


From: Lee Stogner l.stogner@IEEE.ORG 
Subject: [IEEE Region 3] Membership Development Report 10-13-14
Date: October 12, 2014 at 6:35 PM
To: Region 3 ExCom 2014 r3-excom2014@IEEE.ORG, IEEE Region 3 Section Chairs sec-r03@IEEE.ORG
Cc: Christopher Wright wright.c@IEEE.ORG, Ed Perkins e.perkins@IEEE.ORG, Cathy Downer c.downer@IEEE.ORG, Elyn Perez elyn.perez@IEEE.ORG

Region 3,

For today's Membership Development Report, I would like to resubmit a recent report that contains both world MD Data and Section Data. By having all current data together and available for comparison, we can evaluate how Region 3 is doing versus the rest of the IEEE.

I've also attached additional data. This additional data is a summary of why members don't renew. The annual renewal period has now begun and the question of why members stay or leave the IEEE always comes up. This survey based data and should answer your questions.

Now with this foundation of data, data, data, let's reach out to our local Section members with a personal letter from the Section Chair. Please tell your members that their membership matters. It matters during tough economic times, it matters when you need to advance in your career and need unbiased advice and up to date education. And it matters by setting an example to the next generation when you reach out to young students and give them examples of what you have done.

For your letter, collect some local examples of how membership has made a difference in the careers of fellow members. Don't forget, you can use the phone too in your outreach.

Finally, get your First Year Member Experience Project going. The time you invest in new members now will make it easier in the future to grow your Section.

Have questions ? Please give Lee or Chris a call.

Sincerely,

Lee Stogner
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Chris Wright
IEEE MD Staff
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[732-562-3894](tel:732-562-3894)

Region 3,

The IEEE 2015 Membership Development Business Year began on August 15. In the past month we have held a R3 MD Web Cast, delivered 2015 MD materials to every Section and contacted every member of Region 3 to remind them that IEEE membership delivers value to their careers. Please let us know what else we should be doing to support the retention and growth of the members in Region 3.

Short term opportunities for growth include,

- Outreach to your local Student Branch
- First Year Member Experience Project
- Senior Member Upgrade Program
- IEEE Day on October 7
- Section Communications on the value and benefits of IEEE Membership

Attached are the two new MD Reports for IEEE and Region 3. These reports contain data at the global level and down to the Region 3

Section level. Please use these reports to guide your local MD campaigns and stay in sync with the IEEE Business Calendar. And don't forget, it's not just about the numbers, its about communicating what the IEEE has done and will do for the careers of its members.

I've also attached the brand new IEEE 2015 MD Manual. Lot's of new content so please re-read. And, make sure everyone on your Section Excom has this new edition.

For quick answers on MD issues go to,

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

For everything else, please let us know what else we can do to support you.

Sincerely,

Lee Stogner
Region 3 Membership Volunteer
l.stogner@ieee.org
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Chris Wright
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Region 3 MD Report -
August 2014.pdf



IEEE 2015 MD
Manual.pdf



IEEE MD Monthly -
August 2014.pdf





Membership Development Report – August 2014

Southeast United States (Region 3)



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



The IEEE 2015 Membership Development Business Year began on August 15. In the past month we have held a R3 MD Web Cast, delivered 2015 materials to every Section and continued our one on one outreach to members. Please let us know what else we should be doing to support the retention and growth of the members in Region 3.

Opportunities for growth include,

- Outreach to your local Student Branch
- First Year Member Experience Project
- Senior Member Upgrade Program
- Section Communications on the value and benefits of IEEE Membership

Lee Stogner, Membership Development Chair, Region 3

Regional Snapshot	Total this Month	'14 vs. '13	% Change	Aug 2014 405,000 Member Goal – R3		2014 New Members (AUG)
Total Membership	28,078	▼ (129)	-0.5%	97.8%	Total	4416
• Higher-Grade	23,905	▼ (34)	-0.1%	89.8%	Higher Grade	1036
• Students	4,173	▼ (95)	-2.2%	140.5%	Students	3380
IEEE Worldwide - Total	390,249	▼ 5,007	-1.3%	405,000		92,282

2014 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	83.7%	67.1%	42.5%	79.0%
Region – 1 st -Year Members	34.9%	49.1%	36.8%	38.4%
IEEE – Total Members	80.7%	59.3%	25.6%	70.7%
IEEE – 1 st Year Members	35.5%	42.3%	19.6%	29.3%

Best Section Total Retention	86.2% - Palm Beach Section	84.6% - Huntsville Section
	85.8% - Tri Cities Section	83.9% - Evansville-Owensboro Section
	85.8% - Central Savannah River Section	83.7% - Canaveral Section

Top Section Recruitment Year over Year	Percentage Growth	Numeric Growth
	225.51% – Mississippi Section	221 - Mississippi Section
	62.50% - Tri Cities Section	39 - Eastern North Carolina Section
	42.00% – Jacksonville Section	33 - Central Tennessee Section



Membership Development Report – August 2014 – 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.

Member Engagement	Membership Activities	
Recruitment	Recruitment can be handled via the Conference Member Recruitment program, www.ieee.org/cmr	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
MGA Operations	New membership dues effective 16 August	New membership year begins 16 August
Section / Chapter Operations	Invite first year members to activities and events. Consider the newly elevated Student graduates.	Use the Correspondence templates located on www.ieee.org/md for outreach
SAMIEEE/Data Analysis	New! Section Vitality Dashboard link, www.ieee.org/vitality/db will take you directly to the dashboard to view reports.	(MD) All Members Joining since Beginning of Membership Year (MD) First Year Active Members (MD) Members Joining in Past 30 Days (MD) New Member Interest Information for Active IEEE Members
Volunteer Resources	http://www.ieee.org/about/volunteers/volunteer_index.html	

MD Resource Links	IEEE Region 3	
	Benefits of Membership	www.ieee.org/benefits
	Online Supply Form	www.ieee.org/md
	First Year Member Experience	www.ieee.org/start
	IEEE Contact Center & Support	www.ieee.org/about/contact_center/index.html
	Section Vitality Dashboard	www.ieee.org/vitalitydb
	MD Manual, Membership Presentations	www.ieee.org/md
	Member-Get-a-Member	www.ieee.org/mgm
	MD Webcast Archive Guide for 2014 to 2009	www.ieee.org/md
	Senior Member Program	www.ieee.org/about/volunteers/membership_development/senior_member.html
	Member Loyalty Program	http://www.ieee.org/loyalty
	myIEEE	www.ieee.org/membership_services/membership/my_ieee.html



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

IEEE Young Professionals (GOLD) Status Indicator

The table below shows the current month with Young Professionals (GOLD) membership data. We now show the comparison of year-over-year membership.

Geographic IEEE Young Professional Membership - August 2014			
Region	Higher Grade w/o GSM	Total Students	Total
1	4,561	1,608	6,169
2	4,290	1,489	5,779
3	4,902	1,834	6,736
4	4,034	1,576	5,610
5	4,668	1,509	6,177
6	8,535	2,287	10,822
R 1-6	30,990	10,303	41,293
7	3,914	1,610	5,524
8	19,061	8,745	27,806
9	4,046	1,077	5,123
10	19,709	12,653	32,362
R 7-10	46,730	24,085	70,815
TOTAL	77,720	34,388	112,108

GOLD to YP Transition Completed

GOLD (Graduates of the Last Decade) has been transitioned to IEEE Young Professionals. There is no longer a GOLD flag available in SAMIEEE. With this transition, Young Professionals is considered a "membership." If you have any queries that contain the GOLD flag, you will receive an error when you attempt to run it. Queries for Young Professionals will now require you to create a filter using fields from the "All Memberships and Subscriptions" folder as follows:

- ✓ Membership or Pub Name "is equal to/is in" IEEE Young Professionals
- ✓ AND Current Status "is equal to/is in" Active

The previous GOLD predefined query in SAMIEEE has been updated with the required filter and renamed to "Current YP - Young Professionals." Look at SAMIEEE/Analytics pages at http://www.ieee.org/about/volunteers/samiee/samiee_index.html



NEW IEEE Member Loyalty Program <http://www.ieee.org/loyalty>



Recognize the members in your section for their years of services as an IEEE member with a new Member Loyalty Pin and corresponding certificate for presentation to your members.

Lapel pins commemorate select membership milestones. The one-inch round lapel pin recognizes members at 2, 5, 10, 20, 25, 30 and 50 years of service as an IEEE member, regardless of grade, grade elevations, or any breaks in service. Society Affiliates are not eligible for this program, nor are any years of service as a Society Affiliate included in the calculation. The pin comes in a small, clear plastic box and the certificate is complete with a presentation folder/cover.

Pulling Member Loyalty Data:

Member Loyalty data reports by section can be found in the Section Vitality Dashboard at www.ieee.org/vitalitydb. Once you have accessed the dashboard, use the tab, "Additional Member Lists", and the Member Loyalty Report for your section will be the first report to be shown. Use the drop down menu and select one year, or any combination, or all of years in the list for member loyalty. The report can be downloaded and sorted as you want. All contact information is contained in the report, as well as member number, member grade and membership status (Active).

Ordering Online:

- Is Limited to the Section Chair, Section MD Chair, Section Secretary, or Treasurer
- Sections pay for the pin & certificates, plus the shipping costs
- Sections can use their Custody Account or Concentration Banking Account
- Check the website for shipping method and costs
- Check the website for link to the online form to place your order, <http://www.ieee.org/loyalty>
- Additional information on the process and shipping information and costs are at the Member Loyalty website
- Questions can be placed to member-loyalty@ieee.org

Visit the IEEE Day video and its website, www.ieeeday.org

<http://www.youtube.com/watch?v=C3-vBcsOdkU&feature=youtu.be>





Region 1-6 Membership Strategy – Region 3

In order to support the MGA strategy to grow and retain higher grade members in Regions 1-6, each Region now has a dedicated person to assist the MD volunteers at the Region and Section levels. For Region 3, that person is Chris Wright. For any questions, please contact Chris via email at wright.c@ieee.org.

Top Three Focal Points

This month it will be critical to continue planning the following three areas for the rest of the membership year. It will be even better if you can start EXECUTING on these items to get a jump on the year. For details and suggestions on each, please contact either Adrienne Hahn (Regions 1, 2, 4) a.hahn@ieee.org or Chris Wright (Regions 3,5,6) wright.c@ieee.org

- **Recruit**
- **Renewal**
- **Contact New Members.**

Discounts and Programs

- For new members who sign up now, they will receive the rest of 2014 and all of 2015. For September, that means new members receive 16 months for the price of 12.
- During the week of **IEEE Day** (October 5th through October 11th), new members are eligible for **\$30 off** membership with the **IEEE Day** promotion code. This is a perfect opportunity for a recruitment drive. Visit www.ieeeday.org for more details.
- The **Member-Get-A-Member (MGM)** is back. Referring members **earn incentives** that can be used **towards IEEE products, services and membership fees.** www.ieee.org/mgm
- The **IEEE-USA incentives** program is also back for 2015. Referring members can **choose from IEEE-USA branded merchandise** IN ADDITION to the MGM incentives. There is also a **\$25 new member discount** for new members who sign up through the USA program. Visit: <http://ieee.fluidsurveys.com/s/ieee-usa/>

Reminder – IEEE Day is October 7th

WE NEED U.S. PARTICIPATION. Time is running out to plan your event for October. With less than a month until IEEE Day, you could be missing out on a major opportunity to engage your current members and show your support for IEEE. In addition, this is a perfect time to encourage new members to join with the special IEEE Day Promotional offer listed above.

If you already **planned an event**, be sure [to register](#) on the IEEE Day website or it will not be counted. For Further details, please visit the [IEEE Day web site](#). If you any questions, please contact ieeeday2014@ieee.org



Section Performance > Retention

Year-over-Year – Renewal: 2014 Membership Year – August 2014

	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 3	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Palm Beach Section	629	553	87.9%	41	26	63.4%	670	579	86.4%
Central Savannah River Section	156	140	89.7%	12	5	41.7%	168	145	86.3%
Tri Cities Section	102	90	88.2%	4	1	25.0%	106	91	85.8%
Huntsville Section	1039	911	87.7%	93	48	51.6%	1,132	959	84.7%
Canaveral Section	173	152	87.9%	11	3	27.3%	184	155	84.2%
Evansville-Owensboro Section	166	149	89.8%	26	12	46.2%	192	161	83.9%
East Tennessee Section	802	693	86.4%	124	81	65.3%	926	774	83.6%
Melbourne Section	587	510	86.9%	57	25	43.9%	644	535	83.1%
Piedmont Section	442	394	89.1%	115	68	59.1%	557	462	82.9%
Florida West Coast Section	1672	1436	85.9%	217	129	59.4%	1,889	1565	82.8%
Richmond Section	699	603	86.3%	84	45	53.6%	783	648	82.8%
Central Virginia Section	520	449	86.3%	87	50	57.5%	607	499	82.2%
Eastern North Carolina Section	2513	2140	85.2%	357	209	58.5%	2,870	2349	81.8%
Western North Carolina Section	277	244	88.1%	67	36	53.7%	344	280	81.4%
Mississippi Section	373	317	85.0%	104	71	68.3%	477	388	81.3%
Jacksonville Section	329	276	83.9%	47	23	48.9%	376	299	79.5%
Chattanooga Section	323	268	83.0%	56	33	58.9%	379	301	79.4%
Central North Carolina Section	275	225	81.8%	30	17	56.7%	305	242	79.3%
Columbia Section	361	305	84.5%	83	47	56.6%	444	352	79.3%
Central Tennessee Section	599	500	83.5%	161	102	63.4%	760	602	79.2%
Atlanta Section	3436	2888	84.1%	750	421	56.1%	4,186	3309	79.0%
Central Georgia Section	253	209	82.6%	33	17	51.5%	286	226	79.0%
Savannah Section	175	148	84.6%	36	18	50.0%	211	166	78.7%



Section Performance > Retention

Year-over-Year – Renewal: 2014 Membership Year – August 2014 (Cont'd.)

	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 3	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Northwest Florida Section	293	238	81.2%	37	21	56.8%	330	259	78.5%
Daytona Section	165	144	87.3%	40	16	40.0%	205	160	78.0%
Coastal South Carolina Section	368	307	83.4%	63	27	42.9%	431	334	77.5%
Alabama Section	790	662	83.8%	185	93	50.3%	975	755	77.4%
Orlando Section	1020	847	83.0%	247	134	54.3%	1,267	981	77.4%
Charlotte Section	622	499	80.2%	135	72	53.3%	757	571	75.4%
Louisville Section	334	266	79.6%	87	50	57.5%	421	316	75.1%
Broward Section	442	363	82.1%	83	31	37.3%	525	394	75.0%
Hampton Roads Section	671	536	79.9%	125	50	40.0%	796	586	73.6%
Memphis Section	401	317	79.1%	109	57	52.3%	510	374	73.3%
Gainesville Section	341	277	81.2%	133	68	51.1%	474	345	72.8%
Lexington Section	363	283	78.0%	89	44	49.4%	452	327	72.3%
Tallahassee Area Section	262	204	77.9%	89	49	55.1%	351	253	72.1%
Virginia Mountain Section	462	364	78.8%	229	133	58.1%	691	497	71.9%
Winston-Salem Section	135	104	77.0%	39	17	43.6%	174	121	69.5%
Miami Section	519	389	75.0%	191	100	52.4%	710	489	68.9%
Mobile Section	187	125	66.8%	36	22	61.1%	223	147	65.9%
Jamaica Section	160	94	58.8%	29	15	51.7%	189	109	57.7%



Year-over-Year – Recruitment: 2014 Membership Year

Section	August 2014	August 2013	# Change	% Change
Mississippi Section	319	98	221	225.51%
Tri Cities Section	13	8	5	62.50%
Jacksonville Section	71	50	21	42.00%
Evansville-Owensboro Section	32	23	9	39.13%
Coastal South Carolina Section	86	62	24	38.71%
Daytona Section	47	34	13	38.24%
Central North Carolina Section	50	38	12	31.58%
Central Tennessee Section	144	111	33	29.73%
East Tennessee Section	110	93	17	18.28%
Alabama Section	206	179	27	15.08%
Western North Carolina Section	68	60	8	13.33%
Eastern North Carolina Section	376	337	39	11.57%
Charlotte Section	156	143	13	9.09%
Palm Beach Section	63	58	5	8.62%
Tallahassee Area Section	86	82	4	4.88%
Mobile Section	61	60	1	1.67%
Virginia Mountain Section	141	142	-1	-0.70%
Memphis Section	121	123	-2	-1.63%
Jamaica Section	45	46	-1	-2.17%
Atlanta Section	632	660	-28	-4.24%
Huntsville Section	95	100	-5	-5.00%
Savannah Section	35	37	-2	-5.41%
Orlando Section	209	221	-12	-5.43%
Central Savannah River Section	16	17	-1	-5.88%



Year-over-Year – Recruitment: 2014 Membership Year

Section	August 2014	August 2013	# Change	% Change
Florida West Coast Section	181	197	-16	-8.12%
Piedmont Section	98	109	-11	-10.09%
Broward Section	79	89	-10	-11.24%
Columbia Section	63	71	-8	-11.27%
Richmond Section	72	82	-10	-12.20%
Louisville Section	73	85	-12	-14.12%
Northwest Florida Section	38	45	-7	-15.56%
Miami Section	157	187	-30	-16.04%
Gainesville Section	68	82	-14	-17.07%
Lexington Section	76	93	-17	-18.28%
Central Georgia Section	40	53	-13	-24.53%
Hampton Roads Section	120	161	-41	-25.47%
Winston-Salem Section	26	35	-9	-25.71%
Central Virginia Section	51	79	-28	-35.44%
Canaveral Section	9	14	-5	-35.71%
Chattanooga Section	41	65	-24	-36.92%
Melbourne Section	42	75	-33	-44.00%

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IEEE Membership Development Manual

**September
2015
Membership Year**



Forward questions and suggestions to:
grow-membership@ieee.org

This document has been developed as a resource for IEEE Volunteers and Staff, and is not intended for general circulation with promotional materials.

