



MD Monthly—JULY 2017

Membership Development Report

This report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics.

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Monthly Snapshot	YoY Variance		Jul '17	Jul '16	Jun '17	Jul '17 vs. Jun '17	
IEEE Membership		-5,643	-1.5%	372,136	377,779	363,725	+2.3%
Honorary		-2	-6.3%	30	32	30	0.0%
Fellow		119	+1.6%	7,487	7,368	7,479	+0.1%
Senior Member		1,280	+3.3%	40,399	39,119	40,320	+0.2%
Member		-10,076	-4.4%	219,650	229,726	217,072	+1.2%
Associate Member		-1,065	-15.2%	5,964	7,029	5,901	+1.1%
Graduate Student		-310	-0.8%	38,839	39,149	36,589	+6.1%
Undergraduate Student		4,411	+8.0%	59,767	55,356	56,334	+6.1%
Society Membership		-4,454	-1.5%	291,384	295,838	286,944	+1.5%
15 Societies up > 1%		5,761					
4 Societies +/- 1%		32					
20 Societies down > 1%		-10,247					

Societies Note: Sum of respective gains and losses, with all counts **excluding** Affiliates. **Including Affiliates, total Society memberships are down year-over-year by -5,482 or -1.8%.**

MD Channel	July—Membership Year to Date								
	'17	'16	'15	'14		'17	'16	'15	'14
Retention	68.5%	69.6%	70.2%	70.4%	Recruitment	88,141	92,373	83,565	86,232
	264,179	265,262	272,816	276,955					
Higher-Grade	77.8%	78.9%	79.5%	80.3%	Reinstatement	18,998	19,049	18,171	17,558
	230,292	232,678	238,072	239,519					
STU/GSM	37.8%	37.7%	39.0%	39.4%	Recovery (subset of Retention)	26,168	23,806	28,243	24,401
	33,887	32,583	34,744	37,436					

MD Calendar	Recruitment Activities	Retention Activities
September	New Membership Year Underway – New members joining after 16 August are joining for the 2018 membership year and receive benefits through 31 December 2018. Promote: Get 16 months for the price of 12.	2018 Renewal Begins – Members can renew online anytime after 5 September. E-mail outreaches commence the last week in September, including distribution of Member-Get-a-Member awards.
October	Promote: New members joining in October get 15 months for the price of 12. Events: IEEE Day—3 October IEEEExtreme Programming Competition—14 October	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. Visit www.ieee.org/start



Links to all Membership Development resources are on the MD Portal at www.ieee.org/md



July MD Highlights

IEEE Membership

Overall IEEE membership is down from last year by 1.5%, or –5,643 members. This however represents an improvement which we first saw occur last month as we overcame the large year-over-year higher grade recruitment declines. (In June we saw the membership decline decrease by a full percentage point to –1.8%.) Undergraduate and graduate student recruitment and retention remain strong and both categories are growing, while the higher grade membership deficits are slowly subsiding.

We will end the membership year in August with a smaller base of members, however we do expect the deficit to be even less after the final month in the membership year concludes.

➔ 2018 Membership Development kits started shipping in early August. It is time to replace and recycle your older materials.

Recruitment

For the second month we are continuing to see the decline in year-over-year recruitment subside. The year-over-year comparisons are very bleak due to record higher grade recruitment in Region 10 last year, and we are now returning to typical levels. In looking at the longer term trend (see chart, page 1) we also see that recruitment is ahead of previous years, further supporting the anomaly of last year. In looking at the higher grade decline, the number we were ahead last year is almost exactly the same we are behind this year. Student recruitment remains very strong, in fact in Region 10 the number of new students recruited for the entire year doubled in a single month. It was the second highest student recruitment month on record.

See more detail on recruitment, page 8.

Retention

Renewal activity is winding down as we near the end of the membership year, however for the second month we saw above average arrears recovery activity. This year remains the second highest result on record (see chart, page 1). Retention remains behind, but the retention gap held steady at –0.9%. Last month we saw the first big improvement in what has been year-long deficits. Specifically, undergraduate retention, both first-year and overall, are ahead of last year.

The bright spot is (and has been) first-year member retention, which is the highest it has ever been at this point in the year. Typically, first-year member retention has declined at a much higher rate, but that is not the case this year. It is actually positive and so not a factor in the overall retention decline. Further refining the forecast for arrears recovery, trending is pointing toward a final arrears recovery total of about 27,000 members. This will be a higher raw count than years past, but it will not result in a higher retention rate. We will end the membership year with a lower number of members due to declining retention as well as recruitment.

See more detail on retention, page 7.

➔ **Communicate the value of membership.** In advance of the 2018 renewal season, take time to remind your members about the value they get from being a member in your Section. There are many ideas that are easy to implement. Need help or ideas? Contact elyn.perez@ieee.org, or visit the MD portal, www.ieee.org/md.

