



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

|                 |           |  |             |
|-----------------|-----------|--|-------------|
| MD Summary      | Pages 2   | Retention                              | Page 6-8    |
| 2010 Transition | Page 3    | Active Membership by Region            | Page 9      |
| Recruitment     | Pages 4-5 | Society & Special Interest Memberships | Pages 10-13 |

| Snapshot   | July '09 vs. '08 | % Change                                       | Jul '09        | Jul '08        | Jun '09        | % Change Jun '09 - Jul '09 |
|--|------------------|--|----------------|----------------|----------------|----------------------------|
| <b>IEEE Membership</b>                               | <b>9,112</b>     | <b>2.6%</b>                                    | <b>359,195</b> | <b>350,083</b> | <b>353,026</b> | <b>1.7%</b>                |
| • Honorary   | 1                | 3.7%   | 28             | 27             | 28             | 0.0%                       |
| • Fellow   | 174              | 2.8%   | 6,389          | 6,215          | 6,386          | 0.1%                       |
| • Senior Member                                      | 749              | 2.5%   | 30,913         | 30,164         | 30,892         | 0.1%                       |
| • Member   | 6,128            | 2.8%   | 227,863        | 221,735        | 225,392        | 1.1%                       |
| • Associate Member                                   | (3,550)          | -18.2%   | 15,949         | 19,499         | 15,830         | 1.0%                       |
| • Graduate Student                                   | 4,490            | 16.6%  | 31,563         | 27,073         | 30,057         | 5.0%                       |
| • Undergraduate Student                              | 1,120            | 2.5%   | 46,490         | 45,370         | 44,441         | 4.6%                       |
| <b>Society Memberships</b><br>(including Affiliates) | <b>(1,767)</b>   | <b>-0.6%</b>                                   | <b>307,415</b> | <b>309,182</b> | <b>297,669</b> | <b>3.3%</b>                |
| • 23 Societies up > 1%                               | 6,544            | Sum of respective Societies' gains and losses. |                |                |                |                            |
| • 4 Societies +/- 1%                                 | (13)             |  |                |                |                |                            |
| • 11 Societies down > 1%                             | (8,298)          |  |                |                |                |                            |

| MD Calendar | Recommended MD Volunteer Activity   |   |  |
|-------------|---|---|--|
|             | RECRUITMENT ACTIVITIES  | RETENTION ACTIVITIES  | RESOURCES  |
| <b>Jul</b>  | <b>½-Year Dues Cycle</b> – IEEE HQ accepting ½-price dues for present year.<br><br><b>MD Officer</b> – Disseminate membership materials at all section / chapter meetings and local events. Ensure a supply of MGM business cards to your local Volunteers.                                   | ← All focus should be on recruitment programs and activities.   | <b>MD Portal</b><br><br><a href="http://www.ieee.org/md">www.ieee.org/md</a><br><br>➤ PowerPoint presentations on Membership<br>➤ Statistical Reports<br>➤ Virtual community<br>➤ IEEE MD Manual<br><br><b>MD Supplies</b><br><br><a href="http://www.ieee.org/md-supplies">www.ieee.org/md-supplies</a> |
| <b>Aug</b>  | <b>½-Year Dues Cycle</b> – IEEE HQ accepting ½-price dues until 15 August only.<br><br><b>MD Officer</b> – Disseminate membership materials at all section / chapter meetings and local events. Prepare for delivery of upgraded membership materials in September.                           | <b>MD Officer</b> – Collaborate with other Section officers to conduct special communications, event and/or recognition for first-year members.   |  |
| <b>Sep</b>  | <b>Membership Promotion:</b> Individuals who join in September receive <u>16 months</u> of membership for the price of 12. Incorporate message into outreaches.<br><br><b>MD Officer</b> – Discard outdated membership brochures, and prepare to take delivery of membership recruitment kit. | <b>Contest: Senior Member Upgrade:</b> Grade elevation increases likelihood of member renewal. Begin a contest for nominating to Sr. Member grade.<br><br><b>MD Officer</b> – Collaborate with other Section officers to conduct special communications, event and/or recognition for first-year members. |  |



**MD Summary – July ‘09**

In July, we expanded our year-over-year increase in total IEEE membership by 225 members. We were successful maintaining our year-over-year gains, and welcomed another month of improved, higher-grade recruitment.



Through July, we have achieved higher-grade (HG) member retention of **83.6%**, compared to 82.8% for all of 2008. Our HG retention achievement (with two weeks remaining in the 2009 membership year) has surpassed the HG retention of 2006, which was 83.1%. To surpass the HG retention rate of 2005, we would need to exceed 84.2% -- it will not happen this year, but presents a goal for the 2010 cycle. Our global deployment of the “first-year member experience” initiative (see page 6) will be instrumental in accomplishing this goal.

Renewal / Recovery – We again improved year-over-year recovery in July. The positive performance was primarily attributed to commencing with the “last notice” campaign to all members in Arrears, as required by IEEE bylaws. The “last-notice” campaign goes out in two phases, first by e-mail and second by print/postal delivery. The print phase of the campaign will commence in September.

| Development Venue | Jul          |              |              |              |
|-------------------|--------------|--------------|--------------|--------------|
|                   | '09          | '08          | '07          | '06          |
| Recovery          | 775          | 725          | 908          | 917          |
| Recruitment       | 4,946        | 4,981        | 4,363        | 3,890        |
| Reinstatement     | 475          | 474          | 174          | 233          |
| <b>Total</b>      | <b>6,196</b> | <b>6,180</b> | <b>5,445</b> | <b>5,040</b> |

Recruitment – In July, we experienced a nominal decrease compared to same-month last year, with student recruitment down 150 and higher-grade up 120. Good news for higher-grade recruitment, where we have now outperformed last year for two consecutive months.

| Membership Segment        | Variance '09 vs. '08   |                        |                        |                        |
|---------------------------|------------------------|------------------------|------------------------|------------------------|
|                           | Jul                    | Jun                    | May                    | Apr                    |
| Higher-grade              | 3,502<br>+1.3%         | 3,360<br>+1.2%         | 566<br>+0.2%           | 596<br>+0.2%           |
| Student-grade w/GSM       | 5,527<br>+7.7%         | 5,527<br>+8.0%         | 7,976<br>+10.4%        | 8,046<br>+11.2%        |
| <b>Total</b>              | <b>9,112<br/>+2.6%</b> | <b>8,887<br/>+2.6%</b> | <b>8,542<br/>+2.5%</b> | <b>8,642<br/>+2.6%</b> |
| Total Society Memberships | (1,767)<br>-0.6%       | (4,933)<br>-1.6%       | (5,132)<br>-1.7%       | (2,530)<br>-0.9%       |

Reinstatement – July’s reinstatements matched last year. Through July, reinstatements are up 33.7%, an additional 3,500 members, compared to same period ‘07/‘08.

