



MD Monthly – AUGUST 2015

Membership Development Report – Page 1



This report is issued monthly on behalf of the IEEE Member & Geographic Activities Board.
Source data is IEEE membership statistics. Contact: Elyn Perez, elyn.perez@ieee.org

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Monthly Census	YoY Variance		Aug '15	Aug '14	Jul '15	Aug '15 vs. Jul '15	
IEEE Membership		-7,077	-1.8%	383,172	390,249	376,074	+1.9%
• Honorary		2	+10.0%	32	30	33	-3.0%
• Fellow		133	+1.9%	7,243	7,110	7,238	+0.1%
• Senior Member		1,260	+3.4%	37,755	36,495	37,553	+0.5%
• Member		-4,765	-1.9%	246,400	251,165	230,058	+7.1%
• Associate Member		-1,187	-13.3%	8,406	9,593	7,500	+12.1%
• Graduate Student		-1,806	-6.3%	32,518	34,324	39,975	-18.7%
• Undergraduate Student		-714	+0.4%	50,818	51,532	53,717	-5.4%
Society Membership		-10,805	-3.5%	300,530	307,715	296,900	+1.2%
• 13 Societies up > 1%		8,898	Societies Note: Sum of respective gains and losses, with all counts excluding Affiliates. Including Affiliates, total Society memberships are down year-over-year by -11,734 or -3.6%.				
• 5 Societies +/- 1%		-38					
• 20 Societies down > 1%		-22,448					

MD Venue	August - Membership Year End									
	'15	'14	'13	'12		'15	'14	'13	'12	
Retention	70.4%	70.7%	71.3%	73.4%		Recruitment	89,072	92,282	98,344	94,414
	273,492	277,496	279,787	281,363						
Higher-Grade	79.9%	80.7%	80.1%	81.5%		Reinstatement	18,171	17,558	16,421	14,676
	238,469	239,843	240,888	241,112						
STU/GSM	38.9%	39.5%	42.6%	46.1%		Recovery	28,919	24,942	26,596	21,999
	35,023	37,653	38,899	40,251						

MD Resources (IEEE Account required)	New Members	SAMIEEE	Reports	Webcasts	MD Kit Ordering	Presentations

	Recruitment Activities	Retention Activities
Oct	<p> Membership Promotion: Individuals who join in October receive <u>15 months</u> of membership for the price of 12. Incorporate message into outreaches.</p> <p> 6 October-IEEE Day, 17 October-IEEE Xtreme 9.0 Student Programming Competition</p>	<p> Access New Member Roster, and initiate a welcome greeting to new members of your Section.</p> <p> 1 October-HQ commences with first renewal campaigns for 2016 membership year.</p>
Nov	<p> Membership Promotion: Individuals who join in November receive <u>14 months</u> of membership for the price of 12. Incorporate message into outreaches.</p> <p> Begin focus on renewal. →</p>	<p> Access New Member Roster, and initiate a welcome greeting to new members of your Section.</p> <p> Monitor renewals in your Section via SAMIEEE, and draft local reminder outreaches.</p>



August MD Highlights

IEEE Membership

August marks the end of the 2015 membership year. We closed the year with 383,172 total members, a decline of -1.8% over 2014. The rate of decline remained the same from July. This marks the second year in row that overall IEEE membership has been in decline. In 2014, the year ended with membership down -1.3%. Retention is the biggest predictor in overall membership growth. As retention rates decline (a trend we have in common with many professional associations), we begin each year with a smaller base of members to renew - it becomes a vicious cycle. Add to this the declines we've seen in recruitment over the years, and this is not an unexpected outcome. However, we can reverse this trend in 2016 by keeping a sharp focus on recruitment opportunities as well as engaging existing members. We did see some good success this year with 28 Sections that increased both their recruitment and retention.

Along those lines, this year also marked the first year that Sections received individual membership development goals, as opposed to the Region-level goals. This better enables local Sections to become more engaged and get an understanding of how local efforts make an impact. As mentioned above, twenty-eight Sections worldwide met or exceeded their goals for recruitment and retention – congratulations! In September, these Section leaders will be receiving a certificate and a token of appreciation and recognition for their efforts. See the list on page 5. In addition, 83 Sections have met their recruitment goals, and 83 Sections have met their retention goals. These Sections are recognized on the following pages as well, and will be receiving certificates of appreciation.

Recruitment

We ended the 2015 membership year with overall recruitment behind last year by -3.5%. Recruitment had been positive the first half of the membership year, but starting in February it slowly started to reverse that trend. That being said, last year, at the end of the 2014 membership year, recruitment was behind by -6.2%. So in the long term trend we are seeing recruitment declines flatten. This year, we have seen positive gains in undergraduate recruitment slowly shrink, and in graduate student numbers, the recruitment deficit began the year shrinking, but has been widening the past few months. Higher grade recruitment, however, continues to close its YoY gap.

See more detail on recruitment, page 11.

➡ The 2016 membership year is underway. Start planning recruitment activities now. New membership collateral for 2016 began shipping to Sections and student branches in August. Links to all MD resources plus communications templates can be found at www.ieee.org/md.

Retention

The 2015 membership year ended with an overall member retention rate at 70.4%, three tenths behind where we ended last year. Looking at the longer term trend, we are seeing a slower rate of decline as far as retention rates go. This is the smallest year-over-year retention gap in four years. But the smaller recruitment opportunity is hampering growth in total number of members. If we keep improving retention rates by adding member value, then over time we will see growth return.

Eight regions saw continued overall retention declines. Regions 9 and 10 improved their YoY retention. Region 9 improved by just a tenth of a percent, driven by undergraduate and higher grade retention gains. Region 10 improved their retention by an impressive 1.8%, solely due to improved undergraduate retention.

Higher-grade retention ended the year behind -0.8%, having been on an up and down trend throughout the year. Region 9 was the only region to have positive YoY HG retention. Although the United States has the greatest retention among higher grade members than in other regions, the retention rate in the US HG member population is behind last year by -0.9%.

GSM retention continued to widen its YoY deficits, ending 2015 behind last year by -3.4% following -3.0% last month. Undergraduate student retention is behind by -0.8%, and has been keeping this pace for several months.

See more detail on retention, page 10.



Society Membership

Overall Society memberships ended the membership year down -3.5% year-over-year. The main reason for this continues to be Communications Society losses, which continue to widen and are now down -37.1%, or -17,493 members, over last year. If we remove the CommSoc losses from the overall decline, Society memberships would actually be positive year-over-year. As we've been reporting for several months, CommSoc recently eliminated marketing programs that offered free membership. While this anomaly has little financial impact, from a total membership perspective we will have to wait until next year to see this trend correct itself in the year-over-year reporting.

The top societies in terms of percentage growth in August were Computational Intelligence Society (+14.3%), Signal Processing Society (+13.4%) and Industry Applications Society (+12.8%).

Society membership details begin on page 14.

Get More Senior Members, Increase Your Section's Retention

It has been demonstrated that there is a relationship between the grade a member holds and that member's likelihood to keep their IEEE membership. The higher the grade, the more likely they are to renew. For example, last year the retention rate among Senior Members was 96.0%, compared to the overall retention rate of 70.7%.

Each year, every Region is tasked with a goal to elevate roughly one percent of their eligible members to Senior Member grade. This year you will see new materials being shipped in the MD kits to encourage more participation in the area of growing Senior Membership, to help Regions to reach their goals. With four months left in the calendar year, here is how each region is performing against their goal:

Region	Membership as of 31 December 2014 (Member grade)	2015 Senior Member Goal	YTD SM Elevations as of August 2015	Percentage of Goal
1	19,528	195	143	73%
2	17,834	180	115	64%
3	16,914	215	135	63%
4	13,616	165	107	65%
5	17,616	180	102	57%
6	34,428	340	224	66%
7	10,655	110	75	68%
8	45,436	575	481	84%
9	8,993	110	47	43%
10	51,376	660	515	78%
Total	236,396	2,730	1,944	71%

You've always set yourself apart.