Table of Contents

Quick Introduction

Getting Started Checklist	2
MD Volunteer Mobilization Platform	3
Resources and Tools	3
Peer-to-Peer Collaboration	3
Reports and Analyses	3
Calendar Year – IEEE Membership Development	4
Yearly Membership Cycle by Month	9
Strategy and Planning	9
Membership Development Guidelines	10

Recognition

Member Loyalty Program	14
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Working the Position of MD Chair

IEEE CLE Quick Start Training Module	14
First Year New Member Experience	15
Senior Member Elevation Events	15
IEEE Fellow Program	16
Volunteering for IEEE	16
Developing your Membership Team	18

Extra Help

Responding to Membership Objections	19
IEEE Contact & Support Center	20
IEEE Member Benefits	21
Additional IEEE Memberships	23
Resources & Links	23
Membership Development Organization Chart	24
Membership Development Contacts	25

Quick Introduction

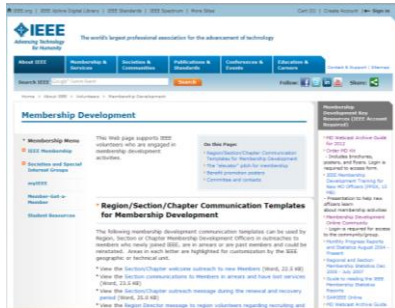
Getting Started Checklist

To jump-start your familiarity with IEEE membership development, here is a quick checklist that will help introduce you to IEEE's membership development program and to your team.

<u>TASK</u>	<u>COMPLETED</u>
Get to know your resources within IEEE: myIEEE tool for members www.ieee.org/myieee Section Vitality Dashboard www.ieee.org/vitalitydb SAMIEEE/Analytics Dashboard www.ieee.org/samieee Member Loyalty Program www.ieee.org/loyalty MD Resources www.ieee.org/md IEEE Contact and Support www.ieee.org/contactcenter Section/Chapter Support www.ieee.org/societies_communities/geo_activities/units/index.html Senior Member Program www.ieee.org/about/volunteers/senior_member.html Conference Member Recruitment www.ieee.org/about/volunteers/cmr.html eNotice Service www.ieee.org/organizations/vols/e-notice/	
Read this manual, outline your key activities and objectives.	
<p>Insure that you are registered to receive the monthly Global Membership Development report and announcement for the monthly MD Webcast.</p> <p>Send an email to listserv@listserv.ieee.org, leave the subject line blank and type "subscribe MD-ALERT-ALL" in the body of the message (without the quotes).</p>	
Know the global member benefits of IEEE by geographic location (country) and member career phase. www.ieee.org/benefits	
Identify fellow members as potential Volunteer officers for membership development within your IEEE Region, Section and/or Society. Get their contact information, and introduce yourself.	
Visit and review the resources located on the IEEE membership development web site www.ieee.org/md . Review the MD Webcast Archive Guides from 2014 and select the webcast or presentation you wish to review.	
<p>Acquire the most recent membership statistics within your Region and Section with the Section Vitality Dashboard, www.ieee.org/vitalitydb.</p> <p>This is a secured site and your IEEE sign on is needed to open. Once you are in the Dashboard, you will see the data is accessible via the tabs along the top, select the tab and the reports will populate with your section data.</p>	
<p>New – Member Loyalty Program provides label pins & certificates to recognize the years of a member's membership service with IEEE. Sections can order and pay for the pin & certificate online at www.ieee.org/loyalty.</p> <p>Left blank</p>	

MD Volunteer Mobilization Platform

The MD Volunteer Mobilization Platform offers a gateway to the resources & tools, peer-to-peer collaboration, as well as reports & analyses available to membership development volunteers. Whether your focus is on recruiting new members at meetings or conferences, retaining members or working to recover IEEE members, information and tools are ready to help you.



Resources & Tools- MD home page contains links to many resources (SAMIEEE, Print-on-Demand documents, MD Webcast Archive Guides, Presentations to make your own, Member-Get-A-Member program and the MD Kit On-demand order form). All located on www.ieee.org/md. The MD email list "md-alert-all" provides announcements of the monthly MD webcast and the Monthly MD Report as well as general MD information.

The IEEE Brand Identity Toolkit explains the basic usage rules for all corporate identity elements and how to utilize them for your communication pieces. The link www.ieee.org/about/toolkit/index.html will provide you

access to IEEE volunteer business cards, letterhead, PowerPoint presentations, and word templates for flyers and handouts.

Peer-to-Peer Collaboration – MD officers and volunteers have the opportunity to share information and plans with their volunteer colleagues in two venues. The monthly MD Webcast provides the monthly IEEE statistics, as well as presentations from volunteers and staff on topics related to membership development, recruitment, retention, recovery, strategy and updates on IEEE services, products and benefits.







Reports & Analysis - The Monthly MD Report provides the latest statistical 'pulse' of global membership, membership trends and MD Calendar guidance, along with MD-related announcements and activities. Regional MD Monthly Reports provide an in-depth view of MD activities within a Region, including Section data. Regional reports are sent out by the Region 1-10 MD Chairs. Also available is a Society MD Report template for input of membership statistics and general/specific society information and activities.






Geographic IEEE Membership Summary - May 2014																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	26,291	27,129	(838)	-3.1%	2,062	2,421	(359)	-14.8%	2,205	2,150	55	2.6%	30,558	31,700	(1,142)	-3.6%
2	23,026	23,553	(527)	-2.2%	1,958	2,227	(269)	-12.1%	1,953	1,883	70	3.7%	26,937	27,663	(726)	-2.6%
3	20,935	21,107	(172)	-0.8%	2,456	2,826	(370)	-13.1%	3,338	3,823	315	10.4%	26,729	26,956	(227)	-0.8%
4	16,065	16,074	(9)	-0.1%	2,046	2,246	(200)	-8.9%	2,822	2,917	5	0.2%	20,133	20,337	(204)	-1.0%
5	20,834	21,017	(183)	-0.9%	1,936	2,192	(256)	-11.7%	2,544	2,726	(182)	-6.7%	25,314	25,935	(621)	-2.4%
6	42,545	43,005	(460)	-1.1%	3,084	3,752	(668)	-17.8%	4,126	4,084	42	1.0%	49,755	50,841	(1,086)	-2.1%
R 1-6	149,696	151,885	(2,189)	-1.4%	13,542	15,664	(2,122)	-13.5%	16,188	15,883	305	1.9%	179,426	183,432	(4,006)	-2.2%
7	11,580	11,464	116	1.0%	2,183	2,527	(344)	-13.6%	1,664	1,777	(113)	-6.4%	15,427	15,768	(341)	-2.2%
8	45,741	45,095	646	1.4%	11,682	12,776	(1,174)	-9.2%	9,056	8,772	284	3.2%	66,389	66,643	(254)	-0.4%
9	7,849	7,689	160	2.1%	1,386	1,736	(350)	-20.2%	5,017	5,166	(149)	-2.9%	14,252	14,591	(339)	-2.3%
10	48,404	47,040	1,364	2.9%	13,831	13,813	18	0.1%	23,706	25,682	(1,896)	-7.4%	85,941	86,455	(514)	-0.6%
R 7-10	113,574	111,288	2,286	2.1%	29,002	30,852	(1,850)	-6.0%	39,443	41,317	(1,874)	-4.5%	182,019	183,457	(1,438)	-0.8%
TOTAL	263,270	263,173	97	0.0%	42,544	46,516	(3,972)	-8.5%	55,631	57,200	(1,569)	-2.7%	361,445	366,889	(5,444)	-1.5%









Calendar Year – IEEE Membership Development


Membership development is a function of recruiting new members as well as retaining existing members. As a membership development officer, IEEE will support you with both activities. The calendar below outlines the significant programs and processes that IEEE headquarters facilitates during the year. With knowledge of the IEEE membership development calendar, you can begin planning and synchronizing membership development activities regionally and locally.

<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>
<u>JAN</u>  Quarterly Conference Call. Region & Section MD Officers meet/greet, set annual goals, plan local arrears recovery effort.	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events.</p> <p>Organize Membership Recruitment at Universities and Companies</p> <p>Conference Member Recruitment (CMR) program for use at conferences, & plan for the year, www.ieee.org/cmr</p> <p>Senior Member Meeting dates for the year are shown at: http://www.ieee.org/membership_services/membership/senior_review_panel.html</p>	<p>Overdue Notification – HQ mails print notification to non-renewed members informing them their IEEE membership is overdue.</p> <p> Region MD Officer – Planning for local Pre-Arrears retention efforts. Consider an outreach prior to 1 March, when non-paying members go into arrears. Work with your Sections.</p> <p>Local MD officers - create pre-termination report -check the lists of 2014 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) from time to time and contact these members asking them to renew before going into Arrears.</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p> <p>Send IEEE Branded (blank) Welcome Note Cards to new Members</p>	<p>Senior Member Meeting dates posted to the web</p>
<u>FEB</u>	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events.</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Termination Warning – Beginning of February – HQ emails non-renewed members a reminder to renew their membership prior to month's end to avoid service deactivation.</p> <p> Local MD officers -check the lists of 2014 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) from time to time and contact these members asking them to renew before going into Arrears.</p> <p>Membership is Deactivated – End of February - Annual refresh of the IEEE membership database to determine which members have allowed their membership to go into arrears.</p> <p>Associate to Member Campaign for grade elevation handled monthly.</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p>	<p>Section MD Officer - Real-time status of past-due members available in SAMIEEE to all Regional, Section, & Society MD officers. Develop communications plan for local outreach to members who go into Arrears in March.</p>

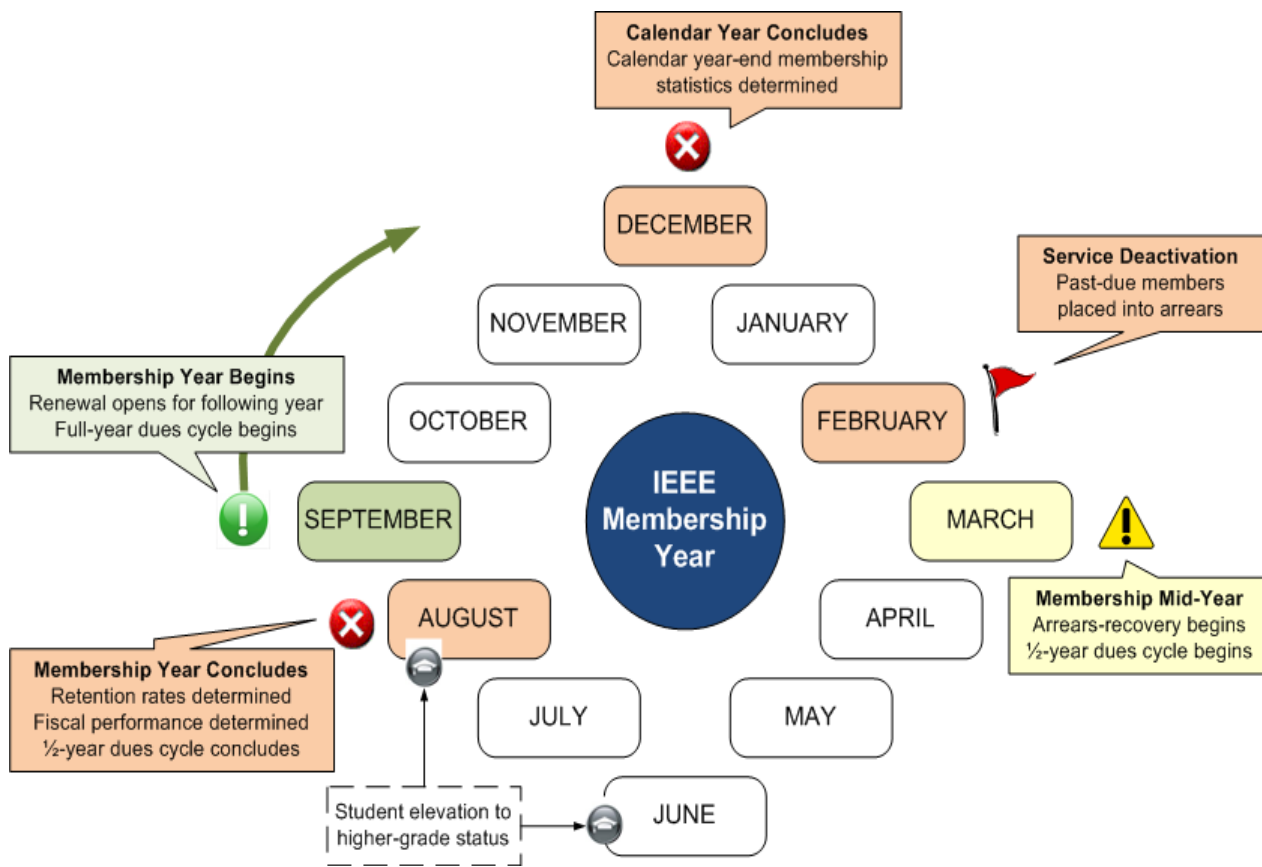
<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>
<u>MAR</u> 	<p>Make recovery-related activities your 1st priority & focus.</p> <p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 10 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events.</p> <p>Consider Member Loyalty Pin & Certificate sets for distribution to section members.</p>	<p>New Members. Each month newly joined higher-grade members are invited to a new member orientation online. Visit www.ieee.org/start</p> <p>New member join data in pre-defined queries can be pulled from SAMIEEE located in SAMIEEE, under the “MD Folder”.</p> <p>Fellow Deadline: All forms (nomination, reference & endorsement) must be received by 1 March.</p> <p>Associate to Member Campaign for grade elevation handled monthly.</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p>	<p>Arrears Recovery / HQ -US and Canada only. Recovery outreach begins for those members whose membership has lapsed.</p> <p>-E-mail message to recover arrears members in all regions</p> <p>-Region and Section recovery efforts should also commence.</p> <p>Section MD Officer: Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section & Society MD officers. Local outreach to members who went into Arrears.</p>
<u>APR</u>  Quarterly Conference Call. Region & Section MD Officers meet/greet, set annual goals, plan local arrears recovery effort.	<p>Make recovery-related activities your 1st priority & focus.</p> <p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 9 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Organize Membership Recruitment at Universities and Companies. Disseminate membership materials at region & conferences, all section meetings and local events.</p>	<p>Fellow Evaluation: the societies/technical councils begin their review of Fellow nominations on 15 April.</p> <p>Associate to Member Campaign for grade elevation handled monthly.</p> <p>Senior Member Meeting dates posted to web, plan your Sr Mbr activities prior to the meetings to meet nomination guidelines & deadlines.</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p>	<p>Section MD Officer - Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section, & Society MD officers. Local outreach to members who went into Arrears.</p> <p>Arrears Recovery / HQ – IEEE Outreach continues</p>
<u>MAY</u> 7 October – IEEE DAY!	<p>Focus should be on recruitment programs and activities.</p> <p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 8 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events.</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Student Graduation Notice – IEEE e-mails to graduating student members reminder to update their mailing address information. Actually conducted several times throughout the year.</p> <p>Associate to Member Campaign for grade elevation handled monthly.</p> <p>Send IEEE Branded (blank) Welcome Note Cards to new Members.</p> <p>Section MD Officer – -check the lists of 2014 Last Renewal Year Members in SAMIEEE (the non-renewed members or “Pre-Arrears”) and execute local arrears recovery efforts.</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p>	<p>Arrears Recovery / HQ – IEEE Outreach continues</p> <p>Section MD Officer - Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section, & Society MD officers. Local outreach to members who went into Arrears.</p> <p>Begin shifting focus to recruitment programs and activities.</p>