Society Membership – In July, we saw significant improvement in the year-over-year decline of total society memberships. This month, the decline in total memberships is now less than one percent (-0.6%), compared to (-1.6%) last month, and (-0.8%) year-over-year July ‘08 / ‘07. This month’s improvement was attributed almost entirely to an annual, free membership offer and intensive campaigning by the IEEE Communications Society (ComSoc), a campaign that had been previously executed earlier in the membership year.

As of July, Affiliates represent 79% of the year-over-year decline in total Society memberships.

Four (4) Societies have posted double-digit increases with their membership. The 11 Societies with declines exceeding 1% in July tipped the balance negative for total Society memberships, with the Computer and Communications Society accounting for 80% of the decline. Power & Energy, up 1,200 over last year, represented 18% of the gain in total Society memberships. Systems, Man and Cybernetics and Nuclear Plasma continue to lead the increases, at +16.0% and +11.4% respectively. Congratulations!



### MD Operations Begin Switching to 2010

September is nearly upon us, marking a key month in the membership business cycle. July and August are among the busiest periods for the MD Staff and partnering departments, as they finalize and expedite support for the MD Volunteer team in launching the next membership year.

### 2010 Membership Dues – Increase / Updating

At their June meeting, the IEEE Board of Directors approved the following dues increases for IEEE membership:

- Increase of US\$5.00 to base dues for professional-grade membership (all Regions)
- Increase of US\$2.00 to base dues for student-grade membership, including GSM (all Regions)
- Increase of US\$1.00 to the IEEE-USA assessment (Regions 1-6)

Dues increases for the 2010 membership year went into effect on 16 August, and will be reflected in all upgraded membership collateral, websites, and online applications. A complete listing of 2010 dues pricing, for IEEE and Societies, is available at [www.ieee.org/dues](http://www.ieee.org/dues).

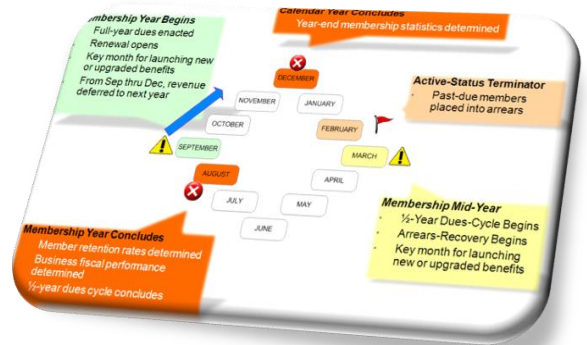
### 2010 Membership Collateral & MD Kits

**Brochures** – The recruitment brochure, “Why We Joined,” will contain modifications to the membership message and increased focus on how engagement in IEEE activities enriches the member experience. Member testimonials are aligned with messaging from IEEE’s public visibility campaign. Also, for 2010, a new **single-page, two-sided flier** for IEEE membership will become available, enabling easy insertion into mailers and/or conference packages. Look for a customizable version of the 1-pager by year-end that will allow Societies and Sections to co-brand their offering with IEEE membership.

**MD Kits to Begin Shipping in August** – With 2010 dues pricing finalized and updated collateral arriving from the printer, assembly of 2,000 MD kits is now underway. More information about kit contents and upgrades will appear in next month’s edition of the ‘MD Monthly.’

**Online Supply-Order-Form Alert** – With MD kit assembly underway, our online supply order form will temporarily (between 16 August and 13 September) alert users of the pending MD Kit shipment. The alert will help mitigate duplication of MD Kit orders as the 2010 Kits are being assembled, and inform users how they can fulfill short-term MD needs until their MD Kits physically arrive—including use of a new, print-on-demand promotion capability.

**Print-on-Demand Membership Promotion** – A new feature will be added to the MD Portal in August for the 2010 membership year, allowing visitors to download directly PDF-versions of various membership, product, and/or contest fliers. More information about this new capability will appear in next month’s ‘MD Monthly.’






**MD Focus: Recruitment**

We typically shift focus to recruitment beginning in May. This year’s lagging performance with higher-grade recruitment, however, makes the transition all the more urgent. Three actions that every MD Volunteer can take immediately:

- Acquire a supply of Member-Get-a-Member cards and disseminate in the workplace or at events sponsored by your Section / Chapter.
- Coordinate the placement of a membership table at upcoming conferences. Take receipt of membership brochures and supplies by ordering an MD kit online (at no cost).
- Outreach to non-members who have recently attended local and/or chapter events.

|  | <b>MD Volunteer Emphasis / Priority</b>                               |
|--|---|
| Jan – Apr  | 85% effort – Retention / Arrears Recovery<br>15% effort – Recruitment |
| May – Aug  | 85% effort – Recruitment<br>15% effort – Arrears Recovery             |
| Sep – Dec  | 100% effort – Recruitment   |

**IEEE-USA Board Approves & Funds Two-Year Pilot to Incent Recruitment**

In an effort to drive U.S. membership growth in Regions 1-6, IEEE-USA is offering a financial incentive that rewards year-over-year improvements in recruitment of higher-grade, dues-paying members in IEEE’s U.S. sections. The incentive is as follows:

First – A Section will first need to maintain its total higher-grade dues paying membership count at the same level as the prior year (using August data). Hence, the first priority is sustaining or improving member retention.

Second – Upon meeting the first criteria, qualifying Sections and their Regions would receive and split a \$10 incentive funding for each higher-grade, dues paying member recruited above the Section’s baseline for the prior membership year. The 50%-50% incentive sharing encourages an improved MD partnership between the qualifying Sections and their Region.

“Migrating” members (those who moved from one U.S. Section to another) and Life or Honorary Members (who do not pay dues or assessments) are not counted toward the recruitment incentive. Higher grade members recruited on reduced dues status are counted.

IEEE-USA’s recruitment incentive is financed through the assessment it receives from U.S. members. Incentive funds will be transferred in a lump sum amount in the autumn succeeding the membership year concluding in August.

