



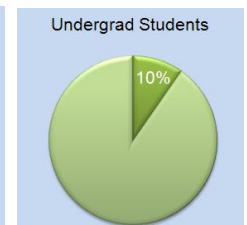
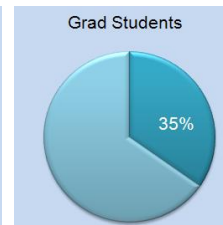
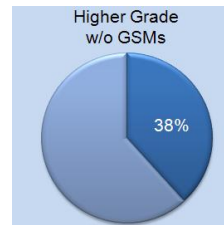
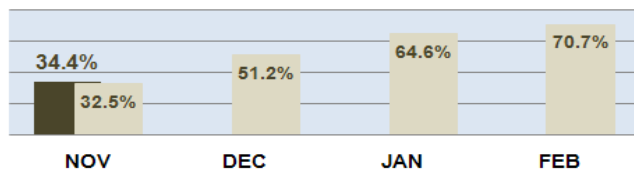
This membership development report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics. Contact: John Day, j.day@ieee.org

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Snapshot	Nov '10 vs. '09	% Change	Nov '10	Nov '09	Oct '10	% Change Oct '10 - Nov '10
<b>IEEE Membership</b>	<b>10,716</b>	<b>+ 2.8%</b>	<b>398,927</b>	<b>388,211</b>	<b>392,679</b>	<b>+ 1.6%</b>
• Honorary	1	+ 3.6%	29	28	29	-
• Fellow	146	+ 2.3%	6,529	6,383	6,537	- 0.1%
• Senior Member	887	+ 2.8%	32,664	31,777	32,270	+ 1.2%
• Member	3,916	+ 1.6%	248,053	244,137	248,014	-
• Associate Member	(546)	- 3.4%	15,814	16,378	15,760	+ 0.3%
• Graduate Student	2,276	+ 6.5%	37,368	35,092	34,383	+ 8.7%
• Undergraduate Student	4,054	+ 7.5%	58,470	54,416	55,686	+ 5.0%
<b>Society Memberships</b>	<b>12,502</b>	<b>+ 3.8%</b>	<b>337,973</b>	<b>325,471</b>	<b>331,964</b>	<b>+ 1.8%</b>
• 20 Societies up > 1%	14,317	Societies Note: Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by 12,079 or +3.9%.				
• 9 Societies +/- 1%	(18)					
• 9 Societies down > 1%	(1,797)					

### 2011 Member Retention

#### Total Member Retention



#### MD Mobilization Resources

[SAMIEEE](#)



[MD Reports](#)



[Webcasts](#)



[Kit Ordering](#)



[Presentations](#)



Month	Recruitment Activities	Renewal Activities
<b>Dec</b>	Monitor renewal progress in your Section and Society. Focus attention on member retention communications. → → →	<b>31 December:</b> Last day to renew membership before becoming "past due." <b>Tools:</b> Located in the MD folder, SAMIEEE contains pre-defined queries to identify members who have not renewed. More, page 7. <b>New Year Greeting:</b> Draft greeting to all members in your Section and Society to be sent in January. Showcase accomplishments in 2010 and activities planned for 2011. Communications template, page 5.
<b>Jan</b>	Focus attention to member retention communications. → → →	<b>New Year Greeting:</b> Send greeting to all members in your Section and Society. Use the opportunity to showcase accomplishments in 2010 and activities planned for 2011. Communications template, page 5. <b>3 January:</b> HQ sends past-due notice to members who have not renewed their 2011 membership.



## MD Summary

During the first week of December, we crossed the 400,000 member mark—congratulations to team IEEE for this organizational milestone! November delivered a second month of membership gains, during which we added 1,000 members to our year-over-year total membership. Improved recruitment and reinstatement performance have been driven by a dozen outbound MD campaigns and promotions. Student membership is on course to achieve 100,000 by year-end.



**Recruitment** – November recruitment posted its second best monthly performance in 10 years. Higher-grade and student recruitment were up year-over-year 13% and 21% respectively. The Member-get-a-Member program is showing improved results to date, up 500 recruits since September.

**Reinstatement** – Up 27% year-over-year, driven by several MD Staff-initiated campaigns, including several outreaches with targeted messaging to former members residing in developing nations.

**2011 Renewal** – Through November, total renewals are tracking ahead of last year by 2%, with higher-grade members driving gains to date. In Regions 1-6, renewals are presently running ahead of last year by 5%, Regions 7-10 up 2%. Conversely, student renewals are running behind last year by a couple percentage points. Renewal details, page 6.

We encourage Sections and Student Branches to issue a New Year greeting showcasing the activities sponsored in 2010, and planned for 2011.

**e-Membership / Developing Nations** – We doubled the number of e-Members in November to nearly 4,300. Renewal campaigns continue to drive the growth, accounting for 64% of the total number of e-Members through November (50% last month). E-Memberships in developing nations accounted for 7% of November's higher-grade recruitment, 3% of renewals, and 8% of reinstatements. E-Membership details, page 10.

As the MD Staff team focuses its efforts on marketing e-Membership through renewal and reinstatement campaigns, MD Volunteers in developing nations are encouraged to take the lead on recruitment, and promote the e-Membership option through events and local communications channels.

**Society Membership** – Society memberships in November stood at +12,502 or +3.8%, about the same as last month. Collectively, IEEE's three largest Societies—Computer, Communications, and Power & Energy—drove 73% of the gains in Society memberships this month (75% last month). The same five (5) Societies have maintained their double-digit percentage increase year-over-year.

