

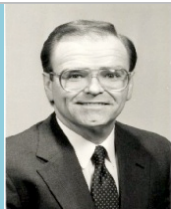


Membership Development Report – June 2012

Southeast United States (Region 3)



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



I hope all of you are realizing some relief from the relentless heat pounding Region 3. Some places are flooding while others are experiencing serious drought. I hope we'll hit equilibrium soon. Please keep me informed of all your Section and Group activities so we all can stay up to date on what's happening with our members. Stay active in attracting new members as well as working on Senior Member elevations!

- **Bill Williams**, Membership Development Chair, Region 3

Regional Snapshot	Total this Month	'12 vs. '11	% Change	Aug 2012 400,000 Member Goal – R3		2012 New Members (JUNE)
Total Membership	27,988	▼ (290)	- 1.0%	93.3%	Total	3971
• Higher-Grade	23,212	▼ (363)	- 1.5%	87.8%	Higher-Grade	966
• Students	4,776	▲ 73	1.5%	120.6%	Student	3005
IEEE Worldwide - Total	377,174	▲ 5,425	1.5%	400,000		82,883

2012 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	83.0%	75.7%	45.3%	79.4%
Region – 1 st -Year Members	33.0%	61.8%	38.6%	39.8%
IEEE – Total Members	80.6%	68.0%	30.1%	72.7%
IEEE – 1 st Year Members	37.6%	49.3%	24.1%	33.5%

First-Year Member Situation & Direction	2012 Membership Cycle	2011 Membership Cycle
Recruitment	Focus on new member recruitment. Can use MGM program for new members	Half year dues still available
MGA Operations	First Year Member Experience on web: http://www.ieee.org/start	<i>Weekly</i> – New members receive welcome kit mailing <i>Monthly</i> - New members of prior month are invited to a new member orientation webcast
Section / Chapter Operations	Look to mentor new officers or utilize past officers for their knowledge. IEEE Day being scheduled for 2 October 2012.	New members received welcome communications from Section / Chapter? New member recognized in Section / Chapter newsletter? New members invited to Section / Chapter welcome event?
SAMIEEE Analysis	Take new training sessions. See link below to presentation and video.	(MD) All Members Joining Since Membership Year (MD) First Year Members Not Renewed
Volunteer Resources	SAMIEEE UPGRADE: http://www.ieee.org/about/volunteers/samieee/index.html for video and training presentation in PowerPoint	



Membership Development Report – June 2012 – Page 2

Southeast United States (Region 3)



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

Best Section Total Retention	85.4% - Jacksonville Section	84.2% - East Tennessee Section
	84.5% - Piedmont Section	84.2% - Melbourne Section
	84.4% - Huntsville Section	84.0% - Daytona Section

Top Section Recruitment Year over Year	Numeric Growth	Percentage Growth
	79 - Florida West Coast Section	138.71% - Mobile Section
	46 - Piedmont Section	106.98% - Piedmont Section
	43 - Mobile Section	62.50% - Daytona Section

Upcoming MD Opportunities	What is most needed by your Section members?	Is your Section working with its local industries?
	How does your Section attract new members?	Is your Section involved in your community?

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 2012, 2011, 2010 and 2009	www.ieee.org/md

Alert for General Volunteers for IEEE Xtreme 6.0

IEEE is looking for volunteers for the annual computer programming student competition, IEEE Xtreme, scheduled for 20 October 2012. If you're interested in helping with Xtreme 6.0, please send an email to ieeextreme@ieee.org. Student members are not eligible to be judges, but all higher-grade members, including members and graduate student members, may apply. For more information or to volunteer, e-mail ieeextreme@ieee.org.



Membership Development Report – June 2012 – Page 3

Southeast United States (Region 3)



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



IEEE-USA Recruitment Incentive Pilot – June 2012

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 2012 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	4	\$ 40.0
R3	Central Tennessee Section		
R3	Central Virginia Section		
R3	Charlotte Section	(-1)	(\$10.00)
R3	Chattanooga Section		
R3	Coastal South Carolina Section	5	\$ 50.0
R3	Columbia Section		
R3	Daytona Section		
R3	East Tennessee Section		
R3	Eastern North Carolina Section	3	\$ 30.0
R3	Evansville-Owensboro Section		
R3	Florida West Coast Section	11	\$ 110.0
R3	Gainesville Section		
R3	Hampton Roads Section		



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

The IEEE-USA MD incentive pilot will continue for the 2012 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 2012 (cont'd.)

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R3	Huntsville Section		
R3	Jacksonville Section		
R3	Jamaica Section		
R3	Lexington Section		
R3	Louisville Section		
R3	Melbourne Section		
R3	Memphis Section		
R3	Miami Section		
R3	Mississippi Section		
R3	Mobile Section	8	\$ 80.0
R3	Northwest Florida Section		
R3	Orlando Section		
R3	Palm Beach Section		
R3	Piedmont Section	20	\$ 200.0
R3	Richmond Section		
R3	Savannah Section		
R3	Tallahassee Area Section		
R3	Tri Cities Section		
R3	Virginia Mountain Section	2	\$ 20.0
R3	Western North Carolina Section	1	\$ 10.0
R3	Winston-Salem Section	3	\$ 30.0
R3 Qualifying Gains & Payout		56	\$ 560.0



IEEE GOLD Membership Data & MGA Information

We are providing global GOLD member data in your Region MD Report. GOLD members can be an Associate, Member or Senior Member grade. Since GOLD is not a designated IEEE Member Grade, their statistical data would be included in each member grade statistic.

IEEE's Member database flags members for GOLD affiliation based on the date of the member's first graduation. Members are identified as "Yes GOLD" if their graduation date is less than 10 years past. At present, graduation dates are an optional field for member applications so new members joining IEEE are categorized as GOLD **IF** the graduation date is provided. Graduating Student Members are captured as they are elevated from Student Member to higher-grade member following their graduation date.

The GOLD member data above only captures those IEEE members that are "Yes GOLD" flagged. Efforts are underway to investigate methods for reflecting true numbers of IEEE members who have graduated in the last decade.

In SAMIEEE, there are several pre-defined queries for GOLD: In the Geographic Folder, (GEO) Active IEEE members –Current GOLD (Graduates of the Last Decade) and (GEO) Active Student & Graduate Student Members with Graduation Date in 2010. In the SAMIEEE MD folder, (MD) Active Student Members with Graduation Date will also pull data.



IEEE Member & Geographic Activities (MGA) Information

Visit the MGA News web page for the latest news articles, including:

- * Call for nominations: 2013 MGA Committee members and liaisons: deadline 1 August
- * Call for nominations: 2012 MGA Awards: recognizing outstanding IEEE volunteers: deadline 15 October
- * Volunteers needed for IEEEExtreme competition
- * IEEE Life Members Newsletter available on the Web
- * IEEE-USA career resources e-books free to members

Additional IEEE news can be found at links on the right side of the page.

- Visit MGA News at <http://www.ieee.org/societies_communities/geo_activities/mga_news.html>
- E-mail MGA staff <<mailto:scoop@ieee.org>> to submit feedback, subscribe, or unsubscribe