IT'S TIME TO MAKE IT OFFICIAL.

Fewer than eight percent of the 429,000 IEEE members hold this prestigious grade.

APPLY

for Senior Member grade

Look for brand new brochures in your MD kit, and download web graphics in various sizes, like the one to right to place on your websites and newsletters in the online promotional library, www.ieee.org/md.



IEEE Day 2015: Save the Date

IEEE Day this year will be on **6 October 2015**. Start planning your events now! If you're looking to schedule an event or activity in October, simply schedule it for the week of IEEE Day and submit it as an event on the IEEE Day website (<http://www.ieeeday.org>). During this week, IEEE will once again be offering a special membership discount for new members. This is a great opportunity for Sections to get a good start on 2016 recruitment, plus an opportunity to engage your members and let them know they are appreciated.



There are two exciting events being planned this year in conjunction with the IEEE Foundation. One is a day at the Intrepid Air, Sea & Space Museum in New York on 6 October. Members plus one guest are invited to the museum at no charge (excludes entrance to the Space Shuttle Pavilion). This is limited to the first 500 people who register. Registration for this event will close on 4 October, or when the 500 person maximum is reached.

The other event is a free admission day at the Computer History Museum in California. On 20 September 2015, IEEE members and their family and friends are invited to a day at the Computer History Museum at no cost.

Both of these events require online registration. For more information on how to register, or any questions related to IEEE Day, please contact Denise Maestri, d.maestri@ieee.org.

Also, the IEEE Day team needs ambassadors to help promote this program locally. We are in need of ambassadors especially in the United States and Africa. Help spread the word! If you are interested in becoming an IEEE Day Ambassador, please contact Denise Maestri, d.maestri@ieee.org

'Put the World of IEEE into Focus'

IEEE members are involved in a lot of interesting activities all over the world. Not just on the job, but also through mentoring, volunteer work, seminars, and other activities. The 'IEEE Into Focus' photo contest gives members a chance to show off what they do by submitting photos of what they think best represents their experiences as an IEEE member.

The photo contest is a great way to engage member audiences through IEEE websites, social media channels, email newsletters, conferences, etc.

Member participants have a chance to win the following prizes:

- Grand prize – One US\$250 Amazon gift card and IEEE selfie stick
- Second prize – One \$100 Amazon gift card and IEEE selfie stick
- Third prize – One \$50 Amazon gift card and IEEE selfie stick
- 10 runners up winners will receive an IEEE selfie stick

Entry period runs from 1 September 2015 to midnight 31 December 2015. For more information or to submit a photo, go to ieee-into-focus.org.

For information and resources to help promote this contest among your members, such as the web graphic above, please contact Nicole Dewhurst, n.dewhurst@ieee.org.



2015 Membership Development Goals



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Congratulations to the 28 Sections who have achieved outstanding performance in both recruitment and retention for the 2015 membership year. These Sections have met or surpassed their goals in both categories.

Four more Sections join the list this month, highlighted below.



Outstanding Section Membership
Recruitment and Retention Performance

MD goals are created for each individual Section for both recruitment and retention. Section goals are rolled up to the Region level, producing the Region goal for recruitment, retention and overall membership.

Goals are focused on overall membership growth (comprised of an overall recruitment, retention and reinstatement goal), and do not include separate goals for HG versus student. A benefit of this is that the service deactivation and student elevation processes do not impact progress to goals, because it focuses only on the number of members that join or renew (regardless of grade), and not on the total number of members.

Detail on the Section goals and progress are included in the Region level MD reports. These reports are sent via e-mail once monthly. If you are not receiving your region MD report, please contact your Region MD Chair.

Region summary performance is on page 8. See pages 6 and 7 of this report to see which Sections have achieved their recruitment and retention goals. Goals for 2016 are now being distributed to the Sections, and a region summary of the 2016 goals is on page 9.

Tracking Progress and Section Recognition of Goal Achievement

Every month, the regional MD reports contain the Section level progress for recruitment and retention. To monitor progress and ensure Sections are on track, the goals and progress to goal will be published in the region reports.

Each Section that meets their goal receives a special recognition in the form of an electronic banner that can be placed on Section websites, in newsletters, and even in e-mail signatures. Banners are distributed to the Section’s Membership Development Chair, and/or Section Chair.

These Sections will also be recognized in the MD Monthly report, region level MD reports and on the MD portal, www.ieee.org/md.

Banners include the membership year and Section name in the graphic. A silver award will be given in either the recruitment or retention category once met. A gold medal of recognition will be given once both goals are met.

Year-End Awards

Section MD Chairs and Section Chairs that earned the gold banner of recognition will be receiving a special gift item in the mail in September – a portable battery charger with cords and case, engraved with the IEEE logo – along with a certificate of recognition.

Section MD Chairs and Section Chairs that earned the silver banner of recognition in either category will be receiving certificates of recognition as well.

Region	Section
R1	New Jersey Coast
	Princeton/Central Jersey Section NEW
R2	Southern New Jersey
R3	Columbia Section
	Northwest Florida Section
R4	Iowa-Illinois Section
	Fort Wayne Section
R5	Lafayette Section
	Panhandle Section
	Kansas City Section NEW
R8	Bahrain Section
	Iceland Section
	Latvia Section
	Lithuania Section
R9	Aguascalientes Section
	Bolivia Section
	Honduras Section NEW
	Monterrey Section
R10	Harbin Section
	Hong Kong Section
	Kerala Section
	Kharagpur Section
	Islamabad Section
	Nagoya Section
	Shanghai Section
	Sri Lanka Section
	New Zealand North Section
	Thailand Section NEW

Section Membership Goals and Progress - Recruitment

Congratulations to the 83 Sections who met or surpassed their recruitment goals for the 2015 membership year. 17 more Sections joined the list this month, highlighted:



Increased Section Membership Recruitment

Region	Section	% to Goal*
R1	Connecticut Section	123.1%
	New Jersey Coast Section	119.7%
	New Hampshire Section	111.1%
	Ithaca Section	105.0%
	Princeton/Central Jersey	103.5%
R2	Southern New Jersey	125.0%
	Erie Section	101.7%
R3	Columbia Section	188.1%
	Broward Section	141.9%
	Central Savannah River	133.3%
	Evansville-Owensboro	128.0%
	Huntsville Section	120.9%
	Northwest Florida Section	118.1%
	Melbourne Section	114.2%
	Palm Beach Section	113.4%
	Richmond Section	108.4%
	Daytona Section	107.4%
	Miami Section	105.2%
	Piedmont Section	102.0%
R4	Northeastern Wisconsin	142.3%
	Iowa-Illinois Section	123.5%
	Central Indiana Section	115.0%
	West Michigan Section	108.4%
	Fort Wayne Section	100.0%
R5	South Plains Section	147.5%
	Fort Worth Section	140.7%
	Lafayette Section	135.3%
	El Paso Section	131.4%
	Panhandle Section	117.2%
	Galveston Bay Section	110.0%
	High Plains Section	107.3%
	Kansas City Section	106.5%
R6	Fort Huachuca Section	175.9%
	Los Alamos/Northern New Mexico Section	126.7%
	Tucson Section	118.2%
	Eastern Idaho Section	117.5%
	Oakland-East Bay Section	111.5%
	Santa Clara Valley Section	106.5%
	Spokane Section	102.2%
Boise Section	101.5%	
San Francisco Section	100.6%	