Development Venue	Nov			
	'10	'09	'08	'07
Recruitment	5,481	4,616	4,912	3,392
Reinstatement	907	716	1,176	533
Recovery	-	-	-	-
<b>subtotal</b>	<b>6,388</b>	<b>5,332</b>	<b>6,088</b>	<b>3,925</b>
<b>2011 Renewals (cumulative)</b>	<b>34.4%</b> 129,327	<b>32.5%</b> 118,251	<b>30.9%</b> 109,764	<b>n/a</b>
Higher-Grade	114,866	104,059	98,115	n/a
Student /GSM	14,461	14,192	11,649	n/a

Membership Segment	Year-over-Year Variance			
	Nov	Oct	Sep	Aug
Higher-grade	<b>+1.5%</b> 4,386	<b>+1.3%</b> 3,887	<b>+1.0%</b> 2,852	<b>+0.9%</b> 2,801
Student-grade w/GSM	<b>+7.1%</b> 6,330	<b>+6.8%</b> 5,754	<b>+7.6%</b> 5,898	<b>+10.5%</b> 7,351
<b>total</b>	<b>+2.8%</b> 10,716	<b>+2.5%</b> 9,641	<b>+2.0%</b> 8,750	<b>+2.8%</b> 10,152
<b>Total Society Memberships</b>	<b>+3.8%</b> 12,502	<b>+4.0%</b> 12,688	<b>+4.0%</b> 12,673	<b>+4.1%</b> 12,774
IEEE Members w/ a Society(ies)	<b>50.7%</b> 202,459	<b>50.9%</b> 199,839	<b>51.2%</b> 197,368	<b>51.7%</b> 195,359

Society Top Gains	YoY Gains	
	Percent	Count
Product Safety Eng.	29.0%	211
Communications	15.9%	6,681
Power & Energy	12.6%	3,071
Social Implications of Tech.	11.9%	199
Industrial Electronics	10.9%	517



**⚠ Reminder: Complete the MD Support Satisfaction Survey**

Member and Geographic Activities (MGA) endeavors to provide best-in-class membership development (MD) support to our Volunteers. Annually, we take a pulse on effectiveness. Partnering with IEEE Corporate Research, MD-Staff Cathy Downer issued a confidential survey to Volunteers engaged in membership development, to measure awareness and satisfaction with MD resources and tools. We ask that you complete the survey before 17 December, to help guide improvements for 2011.



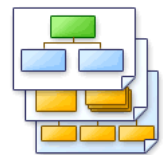
**Szabo Receives MGA Leadership Award**

Aleksandar Szabo, MD Chair for IEEE Region 8, is a 2010 recipient of the MGA Leadership Award. The MGA Leadership Award recognizes individuals who have exhibited exemplary and substantive leadership of an extraordinary nature in implementing activities which support the [goals and objectives of Member and Geographic Activities](#) (MGA) at the local, regional, national, and/or international level. Aleksandar was recognized for his significant contributions in empowering IEEE member involvement and development in the IEEE Croatia Section and throughout Region 8. Join us in congratulating Aleksandar, at [aleksandar.szabo@fer.hr](mailto:aleksandar.szabo@fer.hr).



**Member Recruitment & Recovery (MRR) Becomes Standing Committee**

During its Board meeting in November 2010, MGA approved the MRR Committee as a standing committee, reporting to the MGA Operations Committee. MRR is chartered with inspiring and coordinating volunteer activities worldwide, with the objective of increasing and improving member recruitment, and arrears-recovery of IEEE memberships. The MGA MRR Committee consists of the following:



Voting Members

- Chair (Appointed by the MGA Board based upon recommendation of MGA N&A Committee)
- 10 Regional MD Coordinators (Appointed by Region Directors)
- Two representatives, appointed by the Vice President, Technical Activities

Corresponding Members

- All MD Chairs, Societies, Sections, and Chapters
- Chair, MGA MELC Committee (Ex officio)
- Chair, IEEE Marketing & Sales Committee (Ex officio)
- Chair, IEEE Conferences Committee (Ex officio)
- One Representative, appointed by the MGA Student Activities Committee
- One Representative, appointed by the MGA GOLD Committee
- One Representative, appointed by the IEEE Standards Association
- One Representative, appointed by IEEE Women in Engineering

The MGA MRR Committee is charged with implementing 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. The MRR Committee looks forward to an exciting and productive 2011.



### New Member Engagement Checklist

The 2011 renewal season is upon us, with retention of first-year members significantly lower than that of all members. As we conclude the calendar year, with the guidance of the 2010 new member satisfaction survey, the MD Staff is evaluating progress and opportunities to improve its tactics and programs targeting first-year members from headquarters. The satisfaction survey reported that 65% of new members were aware that Sections and Chapters existed; when asked if their Section or Chapter contacted them, 35% responded yes.



#### New Member Engagement Checklist

There are multiple ways to engage new members within our Sections and Chapters, and inspire their participation. Be it a personal greeting or an invitation to serve as an IEEE Volunteer, opportunities abound to make new members feel welcome by the organization. They must, however, be made to feel welcome, necessitating a proactive regimen of outreach and recognition. The checklist below provides examples of how to engage new members in a Section or Chapter.

