



MD Monthly – February 2012

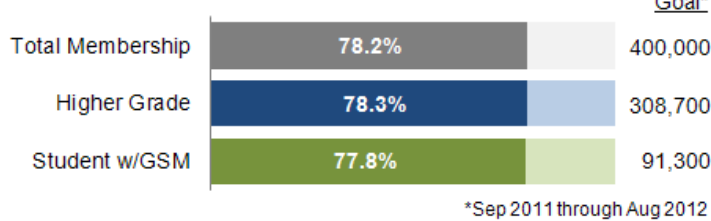
Membership Development Report – Page 1



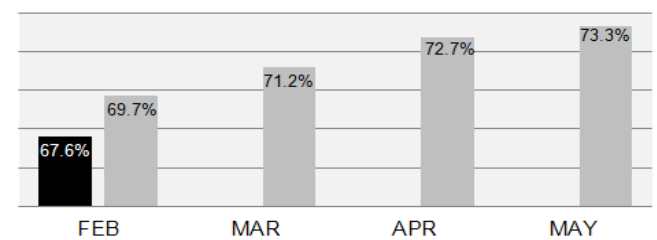
This membership development report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics. Contact: John Day, j.day@ieee.org

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

2012 Goal Attainment



Total Member Retention



Monthly Census

IEEE Membership	 (2,115)	-0.67%	313,769	315,884	426,772	-26.5%
• Honorary	- 0	-	31	31	32	-3.0%
• Fellow	 143	+ 2.2%	6,651	6,508	7,022	-5.3%
• Senior Member	 79	+ 0.3%	39,901	30,822	33,439	-19.3%
• Member	 (2,872)	-1.5%	193,470	196,342	253,627	-23.7%
• Associate Member	 (201)	-1.8%	10,673	10,874	15,967	-33.2%
• Graduate Student	 (876)	-2.7%	32,057	32,933	43,390	-26.1%
• Undergraduate Student	 1,612	+ 4.2%	39,986	38,374	73,295	-45.4%
Society Memberships	 (6,400)	-2.4%	263,334	269,834	331,384	-20.5%
• 5 Societies up > 1%	 1,616	<u>Societies Note:</u> Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by (5,361) or -2.4%.				
• 6 Societies +/- 1%	 (284)					
• 27 Societies down > 1%	 (7,832)					

MD Resources

(IEEE account required)

New Members



SAMIEEE



Reports



Webcasts



MD Kit Ordering



Presentations



Recruitment Activities

Retention Activities

A P R	Continue focus on recovery activities → → Half-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE in April receive 9 months of membership for the price of 6.	Member Recovery – In collaboration with MGA staff who have been assigned to your IEEE Region, launch Section-based member recovery campaigns. Refer to member recovery plan (beginning page 4).
M A Y	Half-Year Dues Cycle —IEEE accepts ½-year dues for the present year of service. Individuals who join IEEE in May receive 8 months of membership for the price of 6. Order MD Kit for upcoming events / member recruitment opportunities (no cost).	First Year Members – Member retention begins the day after a new member joins IEEE, and receives a personal greeting from like-minded members and Volunteers. Don't forget to make use of the new member rosters, available to Section and MD officers monthly.

February Summary

As forecasted last month, our MD progress in February sustained considerable losses—primarily attributed to lagging momentum with renewals. We entered February with a member retention rate lagging last year by over 2%; after a month of campaigning, were unable to materially close the gap. February's recruitment and reinstatement combined, marginally better than 2011, helped to blunt additional losses.



Renewal / Recovery – The YoY gap in member retention narrowed in February by 0.2%, but insufficient to reverse the underperforming, renewal momentum. After running the annual service deactivation process, IEEE moved into 'Arrears' status 124,218 past-due members, about 10,000 members more members deactivated than last year. For details and trending on service deactivation, see page 3.

The success of the 2012 membership year (and 2013) is contingent upon an aggressive member recovery effort over the next five months. Member recovery will now drive our retention rates for the 2012 membership year, concluding in August, as well as the overall growth rate in membership. That rate of growth, in turn, determines the size of the member renewal base (opportunity) for the 2013 membership year. For more information about this year's member recovery plan, see page 4.

Recruitment – February's YoY decline in member recruitment was driven by lower student performance; though, this was more of a correction to last year's monthly increase of 31% YoY. Higher-grade member recruitment was up by 200 members, or + 10%. With the half-year dues period upon us, we encourage all Sections to order an MD Kit in preparation for their upcoming events. Recruitment details and updates, page 7.




Reinstatement – To reclaim momentum, the MD Staff expanded campaign efforts in February—driving the 53% monthly increase YoY, and helping to abate declines in other MD development venues.

Society Memberships – Service deactivation of IEEE members took a toll on Society memberships, which went negative YoY by (2.4%). With IEEE member recovery efforts underway, some Society members will be reclaimed. That said, Societies should give consideration to their own member recovery efforts.

Society details begin on page 12.

Development Venue	Feb			
	'12	'11	'10	'09
Recruitment	9,614	10,205	8,131	8,737
Reinstatement	2,014	1,316	1,048	1,226
Recovery	-	-	-	-
subtotal	11,628	11,521	9,963	13,541
Renewals (cumulative)	60.3% 231,381	62.6% 235,318	64.9% 235,455	64.2% 227,951
Higher-Grade	203,342	206,834	207,861	203,143
Student /GSM	28,039	28,484	27,593	24,808

Membership Segment	Year-over-Year Variance			
	Feb	Jan	Dec	Nov
Higher-grade	- 1.2% (2,851)	+1.1% 3,291	+1.1% 3,431	+1.3% 4,033
Student-grade w/GSM	+1.0% 736	+5.0% 5,598	+4.9% 5,017	+5.0% 4,744
total	-0.7% (2,115)	+2.1% 8,889	+2.1% 8,448	+2.2% 8,777
Total Society Memberships	-2.4% (6,500)	+0.5% 1,805	+0.5% 1,578	+0.5% 1,578
IEEE Members w/ a Society(ies)	50.9% 162,092	50.0% 203,591	49.9% 207,486	50.0% 203,591

Society Memberships	Feb		
	'12	'11	'10
 Gains > 1%	5 societies + 1,616 members	16 societies + 5,096 members	22 societies + 7,803 members
 Gains / Losses + / - 1%	6 societies (284) members	10 societies + 72 members	7 societies + 25 members
 Losses > 1%	27 societies (7,832) members	12 societies (3,731) members	9 societies (1,090) members
Total Year-over-Year	-2.4% (6,500) members	+ 0.5% + 1,437 members	+ 2.6% + 6,738 members

2012 Service Deactivations

In accordance with the IEEE membership calendar, the annual service deactivation process was run for all members who had not renewed their membership for 2012. Their membership status is now changed to 'Arrears,' and member counts are also removed from the active member counts until they renew.