Society Membership

Overall Society memberships are also down year-over-year by –1.5% following –1.4% last month. We are seeing the same trend here of declines leveling off for the same reasons noted above. The top Societies in terms of percentage growth thus far in the 2017 membership year are Systems, Man & Cybernetics (+13.8%), Intelligent Transportation Systems (+10.8%), and Power & Energy (+7.6%). It is interesting to note these Societies growth rates continue to expand at what is typically a slower growth period in the membership cycle.

Society membership details are on page 11.

2017 MD Goals Summary

- ⇒ **125 Sections** have met their retention goals
- ⇒ **96 Sections** have met their recruitment goals
- ⇒ **45 Sections** have met both recruitment and retention goals

More detail, pages 3-5.



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Membership Development Goals



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2017 MRRC Chair

Membership Development goals are created for each individual Section for both recruitment and retention. On page 6 are the Section goals rolled up to the Region level for each channel. In this report, we will track progress to goal on the Region-level. You will find the Section levels goals and progress in your monthly Region MD report.

For 2017 goals, we reviewed five years of history. Each Section has a unique goal based on different dynamics - whether the Section has had growth or decline, as well as the overall size and location of the Section. Note that reinstatement goals are assigned on the Region level only.

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.

For a complete listing of Section goals, go to the MD portal, www.ieee.org/md.



Outstanding Section Membership Recruitment and Retention Performance

Congratulations to these 45 Sections for earning the gold medal of recognition for meeting both recruitment and retention goals for 2017!

R1 Berkshire Section	R8 Iraq Section
R1 Springfield Section	R8 Bosnia And Herzegovina Section
R1 New Hampshire Section	R8 Russia (Siberia) Section
R1 Schenectady Section	R9 El Salvador Section
R2 Delaware Bay Section	R9 Queretaro Section
R2 Central Pennsylvania Section	R9 Panama Section
R3 Savannah Section	R9 Bahia Section
R4 Fort Wayne Section	R9 Venezuela Section
R4 Northeast Michigan Section	R9 Rio De Janeiro Section
R4 Iowa-Illinois Section	R9 South Brazil Section
R5 Corpus Christi Section	R9 Costa Rica Section
R6 Spokane Section	R9 Paraguay Section
R6 Eastern Idaho Section	R9 Puebla Section
R6 Central Coast Section	R10 Bombay Section
R6 Metropolitan Los Angeles Section	R10 Changwon Section
R6 Palouse Section	R10 Harbin Section
R7 South Saskatchewan Section	R10 Australian Capital Terr Section
R7 Montreal Section	R10 New Zealand South Section
R8 Iceland Section	R10 New South Wales Section
R8 Jordan Section	R10 Gujarat Section
R8 Latvia Section	R10 Shanghai Section
R8 Finland Section	R10 Kerala Section
R8 Belarus Section	

Section Recognition Awards

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.

At the end of the year, a special gift and certificate of recognition will be mailed to those who earned the gold award. Certificates of recognition will also be mailed to those who earned either silver award.



2017 Retention Goals - Section Recognition



Increased Section Membership Recruitment

Sections That Already Met Their 2017 Retention Goal

- R1** **Berkshire Section**
- Binghamton Section
- Worcester County Section
- Springfield Section**
- New Hampshire Section**
- Boston Section
- New Jersey Coast Section
- Long Island Section
- Syracuse Section
- Schenectady Section**
- R2** Youngstown Section
- Delaware Bay Section**
- Cleveland Section
- Central Pennsylvania Section**
- R3** Columbia Section
- Tallahassee Area Section
- Miami Section
- Orlando Section
- Chattanooga Section
- Broward Section
- Coastal South Carolina Section
- Lexington Section
- Memphis Section
- Winston-Salem Section
- Savannah Section**
- Palm Beach Section
- Alabama Section
- Huntsville Section
- Daytona Section
- Atlanta Section
- Jacksonville Section
- Florida West Coast Section
- R4** **Fort Wayne Section**
- Missouri Slope Section
- Central Indiana Section
- Northeast Michigan Section**
- Twin Cities Section
- Madison Section
- Red River Valley Section
- Southern Minnesota Section
- Iowa-Illinois Section**
- Milwaukee Section

- R5** Beaumont Section
- El Paso Section
- Corpus Christi Section**
- Baton Rouge Section
- High Plains Section
- Fort Worth Section
- New Orleans Section
- Central Texas Section
- Panhandle Section
- Dallas Section
- Denver Section
- R6** Fort Huachuca Section
- Spokane Section**
- Eastern Idaho Section**
- Central Coast Section**
- Metropolitan Los Angeles Section**
- Palouse Section**
- Western Montana Section
- Santa Clara Valley Section
- Alaska Section
- Tucson Section
- Buenaventura Section
- R7** New Brunswick Section
- Kingston Section
- Ottawa Section
- Peterborough Section
- Quebec Section
- Winnipeg Section
- London Section
- South Saskatchewan Section**
- Southern Alberta Section
- Toronto Section
- Victoria Section
- Montreal Section**
- R8** **Iceland Section**
- Jordan Section**
- Malta Section
- Croatia Section
- Latvia Section**
- Finland Section**
- Belarus Section**
- Portugal Section
- Iraq Section**
- Bosnia And Herzegovina Section**
- Bulgaria Section

Congratulations to these 125 Sections for achieving their 2017 retention goal! Eight more Sections joined the list this month.