<b>New Member Engagement Checklist</b>	
<i>Communications</i>	
<ul style="list-style-type: none"> <li>• Open and review data from new member e-mail alerts / SAMIEEE</li> <li>• Initiate communications to new members welcoming them to the Section / Chapter (e.g., e-mail, note cards, phone call)</li> <li>• Consider designating a Volunteer as a new member mentor</li> </ul>	
<i>Recognition</i>	
<ul style="list-style-type: none"> <li>• Highlight new members in Section / Chapter communications / newsletters</li> <li>• Introduce new members at each event, meeting</li> </ul>	
<i>Participation</i>	
<ul style="list-style-type: none"> <li>• Hold special event for new members</li> <li>• Solicit new members for open Volunteer positions</li> <li>• Investigate/survey new members on their interests for types of activities</li> </ul>	
<i>Evaluation</i>	
<ul style="list-style-type: none"> <li>• Monitor new member participation in Section / Chapter events</li> <li>• Review first-year member retention rate for Section, with year-over-year comparisons</li> </ul>	



#### Sample, First-Year Member Welcome Letter

Dear <member>,

Welcome to the <IEEE Section>,

I want to formally welcome you to your local IEEE network. IEEE has over 300 local Sections worldwide to provide a more personalized experience for our members, offering activities and events tailored to the needs of our engineering and technical community.

The <IEEE Section> will provide you with numerous opportunities to meet other professionals who share your passion for technology. I encourage you to join us at one of our upcoming Section meetings and/or events. A schedule can be viewed at <Section website URL>.

It is an honor to be one of the first to congratulate you on joining IEEE, and I look forward to meeting you in person. Do not hesitate to contact me if you have any questions about your membership, and how to participate in our Section.

Sincerely,

<Name>

<Officer>

<IEEE Section>

<Contact information>



### **Utilizing the New Year to Inspire Members & Communicate Value**

In January, everyone is back to work and school, developing plans for the months ahead, assessing career development options. Beginning the new year with a personal communication can set the tone for an entire year, and is an occasion to engage the member and communicate IEEE’s role as a career partner.

A New Year communication should be sent to all members, regardless of renewal status. For those whose membership is past-due, this outreach has the dual role of reinforcing membership’s mission, resources and relevance.

Outbound communications can sometimes result in negative replies. The best advice: welcome the negative comments as an opportunity to improve the members’ experience.

Familiarize yourself with the mission, resources and benefits of your local Section and IEEE, and counsel the disgruntled member on how we can improve our partnership.

These are difficult times for many members. As a partner in our members’ success, we have an increased obligation to communicate the good will and resources IEEE has to offer.

#### **IEEE’s Dues Provision for Unemployed Members**

A 50% reduction in membership dues, Society dues, other subscriptions and assessments are available to a member or applicant who informs the IEEE Operations Center Office that he/she: (1) has become involuntarily unemployed and is seeking reemployment, or (2) has become voluntarily unemployed for reasons of raising children. For more info, review “Special Circumstances”:

[www.ieee.org/web/membership/Cost/dues.html](http://www.ieee.org/web/membership/Cost/dues.html)



#### **Sample, New Year Greeting from a Section**

.....

Dear <Member's Name>,

On behalf of the IEEE <X Section>, we very much appreciate your membership and look forward to serving you in 2011.

With the new year, IEEE is available to help advance your career objectives. We encourage you to participate in events sponsored by the <X Section>, and review the career development resources from IEEE. Here are some activities planned for 2011:

- < activity >
- < activity >
- < activity >

Again, thank you for being a member. Your membership makes a difference—for you and others in our Section who aspire to make the world a better place.

If you would like a schedule of upcoming, local events, or have specific membership needs, feel free to visit our Section website at <URL address>, or contact me directly.

Sincerely,

<Section Officer Name>  
IEEE <X Section>

p.s. For a list of IEEE member benefits, please visit [www.ieee.org/benefits](http://www.ieee.org/benefits). For employment and career resources, visit [www.ieee.org/careers](http://www.ieee.org/careers).



➤ Retention

**Total & First-Year Member Renewals by Region**

We are encouraged by the improved renewal performance, especially higher-grades of membership. Student renewals are a concern, however, with lagging performance year-over-year across all Regions. The predominant downward driver for student retention appears to be graduate student retention in Regions 7-10—which, to date, is down 4% compared to same-period 2010.

Total Members Retention

IEEE Membership Renewal / Retention - November 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	31,399	13,878	44.2%	1,519	611	40.2%	1,582	323	20.4%	34,500	14,812	42.9%
2	27,830	12,218	43.9%	1,390	522	37.6%	1,617	308	19.0%	30,837	13,048	42.3%
3	25,151	10,418	41.4%	1,753	689	39.3%	2,007	372	18.5%	28,911	11,479	39.7%
4	19,113	8,153	42.7%	1,350	561	41.6%	1,650	357	21.6%	22,113	9,071	41.0%
5	24,549	10,049	40.9%	1,358	539	39.7%	1,790	319	17.8%	27,697	10,907	39.4%
6	49,173	20,925	42.6%	2,352	996	42.3%	2,615	576	22.0%	54,140	22,497	41.6%
<b>R 1-6</b>	<b>177,215</b>	<b>75,641</b>	<b>42.7%</b>	<b>9,722</b>	<b>3,918</b>	<b>40.3%</b>	<b>11,261</b>	<b>2,255</b>	<b>20.0%</b>	<b>198,198</b>	<b>81,814</b>	<b>41.3%</b>
7	13,454	5,003	37.2%	1,291	691	53.5%	1,173	344	29.3%	15,918	6,038	37.9%
8	52,174	15,796	30.3%	7,700	2,998	38.9%	7,578	1,032	13.6%	67,452	19,826	29.4%
9	8,132	1,794	22.1%	1,136	296	26.1%	5,299	308	5.8%	14,567	2,398	16.5%
10	48,738	16,632	34.1%	8,449	1,916	22.7%	22,551	703	3.1%	79,738	19,251	24.1%
<b>R 7-10</b>	<b>122,498</b>	<b>39,225</b>	<b>32.0%</b>	<b>18,576</b>	<b>5,901</b>	<b>31.8%</b>	<b>36,601</b>	<b>2,387</b>	<b>6.5%</b>	<b>177,675</b>	<b>47,513</b>	<b>26.7%</b>
<b>TOTAL</b>	<b>299,713</b>	<b>114,866</b>	<b>38.3%</b>	<b>28,298</b>	<b>9,819</b>	<b>34.7%</b>	<b>47,862</b>	<b>4,642</b>	<b>9.7%</b>	<b>376,873</b>	<b>129,327</b>	<b>34.4%</b>
Last Year			35.1%			38.0%			11.0%			32.5%