This year, IEEE deactivated the service to 124,218 individuals who were past due with their membership—up from 113,332 last year. The increase in YoY service deactivations spanned both higher and student grades of membership (see adjacent tables, "YoY Service Deactivation," for regional breakout).

While student members (graduate and undergraduate combined) represented 27% of IEEE's total membership in January, they accounted for 43% of the total service deactivations in February. This corresponds with student member retention rates traditionally trailing higher grades of membership.

Of the 53,600 student members deactivated this year, the mix of graduate vs. undergraduate deactivations was 28% and 72% respectively, the same mix as last year. As such, geographic units or countries with a higher proportion of undergraduate students incurred the highest percentages of student member deactivation; India, and by extension Region 10, were most impacted.

As per higher-grade (HG) member deactivations, 70,622 went into Arrears this year, compared to 63,949 last year, and 60,260 in February 2010. The YoY increase in deactivations, as a percentage and member count, was most severe in Regions 8 and 10. Footnote the impact of student members, i.e., these Regions have a higher volume of recently elevated students into their higher-grade member ranks; consequently, an influx of members with traditionally lower retention rates.

Deactivation Trending

The scope of service deactivation in February serves as a benchmark for where we are likely to end the membership year, in August. Our burden this year is considerably more heavy than 2011. Whereas the past several years have trended in the 25% range for the percent of January's total membership deactivated, this year we spiked to 30%. A robust Arrears-recovery effort (see next page) is now vital.

Region	2012	2011	Change	
			#	%
1	5,584	5,408	176	3.3%
2	4,951	4,847	104	2.1%
3	5,120	4,835	285	5.9%
4	3,639	3,440	199	5.8%
5	4,904	4,578	326	7.1%
6	9,649	9,183	466	5.1%
R 1-6	33,847	32,291	1,556	4.8%
7	2,899	2,829	70	2.5%
8	14,498	12,634	1,864	14.8%
9	3,345	2,794	551	19.7%
10	16,033	13,517	2,516	18.6%
R 7-10	36,775	31,774	5,001	15.7%
TOTAL	70,622	64,065	6,557	10.2%

*not including graduate students

Region	2012	2011	Change	
			#	%
1	1,701	1,585	116	7.3%
2	1,730	1,557	173	11.1%
3	2,199	1,869	330	17.7%
4	1,718	1,495	223	14.9%
5	1,740	1,629	111	6.8%
6	2,767	2,575	192	7.5%
R 1-6	11,855	10,710	1,145	10.7%
7	1,091	1,025	66	6.4%
8	8,735	8,428	307	3.6%
9	5,201	4,970	231	4.6%
10	26,714	24,295	2,419	10.0%
R 7-10	41,741	38,718	3,023	7.8%
TOTAL	53,596	49,428	4,168	8.4%

* including graduate students

REGION	# Service Deactivations Feb '12	Total Membership Jan '12	Deactivation % of Jan '12	% of '11	% of '10	% of '09	% of '08	% of '07	% of '06
R-1	7,285	36,558	19.9%	17.7%	17.7%	18.9%	19.6%	18.3%	18.5%
R-2	6,681	32,718	20.4%	18.4%	18.4%	18.0%	19.6%	18.0%	18.2%
R-3	7,319	31,412	23.3%	20.2%	20.2%	20.1%	22.0%	19.5%	20.6%
R-4	5,357	23,859	22.5%	19.1%	19.1%	19.3%	21.7%	20.0%	19.9%
R-5	6,644	30,050	22.1%	19.6%	19.6%	20.4%	20.8%	20.3%	20.5%
R-6	12,416	58,157	21.3%	19.4%	19.4%	20.4%	20.2%	19.7%	20.1%
R 1-6	45,702	212,754	21.5%	19.0%	19.0%	19.6%	20.5%	19.3%	19.6%
R-7	3,990	17,209	23.2%	20.2%	20.2%	20.7%	20.6%	22.2%	20.7%
R-8	23,233	75,138	30.9%	26.0%	26.0%	25.8%	24.3%	25.5%	26.0%
R-9	8,546	17,429	49.0%	44.4%	44.4%	48.0%	48.3%	47.9%	50.3%
R-10	42,747	95,353	44.8%	37.7%	37.7%	37.2%	34.5%	36.3%	37.0%
R 7-10	78,516	205,129	38.3%	32.2%	32.2%	32.2%	30.5%	31.8%	32.4%
TOTAL	124,218	417,883	29.7%	25.2%	25.2%	25.4%	24.9%	24.7%	24.9%

Member Recovery – Action Plans Underway



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It has been our past experience that many non-renewals are inadvertent, and frequently result from procrastination, or members being busy and simply overlooking their renewal notice. To that end, the MD Volunteer and Staff team is mobilizing around a comprehensive recovery effort immediately following service deactivation. We thank the MD and Student Volunteer leaders who are planning to launch these critical communications.

Achievement in total IEEE member retention represents the year-over-year (YoY) gains and losses realized by IEEE's ten Regions, a roll-up of outcomes across 300+ Sections. As we progress deeper into the renewal and recovery period of the 2012 membership year, the MD team will monitor monthly the retention rates of every IEEE Section compared to their same-period performance the prior year. With this actionable intelligence, the MD team will execute situational strategies that modulate the intensity of member recovery efforts. In so doing, we optimize limited time, resources, and marketing budgets around Sections most in need of MD assistance (see 'situational strategy for member recovery' in adjacent column).



Dedicated MD Staff Support to Sections

Outperforming last year's member retention will require the team effort of local Volunteer and Staff-driven outreaches. Such communications provide the opportunity for the Section and Chapter to showcase how IEEE positively contributes to regional and local needs. MGA will be providing direct Staff support to Sections, to launch member recovery campaigns. The appointed MD Staff are as follows:

- Regions 1 through 6 – Adrienne Hahn
- Regions 7, 9 – Cathy Downer
- Region 8 – Nick Lehotzky
- Region 10 – Fanny Su

Region MD Chairs are contacting Section Chairs and MD officers regarding the planning of their member recovery outreaches, which will be scheduled for launch in mid-April.