For more information about IEEE-USA’s recruitment incentive, and how you can help, contact Cathy Downer, at [c.downer@ieee.org](mailto:c.downer@ieee.org).





### Update – Member-get-a-Member Program

The IEEE Member-get-a-Member (MGM) program is a peer-to-peer recruitment activity offered exclusively to IEEE members. Students are the principle participants in the MGM program. Numerous factors—e.g., start / end dates of various academic school years, commencement of ½-year dues period—can create seasonal fluctuation in program results.

IEEE Member-get-a-Member Program  
[www.ieee.org/mgm](http://www.ieee.org/mgm)

July 2009

**Congratulations to this Month's Double-Digit Recruiters!**

|  |  |  |   |  |  |
|--|--|--|---|--|--|
|  | <b>D. Jobe</b><br>53 members<br>Albuquerque Sec. R-6 | <b>F. Rouloutaris</b><br>41 members<br>Greece Sec. R-8 | <b>S. Koul</b><br>37 members<br>Delhi Sec. R-10 | <b>J Espinoza</b><br>28 members<br>Morales Sec. R-9    | <b>F. Zegarra</b><br>25 members<br>Peru Sec. R-9       |
|  | <b>M. Baker</b><br>20 members<br>Jordan Sec. R-8     | <b>M. Kumar</b><br>13 members<br>Madras Sec. R-9       | <b>M. Khalil</b><br>12 members<br>R-8           | <b>C. Ilgner</b><br>12 members<br>Switzerland Sec. R-8 | <b>H. Vangala</b><br>11 members<br>Hyderabad Sec. R-10 |
|  |  |  |   |  |  |
|  |  |  |   |  |  |
|  |  |  |   |  |  |

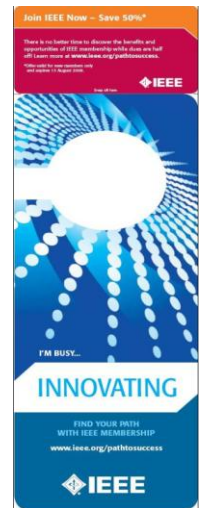
**2009 MGM Program Trend**

**9,368** recruited through July

### Reminder – New Recruitment Tool for Promoting IEEE Membership at Conferences

To help influence new member recruitment at conferences, the MD and IEEE Creative Services teams have developed a new giveaway—a door-hanger (see right)—that serves as both IEEE membership advertisement and viral marketing tool. The door-hanger includes a snap-off card that features a special incentive offering on one side, for information on the Member-Get-a-Member program on the reverse side.

If you are involved in planning a technical conference over the next several months and would like to set up a membership desk, please contact Elyn Perez at [elyn.perez@ieee.org](mailto:elyn.perez@ieee.org).







## IEEE “First -Year Member Experience” Update

Many of the tools and resources mentioned below are available for download from the *MD Virtual Community*, which is linked from the MD Portal, at [www.ieee.org/md](http://www.ieee.org/md).

**Volunteer Support - Strategy Exercise & Templates Now Available** – On 18 July, a new group exercise was introduced at the IEEE Region 10 Student Congress in Singapore that helps Volunteers develop a first year member strategy and plan. The exercise entails collaborating in teams to brainstorming 1<sup>st</sup>-year engagement opportunities such as communications, events, and recognition. Formatted templates enable documentation of the tactics and sequencing their implementation throughout the year. The group exercise is now available for download from the MD Virtual Community.



- **MD Kits to Include Best Practices Guidance and IEEE Branded Greeting Cards** – Just in time for the August mailing of MD Kits worldwide, a new guide will offer tips and tools to Sections for how to develop and execute a strategy for first-year members. To support a personal communication with new members, a supply of blank, IEEE-branded cards and envelopes also will be provided. To facilitate customized messaging, the cards will not be folded, enabling their feed through printers. Beyond the supply provided in the MD Kits, additional new member greeting cards can be ordered online from the MD Portal in mid-September, at [www.ieee.org/md](http://www.ieee.org/md).

**New Member Orientation Presentation Now Available** – The first, new member orientation webcast made its debut in June with 130 attendees, followed in July by an additional attendance of 130. The webcasts are offered monthly, on the 4<sup>th</sup> Thursday, with two broadcasts per day (09:00 and 15:00 EST). This presentation can be easily repurposed for use by Volunteers at Section or Society events that introduce new members to IEEE. The presentation is available for download from the MD Virtual Community.



**Pre-defined queries for new members available in SAMIEEE.** Volunteers are encouraged to use the tool to initiate special communications to and/or recognition of new members. Instructions are included in the appendix of the 2010 'MD Manual' that is shipping in the MD Kits, and also available for download from MD Virtual Community.

**Member Support - Member Welcome Brochure Redesigned** – For the 2010 membership year, new members will receive a redesigned welcome brochure in their membership acknowledgement package. The redesign places more initial emphasis on activating technical interests, configuring electronic connections, navigating myIEEE, and showcasing opportunities to get involved in IEEE activities.