- R8** Qatar Section
- Oman Section
- Egypt Section
- Switzerland Section
- France Section
- Russia (Siberia) Section**
- South Africa Section
- Benelux Section
- Cyprus Section
- R9** Centro Occidente Section
- El Salvador Section**
- Veracruz Section
- Trinidad And Tobago Section
- Aguascalientes Section
- Queretaro Section**
- Panama Section**
- Bahia Section**
- Venezuela Section**
- Rio De Janeiro Section**
- South Brazil Section**
- Costa Rica Section**
- Paraguay Section**
- Minas Gerais Section
- Puebla Section**
- R10** Uttar Pradesh Section
- Bombay Section**
- Changwon Section**
- Taegu Section
- Harbin Section**
- Australian Capital Terr Section**
- New Zealand North Section
- Islamabad Section
- New Zealand South Section**
- Shin-Etsu Section
- New South Wales Section**
- Gujarat Section**
- Shanghai Section**
- Kerala Section**

Indicates a gold medal of recognition for meeting both recruitment and retention goals



2017 Recruitment Goals - Section Recognition

Sections That Already Met Their 2017 Recruitment Goal

- R1 Ithaca Section
- Springfield Section
- New Hampshire Section
- Schenectady Section
- New York Section
- Berkshire Section
- R2 Lima Section
- Delaware Bay Section
- Central Pennsylvania Section
- Washington Section
- R3 Mobile Section
- Savannah Section
- Western North Carolina Section
- Canaveral Section
- Northwest Florida Section
- Tri Cities Section
- Melbourne Section
- Charlotte Section
- Virginia Mountain Section
- R4 Fort Wayne Section
- Northeast Michigan Section
- Iowa-Illinois Section
- R5 Corpus Christi Section
- Pikes Peak Section
- Arkansas River Valley Section
- R6 Eastern Idaho Section
- Central Washington Section
- Los Alamos/Northern New Mexico Section
- Central Montana Section
- Metropolitan Los Angeles Section
- Central Coast Section
- San Francisco Section
- Foothill Section
- Orange County Section
- Oregon Section
- Utah Section
- Palouse Section
- Sacramento Valley Section
- Seattle Section
- Eastern Montana Section
- Spokane Section

Congratulations to these 96 Sections for achieving their recruitment goal! 20 more Sections joined the list this month.



- R7 Newfoundland-Labrador Section
- Montreal Section
- South Saskatchewan Section
- North Saskatchewan Section
- R8 Iceland Section
- Zambia Section
- Jordan Section
- Russia (Northwest) Section
- Kenya Section
- Tunisia Section
- Iraq Section
- Latvia Section
- Morocco Section
- Belarus Section
- Bosnia And Herzegovina Section
- Romania Section
- Russia Section
- Greece Section
- Ukraine Section
- Russia (Siberia) Section
- Algeria Section
- Estonia Section
- Israel Section
- Italy Section
- Finland Section

- R9 Costa Rica Section
- Paraguay Section
- Queretaro Section
- Bahia Section
- El Salvador Section
- Centro Norte Brasil Section
- Monterrey Section
- South Brazil Section
- Colombia Section
- Venezuela Section
- Western Puerto Rico Section
- Rio De Janeiro Section
- Panama Section
- Puebla Section
- R10 Harbin Section
- Northern Australia Section
- Changwon Section
- Bombay Section
- New Zealand South Section
- Daejeon Section
- New Zealand Central Section
- Gujarat Section
- Chengdu Section
- Kerala Section
- Bangladesh Section
- Kwangju Section
- Shanghai Section
- New South Wales Section
- Australian Capital Terr Section
- Fukuoka Section

Indicates a gold medal of recognition for meeting both recruitment and retention goals



Give the Gift of IEEE Membership. To learn more, go to www.ieee.org/gift.

Makes a perfect graduation or thank you gift!



2017 Membership Goals—Region-Level Progress

Below is a summary by Region showing the goal and progress to goal, as of the current month. With only one more month in the membership year, the percent to goal benchmark (last column in charts below) is 91.6% or more.