RETENTION YoY - All Members				
Feb '12				
Region	HG	GSM	ST	Tot
1	-1.1%	-2.0%	-6.2%	-1.5%
2	-0.9%	-4.0%	-5.3%	-1.4%
3	-1.2%	-3.0%	-5.6%	-2.0%
4	-1.0%	-4.6%	-5.2%	-1.8%
5	-1.6%	-0.9%	-2.2%	-1.7%
6	-1.1%	-4.2%	-3.7%	-1.4%
7	-0.8%	-3.5%	-1.9%	-1.1%
8	-2.5%	-2.0%	0.3%	-2.0%
9	-1.9%	-3.6%	-0.6%	-0.9%
10	-2.7%	0.4%	-0.6%	-1.9%

YoY Performance Key

- Green Gains > 1%
- Yellow Plus/Minus 1%
- Light Red Declines 1%-3%
- Dark Red Declines > 3%

Situational Strategy for Member Recovery

The table below outlines the scope and minimum intensity of the 2012 effort for higher-grade members in Arrears. Through a combined effort, IEEE's MD Volunteers and Staff can positively influence member recover by dovetailing efforts respective to each Sections' YoY situation.

HG Recovery Strategy : 1 March – 31 July				
Campaigns to Members in Arrears	Sections' YoY Retention Situation			
	Decline > 3%	Decline 1% - 3%	+/- 1%	Gain > 1%
Cover wrap – 'IEEE Spectrum'	1	1	1	1
IEEE e-Mail Campaigns (per month)	2	2	1	1
IEEE Print Campaigns (total)	2	1	1	1
IEEE Contact Center Calls (total)	1	1	-	-
Section Outreach (recommended)	1	1	-	-

**MD Volunteer Tools for Arrears Recovery**

MD Volunteers have access to SAMIEEE, which provides a list of members who have not renewed their membership—updated three times per week. Additionally, Volunteers are free to use the letter template (right), or develop their own unique message to encourage continued membership.

Identifying members in Arrears status is possible by using by using the SAMIEEE pre-defined query, “(MD) Members in Arrears.”

MGA Staff-Initiated Campaigns‘Last Issue’ Cover Wrap

As is customary with many magazines, a cover wrapper informs readers their last issue has arrived, pending renewal. The March issue of IEEE Spectrum will carry such a cover wrap for all members who have not renewed their membership.

E-Mail Reminders

Spanning March through June, the MD staff issues 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.

Print Mailing Campaign

While e-mail campaigns are the mainstay of the MD Staff's arrears recovery effort, two separate print campaigns will augment the effort. An arrears invoice will mail in April, followed by a postcard in May featuring a peer-to-peer message from Howard Michel, VP of Member & Geographic Activities.

Courtesy Calls

The IEEE Contact Center outreaches to HG members in arrears, March through June, to augment the recovery effort.

**SAMPLE LETTER
ARREARS RECOVERY**

< customized to the Section >

Dear < member >,

As an IEEE member last year, you helped the IEEE < Section > serve your local community, and I want to thank you for that 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 / Chapter > sponsored several worthwhile activities last year, including:

- < Section / Chapter activity >
- < Section / Chapter activity >
- < Section / Chapter activity >

During a recent review of the membership roster, I noticed your name missing from our list of current members. With the busy pace of everyday life, perhaps this was a simple oversight. Because you make a difference, I am seeking your membership renewal and support again in 2012 – the good deeds we deliver to our community depend on it.

You can renew your IEEE membership at www.ieee.org/renew. IEEE also offers direct member assistance regarding your renewal, and a representative from the IEEE Support Center will be happy to assist you, by phone or web-based Live Chat. The IEEE Support Center is accessible 24/5, Sunday 4:30pm through Friday 4:30pm ET - 400 UTC. To initiate a dialog with the IEEE Support Center, visit <https://supportcenter.ieee.org>.

Thank you for your time, and continued consideration to support the activities of the IEEE < Section / Chapter >. 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 / Chapter >

< 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%.



➤ Retention & Recovery (cont'd)

Member Renewals & Year-over-Year Retention Comparisons

Our analysis below tracks 2012 retention progress by Region and Grade, including YoY performance benchmarking compared to the same-period last year. The second table reports the same parameters, isolating the performance of first-year members.

IEEE Membership Renewal / Retention -February 2012																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11
1	30,485	24,800	81.4%	82.5%	1,769	1,133	64.0%	66.1%	1,645	610	37.1%	43.3%	33,899	26,543	78.3%	79.8%
2	26,903	21,844	81.2%	82.1%	1,731	1,095	63.3%	67.2%	1,713	658	38.4%	43.7%	30,347	23,597	77.8%	79.2%
3	24,370	19,136	78.5%	79.7%	2,170	1,434	66.1%	69.1%	2,326	908	39.0%	44.7%	28,866	21,478	74.4%	76.4%
4	18,479	14,758	79.9%	80.9%	1,777	1,144	64.4%	69.0%	1,770	708	40.0%	45.2%	22,026	16,610	75.4%	77.2%
5	23,982	18,992	79.2%	80.7%	1,667	1,129	67.7%	68.6%	1,948	784	40.2%	42.4%	27,597	20,905	75.8%	77.5%
6	47,930	38,343	80.0%	81.1%	2,815	1,774	63.0%	67.2%	2,780	1,113	40.0%	43.7%	53,525	41,230	77.0%	78.5%
R 1-6	172,149	137,873	80.1%	81.2%	11,929	7,709	64.6%	67.8%	12,182	4,781	39.2%	43.8%	196,260	150,363	76.6%	78.2%
7	12,920	9,968	77.2%	77.9%	1,781	1,295	72.7%	76.3%	1,144	580	50.7%	52.6%	15,845	11,843	74.7%	75.9%
8	52,110	37,304	71.6%	74.1%	9,790	6,496	66.4%	68.3%	7,798	2,578	33.1%	32.8%	69,698	46,378	66.5%	68.5%
9	8,838	5,456	61.7%	63.6%	1,434	802	55.9%	59.5%	5,554	1,047	18.9%	19.5%	15,826	7,305	46.2%	47.1%
10	51,471	35,206	68.4%	71.1%	9,850	4,364	44.3%	43.9%	25,006	3,905	15.6%	16.2%	86,327	43,475	50.4%	52.3%
R 7-10	125,339	87,934	70.2%	72.6%	22,855	12,957	56.7%	58.0%	39,502	8,110	20.5%	21.3%	187,696	109,001	58.1%	60.1%
TOTAL	297,488	225,807	75.9%	77.7%	34,784	20,666	59.4%	61.5%	51,684	12,891	24.9%	26.6%	383,956	259,364	67.6%	69.7%

