



This membership development report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics. Contact: John Day, j.day@ieee.org

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Snapshot	'08 vs '07 November	% Change	Nov '08	Nov '07	Oct '08	% Change Oct-Nov '08
<b>Total IEEE Membership</b>	5,639	+ 1.5 %	<b>374,858</b>	<b>369,219</b>	<b>368,725</b>	<b>+ 1.7%</b>
• Higher-Grade	2,162	+ 0.7 %	292,517	290,355	290,354	+ 0.7%
• Students	3,477	+ 4.4 %	82,341	78,864	78,371	+ 5.1%
<b>Society Membership</b> (including Affiliates)	N/A	N/A	<b>328,880</b>	N/A	<b>322,487</b>	<b>+ 2.0%</b>

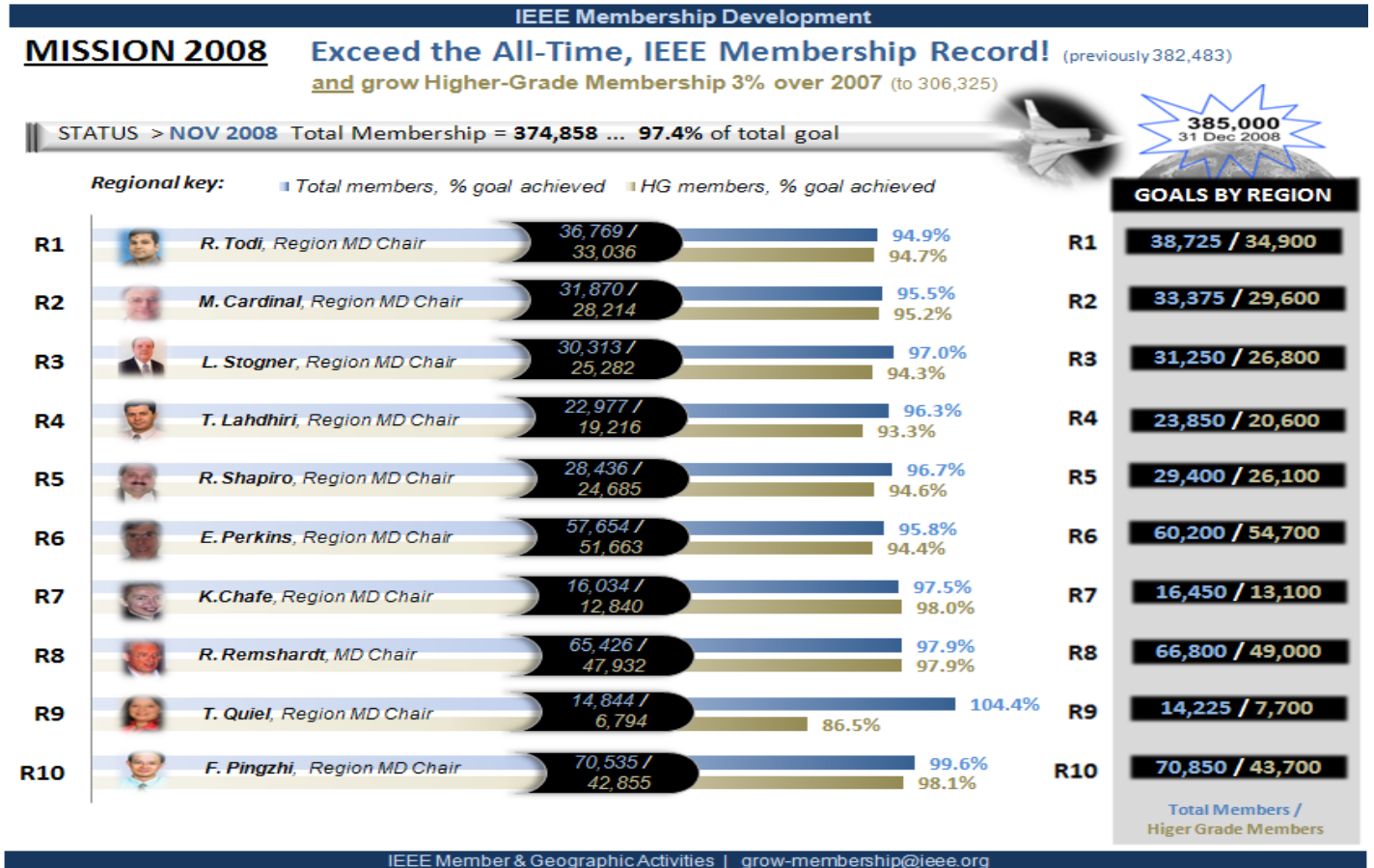
Note: Due to IEEE's transition to a new, business management system in 2007, several months of Society statistics were not available. Consequently, year-over-year statistics for Society membership are unavailable this month—and scheduled to resume in December's report.

