



Membership Development Report – June 2013

Southeast United States (Region 3)



This membership development report is issued on behalf of your IEEE Region, and the IEEE Member & Geographic Activities Board.



Lee Stogner, Membership Development Chair, Region 3

Regional Snapshot	Total this Month	'13 vs. '12	% Change	Aug 2013 408,000 Member Goal – R3		2013 New Members (JUNE)
Total Membership	26,956	▼ (483)	-1.8%	95.0%	Total	3841
• Higher-Grade	22,588	▼ (624)	- 2.7%	86.8%	Higher Grade	829
• Students	4,915	▲ 139	2.9%	142.8%	Students	3012
IEEE Worldwide - Total	377,711	▲ 537	0.1%	408,000		84,409

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	82.4%	71.8%	40.7%	78.3%
Region – 1 st -Year Members	32.5%	54.3%	36.1%	38.1%
IEEE – Total Members	79.4%	65.6%	24.9%	70.7%
IEEE – 1 st Year Members	33.8%	48.1%	19.9%	30.2%

First-Year Member Situation & Direction	2013 Membership Cycle	
Recruitment	Focus on new member recruitment. Can use MGM program for new members	Half-years dues for new members good through 1 March to 15 August
MGA Operations	First Year Member Experience on web: http://www.ieee.org/start Register for the new member orientation.	Renewal opportunity to reach out to new members, those joined last year
Section / Chapter Operations	Invite first year members to activities and events	Use the Correspondence templates located on www.ieee.org/md .
SAMIEEE Analysis	Each month new Member Alert message goes to Section and Section MD Chairs with report of new joined members. Student members will be graduating and elevated end of June to higher grade.	(MD) All Members Joining since Beginning of Membership Year (MD) First Year Active Members (MD) Members Joining in Past 30 Days (MD) New Member Interest Information for Active IEEE Members
Volunteer Resources	SAMIEEE UPGRADE: http://www.ieee.org/about/volunteers/samieee/index.html for video and training presentation in PowerPoint	



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Best Section Total Retention	83.7% - East Tennessee Section	83.0% - Canaveral Section
	83.6% - Tri Cities Section	82.5% - Melbourne Section
	83.2% - Palm Beach Section	82.0% - Central Virginia Section

Top Section Recruitment Year over Year	Percentage Growth	Numeric Growth
	52.38% – Winston-Salem Section	69 - Atlanta Section
	40.74% - Memphis Section	42 - Miami Section
	37.78% – Chattanooga Section	35 - Hampton Roads Section

Upcoming MD Opportunities	Your next Section Meeting	The person in the office next to you.
	Your next meeting with the Student Branch	Your Section Arrears List

MD Resource Links	IEEE Region 3	
	Benefits of Membership	www.ieee.org/benefits
	First Year Member Experience	www.ieee.org/start
	Online Supply Form	www.ieee.org/md
	MD Online Community	www.ieee.org/md
	Membership Statistics	www.ieee.org/md
	MD Manual, Membership Presentations	www.ieee.org/md
	Member-get-a-Member	www.ieee.org/mgm
	MD Webcast Archive Guide for 2013 to 2009	www.ieee.org/md

IEEE Annual MD Kit Distribution

IEEE Section & MD Chairs and Student Branch Counselors:

Distribution of the Annual MD Kit for MD and Student Branch officers for the 2014 membership year is now upon us. This year's process will be handled as we did last year. An Annual 2014 MD Kit will automatically be shipped to you, with no reservation necessary. A postcard, mailed in a few weeks, will remind you that the Annual 2014 MD Kit will be on its way.

Please note we will be pulling the mailing list from the membership database for current MD and Student Branch officer. If you are not the current officer, please contact us at mdkit2014@ieee.org with the current officer's name and contact information. We would appreciate your response within two weeks.

When we reach the end of July and early part of August, it will be time to remove and recycle any older membership development materials.



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IEEE-USA Recruitment Incentive Pilot – June 2013

In an effort to drive U.S. membership growth in Regions 1-6, IEEE-USA offered a financial incentive that rewards year-over-year improvements in recruitment of higher-grade (HG), dues-paying members in IEEE's 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 HG recruitment year-over-year.

