Membership Development Report – June 2014
Southeast United States (Region 3)

IEEE

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

Region 3 Sections,

This is a special Membership Development Report that has been created to give you additional Section detail beyond that of the top level IEEE Membership Report. Please review and let me know how I can help you grow your Section.

Lee Stogner, Membership Development Chair, Region 3   l.stogner@ieee.org   864-360-9415

Regional Snapshot	Total this Month	'14 vs. '13	% Change	Aug 2014 405,000 Member Goal – R3		2014 New Members (JUNE)
Total Membership	**27,373**	⌄ (130)	-0.5%	95.4%	Total	**3987**
• Higher-Grade	22,623	⌃ 35	0.2%	88.4%	Higher Grade	888
• Students	4,750	⌄ (165)	-3.3%	132.6%	Students	3099
IEEE Worldwide - Total	375,272	⌄ 2,439	-0.6%	405,000		80,985

2014 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	*Graduate Students*	*Undergraduate Students*	*Total*
Region – Total Members	83.0%	66.6%	41.9%	78.3%
Region – 1st -Year Members	34.1%	48.4%	36.2%	37.6%
IEEE – Total Members	80.1%	58.8%	25.0%	70.1%
IEEE – 1st Year Members	34.8%	41.4%	19.1%	28.6%

First-Year Member Situation & Direction	*2014 Membership Cycle*	
Recruitment	Recruitment can be handled via the Conference Member Recruitment program, www.ieee.org/cmr	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
MGA Operations	First Year Member Experience on web: http://www.ieee.org/start Register for the new member orientation.	Renewal opportunity to reach out to new members, those joined last year
Section / Chapter Operations	Utilize half-year dues at events to non-members. Consider the newly elevated Student graduates to local events.	Use the Correspondence templates located on www.ieee.org/md.
SAMIEEE/Data Analysis	*New!* Section Vitality Dashboard link, www.ieee.org/vitalitydb will take you directly to the dashboard to view reports.	(MD) All Members Joining since Beginning of Membership Year (MD) First Year Active Members (MD) Members Joining in Past 30 Days (MD) New Member Interest Information for Active IEEE Members
Volunteer Resources	Visit the MD Archive Guide for 2014 for MD Webcast recordings	

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Best Section Total Retention	85.9% - Palm Beach Section	84.3% - Huntsville Section
	85.8% - Tri Cities Section	83.7% - Canaveral Section
	85.8% - Central Savannah River Section	83.3% - Evansville-Owensboro Section

Top Section Recruitment Year over Year	Percentage Growth		Numeric Growth	
	260.92% – Mississippi Section		227 - Mississippi Section	
	58.62% - Daytona Section		31 - Central Tennessee Section	
	57.14% – Tri Cities Section		28 - Coastal South Carolina Section	

Upcoming MD Opportunities	Start making your 2015 MD Plan and establish your goals.	Identify potential Senior Member candidates.
	Schedule student branch get-together in September.	Launch First Year Member Experience Project in your Section.

MD Resource Links	IEEE Region 3	
	Benefits of Membership	www.ieee.org/benefits
	First Year Member Experience	www.ieee.org/start
	Online Supply Form	www.ieee.org/md
	myIEEE	www.ieee.org/md
	Section Vitality Dashboard	www.ieee.org/vitalitydb
	MD Manual, Membership Presentations	www.ieee.org/md
	Member-get-a-Member	www.ieee.org/mgm
	MD Webcast Archive Guide for 2014 to 2009	www.ieee.org/md

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

* Register now for IEEE Sections Congress 2014, 22-24 August, in Amsterdam, Netherlands
* Section Vitality Dashboard - Phase II released
* vTools Release Announcement: new features for Meetings and Voting
* Feed your Web site with job postings
* Post internship and co-op jobs on the IEEE Job Site at no charge
* Member Discounts features travel deals

Additional IEEE news can be found at links on the right side of the page.
- E-mail MGA staff <mailto:scoop@ieee.org> to submit feedback, subscribe, or unsubscribe

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IEEE Young Professionals (GOLD) Status Indicator

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

Geographic IEEE Young Professionals Membership - June 2014									
Region	Higher Grade w/o GSM			GSM			Total		
	2014	2013	% Change	2014	2013	%Change	2014	2013	% Change
1	2,488	3,152	-21.1%	387	437	-11.4%	2,875	3,589	-19.9%
2	2,174	2,690	-19.2%	371	433	-14.3%	2,545	3,123	-18.5%
3	2,198	2,886	-23.8%	459	582	-21.1%	2,657	3,468	-23.4%
4	1,990	2,422	-17.8%	361	441	-18.1%	2,351	2,863	-17.9%
5	2,321	3,030	-23.4%	381	407	-6.4%	2,702	3,437	-21.4%
6	4,573	5,462	-16.3%	602	672	-10.4%	5,175	6,134	-15.6%
R 1-6	15,744	19,642	-19.8%	2,561	2,972	-13.8%	18,305	22,614	-19.1%
7	1,896	2,311	-18.0%	534	551	-3.1%	2,430	2,862	-15.1%
8	9,372	10,253	-8.6%	1,816	2,089	-13.1%	11,188	12,342	-9.4%
9	1,790	2,027	-11.7%	239	289	-17.3%	2,029	2,316	-12.4%
10	9,466	10,966	-13.7%	1,051	1,066	-1.4%	10,517	12,032	-12.6%
R 7-10	22,524	25,557	-11.9%	3,640	3,995	-8.9%	26,164	29,552	-11.5%
TOTAL	38,268	45,199	-15.3%	6,200	6,967	-11.0%	44,469	52,166	-14.8%