Region	Section	% to Goal*
R7	London Section	127.7%
	Kitchener-Waterloo Section	114.3%
R8	Bahrain Section	211.8%
	Estonia Section	190.4%
	Oman Section	171.4%
	Western Saudi Arabia	152.0%
	Latvia Section	132.8%
	Malta Section	130.0%
	Lebanon Section	123.1%
	Bosnia And Herzegovina	121.3%
	Poland Section	120.9%
	Iceland Section	120.0%
	Jordan Section	115.2%
	Italy Section	111.5%
R9	Saudi Arabia Section	109.5%
	Lithuanian Section	105.1%
	Hungary Section	103.8%
	Israel Section	102.2%
	Russia (Northwest) Section	102.0%
	Aguascalientes Section	708.3%
	Bolivia Section	285.2%
R10	Puebla Section	179.9%
	Monterrey Section	172.3%
	Guadalajara Section	147.5%
	Puerto Rico & Caribbean	141.6%
	El Salvador Section	133.8%
	Honduras Section	122.9%
	Western Puerto Rico	117.0%
	Chengdu Section	172.1%
	Islamabad Section	168.5%
	Bangladesh Section	163.9%
New Zealand North Section	161.6%	
Indonesia Section	142.0%	
Sri Lanka Section	132.3%	
Harbin Section	127.2%	
Shanghai Section	122.7%	
Hong Kong Section	121.0%	
Kharagpur Section	120.0%	
Lahore Section	115.9%	
Kerala Section	113.4%	
Nagoya Section	111.5%	
Thailand Section	105.6%	

Section Membership Goals and Progress - Retention

Congratulations to the 83 Sections who have met or surpassed their retention goal for the 2015 membership year. Two more Sections join the list this month, highlighted:



Region	Section	% to Goal
R1	Rochester Section	101.8%
	New Jersey Coast Section	101.4%
	Green Mountain Section	101.4%
	Princeton/Central Jersey Section	100.3%
R2	Johnstown Section	102.4%
	Columbus Section	101.5%
	Youngstown Section	101.4%
	Baltimore Section	101.2%
	Southern New Jersey Section	100.5%
R3	Jamaica Section	117.6%
	Gainesville Section	104.8%
	Hampton Roads Section	104.4%
	Columbia Section	101.8%
	Northwest Florida Section	101.4%
	Winston-Salem Section	101.3%
	Central Virginia Section	101.0%
	Charlotte Section	100.8%
	Canaveral Section	100.3%
R4	Rock River Valley Section	106.0%
	Iowa-Illinois Section	104.1%
	Fort Wayne Section	102.7%
	Nebraska Section	101.1%
	Madison Section	100.7%
	Toledo Section	100.6%
R5	Arkansas River Valley Section	119.2%
	Lafayette Section	110.1%
	Baton Rouge Section	104.4%
	Tulsa Section	103.2%
	Southwest Missouri Section	102.7%
	Corpus Christi Section	102.4%
	Arkansas Section	102.2%
	Panhandle Section	101.4%
	Kansas City Section	100.5%
Central Texas Section	100.5%	
R6	Foothill Section	104.4%
	Central Coast Section	100.2%
	Albuquerque Section	100.0%

Region	Section	% to Goal
R7	Peterborough Section	117.3%
	Southern Alberta Section	110.0%
	Toronto Section	109.9%
	Canadian Atlantic Section	109.5%
	Quebec Section	102.3%
	South Saskatchewan Section	101.1%
R8	Tunisia Section	137.8%
	Bahrain Section	137.8%
	Ukraine Section	115.7%
	United Kingdom and Ireland Section	112.6%
	Iceland Section	106.8%
	Lithuanian Section	105.2%
	Denmark Section	102.4%
	Norway Section	100.4%
R9	Latvia Section	100.2%
	Slovenia Section	100.0%
	Aguascalientes Section	256.4%
	Paraguay Section	135.8%
	Honduras Section	125.3%
	Monterrey Section	110.1%
	Bolivia Section	105.9%
R10	Venezuela Section	101.9%
	Mexico Section	101.6%
	South Brazil Section	101.2%
	Kharagpur Section	133.3%
	Islamabad Section	131.7%
	Bombay Section	130.8%
	Shanghai Section	113.0%
	New Zealand South Section	109.6%
	Tainan Section	107.5%
	Thailand Section	107.0%
	New Zealand Central Section	105.4%
	Harbin Section	105.1%
	Kwangju Section	104.8%
	Kerala Section	104.7%
	New Zealand North Section	103.9%
	Nanjing Section	103.9%
	Wuhan Section	103.2%
Sri Lanka Section	103.2%	
Hiroshima Section	103.1%	
Taipei Section	103.1%	
Beijing Section	101.8%	
Delhi Section	101.5%	
Nagoya Section	100.8%	
Hong Kong Section	100.8%	
Tokyo Section	100.2%	



Region Membership Goals and Progress – 2015 Membership Year Wrap-Up

Region goals for recruitment and retention are rolled up from the Section goals. Goals for reinstatement are assigned on the Region level only. These numbers represent the membership year end final result.

Recruitment	2015 Recruitment Goal	2015 Recruitment Growth Goal	2015 YTD August	% to Goal
R1	3,866	7.4%	3,550	91.8%
R2	3,494	8.2%	2,870	82.1%
R3	4,823	9.2%	4,109	85.2%
R4	3,445	6.7%	2,906	84.4%
R5	4,086	8.0%	3,909	95.7%
R6	6,711	7.4%	6,141	91.5%
R7	3,431	12.4%	2,872	83.7%
R8	17,675	3.3%	16,541	93.6%
R9	7,330	10.8%	6,617	90.3%
R10	44,623	8.8%	39,557	88.6%
Total	99,481	7.8%	89,072	89.5%

83 Sections (25%) met or exceeded their recruitment goal for the year.

37% of Sections (127) reached at least 90% of their goal.

See the Sections in each Region that have met their goals, page 5.

Find Section-level goals and progress online at www.ieee.org/md

Retention	2015 % Retention Goal	2015 Retention Growth Goal	2015 YTD August	% to Goal
R1	83.9%	1.3%	82.3%	98.1%
R2	84.1%	1.2%	81.8%	97.3%
R3	80.2%	1.2%	77.5%	96.6%
R4	82.1%	1.5%	78.4%	95.5%
R5	80.7%	1.2%	79.0%	97.9%
R6	82.6%	1.6%	80.5%	97.5%
R7	78.0%	1.6%	75.3%	96.5%
R8	73.3%	2.2%	69.9%	95.4%
R9	56.6%	3.9%	52.9%	93.4%
R10	54.6%	2.1%	54.3%	99.5%
Total	72.5%	1.8%	70.4%	97.2%

83 Sections (25%) met or exceeded their retention goal for the year.

The majority of Sections (280, or 83%) reached at least 90% of their goal.

See the Sections in each Region that have met their goals, page 6.

Reinstatement	2015 Reinstatement Goal	2015 Reinstatement Growth Goal	2015 YTD August	% to Goal
R1	1,250	4.1%	1,310	104.8%
R2	1,230	3.5%	1,107	90.0%
R3	1,300	3.3%	1,218	93.7%
R4	1,000	8.6%	822	82.2%
R5	1,300	8.4%	1,310	100.8%
R6	2,350	2.8%	2,448	104.2%
R7	750	3.6%	644	85.9%
R8	3,700	3.1%	3,563	96.3%
R9	1,050	5.0%	1,001	95.3%
R10	4,350	3.7%	4,748	109.1%
Total	18,280	4.1%	18,171	99.4%

Overall reinstatement ended the year ahead by +3.5%, and four Regions have exceeded their goal although we fell short of the +4.1% overall reinstatement growth goal.

Former members are a ripe pool of candidates to outreach to. Do a special outreach to inactive members inviting them to an upcoming event.



Region Membership Goals – 2016 Membership Year

For the 2016 MD goals, we reviewed four years of history. Each Section has a unique goal based on different dynamics, so the methodology for creating the goal is different based on whether the Section has had growth or decline, as well as the overall size and location of the Section.

