



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



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

Opportunities for growth include,

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

**Lee Stogner**, Membership Development Chair, Region 3

Region Snapshot	This Month	'14 vs. '13	% Change	<b>2015 Membership Year goals for Recruitment and Retention are here!</b>  An overview of the goal development is on page 3. Individual Section goals begin on page 6.
<b>Total Membership</b>	<b>28,991</b>	▼ <b>(81)</b>	<b>-0.3%</b>	
Higher-Grade	24,029	▼ <b>(73)</b>	<b>-0.3%</b>	
Students	4,962	▼ <b>(8)</b>	<b>- 0.1%</b>	
IEEE Worldwide	400,643	▼ <b>4,386</b>	<b>-1.1%</b>	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %) <i>Available in November</i>
	Higher Grade	Student	Total % , #	2015 Goal % , #	
Region 3	<i>Available in November</i>	<i>Available in November</i>	<i>Available in November</i>	<b>80.2%</b> 22,519	
IEEE Overall				72.5% 282,753	

Recruitment	Cumulative – Through This Month				Top 3 Sections (by growth %) <b>1025%: Columbia Section</b> <b>650%: Savannah Section</b> <b>350%: Central Savannah River Section</b>
	Higher Grade	Student	Total YoY Chg	2015 Goal YoY Chg	
Region 3	85	684	<b>769</b> +11.1%	<b>4,823</b> +9.2%	
IEEE Overall	1,335	7,421	8,756 +8.3%	99,481 +7.8%	

Reinstatement	Cumulative – Through This Month		Reinstatement goals are set for each Region and not individual Sections.
	Total	2015 Goal	
Region 3	<b>128</b>	<b>1,300</b>	
IEEE Overall	2,522	18,280	



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Member Engagement	<i>Membership Activities</i>	
<b>Recruitment</b>	Recruitment can be handled via the Conference Member Recruitment program, <a href="http://www.ieee.org/cmr">www.ieee.org/cmr</a>	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
<b>MGA Operations</b>	New membership dues effective 16 August	New membership year begins 16 August
<b>Section / Chapter Operations</b>	Invite first year members to activities and events. Consider the newly elevated Student graduates.	Use the Correspondence templates located on <a href="http://www.ieee.org/md">www.ieee.org/md</a> for outreach
<b>SAMIEEE/Data Analysis</b>	<i>New!</i> Section Vitality Dashboard link, <a href="http://www.ieee.org/vitalitydb">www.ieee.org/vitalitydb</a> 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
<b>Volunteer Resources</b>	<a href="http://www.ieee.org/volunteers">www.ieee.org/volunteers</a>	

<b>MD Resource Links</b>	IEEE Region 3	
	Benefits of Membership	<a href="http://www.ieee.org/benefits">www.ieee.org/benefits</a>
	Online Supply Form	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	First Year Member Experience	<a href="http://www.ieee.org/start">www.ieee.org/start</a>
	IEEE Contact Center & Support	<a href="http://www.ieee.org/contactcenter">www.ieee.org/contactcenter</a>
	Section Vitality Dashboard	<a href="http://www.ieee.org/vitalitydb">www.ieee.org/vitalitydb</a>
	MD Manual, Membership Presentations	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Member-Get-a-Member (MGM)	<a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a>
	MD Webcast Archive	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Senior Member Program	<a href="http://www.ieee.org/seniormember">www.ieee.org/seniormember</a>
	Member Loyalty Program	<a href="http://www.ieee.org/loyalty">www.ieee.org/loyalty</a>
	myIEEE	<a href="http://www.ieee.org/myieee">www.ieee.org/myieee</a>



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## 2015 Membership Development Goals



Ed Perkins  
e.perkins@ieee.org



Outstanding Section Membership  
Recruitment and Retention Performance

For the 2015 membership year, we are changing the approach to creating the traditional Region membership goals. This year, we are introducing MD goals for each individual Section, for both recruitment and retention. The Section goals are rolled up to the Region level, producing the Region goal for recruitment, retention and overall membership.

This will result in Regions and Sections are working toward a common goal. Sections can maximize their activity and take ownership at the local level, and

see how their efforts are impacting membership growth.

Region goals are now focused on overall membership growth (comprised of an overall recruitment, retention and reinstatement goal), and do not include separate goals for HG versus student. Another benefit is that the service deactivation process will not impact progress to goals, because it focuses on the number of members that join or renew, and not on the total number of members.

## How Section Goals Are Developed

The Section goals were developed using the last three years trends for recruitment and retention. Each Section has a unique goal based on different dynamics, so the methodology for creating the goal was different based on whether the Section has had growth or decline three years in row, as well as the overall size and location of the Section.

As an example:

Section	2012			2013				2014				2015 Retention Goal %	2015 Retention Growth
	Oppty	Renew #	2012 % Renew	Oppty	Renew	2013 YoY	Renew	Oppty	Renew	2014 YoY	2014 % Renew		
Section A	715	592	82.8%	709	595	1.1%	83.9%	801	646	-3.3%	80.6%	83.9%	3.3%
Section B	3337	2648	79.4%	3555	2701	-3.4%	76.0%	3834	2764	-3.9%	72.1%	72.2%	0.1%

Section A's retention rate improved two years in a row, then declined -3.3%, but at the same time they grew by almost 13%. To overcome the decline, for 2015 their retention goal is to return to the same level as the year prior - challenging but achievable. Section A needs to focus on providing member value and member engagement.

Section B is fairly large, and has seen declining retention as it continues to grow larger. You can see the total opportunity keeps growing, but roughly the same number renew each year. Since this is on a larger denominator, the retention rates are declining. Section B's goal is to stop the retention decline and improve it by a tenth of a percent.