MONTH	RECRUITMENT	RETENTION	RECOVERY
JUN 7 October – IEEE DAY!	<p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 7 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events.</p> <p>-Organize Membership Recruitment at Universities and Companies</p> <p>IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.</p>	<p> First elevation of students with indicated graduation date between January to June. Process takes place at end of June. Opportunity to touch those graduating students within section.</p> <p>Fellow Evaluation: the societies/technical councils end their review of Fellow nominations on 15 June.</p> <p>Associate to Member Campaign for grade elevation handled monthly.</p> <p>Conference Member Recruitment (CMR) program for use at conferences, www.ieee.org/cmr</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p>	<p>Arrears Recovery / HQ – IEEE Outreach concludes at end of month.</p> <p>Section MD Officer - Real-time status of past-due members (Arrears) available in SAMIEEE to all Regional, Section, & Society MD officers. Local outreach to members who go into Arrears.</p> <p>Begin shifting focus to recruitment programs and activities.</p> <p>Conference Member Recruitment (CMR) program for use at conferences, www.ieee.org/cmr</p>
JUL  Quarterly Conference Call. Region & Section MD Officers meet/greet, set annual goals, plan local arrears recovery effort. 7 October – IEEE DAY!	<p>½-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE this month receive 6 months of membership for the price of 6. Incorporate message into outreach.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Fellow Evaluation: The Fellow Committee begins their review of Fellow nominations on 1 July.</p> <p>Associate to Member Campaign for grade elevation handled monthly.</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p> <p>IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.</p>	
AUG 7 October – IEEE DAY!	<p> Recruitment Kick-Off – HQ ships membership recruitment kits to Region, Section MD Chairs & Student B ranch Counselors containing upgraded brochures (pricing, design) for new membership year.</p> <p>Conferences & Section Meetings – Opportunities to disseminate membership brochures at region & conferences, all section meetings and local events.</p> <p>August 15th – end of half-year dues period. August 16th – beginning of full year dues – 16 months for the price of 12.</p> <p>IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.</p>	<p> Senior Member Upgrade – Grade elevation increases likelihood of member renewal. Begin event for nominating individuals to Senior Member grade.</p> <p> Second elevation of students with indicated graduation date between July to December. Process takes place at end of August. Students elevated for renewal, grade changed at end of the month in which the indicated graduation date occurs. Opportunity to touch those graduating students within section.</p> <p>Associate to Member Campaign for grade elevation handled monthly.</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p>	<p>Life Member Elevation: Data is pulled in August for eligibility. Actual elevation effective January of new calendar year.</p>

<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>
<u>SEP</u> 7 October – IEEE DAY!	 MD Officer – Discard outdated membership materials. Take delivery of membership recruitment kit – disseminate at Region events and conferences New members begin receiving acknowledgement pack/ welcome kit for subsequent year.  Individuals who join IEEE in September get <u>16-months</u> of membership for the price of 12. Incorporate message into outreach.  Student Competitions Registration opens for IEEEExtreme, 24 hour online programming challenge for IEEE Student members. Registration opens for Presidents' Change the World Competition for IEEE Student members. IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.	 New Membership Year Begins – IEEE HQ activates online renewal form for subsequent membership year. Fellow Evaluation: The Fellow Committee ends their review of Fellow nominations on 1 September. Associate to Member Campaign for grade elevation handled monthly.  Student Competitions Registration opens for IEEEExtreme, 24 hour online programming challenge for IEEE Student members. Registration opens for Presidents' Change the World Competition for IEEE Student members.  Contest: Senior Member Upgrade Grade elevation increases likelihood of member renewal. Begin a contest for nominating individuals to Senior Member grade. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined Consider Member Loyalty Pin & Certificate sets for distribution to section members.	Extended Arrears Recovery – IEEE HQ coordinates recovery of memberships, 18 months elapsed. Asked to reinstate for the following year.
<u>OCT</u>  Quarterly Conference Call. Region & Section MD Officers meet/greet, set annual goals, plan local arrears recovery effort. 7 October – IEEE DAY!	Conferences & Section Meetings – Opportunities to disseminate membership brochures -Organize Membership Recruitment at Universities and Companies  Individuals who join IEEE in October get <u>15-months</u> of membership for the price of 12. Incorporate message into outreach. IEEE Day events are applicable to recruitment and retention. Plan a technical, professional or celebratory event with the section and society to engage members and non-members.	Membership Renewal – 1st Notice – IEEE HQ sends e-mail renewal reminder, with incentive to renew online before 15 November. Local MD Officers -check the lists of 2014 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew -special attention to first year members Fellow Evaluation: The final review of Fellow nominations is completed. Associate to Member Campaign for grade elevation handled monthly. End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined	

<u>MONTH</u>	<u>RECRUITMENT</u>	<u>RETENTION</u>	<u>RECOVERY</u>
<u>NOV</u>	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures at all regional events & conferences, section meetings and local events.</p> <p>-Organize Membership Recruitment at Universities and Companies</p> <p> Individuals who join IEEE in November get <u>14-months</u> of membership for the price of 12. Incorporate message into outreach.</p>	<p>Membership Renewal – 2nd Notice – IEEE HQ sends e-mail renewal reminder to non-renewed members, with incentive to renew online before 15 November.</p> <p>Local MD Officers -check the lists of 2014 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew -special attention to first year members Fellow Announcement: IEEE Board of Directors approved new Fellows.</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p>	<p>Extended Arrears Recovery – IEEE HQ coordinates recovery of memberships, 18 months elapsed. Asked to reinstate for the following year.</p>
<p><u>DEC</u></p> <p>Begin building your MD team for the next year – identify volunteers.</p>	<p>Conferences & Section Meetings – Opportunities to disseminate membership brochures at all regional events & conferences, section meetings and local events.</p> <p>-Organize Membership Recruitment at Universities and Companies</p>	<p>Membership Renewal – 3rd Notice – IEEE HQ mails print invoice and annual benefits update to non-renewed members.</p> <p>Local MD Officers -check the lists of 2014 Last Renewal Year Members in SAMIEEE from time to time and contact these members asking them to renew -special attention to first year members</p> <p>Student Graduation Notice – IEEE HQ e-mails to graduating student members a reminder to update their mailing address information.</p> <p>Associate to Member Campaign for grade elevation handled monthly.</p> <p>End of month email message goes out to Section & Section MD Chairs, Region MD Chair with link to Section Vitality Dashboard on new members joined</p>	<p>Local Renewal Outreach – Augment HQ efforts in a preemptive attempt to reduce members in arrears.</p>

Yearly Membership Cycle by Month



Strategy and Planning

IEEE's strategic and long-range plan is grounded in core values, describes a desired vision, and what will be essential to achieving this vision. IEEE's commitments are articulated in goals that declare the outcomes the organization intends to achieve. Underlying this plan is the adoption of an ongoing process of planning and thinking strategically, designed to ensure relevance of direction and action over time. The IEEE Strategy and Plan are developed by IEEE volunteers on various committees. These documents are located on the IEEE web at www.ieee.org/about/corporate/strategy/about_strategy.

Following IEEE's strategic plan, developing a membership strategy and plan for a region, section or society benefits the organizational unit and its volunteers, officers and general members. Once Regions, Sections or Societies have begun developing their membership strategy, they should encourage their units to develop goals and action plans tied to their Region and/or Society and the IEEE goals. Utilize the MD Calendar to review the scheduled activities to plan and allocate volunteer time to participate. Volunteer time, participation and the organization's budget should be included in the strategy development.

We have developed templates for regions and sections to use in their strategy development and plans. The template can be adapted for societies and other organizational units. Please contact Cathy Downer at c.downer@ieee.org. The following section outlines membership development guidelines with resources and tactics to assist you.

Membership Development Guidelines

1. Make sure that there is a Membership Development (MD) Officer appointed for your entity.

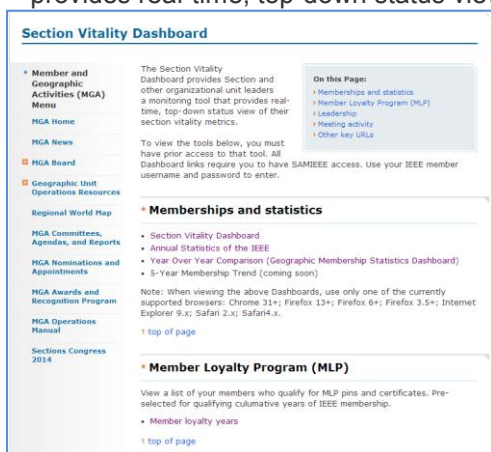
This is a crucial first step. This person does not have to be experienced in Membership Development per se, but they should be willing to learn and have time available to develop and implement membership goals and plans. It is very important that the names and contact information of MD Officers are reported to IEEE at http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html.

2. Develop a Membership Plan.

An effective membership plan is driven by data, and integrates multiple membership development tactics. Be sure to familiarize yourself with these data sources and tactics.

Section Vitality Dashboard

The Section Vitality Dashboard provides Section and other organizational unit leaders a monitoring tool that provides real-time, top-down status view of their section vitality metrics. To view the tool, you must have prior access to the SAMIEEE tool. All Dashboard links require you to have SAMIEEE access. Use your IEEE member username and password to enter. The dashboard can be accessed at: <http://www.ieee.org/vitalitydb>.



Use the dashboard to pull:

- New Members Joined in past 30 days
- Member Loyalty Years of Service
- Members in arrears
- Members in pre-arrears
- Active Student Members
- Reports on members – grade, section, society
- Officers currently reported
- Section Meeting activity

Tactic – Template for Section and Society Monthly MD Reports

A template for a Section and Society monthly MD report has been created following the style and format of the IEEE Monthly MD Report. The templates can be used by the MD officer to communicate membership stats and training information regarding programs and activities of interest. Data necessary to populate the stats area on the template can be pulled from SAMIEEE tool using pre-defined Geographic or Technical queries.

Tactic - Member-Get-a-Member Program

The Member-Get-a-Member Program encourages members to recruit their colleagues or fellow students to become IEEE members. As a reward for their efforts, they receive credit that can be used toward the following year's IEEE dues, IEEE Society fees or the purchase of IEEE products and services. Alternatively, members can donate the value of their credit to the IEEE Foundation. www.ieee.org/mgm

Tactic - Senior Member Upgrade

IEEE membership statistics reveal that individuals who hold Senior Member grade are more likely to renew their IEEE membership. Membership Development officers should make Senior Member elevation a high priority. Sections and Societies also benefit from the program. Sections and Societies who nominate at least five successful new Senior Members will be awarded US \$10 for each Senior Member they nominate who is approved for elevation to Senior Member in a calendar year. As a result, no rebate will be awarded if it is for less than \$50. The rebate is paid out in the following calendar year.

New Senior Members receive an engraved, wood and bronze plaque to proudly display, along with:

- Voucher (up to US\$25 value) which can be used when joining one new Society
- 4 personalized certificates (US\$25 value) which may be given out to colleagues or mentees in the profession inviting them to join IEEE and receive \$25 off their membership
- Letter of commendation to his/her employer on the achievement of Senior Member grade (upon the request of the newly elected Senior Member)
- Announcement of elevation in Section/Society and/or local newsletters, newspapers and notices
- Eligibility to hold executive IEEE volunteer positions

Tactic – Hold Joint Section, Affinity Group or Chapter Meetings with Local Student Branch

Bring food and give the students a chance to meet professional IEEE members, ask questions about engineering careers and start building their networks before graduation.

Tactic - IEEE STEP (Student Transition & Elevation Partnership)

This program provides a standardized yet localized program for facilitating the transition from student member to young professional, by introducing the opportunities and benefits of IEEE membership during the onset of a career. By identifying recent IEEE Student members who have graduated with an undergraduate or graduate degree, you can help retain members by capturing any change of address, email or other contact information. Funding is available – collaborate with IEEE GOLD Affinity Group and Section leadership to organize a STEP event. All details and program guidelines are provided on the web:

http://www.ieee.org/membership_services/membership/gold/gold_volunteer_resources.html

Tactic - IEEE Conference Member Recruitment program

The program runs from 1 September through 15 August and its goal is to recruit new IEEE members at conferences. As an incentive to join IEEE, each new full-dues paying higher grade IEEE membership applicant is given a free membership to one of IEEE's 38 technical societies. This is in addition to the normal discount that IEEE members receive on the conference registration fee. Membership Development at conferences is at www.ieee.org/cmr.

Conferences, seminars, and technical meetings that are sponsored or co-sponsored by IEEE offer great opportunities to recruit new IEEE and Society members. This activity should be performed jointly by the local Section and Regional MD Officers, the Region Conference Coordination Committee, the Chair (or an appointed member) of the Conference Organization Committee and the IEEE Staff. The local Section and Region MD Officers in cooperation with the Region Conference Coordination Committee should identify IEEE sponsored and co-sponsored conferences in countries covered by the local Section and the Region.

Professionals who attend them are willing to invest their time and money to learn about the latest developments in their fields of interest. These professionals are well aware of the need to stay informed. They make ideal candidates for recruitment to IEEE and its Societies. So, how do you recruit them?

Every IEEE Conference should plan on having a membership development desk attended by member or volunteers. The MD officer for the sponsoring Society should contact their conference chairs well in advance to assure that a skirted table and display space is made available for a membership desk.

If possible, try and request exhibit space in the registration area, which is usually a high traffic area well suited for the MD desk location. Also, locate and reserve the Society's Banner for the conference MD desk use. Make sure there is enough room for a few chairs. If you have a computer at the exhibit table, confirm that the room or your space has an Internet connection.

MD Desk Suggestions:

- An MD Desk or Booth should be operated near the Conference Registration Desk as an IEEE Information Center.
- The MD Desk should be equipped with promotional material including membership recruitment brochures, higher-grade applications, various IEEE printed materials, magazines and giveaways.
- The local Section or Region MD Officer with the Conference organizers should arrange that the MD promotional material from Piscataway be requested and received on time.
- In cooperation with the Registration Desk there should be a possibility to join IEEE online. Conference participants joining IEEE at the Conference should pay the reduced fee for members.
- The Desk should be attended by IEEE volunteers familiar with IEEE advantages and activities. The local Section and its MD Officer together with the Conference organizers should look for volunteers. Student members are often interested to staff this type of activity.
- As part of the IEEE membership team and representing your local section or society, have business cards or Member-Get-a-Member (MGM) cards to offer while discussing IEEE membership. Use the card as you introduce yourself and talk about how you benefit from IEEE membership either by volunteering today or the services and benefits you utilize the most from IEEE.

If you have a laptop at your exhibit table, utilize it by showing the various membership areas on the IEEE website. Show IEEE.tv program for an interesting talking point. There is a new Student Channel highlighting many activities at <https://ieeetv.ieee.org/channels/students>.

IEEE brand videos bring the mission and vision of IEEE to life. By showcasing the core purpose of IEEE: to foster technological innovation and excellence for the betterment of humanity, these videos illustrate how and why IEEE is essential to the global technical community and to technical professionals everywhere. View the branded videos at: <https://www.ieee.org/about/toolkit/brand/videos.html>

Don't forget to make use of the Conference Member Recruitment (CMR) program, which offers a free IEEE Society membership to **new** IEEE member applicants who join at a conference. An online form is used to obtain information and from this data, a campaign code is initiated to identify each application from the society conference. See <http://www.ieee.org/cmr> .

3. Establish realistic membership goals.

Your Region or Society may set membership goals in their strategic plan for the overall entity, and then set subunit goals with your input. Whether the goal is to increase membership retention by 3% or grow membership recruitment by 5%, an effective membership development plan needs to have quantifiable metrics.

4. The MD officer cannot do all the MD work that will be needed.

Invite life members, students, GOLD Affinity Group members and others with some available time to help share the work. The tasks, no matter how trivial, can yield profound results. Something as simple as designating an individual the “brochure person,” responsible for bringing membership applications to every Section or Chapter event, will ensure a membership recruitment presence for non-members in attendance. Designating an individual as a “greeter” at an event will establish a welcoming environment.

5. Promote IEEE Membership.

Display member benefits on all IEEE Entity Web pages, and provide a link to the online membership application. Have a staffed membership table with applications and related MD materials at all Section, Student Branch and Chapter meetings. Recognize those local companies who support IEEE activities and membership. Membership Promotional Supplies – Visit the IEEE Merchandise Collection offered through Staples Promotional Products, merchandise.ieee.org/ to purchase IEEE branded promotional apparel, gifts and specialty items.

IEEE membership brochures and other promotional supplies are available to membership development officers and their respective organizational units, e.g., Sections, Societies. These supplies can be ordered online from the secure link off the MD home page at <http://www.ieee.org/md>.

6. Communicate Value and Benefits.

Communicate the benefits and services offered by IEEE at all meetings and activities. Before you can communicate the value of IEEE membership, you need to first know the benefits of membership. A list of IEEE member benefits can be found in this manual, and are also available at: www.ieee.org/benefits.

7. Reward your MD volunteers.

Acknowledge and showcase the volunteers who advance your membership development plan. Present them with certificates of accomplishment, buy them dinner, and/or submit their names to IEEE for recognition in the monthly, membership development progress report.



Recognition

Member Loyalty Program

The Member Loyalty Program recognizes members for their cumulative years of service as a member with a tangible award. The goal is to increase member loyalty and retention, specifically within the first five years. The Member Loyalty Program website is at <http://www.ieee.org/loyalty>, providing an outline of the program, how to run reports to pull members and their years of service as well as a FAQ document.