The Region goals below for recruitment and retention are rolled up from the Section goals. Those are being distributed to the Sections via e-mail and the region-level MD reports. Goals for reinstatement are assigned on the Region level only.

Retention	2012 % Renew	2013 Oppty	2013 Renew	2013 YoY	2013 % Renew	2014 Oppty	2014 Renew	2014 YoY	2014 % Renew	2015 Oppty	2015 Renew	2015 YoY	2015 % Renew	2016 % Retention Goal	Retention Growth Goal
R1	84.0%	33,343	27,787	-0.7%	83.3%	32,536	26,895	-0.7%	82.7%	31,593	26,011	-0.7%	82.3%	83.2%	0.9%
R2	83.0%	29,706	24,370	-0.9%	82.0%	28,451	23,590	0.9%	82.9%	27,929	22,857	0.9%	81.8%	84.0%	5.0%
R3	80.3%	28,672	22,645	-1.3%	79.0%	27,977	22,105	0.0%	79.0%	27,940	21,641	0.0%	77.5%	79.8%	0.6%
R4	81.0%	21,496	17,259	-0.7%	80.3%	20,958	16,891	0.3%	80.6%	20,985	16,450	0.3%	78.4%	80.3%	1.8%
R5	81.2%	27,345	21,890	-1.1%	80.1%	26,866	21,372	-0.5%	79.6%	26,415	20,868	-0.5%	79.0%	81.0%	3.0%
R6	82.4%	53,151	43,321	-0.9%	81.5%	52,629	42,647	-0.5%	81.0%	51,707	41,640	-0.5%	80.5%	82.4%	0.3%
R7	80.5%	16,257	12,646	-2.7%	77.8%	16,606	12,679	-1.4%	76.4%	16,420	12,360	-1.4%	75.3%	77.2%	0.9%
R8	72.8%	71,277	50,493	-2.0%	70.8%	71,308	50,693	0.2%	71.1%	71,448	49,940	0.2%	69.9%	72.8%	3.9%
R9	53.8%	16,585	8,642	-1.7%	52.1%	16,475	8,693	0.7%	52.8%	16,383	8,660	0.7%	52.9%	55.2%	0.7%
R10	56.4%	94,313	50,732	-2.6%	53.8%	98,832	51,930	-1.2%	52.5%	97,658	53,065	-1.2%	54.3%	57.0%	1.4%
Total	73.4%	392,145	279,785	-2.1%	71.3%	392,638	277,495	-0.7%	70.7%	388,478	273,492	-0.3%	70.4%	72.3%	1.9%

Recruitment	2012 YoY	2013	2013 YoY	2014	2014 YoY	2015	2015 YoY	2016 Recruitment Goal	2016 Recruitment Growth Goal
R1	-1.1%	3,861	5.8%	3,598	-6.8%	3,550	-1.3%	3,712	4.6%
R2	-1.0%	3,209	-8.5%	3,230	0.7%	2,870	-11.1%	3,122	8.8%
R3	1.5%	4,304	-3.9%	4,416	2.6%	4,109	-7.0%	4,507	9.7%
R4	-9.0%	3,136	2.5%	3,228	2.9%	2,906	-10.0%	3,129	7.7%
R5	0.3%	3,994	3.6%	3,784	-5.3%	3,909	3.3%	4,142	6.0%
R6	2.1%	6,691	8.2%	6,250	-6.6%	6,141	-1.7%	6,429	4.7%
R7	11.7%	3,308	17.6%	3,053	-7.7%	2,872	-5.9%	3,092	7.6%
R8	0.3%	17,890	2.8%	17,108	-4.4%	16,541	-3.3%	16,886	2.1%
R9	3.0%	6,764	-6.8%	6,615	-2.2%	6,617	0.0%	7,019	6.1%
R10	12.6%	45,187	7.1%	41,000	-9.3%	39,557	-3.5%	41,605	5.2%
Total	5.7%	98,344	4.2%	92,282	-6.2%	89,072	-3.5%	93,643	5.1%

Reinstatement	2012 YoY	2013	2013 YoY	2014	2014 YoY	2015	2015 YoY	2016 Reinstatement Goal	2016 Reinstatement Growth Goal
R1	-4.9%	1,222	2.5%	1,201	-1.7%	1,310	9.1%	1,389	6.0%
R2	-6.1%	1,128	7.1%	1,188	5.3%	1,107	-6.8%	1,162	5.0%
R3	-0.4%	1,196	6.5%	1,258	5.2%	1,218	-3.2%	1,279	5.0%
R4	-9.1%	828	9.4%	921	11.2%	822	-10.7%	863	5.0%
R5	-3.3%	1,199	10.4%	1,199	0.0%	1,310	9.3%	1,389	6.0%
R6	-1.1%	2,351	5.8%	2,286	-2.8%	2,448	7.1%	2,595	6.0%
R7	12.2%	729	10.0%	724	-0.7%	644	-11.0%	676	5.0%
R8	10.5%	3,391	16.6%	3,588	5.8%	3,563	-0.7%	3,741	5.0%
R9	-2.9%	991	17.3%	1,000	0.9%	1,001	0.1%	1,050	4.9%
R10	3.6%	3,386	19.8%	4,193	23.8%	4,748	13.2%	5,033	6.0%
Total	1.0%	16,421	11.9%	17,558	6.9%	18,171	3.5%	19,177	5.5%

Membership Retention Update

The 2015 membership year ended with an overall member retention rate at 70.4%, three tenths behind where we ended last year. Looking at the longer term trend, we are seeing a slower rate of decline as far as retention rates go. We are seeing the smallest year-over-year retention gap in four years. But the smaller recruitment opportunity is hampering growth in total number of members. If we keep improving retention rates by adding member value, then over time we will see growth return.

Arrears recovery has been strong right from the start of the deactivation period in March. In total we recovered 20.6% of those members who did not renew, the highest percentage in over four years. More members were waiting longer to renew this year it seems. However this activity was not sufficient to offset the fact that we started the year with fewer members.

Eight regions saw continued overall retention declines. Regions 9 and 10 improved their YoY retention. Region 9 improved by just a tenth of a percent, driven by undergraduate and higher grade retention gains. Region 10 improved their retention by an impressive 1.8%, solely due to improved undergraduate retention.

Higher-grade retention ended the year -0.8% behind last year. The HG retention gap has been on an up and down trend throughout the year. Region 9 was the only region to have positive YoY HG retention. Although the United States has the greatest retention among higher grade members than in other regions, the retention rate in the US HG population is behind last year by -0.9%.

GSM retention continued to widen its YoY deficits, ending 2015 behind last year by -3.4% following -3.0% last month. Undergraduate student retention is behind by -0.8%, and has been keeping this pace for several months.

First-year member retention has been declining ever so slightly throughout the year, and is down another tenth of percent from July. First-year retention is behind by -0.6%, from -0.5% last month. However first-year undergraduate retention is improved, up +0.8% over 2014.

