |               |             |
| <b>DIVISION IX</b>                               |  |                |              |             |                      |               |              |              |                    |               |            |               |                                  |                |               |             |                                     |                |               |             |
| Aerospace & Electronic Systems                   | 4,556                                      | 4,724          | -168         | -3.6%       | 166                  | 131           | 35           | 26.7%        | 34                 | 37            | -3         | -8.1%         | 4,756                            | 4,892          | -136          | -2.8%       | 4,722                               | 4,855          | -133          | -2.7%       |
| Geoscience & Remote Sensing                      | 2,804                                      | 2,681          | 123          | 4.6%        | 114                  | 89            | 25           | 28.1%        | 201                | 292           | -91        | -31.2%        | 3,119                            | 3,062          | 57            | 1.9%        | 2,918                               | 2,770          | 148           | 5.3%        |
| Information Theory                               | 3,276                                      | 3,401          | -125         | -3.7%       | 94                   | 107           | -13          | -12.1%       | 28                 | 28            | 0          | 0.0%          | 3,398                            | 3,536          | -138          | -3.9%       | 3,370                               | 3,508          | -138          | -3.9%       |
| Intelligent Transportation Systems               | 999  | 978            | 21           | 2.1%        | 30                   | 27            | 3            | 11.1%        | 19                 | 18            | 1          | 5.6%          | 1,048                            | 1,023          | 25            | 2.4%        | 1,029                               | 1,005          | 24            | 2.4%        |
| Oceanic Engineering                              | 1,671                                      | 1,603          | 68           | 4.2%        | 49                   | 39            | 10           | 25.6%        | 21                 | 14            | 7          | 50.0%         | 1,741                            | 1,656          | 85            | 5.1%        | 1,720                               | 1,642          | 78            | 4.8%        |
| Signal Processing                                | 14,185                                     | 13,391         | 794          | 5.9%        | 311                  | 373           | -62          | -16.6%       | 136                | 97            | 39         | 40.2%         | 14,632                           | 13,861         | 771           | 5.6%        | 14,496                              | 13,764         | 732           | 5.3%        |
| Vehicular Technology                             | 3,937                                      | 3,949          | -12          | -0.3%       | 106                  | 103           | 3            | 2.9%         | 20                 | 24            | -4         | -16.7%        | 4,063                            | 4,076          | -13           | -0.3%       | 4,043                               | 4,052          | -9            | -0.2%       |
| <b>Div IX Subtotal</b>                           | <b>31,428</b>                              | <b>30,727</b>  | <b>701</b>   | <b>2.3%</b> | <b>870</b>           | <b>869</b>    | <b>1</b>     | <b>0.1%</b>  | <b>459</b>         | <b>510</b>    | <b>-51</b> | <b>-10.0%</b> | <b>32,757</b>                    | <b>32,106</b>  | <b>651</b>    | <b>2.0%</b> | <b>32,298</b>                       | <b>31,596</b>  | <b>702</b>    | <b>2.2%</b> |
| <b>DIVISION X</b>                                |  |                |              |             |                      |               |              |              |                    |               |            |               |                                  |                |               |             |                                     |                |               |             |
| Computational Intelligence                       | 5,820                                      | 5,701          | 119          | 2.1%        | 270                  | 265           | 5            | 1.9%         | 129                | 118           | 11         | 9.3%          | 6,219                            | 6,084          | 135           | 2.2%        | 6,090                               | 5,966          | 124           | 2.1%        |
| Control Systems                                  | 7,948                                      | 7,898          | 50           | 0.6%        | 310                  | 296           | 14           | 4.7%         | 72                 | 73            | -1         | -1.4%         | 8,330                            | 8,267          | 63            | 0.8%        | 8,258                               | 8,194          | 64            | 0.8%        |
| Engineering in Medicine & Biology                | 8,086                                      | 7,910          | 176          | 2.2%        | 402                  | 392           | 10           | 2.6%         | 170                | 174           | -4         | -2.3%         | 8,658                            | 8,476          | 182           | 2.1%        | 8,488                               | 8,302          | 186           | 2.2%        |