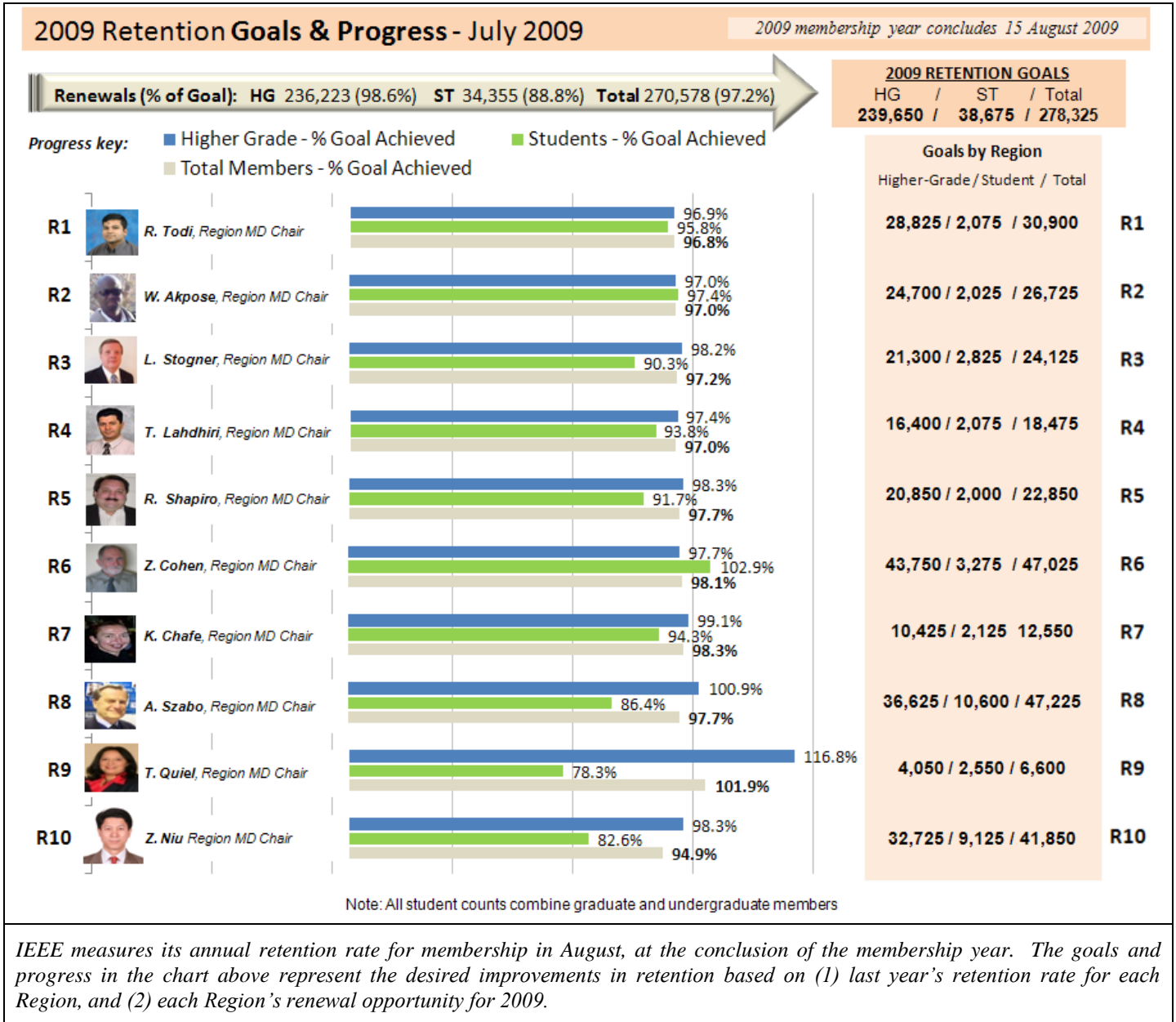
- **New Member Courtesy Calls** – With arrears recovery outreach behind them, the IEEE Contact Center has commenced placing courtesy calls to new higher-grade members across all Regions, to affirm delivery of the new member acknowledgement package and membership card. Service representatives also use the call to answer member questions about usernames and passwords.

**Background** -- First-year members are an at-risk group, with approximately 50% of first-year, higher-grade members leaving IEEE annually. The 'first-year' member strategy incorporates Volunteer engagement, enhancements to IEEE operations, and evolving the functionality of our interactive products. Share your thoughts on the subject by logging into the MD virtual community, where a discussion string about the first-year experience is underway.



### 2009 Retention Goals

In July we achieved HG retention-rate of 83.6%, compared to last year’s total HG retention rate of 82.8%. With a couple weeks remaining in the 2009 membership year, all Regions can be proud of their accomplishments in light of the worst economic recession in decades. Congratulations to Regions 6, 8, and 9 in achieving retention goals.



The 2009 membership year is the first time we have progressively tracked and reported member retention monthly since the opening of a renewal period. Final and official retention rates will become available in September, and will reflect adjustments related to deceased member counts, and student elevations that occurred in June. While the HG retention stats are expected to stay approximate to what is reported this month, we may see upward adjustments in the ST retention rates once elevations are factored out of the equation. Elevated students are included in the HG renewal opportunity for the following year.



➤ Retention (cont.)

Renewal Status Snapshot

July '09

**Retention by Region: 2009 Membership Year - July 2009**

| REGION        | HIGHER GRADE MEMBERS |                |              | STUDENT MEMBERS |               |              | TOTAL MEMBERS  |                |              |
|---------------|----------------------|----------------|--------------|-----------------|---------------|--------------|----------------|----------------|--------------|
|               | Opportunity          | # Renewal      | % Renewal    | Opportunity     | # Renewal     | % Renewal    | Opportunity    | # Renewal      | % Renewal    |
| 1             | 32,339               | 27,923         | 86.3%        | 3,136           | 1,988         | 63.4%        | 35,475         | 29,911         | 84.3%        |
| 2             | 27,613               | 23,962         | 86.8%        | 3,010           | 1,973         | 65.5%        | 30,623         | 25,935         | 84.7%        |
| 3             | 24,633               | 20,908         | 84.9%        | 4,104           | 2,550         | 62.1%        | 28,737         | 23,458         | 81.6%        |
| 4             | 18,837               | 15,966         | 84.8%        | 3,008           | 1,946         | 64.7%        | 21,845         | 17,912         | 82.0%        |
| 5             | 24,047               | 20,488         | 85.2%        | 2,986           | 1,834         | 61.4%        | 27,033         | 22,322         | 82.6%        |
| 6             | 50,351               | 42,760         | 84.9%        | 4,906           | 3,369         | 68.7%        | 55,257         | 46,129         | 83.5%        |
| <b>R 1-6</b>  | <b>177,820</b>       | <b>152,007</b> | <b>85.5%</b> | <b>21,150</b>   | <b>13,660</b> | <b>64.6%</b> | <b>198,970</b> | <b>165,667</b> | <b>83.3%</b> |
| 7             | 12,310               | 10,334         | 83.9%        | 2,823           | 2,003         | 71.0%        | 15,133         | 12,337         | 81.5%        |
| 8             | 45,222               | 36,968         | 81.7%        | 16,567          | 9,157         | 55.3%        | 61,789         | 46,125         | 74.6%        |
| 9             | 6,408                | 4,730          | 73.8%        | 7,147           | 1,996         | 27.9%        | 13,555         | 6,726          | 49.6%        |
| 10            | 40,731               | 32,184         | 79.0%        | 25,057          | 7,539         | 30.1%        | 65,788         | 39,723         | 60.4%        |
| <b>R 7-10</b> | <b>104,671</b>       | <b>84,592</b>  | <b>80.8%</b> | <b>51,594</b>   | <b>20,815</b> | <b>40.3%</b> | <b>156,265</b> | <b>105,407</b> | <b>67.5%</b> |
| <b>TOTAL</b>  | <b>282,491</b>       | <b>236,223</b> | <b>83.6%</b> | <b>72,744</b>   | <b>34,355</b> | <b>47.2%</b> | <b>355,235</b> | <b>270,578</b> | <b>76.2%</b> |

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 June 2009, 20,908 of those members (84.9%) had renewed their 2009 membership.