The program offers a designated year of service pin and corresponding certificate pre-printed with the number of years of service. Blank space is built into the citation for the member name and signature of the Section officer. The pin and certificate are considered one set. The pins are in tiers of recognition for:

2 years	5 years	10 years	20 years
25 years	30 years	50 years	

The pre-printed certificate will show the years of service and congratulations from IEEE. A blank space is built in for the member's name and signature of the Section officer for personalization and distribution by the Section.

The Section Chair, Section Membership Development Chair, Section Secretary or Treasurer can only order and pay for the pin/certificate sets for the Section. They will have access to authorize the pin/certificate set purchases from the Section Custody or Concentration Banking Accounts.

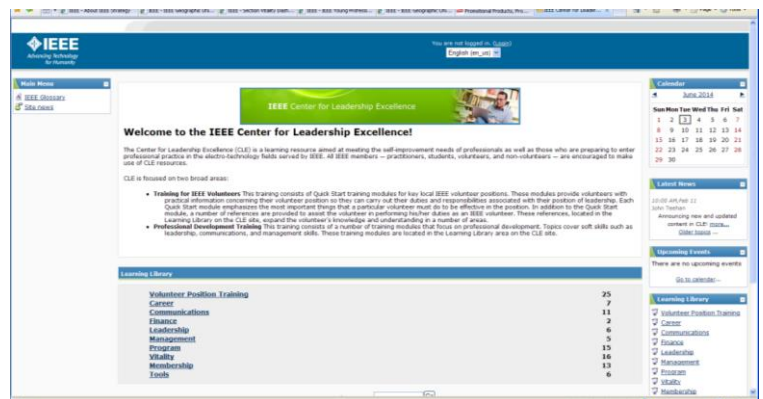
A report can be run to list the active members in your Section and the year pin/certificate set they could receive. The best time of year to run the report is after 1 March. This is after the February Service Deactivation and member's records have been updated to show their active or inactive status. The report is found in the Section Vitality Dashboard, under the tab titled: "Additional Membership Lists". The Section Vitality Dashboard website is located at: <http://www.ieee.org/vitalitydb>.

Working the Position of MD Chair

IEEE Center for Leadership Excellence: Quick Start Training Module

The IEEE Center for Leadership Excellence (CLE) – Volunteer Training was created to offer training materials to assist volunteers in various IEEE officer positions for Regions, Sections, Chapters, Affinity Groups and Student Branch positions. The Membership Development Chair Quick Start Training Module defines and identifies a number of tasks that are important to address within the first 30 days of taking the MD Chair position.

The CLE is located at <https://iee-elearning.org/CLE/>, you will need an IEEE Account to access the site. The screen shots below show the CLE

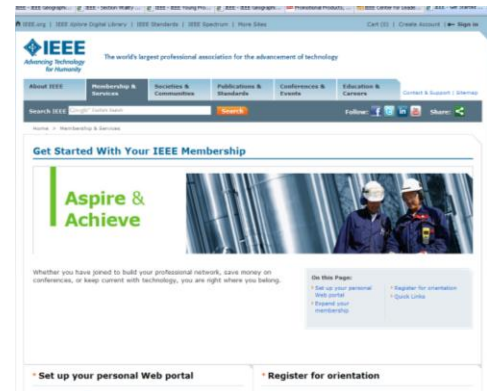


opening page (left) and the Learning Library area (right) within the CLE. The Learning Library contains links to the various officer positions, including the Section MD Officer.

First Year New Member Experience

IEEE began an outreach to newly joined members to help them understand and navigate IEEE during their first year experience. This effort includes a website, a monthly orientation webinar to help the new member get connected to IEEE and basic services (IEEE account, myIEEE set up, etc.), how to participate in various activities. New members are invited to these monthly webinars and can register at <http://www.ieee.org/start>

This effort was accompanied by development of pre-defined queries in SAMIEEE to pull data on the new members who joined the section in the past 30 days. Sections are encouraged to reach out to these new members by welcoming them with a personalized note on IEEE welcome note cards, available with the MD On-Demand Kit. The link to order the Kit is on the MD home page at <http://www.ieee.org/md>.

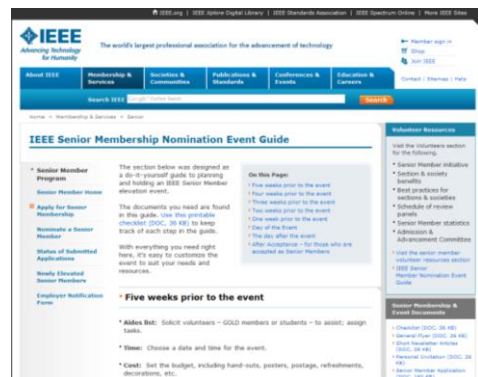


Senior Member Elevation Events

The grade of Senior Member is the highest for which application may be made and shall require experience reflecting professional maturity. For admission or transfer to the grade of Senior Member, a candidate shall be an engineer, scientist, educator, technical executive, or originator in IEEE-designated fields for a total of 10 years **and** have demonstrated 5 years of significant performance.

http://www.ieee.org/membership_services/membership/senior/senior_requirements.html

The **IEEE Senior Membership Nomination Event Guide** was developed to provide the necessary tools to conduct a successful event in the recruitment of members to Senior Member grade elevation. The Event Guide components are Microsoft Word documents that can easily be customized for your particular nomination event. The guidelines are from five weeks prior to the event to one day after the event. The Senior Member event provides potential Senior Member applicants with the opportunity to network with potential references and receive guidance on completing their application. It also provides your Section or Society the opportunity of engaging IEEE members at all levels.



http://www.ieee.org/membership_services/membership/senior/seniormember_elevation_toolkit.html

IEEE Fellow Program

IEEE Fellow is a distinction reserved for select IEEE members whose extraordinary accomplishments in any of the IEEE fields of interest are deemed fitting of this prestigious grade elevation. Review the sections on this page to learn about the history of the IEEE Fellow grade, the elevation process, and how the program evolved through the years to become the program it is today.

http://www.ieee.org/membership_services/membership/fellows/index.html



Volunteering for IEEE

Whether you are a Region MD Officer, a Section MD Officer or a Society MD Officer, this Manual can be adopted to your needs providing an essential overview to make your job easier. Rest assured, you are not alone in this endeavor. IEEE has developed a dynamic support network to enable your success, combining a Volunteer and Staff partnership unparalleled in any professional association.

Your dedication and commitment will help insure a vibrant professional association that evolves to meet the present and future needs of technology professionals worldwide. As you may be aware, IEEE does not have a professional sales force to promote membership. Rather, our sales force consists of our more than 400,000 members worldwide. Think of the possibilities of that! And it is volunteer leaders such as you that can help to direct and harness this tremendous asset.

Recruiting individuals to become IEEE members begins with communicating your own personal experience with IEEE. Just as important – recruiting new IEEE members requires active listening, and understanding the needs of other individuals: the value of IEEE membership may translate differently for you than to another. When you ask an individual to join IEEE, or retain their membership, do so with the understanding that this individual may or may not already have a perception of IEEE and its benefits. Moreover, we are encouraging individuals to belong to a professional association in an era when information access and networking is desktop-accessible.

Most likely, you have chosen a profession that has little to do with membership recruitment or retention, and participating in a “sales” function may not come easy. However, truth be known, we’re all salespeople—whether it’s recommending a mechanic, a brand of wireless routers, or a colleague for employment. According to one definition, “selling” is to persuade (another) to recognize the worth or desirability of something. When you look around and notice how your organization, workplace or relationships have improved because you communicated your great ideas and made contributions, was “selling” really such a bad thing? To be successful with membership development, we will need to be diligent in both raising awareness and asking individuals to join IEEE.

IEEE Membership Development Activities

IEEE’s membership development activities are coordinated through the Member and Geographic Activities Board Membership Recruitment and Recovery Committee (MRRC). The MRR Committee creates, promotes and monitors appropriate and effective membership development programs to increase IEEE membership. More information on the MRR Committee is found on the MD home page at <http://www.ieee.org/md>.

Regional & Section Membership Development

Members of IEEE automatically become members of their local IEEE Section, allowing them to share technical, professional and personal interests with others in IEEE's worldwide member community. IEEE is divided into ten geographic regions worldwide:

- IEEE Region 1 - Northeast United States
- IEEE Region 2 - Eastern United States
- IEEE Region 3 - Southeastern United States
- IEEE Region 4 - Central United States
- IEEE Region 5 - Southwestern United States
- IEEE Region 6 - Western United States
- IEEE Region 7 - Canada
- IEEE Region 8 - Europe, Middle East, Africa
- IEEE Region 9 - Latin America
- IEEE Region 10 - Asia & Pacific



Each IEEE Region has a Membership Development Chair.

Responsibilities of the Region Chairs include coordinating activities between IEEE Operations Center and the Sections, as well as facilitating Region-wide membership development initiatives involving many Sections. It is imperative that every IEEE Section has a membership development officer with whom the Region Chair can make contact and support.

Within these regions are 333 local Sections, 2,231 technical Chapters, 2,516 student branches at colleges and universities in 80 countries, 790 student branch chapters at colleges and universities and 432 affinity groups that unite local members with similar interests. The names and contact information for **all** MD officers should be reported annually to IEEE as part of the Officer Confirmation Report:

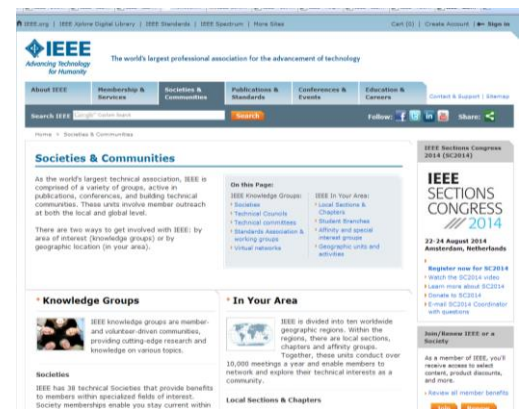
http://www.ieee.org/societies_communities/geo_activities/required_reporting/officer_forms.html

Society Membership Development

Society membership development is coordinated by each Society, and implemented through many channels, including direct mail, conferences, and chapter activities. Brochures about Society membership are available from IEEE, and can be ordered online using the form found at www.ieee.org/mdsupplies.

A Chapter is the technical subunit of one or more IEEE sections, and has both the Section and an IEEE Society as a parent. Chapters are your local link to the valuable resources available from IEEE and its 38 technical societies. Chapter activities may include guest speakers, workshops, and seminars as well as social functions.

Chapters provide society members with valuable opportunities to network at a local level - enabling both personal and professional growth. For a real-time and linked directory of IEEE Societies, visit http://www.ieee.org/societies_communities/index.html.



Developing Your Membership Team

The bulleted lists are to help you get started – you know your area's volunteers the best! Build each to what you need to get accomplished.

Who can help me?

- Ask your Section or Society officers if they could refer available volunteers or have a pool of volunteers interested.
- Recruit members from your Section – students, GOLD/Young Professional members, Life Members.
- Set up your team and let them know what the work is and who is doing what.
- Mobilize the resources your Section or Society has.

What is the Work?

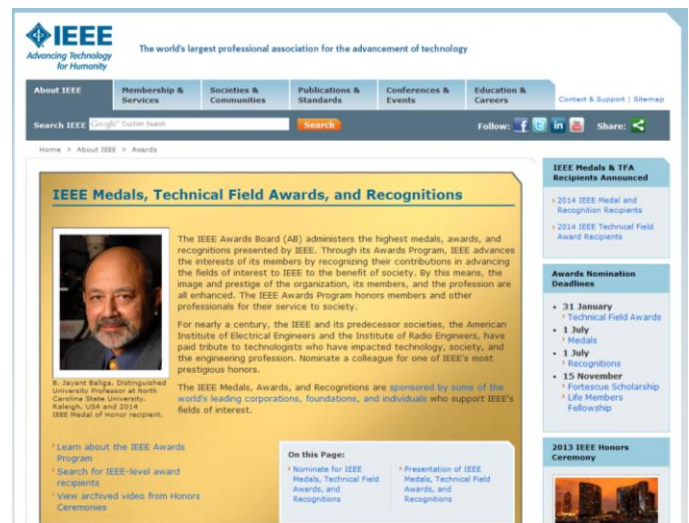
- Outline the work you want to accomplish.
- Outline the work you need accomplished.
- Break down the work into the amount of time needed, how often it gets done (frequency) and prioritize.
- Outline the work so those interested can see if they have the skills and/or time to help.
- Determine which volunteers will be working and assign.

Communicate regularly with your team

- Set up an email list to send communications on projects.
- Update your Section or Society officers on your team's progress.
- Update status of work to team so they know projects or work are moving forward or not meeting deadline.
- Inspire and encourage your team to work toward the goals.

Recognize the volunteer effort

- When work is completed, recognize the volunteers' accomplishments to the team and to your Section or Society officers.
- Acknowledge those on your team at Section or Society meetings.
- Nominate for a Region, Section or Society established award. Check the IEEE website for Awards & Recognition at <http://www.ieee.org/about/awards/index.html>.



Extra Help

Responding to Membership Objections

As an IEEE Volunteer attempting to recruit new members, expect to hear objections to IEEE membership and pointed questions about membership value. This is normal—we all compare. How you respond to such objections will differentiate your recruitment success from others? Listed below are common objections to IEEE membership, and suggestions for how you can respond. Ask the member to go to the Global Benefits Finder to sort by country and their current career phase to view what is available for developing their career at www.ieee.org/membership_services/membership/benefits/index.html

My employer will not pay for my dues. Response Suggestion: We're grateful that some employers reimburse for IEEE membership dues, but IEEE membership is about individuals who desire to take ownership of their career, regardless of an employer's willingness to reimburse dues. Individuals who belong to IEEE take personal responsibility for their careers.

IEEE membership is too expensive. Response Suggestion: The cost of IEEE membership compared to most professional associations is significantly lower, as much as 30%, compared to organizations such as the National Society of Professional Engineers, American Medical Association, and the American Bar Association. When you really think about it, IEEE membership dues are quite reasonable when you consider the quantity and quality of benefits offered to members. Also, IEEE membership often pays for itself. The discounts members receive on IEEE products or attending a conference makes membership a good return-on-investment. For professional-grade applicants whose income does not exceed \$14,200, IEEE offers a 50% reduction in IEEE dues, regional assessments and dues for one IEEE Society and its optional publications.

The value of IEEE membership does not justify the cost. Response Suggestion: IEEE membership offers an array of benefits that may be of interest to you. Perhaps you are unaware of some of these benefits. They include access to technical publications; professional and educational development; unique networking venues; discounts on conference attendance, insurance programs, IEEE products. Every member has their own, personalized gateway into IEEE membership via myIEEE.

I have no time to read the publications. Response Suggestion: It's a constant challenge between finding the time to be informed, and one day discovering that you're not technically current. Our members tell us that reading IEEE publications saves them time, as they do not need to "reinvent-the-wheel" at work. IEEE publications are the world's best collection of technical information. Taking the time to read this information keeps you technically current. Investing 30 minutes with one publication could save you 40 hours of research at work.

I can find all this information on Google—what's the value of membership? Response Suggestion:

There's a lot of information to be found on Google, but IEEE publications are not available for free on Google. Moreover, the quality of technical information found via Google is random, and doesn't adhere to any consistent standards of technical excellence. Did you know that 60,000 patents cite IEEE information? – These patents cite IEEE, not Google. IEEE membership is much more than access to information. It's about networking, professional development, and you taking personal responsibility for your career. Membership is about meeting new colleagues, and coming into contact with really great people—individuals who join IEEE form friendships that last a lifetime. You wouldn't meet these people on Google.

I can get all of the information through my employer, so why should I belong? Response Suggestion:

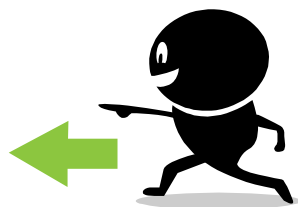
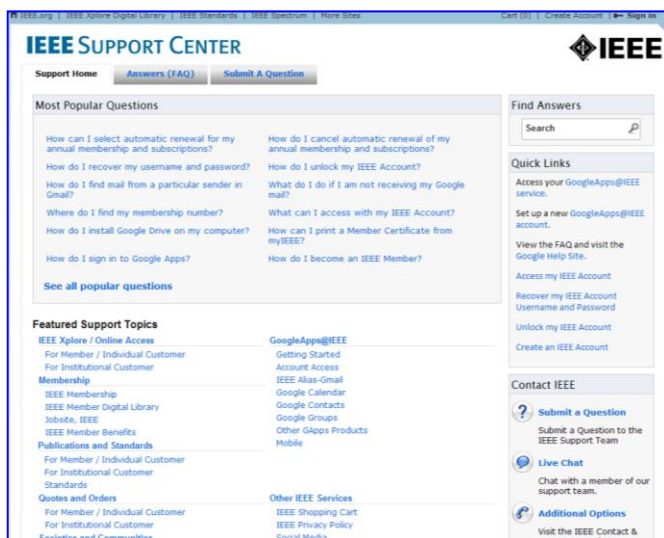
Information is only one component of IEEE membership. Yes, organizations worldwide rely upon IEEE information to be technically current and competitive—it speaks to IEEE's quality. IEEE membership is more than access to information. IEEE membership is about you being competitive and taking personal responsibility for your career. IEEE's benefits include venues and tools for members to network, build valuable professional connections, and hone leadership skills. These are essential for managing your career. Membership is about meeting new colleagues, and coming into contact with really great people—individuals who join IEEE form friendships that last a lifetime. IEEE membership is more than what you receive—it's also about what you're giving back. When you belong to IEEE, you are supporting a much larger mission—your membership enables initiatives such as public information and policy efforts, affordable student membership, and the introduction of technology careers to young people worldwide.