First-Year Members

The table below is a sub-set of the retention chart of all members (above). We can see a diminished rate of retention with first-year members compared to all members. As of this month, total member retention is 34.4%, compared to first-year members at 11.8%.

First-Year Member Renewal / Retention - November 2010												
REGION	HIGHER GRADE w/o GSM			GRADUATE STUDENTS			UNDERGRADUATE STUDENTS			TOTAL MEMBERS		
	Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal		Opportunity	Renewal	
		#	%		#	%		#	%		#	%
1	2,027	273	13.5%	585	133	22.7%	1,143	175	15.3%	3,755	581	15.5%
2	1,995	278	13.9%	594	133	22.4%	1,110	172	15.5%	3,699	583	15.8%
3	2,170	260	12.0%	775	201	25.9%	1,513	243	16.1%	4,458	704	15.8%
4	1,560	230	14.7%	602	163	27.1%	1,208	214	17.7%	3,370	607	18.0%
5	2,050	302	14.7%	616	152	24.7%	1,360	207	15.2%	4,026	661	16.4%
6	3,344	486	14.5%	927	236	25.5%	1,933	342	17.7%	6,204	1,064	17.2%
<b>R 1-6</b>	<b>13,146</b>	<b>1,829</b>	<b>13.9%</b>	<b>4,099</b>	<b>1,018</b>	<b>24.8%</b>	<b>8,267</b>	<b>1,353</b>	<b>16.4%</b>	<b>25,512</b>	<b>4,200</b>	<b>16.5%</b>
7	1,308	221	16.9%	477	175	36.7%	798	192	24.1%	2,583	588	22.8%
8	7,066	1,033	14.6%	3,786	999	26.4%	5,738	526	9.2%	16,590	2,558	15.4%
9	1,858	166	8.9%	582	88	15.1%	4,334	187	4.3%	6,774	441	6.5%
10	9,303	1,217	13.1%	5,906	720	12.2%	19,079	389	2.0%	34,288	2,326	6.8%
<b>R 7-10</b>	<b>19,535</b>	<b>2,637</b>	<b>13.5%</b>	<b>10,751</b>	<b>1,982</b>	<b>18.4%</b>	<b>29,949</b>	<b>1,294</b>	<b>4.3%</b>	<b>60,235</b>	<b>5,913</b>	<b>9.8%</b>
<b>TOTAL</b>	<b>32,681</b>	<b>4,466</b>	<b>13.7%</b>	<b>14,850</b>	<b>3,000</b>	<b>20.2%</b>	<b>38,216</b>	<b>2,647</b>	<b>6.9%</b>	<b>85,747</b>	<b>10,113</b>	<b>11.8%</b>
Last Year			14.1%			23.4%			7.6%			12.9%



### **Actionable Intelligence: Using SAMIEEE to Monitor & Influence Member Renewal**

As we have evolved our membership development (MD) program, we have upgraded tools to support the Volunteer MD team. Located in the SAMIEEE MD folder, pre-defined queries can be used to assist Sections and Societies in monitoring their progress with member renewals (see inset, pre-defined queries). Upon performing the queries, results can be sorted or downloaded for communications.

While monitoring the data allows us to track progress, influencing results can only be achieved by using the data. We encourage a New Year greeting in January to all members, to remind them of the value of their Section and Chapter affiliations (see letter template, page 5).

#### **MGA Renewal & Recovery Campaigns Underway / Planned**

In parallel with Section and Chapter outreaches, the MD Staff is initiating a multi-channel retention drive in partnership with several IEEE departments. MyIEEE also supports the effort.

#### Renewal / Recovery E-Mail Reminders

At a minimum of once per month, the MD Staff initiates renewal and recovery reminders via e-mail to all members who have not renewed at the time of communication. These communications continue through June, and are augmented in March by courtesy calls from the IEEE Contact Center.



#### myIEEE Alerts

myIEEE recognizes our members' renewal status upon log-in, with integrated alerts to signal account status. Upon renewal, the alerts automatically deactivate when the member returns to the online products. Between September and the end of November, the myIEEE alert resulted in 33,000 click-throughs to the online renewal form.



#### IEEE Spectrum to Carry "Last Issue" Cover Wrap

As is customary with many magazines, a cover wrapper informs readers their last issue has arrived, pending renewal. The December and March issues of IEEE Spectrum will carry the cover wrapper for all members who have not renewed their membership.



#### Postcard Campaign in March

While e-mail campaigns are the mainstay of the MD Staff's arrears recovery effort, a postcard campaign will augment the outreach. Featuring a peer-to-peer message from Volunteer leadership, the postcard will be mailed in March to all higher-grade members worldwide in arrears.