The IEEE-USA MD incentive pilot will continue for the 2013 membership year. We look forward to more sections achieving this distinguished accomplishment next year. Kudos to those Region 3 Sections who are successful in meeting the IEEE-USA challenge!

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Alabama Section		
R3	Atlanta Section		
R3	Broward Section		
R3	Canaveral Section		
R3	Central Georgia Section		
R3	Central North Carolina Section		
R3	Central Savannah River Section		
R3	Central Tennessee Section		
R3	Central Virginia Section		
R3	Charlotte Section		
R3	Chattanooga Section	3	\$ 60.0
R3	Coastal South Carolina Section		
R3	Columbia Section		
R3	Daytona Section		
R3	East Tennessee Section		
R3	Eastern North Carolina Section		
R3	Evansville-Owensboro Section		
R3	Florida West Coast Section		
R3	Gainesville Section		
R3	Hampton Roads Section		
R3	Huntsville Section		

R3	Jacksonville Section		
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The IEEE-USA MD incentive pilot will continue for the 2013 membership year. We look forward to more sections achieving this distinguished accomplishment next year. Kudos to those Region 3 Sections who are successful in meeting the IEEE-USA challenge!

IEEE-USA Recruitment Incentive Pilot – June 2013 (cont'd.)

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Jamaica Section		
R3	Lexington Section	3	\$ 60.0
R3	Louisville Section	14	\$ 280.0
R3	Melbourne Section		
R3	Memphis Section		
R3	Miami Section		
R3	Mississippi Section	14	\$ 280.0
R3	Mobile Section		
R3	Northwest Florida Section		
R3	Orlando Section		
R3	Palm Beach Section		
R3	Piedmont Section		
R3	Richmond Section		
R3	Savannah Section		
R3	Tallahassee Area Section		
R3	Tri Cities Section		
R3	Virginia Mountain Section		
R3	Western North Carolina Section		
R3	Winston-Salem Section		
R3 Qualifying Gains & Payout		34	\$ 680.0



IEEE GOLD Membership Data & MGA Information

GOLD Status Indicator

In March several new processes were introduced to the IBP system to manage the GOLD indicator code and reset it based on educational information provided by the member. Year over year data analysis is being compiled. These new validation processes in IT will substantially improve data quality but appear to skew the present GOLD member totals particularly as we examine year over year statistics.

The table below shows the month with GOLD membership data. Each month’s report will only show that month’s data going forward until we have completed a year to begin year-over-year comparison.

Geographic IEEE Gold Membership - June 2013			
Region	Higher Grade w/o GSM	GSM	Total
1	3,152	437	3,589
2	2,690	433	3,123
3	2,886	582	3,468
4	2,422	441	2,863
5	3,030	407	3,437
6	5,462	672	6,134
R 1-6	19,642	2,972	22,614
7	2,311	551	2,862
8	10,253	2,089	12,342
9	2,027	289	2,316
10	10,966	1,066	12,032
R 7-10	25,557	3,995	29,552
TOTAL	45,199	6,967	52,166

Upcoming monthly MD Webcast – 19 July 2013 at 10:00am Eastern, 14:00:00 UTC

Join us for the MD Webcast scheduled for Friday, 19 July 2013 offered at 10:00AM Eastern (New York) or 14:00:00 UTC for one hour. The topics include overview of the IEEE Chicago Section’s membership recruitment via conferences and new member benefit – MentorCentre..

You may now register for the Friday, 19 July 2013 MD Monthly Webcast at:

<http://cc.readytalk.com/r/e2vkf87jut5v&eom>

If you missed any of the 2013 webcasts, the recorded sessions are linked at

http://www.ieee.org/about/volunteers/membership_development/md2013archiveguide.html.



Region 1-6 Membership Strategy – Region 3

In order to support the MGA strategy to grow and retain higher grade members in Regions 1-6, each Region now has a dedicated person to assist the MD volunteers at the Region and Section levels. For Region 3, that person is Adrienne Hahn. If you need to contact her, you may send an email to a.hahn@ieee.org.