Recommended Volunteer Activity	IEEE Membership Development Calendar		
	Thank you to all volunteers committed to improving their MD success!		
	RECRUITMENT ACTIVITIES	RECOVERY ACTIVITIES	RESOURCES
<b>December</b>	<i>Individuals who join IEEE in November receive 13-months of membership for the price of 12. Incorporate message into outreaches.</i>  <b>Region MD Chair</b> – Disseminate membership materials at all conferences within region.  <b>Section Chair/MD Chair</b> – Disseminate membership materials at all section meetings and local events.	Renewal campaign underway by HQ. Optimize local efforts by focusing on recruitment.  Members who do not renew their membership by 31 December become “past-due.” During the 1 <sup>st</sup> week of January, HQ will initiate print and e-mail outreaches to all members past-due.	<u>MD Portal</u>  <a href="http://www.ieee.org/md">www.ieee.org/md</a>  ➤ Statistical Reports ➤ Virtual community ➤ IEEE MD Manual
<b>January</b>	<b>Region MD Chair</b> – Disseminate membership materials at all conferences within region.  <b>Section Chair/MD Chair</b> – Disseminate membership materials at all section meetings and local events.	<b>Region MD Officer</b> – Planning for local retention efforts. Encourage a local outreach to members who have not renewed.  <b>Section Chair/MD Chair</b> – Acquaint yourself with the SAMIEEE search query that identifies the renewal status of members. Coordinate local outreach to non-renewed members.	<u>MD Supplies</u>  <a href="http://www.ieee.org/md-supplies">www.ieee.org/md-supplies</a>
<b>February</b>	<b>Section MD Officer</b> – Disseminate membership materials at all section meetings and local events.  The ½-year dues period begins in March. Plan events and special local outreaches to promote joining IEEE.	<b>Section MD Officer</b> – Coordinate local outreach to non-renewed members. Planning for local arrears-recovery efforts, which should be launched beginning in March.	



### 2008 Annual Goal

Through November, total IEEE membership stood at 374,858, or 97.4% of the year-end goal of 385,000 members. The year-end record for total IEEE membership is 382,483, established in 2002. With one month to go in 2008, we are 7,626 members away from breaking that record.



### MD in Action: Villach, Austria & San Diego, USA

Aleksandar Szabo (Croatia Section) stands in front of a membership development booth he created for the ICL conference in Villach, Austria. Aleksandar represented both IEEE membership and the IEEE Education Society.