Retention	2017 Goal	2017 % Growth	2017 YTD	% to Goal
R1	81.8%	0.7%	81.0%	99.0%
R2	83.5%	1.2%	81.6%	97.7%
R3	79.1%	1.0%	77.9%	98.5%
R4	79.8%	1.1%	78.9%	98.8%
R5	78.7%	1.4%	77.9%	98.9%
R6	81.0%	1.7%	79.4%	98.0%
R7	75.7%	1.6%	75.3%	99.4%
R8	71.0%	1.8%	68.2%	96.1%
R9	52.4%	1.7%	50.6%	96.6%
R10	57.2%	1.9%	52.7%	92.2%
Total	71.6%	1.6%	68.5%	95.7%

125 Sections worldwide have met or exceeded their retention goal!

The goals for retention growth are reflective of the last five years history, and are rather aggressive.

Region	# of Sections Met Goal	% of Sections
1	10	45.5%
2	4	20.0%
3	18	43.9%
4	10	43.5%
5	11	42.3%
6	11	31.4%
7	12	60.0%
8	20	34.5%
9	15	42.9%
10	14	23.7%
Total	125	36.9%

Recruitment	2017 Goal	2017 % Growth	2017 YTD	% to Goal
R1	3,816	5.1%	3,178	83.3%
R2	2,998	5.3%	2,513	83.8%
R3	4,217	6.8%	3,464	82.1%
R4	3,086	7.2%	2,500	81.0%
R5	3,898	8.1%	3,126	80.2%
R6	6,218	6.6%	5,881	94.6%
R7	2,876	9.7%	2,415	84.0%
R8	17,240	0.5%	16,384	95.0%
R9	6,535	7.0%	6,385	97.7%
R10	45,545	-9.2%	42,295	92.9%
Total	96,429	-2.4%	88,141	91.4%

96 Sections have met or exceeded their recruitment goal!

Goals are based on historical data so each Section is unique. This Section-level data is then rolled up to the Region-level progress.

Region	# of Sections Met Goal	% of Sections
1	6	27.3%
2	4	20.0%
3	9	22.0%
4	3	13.0%
5	3	11.5%
6	16	45.7%
7	4	20.0%
8	21	36.2%
9	14	40.0%
10	16	27.1%
Total	96	28.3%

Reinstatement	2017 Goal	2017 % Growth	2017 YTD	% to Goal
R1	1,302	5.0%	1,198	92.0%
R2	1,159	5.0%	1,001	86.4%
R3	1,334	5.0%	1,195	89.6%
R4	914	5.0%	828	90.6%
R5	1,256	5.0%	1,181	94.0%
R6	2,570	5.0%	2,479	96.4%
R7	694	5.0%	815	117.4%
R8	4,296	5.0%	3,909	91.0%
R9	1,149	5.0%	1,205	104.9%
R10	5,329	5.0%	5,187	97.3%
Total	20,001	5.0%	18,998	95.0%

Congratulations Region 7 (Canada) and Region 9 (Latin America) for surpassing the reinstatement goal of 5%!

Former members are a ripe pool of candidates to outreach to. Following the service deactivation, all members that were in an arrears status from last year move to an inactive status, so each year that pool grows.

Focus on sustaining reinstatement growth by regularly outreaching to them and/or inviting them to events.

The goal is to grow reinstatement by 5%, which is the 4-year average historical growth rate.



Membership Retention Update

Renewal activity is winding down as we near the end of the membership year, however for the second month we saw above average activity. This year remains the second highest result on record. The retention gap held steady at – 0.9%, but last month we saw the first big improvement in what has been year-long deficits. Specifically, undergraduate retention, both first-year and overall, are ahead of last year.

		2017	2016	2015	2014	2013	2012	2011
Thru July	Cumulative Recovered	26,168	23,806	28,243	24,401	25,913	21,326	17,302
	% of Total Deactivated	17.9%	16.8%	20.1%	17.3%	18.7%	17.2%	15.2%

The bright spot is (and has been) first-year member retention, which is the highest it has ever been at this point in the year. Typically, first-year member retention has declined at a much higher rate, but that is not the case this year. It is actually positive and so not a factor in the overall retention decline. Further refining the forecast for arrears recovery, trending is pointing toward a final arrears recovery total of about 27,000 members. This will be a higher raw count than years past, but it will not result in a higher retention rate. We will end the membership year with a lower number of members due to declining retention as well as recruitment.

A special note on 2018 renewal: Auto-renewal for the 2018 membership year will occur in October. All members who are enrolled will receive an e-mail notification in September.