| Photonics  | 6,387                                      | 6,359          | 28           | 0.4%        | 276                  | 381           | -105         | -27.6%       | 102                | 95            | 7          | 7.4%          | 6,765                            | 6,835          | -70           | -1.0%       | 6,663                               | 6,740          | -77           | -1.1%       |
| Robotics & Automation                            | 6,243                                      | 5,927          | 316          | 5.3%        | 652                  | 561           | 91           | 16.2%        | 93                 | 86            | 7          | 8.1%          | 6,988                            | 6,574          | 414           | 6.3%        | 6,895                               | 6,488          | 407           | 6.3%        |
| Systems, Man & Cybernetics                       | 4,092                                      | 3,965          | 127          | 3.2%        | 121                  | 129           | -8           | -6.2%        | 39                 | 43            | -4         | -9.3%         | 4,252                            | 4,137          | 115           | 2.8%        | 4,213                               | 4,094          | 119           | 2.9%        |
| <b>Div X Subtotal</b>                            | <b>38,576</b>                              | <b>37,760</b>  | <b>816</b>   | <b>2.2%</b> | <b>2,031</b>         | <b>2,024</b>  | <b>7</b>     | <b>0.3%</b>  | <b>605</b>         | <b>589</b>    | <b>16</b>  | <b>2.7%</b>   | <b>41,212</b>                    | <b>40,373</b>  | <b>839</b>    | <b>2.1%</b> | <b>40,607</b>                       | <b>39,784</b>  | <b>823</b>    | <b>2.1%</b> |
| <b>TOTAL</b>                                     | <b>289,796</b>                             | <b>280,701</b> | <b>9,095</b> | <b>3.2%</b> | <b>14,540</b>        | <b>11,316</b> | <b>3,224</b> | <b>28.5%</b> | <b>18,544</b>      | <b>18,089</b> | <b>455</b> | <b>2.5%</b>   | <b>322,880</b>                   | <b>310,106</b> | <b>12,774</b> | <b>4.1%</b> | <b>304,336</b>                      | <b>292,017</b> | <b>12,319</b> | <b>4.2%</b> |



| Standards Association |                | August '10     |                |              |  |
|-----------------------|----------------|----------------|----------------|--------------|--|
| Grade                 | This Month '10 | This Month '09 | Year-over-Year |              |  |
|                       |                |                | #              | %            |  |
| Student               | 56             | 71             | (15)           | -21.1%       |  |
| Higher-Grade          | 6,517          | 6,541          | (24)           | -0.4%        |  |
| Affiliate             | 129            | 130            | (1)            | -0.8%        |  |
| <b>Total</b>          | <b>6,702</b>   | <b>6,742</b>   | <b>(40)</b>    | <b>-0.6%</b> |  |

| Women in Engineering |                |                |                |              | August '10                  |                       |                       |                |              |
|----------------------|----------------|----------------|----------------|--------------|-----------------------------|-----------------------|-----------------------|----------------|--------------|
| Grade                | This Month '10 | This Month '09 | Year-over-Year |              | Region                      | This Month '10        | This Month '09        | Year-over-Year |              |
|                      |                |                | #              | %            |                             |                       |                       | #              | %            |
| Fellow               | 46             | 46             | -              | 0.0%         | U.S.                        | 2,922                 | 2,976                 | (54)           | -1.8%        |
| Life Member          | 121            | 124            | (3)            | -2.4%        | Canada                      | 340                   | 344                   | (4)            | -1.2%        |
| Associate Member     | 272            | 293            | (21)           | -7.2%        | Europe, Middle East, Africa | 2,124                 | 1,929                 | 195            | 10.1%        |
| Member               | 3,622          | 3,622          | -              | 0.0%         | Latin America               | 2,582                 | 2,144                 | 438            | 20.4%        |
| Senior Member        | 365            | 340            | 25             | 7.4%         | Asia & Pacific              | 3,167                 | 2,518                 | 649            | 25.8%        |
| Student Member       | 6,709          | 5,483          | 1,226          | 22.4%        | <b>Total</b>                | <b>11,135</b>         | <b>9,911</b>          | <b>1,224</b>   | <b>12.3%</b> |
| Affiliates           | -              | 3              | (3)            | -100.0%      | <b>Gender</b>               | <b>This Month '10</b> | <b>This Month '09</b> | <b>#</b>       | <b>%</b>     |
| <b>Total</b>         | <b>11,135</b>  | <b>9,911</b>   | <b>1,224</b>   | <b>12.3%</b> | Female                      | 6,528                 | 6,052                 | 476            | 7.9%         |
|                      |                |                |                |              | Male                        | 3,613                 | 3,003                 | 610            | 20.3%        |
|                      |                |                |                |              | Not Provided                | 994                   | 856                   | 138            | 16.1%        |
|                      |                |                |                |              | <b>Total</b>                | <b>11,135</b>         | <b>9,911</b>          | <b>1,224</b>   | <b>12.3%</b> |