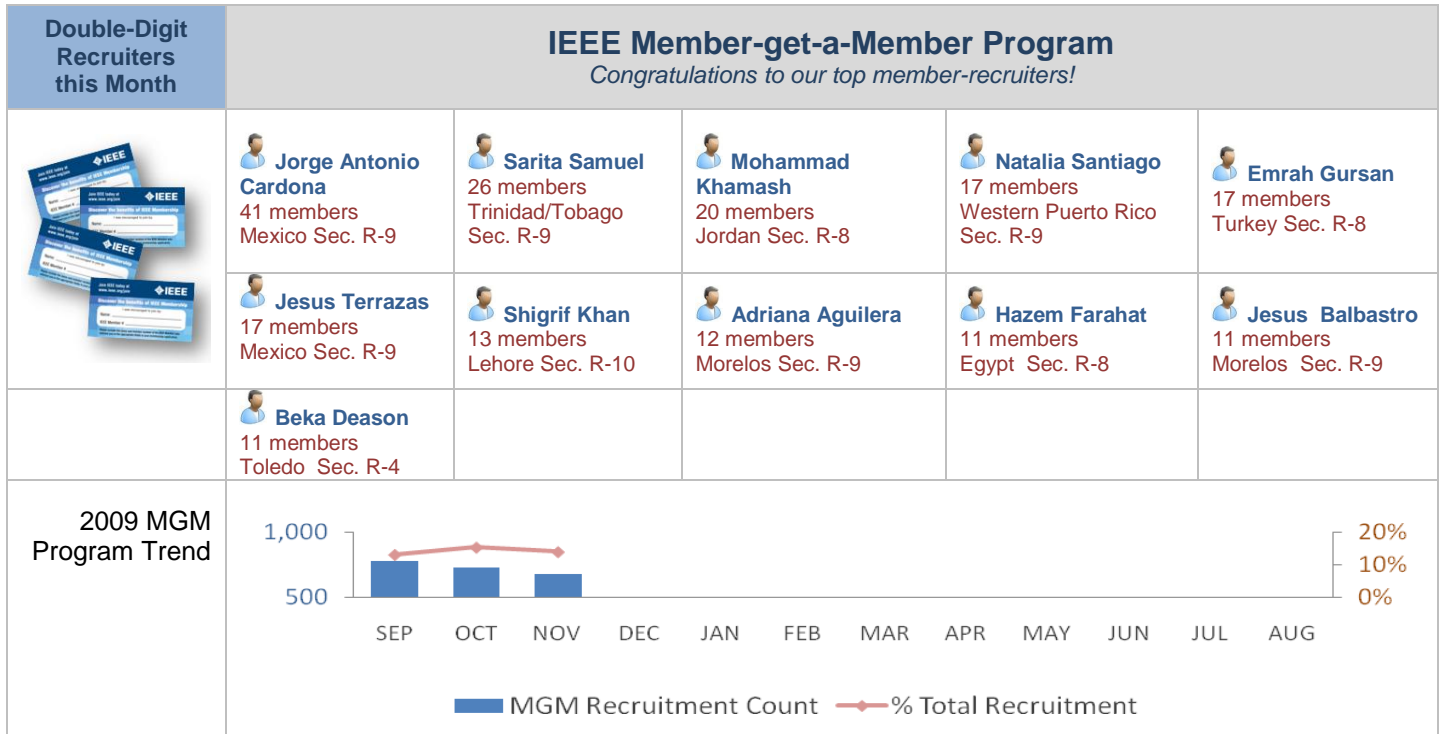
In September 2008, during its Fall OpCom meeting, Region 6 held a Membership Development training workshop, sponsored by R6 Director Loretta Arellano. Approximately 30 attended the workshop, which was co-presented by Ed Perkins (R6 Membership Chair) and Qiana Harder (MGA Membership Development Mgr). Ed presented the duties, responsibilities and best practices of MD Chairs, while Qiana educated the group about MD Resources and Tools. Seated at the front table, L-to-R: Evelyn Hirt (Idaho Section), Laura Tolle (Idaho Section), Stephen Gilbert (Los Alamos Section).





### MGM Participation Delivers 14% of November's Recruitment

During the first 3 months of the 2009 membership year, the MGM program has recruited 1,806 IEEE members, and additionally delivered 461 Society and Special-Interest memberships, 200 of which were for Women in Engineering (student members join WIE at no cost).



### Looking Back – 2008 MGM Program Assessment

The final results from last year's MGM program, concluding 15 August 2008, shows that member engagement in the program delivered **14,247** new IEEE members, or **19%** of total recruitment. By grade, participation drove 12% and 21% of total recruitment respectively for higher-grade and student-grade membership.