IEEE Membership Renewal / Retention - August 2015

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '15	%, '14		#	%, '15	%, '14		#	%, '15	%, '14		#	%, '15	%, '14
1	28,178	24,343	86.4%	86.5%	1,774	1,099	62.0%	64.2%	1,641	569	34.7%	36.3%	31,593	26,011	82.3%	82.7%
2	24,882	21,301	85.6%	86.8%	1,648	985	59.8%	62.5%	1,399	571	40.8%	41.6%	27,929	22,857	81.8%	82.9%
3	23,483	19,438	82.8%	83.7%	2,096	1,329	63.4%	67.1%	2,361	874	37.0%	42.5%	27,940	21,641	77.5%	79.0%
4	17,844	14,832	83.1%	85.4%	1,784	1,144	64.1%	66.3%	1,357	474	34.9%	40.7%	20,985	16,450	78.4%	80.6%
5	22,826	19,103	83.7%	84.4%	1,726	1,091	63.2%	63.7%	1,863	674	36.2%	38.9%	26,415	20,868	79.0%	79.6%
6	45,972	38,809	84.4%	85.2%	2,571	1,612	62.7%	60.1%	3,164	1,219	38.5%	40.9%	51,707	41,640	80.5%	81.0%
R 1-6	163,185	137,826	84.5%	85.4%	11,599	7,260	62.6%	63.8%	11,785	4,381	37.2%	40.3%	186,569	149,467	80.1%	81.0%
7	13,226	10,585	80.0%	81.2%	1,876	1,241	66.2%	70.2%	1,318	534	40.5%	41.3%	16,420	12,360	75.3%	76.4%
8	53,588	40,909	76.3%	77.4%	10,189	6,566	64.4%	67.8%	7,671	2,465	32.1%	33.6%	71,448	49,940	69.9%	71.1%
9	9,871	6,513	66.0%	65.8%	1,320	799	60.5%	65.3%	5,192	1,348	26.0%	25.6%	16,383	8,660	52.9%	52.8%
10	58,511	42,636	72.9%	72.7%	13,466	5,639	41.9%	45.4%	25,681	4,790	18.7%	16.6%	97,658	53,065	54.3%	52.5%
R 7-10	135,196	100,643	74.4%	74.9%	26,851	14,245	53.1%	57.2%	39,862	9,137	22.9%	21.6%	201,909	124,025	61.4%	61.0%
TOTAL	298,381	238,469	79.9%	80.7%	38,450	21,505	55.9%	59.3%	51,647	13,518	26.2%	25.6%	388,478	273,492	70.4%	70.7%

First-Year Member Renewal / Retention - August 2015

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '15	%, '14		#	%, '15	%, '14		#	%, '15	%, '14		#	%, '15	%, '14
1	1,721	669	38.9%	37.8%	653	280	42.9%	48.6%	1,235	357	28.9%	29.0%	3,609	1,306	36.2%	37.1%
2	1,590	597	37.5%	38.9%	633	262	41.4%	45.6%	979	330	33.7%	34.2%	3,202	1,189	37.1%	38.8%
3	1,877	601	32.0%	34.9%	778	387	49.7%	49.1%	1,745	534	30.6%	36.8%	4,400	1,522	34.6%	38.4%
4	1,540	553	35.9%	41.7%	744	353	47.4%	50.1%	959	267	27.8%	31.8%	3,243	1,173	36.2%	40.3%
5	1,778	705	39.7%	37.4%	716	321	44.8%	45.9%	1,289	365	28.3%	33.2%	3,783	1,391	36.8%	37.2%
6	2,942	1,184	40.2%	39.8%	970	443	45.7%	41.8%	2,282	728	31.9%	34.3%	6,194	2,355	38.0%	38.1%
R 1-6	11,448	4,309	37.6%	38.4%	4,494	2,046	45.5%	46.6%	8,489	2,581	30.4%	33.6%	24,431	8,936	36.6%	38.2%
7	1,470	563	38.3%	41.1%	671	322	48.0%	51.9%	906	270	29.8%	29.5%	3,047	1,155	37.9%	39.8%
8	7,023	2,409	34.3%	36.4%	4,316	2,068	47.9%	54.1%	5,638	1,334	23.7%	25.2%	16,977	5,811	34.2%	37.0%
9	2,071	534	25.8%	26.9%	505	184	36.4%	51.1%	4,014	743	18.5%	17.8%	6,590	1,461	22.2%	23.1%
10	10,444	3,288	31.5%	32.7%	8,611	2,447	28.4%	31.9%	21,792	3,419	15.7%	13.4%	40,847	9,154	22.4%	21.6%
R 7-10	21,008	6,794	32.3%	33.9%	14,103	5,021	35.6%	40.8%	32,350	5,766	17.8%	16.3%	67,461	17,581	26.1%	26.3%
TOTAL	32,456	11,103	34.2%	35.5%	18,597	7,067	38.0%	42.3%	40,839	8,347	20.4%	19.6%	91,892	26,517	28.9%	29.3%

Recruitment Update

We ended the 2015 membership year with overall recruitment behind last year by -3.5%. Recruitment had been positive the first half of the membership year, but starting in February it slowly started to reverse that trend. That being said, last year, at the end of the 2014 membership year, recruitment was behind by -6.2%. So in the long term trend we are seeing recruitment declines flatten. This year, we have seen positive gains in undergraduate recruitment slowly shrink, and in graduate student numbers, the recruitment deficit began the year shrinking, but has been widening the past few months. Higher grade recruitment, however, continues to close its YoY gap. Here is how each of the three categories impacted the overall result:

- **Undergraduate recruitment** continued to give up more of its gain, and is up +1.7% following +2.2% last month. STU recruitment in Regions 1-6 cut its deficit in half, but not enough to offset the diminished gains in Regions 8 and 10.
 - Last year at this time: undergraduate recruitment was down -9.5%.
- **Graduate student recruitment** widened its YoY gap for a third month in a row. Those regions with positive gains maintained or grew them, while those with a deficit widened it further.
 - Last year at this time: graduate student recruitment was down -1.2%.
- **Higher Grade recruitment** has been on an improvement trend the last three months, though still behind. The YoY deficit improved another one tenth to end the year down -11.8%. While R1-6 HG recruitment increased their gap by two tenths, Regions 7-10 improved it by the same margin.
 - Last year at this time: higher grade recruitment was down -3.2%, with US HG recruitment positive.

➔ Sections are encouraged to **promote the Member-Get-a-Member referral program** to existing members, especially within the student branches in your Section. Need help or ideas? E-mail elyn.perez@ieee.org.

Cumulative Recruitment - September through August 2015

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2015		2014		2015		2014		2015		2014		2015		2014	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1	1,045	1,084	(39)	-3.6%	837	813	24	3.0%	1,668	1,701	(33)	-1.9%	3,550	3,598	(48)	-1.3%
2	891	1,001	(110)	-11.0%	770	809	(39)	-4.8%	1,209	1,420	(211)	-14.9%	2,870	3,230	(360)	-11.1%
3	925	1,036	(111)	-10.7%	929	945	(16)	-1.7%	2,255	2,435	(180)	-7.4%	4,109	4,416	(307)	-7.0%
4	683	910	(227)	-24.9%	806	899	(93)	-10.3%	1,417	1,419	(2)	-0.1%	2,906	3,228	(322)	-10.0%
5	1,075	1,182	(107)	-9.1%	792	866	(74)	-8.5%	2,042	1,736	306	17.6%	3,909	3,784	125	3.3%
6	2,089	2,115	(26)	-1.2%	1,287	1,209	78	6.5%	2,765	2,926	(161)	-5.5%	6,141	6,250	(109)	-1.7%
R 1-6	6,708	7,328	(620)	-8.5%	5,421	5,541	(120)	-2.2%	11,356	11,637	(281)	-2.4%	23,485	24,506	(1,021)	-4.2%
7	862	1,025	(163)	-15.9%	870	827	43	5.2%	1,140	1,201	(61)	-5.1%	2,872	3,053	(181)	-5.9%
8	3,856	4,637	(781)	-16.8%	5,278	5,259	19	0.4%	7,407	7,212	195	2.7%	16,541	17,108	(567)	-3.3%
9	1,125	1,330	(205)	-15.4%	572	589	(17)	-2.9%	4,920	4,696	224	4.8%	6,617	6,615	2	0.0%
10	5,931	6,642	(711)	-10.7%	9,019	10,524	(1,505)	-14.3%	24,607	23,834	773	3.2%	39,557	41,000	(1,443)	-3.5%
R 7-10	11,774	13,634	(1,860)	-13.6%	15,739	17,199	(1,460)	-8.5%	38,074	36,943	1,131	3.1%	65,587	67,776	(2,189)	-3.2%
TOTAL	18,482	20,962	(2,480)	-11.8%	21,160	22,740	(1,580)	-6.9%	49,430	48,580	850	1.7%	89,072	92,282	(3,210)	-3.5%

IEEE-USA Recruitment Incentive 2015



In an effort to increase US higher-grade membership, IEEE-USA and MGA have partnered to pilot a campaign building on the existing Member-Get-a-Member program.