First-Year Member Renewal / Retention - January 2012																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11		#	%, '12	%, '11
1	1,905	549	28.8%	29.3%	578	246	42.6%	40.1%	1,184	322	27.2%	29.6%	3,667	1,117	30.5%	31.2%
2	1,763	526	29.8%	28.3%	546	192	35.2%	39.9%	1,203	329	27.3%	31.0%	3,513	1,047	29.8%	31.1%
3	2,040	501	24.6%	25.9%	664	307	46.2%	49.2%	1,700	441	25.9%	31.3%	4,404	1,249	28.4%	32.2%
4	1,487	417	28.0%	28.9%	643	267	41.5%	48.0%	1,219	340	27.9%	33.7%	3,349	1,024	30.6%	34.2%
5	1,821	472	25.9%	28.6%	541	251	46.4%	44.9%	1,448	419	28.9%	29.4%	3,810	1,142	30.0%	31.5%
6	3,199	1,012	31.6%	28.7%	799	317	39.7%	42.8%	2,004	593	29.6%	31.9%	6,002	1,922	32.0%	31.9%
R 1-6	12,215	3,477	28.5%	28.3%	3,771	1,580	41.9%	44.3%	8,758	2,444	27.9%	31.2%	24,745	7,501	30.3%	32.0%
7	1,229	405	33.0%	30.6%	526	267	50.8%	54.0%	731	266	36.4%	38.8%	2,486	938	37.7%	37.9%
8	7,511	2,117	28.2%	28.2%	3,959	1,790	45.2%	45.8%	5,802	1,171	20.2%	18.7%	17,272	5,078	29.4%	29.1%
9	2,029	489	24.1%	19.5%	648	214	33.0%	32.9%	4,414	393	8.9%	10.1%	7,091	1,096	15.5%	14.7%
10	9,926	2,684	27.0%	26.3%	6,241	1,534	24.6%	24.3%	21,272	1,988	9.3%	8.8%	37,439	6,206	16.6%	16.2%
R 7-10	20,695	5,695	27.5%	26.6%	11,374	3,805	33.5%	33.9%	32,219	3,818	11.9%	11.7%	64,288	13,318	20.7%	20.5%
TOTAL	32,910	9,172	27.9%	27.3%	15,145	5,385	35.6%	36.8%	40,977	6,262	15.3%	15.9%	89,033	20,819	23.4%	23.9%

Recruitment Update

Our total YoY recruitment in February underperformed same month last year in total—though higher-grade member recruitment picked up. Despite February's gains, higher-grade (HG) member recruitment remains down 5% globally YoY. Higher-grade member recruitment in the U.S. continued to narrow its losses for the second month in a row, down (9.8%) in February, compared to (12.4%) in January, and (14.9%) in December. Don't forget to order an MD Kit for upcoming events where non-members may be in attendance.

Cumulative Recruitment -- Sept through February 2012																
REGION	HIGHER GRADE w/o GSMS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	558	602	(44)	-7.3%	378	358	20	5.6%	876	744	132	17.7%	1,812	1,704	108	6.3%
2	537	604	(67)	-11.1%	361	361	0	0.0%	848	761	87	11.4%	1,746	1,726	20	1.2%
3	475	523	(48)	-9.2%	440	479	(39)	-8.1%	1,419	1,368	51	3.7%	2,334	2,370	(36)	-1.5%
4	389	427	(38)	-8.9%	321	352	(31)	-8.8%	934	950	(16)	-1.7%	1,644	1,729	(85)	-4.9%
5	500	566	(66)	-11.7%	383	369	14	3.8%	1,153	1,102	51	4.6%	2,036	2,037	(1)	0.0%
6	1,029	1,147	(118)	-10.3%	526	573	(47)	-8.2%	1,718	1,426	292	20.5%	3,273	3,146	127	4.0%
R 1-6	3,488	3,869	(381)	-9.8%	2,409	2,492	(83)	-3.3%	6,948	6,351	597	9.4%	12,845	12,712	133	1.0%
7	350	363	(13)	-3.6%	343	298	45	15.1%	606	547	59	10.8%	1,299	1,208	91	7.5%
8	2,156	2,332	(176)	-7.5%	2,554	2,731	(177)	-6.5%	3,854	3,365	489	14.5%	8,564	8,428	136	1.6%
9	607	604	3	0.5%	294	400	(106)	-26.5%	1,900	1,837	63	3.4%	2,801	2,841	(40)	-1.4%
10	3,477	3,397	80	2.4%	3,915	3,805	110	2.9%	12,428	12,067	361	3.0%	19,820	19,269	551	2.9%
R 7-10	6,590	6,696	(106)	-1.6%	7,106	7,234	(128)	-1.8%	18,788	17,816	972	5.5%	32,484	31,746	738	2.3%
TOTAL	10,078	10,565	(487)	-4.6%	9,515	9,726	(211)	-2.2%	25,736	24,167	1,569	6.5%	45,329	44,458	871	2.0%



IEEE-USA Recruitment Incentive Update

We are pleased to recognize those Sections who are qualifying for the incentive as of this month (see table).

In an effort to drive U.S. membership growth in Regions 1-6, IEEE-USA is offering a financial incentive that rewards year-over-year improvements in the recruitment of higher-grade (HG), dues-paying members in U.S. sections. Qualification requirements are as follows:

- 1) Sections must maintain their *total* HG dues paying membership count at the same level as the prior year.
- 2) Sections must exceed their annual, HG recruitment year-over-year.

2012 Membership Year Incentive Qualifying Sections









































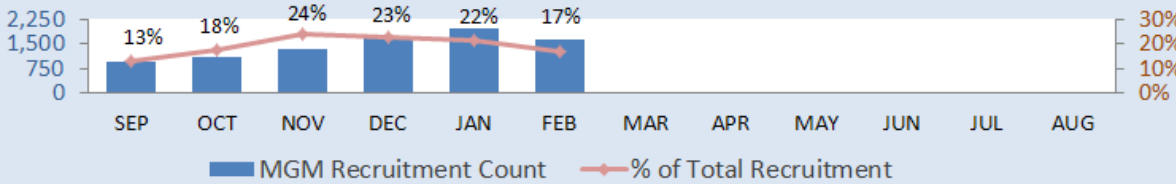
R1 – Maine	R5 – Panhandle
R1 – New York	R5 – Southwest Missouri
R1 – Springfield	R6 – Central Coast
R1 - Syracuse	R6 – Central Washington
R2 – Youngstown	R6 – Foothill
R3 – Daytona	R6 – Las Alamos / Northern New Mexico
R3 - Piedmont	R6 – Oregon
R3 – Winston / Salem	R6 – Palouse
R4 – Iowa-Illinois	
R4 – Red River Valley	



Be prepared for your upcoming member recruitment opportunity by ordering (at no cost) an IEEE membership kit. **ORDER ONLINE** - web account required

Recruiters of the Month – Member-Get-a-Member (MGM) Program

We're pleased to recognize this month's top program participants. In the first three months of the 2012 membership year, MGM is outperforming same-period last year by 10%. The IEEE Member-Get-a-Member (MGM) program is a peer-to-peer recruitment activity offered exclusively to IEEE members. MGM is popular with student members; accordingly, program results often ebb and flow with the academic school year. For program information, visit www.ieee.org/mgm.