The MGM program was engaged predominantly by members in Regions 8 through 10. Of the 14,247 MGM recruits, 46.6% were within Region 10, with 24.4% and 21.5% coming from Regions 8 and 9 respectively. This correlates with these Regions having a higher proportion of students in their total membership.

Those recruited by the 2008 MGM program also joined IEEE Societies and purchased IEEE products—see adjacent 'scorecard.'

**MGM Program Scorecard**  
15 Aug 07 – 15 Aug 08

IEEE Memberships  
**14,247**

Society / Other Memberships  
**6,099**

Product Orders  
**2,172**



**Update - Incomplete Applications Campaign**

IEEE’s new business management system enables the IEEE to identify individuals who began the process of joining IEEE online but didn’t complete the application. Referred to as “incomplete applications,” the MGA-MD Staff in partnership with IEEE’s Data & Process Management team have developed and launched a series of e-mail campaigns to encourage these individuals to complete their membership application. The results of the campaign go beyond IEEE membership, as individuals will sometimes join a Society, or purchase IEEE products during their online transaction. See adjacent ‘scorecard’ for the cumulative results through November.

**Incomplete Application Campaign Scorecard**

7 Sep – 22 Nov ‘08

IEEE Memberships  
**1,243**

Society / Other Memberships  
**494**

Product Orders  
**206**

**Update - 2008 “Last-Notice” Campaign**

In accordance with IEEE bylaws, the MGA-MD Staff issues a final notice to all members who did not renew their membership in the present year. Although several previous attempts have been made in 2008 to encourage this group to renew, this will serve as final notification of the termination of their membership. This year’s notice was delivered in two phases. The first communications, to both higher-grade and students, was sent by e-mail in October. The second outreach, to higher-grade members only, a print / postal campaign, goes out in early December. All reinstatements are for the 2009 membership year, and also contribute toward achieving our year-end goal in 2008 when processed before 31 December.

**Last Notice Campaign Scorecard**

6 Oct – 22 Nov ‘08

IEEE Memberships  
**682**

Society / Other Memberships  
**476**

Product Orders  
**331**

**Update - 2006-2007 Reinstatement Campaign**

Beginning in September, the MGA-MD Staff in partnership with IEEE’s Data & Process Management team developed and launched a worldwide outreach to all former members whose membership lapsed in ‘06 and ‘07. The multi-wave campaign has been delivered by both e-mail and postal delivery. To date, about 75% of the reinstatements have been higher-grade members, with campaign results by Region running approximately proportional to each Region’s percentage of total IEEE membership. The final outreach for this year, a print / postal campaign goes out in early December.

**Reinstatement Campaign Scorecard**

2 Sep – 22 Nov ‘08

IEEE Memberships  
**2,101**

Society / Other Memberships  
**1,765**

Product Orders  
**669**



***IEEE-USA offers Special Recruitment Incentive for Sections in Regions 1 - 6***

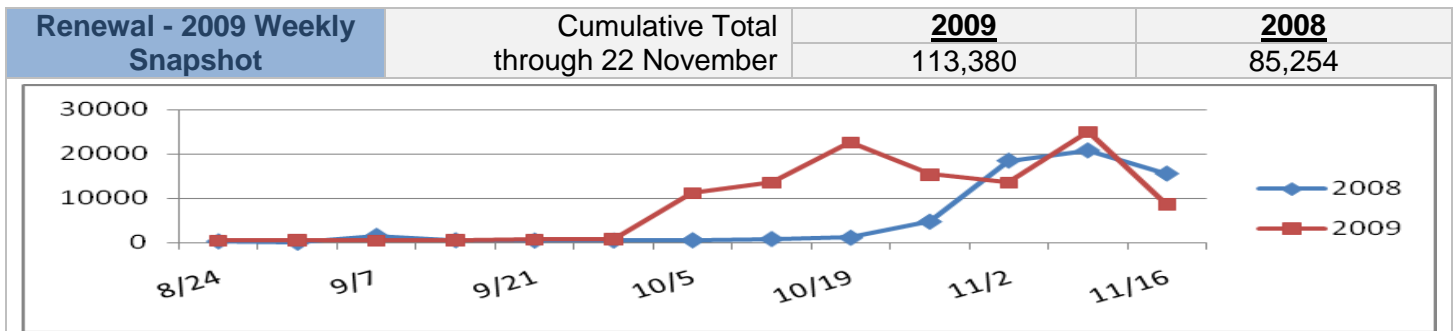
As encouragement to IEEE's U.S. Sections to proactively recruit higher-grade members during 4Q-2008, IEEE-USA President, Russ Lefevre, has announced the following financial incentives for IEEE Sections in the United States:

- \$1,150 incentive to the section that has the largest percentage increase in higher-grade membership between 1 October 2008 and 31 December 2008.
- \$1,150 incentive to the section that recruits the most new higher grade members (not renewals or transfers between sections) between 1 October 2008 and 31 December 2008.



➤ Renewal & Retention

Significant upgrades to the online renewal process, an earlier start-date for the 2009 renewal campaign, and an ‘early-bird’ incentive offer have all helped to deliver about 113,000 membership renewals through 22 November, compared with the 85,000 same-period results in 2007. We’re confident we will maintain a year-over-year positive variance well into December, but are mindful of the global economic downturn and a rising U.S. dollar against other currencies. As of November, we are unable to definitively correlate an economic impact on renewals. Notwithstanding the economy, we anticipate our year-over-year positive variance in renewals will diminish as we draw closer to February-end 2009: There are a finite number of members to renew, and IEEE’s member retention has been relatively constant.



**Renewal by Region: 2009 Membership Year - November 2008**

REGION	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
1	32,339	12,250	37.9%	3,136	725	23.1%	35,475	12,975	36.6%
2	27,613	10,543	38.2%	3,010	723	24.0%	30,623	11,266	36.8%
3	24,633	9,044	36.7%	4,104	964	23.5%	28,737	10,008	34.8%
4	18,837	7,166	38.0%	3,008	789	26.2%	21,845	7,955	36.4%
5	24,047	8,676	36.1%	2,986	650	21.8%	27,033	9,326	34.5%
6	50,351	18,463	36.7%	4,906	1275	26.0%	55,257	19,738	35.7%
<b>R 1-6</b>	<b>177,820</b>	<b>66,142</b>	<b>37.2%</b>	<b>21,150</b>	<b>5,126</b>	<b>24.2%</b>	<b>198,970</b>	<b>71,268</b>	<b>35.8%</b>
7	12,310	4,173	33.9%	2,823	889	31.5%	15,133	5,062	33.5%
8	45,222	13,310	29.4%	16,567	3332	20.1%	61,789	16,642	26.9%
9	6,408	1,251	19.5%	7,147	381	5.3%	13,555	1,632	12.0%
10	40,731	13,239	32.5%	25,057	1921	7.7%	65,788	15,160	23.0%
<b>R 7-10</b>	<b>104,671</b>	<b>31,973</b>	<b>30.5%</b>	<b>51,594</b>	<b>6,523</b>	<b>12.6%</b>	<b>156,265</b>	<b>38,496</b>	<b>24.6%</b>
<b>TOTAL</b>	<b>282,491</b>	<b>98,115</b>	<b>34.7%</b>	<b>72,744</b>	<b>11,649</b>	<b>16.0%</b>	<b>355,235</b>	<b>109,764</b>	<b>30.9%</b>

Note: Regional renewal reports are run on a different date-cycle than the weekly snapshot, resulting in a variance in totals between the reports.

Reading the Chart Above

Each Region’s renewal “opportunity” is based on their respective membership totals at the end of the 2008 membership year, in August. For example, when the 2008 membership year concluded in August, Region 3 had a total of 24,633 higher-grade members eligible for renewal. Through November, 9,044 of those members (36.7%) had renewed their 2009 membership.



### New 'Benefits Bulletin' Offers Monthly and Consolidated View into the Value of Membership

IEEE member research consistently has shown a positive correlation between members' use of benefits with the members' likelihood of renewing their membership. Sadly, the same research shows a general lack of member awareness about some of the benefits IEEE has to offer.