I've recently been unemployed, and can no longer afford the dues. Response Suggestion:

IEEE will help you during these times. IEEE has a reduced-dues program for unemployed members, which allows you to keep your benefits, which are very helpful for finding a new job—for example, networking at local Section and Chapter meetings, uploading your resume to the IEEE Job Site, engaging the career navigator.

IEEE Contact & Support Center

The IEEE Contact Center is available to answer your questions about IEEE, including IEEE products and services, and all aspects of membership (renewal, reinstatement, elevation, grade change and more !). Part of the IEEE Contact Center, the IEEE Support Center provides answers online to the most frequently raised questions. You can also connect in a live chat with an Associate online. Questions, responses and the live Chat are located at <https://supportcenter.ieee.org/>.



IEEE Contact Center located at
www.ieee.org/contactcenter

E-mail contact at: contactcenter@ieee.org

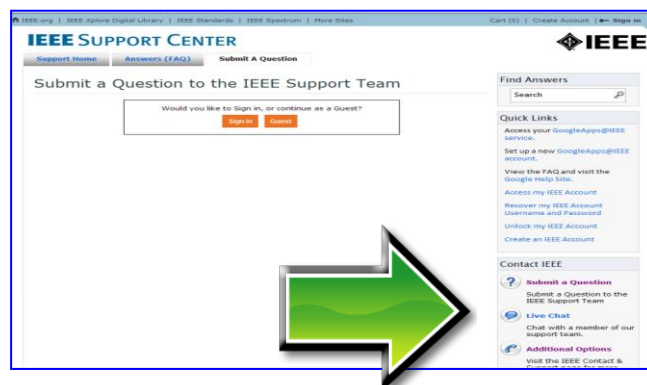
IEEE Support Center located at
<https://supportcenter.ieee.org/>

Telephone
+ 1 800 701 4333 USA and Canada
+1 732 981 0060 Worldwide

Submit a Question to the IEEE Support Center,

<https://supportcenter.ieee.org/app/ask>

Use the live Chat feature to talk with a Support Center Associate!



IEEE Member Benefits

Knowing how IEEE can benefit others requires an understanding of all the benefits IEEE offers. IEEE is the world's largest technical society, bringing Members access to the industry's most essential technical information, networking opportunities, career development tools, and many other exclusive benefits. IEEE membership benefits break down into two categories: (1) Core Benefits received by all individuals who join IEEE, and (2) Premium Benefits, which are available exclusively to IEEE members at an additional cost.

Additional memberships are also available—Society, Standards and Women in Engineering memberships enrich the IEEE experience.

Core Benefits (<http://www.ieee.org/benefits>),

myIEEE – an interactive Web portal exclusive to IEEE members, allows you to customize your member experience as your needs change using gadgets, RSS feeds, themes and layout choices

IEEE.tv™ - internet television offering exclusive programming about technology and engineering to IEEE members, and accessible from myIEEE, the members-only portal

eBook Classics - IEEE members now have access to more than 400 eBooks from the IEEE Press collection through IEEE *Xplore*.

IEEE Spectrum Magazine - 12 monthly issues (print) and online, digital delivery

IEEE Potentials Magazine - 6 issues (online). All members have access to Potentials articles via IEEE *Xplore*

Abstracts from the IEEE Xplore® digital library - table-of-content and abstract access to 2 million plus documents

Discounts on IEEE publications

Community

myIEEE™ - members-only personalized portal into IEEE membership

GoogleApps@IEEE is accessible from myIEEE. This suite of products is offered to enhance peer-to-peer communications and collaboration between our members, and upgrade back-end management of IEEE e-mail alias service. The application suite includes mail, contacts, calendaring, and collaboration tool-set.

IEEE memberNet™ – Online member directory; a fully searchable database to help expand your peer-to-peer networking opportunities

[Personal IEEE E-mail alias](#) with virus protection and spam filtering

The Institute newsletter

Member-only discounts on conferences, publications, and business and financial services

IEEE Sections and Technical Chapters

Profession

IEEE Job Site - locate career opportunities easily and confidentially

IEEE Career Alert - a weekly email newsletter containing career advice plus the job of the week from the IEEE Job Site

[IEEE MentorCentre](#) - IEEE MentorCentre is an online program that facilitates the matching of IEEE members for the purpose of establishing a mentoring partnership. The site is found at http://www.ieee.org/membership_services/membership/mentoring/index.html

IEEE ResumeLab –Provides the ability to use templates to build a customizable resume, cover letter, etc., publish information to a sharable website and uses standardized language to assist for members for whom English is a second language. http://www.ieee.org/membership_services/membership/resumelab.html

[Today's Engineer](#) – monthly e-zine devoted to the issues affecting IEEE members' careers

Consultants Database – a service available for matching technical consultants to clients

Discounts on education from leading institutions worldwide

Benefits Requiring an Additional Fee

IEEE Continuing Education Programs - short courses and workshops delivered online in one-hour learning modules, offering Professional Development Hours (PDH) or Continuing Education Units (CEUs) to help maintain licensing or certification

IEEE eLearning Library -The premier online collection of short courses and conference workshops developed by recognized experts in a wide range of engineering and research technologies

[IEEE Education Partners Program](#) - up to a 10% discount on online degree programs, continuing education and certificate programs.

IEEE Member Digital Library - access up to 25 full-text articles a month from any IEEE publication or conference proceeding

Proceedings of the IEEE - leading authoritative resource for in-depth research coverage, tutorial information and reviews

IEEE Member Discounts - insurance products and discounted products and services (including home & office services) designed for the professional technologist and engineer

Travel Services - enhancing the overall travel experience for IEEE members and their families

Additional IEEE Memberships

IEEE Society Membership - Membership in an IEEE Society offers both tangible and intangible benefits. So what are some of the benefits of being an IEEE and Society member? Current members provide the answer. Members have cited the following benefits that influence their decision to join: affiliating or identifying oneself with a prestigious professional organization; having access to multi-disciplinary technical information; creating opportunities for peer networking; having the opportunity to publish and participate in conferences at member reduced rates; and advancing professionally on the job. IEEE's Societies are listed at http://www.ieee.org/societies_communities/index.html

Additional membership is available with:

IEEE Standards Association Membership - influence the direction and application of standards development worldwide. http://www.ieee.org/membership_services/membership/membership_standards.html

IEEE Women in Engineering Membership - promotes the entry into and retention of women in engineering programs. http://www.ieee.org/membership_services/membership/women/DF_IEEE_MIG_MCT_99124

Resources & Links

Enabling IEEE's Volunteers is essential to effective membership development. Please take a few minutes to acquaint yourself with IEEE's membership development resources and links.

Membership Development Web Site

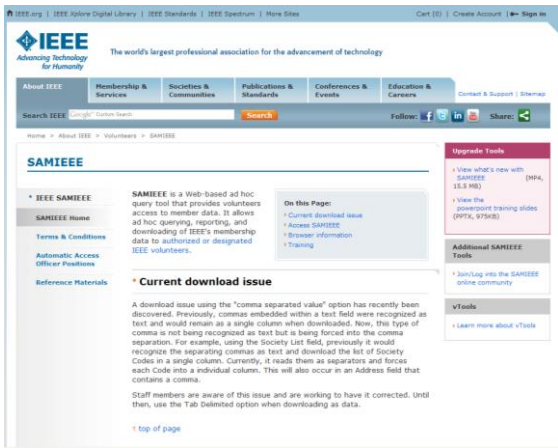
Be sure to bookmark www.ieee.org/md. As a Membership Development Officer, you should immediately become familiar with the membership development web pages, linked from the IEEE home page. This one-stop resource allows you to access password-protected areas and peruse membership development tactics. Should you need to contact Volunteers and Staff involved with membership development, the site also provides a rolodex of Committee and Staff contacts.

SAMIEEE Upgrade / OBIEE 11g

In 2012, IEEE moved to a new business platform referred to as IBP (IEEE Business Platform). IBP enables a state-of-the art user experience for members and customers, leverages the backend business systems and provides key enhancements to both. For the SAMIEEE upgrade, some of the features remain the same - see bullet list below.

Pre-defined reports will retain the same names

- Pre-defined reports are now called "analyses"
- Folders remain (MD), (Geographic), and (Society)
- New look and feel
- Customized home screen
- New Training Modules available
- SAMIEEE Upgrade / OBIEE 11g training is available on demand



Questions? Geographic Org Units Contacts; Helen Shiminsky (primary) Email: h.shiminsky@ieee.org
 Questions? Society Org Units Contacts: Mary Curtis (primary) Email: m.curtis@ieee.org

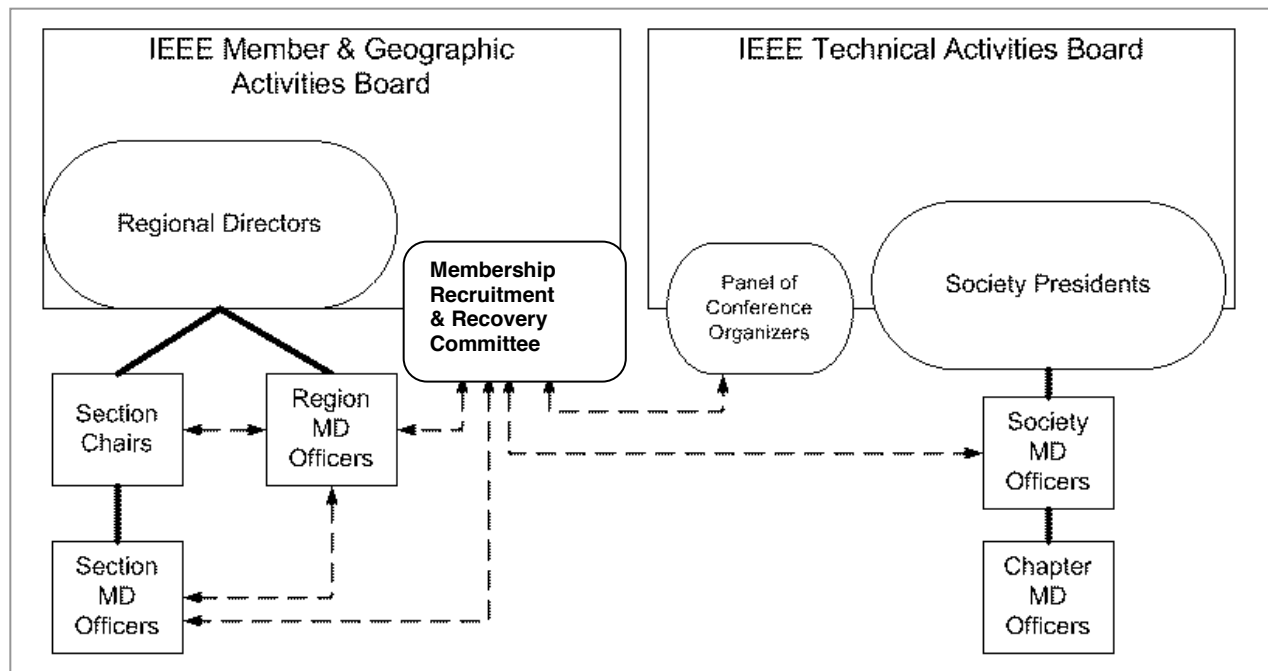
SAMIEEE page is located at
<http://www.ieee.org/about/volunteers/samieeee/index.html>.

Membership Development Organization Chart

The Membership Recruitment and Recovery (MRR) Committee is a committee of the IEEE Member and Geographic Activities Board. The MRR Committee is charged with creating, promoting, and monitoring appropriate and effective membership development programs to increase IEEE membership. Specifically, the Committee is responsible for:

- Building and expanding a worldwide team of IEEE volunteers to advance MR&R objectives
- Providing training and guidance to participating volunteers
- Developing and promoting best-practices, and ensuring awareness of, and access to, forums and tools
- Mentoring volunteers on how to develop and optimize their MR&R activities in alignment with the IEEE membership calendar
- Setting goals for yearly IEEE membership increases in membership recruitment and recovery
- Providing recommendations for new or improved benefits
- Provide support to all committees that are involved with recruitment and recovery
- Incorporate the MGA Vision Mission and Values and Principles in the performance of the MR&R functions and activities.
- Collaborating with the MGA MELC Committee and IEEE Staff to develop and execute membership marketing and sales plans, forums and tools, and benefit education campaigns

The MRR Committee shall implement these responsibilities by emphasizing the value and benefits of IEEE and Society membership, involving all IEEE organizational units and staff in coordinated membership development activities, encouraging, motivating and recognizing volunteerism and insuring that the needs and concerns of membership development are identified and understood.



Membership Development Contacts

For a list of IEEE Volunteers and Staff responsible for membership development at IEEE, visit the following:

- Membership Recruitment & Recovery (MRR) Committee,
http://www.ieee.org/about/volunteers/membership_development/region_md_officers.html
- Admission & Advancement Committee,
http://www.ieee.org/membership_services/membership/staff_contact.html
- IEEE Membership Development Staff,
http://www.ieee.org/membership_services/membership/staff_contact.html



Thank you for your
Volunteer Leadership

Thank you for making a
difference!



MD Monthly – AUGUST 2014

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

MD Summary	Pages 1-4	Member Recruitment	Pages 7-8
Membership Year Goals & Progress	Page 5	Active Membership / e-Membership	Pages 9-10
Retention & Recovery	Page 6	Society & Special Interest Memberships	Pages 11-15

Monthly Census	YoY Variance		Aug '14	Aug '13	Jul '14	Aug '14 vs. Jul '14	
IEEE Membership	🔴	-5,007	-1.3%	390,249	395,256	382,808	+1.9%
• Honorary		0	0.0%	30	30	30	0.0%
• Fellow	🟢	142	+2.0%	7,110	6,968	7,103	+0.1%
• Senior Member	🟢	1,100	+3.1%	36,495	35,395	36,322	+0.5%
• Member	🟢	301	+0.1%	251,165	250,864	234,574	+7.1%
• Associate Member	🔴	-902	-8.6%	9,593	10,495	8,651	+10.9%
• Graduate Student	🔴	-1,040	-2.9%	34,324	35,364	42,646	-19.5%
• Undergraduate Student	🔴	-4,608	-8.2%	51,532	56,140	53,482	-3.6%
Society Memberships	🔴	-6,114	-1.9%	324,018	330,132	320,212	+1.2%
• 10 Societies up > 1%	🟢	2,790	Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are down year-over-year by -4,234 or -1.3%.				
• 16 Societies +/- 1%	🟢	66					
• 12 Societies down > 1%	🔴	-8,970					

MD Venue	August - Membership YTD									
	'14	'13	'12	'11			'14	'13	'12	'11
Renewals	70.7% 277,496	71.3% 279,787	73.4% 281,363	74.5% 279,661		Recruitment	92,282	98,344	94,414	89,304
Higher-Grade	80.7% 239,843	80.1% 240,888	81.5% 241,112	82.2% 239,972		Reinstatement	17,558	16,421	14,676	14,527
STU/GSM	39.5% 37,653	42.6% 38,899	46.1% 40,251	47.5% 39,689		Recovery	24,942	26,596	21,999	17,744

MD Resources (IEEE Account required)	<u>New Members</u>	<u>SAMIEEE</u>	<u>Reports</u>	<u>Webcasts</u>	<u>MD Kit Ordering</u>	<u>Presentations</u>

	Recruitment Activities	Retention Activities
Oct	Membership Promotion: Individuals who join in October receive <u>15 months</u> of membership for the price of 12. Incorporate message into outreaches. 7 October-IEEE Day; 18 October-IEEEExtreme 8.0 Student Programming Competition	Access New Member Roster , and initiate a welcome greeting to new members of your Section. 1 October-HQ commences with first renewal campaigns for 2015 membership year
Nov	Membership Promotion: Individuals who join in November receive <u>14 months</u> of membership for the price of 12. Incorporate message into outreaches. Begin focus on renewal. →	Access New Member Roster , and initiate a welcome greeting to new members of your Section. Monitor renewals in your Section via SAMIEEE, and draft local reminder outreaches.



August MD Highlights

IEEE Membership

The 2014 membership year ended in August with overall membership behind -1.3% year-over-year (YoY). This was a tenth of percent higher than last month, but not as high as the -1.5% YoY trend we saw for several months earlier this year.

All year long, the main drivers in the decline have been GSM and STU recruitment and retention. We have continued to comment on the impact of the Windows 8 offering as part of the Microsoft software offer for students which drove a huge spike in recruitment in Q4 2013 and Q1 2014.