IEEE Section & MD Chairs and Student Branch Counselors:

Distribution of the Annual MD Kit for MD and Student Branch officers for the 2015 membership year is now upon us. This year's process will be handled as we did last year. An Annual 2015 MD Kit will automatically be shipped to you, with no reservation necessary. No postcards will be mailed out this year.

The 2015 Annual Kit contains the membership recruitment brochure, student recruitment brochure, information sheets, MD Calendar, professional grade application pad (50 applications per pad), the MD Quick Manual, giveaways, and MGM flyer and cards. The Kits will begin shipping out in August. Remember – this is just a starter kit offering the 2015 membership materials. Kits can be ordered throughout the year.

We have you on record as a 2014 IEEE Section or Student Branch officer. If you are not the current officer, please contact us at mdkit2015@ieee.org with the current officer's name and contact information. We would appreciate your response within two weeks.

It's also time to remove and recycle older membership development materials. If you have any questions, please send a message to mdkit2015@ieee.org.

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

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

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

When is the best time?

- Sections can purchase pin & certificate sets anytime during the year with a minimum order of 5 pins, in any combination of years.
- The best time of year to run the report with member loyalty years of service is after 1 March (and before 15 August), after the annual service deactivation and member's records have been updated to show their active or inactive status.
- A blank space is built in the certificate for the member's name and signature of the Section officer for personalization. This personalization can be completed by hand writing or by feeding the certificate through a printer once the spacing and name is set.
- If possible, make time for a short ceremony at a local section event or meeting to personally present the pin & certificate to members.

Pulling Member Loyalty Data:

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

Ordering Online:

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

IEEE DAY - SAVE THE DATE!   7 OCTOBER 2014

Region 1-6 Membership Strategy – Region 3

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

Congratulations to Steven Jackson (Region 3 Savannah Section Program Chair and Jim Blaha (Region 4 Milwaukee Section Chair)!!!

For the months of May and June, Steven and Jim were featured in the Membership Development Case Studies section of the Monthly MD Report distributed by the MRRC. For more details on their stories, check out the Monthly MD Report Archive for the May report and the recently distributed June Report.

It is not too late to impact membership for the 2014 membership year!
With **1 month until the end of the 2014 membership year,** we're still ahead in both High Grade recruitment and renewals through June. Let's make this last effort count down the home stretch!
Just remember:
- Half Year dues for New members are still in effect
- The Section Vitality Dashboard has the data you need to support renewals and member outreach
- There is no I in TEAM – Look to your Section Society/Chapters, YP groups, and Student Branches for help in outreach
- If you are struggling, please do not hesitate to contact your IEEE MD staff person or Regional MD Chair to discuss opportunities

Looking Ahead to 2015
The IEEE MD Volunteer Support staff is finalizing the basic membership development/marketing plan for the 2015 membership year. We apologize for the delay and will be in touch soon with what we hope is an easy to use, actionable plan for all. Adrienne or Chris will be available to speak with you on a one to one basis to discuss your unique Section needs. For those we have been in contact with, we appreciate your patience and we will be in contact soon.

Year-over-Year – <u>Renewal: 2014 Membership Year – June 2014</u>

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Palm Beach Section	631	551	87.3%	41	26	63.4%	672	577	85.9%
Tri Cities Section	102	90	88.2%	4	1	25.0%	106	91	85.8%
Central Savannah River Section	158	140	88.6%	11	5	45.5%	169	145	85.8%
Huntsville Section	1040	907	87.2%	93	48	51.6%	1,133	955	84.3%
Canaveral Section	173	151	87.3%	11	3	27.3%	184	154	83.7%
Evansville-Owensboro Section	166	148	89.2%	26	12	46.2%	192	160	83.3%
Melbourne Section	588	509	86.6%	57	25	43.9%	645	534	82.8%
Richmond Section	701	602	85.9%	84	45	53.6%	785	647	82.4%
East Tennessee Section	808	690	85.4%	124	78	62.9%	932	768	82.4%
Florida West Coast Section	1689	1430	84.7%	209	127	60.8%	1,898	1557	82.0%
Piedmont Section	445	391	87.9%	115	68	59.1%	560	459	82.0%
Central Virginia Section	525	449	85.5%	87	49	56.3%	612	498	81.4%
Mississippi Section	373	317	85.0%	104	71	68.3%	477	388	81.3%
Eastern North Carolina Section	2519	2129	84.5%	358	207	57.8%	2,877	2336	81.2%
Western North Carolina Section	277	243	87.7%	67	36	53.7%	344	279	81.1%
Jacksonville Section	331	276	83.4%	46	23	50.0%	377	299	79.3%
Chattanooga Section	323	267	82.7%	57	33	57.9%	380	300	78.9%
Columbia Section	364	305	83.8%	81	46	56.8%	445	351	78.9%
Atlanta Section	3446	2873	83.4%	745	413	55.4%	4,191	3286	78.4%
Central North Carolina Section	278	224	80.6%	29	16	55.2%	307	240	78.2%
Central Georgia Section	254	208	81.9%	35	17	48.6%	289	225	77.9%
Central Tennessee Section	600	498	83.0%	163	96	58.9%	763	594	77.9%