In an effort to increase member awareness of the benefits and opportunities of membership, the MD team introduced a new, e-newsletter in October called the "IEEE Member Benefits Bulletin." The Benefits Bulletin, sent monthly to all members, randomly showcases specific benefits while providing a comprehensive listing hyperlinked to all benefits. The results of a free IEEE t-shirt drawing are also published, as five randomly selected members are chosen each issue.

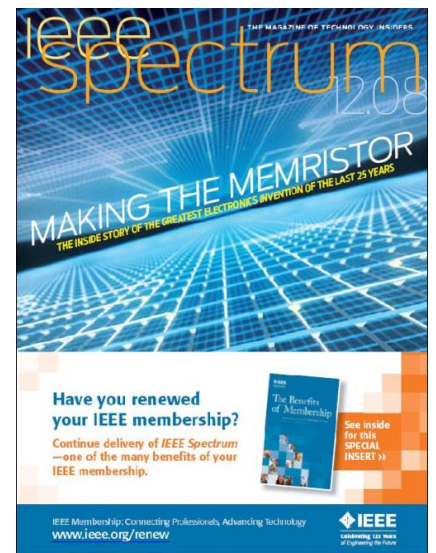
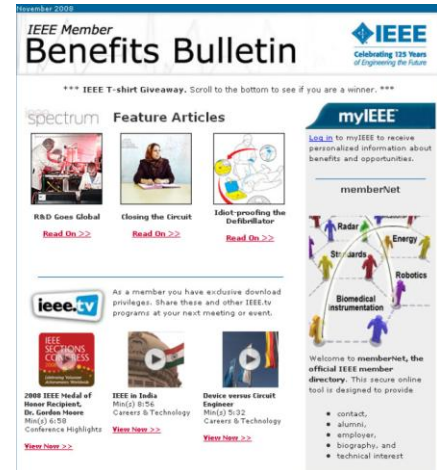
The newsletter will have another impact: Improving the member experience by reducing e-mail volume to members. Over time, the Benefits Bulletin will accommodate benefit announcements that otherwise would be e-mailed separately.

Measuring Success – The Benefits Bulletin has several key performance indicators that are closely monitored. Increasing member awareness and engagement of benefits is the near-term objective, with improved member satisfaction and retention being the longer-term goal. Standard click-through and web-trend analyses are in place. The newsletter's open-rate in October was 25%, which compares to an industry average of 20%.

### Mailed in December – 'IEEE Spectrum' Cover-Wrap Renewal Reminder and Benefits Insert

As is customary with many magazines, a cover wrapper reminds readers their last-issue is near. The December issue of IEEE Spectrum will carry two messages – (1) A cover-wrap for those members who have not renewed their IEEE membership, and (2) A special insert, "The Benefits of Membership" for all members regardless of renewal status. The cover wrap and insert were also incorporated into the digital-delivery edition of IEEE Spectrum, to which 40,000 members have now subscribed.

Measuring Success – Being the first time deployed, we will monitor weekly increases in renewals following the shipment of 'Spectrum' compared to same-period last year, as well as increased member engagement of benefits.