Higher grade (HG) membership ended the 2014 membership year ahead of last year, at +0.2%. HG membership has been on a positive trend for the last three months. All regions saw improvement in this category compared to 2013:

- Regions 1-6 HG membership has been in decline for the last five years, but that is starting to reverse – the rate of decline has slowed. US HG membership ended the year down -1.2%, whereas last year was -2.9%.
- Region 7 HG membership is positive +0.2%, following -0.2% at the end of last year.
- Region 8 was also negative last year, -1.2%, and gained +1.4% this year.
- Regions 9 and 10 saw HG positive growth last year, and held that gain in 2014.

Retention

Overall retention rates at the end of the 2014 membership year were behind last year by -0.6%. An early impact on retention was the automatic renewal process in October that kept YoY retention rates ahead of the prior year until December. Since January it has fallen behind, though each month the retention gap has improved. We are seeing the smallest year-over-year gaps in four years. But the smaller renewal opportunity each year 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.

The main drive in the lower overall retention rate was the GSM category. Higher grade retention rates ended the year positive, +0.6%, with all regions seeing improvement. As well, STU member grade retention was also positive YoY, by a tenth of a percent. Though small, given the recruitment increases we saw this year this is significant. The GSM retention gap has slowly been improving every month, but still ended the year down -6.2%.

See more detail on retention, page 6.

Recruitment

Recruitment remains behind at the end of the membership year, by -6.2%. All year this has been driven by GSM and STU recruitment declines, though those gaps are improving. The bright spot in recruitment was with higher grade members in Regions 1-6, which ended the year positive +2.1%. This is significant following five years of declines – in fact one year ago, US HG recruitment was behind by -8.7%.

In the same way that improved retention rates will eventually impact growth, recruiting more members obviously will too. In fact, a focus for 2015 will be on providing all 333 Sections with individual goals for increasing their membership that are based on the Section's three-year performance.

See more detail on recruitment, page 7.

Society Membership

Overall Society memberships ended the 2014 membership year down -1.9%, following -1.6% last month. Without Affiliates included, overall Society memberships are down -1.3% YoY.

We saw the YoY gap in student society memberships more than cut in half, from -3.3% to -1.5%. HG society memberships lost some, down -1.3% from 1.0% last month. HG Society memberships include GSM counts, whereas the IEEE membership counts separate the GSM grade out. Therefore, the same trends we saw in GSM grades this month are affecting the HG Society membership counts. Declining Affiliate memberships, a continual trend, account for about a third of the losses.

Society membership details begin on page 11.

➤ MD Summary (cont'd)

2015 Membership Year Kickoff

The new membership year began on 16 August. Any new member that joins in September receives an additional four month of membership at no extra cost. In addition, Sections are urged to take advantage of the recruitment discount being offered in conjunction with IEEE Day (see below). Any new higher grade member that joins between 5 October and 11 October can receive US\$30 off their membership when they enter in promotion code IEEEEDAY14. Students aren't eligible for this offer.

In addition, the 2015 renewal cycle is about to begin. While members can renew online at any time (renewal opened on 3 September), IEEE Staff begins a series of outreaches to members the last week in September:

- Eligible MGM recruiters will receive their MGM awards the last week in September so that they can use them toward their renewal.
- A first paper invoice will be mailed on 1 October to all members (except e-members and students).
- The week of 6 October, e-mail outreaches commence and will continue on a monthly basis.
- The early renewal drawing deadline remains 15 November. This year we are giving away Apple iPad Air tablets.
- Automatic renewal will take place on or about 13 October. Currently there are 47,000+ members enrolled and set to be auto-renewed, though the actual number completed will be lower due to opt outs or invalid cards, etc. Auto-renewal participation more than doubled since last year.

Member Loyalty Program Now Available for Sections to Recognize Members



Eligible Section volunteers can purchase lapel pins and certificates for their members that commemorate select milestones as an IEEE Member. Different from the pins that commemorate a certain grade of IEEE membership, these pins are designed to thank and recognize members for their years of membership regardless of grade achievement, a great way to recognize members who might not otherwise be engaged, especially early in their IEEE membership tenure.



The one-inch round lapel pins recognize members at two, five, ten, 20, 25, 30, 40 and 50 years. This is based on cumulative years of service regardless of grade (except Society Affiliate), grade elevations, or breaks in service.

Local Sections are responsible for ordering, payment, and dissemination of the lapel pins and certificates to their members. Reporting is available through SAMIEEE and the Section Vitality Dashboard to assist in identifying the members in a Section who should receive a pin. The cost per set of five pins and matching certificates with holder is US\$14.00, plus shipping.



To learn more about the Member Loyalty Program and to order pins for your Section, visit www.ieee.org/loyalty.

IEEE Day 2014: 7 October 2014

The 5th annual IEEE Day will take place on **7 October 2014**. Post your event online now!

- Recruit Section Ambassadors to promote your event / member engagement
- Raise local funding for event(s)
- Reach out to Industry/Academia to identify guest speakers while promoting IEEE
- Promote your event in Section newsletters, Region/Section websites, local newspapers
- Host a recruitment drive taking advantage of the US\$30 discount for new HG members



IEEE Day events should focus on a new technology and reflect IEEE's core purpose - to foster technological innovation and excellence for the benefit of humanity. Post your event, and learn more about IEEE Day at <http://www.ieeeday.org>.



➤ MD Summary (cont'd)

Preparing for Student Member Elevation

This year about 30,000 IEEE student members were automatically elevated, in June and August, to higher grades of IEEE membership.

Unfortunately, many student members believe IEEE is merely a club on campus, without any knowledge of the vast resources IEEE can offer to help secure a job—let alone their awareness about the professional networking opportunities offered by Sections and Chapters.

Proactive engagement of graduating student members is necessary to raise their awareness of IEEE's enabling role in their professional career. In addition to campaigns and programs coordinated by the MD Staff, Sections and Chapters play an important role in helping with a student's transition. The communications remind the graduating student there are real people behind IEEE, who care about their professional development and success. It does not necessarily matter from whom the communication comes locally, **so long as it happens** (see communication sample at right).

Graduation Kit Mailing

In parallel with local communication efforts, IEEE's MD Staff coordinates a worldwide mailing to all graduating students to congratulate them on their achievement. The graduation kit features a greeting from the Chair of IEEE Young Professionals, and showcases several IEEE products and services to help early career professionals. This mailing will take place in Q4.



STEP Program



Sponsored by IEEE Young Professionals (YP), the IEEE Student Transition and Elevation Partnership (STEP) program provides a

standardized yet localized activity for engaging graduating students by:

- Identifying a local IEEE entity beyond the student branch for members to contact;
- Planning a joint Section and YP event to introduce local IEEE resources;
- Illustrating IEEE member benefits and opportunities best suited for early-career professionals.

MGA funding is still available to help underwrite STEP events. More information about the STEP program is accessible at www.ieee.org/step.



Member Data – Graduating Students

Location: **SAMIEEE \ MD Folder**

Pre-Defined Search Name: “(MD) Active Student and Graduate Student Members with Graduation Date 2014”



Sample Volunteer Communications

Section / Chapter Outreach to Graduating Students

<customized to the Section/Chapter>

Dear Graduate,

On behalf of the leadership team of the IEEE **<Section/Chapter>**, congratulations on your graduation.

Welcome to your new professional network. IEEE membership offers opportunities throughout a career, and is especially valuable to individuals entering the job market for the first time.

We encourage you to make the most of your membership by participating in the professional network of your IEEE Section and technical chapters. This past year, the IEEE **<Section / Chapter>** sponsored the following activities:

- **< example >**
- **< example >**
- **< example >**

We are here to help. If I can be of any assistance, please do not hesitate to contact me.

Sincerely,

< Name >

IEEE **< Section/Chapter >**

< e-mail address >

➤ MD Summary (cont'd)

2014 Membership Year Goals & Progress



Ed Perkins
e.perkins@
ieee.org

The overall membership goal for the 2014 membership year was 405,000 total members, or +2.6% growth. We reached 95.5% of this goal, based on the cumulative count of renewal, recruitment and reinstatement activity from September through August and ended the year down -1.3%.

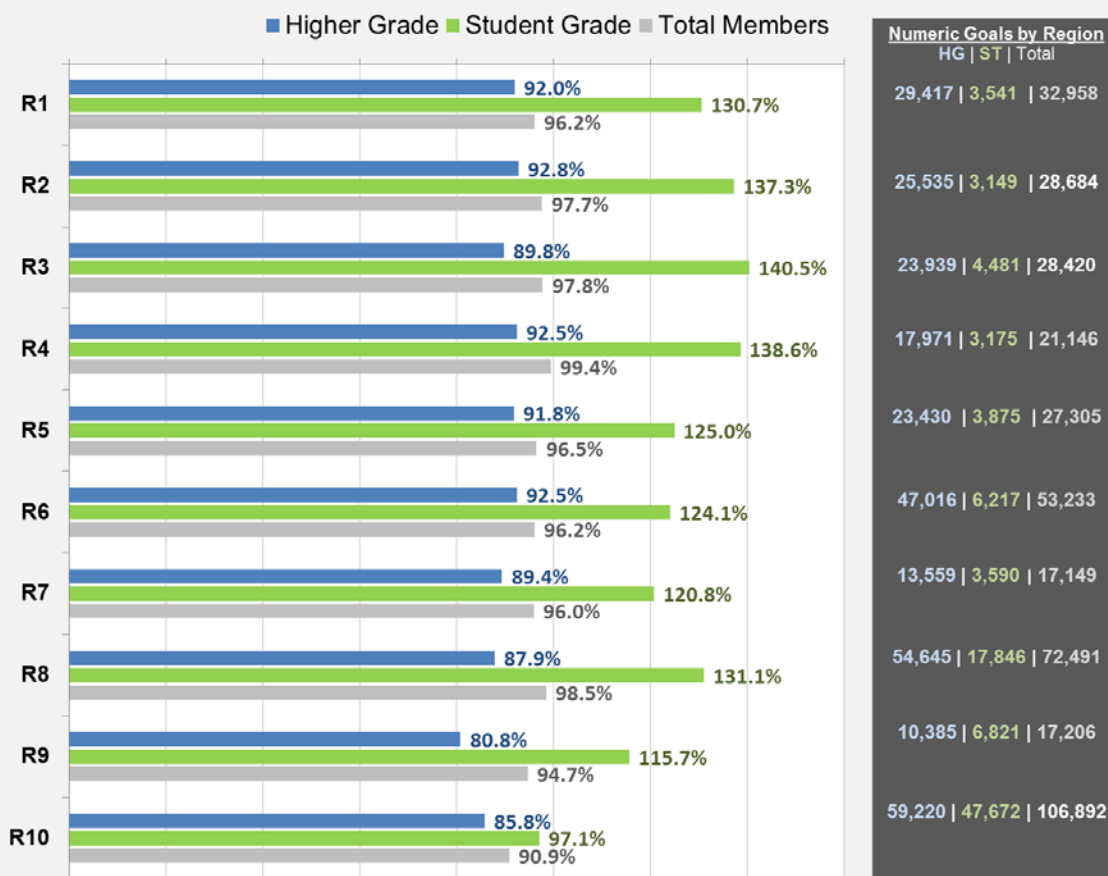
2014 Goal Attainment*

		<u>Goal</u>
Total Membership	95.5%	405,000
Higher Grade	89.5%	305,000
Student w/GSM	113.7%	100,000

*As of August 2014

Goals are developed using historical data for each region and grade. For the 2015 membership year, we will develop goals using two year trends. We will also be introducing goals for recruitment and retention at the Section level.

2014 Membership Year Goals & Progress by Region Membership Year End - August 2014



Progress represents the percentage of goals listed to the right, for HG (top, blue), STU (middle, green) and Overall (bottom, grey).



➤ MD Summary (cont'd)

Membership Retention Update

Overall retention ended the 2014 membership year down just -0.6% over 2013. This is a significant improvement, on a percentage basis, over last year when we ended the year with a gap of -2.1%. Higher grade retention was the main driver (ahead by +0.6%). HG retention has remained positive all year, following growing gaps in HG retention over the last five years.

In the last month of the membership year, we also saw STU grade retention turn positive, by just a tenth of a percent. This was significant, given the large recruitment gains we had last year.

The GSM retention gap has been shrinking each month since March, and ended the membership down -6.2%, following -6.6% last month.

First-year HG member retention has been tracking ahead of last year since the start of the membership year, and ended the year ahead by +0.9%. This contributed to closing the gap in overall first-year member retention, which ended the year down -1.6%. Last year in August the first year member retention gap was -3.2%.

Overall Member Retention Rates by Region (YoY)

IEEE Membership Renewal / Retention - August 2014																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13
1	28,977	25,057	86.5%	86.4%	1,958	1,257	64.2%	71.4%	1,601	581	36.3%	38.8%	32,536	26,895	82.7%	83.3%
2	25,160	21,833	86.8%	85.4%	1,856	1,160	62.5%	69.4%	1,435	597	41.6%	39.7%	28,451	23,590	82.9%	82.0%
3	23,436	19,619	83.7%	83.1%	2,258	1,515	67.1%	71.9%	2,283	971	42.5%	41.6%	27,977	22,105	79.0%	79.0%
4	17,655	15,074	85.4%	84.0%	1,844	1,223	66.3%	73.2%	1,459	594	40.7%	43.8%	20,958	16,891	80.6%	80.3%
5	23,048	19,462	84.4%	83.8%	1,715	1,092	63.7%	72.7%	2,103	818	38.9%	41.6%	26,866	21,372	79.6%	80.1%
6	46,417	39,541	85.2%	84.4%	2,945	1,771	60.1%	71.5%	3,267	1,335	40.9%	43.2%	52,629	42,647	81.0%	81.5%
R 1-6	164,693	140,586	85.4%	84.6%	12,576	8,018	63.8%	71.7%	12,148	4,896	40.3%	41.6%	189,417	153,500	81.0%	81.2%
7	13,127	10,661	81.2%	80.6%	2,011	1,412	70.2%	76.3%	1,468	606	41.3%	48.5%	16,606	12,679	76.4%	77.8%
8	52,779	40,854	77.4%	76.1%	10,579	7,171	67.8%	72.6%	7,950	2,668	33.6%	30.1%	71,308	50,693	71.1%	70.8%
9	9,807	6,450	65.8%	66.7%	1,356	885	65.3%	68.5%	5,313	1,358	25.6%	22.3%	16,476	8,693	52.8%	52.1%
10	56,811	41,292	72.7%	72.4%	12,666	5,755	45.4%	50.0%	29,355	4,883	16.6%	16.9%	98,832	51,930	52.5%	53.8%
R 7-10	132,524	99,257	74.9%	74.3%	26,612	15,223	57.2%	62.5%	44,086	9,515	21.6%	20.9%	203,222	123,995	61.0%	61.7%
TOTAL	297,217	239,843	80.7%	80.1%	39,188	23,241	59.3%	65.5%	56,237	14,412	25.6%	25.5%	392,642	277,496	70.7%	71.3%

First-Year Member Retention Rates by Region (YoY)

First-Year Member Renewal / Retention - August 2014																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13
1	1,870	707	37.8%	38.7%	722	351	48.6%	56.9%	1,170	339	29.0%	32.2%	3,762	1,397	37.1%	40.1%
2	1,473	573	38.9%	37.1%	667	304	45.6%	52.6%	993	340	34.2%	33.2%	3,133	1,217	38.8%	39.0%
3	1,794	627	34.9%	33.6%	803	394	49.1%	55.2%	1,619	596	36.8%	37.1%	4,216	1,617	38.4%	39.1%
4	1,284	535	41.7%	39.3%	720	361	50.1%	57.0%	1,037	330	31.8%	36.3%	3,041	1,226	40.3%	41.7%
5	1,653	619	37.4%	37.2%	653	300	45.9%	57.7%	1,552	516	33.2%	36.1%	3,858	1,435	37.2%	40.0%
6	3,109	1,237	39.8%	36.8%	1,051	439	41.8%	52.8%	2,402	824	34.3%	37.2%	6,562	2,500	38.1%	39.4%
R 1-6	11,183	4,298	38.4%	37.0%	4,616	2,149	46.6%	55.1%	8,773	2,945	33.6%	35.7%	24,572	9,392	38.2%	39.8%
7	1,491	613	41.1%	39.8%	727	377	51.9%	61.7%	1,043	308	29.5%	39.6%	3,261	1,298	39.8%	45.0%
8	7,239	2,634	36.4%	34.4%	4,458	2,413	54.1%	59.1%	6,049	1,522	25.2%	23.7%	17,746	6,569	37.0%	37.3%
9	2,128	572	26.9%	29.0%	501	256	51.1%	52.0%	4,160	740	17.8%	16.5%	6,789	1,568	23.1%	23.2%
10	11,168	3,657	32.7%	32.9%	8,138	2,597	31.9%	36.6%	25,590	3,435	13.4%	14.3%	44,896	9,689	21.6%	23.3%
R 7-10	22,026	7,476	33.9%	33.4%	13,824	5,643	40.8%	46.3%	36,842	6,005	16.3%	16.7%	72,692	19,124	26.3%	27.7%
TOTAL	33,209	11,774	35.5%	34.6%	18,440	7,792	42.3%	48.5%	45,615	8,950	19.6%	20.5%	97,264	28,516	29.3%	30.9%



➤ MD Summary (cont'd)

Recruitment Update

The 2014 membership year ended with recruitment down -6.2%, and this gap held steady since last month. This was a difficult year for recruitment comparisons since in 2013 we saw record recruitment in the GSM and STU grades due to Windows 7 being included as part of the Microsoft software offer for students. We ended the 2013 membership year with recruitment up +4.2% because of this. Windows 8 was removed in March 2013 and since then YoY declines have shrunk somewhat, but not disappeared.