Year-over-Year – <u>Renewal: 2014 Membership Year</u> – June 2014 (Cont'd.)

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Daytona Section	166	144	86.7%	40	15	37.5%	206	159	77.2%
Coastal South Carolina Section	369	306	82.9%	63	27	42.9%	432	333	77.1%
Savannah Section	177	147	83.1%	36	17	47.2%	213	164	77.0%
Northwest Florida Section	295	235	79.7%	38	21	55.3%	333	256	76.9%
Alabama Section	793	657	82.8%	184	93	50.5%	977	750	76.8%
Orlando Section	1024	842	82.2%	246	130	52.8%	1,270	972	76.5%
Charlotte Section	625	498	79.7%	135	72	53.3%	760	570	75.0%
Broward Section	440	360	81.8%	85	31	36.5%	525	391	74.5%
Louisville Section	339	266	78.5%	85	49	57.6%	424	315	74.3%
Hampton Roads Section	675	532	78.8%	122	50	41.0%	797	582	73.0%
Gainesville Section	342	276	80.7%	132	68	51.5%	474	344	72.6%
Memphis Section	402	314	78.1%	108	56	51.9%	510	370	72.5%
Lexington Section	364	281	77.2%	89	44	49.4%	453	325	71.7%
Virginia Mountain Section	464	363	78.2%	228	132	57.9%	692	495	71.5%
Tallahassee Area Section	263	201	76.4%	89	49	55.1%	352	250	71.0%
Winston-Salem Section	139	104	74.8%	37	16	43.2%	176	120	68.2%
Miami Section	523	384	73.4%	187	99	52.9%	710	483	68.0%
Mobile Section	189	125	66.1%	35	22	62.9%	224	147	65.6%
Jamaica Section	160	94	58.8%	29	15	51.7%	189	109	57.7%

Year-over-Year – <u>Recruitment: 2014 Membership Year</u>

Section	June 2014	June 2013	# Change	% Change
Mississippi Section	314	87	227	260.92%
Daytona Section	46	29	17	58.62%
Tri Cities Section	11	7	4	57.14%
Jacksonville Section	67	44	23	52.27%
Coastal South Carolina Section	84	56	28	50.00%
Central Tennessee Section	134	103	31	30.10%
Evansville-Owensboro Section	28	22	6	27.27%
Central North Carolina Section	43	34	9	26.47%
Central Savannah River Section	15	12	3	25.00%
Alabama Section	189	164	25	15.24%
Palm Beach Section	54	48	6	12.50%
East Tennessee Section	97	87	10	11.49%
Eastern North Carolina Section	316	292	24	8.22%
Tallahassee Area Section	80	74	6	8.11%
Western North Carolina Section	62	59	3	5.08%
Jamaica Section	43	41	2	4.88%
Charlotte Section	131	126	5	3.97%
Memphis Section	117	114	3	2.63%
Virginia Mountain Section	129	127	2	1.57%
Atlanta Section	575	584	-9	-1.54%
Mobile Section	56	57	-1	-1.75%
Piedmont Section	89	91	-2	-2.20%
Savannah Section	32	33	-1	-3.03%

Year-over-Year – Recruitment: 2014 Membership Year

Section	June 2014	June 2013	# Change	% Change
Orlando Section	187	195	-8	-4.10%
Huntsville Section	83	91	-8	-8.79%
Florida West Coast Section	156	176	-20	-11.36%
Central Georgia Section	37	42	-5	-11.90%
Columbia Section	57	65	-8	-12.31%
Northwest Florida Section	33	38	-5	-13.16%
Gainesville Section	63	73	-10	-13.70%
Richmond Section	62	74	-12	-16.22%
Broward Section	67	80	-13	-16.25%
Miami Section	138	166	-28	-16.87%
Louisville Section	67	82	-15	-18.29%
Lexington Section	70	89	-19	-21.35%
Canaveral Section	9	12	-3	-25.00%
Hampton Roads Section	108	149	-41	-27.52%
Winston-Salem Section	23	32	-9	-28.13%
Melbourne Section	35	54	-19	-35.19%
Central Virginia Section	45	70	-25	-35.71%
Chattanooga Section	35	62	-27	-43.55%

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