#### **SAMIEEE Pre-Defined Queries for Renewal**

The following queries are available in SAMIEEE's (MD) folder.

First-Year Members Not Renewed – Report isolates first-year members who have not renewed their membership. Provides names, grade, and contact information.

Renewal Year for All Members – Report shows most current membership year, and renewal status. Provides names and contact information.

2010 Last Renewal Year for Active Members – Often used after 1 January, this report isolates members who are past-due or in arrears.

2010 Last Renewal Year for Active Society Members – Often used after 1 January, this report isolates members who are past-due or in arrears with their Society membership(s).



### Recruiters of the Month – 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. This month, our Member-Get-a-Member (MGM) program delivered 19% of the total IEEE member recruitment (14% same month, last year). MGM is very popular with student members; accordingly, program results often ebb and flow with the academic school year. We're pleased to recognize this month's top program participants. For program information, visit [www.ieee.org/mgm](http://www.ieee.org/mgm).

IEEE Member-Get-a-Member Program

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

	 <b>J. Gonzalez</b> 57 members W. Puerto Rico Sec. R-9	 <b>M. Sulaiman</b> 35 members Hyderabad Sec. R-10	 <b>S. Farrukh</b> 34 members Lahore Sec. R-10	 <b>A. Tripathy</b> 27 members Calcutta Sec. R-10	 <b>H. Hareesh</b> 19 members Kerala Sec., R-10
	 <b>R. Issac</b> 19 members Kerala Sec. R-10	 <b>A. Hijazi</b> 17 members Israel Sec. R-8	 <b>A. Ellerbrock</b> 15 members Germany Sec. R-8	 <b>R. Eteiwi</b> 13 members Jordan Sec. R-8	 <b>A. Mathur</b> 12 members Bombay Sec. R-10
	 <b>J. Gastel</b> 11 members Benelux Sec. R-8	 <b>K. Ahuja</b> 10 members Delhi Sec. R-10	 <b>G. Khurana</b> 10 members Calcutta Sec. R-10	 <b>E. Issa</b> 10 members Lebanon Sec. R-8	 <b>A. Seth</b> 10 members Uttar Pradesh Sec. R-10

**2011 MGM Program Trend**

2,720 members recruited through this month

Same period last year: 2,197

### Update - IEEE-USA MD Incentive Pilot



Congratulations to those Sections who, as of this month, are tracking to qualification for the IEEE-USA incentive (see table).

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 (HG), dues-paying members in IEEE's U.S. sections. Qualification requirements are as follows:

- 1) Sections must maintain their *total* HG dues paying membership count at the same level as the prior year.
- 2) Sections must exceed their HG recruitment year-over-year.

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 month succeeding the membership year, concluding in August 2011.

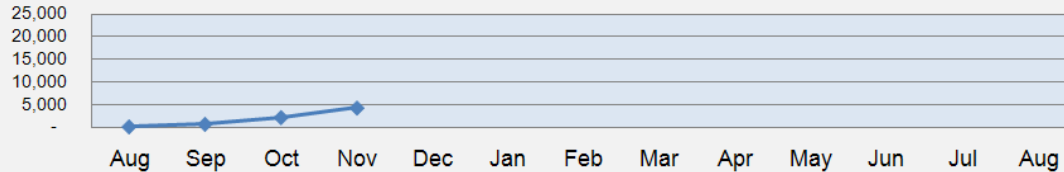
Nov '10 – Incentive Qualifying Sections	
R2 - Cincinnati	R5 – Arkansas River Val
R3 – Canaveral	R5 – Arkansas
R3 – Cntrl Georgia	R5 – Corpus Christi
R3 – Cntrl Tennessee	R5 – Ozark
R3 - Columbia	R5 – South Plains
R3 – East Tennessee	R5 - Tulsa
R3 - Evansville	R6 – Cntrl Coast
R3 – Louisville	R6 – Cntrl Washington
R3 - Richmond	R6 – Eastern Idaho
R3 - Savannah	R6 – Eastern Montana
R4 – Cntrl Indiana	R6 – Los Alamos
R4 – Cntrl Iowa	R6 – Northern Nevada
R4 - Madison	R6 - Oregon
R4 – Milwaukee	R6 - Sacramento
R4 – Missouri Slope	
R4 – Nebraska	
R4 – N.E. Michigan	
R4 – Red River Valley	
R4 – S.E. Michigan	





**IEEE e-Membership / Developing Nations** Nov '10 [www.ieee.org/emember](http://www.ieee.org/emember)

**2011 e-Membership Growth**



**2011 e-Membership by Region** (Cumulative through Present Month)

e-Membership Count	R3*	R8	R9	R10	total
	10	874	1,027	2,384	4,295
% of Eligible Higher Grade Members	7%	8%	14%	12%	11%
% of <u>All</u> Higher Grade Members	0%	2%	12%	5%	3%

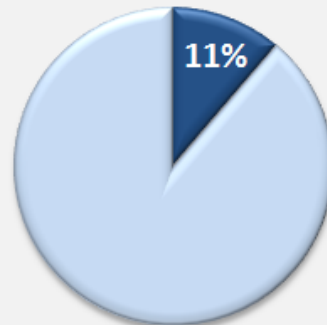
\*R3 denotes Jamaica

**November Update** — Concurrent MD campaigning to prospective, existing, and former members doubled the e-Member counts since October. While renewals are driving the e-Membership counts, recruitment is driving the “take rate,” at 75%. For members who have renewed, the take-rate presently stands at 41%; former members reinstating, 63% (see table, ‘2011 MD Drivers,’ for Regional break-outs).