Higher-grade members in the US are eligible to submit referrals through a special online form. An automated email invites the referral to join and offers a US\$25 discount on their first year (16 August - 28 February), or to join at the special half year dues rate (1 March – 15 August). For each successful new recruit, the referring member can select an IEEE-USA branded merchandise item including a hat, cooler, backpack, golf balls, pen sets, portable charger, tablet case, umbrella and more.

MGA HQ will promote the program in the monthly Benefits Bulletin, and **Sections and Regions should promote the program on their own website**. For more information on how to do this, contact elyn.perez@ieee.org.

	2016 MY To Date	2015 MY Total	2014 MY Total	Program To Date
Referrals Submitted	129	941	1,240	2,310
Referrals Joined	3	224	397	622
% of Referrals Joined	2.3%	23.8%	32.0%	20.1%
# New US HG Members	3	168	295	466

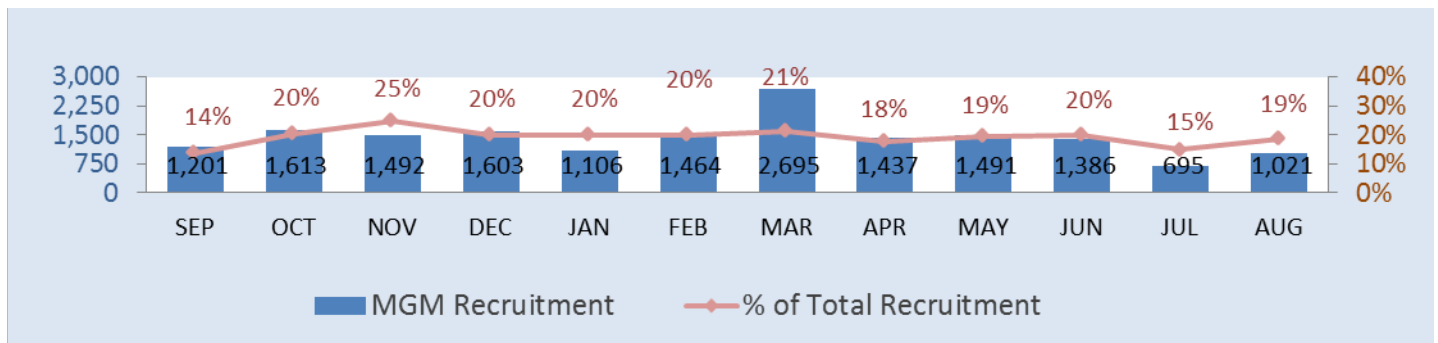


Recruiters of the Month – Member-Get-a-Member (MGM) Program

www.ieee.org/mgm

We are pleased to recognize this month’s top program participants. The IEEE Member-Get-a-Member (MGM) program is popular with student members; accordingly, program results often ebb and flow with the academic school year.

Shyam M	R10, Kerala Section	43 new members
Md Sharjis Ibne Wadud	R10, Bangladesh Section	42 new members
Haris Zaman	R10, Islamabad Section	40 new members
Soundarrajan S.M	R10, Madras Section	37 new members
Ancelm Rajan K	R10, Madras Section	28 new members
Manoj Avirineni	R10, Hyderabad Section	27 new members
Kurnianingsih Marufin	R10, Indonesia Section	24 new members
Mariana Murillo Delgadillo	R9, Bolivia Section	21 new members
Dharun Kumar	R10, Madras Section	21 new members
Gitin George	R10, Kerala Section	20 new members
Vineeth Vijayakumar	R10, Madras Section	19 new members
Joseph Joshy	R10, Kerala Section	17 new members
Muhammad Mujtaba Anwaar Chaudhary	R10, Islamabad Section	16 new members
Niveidha Ramamoorthy	R10, Madras Section	12 new members
Naveena Tati	R10, Hyderabad Section	10 new members
Carlos Disintonio Molina	R9, Ecuador Section	10 new members
Bernabe Rial	R9, Panama Section	10 new members



2015 membership year final: 17,204 new members
Same period last year: 19,552


Note on 2015 MGM Awards: MGM awards for the 2015 membership year (recruiting activity from 16 August 2014 to 15 August 2015) will be distributed the last week in September 2015. Awards will be distributed via e-mail to the address on the member’s record.

Did you know? Your local Section can also benefit by participation in the MGM program.

The top five recruiters in each IEEE geographic region will earn membership development awards for their Section to help underwrite the Sections’ local programs and activities. In each region, five awards will be given to the recruiters’ Section:

- First Place: US\$500
- Second Place: US\$400
- Third Place: US\$300
- Fourth Place: US\$200
- Fifth Place: US\$100

Overall IEEE award: The overall top recruiter in IEEE earns an additional US\$500 award for his/her Section. Additional rules apply to Section awards. See website for details.

Membership by Region	Aug '15	 e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10. Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Red shading > (1.0%)
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Geographic IEEE Membership Summary - August 2015																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change	
			#	%			#	%			#	%			#	%
1	27,799	28,455	(656)	-2.3%	1,501	1,613	(112)	-6.9%	1,537	1,644	(107)	-6.5%	30,837	31,712	(875)	-2.8%
2	24,365	25,154	(789)	-3.1%	1,328	1,488	(160)	-10.8%	1,186	1,397	(211)	-15.1%	26,879	28,039	(1,160)	-4.1%
3	23,313	23,905	(592)	-2.5%	1,699	1,833	(134)	-7.3%	2,212	2,340	(128)	-5.5%	27,224	28,078	(854)	-3.0%
4	17,335	18,133	(798)	-4.4%	1,441	1,573	(132)	-8.4%	1,371	1,372	(1)	-0.1%	20,147	21,078	(931)	-4.4%
5	23,032	23,155	(123)	-0.5%	1,380	1,508	(128)	-8.5%	1,949	1,891	58	3.1%	26,361	26,554	(193)	-0.7%
6	45,785	46,459	(674)	-1.5%	2,341	2,277	64	2.8%	2,955	3,194	(239)	-7.5%	51,081	51,930	(849)	-1.6%
R 1-6	161,629	165,261	(3,632)	-2.2%	9,690	10,292	(602)	-5.8%	11,210	11,838	(628)	-5.3%	182,529	187,391	(4,862)	-2.6%
7	13,260	13,585	(325)	-2.4%	1,525	1,613	(88)	-5.5%	1,204	1,278	(74)	-5.8%	15,989	16,476	(487)	-3.0%
8	54,227	55,437	(1,210)	-2.2%	8,779	8,742	37	0.4%	7,347	7,567	(220)	-2.9%	70,353	71,746	(1,393)	-1.9%
9	10,056	10,295	(239)	-2.3%	1,005	1,072	(67)	-6.3%	5,355	5,154	201	3.9%	16,416	16,521	(105)	-0.6%
10	60,664	59,815	849	1.4%	11,519	12,605	(1,086)	-8.6%	25,702	25,695	7	0.0%	97,885	98,115	(230)	-0.2%
R 7-10	138,207	139,132	(925)	-0.7%	22,828	24,032	(1,204)	-5.0%	39,608	39,694	(86)	-0.2%	200,643	202,858	(2,215)	-1.1%
TOTAL	299,836	304,393	(4,557)	-1.5%	32,518	34,324	(1,806)	-5.3%	50,818	51,532	(714)	-1.4%	383,172	390,249	(7,077)	-1.8%