IEEE Membership Renewal / Retention - July 2017

RE-GION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Oppor-tunity	Renewal			Oppor-tunity	Renewal			Oppor-tunity	Renewal			Oppor-tunity	Renewal		
		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16
1	26,633	22,705	85.3%	85.0%	1,511	855	56.6%	56.7%	1,563	490	31.3%	33.6%	29,707	24,050	81.0%	81.0%
2	23,244	19,871	85.5%	85.2%	1,422	849	59.7%	60.8%	1,241	425	34.2%	43.7%	25,907	21,145	81.6%	82.2%
3	22,744	18,884	83.0%	83.1%	1,860	1,162	62.5%	66.5%	1,957	652	33.3%	33.4%	26,561	20,698	77.9%	78.0%
4	16,672	13,984	83.9%	83.3%	1,574	979	62.2%	63.8%	1,231	397	32.3%	33.5%	19,477	15,360	78.9%	78.5%
5	22,041	18,097	82.1%	82.0%	1,478	914	61.8%	63.1%	1,550	506	32.6%	30.3%	25,069	19,517	77.9%	77.2%
6	44,351	36,812	83.0%	83.3%	2,248	1,328	59.1%	56.4%	2,527	862	34.1%	33.0%	49,126	39,002	79.4%	79.1%
R 1-6	155,685	130,353	83.7%	83.7%	10,093	6,087	60.3%	60.9%	10,069	3,332	33.1%	33.9%	175,847	139,772	79.5%	79.4%
7	12,425	9,892	79.6%	78.7%	1,593	1,051	66.0%	65.1%	1,058	405	38.3%	36.6%	15,076	11,348	75.3%	74.0%
8	52,244	39,306	75.2%	75.8%	9,347	5,768	61.7%	61.6%	7,908	2,353	29.8%	29.4%	69,499	47,427	68.2%	68.9%
9	8,988	5,737	63.8%	61.8%	1,156	698	60.4%	61.4%	5,367	1,419	26.4%	27.2%	15,511	7,854	50.6%	50.2%
10	66,583	45,004	67.6%	71.7%	13,371	5,793	43.3%	45.8%	29,657	6,981	23.5%	18.6%	109,611	57,778	52.7%	54.4%
R 7-10	140,240	99,939	71.3%	73.3%	25,467	13,310	52.3%	54.1%	43,990	11,158	25.4%	22.4%	209,697	124,407	59.3%	60.7%
TOTAL	295,925	230,292	77.8%	78.9%	35,560	19,397	54.5%	56.1%	54,059	14,490	26.8%	24.8%	385,544	264,179	68.5%	69.6%

First-Year Member Renewal / Retention - July 2017

RE-GION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Oppor-tunity	Renewal			Oppor-tunity	Renewal			Oppor-tunity	Renewal			Oppor-tunity	Renewal		
		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16
1	1,750	570	32.6%	36.2%	652	255	39.1%	40.1%	1,217	315	25.9%	26.0%	3,619	1,140	31.5%	33.7%
2	1,437	509	35.4%	35.9%	576	249	43.2%	42.2%	902	233	25.8%	33.8%	2,915	991	34.0%	36.6%
3	1,756	615	35.0%	32.8%	758	345	45.5%	47.1%	1,485	396	26.7%	23.9%	3,999	1,356	33.9%	31.9%
4	1,291	433	33.5%	33.7%	685	306	44.7%	44.1%	929	242	26.0%	26.7%	2,905	981	33.8%	33.5%
5	1,820	626	34.4%	37.1%	591	278	47.0%	46.2%	1,191	308	25.9%	22.3%	3,602	1,212	33.6%	33.0%
6	3,050	1,106	36.3%	37.2%	905	360	39.8%	35.2%	1,895	535	28.2%	25.8%	5,850	2,001	34.2%	33.0%
R 1-6	11,104	3,859	34.8%	35.8%	4,167	1,793	43.0%	41.8%	7,619	2,029	26.6%	25.7%	22,890	7,681	33.6%	33.4%
7	1,286	423	32.9%	34.8%	630	308	48.9%	48.1%	718	196	27.3%	25.7%	2,634	927	35.2%	35.3%
8	6,435	1,799	28.0%	30.4%	4,417	2,041	46.2%	44.8%	6,063	1,338	22.1%	21.2%	16,915	5,178	30.6%	31.1%
9	1,600	361	22.6%	22.7%	508	197	38.8%	41.1%	4,052	742	18.3%	19.7%	6,160	1,300	21.1%	22.0%
10	16,576	4,832	29.2%	27.8%	8,514	2,591	30.4%	31.3%	25,101	4,606	18.3%	15.7%	50,191	12,029	24.0%	21.8%
R 7-10	25,897	7,415	28.6%	28.6%	14,069	5,137	36.5%	37.1%	35,934	6,882	19.2%	17.4%	75,900	19,434	25.6%	24.8%
TOTAL	37,001	11,274	30.5%	31.2%	18,236	6,930	38.0%	38.3%	43,553	8,911	20.5%	19.0%	98,790	27,115	27.4%	27.0%