The recruitment take-rate of 75% is encouraging, as it appears the financial barrier to become an IEEE member is abating. We will have a better assessment on the incremental impact of the e-Membership program in the May timeframe.

**About e-Membership** —For program details, visit the website: [www.ieee.org/emember](http://www.ieee.org/emember).

**2011 e-Membership Participation\***  
Total, across all eligible countries



\*Percentage of eligible members (cumulative) who have selected e-Membership

**2011 MD Drivers - e-Membership**

[see explanation key](#)

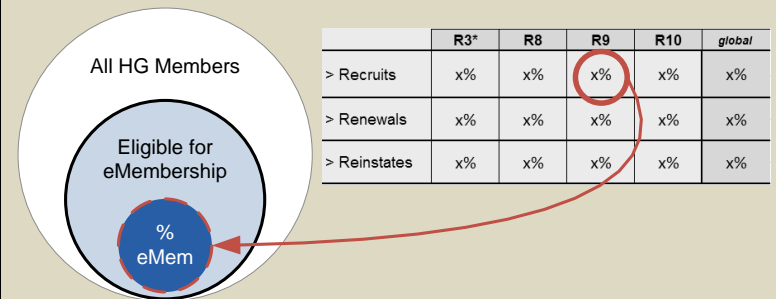
By category, the % of eligible members who have selected e-Membership

Cumulative Through Present Month	R3*	R8	R9	R10	total
> <b>Recruits</b> (new members)	38%	66%	80%	77%	75%
> <b>Renewals</b> (existing members)	50%	32%	45%	43%	41%
> <b>Reinstates</b> (former members)	100%	61%	65%	63%	63%

\*R3 denotes Jamaica

**Explanation Key**

IEEE’s e-Membership program is available to a subset of all higher-grade members. The table above reports how different MD drivers are impacting participation. In the example below, the circled cell represents the percentage of eligible members in Region 9 who selected e-membership when they joined.



Row percentages will not sum to 100% on account of different denominators.

**eMembership FAQs** – Program FAQs will rotate monthly

**Is the “Special Circumstances” dues discount available with e-Membership?**

No. If an individual chooses e-Membership, they are not able to claim a Special Circumstances discount on IEEE membership. However, the Special Circumstances discount will still apply to Society membership, even for e-Members.

**Are students or society affiliates eligible for e-Membership?**

No. students and affiliates do not qualify. IEEE membership rates are already discounted for these constituencies, and in fact are less than e-Membership rates.

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 November 2010																				
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	
	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%
<b>DIVISION I</b>																				
Circuits & Systems	9,631	9,647	-16	-0.2%	373	393	-20	-5.1%	51	53	-2	-3.8%	10,055	10,093	-38	-0.4%	10,004	10,040	-36	-0.4%
Electron Devices	9,989	10,079	-90	-0.9%	316	261	55	21.1%	85	56	29	51.8%	10,390	10,396	-6	-0.1%	10,305	10,340	-35	-0.3%
Solid-State Circuits	9,755	10,146	-391	-3.9%	158	183	-25	-13.7%	84	77	7	9.1%	9,997	10,406	-409	-3.9%	9,913	10,329	-416	-4.0%
<b>Div I Subtotal</b>	<b>29,375</b>	<b>29,872</b>	<b>-497</b>	<b>-1.7%</b>	<b>847</b>	<b>837</b>	<b>10</b>	<b>1.2%</b>	<b>220</b>	<b>186</b>	<b>34</b>	<b>18.3%</b>	<b>30,442</b>	<b>30,895</b>	<b>-453</b>	<b>-1.5%</b>	<b>30,222</b>	<b>30,709</b>	<b>-487</b>	<b>-1.6%</b>
<b>DIVISION II</b>																				
Components, Packaging & Mfg Tech	2,526	2,515	11	0.4%	54	53	1	1.9%	18	21	-3	-14.3%	2,598	2,589	9	0.3%	2,580	2,568	12	0.5%
Dielectrics & Electrical Insulation	2,104	2,017	87	4.3%	53	33	20	60.6%	35	30	5	16.7%	2,192	2,080	112	5.4%	2,157	2,050	107	5.2%
Industry Applications	9,669	9,599	70	0.7%	231	119	112	94.1%	47	45	2	4.4%	9,947	9,763	184	1.9%	9,900	9,718	182	1.9%
Instrumentation & Measurements	4,330	4,578	-248	-5.4%	82	104	-22	-21.2%	22	23	-1	-4.3%	4,434	4,705	-271	-5.8%	4,412	4,682	-270	-5.8%
Power Electronics	6,796	6,525	271	4.2%	238	232	6	2.6%	54	51	3	5.9%	7,088	6,808	280	4.1%	7,034	6,757	277	4.1%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,185	2,139	46	2.2%	36	54	-18	-33.3%	44	38	6	15.8%	2,265	2,231	34	1.5%	2,221	2,193	28	1.3%
<b>Div II Subtotal</b>	<b>27,610</b>	<b>27,373</b>	<b>237</b>	<b>0.9%</b>	<b>694</b>	<b>595</b>	<b>99</b>	<b>16.6%</b>	<b>220</b>	<b>208</b>	<b>12</b>	<b>5.8%</b>	<b>28,524</b>	<b>28,176</b>	<b>348</b>	<b>1.2%</b>	<b>28,304</b>	<b>27,968</b>	<b>336</b>	<b>1.2%</b>
<b>DIVISION III</b>																				
Communications	43,685	38,102	5,583	14.7%	4,372	3,359	1,013	30.2%	521	436	85	19.5%	48,578	41,897	6,681	15.9%	48,057	41,461	6,596	15.9%