Arrears & Recovery

July '09

| REGION        | Total #<br>Recovered | Total %<br>Recovered | Month-End Opportunity |               |               |               |               |               |
|---------------|----------------------|----------------------|-----------------------|---------------|---------------|---------------|---------------|---------------|
|               |                      |                      | JUL                   | JUN           | MAY           | APR           | MAR           | FEB           |
| 1             | 1,832                | 25.9%                | 5,249                 | 5,309         | 5,472         | 5,715         | 6,071         | 7,081         |
| 2             | 1,421                | 24.2%                | 4,456                 | 4,514         | 4,695         | 4,826         | 5,127         | 5,877         |
| 3             | 1,230                | 19.6%                | 5,037                 | 5,087         | 5,232         | 5,354         | 5,630         | 6,267         |
| 4             | 914                  | 20.2%                | 3,642                 | 3,680         | 3,782         | 3,860         | 4,015         | 4,529         |
| 5             | 1,343                | 22.6%                | 4,611                 | 4,679         | 4,875         | 4,969         | 5,220         | 5,954         |
| 6             | 2,905                | 24.1%                | 9,153                 | 9,264         | 9,539         | 9,788         | 10,438        | 12,058        |
| <b>R 1-6</b>  | <b>9,645</b>         | <b>23.1%</b>         | <b>32,148</b>         | <b>32,533</b> | <b>33,595</b> | <b>34,512</b> | <b>36,501</b> | <b>41,766</b> |
| 7             | 735                  | 21.5%                | 2,690                 | 2,729         | 2,829         | 2,886         | 3,045         | 3,425         |
| 8             | 2,945                | 16.5%                | 14,902                | 15,050        | 15,393        | 15,668        | 16,367        | 17,847        |
| 9             | 860                  | 11.4%                | 6,653                 | 6,693         | 6,783         | 6,883         | 7,053         | 7,513         |
| 10            | 3,467                | 12.1%                | 25,270                | 25,429        | 25,769        | 26,122        | 26,899        | 28,737        |
| <b>R 7-10</b> | <b>8,007</b>         | <b>13.9%</b>         | <b>49,515</b>         | <b>49,901</b> | <b>50,774</b> | <b>51,559</b> | <b>53,364</b> | <b>57,522</b> |
| <b>TOTAL</b>  | <b>17,652</b>        | <b>17.8%</b>         | <b>81,663</b>         | <b>82,434</b> | <b>84,369</b> | <b>86,071</b> | <b>89,865</b> | <b>99,288</b> |





➤ Society & Special Interest Memberships

*Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Orange shading = year-over-year decline > 1.0%*

| IEEE Society Membership Totals as of July 2009 |  |               |               |              |                      |              |             |               |                    |            |           |              |                                  |               |               |              |                                     |               |               |              |
|--|--|---------------|---------------|--------------|----------------------|--------------|-------------|---------------|--------------------|------------|-----------|--------------|----------------------------------|---------------|---------------|--------------|-------------------------------------|---------------|---------------|--------------|
| 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        |              |
|  | 2009                                       | 2008          | #             | %            | 2009                 | 2008         | #           | %             | 2009               | 2008       | #         | %            | 2009                             | 2008          | #             | %            | 2009                                | 2008          | #             | %            |
| <b>DIVISION I</b>                              |  |               |               |              |                      |              |             |               |                    |            |           |              |                                  |               |               |              |                                     |               |               |              |
| Circuits & Systems                             | 9,127                                      | 9,490         | -363          | -3.8%        | 388                  | 455          | -67         | -14.7%        | 47                 | 38         | 9         | 23.7%        | 9,562                            | 9,983         | -421          | -4.2%        | 9,515                               | 9,945         | -430          | -4.3%        |
| Electron Devices                               | 9,745                                      | 9,902         | -157          | -1.6%        | 277                  | 336          | -59         | -17.6%        | 51                 | 39         | 12        | 30.8%        | 10,073                           | 10,277        | -204          | -2.0%        | 10,022                              | 10,238        | -216          | -2.1%        |
| Solid-State Circuits                           | 9,784                                      | 10,401        | -617          | -5.9%        | 201                  | 248          | -47         | -19.0%        | 72                 | 52         | 20        | 38.5%        | 10,057                           | 10,701        | -644          | -6.0%        | 9,985                               | 10,649        | -664          | -6.2%        |
| <b>Div I Subtotal</b>                          | <b>28,656</b>                              | <b>29,793</b> | <b>-1,137</b> | <b>-3.8%</b> | <b>866</b>           | <b>1,039</b> | <b>-173</b> | <b>-16.7%</b> | <b>170</b>         | <b>129</b> | <b>41</b> | <b>31.8%</b> | <b>29,692</b>                    | <b>30,961</b> | <b>-1,269</b> | <b>-4.1%</b> | <b>29,522</b>                       | <b>30,832</b> | <b>-1,310</b> | <b>-4.2%</b> |
| <b>DIVISION II</b>                             |  |               |               |              |                      |              |             |               |                    |            |           |              |                                  |               |               |              |                                     |               |               |              |
| Components, Packaging & Mfg Tech               | 2,384                                      | 2,470         | -86           | -3.5%        | 62                   | 50           | 12          | 24.0%         | 16                 | 11         | 5         | 45.5%        | 2,462                            | 2,531         | -69           | -2.7%        | 2,446                               | 2,520         | -74           | -2.9%        |
| Dielectrics & Electrical Insulation            | 1,914                                      | 1,845         | 69            | 3.7%         | 38                   | 45           | -7          | -15.6%        | 22                 | 12         | 10        | 83.3%        | 1,974                            | 1,902         | 72            | 3.8%         | 1,952                               | 1,890         | 62            | 3.3%         |
| Industry Applications                          | 9,252                                      | 9,202         | 50            | 0.5%         | 117                  | 172          | -55         | -32.0%        | 38                 | 24         | 14        | 58.3%        | 9,407                            | 9,398         | 9             | 0.1%         | 9,369                               | 9,374         | -5            | -0.1%        |
| Instrumentation & Measurements                 | 4,297                                      | 4,281         | 16            | 0.4%         | 105                  | 124          | -19         | -15.3%        | 22                 | 18         | 4         | 22.2%        | 4,424                            | 4,423         | 1             | 0.0%         | 4,402                               | 4,405         | -3            | -0.1%        |
| Power Electronics                              | 6,155                                      | 5,786         | 369           | 6.4%         | 252                  | 246          | 6           | 2.4%          | 45                 | 28         | 17        | 60.7%        | 6,452                            | 6,060         | 392           | 6.5%         | 6,407                               | 6,032         | 375           | 6.2%         |
| Ultrasonics, Ferroelectrics, Freq Ctrl         | 2,045                                      | 2,067         | -22           | -1.1%        | 58                   | 51           | 7           | 13.7%         | 31                 | 19         | 12        | 63.2%        | 2,134                            | 2,137         | -3            | -0.1%        | 2,103                               | 2,118         | -15           | -0.7%        |
| <b>Div II Subtotal</b>                         | <b>26,047</b>                              | <b>25,651</b> | <b>396</b>    | <b>1.5%</b>  | <b>632</b>           | <b>688</b>   | <b>-56</b>  | <b>-8.1%</b>  | <b>174</b>         | <b>112</b> | <b>62</b> | <b>55.4%</b> | <b>26,853</b>                    | <b>26,451</b> | <b>402</b>    | <b>1.5%</b>  | <b>26,679</b>                       | <b>26,339</b> | <b>340</b>    | <b>1.3%</b>  |
| <b>DIVISION III</b>                            |  |               |               |              |                      |              |             |               |                    |            |           |              |                                  |               |               |              |                                     |               |               |              |
| Communications                                 | 36,453                                     | 38,576        | -2,123        | -5.5%        | 3,645                | 3,250        | 395         | 12.2%         | 398                | 344        | 54        | 15.7%        | 40,496                           | 42,170        | -1,674        | -4.0%        | 40,098                              | 41,826        | -1,728        | -4.1%        |