In 2013 we introduced a dedicated staff effort to help the precipitously declining recruitment in the US, and for the first time in five years there was no YoY decline. HG recruitment in Regions 1-6 has been ahead since the beginning of this year, though it gave back a little of its gain to end the year at +2.1% - a significant achievement since at the end of the 2013 membership year, US HG recruitment was down -8.7%.

Overall HG recruitment slipped from -2.7% last month to -3.2% this month, though compared to where we ended the 2013 membership year, down -6.9%, this is an improvement.

Cumulative Recruitment - September through August 2014

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	1,084	1,208	(124)	-10.3%	813	938	(125)	-13.3%	1,701	1,715	(14)	-0.8%	3,598	3,861	(263)	-6.8%
2	1,001	975	26	2.7%	809	846	(37)	-4.4%	1,420	1,388	32	2.3%	3,230	3,209	21	0.7%
3	1,036	986	50	5.1%	945	1,031	(86)	-8.3%	2,435	2,287	148	6.5%	4,416	4,304	112	2.6%
4	910	787	123	15.6%	899	896	3	0.3%	1,419	1,453	(34)	-2.3%	3,228	3,136	92	2.9%
5	1,182	1,029	153	14.9%	866	863	3	0.3%	1,736	2,102	(366)	-17.4%	3,784	3,994	(210)	-5.3%
6	2,115	2,192	(77)	-3.5%	1,209	1,388	(179)	-12.9%	2,926	3,111	(185)	-5.9%	6,250	6,691	(441)	-6.6%
R 1-6	7,328	7,177	151	2.1%	5,541	5,962	(421)	-7.1%	11,637	12,056	(419)	-3.5%	24,506	25,195	(689)	-2.7%
7	1,025	967	58	6.0%	827	938	(111)	-11.8%	1,201	1,403	(202)	-14.4%	3,053	3,308	(255)	-7.7%
8	4,637	4,716	(79)	-1.7%	5,259	5,567	(308)	-5.5%	7,212	7,607	(395)	-5.2%	17,108	17,890	(782)	-4.4%
9	1,330	1,358	(28)	-2.1%	589	657	(68)	-10.4%	4,696	4,749	(53)	-1.1%	6,615	6,764	(149)	-2.2%
10	6,642	7,428	(786)	-10.6%	10,524	9,885	639	6.5%	23,834	27,874	(4,040)	-14.5%	41,000	45,187	(4,187)	-9.3%
R 7-10	13,634	14,469	(835)	-5.8%	17,199	17,047	152	0.9%	36,943	41,633	(4,690)	-11.3%	67,776	73,149	(5,373)	-7.3%
TOTAL	20,962	21,646	(684)	-3.2%	22,740	23,009	(269)	-1.2%	48,580	53,689	(5,109)	-9.5%	92,282	98,344	(6,062)	-6.2%

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 offered a US\$25 discount on their first year through 28 February. After that, new members are eligible to join at the special half year dues rate. 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, solar charger, tablet case, umbrella and more.

Good news! The pilot program will be extended for the 2015 membership year! MGA HQ will promote the program with a monthly series of e-mail outreaches, and advertisements in the Benefits Bulletin.

**Results for the 2014 membership year:**

1,240 Referrals Submitted
400 New Members Joined
32.2% % of Referrals Joined

729 US HG Members participating
0.44% % of US HG members participating
(Participating = submitting at least one referral)

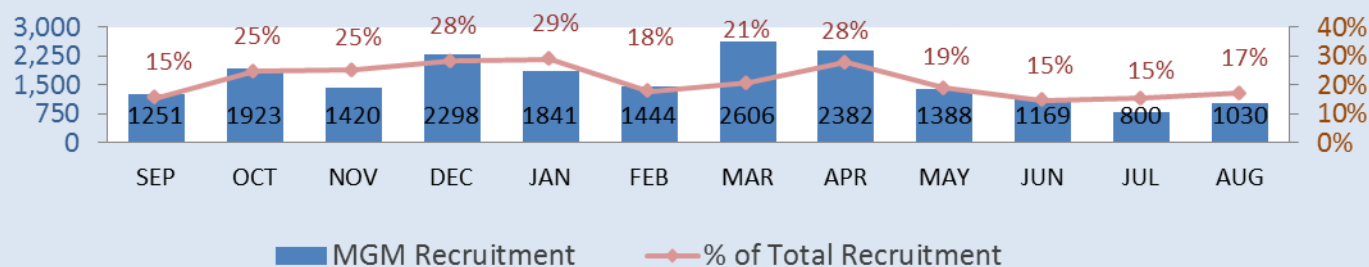


Recruiters of the Month – Member-Get-a-Member (MGM) Program

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.

Balamurugan K	Madras Section, R10	66 new members
Deva Hanuma Kishore Naidu Avisineni	Hyderabad Section, R10	32 new members
Edwin James	Kerala Section, R10	29 new members
Vincente NunezGonzalez	Mexico Section, R9	25 new members
Anand Raju	Madras Section, R10	24 new members
Shayan Ahmad Khan	Islamabad Section, R10	21 new members
Karthik Gangisetty	Hyderabad Section, R10	19 new members
Suraj J	Bangalore Section, R10	18 new members
Nisarg Shastri	Gujarat Section, R10	16 new members
Tunde Saliu	Nigeria Section, R8	13 new members
Ajai C.A	Kerala Section, R10	13 new members
Amritha Sathyanath K	Kerala Section, R10	13 new members
Lily Zhan	Toronto Section, R7	13 new members
Soundarrajan S.M	Madras Section, R10	12 new members
Anjali Karkagari	Hyderabad Section, R10	12 new members
Vamsi Krishna J	Hyderabad Section, R10	11 new members
Victoria Watanabe	South Brazil Section, R9	10 new members
Julian Jaramillo Morales	Colombia Section, R9	10 new members
Pavithra Sivakumar	Madras Section, R10	10 new members
Venkatesh Sivakumar	Madras Section, R10	10 new members
Priyal Mehta	Bangalore Section, R10	10 new members
Sowmya P	Madras Section, R10	10 new members



2014 membership year total: 19,552 new members

Same period last year: 22,545

Membership by Region
Aug '14


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

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

Geographic IEEE Membership Summary - August 2014

REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	28,455	29,417	(962)	-3.3%	1,613	1,758	(145)	-8.2%	1,644	1,614	30	1.9%	31,712	32,789	(1,077)	-3.3%
2	25,154	25,535	(381)	-1.5%	1,488	1,667	(179)	-10.7%	1,397	1,422	(25)	-1.8%	28,039	28,624	(585)	-2.0%
3	23,905	23,939	(34)	-0.1%	1,833	1,992	(159)	-8.0%	2,340	2,276	64	2.8%	28,078	28,207	(129)	-0.5%
4	18,133	17,971	162	0.9%	1,573	1,657	(84)	-5.1%	1,372	1,518	(146)	-9.6%	21,078	21,146	(68)	-0.3%
5	23,155	23,430	(275)	-1.2%	1,508	1,529	(21)	-1.4%	1,891	2,161	(270)	-12.5%	26,554	27,120	(566)	-2.1%
6	46,459	47,016	(557)	-1.2%	2,277	2,646	(369)	-13.9%	3,194	3,275	(81)	-2.5%	51,930	52,937	(1,007)	-1.9%
R 1-6	165,261	167,308	(2,047)	-1.2%	10,292	11,249	(957)	-8.5%	11,838	12,266	(428)	-3.5%	187,391	190,823	(3,432)	-1.8%
7	13,585	13,559	26	0.2%	1,613	1,696	(83)	-4.9%	1,278	1,426	(148)	-10.4%	16,476	16,681	(205)	-1.2%
8	55,437	54,645	792	1.4%	8,742	9,274	(532)	-5.7%	7,567	7,722	(155)	-2.0%	71,746	71,641	105	0.1%
9	10,295	10,181	114	1.1%	1,072	1,212	(140)	-11.6%	5,154	5,205	(51)	-1.0%	16,521	16,598	(77)	-0.5%
10	59,815	58,059	1,756	3.0%	12,605	11,933	672	5.6%	25,695	29,521	(3,826)	-13.0%	98,115	99,513	(1,398)	-1.4%
R 7-10	139,132	136,444	2,688	2.0%	24,032	24,115	(83)	-0.3%	39,694	43,874	(4,180)	-9.5%	202,858	204,433	(1,575)	-0.8%
TOTAL	304,393	303,752	641	0.2%	34,324	35,364	(1,040)	-2.9%	51,532	56,140	(4,608)	-8.2%	390,249	395,256	(5,007)	-1.3%


Year-over-Year Sweep – This Month Last Year

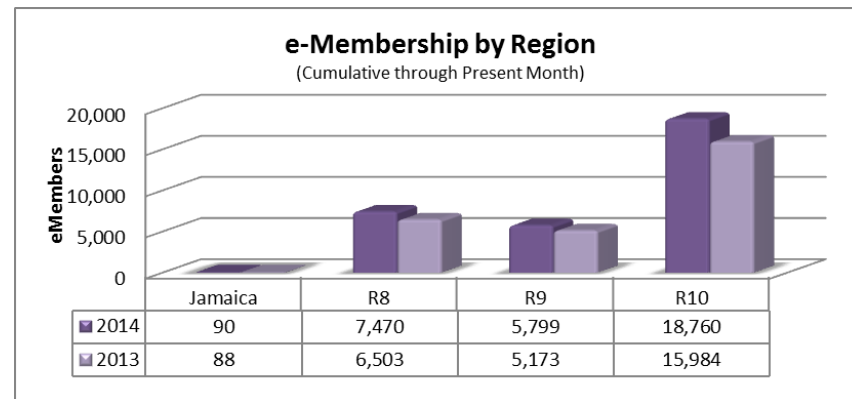
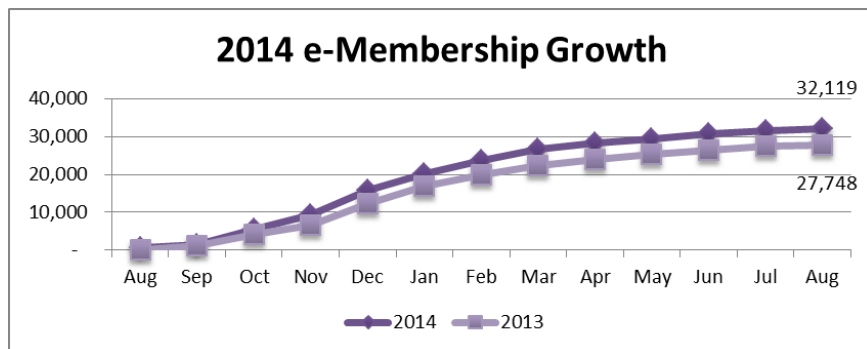
Recognizing MD efforts resulting in year-over-year gains across all columns: professional, graduate and undergraduate students.

No regions swept the month of August.
Year-over-Year Sweep Scoreboard – 2014 Membership Year

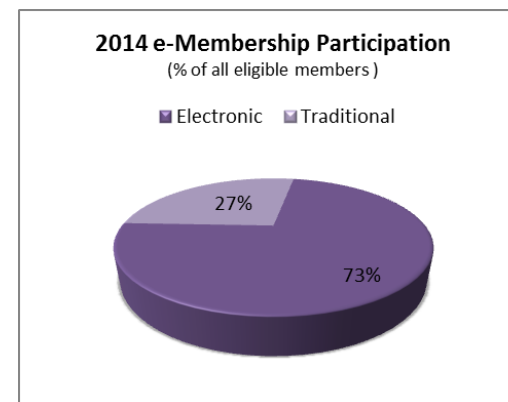
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
R-1												
R-2												
R-3												
R-4												
R-5												
R-6												
R-7												
R-8												
R-9												
R-10	★	★	★	★	★							

MD Summary (cont'd)

e-Membership / Developing Nations

www.ieee.org/emember


2014 MD Drivers - e-Membership					
By category, the % of <u>eligible</u> members who have selected e-Membership					
Cumulative Through Present Month	Jamaica	R8	R9	R10	Total
> Recruits (new members)	67%	61%	64%	77%	71%
> Renewals (existing members)	61%	66%	72%	77%	73%
> Reinstates (former members)	88%	69%	75%	80%	76%
Row percentages will <u>not</u> sum to 100% on account of different denominators.					



2014 e-Membership by Region (Cumulative through Present Month)					
e-Membership Count	Jamaica	R8	R9	R10	total
	90	7,470	5,799	18,760	32,119
% of <u>Eligible Higher Grade Members</u>	63.8%	57.1%	62.2%	65.0%	62.5%
% of <u>All Higher Grade Members</u>	0.4%	13.5%	56.3%	31.3%	21.5%

2015 Dues Increase for Electronic Membership

e-Membership dues for 2015 will be US\$75, an increase of \$23. Member retention and recruitment across eligible countries has not increased significantly since its inception. The dues increase is necessary to make the program economically sustainable and ensure that IEEE can continue to offer e-Membership. As with traditional IEEE membership dues, future price increases will be evaluated against the composite average of global consumer price indices.

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 2014																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
IEEE Societies	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
DIVISION I																				
Circuits & Systems	9,019	9,085	-66	-0.7%	401	424	-23	-5.4%	36	43	-7	-16.3%	9,456	9,552	-96	-1.0%	9,420	9,509	-89	-0.9%
Electron Devices	9,510	9,614	-104	-1.1%	423	320	103	32.2%	45	43	2	4.7%	9,978	9,977	1	0.0%	9,933	9,934	-1	0.0%
Solid-State Circuits	9,210	9,472	-262	-2.8%	194	193	1	0.5%	77	88	-11	-12.5%	9,481	9,753	-272	-2.8%	9,404	9,665	-261	-2.7%
Div I Subtotal	27,739	28,171	-432	-1.5%	1,018	937	81	8.6%	158	174	-16	-9.2%	28,915	29,282	-367	-1.3%	28,757	29,108	-351	-1.2%
DIVISION II																				
Components, Packaging & Mfg Tech	2,394	2,395	-1	0.0%	45	45	0	0.0%	25	22	3	13.6%	2,464	2,462	2	0.1%	2,439	2,440	-1	0.0%
Dielectrics & Electrical Insulation	2,146	2,070	76	3.7%	33	36	-3	-8.3%	24	26	-2	-7.7%	2,203	2,132	71	3.3%	2,179	2,106	73	3.5%
Industry Applications	10,128	9,707	421	4.3%	769	449	320	71.3%	40	46	-6	-13.0%	10,937	10,202	735	7.2%	10,897	10,156	741	7.3%
Instrumentation & Measurements	3,849	3,892	-43	-1.1%	91	78	13	16.7%	21	21	0	0.0%	3,961	3,991	-30	-0.8%	3,940	3,970	-30	-0.8%
Power Electronics	7,078	7,091	-13	-0.2%	244	265	-21	-7.9%	27	33	-6	-18.2%	7,349	7,389	-40	-0.5%	7,322	7,356	-34	-0.5%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,096	1,982	114	5.8%	38	33	5	15.2%	28	32	-4	-12.5%	2,162	2,047	115	5.6%	2,134	2,015	119	5.9%
Div II Subtotal	27,691	27,137	554	2.0%	1,220	906	314	34.7%	165	180	-15	-8.3%	29,076	28,223	853	3.0%	28,911	28,043	868	3.1%
DIVISION III																				
Communications	42,386	45,332	-2,946	-6.5%	4,720	4,922	-202	-4.1%	1,003	1,099	-96	-8.7%	48,109	51,353	-3,244	-6.3%	47,106	50,254	-3,148	-6.3%

➤ MD Summary (cont'd)