- Overall membership decline steady at -1.8% for second month in a row
 - Main drivers: Steady HG, declining undergraduate and improved GSM offsetting further decline
 - Last August was at -1.3%
- Higher-grade membership is down -1.5%, also for the second month in a row
 - Regions 7-10 gap improved two tenths of a percent
 - Regions 1-6 HG worsened its gap by the same margin, -0.2%, keeping overall HG decline steady
 - Last year August HG was positive YoY, +0.2%
- Graduate student membership decline on an improvement trend second month in a row, though still behind
 - Big improvements in 7 regions offset declines in Regions 1, 5 and 9
 - Last year this time was -2.9%
- Undergraduate student membership now behind YoY for the first time in 2015
 - Main drivers – Declines in Region 8 and 10; Regions 1-6 improved by 3% since July
 - Last year this time was -8.2%

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 August 2015																				
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	
	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
IEEE Societies																				
DIVISION I																				
Circuits & Systems	8,993	9,019	-26	-0.3%	384	401	-17	-4.2%	38	36	2	5.6%	9,415	9,456	-41	-0.4%	9,377	9,420	-43	-0.5%
Electron Devices	9,385	9,510	-125	-1.3%	318	423	-105	-24.8%	45	45	0	0.0%	9,748	9,978	-230	-2.3%	9,703	9,933	-230	-2.3%
Solid-State Circuits	9,138	9,210	-72	-0.8%	149	194	-45	-23.2%	101	77	24	31.2%	9,388	9,481	-93	-1.0%	9,287	9,404	-117	-1.2%
Div I Subtotal	27,516	27,739	-223	-0.8%	851	1,018	-167	-16.4%	184	158	26	16.5%	28,551	28,915	-364	-1.3%	28,367	28,757	-390	-1.4%
DIVISION II																				
Components, Packaging & Mfg Tech	2,365	2,394	-29	-1.2%	44	45	-1	-2.2%	24	25	-1	-4.0%	2,433	2,464	-31	-1.3%	2,409	2,439	-30	-1.2%
Dielectrics & Electrical Insulation	2,049	2,146	-97	-4.5%	12	33	-21	-63.6%	26	24	2	8.3%	2,087	2,203	-116	-5.3%	2,061	2,179	-118	-5.4%
Industry Applications	10,916	10,128	788	7.8%	1,372	769	603	78.4%	42	40	2	5.0%	12,330	10,937	1,393	12.7%	12,288	10,897	1,391	12.8%
Instrumentation & Measurements	3,823	3,849	-26	-0.7%	67	91	-24	-26.4%	12	21	-9	-42.9%	3,902	3,961	-59	-1.5%	3,890	3,940	-50	-1.3%
Power Electronics	7,272	7,078	194	2.7%	257	244	13	5.3%	27	27	0	0.0%	7,556	7,349	207	2.8%	7,529	7,322	207	2.8%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,100	2,096	4	0.2%	41	38	3	7.9%	38	28	10	35.7%	2,179	2,162	17	0.8%	2,141	2,134	7	0.3%
Div II Subtotal	28,525	27,691	834	3.0%	1,793	1,220	573	47.0%	169	165	4	2.4%	30,487	29,076	1,411	4.9%	30,318	28,911	1,407	4.9%
DIVISION III																				
Communications	28,871	42,386	-13,515	-31.9%	742	4,720	-3,978	-84.3%	1,056	1,003	53	5.3%	30,669	48,109	-17,440	-36.3%	29,613	47,106	-17,493	-37.1%
DIVISION IV																				
Antennas & Propagation	8,205	7,983	222	2.8%	217	213	4	1.9%	43	48	-5	-10.4%	8,465	8,244	221	2.7%	8,422	8,196	226	2.8%
Broadcast Technology	1,579	1,612	-33	-2.0%	38	46	-8	-17.4%	20	18	2	11.1%	1,637	1,676	-39	-2.3%	1,617	1,658	-41	-2.5%
Consumer Electronics	2,991	2,858	133	4.7%	112	93	19	20.4%	21	18	3	16.7%	3,124	2,969	155	5.2%	3,103	2,951	152	5.2%
Electromagnetic Compatibility	3,754	3,767	-13	-0.3%	41	33	8	24.2%	31	27	4	14.8%	3,826	3,827	-1	0.0%	3,795	3,800	-5	-0.1%
Magnetics	2,883	2,952	-69	-2.3%	56	64	-8	-12.5%	81	74	7	9.5%	3,020	3,090	-70	-2.3%	2,939	3,016	-77	-2.6%
Microwave Theory & Techniques	10,665	10,782	-117	-1.1%	229	235	-6	-2.6%	34	32	2	6.3%	10,928	11,049	-121	-1.1%	10,894	11,017	-123	-1.1%
Nuclear & Plasma Sciences	2,754	2,919	-165	-5.7%	48	75	-27	-36.0%	41	43	-2	-4.7%	2,843	3,037	-194	-6.4%	2,802	2,994	-192	-6.4%
Div IV Subtotal	32,831	32,873	-42	-0.1%	741	759	-18	-2.4%	271	260	11	4.2%	33,843	33,892	-49	-0.1%	33,572	33,632	-60	-0.2%
DIVISION V/VIII																				
Computer	42,129	44,785	-2,656	-5.9%	2,499	2,903	-404	-13.9%	8,185	9,544	-1,359	-14.2%	52,813	57,232	-4,419	-7.7%	44,628	47,688	-3,060	-6.4%