➤ Society & Special Interest Memberships (cont.)

*Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Orange shading = year-over-year decline > 1.0%*

| IEEE Society Membership Totals as of July 2009 |  |               |            |             |                      |              |            |              |                    |            |           |              |                                  |               |              |             |                                     |               |            |             |
|--|--|---------------|------------|-------------|----------------------|--------------|------------|--------------|--------------------|------------|-----------|--------------|----------------------------------|---------------|--------------|-------------|-------------------------------------|---------------|------------|-------------|
| 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     |             |
|  | 2009                                       | 2008          | #          | %           | 2009                 | 2008         | #          | %            | 2009               | 2008       | #         | %            | 2009                             | 2008          | #            | %           | 2009                                | 2008          | #          | %           |
| <b>DIVISION IV</b>                             |  |               |            |             |                      |              |            |              |                    |            |           |              |                                  |               |              |             |                                     |               |            |             |
| Antennas & Propagation                         | 7,600                                      | 7,388         | 212        | 2.9%        | 208                  | 247          | -39        | -15.8%       | 55                 | 37         | 18        | 48.6%        | 7,863                            | 7,672         | 191          | 2.5%        | 7,808                               | 7,635         | 173        | 2.3%        |
| Broadcast Technology                           | 1,835                                      | 1,817         | 18         | 1.0%        | 62                   | 51           | 11         | 21.6%        | 32                 | 20         | 12        | 60.0%        | 1,929                            | 1,888         | 41           | 2.2%        | 1,897                               | 1,868         | 29         | 1.6%        |
| Consumer Electronics                           | 2,786                                      | 2,752         | 34         | 1.2%        | 140                  | 131          | 9          | 6.9%         | 41                 | 35         | 6         | 17.1%        | 2,967                            | 2,918         | 49           | 1.7%        | 2,926                               | 2,883         | 43         | 1.5%        |
| Electromagnetic Compatibility                  | 3,860                                      | 3,946         | -86        | -2.2%       | 65                   | 69           | -4         | -5.8%        | 30                 | 16         | 14        | 87.5%        | 3,955                            | 4,031         | -76          | -1.9%       | 3,925                               | 4,015         | -90        | -2.2%       |
| Magnetics                                      | 2,908                                      | 3,030         | -122       | -4.0%       | 77                   | 126          | -49        | -38.9%       | 51                 | 47         | 4         | 8.5%         | 3,036                            | 3,203         | -167         | -5.2%       | 2,985                               | 3,156         | -171       | -5.4%       |
| Microwave Theory & Techniques                  | 11,055                                     | 10,643        | 412        | 3.9%        | 438                  | 290          | 148        | 51.0%        | 49                 | 39         | 10        | 25.6%        | 11,542                           | 10,972        | 570          | 5.2%        | 11,493                              | 10,933        | 560        | 5.1%        |
| Nuclear & Plasma Sciences                      | 3,104                                      | 2,706         | 398        | 14.7%       | 91                   | 89           | 2          | 2.2%         | 48                 | 47         | 1         | 2.1%         | 3,243                            | 2,842         | 401          | 14.1%       | 3,195                               | 2,795         | 400        | 14.3%       |
| <b>Div IV Subtotal</b>                         | <b>33,148</b>                              | <b>32,282</b> | <b>866</b> | <b>2.7%</b> | <b>1,081</b>         | <b>1,003</b> | <b>78</b>  | <b>7.8%</b>  | <b>306</b>         | <b>241</b> | <b>65</b> | <b>27.0%</b> | <b>34,535</b>                    | <b>33,526</b> | <b>1,009</b> | <b>3.0%</b> | <b>34,229</b>                       | <b>33,285</b> | <b>944</b> | <b>2.8%</b> |
| <b>DIVISION V/VIII</b>                         |  |               |            |             |                      |              |            |              |                    |            |           |              |                                  |               |              |             |                                     |               |            |             |
| Computer                                       | 50,050                                     | 52,173        | -2,123     | -4.1%       | 2,825                | 3,355        | -530       | -15.8%       | 15,351             | 17,413     | -2,062    | -11.8%       | 68,226                           | 72,941        | -4,715       | -6.5%       | 52,875                              | 55,528        | -2,653     | -4.8%       |
| <b>DIVISION VI</b>                             |  |               |            |             |                      |              |            |              |                    |            |           |              |                                  |               |              |             |                                     |               |            |             |
| Education                                      | 3,118                                      | 3,047         | 71         | 2.3%        | 82                   | 86           | -4         | -4.7%        | 32                 | 33         | -1        | -3.0%        | 3,232                            | 3,166         | 66           | 2.1%        | 3,200                               | 3,133         | 67         | 2.1%        |
| Industrial Electronics                         | 4,142                                      | 3,714         | 428        | 11.5%       | 173                  | 189          | -16        | -8.5%        | 29                 | 11         | 18        | 163.6%       | 4,344                            | 3,914         | 430          | 11.0%       | 4,315                               | 3,903         | 412        | 10.6%       |
| Product Safety Engineering                     | 634  | 597           | 37         | 6.2%        | 9                    | 7            | 2          | 28.6%        | 6                  | 6          | 0         | 0.0%         | 649                              | 610           | 39           | 6.4%        | 643                                 | 604           | 39         | 6.5%        |
| Professional Communication                     | 982  | 912           | 70         | 7.7%        | 59                   | 46           | 13         | 28.3%        | 103                | 95         | 8         | 8.4%         | 1,144                            | 1,053         | 91           | 8.6%        | 1,041                               | 958           | 83         | 8.7%        |
| Reliability                                    | 1,770                                      | 1,736         | 34         | 2.0%        | 28                   | 37           | -9         | -24.3%       | 19                 | 16         | 3         | 18.8%        | 1,817                            | 1,789         | 28           | 1.6%        | 1,798                               | 1,773         | 25         | 1.4%        |
| Social Implications of Technology              | 1,530                                      | 1,581         | -51        | -3.2%       | 45                   | 54           | -9         | -16.7%       | 20                 | 19         | 1         | 5.3%         | 1,595                            | 1,654         | -59          | -3.6%       | 1,575                               | 1,635         | -60        | -3.7%       |
| <b>Div VI Subtotal</b>                         | <b>12,176</b>                              | <b>11,587</b> | <b>589</b> | <b>5.1%</b> | <b>396</b>           | <b>419</b>   | <b>-23</b> | <b>-5.5%</b> | <b>209</b>         | <b>180</b> | <b>29</b> | <b>16.1%</b> | <b>12,781</b>                    | <b>12,186</b> | <b>595</b>   | <b>4.9%</b> | <b>12,572</b>                       | <b>12,006</b> | <b>566</b> | <b>4.7%</b> |
| <b>DIVISION VII</b>                            |  |               |            |             |                      |              |            |              |                    |            |           |              |                                  |               |              |             |                                     |               |            |             |
| Power & Energy                                 | 22,189                                     | 21,072        | 1,117      | 5.3%        | 608                  | 608          | 0          | 0.0%         | 204                | 126        | 78        | 61.9%        | 23,001                           | 21,806        | 1,195        | 5.5%        | 22,797                              | 21,680        | 1,117      | 5.2%        |