MGM	Congratulations to this Month's Double-Digit Recruiters!				
50+ members recruited	 J. Punjabi Bombay Sec. R-10				
35-49 members recruited	 R. Kannan Madras Sec. R-10				
20-34 members recruited	 B. Philip Bangalore Sec. R-10	 H. Tarchouna Tunisia Sec. R-8	 F. Britto Bombay Sec. R-10	 R. Kirubakaran Madras Sec. R-10	 A. Ravindran Kerala Sec. R-10
	 V. Talreja Bombay Sec. R-10	 S. Iyer Bombay Sec. R-10			
10-19 members recruited	 A. George Kerala Sec. R-10	 M. Mermon Karachi Sec. R-10	 P. Sharma Bangalore Sec. R-10	 T.S. Sharma Kerala Sec. R-10	 A. Carrasco Veracruz Sec. R-9
	 R. Aditya Hyderabad Sec. R-10	 N. Suhail Bangalore Sec. R-10	 G. Bhatia Bombay Sec. R-10	 J. Athreya Bangalore Sec. R-10	 K. Hernandez Veracruz Sec. R-9
	 K. P. Arjun Kerala Sec. R-10	 N. Kubasadgoudar Bangalore Sec. R-10	 A. Dasgupta Bombay Sec. R-10	 A. Tidke Bombay Sec. R-10	 R. Karthik Madras Sec. R-10
	 P. Arya Bombay Sec. R-10	 S. Moudgalya Bangalore Sec. R-10	 A. Patil Bombay Sec. R-10	 A. Chandaria Hyderabad Sec. R-10	 A. Menon Kerala Sec. R-10
	 V. Jijith Kerala Sec. R-10	 K. S. Ujwal Bangalore Sec. R-10	 S. Midhun Kerala Sec. R-10	 S. Siddarth Bangalore Sec. R-10	 V. Kolla Hyderabad Sec. R-10
	 A. Alaguannamalai Madras Sec. R-10	 I. Rait Bombay Sec. R-10	 S. Meghana Bangalore Sec. R-10	 C. Madipelli Hyderabad Sec. R-10	 M. Gopu Madras Sec. R-10
	 A. Aryaputra Bangalore Sec. R-10				
2012 MGM Program Trend	 <p>8,712 members recruited through this month of the membership year; Same period last year: 8,289.</p>				



Be prepared for your upcoming member recruitment opportunity by ordering (at no cost) an IEEE membership kit. **ORDER ONLINE** - web account required

Membership by Region

Feb '12



e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10.

Color Key: Green = Gains > 1% ... Yellow = Plus/Minus 1% ... Light Red = Declines (1% - 3%) ... Dark Red = > (3%) Decline

Geographic IEEE Membership Summary - February 2012

REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2012	2011	Change		2012	2011	Change		2012	2011	Change		2012	2011	Change	
			#	%			#	%			#	%			#	%
1	25,854	26,663	(809)	-3.0%	1,661	1,759	(98)	-5.6%	1,547	1,491	56	3.8%	29,062	29,913	(851)	-2.8%
2	22,811	23,538	(727)	-3.1%	1,595	1,677	(82)	-4.9%	1,567	1,530	37	2.4%	25,973	26,745	(772)	-2.9%
3	20,111	20,670	(559)	-2.7%	2,071	2,194	(123)	-5.6%	2,444	2,406	38	1.6%	24,626	25,270	(644)	-2.5%
4	15,315	15,753	(438)	-2.8%	1,581	1,665	(84)	-5.0%	1,694	1,791	(97)	-5.4%	18,590	19,209	(619)	-3.2%
5	19,979	20,577	(598)	-2.9%	1,634	1,700	(66)	-3.9%	2,030	1,961	69	3.5%	23,643	24,238	(595)	-2.5%
6	40,514	41,614	(1,100)	-2.6%	2,592	2,875	(283)	-9.8%	2,959	2,689	270	10.0%	46,065	47,178	(1,113)	-2.4%
R 1-6	144,584	148,815	(4,231)	-2.8%	11,134	11,870	(736)	-6.2%	12,241	11,868	373	3.1%	167,959	172,553	(4,594)	-2.7%
7	10,477	10,616	(139)	-1.3%	1,774	1,753	21	1.2%	1,225	1,208	17	1.4%	13,476	13,577	(101)	-0.7%
8	40,434	40,429	5	0.0%	9,452	9,672	(220)	-2.3%	6,647	6,127	520	8.5%	56,533	56,228	305	0.5%
9	6,357	5,986	371	6.2%	1,156	1,316	(160)	-12.2%	3,113	3,054	59	1.9%	10,626	10,356	270	2.6%
10	39,874	38,731	1,143	3.0%	8,541	8,322	219	2.6%	16,760	16,117	643	4.0%	65,175	63,170	2,005	3.2%
R 7-10	97,142	95,762	1,380	1.4%	20,923	21,063	(140)	-0.7%	27,745	26,506	1,239	4.7%	145,810	143,331	2,479	1.7%
TOTAL	241,726	244,577	(2,851)	-1.2%	32,057	32,933	(876)	-2.7%	39,986	38,374	1,612	4.2%	313,769	315,884	(2,115)	-0.7%



Year-over-Year Sweep – This Month 2011

Recognizing MD efforts resulting in year-over-year gains across all columns: professional, graduate and undergraduate students.