➤ 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 November 2010																				
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	
	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%
<b>DIVISION IV</b>																				
Antennas & Propagation	7,997	7,960	37	0.5%	253	225	28	12.4%	64	67	-3	-4.5%	8,314	8,252	62	0.8%	8,250	8,185	65	0.8%
Broadcast Technology	1,970	1,958	12	0.6%	68	58	10	17.2%	31	39	-8	-20.5%	2,069	2,055	14	0.7%	2,038	2,016	22	1.1%
Consumer Electronics	3,112	3,046	66	2.2%	140	153	-13	-8.5%	41	45	-4	-8.9%	3,293	3,244	49	1.5%	3,252	3,199	53	1.7%
Electromagnetic Compatibility	4,043	4,029	14	0.3%	59	57	2	3.5%	34	36	-2	-5.6%	4,136	4,122	14	0.3%	4,102	4,086	16	0.4%
Magnetics	2,956	3,066	-110	-3.6%	61	78	-17	-21.8%	66	54	12	22.2%	3,083	3,198	-115	-3.6%	3,017	3,144	-127	-4.0%
Microwave Theory & Techniques	11,414	11,521	-107	-0.9%	512	463	49	10.6%	53	53	0	0.0%	11,979	12,037	-58	-0.5%	11,926	11,984	-58	-0.5%
Nuclear & Plasma Sciences	3,080	3,445	-365	-10.6%	62	96	-34	-35.4%	61	53	8	15.1%	3,203	3,594	-391	-10.9%	3,142	3,541	-399	-11.3%
<b>Div IV Subtotal</b>	<b>38,225</b>	<b>35,025</b>	<b>3,200</b>	<b>9.1%</b>	<b>1,407</b>	<b>1,130</b>	<b>277</b>	<b>24.5%</b>	<b>394</b>	<b>347</b>	<b>47</b>	<b>13.5%</b>	<b>36,077</b>	<b>36,502</b>	<b>-425</b>	<b>-1.2%</b>	<b>39,632</b>	<b>36,155</b>	<b>3,477</b>	<b>9.6%</b>
<b>DIVISION V/VIII</b>																				
<b>Computer</b>	<b>53,100</b>	<b>53,113</b>	<b>-13</b>	<b>0.0%</b>	<b>3,999</b>	<b>3,463</b>	<b>536</b>	<b>15.5%</b>	<b>16,770</b>	<b>16,513</b>	<b>257</b>	<b>1.6%</b>	<b>73,869</b>	<b>73,089</b>	<b>780</b>	<b>1.1%</b>	<b>57,099</b>	<b>56,576</b>	<b>523</b>	<b>0.9%</b>
<b>DIVISION VI</b>																				
Education	3,324	3,304	20	0.6%	64	72	-8	-11.1%	35	38	-3	-7.9%	3,423	3,414	9	0.3%	3,388	3,376	12	0.4%
Industrial Electronics	5,048	4,554	494	10.8%	198	178	20	11.2%	34	31	3	9.7%	5,280	4,763	517	10.9%	5,246	4,732	514	10.9%
Product Safety Engineering	909	707	202	28.6%	11	6	5	83.3%	18	14	4	28.6%	938	727	211	29.0%	920	713	207	29.0%
Professional Communication	1,000	1,073	-73	-6.8%	55	54	1	1.9%	102	114	-12	-10.5%	1,157	1,241	-84	-6.8%	1,055	1,127	-72	-6.4%
Reliability	1,881	1,868	13	0.7%	40	27	13	48.1%	20	20	0	0.0%	1,941	1,915	26	1.4%	1,921	1,895	26	1.4%
Social Implications of Technology	1,811	1,606	205	12.8%	37	48	-11	-22.9%	28	23	5	21.7%	1,876	1,677	199	11.9%	1,848	1,654	194	11.7%
<b>Div VI Subtotal</b>	<b>13,973</b>	<b>13,112</b>	<b>861</b>	<b>6.6%</b>	<b>405</b>	<b>385</b>	<b>20</b>	<b>5.2%</b>	<b>237</b>	<b>240</b>	<b>-3</b>	<b>-1.3%</b>	<b>14,615</b>	<b>13,737</b>	<b>878</b>	<b>6.4%</b>	<b>14,378</b>	<b>13,497</b>	<b>881</b>	<b>6.5%</b>
<b>DIVISION VII</b>																				
<b>Power &amp; Energy</b>	<b>25,389</b>	<b>23,474</b>	<b>1,915</b>	<b>8.2%</b>	<b>1,736</b>	<b>619</b>	<b>1,117</b>	<b>180.5%</b>	<b>296</b>	<b>257</b>	<b>39</b>	<b>15.2%</b>	<b>27,421</b>	<b>24,350</b>	<b>3,071</b>	<b>12.6%</b>	<b>27,125</b>	<b>24,093</b>	<b>3,032</b>	<b>12.6%</b>