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

IEEE Society Membership Totals as of August 2014																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMS)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
IEEE Societies	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
DIVISION IV																				
Antennas & Propagation	7,983	7,817	166	2.1%	213	347	-134	-38.6%	48	57	-9	-15.8%	8,244	8,221	23	0.3%	8,196	8,164	32	0.4%
Broadcast Technology	1,612	1,642	-30	-1.8%	46	37	9	24.3%	18	24	-6	-25.0%	1,676	1,703	-27	-1.6%	1,658	1,679	-21	-1.3%
Consumer Electronics	2,858	3,073	-215	-7.0%	93	124	-31	-25.0%	18	21	-3	-14.3%	2,969	3,218	-249	-7.7%	2,951	3,197	-246	-7.7%
Electromagnetic Compatibility	3,767	3,831	-64	-1.7%	33	44	-11	-25.0%	27	33	-6	-18.2%	3,827	3,908	-81	-2.1%	3,800	3,875	-75	-1.9%
Magnetics	2,952	2,918	34	1.2%	64	64	0	0.0%	74	70	4	5.7%	3,090	3,052	38	1.2%	3,016	2,982	34	1.1%
Microwave Theory & Techniques	10,782	10,808	-26	-0.2%	235	208	27	13.0%	32	34	-2	-5.9%	11,049	11,050	-1	0.0%	11,017	11,016	1	0.0%
Nuclear & Plasma Sciences	2,919	2,948	-29	-1.0%	75	56	19	33.9%	43	38	5	13.2%	3,037	3,042	-5	-0.2%	2,994	3,004	-10	-0.3%
Div IV Subtotal	32,873	33,037	-164	-0.5%	759	880	-121	-13.8%	260	277	-17	-6.1%	33,892	34,194	-302	-0.9%	33,632	33,917	-285	-0.8%
DIVISION V/VIII																				
Computer	44,785	46,889	-2,104	-4.5%	2,903	3,381	-478	-14.1%	9,544	10,834	-1,290	-11.9%	57,232	61,104	-3,872	-6.3%	47,688	50,270	-2,582	-5.1%
DIVISION VI																				
Education	3,235	3,294	-59	-1.8%	62	67	-5	-7.5%	40	42	-2	-4.8%	3,337	3,403	-66	-1.9%	3,297	3,361	-64	-1.9%
Industrial Electronics	5,793	5,586	207	3.7%	184	209	-25	-12.0%	17	26	-9	-34.6%	5,994	5,821	173	3.0%	5,977	5,795	182	3.1%
Product Safety Engineering	801	783	18	2.3%	7	6	1	16.7%	8	7	1	14.3%	816	796	20	2.5%	808	789	19	2.4%
Professional Communication	692	767	-75	-9.8%	24	29	-5	-17.2%	56	70	-14	-20.0%	772	866	-94	-10.9%	716	796	-80	-10.1%
Reliability	1,791	1,722	69	4.0%	10	18	-8	-44.4%	16	22	-6	-27.3%	1,817	1,762	55	3.1%	1,801	1,740	61	3.5%
Social Implications of Technology	1,373	1,504	-131	-8.7%	30	31	-1	-3.2%	19	21	-2	-9.5%	1,422	1,556	-134	-8.6%	1,403	1,535	-132	-8.6%
Div VI Subtotal	13,685	13,656	29	0.2%	317	360	-43	-11.9%	156	188	-32	-17.0%	14,158	14,204	-46	-0.3%	14,002	14,016	-14	-0.1%
DIVISION VII																				
Power & Energy	28,421	27,437	984	3.6%	2,434	2,111	323	15.3%	289	269	20	7.4%	31,144	29,817	1,327	4.5%	30,855	29,548	1,307	4.4%

➤ MD Summary (cont'd)

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IEEE Society Membership Totals as of August 2014																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
IEEE Societies	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
DIVISION IX																				
Aerospace & Electronic Systems	4,423	4,359	64	1.5%	233	186	47	25.3%	27	25	2	8.0%	4,683	4,570	113	2.5%	4,656	4,545	111	2.4%
Geoscience & Remote Sensing	3,109	3,015	94	3.1%	71	75	-4	-5.3%	196	301	-105	-34.9%	3,376	3,391	-15	-0.4%	3,180	3,090	90	2.9%
Information Theory	3,213	3,077	136	4.4%	61	54	7	13.0%	23	23	0	0.0%	3,297	3,154	143	4.5%	3,274	3,131	143	4.6%
Intelligent Transportation Systems	1,268	1,245	23	1.8%	22	34	-12	-35.3%	22	24	-2	-8.3%	1,312	1,303	9	0.7%	1,290	1,279	11	0.9%
Oceanic Engineering	1,682	1,706	-24	-1.4%	72	52	20	38.5%	22	22	0	0.0%	1,776	1,780	-4	-0.2%	1,754	1,758	-4	-0.2%
Signal Processing	15,919	15,894	25	0.2%	500	393	107	27.2%	147	126	21	16.7%	16,566	16,413	153	0.9%	16,419	16,287	132	0.8%
Vehicular Technology	4,023	4,024	-1	0.0%	132	117	15	12.8%	25	22	3	13.6%	4,180	4,163	17	0.4%	4,155	4,141	14	0.3%
Div IX Subtotal	33,637	33,320	317	1.0%	1,091	911	180	19.8%	462	543	-81	-14.9%	35,190	34,774	416	1.2%	34,728	34,231	497	1.5%
DIVISION X																				
Computational Intelligence	5,992	6,179	-187	-3.0%	302	272	30	11.0%	84	85	-1	-1.2%	6,378	6,536	-158	-2.4%	6,294	6,451	-157	-2.4%
Control Systems	8,924	8,842	82	0.9%	266	304	-38	-12.5%	62	74	-12	-16.2%	9,252	9,220	32	0.3%	9,190	9,146	44	0.5%
Engineering in Medicine & Biology	8,262	8,108	154	1.9%	532	930	-398	-42.8%	244	574	-330	-57.5%	9,038	9,612	-574	-6.0%	8,794	9,038	-244	-2.7%
Photonics	5,506	5,671	-165	-2.9%	65	87	-22	-25.3%	123	135	-12	-8.9%	5,694	5,893	-199	-3.4%	5,571	5,758	-187	-3.2%
Robotics & Automation	9,787	9,849	-62	-0.6%	1,543	1,439	104	7.2%	98	97	1	1.0%	11,428	11,385	43	0.4%	11,330	11,288	42	0.4%
Systems, Man & Cybernetics	4,301	4,336	-35	-0.8%	174	163	11	6.7%	37	36	1	2.8%	4,512	4,535	-23	-0.5%	4,475	4,499	-24	-0.5%
Div X Subtotal	42,772	42,985	-213	-0.5%	2,882	3,195	-313	-9.8%	648	1,001	-353	-35.3%	46,302	47,181	-879	-1.9%	45,654	46,180	-526	-1.1%
TOTAL	293,989	297,964	-3,975	-1.3%	17,344	17,603	-259	-1.5%	12,685	14,565	-1,880	-12.9%	324,018	330,132	-6,114	-1.9%	311,333	315,567	-4,234	-1.3%



Women in Engineering (WIE)					Aug '14				
Grade	This Month '14	This Month '13	Year-over-Year		Region	This Month '14	This Month '13	Year-over-Year	
			#	%				#	%
Fellow	93	87	6	6.9%	U.S.	3,109	2,966	143	4.8%
Senior Member	561	510	51	10.0%	Canada	315	313	2	0.6%
Member	4111	3789	322	8.5%	Europe, Middle East, Africa	2,181	2,109	72	3.4%
Associate Member	148	109	39	35.8%	Latin America	1,962	1,754	208	11.9%
Graduate Student	1443	1498	(55)	-3.7%	Asia & Pacific	5,347	5,989	(642)	-10.7%
Student	6558	7138	(580)	-8.1%	Total	12,914	13,131	(217)	-1.7%
Total	12,914	13,131	(217)	-1.7%					

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 '14				
Grade	This Month '14	This Month '13	Year-over-Year			This Month '14	This Month '13	Year-over-Year	
			#	%				#	%
Student	35	50	(15)	-30.0%					
Higher-Grade	6,007	6,316	(309)	-4.9%					
Affiliate	86	87	(1)	-1.1%					
Total	6,128	6,453	(325)	-5.0%					

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 Professionals Membership - August 2014			
Region	Higher Grade w/o GSM	Total Students	Total
1	4,561	1,608	6,169
2	4,290	1,489	5,779
3	4,902	1,834	6,736
4	4,034	1,576	5,610
5	4,668	1,509	6,177
6	8,535	2,287	10,822
R 1-6	30,990	10,303	41,293
7	3,914	1,610	5,524
8	19,061	8,745	27,806
9	4,046	1,077	5,123
10	19,709	12,653	32,362
R 7-10	46,730	24,085	70,815



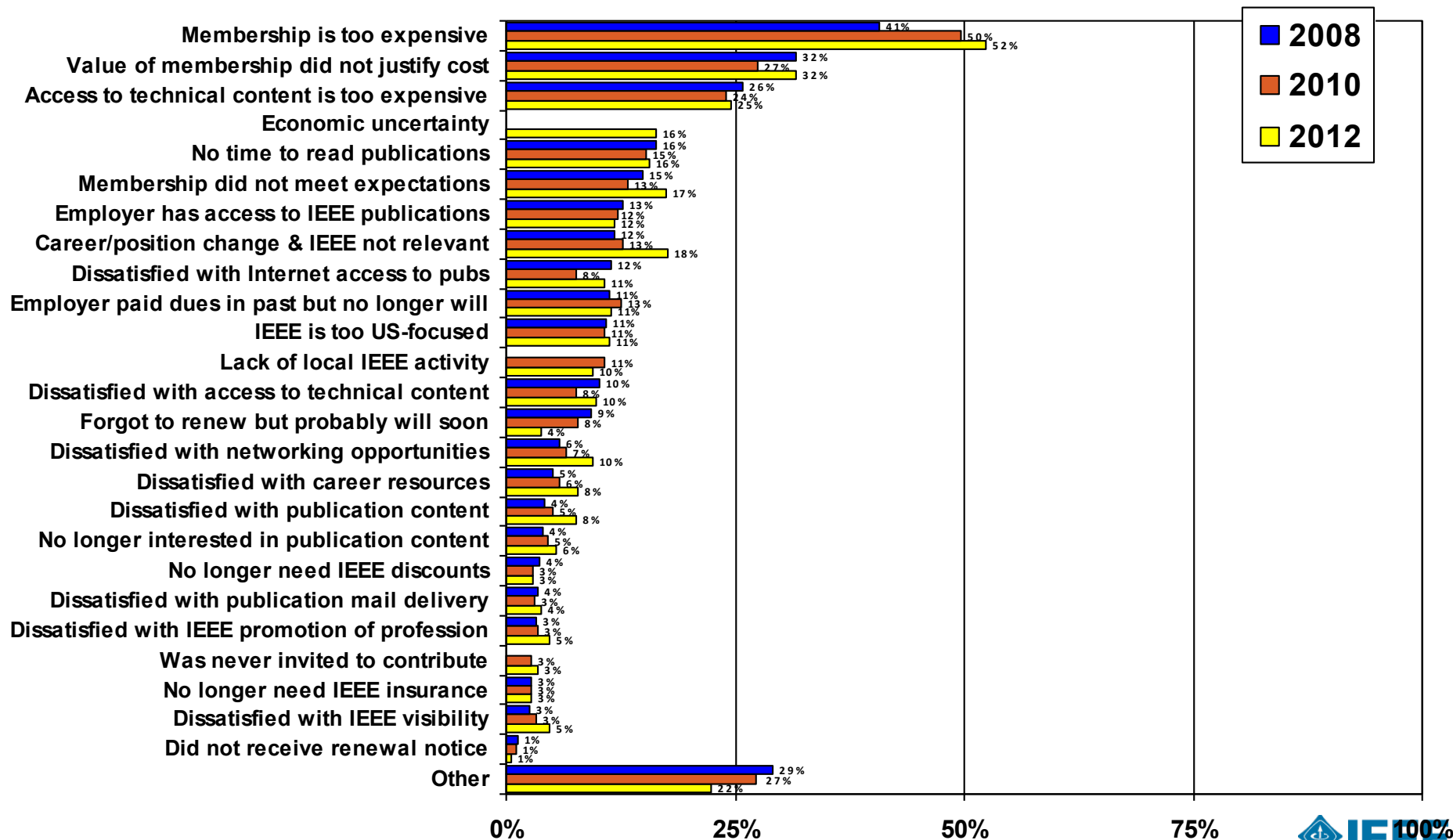
ETA KAPPA NU
Electrical and Computer Engineering Honor Society

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - August 2014			
Region	Higher Grade w/o GSM	Total Students	Total
1	1,177	229	1,406
2	1,110	210	1,320
3	1,145	274	1,419
4	929	251	1,180
5	1,191	232	1,423
6	1,493	448	1,941
R 1-6	7,045	1,644	8,689
7	25	13	38
8	63	8	71
9	25	5	30
10	70	37	107
R 7-10	183	63	246
TOTAL	7,228	1,707	8,935

Nonrenewal Issues

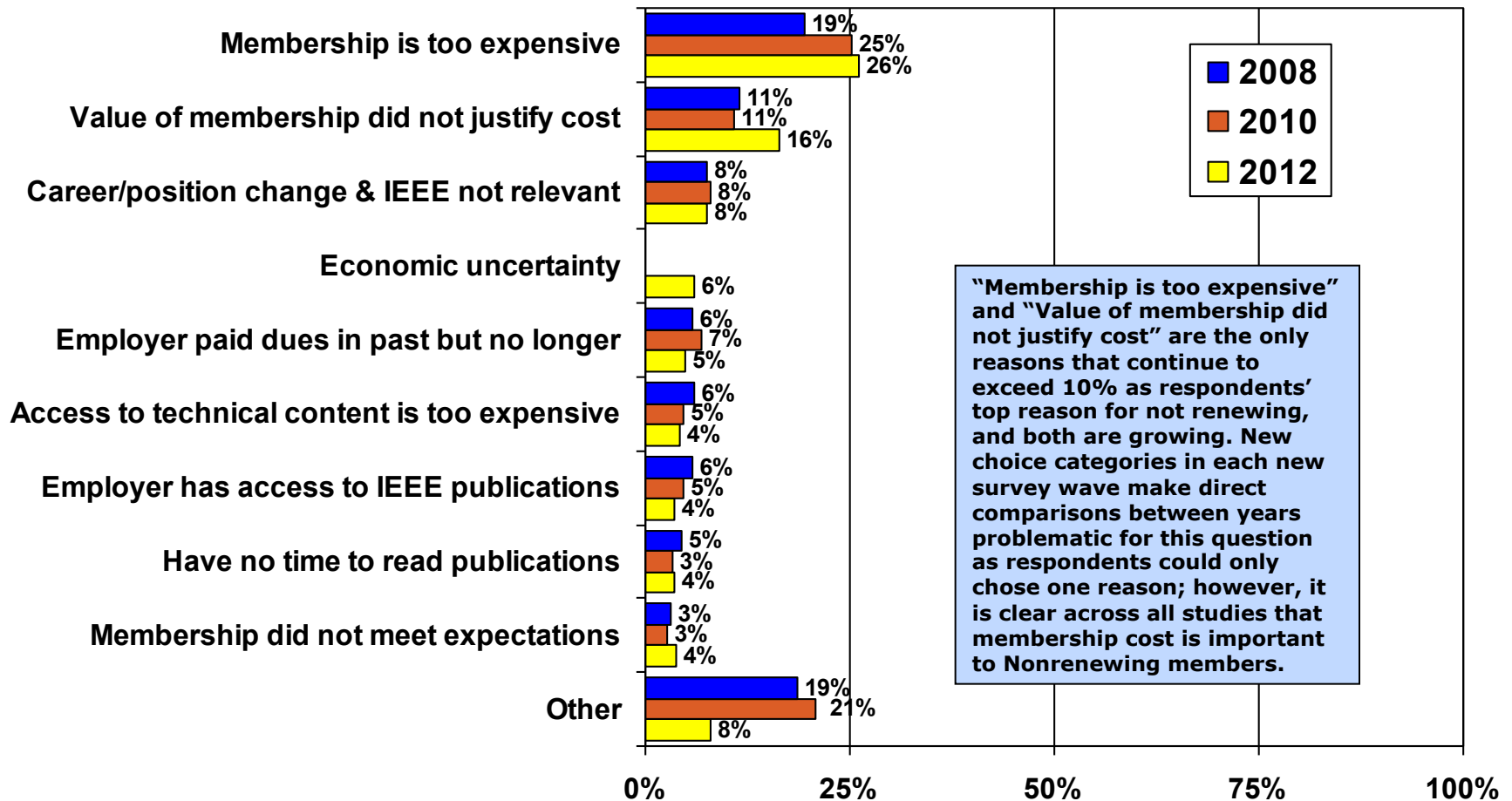
All Reasons for Nonrenewal



Question: Please indicate the major reasons you did not renew IEEE membership. (Select all that apply)

Note: Percentages will not add to 100% because respondents were allowed multiple responses to this question

Top Reason for Nonrenewal



Question: Of the items you selected above, please indicate the top reason you did not renew your IEEE membership. (Select one only)

Note: Reasons accounting for less than 3% of 2012 responses to this question are excluded from this chart; therefore, percentages will not add to 100%

What could IEEE offer you, as a member, to increase its value or relevance to you?

A large proportion of the potential incentives listed in 2012 concerned (in order of decreasing frequency):

- Offering free/cheaper online access to IEEE content
- Reducing IEEE membership dues
- Providing better, more relevant content
- Increasing training and help with career development/networking
- Increasing local IEEE activity
- Improving the IEEE website/technical access to IEEE resources
- Offer tiered membership options with different levels of benefits at various price points

Changes in these responses from 2008 and 2010 include:

- Requests for deeper discounts have diminished
- The desire for an improved website returned to prominence after slipping off the list in 2010
- Demand for a less comprehensive/cafeteria version of IEEE membership is also back on the list