Hang-Bong Kang – MD Chair, Region 10

Year-over-Year Sweep Scoreboard – 2012 Membership Year

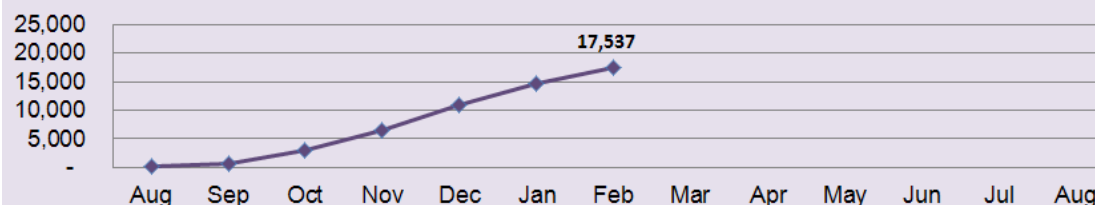
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
R-1												
R-2												
R-3												
R-4												
R-5												
R-6												
R-7												
R-8	★	★	★	★	★							
R-9												
R-10	★	★	★	★	★	★						

IEEE e-Membership / Developing Nations

Feb '12

www.ieee.org/emember

2012 e-Membership Growth



2012 e-Membership by Region (Cumulative through Present Month)

e-Membership Count	R3*	R8	R9	R10	total
	48	4,143	3,663	9,683	17,537
% of Eligible Higher Grade Members	51%	53%	65%	66%	62%
% of All Higher Grade Members	0%	10%	58%	24%	16%

*R3 denotes Jamaica

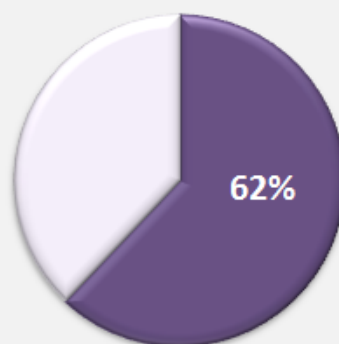
February Update —

The total e-Membership count of 17,537 is up +40% YoY compared to same-period 2011—and has now surpassed last year's total e-Membership count. Program participation now stands at 62% of members, i.e., those who chose the option of e-Membership when they joined IEEE, renewed, or reinstated their membership.

As anticipated, the slope of e-membership growth began to taper in February; we expect the slope to begin flattening as we progress toward the final months of the 2012 membership year—at which time, recruitment and reinstatement will drive most of the e-Membership gains.

2012 e-Membership Participation*

Total, across all eligible countries



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

2012 MD Drivers - e-Membership

[see explanation key](#)

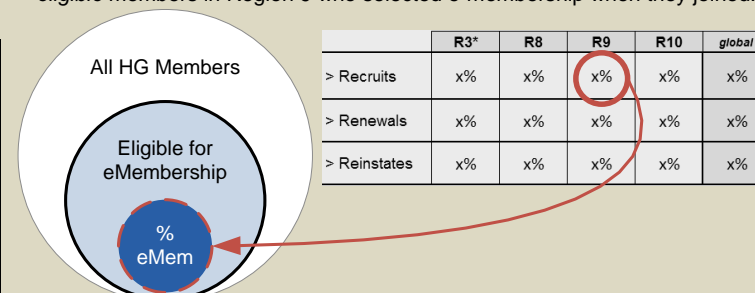
By category, the % of eligible members who have selected e-Membership

Cumulative Through Present Month	R3*	R8	R9	R10	total
> Recruits (new members)	0%	68%	75%	81%	78%
> Renewals (existing members)	34%	50%	63%	62%	58%
> Reinstates (former members)	22%	59%	74%	71%	68%

*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.

e-Membership FAQs

What happens when I join or renew after selecting the e-Membership option?

You will receive a secure PDF via e-mail that contains your membership card and membership materials.

If I have an e-Membership, am I still eligible for grade elevation?

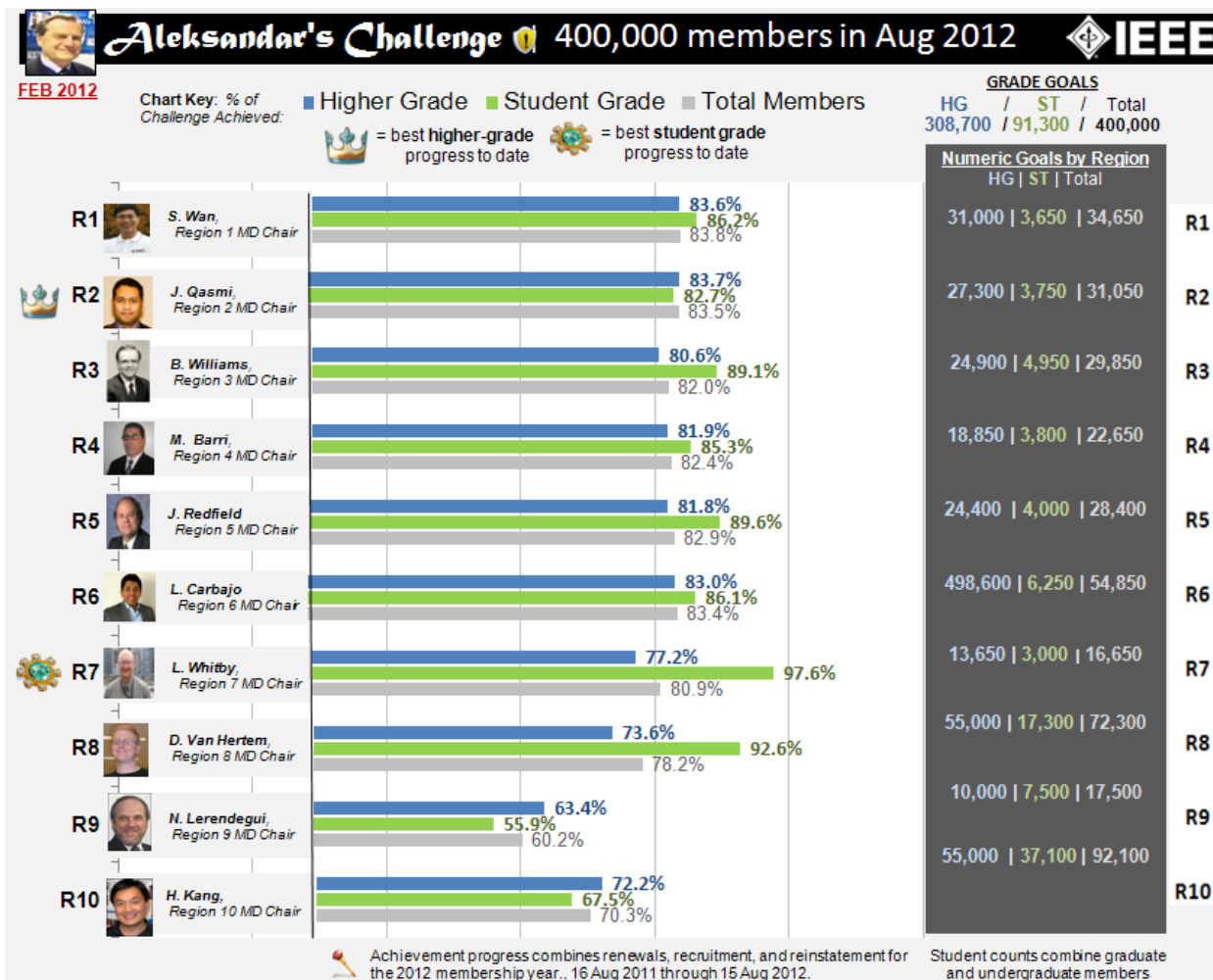
Yes. The years of service for qualification toward Senior, Fellow or Life Member grades still accumulate when you have e-Membership.