➤ 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%*

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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	
	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%	2010	2009	#	%
<b>DIVISION IX</b>																				
Aerospace & Electronic Systems	4,828	5,063	-235	-4.6%	209	171	38	22.2%	40	41	-1	-2.4%	5,077	5,275	-198	-3.8%	5,037	5,234	-197	-3.8%
Geoscience & Remote Sensing	2,957	2,834	123	4.3%	151	108	43	39.8%	207	305	-98	-32.1%	3,315	3,247	68	2.1%	3,108	2,942	166	5.6%
Information Theory	3,421	3,532	-111	-3.1%	111	119	-8	-6.7%	29	30	-1	-3.3%	3,561	3,681	-120	-3.3%	3,532	3,651	-119	-3.3%
Intelligent Transportation Systems	1,069	1,046	23	2.2%	31	33	-2	-6.1%	19	20	-1	-5.0%	1,119	1,099	20	1.8%	1,100	1,079	21	1.9%
Oceanic Engineering	1,767	1,672	95	5.7%	59	43	16	37.2%	21	16	5	31.3%	1,847	1,731	116	6.7%	1,826	1,715	111	6.5%
Signal Processing	14,746	13,860	886	6.4%	372	437	-65	-14.9%	153	112	41	36.6%	15,271	14,409	862	6.0%	15,118	14,297	821	5.7%
Vehicular Technology	4,151	4,177	-26	-0.6%	125	122	3	2.5%	24	25	-1	-4.0%	4,300	4,324	-24	-0.6%	4,276	4,299	-23	-0.5%
<b>Div IX Subtotal</b>	<b>32,939</b>	<b>32,184</b>	<b>755</b>	<b>2.3%</b>	<b>1,058</b>	<b>1,033</b>	<b>25</b>	<b>2.4%</b>	<b>493</b>	<b>549</b>	<b>-56</b>	<b>-10.2%</b>	<b>34,490</b>	<b>33,766</b>	<b>724</b>	<b>2.1%</b>	<b>33,997</b>	<b>33,217</b>	<b>780</b>	<b>2.3%</b>
<b>DIVISION X</b>																				
Computational Intelligence	6,203	6,038	165	2.7%	334	325	9	2.8%	139	129	10	7.8%	6,676	6,492	184	2.8%	6,537	6,363	174	2.7%
Control Systems	8,361	8,236	125	1.5%	359	356	3	0.8%	87	78	9	11.5%	8,807	8,670	137	1.6%	8,720	8,592	128	1.5%
Engineering in Medicine & Biology	8,406	8,295	111	1.3%	470	461	9	2.0%	198	189	9	4.8%	9,074	8,945	129	1.4%	8,876	8,756	120	1.4%
Photonics	6,609	6,593	16	0.2%	313	444	-131	-29.5%	110	95	15	15.8%	7,032	7,132	-100	-1.4%	6,922	7,037	-115	-1.6%
Robotics & Automation	6,783	6,300	483	7.7%	840	680	160	23.5%	103	89	14	15.7%	7,726	7,069	657	9.3%	7,623	6,980	643	9.2%
Systems, Man & Cybernetics	4,451	4,541	-90	-2.0%	147	161	-14	-8.7%	44	49	-5	-10.2%	4,642	4,751	-109	-2.3%	4,598	4,702	-104	-2.2%
<b>Div X Subtotal</b>	<b>37,160</b>	<b>40,003</b>	<b>-2,843</b>	<b>-7.1%</b>	<b>2,211</b>	<b>2,427</b>	<b>-216</b>	<b>-8.9%</b>	<b>637</b>	<b>629</b>	<b>8</b>	<b>1.3%</b>	<b>43,957</b>	<b>43,059</b>	<b>898</b>	<b>2.1%</b>	<b>39,371</b>	<b>42,430</b>	<b>-3,059</b>	<b>-7.2%</b>
<b>TOTAL</b>	<b>301,456</b>	<b>292,258</b>	<b>9,198</b>	<b>3.1%</b>	<b>16,729</b>	<b>13,848</b>	<b>2,881</b>	<b>20.8%</b>	<b>19,788</b>	<b>19,365</b>	<b>423</b>	<b>2.2%</b>	<b>337,973</b>	<b>325,471</b>	<b>12,502</b>	<b>3.8%</b>	<b>318,185</b>	<b>306,106</b>	<b>12,079</b>	<b>3.9%</b>



Standards Association		November '10			
Grade	This Month '10	This Month '09	Year-over-Year		
			#	%	
Student	72	91	(19)	-20.9%	
Higher-Grade	6,805	6,955	(150)	-2.2%	
Affiliate	136	144	(8)	-5.6%	
<b>Total</b>	<b>7,013</b>	<b>7,190</b>	<b>(177)</b>	<b>-2.5%</b>	

Women in Engineering					November '10				
Grade	This Month '10	This Month '09	Year-over-Year		Region	This Month '10	This Month '09	Year-over-Year	
			#	%				#	%
Fellow	46	47	(1)	-2.1%	U.S.	3,205	3,229	(24)	-0.7%
Life Member	121	125	(4)	-3.2%	Canada	369	386	(17)	-4.4%
Associate Member	251	273	(22)	-8.1%	Europe, Middle East, Africa	2,379	2,164	215	9.9%
Member	3,465	3,458	7	0.2%	Latin America	2,877	2,405	472	19.6%
Senior Member	394	365	29	7.9%	Asia & Pacific	3,692	2,783	909	32.7%
Student Member	8,242	6,691	1,551	23.2%	<b>Total</b>	<b>12,522</b>	<b>10,967</b>	<b>1,555</b>	<b>14.2%</b>
Affiliates	3	8	(5)	-62.5%					
<b>Total</b>	<b>12,522</b>	<b>10,967</b>	<b>1,555</b>	<b>14.2%</b>					
					Gender	This Month '10	This Month '09	#	%
					Female	7,215	6,598	617	9.4%
					Male	4,133	3,355	778	23.2%
					Not Provided	1,174	1,014	160	15.8%
					<b>Total</b>	<b>12,522</b>	<b>10,967</b>	<b>1,555</b>	<b>14.2%</b>