Society & Special Interest Memberships (cont.)

Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Orange shading = year-over-year decline > 1.0%

| IEEE Society Membership Totals as of July 2009 |  |                |              |             |                      |               |             |              |                    |               |               |              |                                  |                |               |              |                                     |                |              |              |
|--|--|----------------|--------------|-------------|----------------------|---------------|-------------|--------------|--------------------|---------------|---------------|--------------|----------------------------------|----------------|---------------|--------------|-------------------------------------|----------------|--------------|--------------|
| 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       |              |
|  | 2009                                       | 2008           | #            | %           | 2009                 | 2008          | #           | %            | 2009               | 2008          | #             | %            | 2009                             | 2008           | #             | %            | 2009                                | 2008           | #            | %            |
| <b>IEEE Societies</b>                          |  |                |              |             |                      |               |             |              |                    |               |               |              |                                  |                |               |              |                                     |                |              |              |
| <b>DIVISION IX</b>                             |  |                |              |             |                      |               |             |              |                    |               |               |              |                                  |                |               |              |                                     |                |              |              |
| Aerospace & Electronic Systems                 | 4,667                                      | 4,528          | 139          | 3.1%        | 156                  | 166           | -10         | -6.0%        | 37                 | 29            | 8             | 27.6%        | 4,860                            | 4,723          | 137           | 2.9%         | 4,823                               | 4,694          | 129          | 2.7%         |
| Geoscience & Remote Sensing                    | 2,643                                      | 2,464          | 179          | 7.3%        | 110                  | 145           | -35         | -24.1%       | 292                | 126           | 166           | 131.7%       | 3,045                            | 2,735          | 310           | 11.3%        | 2,753                               | 2,609          | 144          | 5.5%         |
| Information Theory                             | 3,231                                      | 3,128          | 103          | 3.3%        | 137                  | 124           | 13          | 10.5%        | 27                 | 17            | 10            | 58.8%        | 3,395                            | 3,269          | 126           | 3.9%         | 3,368                               | 3,252          | 116          | 3.6%         |
| Intelligent Transportation Systems             | 965  | 1,045          | -80          | -7.7%       | 31                   | 25            | 6           | 24.0%        | 18                 | 19            | -1            | -5.3%        | 1,014                            | 1,089          | -75           | -6.9%        | 996                                 | 1,070          | -74          | -6.9%        |
| Oceanic Engineering                            | 1,587                                      | 1,506          | 81           | 5.4%        | 47                   | 44            | 3           | 6.8%         | 14                 | 14            | 0             | 0.0%         | 1,648                            | 1,564          | 84            | 5.4%         | 1,634                               | 1,550          | 84           | 5.4%         |
| Signal Processing                              | 13,237                                     | 13,475         | -238         | -1.8%       | 444                  | 410           | 34          | 8.3%         | 94                 | 84            | 10            | 11.9%        | 13,775                           | 13,969         | -194          | -1.4%        | 13,681                              | 13,885         | -204         | -1.5%        |
| Vehicular Technology                           | 3,907                                      | 3,928          | -21          | -0.5%       | 125                  | 133           | -8          | -6.0%        | 23                 | 14            | 9             | 64.3%        | 4,055                            | 4,075          | -20           | -0.5%        | 4,032                               | 4,061          | -29          | -0.7%        |
| <b>Div IX Subtotal</b>                         | <b>30,237</b>                              | <b>30,074</b>  | <b>163</b>   | <b>0.5%</b> | <b>1,050</b>         | <b>1,047</b>  | <b>3</b>    | <b>0.3%</b>  | <b>505</b>         | <b>303</b>    | <b>202</b>    | <b>66.7%</b> | <b>31,792</b>                    | <b>31,424</b>  | <b>368</b>    | <b>1.2%</b>  | <b>31,287</b>                       | <b>31,121</b>  | <b>166</b>   | <b>0.5%</b>  |
| <b>DIVISION X</b>                              |  |                |              |             |                      |               |             |              |                    |               |               |              |                                  |                |               |              |                                     |                |              |              |
| Computational Intelligence                     | 5,577                                      | 5,211          | 366          | 7.0%        | 349                  | 395           | -46         | -11.6%       | 118                | 102           | 16            | 15.7%        | 6,044                            | 5,708          | 336           | 5.9%         | 5,926                               | 5,606          | 320          | 5.7%         |
| Control Systems                                | 7,745                                      | 7,457          | 288          | 3.9%        | 360                  | 392           | -32         | -8.2%        | 69                 | 42            | 27            | 64.3%        | 8,174                            | 7,891          | 283           | 3.6%         | 8,105                               | 7,849          | 256          | 3.3%         |