Monthly Totals by Region

November 2008

REGION	HIGHER GRADE MEMBERS				STUDENT MEMBERS				TOTAL MEMBERS			
	2008	2007	Change		2008	2007	Change		2008	2007	Change	
			#	%			#	%			#	%
<b>1</b>	33,036	33,514	-478	-1.4%	3,733	4,134	-401	-9.7%	36,769	37,648	-879	-2.33%
<b>2</b>	28,214	28,400	-186	-0.7%	3,656	3,664	-8	-0.2%	31,870	32,064	-194	-0.61%
<b>3</b>	25,282	25,302	-20	-0.1%	5,031	5,141	-110	-2.1%	30,313	30,443	-130	-0.43%
<b>4</b>	19,216	19,578	-362	-1.8%	3,761	3,752	9	0.2%	22,977	23,330	-353	-1.51%
<b>5</b>	24,685	24,724	-39	-0.2%	3,751	3,930	-179	-4.6%	28,436	28,654	-218	-0.76%
<b>6</b>	51,663	52,143	-480	-0.9%	5,991	6,247	-256	-4.1%	57,654	58,390	-736	-1.26%
<b>R 1-6</b>	182,096	183,661	-1,565	-0.9%	25,923	26,868	-945	-3.5%	208,019	210,529	(2,510)	-1.19%
<b>7</b>	12,840	12,461	379	3.0%	3,194	3,276	-82	-2.5%	16,034	15,737	297	1.89%
<b>8</b>	47,932	46,187	1,745	3.8%	17,494	16,725	769	4.6%	65,426	62,912	2,514	4.00%
<b>9</b>	6,794	6,865	-71	-1.0%	8,050	8,176	-126	-1.5%	14,844	15,041	-197	-1.31%
<b>10</b>	42,855	41,181	1,674	4.1%	27,680	23,819	3,861	16.2%	70,535	65,000	5,535	8.52%
<b>R 7-10</b>	110,421	106,694	3,727	3.5%	56,418	51,996	4,422	8.5%	166,839	158,690	8,149	5.14%
<b>TOTAL</b>	<b>292,517</b>	<b>290,355</b>	<b>2,162</b>	<b>0.7%</b>	<b>82,341</b>	<b>78,864</b>	<b>3,477</b>	<b>4.4%</b>	<b>374,858</b>	<b>369,219</b>	<b>5,639</b>	<b>1.53%</b>

Monthly Totals by Grade

Grade	Nov-08	Nov-07	Change	% Change
Honorary	27	27	0	0.0%
Fellow	6,219	6,013	206	3.4%
Senior Member	31,024	29,966	1,058	3.5%
Member	236,319	232,008	4,311	1.9%
Associate	18,928	22,341	-3,413	-15.3%
Student	82,341	78,864	3,477	4.4%
<b>Total</b>	<b>374,858</b>	<b>369,219</b>	<b>5,639</b>	<b>1.5%</b>





*Note: Due to IEEE's transition to a new, business management system in 2007, several months of Society statistics were not available. Consequently, year-over-year statistics for Society membership are unavailable this month—and scheduled to resume in December's report.*

<b>IEEE Society Membership Totals – November 2008</b>				
	<b>IEEE Higher GradeMembers</b>	<b>IEEE Student Members</b>	<b>Society Affiliates</b>	<b>Society Totals (with affiliates)</b>
	<b>2008</b>	<b>2008</b>	<b>2008</b>	<b>2008</b>
<b>DIVISION I</b>				
Circuits & Systems	9,418	1,045	42	10,505
Electron Devices	9,800	808	48	10,656
Solid-State Circuits	10,320	771	64	11,155
<i>Div I Subtotal</i>	<i>29,538</i>	<i>2,624</i>	<i>154</i>	<i>32,316</i>
<b>DIVISION II</b>				
Components, Packaging & Mfg Tech	2,539	133	15	2,687
Dielectrics & Electrical Insulation	1,926	83	19	2,028
Industry Applications	9,427	356	34	9,817
Instrumentation & Measurements	4,603	260	19	4,882
Power Electronics	5,820	627	34	6,481
Ultrasonics, Ferroelectrics, Freq Ctrl	2,043	170	24	2,237
<i>Div II Subtotal</i>	<i>26,358</i>	<i>1,629</i>	<i>145</i>	<i>28,132</i>
<b>DIVISION III - Communications</b>				
<i>Communications</i>	<i>38,442</i>	<i>6,409</i>	<i>413</i>	<i>45,264</i>
<b>DIVISION IV - Electromagnetic Compatibility</b>				
Antennas & Propagation	7,338	739	50	8,127
Broadcast Technology	1,920	106	27	2,053
Consumer Electronics	2,930	220	42	3,192
Electromagnetic Compatibility	4,043	173	24	4,240
Magnetics	2,977	307	55	3,339
Microwave Theory & Techniques	10,618	894	55	11,567
Nuclear & Plasma Sciences	2,883	221	51	3,155
<i>Div IV Subtotal</i>	<i>32,709</i>	<i>2,660</i>	<i>304</i>	<i>35,673</i>
<b>DIVISION V/VIII - Computer</b>				
<i>Computer</i>	<i>51,952</i>	<i>6,385</i>	<i>18,236</i>	<i>76,573</i>