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

IEEE Society Membership Totals as of August 2015																				
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	
	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
IEEE Societies																				
DIVISION VI																				
Education	3,195	3,235	-40	-1.2%	63	62	1	1.6%	37	40	-3	-7.5%	3,295	3,337	-42	-1.3%	3,258	3,297	-39	-1.2%
Industrial Electronics	5,963	5,793	170	2.9%	202	184	18	9.8%	25	17	8	47.1%	6,190	5,994	196	3.3%	6,165	5,977	188	3.1%
Product Safety Engineering	794	801	-7	-0.9%	3	7	-4	-57.1%	11	8	3	37.5%	808	816	-8	-1.0%	797	808	-11	-1.4%
Professional Communication	669	692	-23	-3.3%	12	24	-12	-50.0%	47	56	-9	-16.1%	728	772	-44	-5.7%	681	716	-35	-4.9%
Reliability	1,714	1,791	-77	-4.3%	20	10	10	100.0%	24	16	8	50.0%	1,758	1,817	-59	-3.2%	1,734	1,801	-67	-3.7%
Social Implications of Technology	1,363	1,373	-10	-0.7%	19	30	-11	-36.7%	11	19	-8	-42.1%	1,393	1,422	-29	-2.0%	1,382	1,403	-21	-1.5%
Technology and Engineering Mgmt*	2,732	2	2,730		53		53		28	1	27		2,813	3	2,810		2,785	2	2,783	
Div VI Subtotal	16,430	13,687	2,743	20.0%	372	317	55	17.4%	183	157	26	16.6%	16,985	14,161	2,824	19.9%	16,802	14,004	2,798	20.0%
DIVISION VII																				
Power & Energy	28,834	28,421	413	1.5%	3,494	2,434	1,060	43.5%	300	289	11	3.8%	32,628	31,144	1,484	4.8%	32,328	30,855	1,473	4.8%
DIVISION IX																				
Aerospace & Electronic Systems	4,352	4,423	-71	-1.6%	198	233	-35	-15.0%	22	27	-5	-18.5%	4,572	4,683	-111	-2.4%	4,550	4,656	-106	-2.3%
Geoscience & Remote Sensing	3,243	3,109	134	4.3%	87	71	16	22.5%	198	196	2	1.0%	3,528	3,376	152	4.5%	3,330	3,180	150	4.7%
Information Theory	3,207	3,213	-6	-0.2%	63	61	2	3.3%	28	23	5	21.7%	3,298	3,297	1	0.0%	3,270	3,274	-4	-0.1%
Intelligent Transportation Systems	1,410	1,268	142	11.2%	22	22	0	0.0%	25	22	3	13.6%	1,457	1,312	145	11.1%	1,432	1,290	142	11.0%
Oceanic Engineering	1,723	1,682	41	2.4%	38	72	-34	-47.2%	23	22	1	4.5%	1,784	1,776	8	0.5%	1,761	1,754	7	0.4%
Signal Processing	17,144	15,919	1,225	7.7%	1,481	500	981	196.2%	154	147	7	4.8%	18,779	16,566	2,213	13.4%	18,625	16,419	2,206	13.4%
Vehicular Technology	3,999	4,023	-24	-0.6%	97	132	-35	-26.5%	30	25	5	20.0%	4,126	4,180	-54	-1.3%	4,096	4,155	-59	-1.4%
Div IX Subtotal	35,078	33,637	1,441	4.3%	1,986	1,091	895	82.0%	480	462	18	3.9%	37,544	35,190	2,354	6.7%	37,064	34,728	2,336	6.7%
DIVISION X																				
Computational Intelligence	6,563	5,992	571	9.5%	628	302	326	107.9%	72	84	-12	-14.3%	7,263	6,378	885	13.9%	7,191	6,294	897	14.3%
Control Systems	8,545	8,924	-379	-4.2%	225	266	-41	-15.4%	72	62	10	16.1%	8,842	9,252	-410	-4.4%	8,770	9,190	-420	-4.6%
Engineering in Medicine & Biology	8,767	8,262	505	6.1%	985	532	453	85.2%	495	244	251	102.9%	10,247	9,038	1,209	13.4%	9,752	8,794	958	10.9%
Photonics	5,679	5,506	173	3.1%	91	65	26	40.0%	141	123	18	14.6%	5,911	5,694	217	3.8%	5,770	5,571	199	3.6%
Robotics & Automation	10,354	9,787	567	5.8%	1,685	1,543	142	9.2%	111	98	13	13.3%	12,150	11,428	722	6.3%	12,039	11,330	709	6.3%
Systems, Man & Cybernetics	4,157	4,301	-144	-3.3%	159	174	-15	-8.6%	38	37	1	2.7%	4,354	4,512	-158	-3.5%	4,316	4,475	-159	-3.6%
Div X Subtotal	44,065	42,772	1,293	3.0%	3,773	2,882	891	30.9%	929	648	281	43.4%	48,767	46,302	2,465	5.3%	47,838	45,654	2,184	4.8%
TOTAL	284,279	293,991	-9,712	-3.3%	16,251	17,344	-1,093	-6.3%	11,757	12,686	-929	-7.3%	312,287	324,021	-11,734	-3.6%	300,530	311,335	-10,805	-3.5%

*Added new in 2015, no YoY comparison data



Women in Engineering (WIE)					Aug '15				
Grade	This Month '15	This Month '14	Year-over-Year		Region	This Month '15	This Month '14	Year-over-Year	
			#	%				#	%
Fellow	95	93	2	2.2%	U.S.	3,094	3,109	(15)	-0.5%
Senior Member	622	561	61	10.9%	Canada	348	315	33	10.5%
Member	4121	4111	10	0.2%	Europe, Middle East, Africa	2,404	2,181	223	10.2%
Associate Member	158	148	10	6.8%	Latin America	2,233	1,962	271	13.8%
Graduate Student	1489	1443	46	3.2%	Asia & Pacific	6,256	5,347	909	17.0%
Student	7850	6558	1,292	19.7%	Total	14,335	12,914	1,421	11.0%
Total	14,335	12,914	1,421	11.0%					

IEEE Women in Engineering (WIE) membership is only available to IEEE members. WIE membership is free for students, graduate students and life members. Professional members pay a WIE membership fee.

IEEE STANDARDS ASSOCIATION

IEEE Standards Association				Aug '15					
Grade	This Month '15	This Month '14	Year-over-Year		Grade	This Month '15	This Month '14	Year-over-Year	
			#	%				#	%
Student	40	35	5	14.3%	Student	40	35	5	14.3%
Higher-Grade	6,137	6,007	130	2.2%	Higher-Grade	6,137	6,007	130	2.2%
Affiliate	63	86	(23)	-26.7%	Affiliate	63	86	(23)	-26.7%
Total	6,240	6,128	112	1.8%	Total	6,240	6,128	112	1.8%

IEEE Standards Association members (SA members) may also be IEEE members or Society Affiliates. However IEEE or Society membership is not a requirement to join. These individuals join the Standards Association for the benefit of being able to ballot on standards projects and assume leadership roles within a working group.



Geographic IEEE Young Professional Membership - August 2015									
Region	Higher Grade w/o GSM			Total Students			Total		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
1	4,464	4,561	-2.1%	1,496	1,608	-7.0%	5,960	6,169	-3.4%
2	4,063	4,290	-5.3%	1,330	1,489	-10.7%	5,394	5,779	-6.7%
3	4,643	4,902	-5.3%	1,701	1,834	-7.3%	6,344	6,736	-5.8%
4	3,736	4,034	-7.4%	1,434	1,576	-9.0%	5,170	5,610	-7.8%
5	4,789	4,668	2.6%	1,381	1,509	-8.5%	6,170	6,177	-0.1%
6	8,340	8,535	-2.3%	2,357	2,287	3.1%	10,699	10,822	-1.1%
R 1-6	30,035	30,990	-3.1%	9,699	10,303	-5.9%	39,737	41,293	-3.8%
7	3,760	3,914	-3.9%	1,515	1,610	-5.9%	5,276	5,524	-4.5%
8	18,532	19,061	-2.8%	8,903	8,745	1.8%	27,435	27,806	-1.3%
9	4,067	4,046	0.5%	1,174	1,077	9.0%	5,243	5,123	2.3%
10	20,758	19,709	5.3%	11,982	12,653	-5.3%	32,740	32,362	1.2%
R 7-10	47,117	46,730	0.8%	23,574	24,085	-2.1%	70,694	70,815	-0.2%
TOTAL	77,152	77,720	-0.7%	33,273	34,388	-3.2%	110,431	112,108	-1.5%

For 2015, Young Professionals eligibility rules changed, broadening the scope of “ten years from first degree” to “fifteen years from first degree”.



ETA KAPPA NU
Electrical and Computer Engineering Honor Society

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - August 2015									
Region	Higher Grade w/o GSM			Total Students			Total		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
1	1,209	1,177	2.7%	208	229	-9.2%	1,418	1,406	0.9%
2	1,175	1,110	5.9%	135	210	-35.7%	1,313	1,320	-0.5%
3	1,184	1,145	3.4%	287	274	4.7%	1,471	1,419	3.7%
4	895	929	-3.7%	297	251	18.3%	1,192	1,180	1.0%
5	1,252	1,191	5.1%	228	232	-1.7%	1,480	1,423	4.0%
6	1,530	1,493	2.5%	404	448	-9.8%	1,935	1,941	-0.3%
R 1-6	7,245	7,045	2.8%	1,559	1,644	-5.2%	8,809	8,689	1.4%
7	36	25	44.0%	11	13	-15.4%	47	38	23.7%
8	77	63	22.2%	9	8	12.5%	86	71	21.1%
9	59	25	136.0%	56	5	1020.0%	115	30	283.3%
10	100	70	42.9%	35	37	-5.4%	135	107	26.2%
R 7-10	272	183	48.6%	111	63	76.2%	383	246	55.7%
TOTAL	7,517	7,228	4.0%	1,670	1,707	-2.2%	9,192	8,935	2.9%