Sponsors needed for IEEEXtreme 7.0 Programming Competition



IEEEXtreme is looking for sponsors for the annual computer programming student competition, [IEEEXtreme](#), scheduled for 26 October 2013.

IEEEXtreme 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.

Sponsorship of IEEEXtreme 7.0 includes Web and print advertising opportunities for branding and awareness before, during, and after the competition. Sponsorship is an excellent way to get an edge on recruiting the next generation of top talent in the engineering, computer, and technology fields.

[E-mail the IEEEXtreme team for sponsorship packages](#)

IEEE-USA offers free e-books to members in June and July

As a special benefit to IEEE members for the month of June, IEEE-USA is offering a free e-book, "The Best of Today's Engineer: On Career Transitions," a collection of articles from Today's Engineer that can help you handle situations you might face in your career, whether you're changing projects, employers, or career paths. Some of the articles included in this e-book are: Handling Downsizing; Conquering Change; Kick your Career Up a Notch--Become a Licensed P.E.; In My View: The Realities of Age Discrimination; Finding a Job in an Unstable Economy: Coping with Fears; and Engineer to Entrepreneur: Making the Career-Enhancing Transition.

[Download now \(PDF, 3.0 MB; free to IEEE members; US\\$5.99 for non-members\)](#)

For the month of July, [IEEE-USA E-Books](#) will offer "The Best of Today's Engineer: On Consulting – Volume 2." This compilation of articles is a convenient reference tool for those who want to build on and incorporate new ideas into their practice. It addresses topics such as your reasons for becoming a consultant, how to become a better networker, and how to incorporate social media into your practice. To purchase IEEE members-only products and to receive the member discount on eligible products, members must log in with their IEEE Accounts.

IEEE-USA E-Books seeks authors to write an e-book, or a series of e-books, on career guidance and development topics. If you have an idea for an e-book that will educate other IEEE members on a particular topic of expertise, [e-mail your e-book proposal to IEEE-USA E-Book Chair Gus Gaynor](#) or [IEEE-USA Publishing Manager Georgia C. Stelluto](#).



Year-over-Year – Renewal: 2013 Membership Year – June 2013

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
East Tennessee Section	816	701	85.9%	136	96	70.6%	952	797	83.7%
Tri Cities Section	102	89	87.3%	8	3	37.5%	110	92	83.6%
Palm Beach Section	661	574	86.8%	55	22	40.0%	716	596	83.2%
Canaveral Section	180	155	86.1%	14	6	42.9%	194	161	83.0%
Melbourne Section	617	533	86.4%	64	29	45.3%	681	562	82.5%
Central Virginia Section	532	458	86.1%	96	57	59.4%	628	515	82.0%
Huntsville Section	1115	943	84.6%	98	50	51.0%	1,213	993	81.9%
Chattanooga Section	323	270	83.6%	40	24	60.0%	363	294	81.0%
Eastern North Carolina Section	2597	2174	83.7%	380	228	60.0%	2,977	2402	80.7%
Jacksonville Section	347	292	84.1%	51	29	56.9%	398	321	80.7%
Richmond Section	721	601	83.4%	80	44	55.0%	801	645	80.5%
Atlanta Section	3456	2882	83.4%	709	446	62.9%	4,165	3328	79.9%
Piedmont Section	457	378	82.7%	85	54	63.5%	542	432	79.7%
Daytona Section	164	141	86.0%	36	18	50.0%	200	159	79.5%
Central Savannah River Section	182	152	83.5%	13	3	23.1%	195	155	79.5%
Lexington Section	348	293	84.2%	99	62	62.6%	447	355	79.4%
Northwest Florida Section	303	247	81.5%	39	24	61.5%	342	271	79.2%
Western North Carolina Section	292	242	82.9%	55	32	58.2%	347	274	79.0%
Columbia Section	353	300	85.0%	87	47	54.0%	440	347	78.9%
Florida West Coast Section	1789	1473	82.3%	259	138	53.3%	2,048	1611	78.7%
Louisville Section	333	274	82.3%	83	53	63.9%	416	327	78.6%
Winston-Salem Section	133	109	82.0%	30	19	63.3%	163	128	78.5%
Central Georgia Section	257	210	81.7%	34	17	50.0%	291	227	78.0%



Year-over-Year – Renewal: 2013 Membership Year – June 2013 (Cont'd.)