Membership Recruitment Update

For the second month we are continuing to see the decline in year-over-year recruitment subside, now down -4.8% from -5.5% last month. The year-over-year comparisons are very bleak due to record recruitment last year, and we are now returning to typical levels. In looking at the longer term trend (see chart, page 1) we also see that recruitment is ahead of previous years, further supporting the anomaly of last year. Here is how each of the three categories impacted the overall result this month:

- **Undergraduate recruitment shows continued growth**, ahead YoY +3.3% , from +2.0% last month
 - * Main drivers: Big uptick in Region 10 from last month—doubled their number of new members in one month
 - * Last year at this time: undergraduate recruitment was +4.5%
- **Graduate student recruitment gains leveled off**, from +2.5% to +2.1% this month
 - * Main drivers: A mix of larger % gains leveling off, while a smaller number improved
 - * Last year at this time: graduate student recruitment was +2.3%
- **Higher Grade recruitment declines continue to shrink slowly**, -28.2% last month to -26.8%
 - * We pushed past the record recruitment period of 2016; decline will continue to shrink but not disappear
 - * Four regions now positive including two Regions in the US
 - * Last year at this time: higher grade recruitment was +36.4%, or 6,257 HG members – and now this year we are down (6,271) HG members.

Cumulative Recruitment - Sept through July 2017

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2017		2016		2017		2016		2017		2016		2017		2016	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%		
1	948	931	17	1.8%	777	792	(15)	-1.9%	1,453	1,693	(240)	-14.2%	3,178	3,416	(238)	-7.0%
2	744	816	(72)	-8.8%	721	690	31	4.5%	1,048	1,225	(177)	-14.4%	2,513	2,731	(218)	-8.0%
3	824	918	(94)	-10.2%	922	867	55	6.3%	1,718	1,934	(216)	-11.2%	3,464	3,719	(255)	-6.9%
4	615	704	(89)	-12.6%	754	802	(48)	-6.0%	1,131	1,202	(71)	-5.9%	2,500	2,708	(208)	-7.7%
5	901	1,046	(145)	-13.9%	783	751	32	4.3%	1,442	1,595	(153)	-9.6%	3,126	3,392	(266)	-7.8%
6	1,986	1,916	70	3.7%	1,101	1,217	(116)	-9.5%	2,794	2,389	405	17.0%	5,881	5,522	359	6.5%
R 1-6	6,018	6,331	(313)	-4.9%	5,058	5,119	(61)	-1.2%	9,586	10,038	(452)	-4.5%	20,662	21,488	(826)	-3.8%
7	708	768	(60)	-7.8%	765	752	13	1.7%	942	932	10	1.1%	2,415	2,452	(37)	-1.5%
8	3,515	3,399	116	3.4%	4,756	5,085	(329)	-6.5%	8,113	7,869	244	3.1%	16,384	16,353	31	0.2%
9	879	874	5	0.6%	675	576	99	17.2%	4,831	4,255	576	13.5%	6,385	5,705	680	11.9%
10	6,034	12,053	(6,019)	-49.9%	9,584	8,869	715	8.1%	26,677	25,453	1,224	4.8%	42,295	46,375	(4,080)	-8.8%
R 7-10	11,136	17,094	(5,958)	-34.9%	15,780	15,282	498	3.3%	40,563	38,509	2,054	5.3%	67,479	70,885	(3,406)	-4.8%
TOTAL	17,154	23,425	(6,271)	-26.8%	20,838	20,401	437	2.1%	50,149	48,547	1,602	3.3%	88,141	92,373	(4,232)	-4.6%



IEEE-USA Recruitment Incentive

In an effort to increase US higher-grade membership, IEEE-USA and MGA have partnered on a campaign that builds 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 promotes the program in the monthly Benefits Bulletin, and **US Sections and Regions should promote the program on their own website**. For more information on how to do this, contact Elyn Perez, elyn.perez@ieee.org.

Membership Year	2017 Total	2016 Total	2015 Total	2014 Total	Program To Date
Referrals Submitted	497	1,094	941	1,240	3,772
Referrals Joined	229	475	224	397	1,325
% of Referrals Joined	46.1%	43.4%	23.8%	32.0%	35.1%
# New US HG Members	142	377	168	295	982

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 d.maestri@ieee.org



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

Important Note: MGM awards for the 2017 membership year will be sent via e-mail in late September, to the member’s primary e-mail address on record.