Progress Update – 2012 Membership Year & Goals

While we continue to progress against our August goal, February's retention momentum signals we are at continued risk of not achieving 400,000 members by August – unless we take immediate action with arrears-recovery efforts.

A reminder that the half-year dues period is upon us; the reduced price offers an attractive promotional incentive for introducing individuals to IEEE.

About the Goals – The 2012 goals used for this challenge are apportioned based on a Region's relative size and historical MD momentum, while also ensuring fulfillment of MGA's forecasted revenue budget for 2012. With targeted MGA focus on the United States, we are challenging Regions 1-6 to match its 2011 higher-grade membership, and increase student membership by 20% (IEEE Student Activities Committee is developing an action plan). Region 7 is asked to continue its steady pace of growth, with Regions 8 through 10 being challenged to expand awareness and adoption of the e-Membership option in developing nations.



Society Memberships

Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Red shading > (1.0%)

IEEE Society Membership Totals as of February 2012																				
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	
IEEE Societies	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%
DIVISION I																				
Circuits & Systems	7,936	8,274	-338	-4.1%	262	317	-55	-17.4%	39	40	-1	-2.5%	8,237	8,631	-394	-4.6%	8,198	8,591	-393	-4.6%
Electron Devices	8,460	8,533	-73	-0.9%	250	255	-5	-2.0%	53	62	-9	-14.5%	8,763	8,850	-87	-1.0%	8,710	8,788	-78	-0.9%
Solid-State Circuits	8,221	8,527	-306	-3.6%	105	145	-40	-27.6%	70	62	8	12.9%	8,396	8,734	-338	-3.9%	8,326	8,672	-346	-4.0%
Div I Subtotal	24,617	25,334	-717	-2.8%	617	717	-100	-13.9%	162	164	-2	-1.2%	25,396	26,215	-819	-3.1%	25,234	26,051	-817	-3.1%
DIVISION II																				
Components, Packaging & Mfg Tech	2,077	2,149	-72	-3.4%	33	44	-11	-25.0%	21	15	6	40.0%	2,131	2,208	-77	-3.5%	2,110	2,193	-83	-3.8%
Dielectrics & Electrical Insulation	1,808	1,828	-20	-1.1%	29	42	-13	-31.0%	23	27	-4	-14.8%	1,860	1,897	-37	-2.0%	1,837	1,870	-33	-1.8%
Industry Applications	8,492	8,550	-58	-0.7%	169	162	7	4.3%	46	36	10	27.8%	8,707	8,748	-41	-0.5%	8,661	8,712	-51	-0.6%
Instrumentation & Measurements	3,478	3,608	-130	-3.6%	56	64	-8	-12.5%	16	18	-2	-11.1%	3,550	3,690	-140	-3.8%	3,534	3,672	-138	-3.8%
Power Electronics	5,907	5,944	-37	-0.6%	163	201	-38	-18.9%	44	43	1	2.3%	6,114	6,188	-74	-1.2%	6,070	6,145	-75	-1.2%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,753	1,825	-72	-3.9%	24	25	-1	-4.0%	27	28	-1	-3.6%	1,804	1,878	-74	-3.9%	1,777	1,850	-73	-3.9%
Div II Subtotal	23,515	23,904	-389	-1.6%	474	538	-64	-11.9%	177	167	10	6.0%	24,166	24,609	-443	-1.8%	23,989	24,442	-453	-1.9%
DIVISION III																				
Communications	27,117	27,822	-705	-2.5%	1,914	2,024	-110	-5.4%	516	733	-217	-29.6%	29,547	30,579	-1,032	-3.4%	29,031	29,846	-815	-2.7%

➤ Society & Special Interest Memberships (cont'd)

Color Key: **Green** shading = year-over-year growth >1.0%; **Yellow** shading = +/- 0.99%; **Red** shading > (1.0%)

IEEE Society Membership Totals as of February 2012																				
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	
IEEE Societies	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%
DIVISION IV																				
Antennas & Propagation	6,683	6,871	-188	-2.7%	162	201	-39	-19.4%	57	42	15	35.7%	6,902	7,114	-212	-3.0%	6,845	7,072	-227	-3.2%
Broadcast Technology	1,498	1,546	-48	-3.1%	31	44	-13	-29.5%	18	21	-3	-14.3%	1,547	1,611	-64	-4.0%	1,529	1,590	-61	-3.8%
Consumer Electronics	2,553	2,537	16	0.6%	89	95	-6	-6.3%	21	37	-16	-43.2%	2,663	2,669	-6	-0.2%	2,642	2,632	10	0.4%
Electromagnetic Compatibility	3,372	3,478	-106	-3.0%	46	41	5	12.2%	26	25	1	4.0%	3,444	3,544	-100	-2.8%	3,418	3,519	-101	-2.9%
Magnetics	2,420	2,522	-102	-4.0%	60	56	4	7.1%	65	51	14	27.5%	2,545	2,629	-84	-3.2%	2,480	2,578	-98	-3.8%
Microwave Theory & Techniques	9,690	9,850	-160	-1.6%	229	244	-15	-6.1%	39	36	3	8.3%	9,958	10,130	-172	-1.7%	9,919	10,094	-175	-1.7%
Nuclear & Plasma Sciences	2,570	2,564	6	0.2%	34	40	-6	-15.0%	40	45	-5	-11.1%	2,644	2,649	-5	-0.2%	2,604	2,604	0	0.0%
Div IV Subtotal	28,786	29,368	-582	-2.0%	651	721	-70	-9.7%	266	257	9	3.5%	29,703	30,346	-643	-2.1%	29,437	30,089	-652	-2.2%
DIVISION V/VIII																				
Computer	40,802	43,031	-2,229	-5.2%	2,665	2,774	-109	-3.9%	11,044	11,932	-888	-7.4%	54,511	57,737	-3,226	-5.6%	43,467	45,805	-2,338	-5.1%
DIVISION VI																				
Education	2,771	2,852	-81	-2.8%	62	47	15	31.9%	29	28	1	3.6%	2,862	2,927	-65	-2.2%	2,833	2,899	-66	-2.3%
Industrial Electronics	4,467	4,264	203	4.8%	133	130	3	2.3%	21	21	0	0.0%	4,621	4,415	206	4.7%	4,600	4,394	206	4.7%
Product Safety Engineering	656	667	-11	-1.6%	8	6	2	33.3%	6	9	-3	-33.3%	670	682	-12	-1.8%	664	673	-9	-1.3%
Professional Communication	669	735	-66	-9.0%	29	44	-15	-34.1%	62	65	-3	-4.6%	760	844	-84	-10.0%	698	779	-81	-10.4%
Reliability	1,488	1,460	28	1.9%	21	28	-7	-25.0%	11	9	2	22.2%	1,520	1,497	23	1.5%	1,509	1,488	21	1.4%
Social Implications of Technology	1,295	1,415	-120	-8.5%	29	41	-12	-29.3%	25	20	5	25.0%	1,349	1,476	-127	-8.6%	1,324	1,456	-132	-9.1%
Div VI Subtotal	11,346	11,393	-47	-0.4%	282	296	-14	-4.7%	154	152	2	1.3%	11,782	11,841	-59	-0.5%	11,628	11,689	-61	-0.5%
DIVISION VII																				
Power & Energy	22,094	21,883	211	1.0%	915	1,201	-286	-23.8%	191	191	0	0.0%	23,200	23,275	-75	-0.3%	23,009	23,084	-75	-0.3%