| Engineering in Medicine & Biology              | 7,754                                      | 7,310          | 444          | 6.1%        | 483                  | 586           | -103        | -17.6%       | 174                | 110           | 64            | 58.2%        | 8,411                            | 8,006          | 405           | 5.1%         | 8,237                               | 7,896          | 341          | 4.3%         |
| Photonics                                      | 6,171                                      | 6,052          | 119          | 2.0%        | 505                  | 367           | 138         | 37.6%        | 94                 | 78            | 16            | 20.5%        | 6,770                            | 6,497          | 273           | 4.2%         | 6,676                               | 6,419          | 257          | 4.0%         |
| Robotics & Automation                          | 5,785                                      | 5,315          | 470          | 8.8%        | 654                  | 677           | -23         | -3.4%        | 86                 | 76            | 10            | 13.2%        | 6,525                            | 6,068          | 457           | 7.5%         | 6,439                               | 5,992          | 447          | 7.5%         |
| Systems, Man & Cybernetics                     | 3,899                                      | 3,382          | 517          | 15.3%       | 173                  | 131           | 42          | 32.1%        | 43                 | 34            | 9             | 26.5%        | 4,115                            | 3,547          | 568           | 16.0%        | 4,072                               | 3,513          | 559          | 15.9%        |
| <b>Div X Subtotal</b>                          | <b>36,931</b>                              | <b>34,727</b>  | <b>2,204</b> | <b>6.3%</b> | <b>2,524</b>         | <b>2,548</b>  | <b>-24</b>  | <b>-0.9%</b> | <b>584</b>         | <b>442</b>    | <b>142</b>    | <b>32.1%</b> | <b>40,039</b>                    | <b>37,717</b>  | <b>2,322</b>  | <b>6.2%</b>  | <b>39,455</b>                       | <b>37,275</b>  | <b>2,180</b> | <b>5.8%</b>  |
| <b>TOTAL</b>                                   | <b>275,887</b>                             | <b>275,935</b> | <b>-48</b>   | <b>0.0%</b> | <b>13,627</b>        | <b>13,957</b> | <b>-330</b> | <b>-2.4%</b> | <b>17,901</b>      | <b>19,290</b> | <b>-1,389</b> | <b>-7.2%</b> | <b>307,415</b>                   | <b>309,182</b> | <b>-1,767</b> | <b>-0.6%</b> | <b>289,514</b>                      | <b>289,892</b> | <b>-378</b>  | <b>-0.1%</b> |



| Standards Association |                | July '09       |                |              |  |
|-----------------------|----------------|----------------|----------------|--------------|--|
| Grade                 | This Month '09 | This Month '08 | Year-over-Year |              |  |
|                       |                |                | #              | %            |  |
| Student               | 99             | 109            | (10)           | -9.2%        |  |
| Higher-Grade          | 6,491          | 6,853          | (362)          | -5.3%        |  |
| Affiliate             | 129            | 125            | 4              | 3.2%         |  |
| <b>Total</b>          | <b>6,719</b>   | <b>7,087</b>   | <b>(368)</b>   | <b>-5.2%</b> |  |

| Women in Engineering |                |                |                |             | July '09                    |                |                |                |             |
|----------------------|----------------|----------------|----------------|-------------|-----------------------------|----------------|----------------|----------------|-------------|
| Grade                | This Month '09 | This Month '08 | Year-over-Year |             | Region                      | This Month '09 | This Month '08 | Year-over-Year |             |
|                      |                |                | #              | %           |                             |                |                | #              | %           |
| Fellow               | 46             | 43             | 3              | 7.0%        | U.S.                        | 2,914          | 3,034          | (120)          | -4.0%       |
| Life Member          | 120            | 125            | (5)            | -4.0%       | Canada                      | 342            | 369            | (27)           | -7.3%       |
| Associate Member     | 181            | 210            | (29)           | -13.8%      | Europe, Middle East, Africa | 1,916          | 1,874          | 42             | 2.2%        |
| Member               | 2,729          | 2,477          | 252            | 10.2%       | Latin America               | 1,995          | 1,717          | 278            | 16.2%       |
| Senior Member        | 342            | 309            | 33             | 10.7%       | Asia & Pacific              | 2,463          | 1,894          | 569            | 30.0%       |
| Student Member       | 6,209          | 5,724          | 485            | 8.5%        | <b>Total</b>                | <b>9,630</b>   | <b>8,888</b>   | <b>742</b>     | <b>8.3%</b> |
| Affiliates           | 3              | -              | 3              |             |                             |                |                |                |             |
| <b>Total</b>         | <b>9,630</b>   | <b>8,888</b>   | <b>742</b>     | <b>8.3%</b> |                             |                |                |                |             |
|                      |                |                |                |             | Gender                      | This Month '09 | This Month '08 | Year-over-Year |             |
|                      |                |                |                |             |                             |                |                | #              | %           |
|                      |                |                |                |             | Female                      | 5,907          | 5,597          | 310            | 5.5%        |
|                      |                |                |                |             | Male                        | 2,894          | 2,563          | 331            | 12.9%       |
|                      |                |                |                |             | Not Provided                | 829            | 728            | 101            | 13.9%       |
|                      |                |                |                |             | <b>Total</b>                | <b>9,630</b>   | <b>8,888</b>   | <b>742</b>     | <b>8.3%</b> |