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

Ganaga Rajesh G	R10, Madras Section	172 new members
Aiswarya Baiju	R10, Kerala Section	108 new members
Sattar Bader Sadkhan	R8, Iraq Section	34 new members
Raghad Abuqalbain	R8, Jordan Section	30 new members
Deepak M H	R10, Bangalore Section	21 new members
Susan Vinoth	R10, Kerala Section	21 new members
Shubham Dubey	R10, Pune Section	19 new members
Diana Briceno Rodriguez	R9, Colombia Section	16 new members
Shubam Tondare	R10, Pune Section	14 new members
Sourav A	R10, Kerala Section	14 new members
Renjith Krishnan	R10, Kerala Section	14 new members
Deepak Charles Thayil	R10, Kerala Section	14 new members
Alin May Raju	R10, Kerala Section	14 new members
Sheik Mohamed Nishath M	R10, Kerala Section	14 new members
Balagopal Anoop	R10, Kerala Section	14 new members
Sreelakshmi V P	R10, Kerala Section	14 new members
Karthika Nair Satheesh	R10, Kerala Section	14 new members
Anju Mathew	R10, Kerala Section	14 new members
MD. Naimur Rahman	R10, Bangladesh Section	14 new members
Syed Harron Ali	R10, Hyderabad Section	14 new members
Fida Zahid	R10, Islamabad Section	14 new members
Akash P Dominic	R10, Kerala Section	13 new members
Aruna K A	R10, Kerala Section	13 new members
Niveditha George	R10, Kerala Section	10 new members

2017 MGM Recruits YTD: 19,456 new members*

Same period last year: 19,028*

Year-over-year: +2.2%



Sections can earn awards for top recruiting activity. To learn more, go to www.ieee.org/mgm or contact Denise Maestri, d.maestri@ieee.org.



Overall IEEE Membership by Region and Grade Category

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

Geographic IEEE Membership Summary - July 2017																
RE-GION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2017	2016	Change		2017	2016	Change		2017	2016	Change		2017	2016	Change	
			#	%			#	%			#	%			#	%
1	25,376	26,225	(849)	-3.2%	1,535	1,611	(76)	-4.7%	1,487	1,669	(182)	-10.9%	28,398	29,505	(1,107)	-3.8%
2	21,975	22,844	(869)	-3.8%	1,393	1,520	(127)	-8.4%	1,135	1,409	(274)	-19.4%	24,503	25,773	(1,270)	-4.9%
3	21,601	22,054	(453)	-2.1%	1,993	2,052	(59)	-2.9%	1,894	2,216	(322)	-14.5%	25,488	26,322	(834)	-3.2%
4	15,720	16,250	(530)	-3.3%	1,612	1,681	(69)	-4.1%	1,269	1,353	(84)	-6.2%	18,601	19,284	(683)	-3.5%
5	20,662	21,497	(835)	-3.9%	1,606	1,618	(12)	-0.7%	1,558	1,763	(205)	-11.6%	23,826	24,878	(1,052)	-4.2%
6	42,705	43,455	(750)	-1.7%	2,372	2,475	(103)	-4.2%	2,810	2,780	30	1.1%	47,887	48,710	(823)	-1.7%
R 1-6	148,039	152,325	(4,286)	-2.8%	10,511	10,957	(446)	-4.1%	10,153	11,190	(1,037)	-9.3%	168,703	174,472	(5,769)	-3.3%
7	11,583	11,892	(309)	-2.6%	1,829	1,869	(40)	-2.1%	1,164	1,103	61	5.5%	14,576	14,864	(288)	-1.9%
8	47,634	48,743	(1,109)	-2.3%	10,234	10,791	(557)	-5.2%	9,823	9,005	818	9.1%	67,691	68,539	(848)	-1.2%
9	7,819	7,989	(170)	-2.1%	1,384	1,288	96	7.5%	6,374	5,804	570	9.8%	15,577	15,081	496	3.3%
10	58,455	62,325	(3,870)	-6.2%	14,881	14,244	637	4.5%	32,253	28,254	3,999	14.2%	105,589	104,823	766	0.7%
R 7-10	125,491	130,949	(5,458)	-4.2%	28,328	28,192	136	0.5%	49,614	44,166	5,448	12.3%	203,433	203,307	126	0.1%
TOTAL	273,530	283,274	(9,744)	-3.4%	38,839	39,149	(310)	-0.8%	59,767	55,356	4,411	8.0%	372,136	377,779	(5,643)	-1.5%

Note: e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10. Life Members are included in Higher Grade counts.

- **Overall membership** is behind -1.5% YoY, improved from -1.8% last month
 - Main drivers: Strong renewal activity, strong STU/GSM recruitment, leveled off HG declines
 - Last year this time was +0.5%
- **Higher-grade membership** behind by -3.4%, was -3.5% last month
 - Region 10 HG has been the biggest factor, but we are now past the higher growth periods of last year and declines have leveled off
 - Last year overall HG was +0.3%
- **GSM grade** down -0.8% over last year, slight improvement from -1.1% last month
 - Last year this time was -2.1%
- **STU membership** is positive second month in a row, ahead of last year 8.0%; from +6.6% last month
 - Main driver: Strong, positive recruitment and renewal activity
 - Last year this time was +3.1%
 - IEEEExtreme Programming Competition impacts recruitment this time of year, as registration opens and continues through October



Give the Gift of IEEE Membership. To learn more, go to www.ieee.org/gift.
Makes a perfect graduation or thank you gift!