➤ Society & Special Interest Memberships (cont'd)

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IEEE Societies	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%	2012	2011	#	%
DIVISION IX																				
Aerospace & Electronic Systems	3,787	3,940	-153	-3.9%	131	154	-23	-14.9%	33	35	-2	-5.7%	3,951	4,129	-178	-4.3%	3,918	4,094	-176	-4.3%
Geoscience & Remote Sensing	2,422	2,476	-54	-2.2%	99	120	-21	-17.5%	175	219	-44	-20.1%	2,696	2,815	-119	-4.2%	2,521	2,596	-75	-2.9%
Information Theory	2,748	2,870	-122	-4.3%	50	69	-19	-27.5%	24	22	2	9.1%	2,822	2,961	-139	-4.7%	2,798	2,939	-141	-4.8%
Intelligent Transportation Systems	888	899	-11	-1.2%	18	27	-9	-33.3%	13	13	0	0.0%	919	939	-20	-2.1%	906	926	-20	-2.2%
Oceanic Engineering	1,445	1,424	21	1.5%	59	42	17	40.5%	18	20	-2	-10.0%	1,522	1,486	36	2.4%	1,504	1,466	38	2.6%
Signal Processing	12,917	12,727	190	1.5%	309	312	-3	-1.0%	111	104	7	6.7%	13,337	13,143	194	1.5%	13,226	13,039	187	1.4%
Vehicular Technology	3,528	3,612	-84	-2.3%	106	110	-4	-3.6%	21	17	4	23.5%	3,655	3,739	-84	-2.2%	3,634	3,722	-88	-2.4%
Div IX Subtotal	27,735	27,948	-213	-0.8%	772	834	-62	-7.4%	395	430	-35	-8.1%	28,902	29,212	-310	-1.1%	28,507	28,782	-275	-1.0%
DIVISION X																				
Computational Intelligence	4,943	5,120	-177	-3.5%	208	256	-48	-18.8%	101	95	6	6.3%	5,252	5,471	-219	-4.0%	5,151	5,376	-225	-4.2%
Control Systems	7,122	7,197	-75	-1.0%	255	239	16	6.7%	61	72	-11	-15.3%	7,438	7,508	-70	-0.9%	7,377	7,436	-59	-0.8%
Engineering in Medicine & Biology	6,388	6,706	-318	-4.7%	300	316	-16	-5.1%	140	175	-35	-20.0%	6,828	7,197	-369	-5.1%	6,688	7,022	-334	-4.8%
Photonics	4,958	5,254	-296	-5.6%	107	157	-50	-31.8%	83	75	8	10.7%	5,148	5,486	-338	-6.2%	5,065	5,411	-346	-6.4%
Robotics & Automation	6,976	6,057	919	15.2%	842	611	231	37.8%	88	81	7	8.6%	7,906	6,749	1,157	17.1%	7,818	6,668	1,150	17.2%
Systems, Man & Cybernetics	3,409	3,467	-58	-1.7%	108	111	-3	-2.7%	38	31	7	22.6%	3,555	3,609	-54	-1.5%	3,517	3,578	-61	-1.7%
Div X Subtotal	33,796	33,801	-5	0.0%	1,820	1,690	130	7.7%	511	529	-18	-3.4%	36,127	36,020	107	0.3%	35,616	35,491	125	0.4%
TOTAL	239,808	244,484	-4,676	-1.9%	10,110	10,795	-685	-6.3%	13,416	14,555	-1,139	-7.8%	263,334	269,834	-6,500	-2.4%	249,918	255,279	-5,361	-2.1%



Standards Association		Feb '12		
Grade	This Month '12	This Month '11	Year-over-Year	
			#	%
Student	52	55	(3)	-5.5%
Higher-Grade	5,833	5,144	689	13.4%
Affiliate	102	100	2	2.0%
Total	5,987	5,299	688	13.0%

Women in Engineering		Feb '12			
Grade	This Month '12	This Month '11	Year-over-Year		
			#	%	
Fellow	49	48	1	2.1%	
Life Member	115	113	2	1.8%	
Associate Member	78	69	9	13.0%	
Member	1,625	1,644	(19)	-1.2%	
Senior Member	382	363	19	5.2%	
Student Member	6,444	6,409	35	0.5%	
Affiliates	3	2	1	50.0%	
Total	8,696	8,648	48	0.6%	

Region	This Month '12	This Month '11	Year-over-Year		
			#	%	
U.S.	2,293	2,397	(104)	-4.3%	
Canada	247	258	(11)	-4.3%	
Europe, Middle East, Africa	1,711	1,761	(50)	-2.8%	
Latin America	1,261	1,173	88	7.5%	
Asia & Pacific	3,184	3,059	125	4.1%	
Total	8,696	8,648	48	0.6%	

Gender	This Month '12	This Month '11	Year-over-Year		
			#	%	
Female	5,344	5,203	141	2.7%	
Male	2,604	2,623	(19)	-0.7%	
Not Provided	748	822	(74)	-9.0%	
Total	8,696	8,648	48	0.6%	