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Central Tennessee Section	639	522	81.7%	160	101	63.1%	799	623	78.0%
Savannah Section	183	151	82.5%	32	16	50.0%	215	167	77.7%
Coastal South Carolina Section	390	323	82.8%	66	31	47.0%	456	354	77.6%
Alabama Section	825	668	81.0%	178	99	55.6%	1,003	767	76.5%
Hampton Roads Section	689	558	81.0%	114	54	47.4%	803	612	76.2%
Orlando Section	1052	853	81.1%	264	144	54.5%	1,316	997	75.8%
Central North Carolina Section	279	228	81.7%	42	15	35.7%	321	243	75.7%
Evansville-Owensboro Section	191	150	78.5%	27	15	55.6%	218	165	75.7%
Mississippi Section	376	309	82.2%	108	57	52.8%	484	366	75.6%
Memphis Section	394	315	79.9%	82	43	52.4%	476	358	75.2%
Virginia Mountain Section	459	378	82.4%	230	138	60.0%	689	516	74.9%
Broward Section	480	369	76.9%	71	35	49.3%	551	404	73.3%
Tallahassee Area Section	262	207	79.0%	89	50	56.2%	351	257	73.2%
Charlotte Section	630	482	76.5%	158	91	57.6%	788	573	72.7%
Miami Section	526	389	74.0%	144	84	58.3%	670	473	70.6%
Gainesville Section	384	284	74.0%	159	83	52.2%	543	367	67.6%
Mobile Section	169	122	72.2%	59	32	54.2%	228	154	67.5%
Jamaica Section	160	113	70.6%	42	14	33.3%	202	127	62.9%



Year-over-Year – Recruitment: 2013 Membership Year

Section	June 2013	June 2012	# Change	% Change
Winston-Salem Section	32	21	11	52.38%
Memphis Section	114	81	33	40.74%
Chattanooga Section	62	45	17	37.78%
Louisville Section	82	60	22	36.67%
Miami Section	166	124	42	33.87%
Hampton Roads Section	149	114	35	30.70%
Northwest Florida Section	38	30	8	26.67%
Columbia Section	65	53	12	22.64%
Central Georgia Section	42	35	7	20.00%
Mississippi Section	87	75	12	16.00%
Atlanta Section	584	515	69	13.40%
Lexington Section	89	82	7	8.54%
Western North Carolina Section	59	55	4	7.27%
Alabama Section	164	153	11	7.19%
Savannah Section	33	31	2	6.45%
Broward Section	80	77	3	3.90%
Orlando Section	195	189	6	3.17%
Central Virginia Section	70	68	2	2.94%
Piedmont Section	91	89	2	2.25%
Tallahassee Area Section	74	76	-2	-2.63%
Jacksonville Section	44	47	-3	-6.38%
East Tennessee Section	87	94	-7	-7.45%
Richmond Section	74	80	-6	-7.50%
Canaveral Section	12	13	-1	-7.69%



Year-over-Year – Recruitment: 2013 Membership Year

Section	June 2013	June 2012	# Change	% Change
Eastern North Carolina Section	292	320	-28	-8.75%
Palm Beach Section	48	54	-6	-11.11%
Tri Cities Section	7	8	-1	-12.50%
Charlotte Section	126	149	-23	-15.44%
Coastal South Carolina Section	56	70	-14	-20.00%
Virginia Mountain Section	127	159	-32	-20.13%
Mobile Section	57	74	-17	-22.97%
Central Tennessee Section	103	134	-31	-23.13%
Daytona Section	29	39	-10	-25.64%
Melbourne Section	54	73	-19	-26.03%
Huntsville Section	91	124	-33	-26.61%
Jamaica Section	41	57	-16	-28.07%
Central North Carolina Section	34	50	-16	-32.00%
Florida West Coast Section	176	275	-99	-36.00%
Gainesville Section	73	115	-42	-36.52%
Evansville-Owensboro Section	22	37	-15	-40.54%
Central Savannah River Section	12	26	-14	-53.85%

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