Special Interest Memberships



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.

Grade	This Month '17	This Month '16	YoY # Chg	YoY % Chg
Fellow	111	100	11	11.0%
Senior Member	766	712	54	7.6%
Member	3,612	3,374	238	7.1%
Associate Member	109	94	15	16.0%
Graduate Student	2,169	2101	68	3.2%
Student	11,911	9,849	2,062	20.9%
Total	18,679	16,230	2,449	15.1%

Region	This Month '17	This Month '16	YoY # Chg	YoY % Chg
U.S.	3,129	3,002	127	4.2%
Canada	392	367	25	6.8%
Europe, Middle East, Africa	3,044	2,557	487	19.0%
Latin America	2,437	2,181	256	11.7%
Asia Pacific	9,676	8,123	1,553	19.1%
Total	18,679	16,230	2,449	15.1%

IEEE STANDARDS ASSOCIATION

Grade	This Month '17	This Month '16	YoY # Chg	YoY % Chg
Student	47	40	7	17.5%
Higher Grade	6,341	6,092	249	4.1%
Affiliate	62	59	3	5.1%
SA Only Members	447	443	4	0.9%
Total	6,897	6,634	263	4.0%

IEEE Standards Association 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.



Special Interest Memberships



Membership in IEEE Young Professionals is automatically given to Graduate Students and higher grade members within 15 years of receiving their first professional degree, and higher grade members beyond 15 years who wish to opt in, at no additional cost.

Geographic IEEE Young Professionals - July 2017

Region	Higher Grade w/o GSM			Total Students			Total		
	2017	2016		2017	2016		2017	2016	
	#	#	% Change	#	#	% Change	#	#	% Change
1	3,359	3,676	-8.6%	1,466	1,528	-4.1%	4,825	5,204	-7.3%
2	2,848	3,039	-6.3%	1,337	1,441	-7.2%	4,185	4,480	-6.6%
3	3,146	3,383	-7.0%	1,908	1,902	0.3%	5,054	5,285	-4.4%
4	2,601	2,862	-9.1%	1,529	1,590	-3.8%	4,130	4,452	-7.2%
5	3,187	3,519	-9.4%	1,529	1,524	0.3%	4,716	5,043	-6.5%
6	6,500	6,647	-2.2%	2,248	2,349	-4.3%	8,748	8,996	-2.8%
R 1-6	21,641	23,126	-6.4%	10,017	10,334	-3.1%	31,658	33,460	-5.4%
7	2,354	2,593	-9.2%	1,753	1,771	-1.0%	4,107	4,364	-5.9%
8	11,600	12,827	-9.6%	10,038	10,198	-1.6%	21,638	23,027	-6.0%
9	2,230	2,370	-5.9%	1,482	1,175	26.1%	3,712	3,545	4.7%
10	14,580	15,250	-4.4%	15,031	13,486	11.5%	29,611	28,737	3.0%
R 7-10	30,764	33,040	-6.9%	28,304	26,630	6.3%	59,068	59,673	-1.0%
TOTAL	52,405	56,170	-6.7%	38,321	36,966	3.7%	90,726	93,139	-2.6%



ETA KAPPA NU

Electrical and Computer Engineering Honor Society

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - July 2017

Region	Higher Grade w/o GSM			Total Students			Total		
	2017	2016		2017	2016		2017	2016	
	#	#	% Change	#	#	% Change	#	#	% Change
1	1,180	1,228	-3.9%	194	283	-31.4%	1,374	1,511	-9.1%
2	1,130	1,162	-2.8%	139	269	-48.3%	1,269	1,431	-11.3%
3	1,099	1,176	-6.5%	229	380	-39.7%	1,328	1,556	-14.7%
4	805	868	-7.3%	177	397	-55.4%	982	1,265	-22.4%
5	1,129	1,214	-7.0%	197	383	-48.6%	1,326	1,597	-17.0%
6	1,650	1,527	8.1%	311	435	-28.5%	1,961	1,962	-0.1%
R 1-6	6,993	7,175	-2.5%	1,247	2,147	-41.9%	8,240	9,322	-11.6%
7	36	37	-2.7%	3	4	-25.0%	39	41	-4.9%
8	83	77	7.8%	13	27	-51.9%	96	104	-7.7%
9	43	48	-10.4%	13	57	-77.2%	56	105	-46.7%
10	119	116	2.6%	22	45	-51.1%	141	161	-12.4%
R 7-10	281	278	1.1%	51	133	-61.7%	332	411	-19.2%
TOTAL	7,274	7,453	-2.4%	1,298	2,280	-43.1%	8,572	9,733	-11.9%