*Note Due to IEEE's transition to a new, business management system in the last quarter of 2007, several months of Society statistics were not available. Consequently, year-over-year statistics for Society membership are unavailable this month—and scheduled to resume in December's report.*

<b>IEEE Society Membership Totals – November 2008</b>				
	<b>IEEE Higher Grade Members</b>	<b>IEEE Student Members</b>	<b>Society Affiliates</b>	<b>Society Totals (with affiliates)</b>
	<b>2008</b>	<b>2008</b>	<b>2008</b>	<b>2008</b>
<b>DIVISION VI</b>				
Education	3,087	206	37	3,330
Industrial Electronics	3,847	432	14	4,293
Product Safety Engineering	649	15	7	671
Professional Communication	954	109	110	1,173
Reliability	1,834	85	21	1,940
Social Implications of Technology	1,607	121	23	1,751
<i>Div VI Subtotal</i>	<i>11,978</i>	<i>968</i>	<i>212</i>	<i>13,158</i>
<b>DIVISION VII - Power Engineering</b>				
<i>Power and Energy</i>	<i>21,811</i>	<i>1,240</i>	<i>177</i>	<i>23,228</i>
<b>DIVISION IX - Signals &amp; Applications</b>				
Aerospace & Electronic Systems	4,874	330	37	5,241
Geoscience & Remote Sensing	2,421	379	141	2,941
Information Theory	3,219	495	23	3,737
Intelligent Transportation Systems	1,060	98	20	1,178
Oceanic Engineering	1,523	143	16	1,682
Signal Processing	13,340	1,203	100	14,643
Vehicular Technology	4,017	335	14	4,366
<i>Div IX Subtotal</i>	<i>30,454</i>	<i>2,983</i>	<i>351</i>	<i>33,788</i>
<b>DIVISION X</b>				
Computational Intelligence	5,070	952	108	6,130
Control Systems	7,418	930	59	8,407
Engineering in Medicine & Biology	7,101	1,285	135	8,521
Lasers & Electro-Optics	5,959	813	92	6,864
Robotics & Automation	5,282	1,287	93	6,662
Systems, Man & Cybernetics	3,402	722	40	4,164
<i>Div X Subtotal</i>	<i>34,232</i>	<i>5,989</i>	<i>527</i>	<i>40,748</i>
<b>TOTAL</b>	<b>277,474</b>	<b>30,887</b>	<b>20,519</b>	<b>328,880</b>



**Standards Association**

Standard Association Membership	
Grade	Nov-08
Student	117
HG Member	7,479
Affiliate	145
<b>Total</b>	<b>7,741</b>

**Women in Engineering**

Grade	Nov-08	Nov-07
Fellow	42	37
Life Member	127	124
Associate Member	315	608
Member	3,398	3,268
Senior Member	332	274
Student	6,061	7,017
<b>Total</b>	<b>10,277</b>	<b>11,328</b>

Region	Nov-08	Nov-07
United States	3,398	3,811
Canada	419	486
Europe, Africa & Middle East	2,132	2,529
Latin America	2,075	2,230
Asia & Pacific	2,253	2,272
<b>Total</b>	<b>10,277</b>	<b>11,328</b>

Gender	Nov-08	Nov-07
Female	6,326	7,026
Male	3,009	3,282
Not Provided	942	1,020
<b>Total</b>	<b>10,277</b>	<b>11,328</b>

**Membership Development Resource Links**

MD Portal	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
Online Supply Form	<a href="http://www.ieee.org/md-supplies">www.ieee.org/md-supplies</a>
MD Virtual Community	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
Membership Statistics	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
MD Manual	<a href="http://www.ieee.org/md">www.ieee.org/md</a>