Section Name	2011	2012	2012 YOY	2013	2013 YoY	2014	2014 YoY	2015 # Goal	2015 % Growth
Section A	120	92	-23.3%	189	105.4%	121	-36.0%	150	124.0%
Section B	568	747	31.5%	979	31.1%	1058	8.1%	1,200	113.4%

As far as recruitment, Section A has fluctuated, with some significant losses but more significant gains. There is clearly the focus and ability to recruit new members in the Section. Section A's 2015 recruitment goal is challenging them to recruit slightly above their last three year's average growth.

Section B has grown steadily through recruitment. Like Section A, Section B shows clear opportunity and effort. Their recruitment goal of +13.4% growth is not as high as some the growth they had in past years, but is above where they were last year.



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## Tracking Progress and Section Recognition of Goal Achievement

Every month, the regional MD reports contain the Section level progress for recruitment and retention. To monitor progress and ensure Sections are on track, the goals and progress to goal will be published in the region reports.

Twice during the membership year – February and August - each Section that is meeting their goal will receive a special recognition in the form of an electronic banner that can be placed on Section websites, in newsletters, and even in e-mail signatures! The banners will be distributed to the Section's Membership Development Chair, or if no one in this position, to the Section Chair.

The bi-annual achievement recognition is based on the membership year calendar and includes activity for the following periods:

-September through February: Any Section that is at least 50% to their goal by the end of February will receive the electronic banner, and be recognized in the MD Monthly report and on the MD portal, [www.ieee.org/md](http://www.ieee.org/md).

-March through August: Any Section that has met or exceeded their annual goal for recruitment and/or retention for the membership year will receive the recognition banner, and be recognized in the MD Monthly report and on the MD portal, [www.ieee.org/md](http://www.ieee.org/md).

Sections may earn a banner for one or both categories, and will include the membership year and Section name in the graphic. The gold medal of recognition (on previous page) will be given if both goals are met. The silver award will be given in either the recruitment or retention category.



Increased Section Membership Retention



Increased Section Membership Recruitment

## IEEE Member Loyalty Program [www.ieee.org/loyalty](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, 40 and 50 years of service as an IEEE member, regardless of grade, grade elevations, or any breaks in service. Society Affiliates are not eligible for this program, nor are any years of service as a Society Affiliate included in the calculation. The pin comes in a small, clear plastic box and the certificate is complete with a presentation folder/cover.

## Pulling Member Loyalty Data

Member Loyalty data reports by section can be found in the Section Vitality Dashboard at [www.ieee.org/vitalitydb](http://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 (US\$14 per set of 5), plus the shipping costs
- Sections can use their Custody Account or Concentration Banking Account
- Check the website for link to the online form to place your order, [www.ieee.org/loyalty](http://www.ieee.org/loyalty)
- Additional information on the process and shipping information and costs are on the order form
- Questions can be e-mailed to [member-loyalty@ieee.org](mailto:member-loyalty@ieee.org)



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## Retention: 2015 Membership Year – Goals by Section

Renewal data will be available in November with October’s data. Below are the 2015 goals by Section, and the data used to create this year’s goal:

Region	Section	2012			2013				2014				2015 Retention Goal %	2015 Retention Growth
		Oppty	Renew #	Renew %	Oppty	Renew	2013 YoY	Renew %	Oppty	Renew	2014 YoY	Renew %		
R3	Alabama Section	1040	810	77.9%	1002	774	-0.6%	77.2%	975	755	0.2%	77.4%	77.7%	0.3%
R3	Atlanta Section	4229	3384	80.0%	4155	3355	0.7%	80.7%	4186	3309	-1.7%	79.0%	80.7%	1.7%
R3	Broward Section	575	427	74.3%	549	407	-0.1%	74.1%	525	394	0.9%	75.0%	75.3%	0.3%
R3	Canaveral Section	201	167	83.1%	194	162	0.4%	83.5%	184	155	0.7%	84.2%	85.0%	0.7%
R3	Central Georgia Section	289	234	81.0%	290	228	-2.3%	78.6%	286	226	0.4%	79.0%	79.3%	0.3%
R3	Central North Carolina Section	315	246	78.1%	321	244	-2.1%	76.0%	305	242	3.3%	79.3%	79.6%	0.3%
R3	Central Savannah River Section	195	155	79.5%	195	155	0.0%	79.5%	168	145	6.8%	86.3%	93.1%	6.8%
R3	Central Tennessee Section	816	630	77.2%	798	629	1.6%	78.8%	760	602	0.4%	79.2%	79.8%	0.6%
R3	Central Virginia Section	645	540	83.7%	627	516	-1.4%	82.3%	607	499	-0.1%	82.2%	83.5%	1.3%
R3	Charlotte Section	785	600	76.4%	786	575	-3.3%	73.2%	757	571	2.3%	75.4%	75.7%	0.3%
R3	Chattanooga Section	368	295	80.2%	361	295	1.6%	81.7%	379	301	-2.3%	79.4%	81.7%	2.3%
R3	Coastal South Carolina Section	445	349	78.4%	455	355	-0.4%	78.0%	431	334	-0.5%	77.5%	77.6%	0.1%
R3	Columbia Section	465	368	79.1%	439	348	0.1%	79.3%	444	352	0.0%	79.3%	79.4%	0.1%
R3	Daytona Section	180	151	83.9%	199	160	-3.5%	80.4%	205	160	-2.4%	78.0%	79.2%	1.1%
R3	East Tennessee Section	999	849	85.0%	948	800	-0.6%	84.4%	926	774	-0.8%	83.6%	83.7%	0.1%
R3	Eastern North Carolina Section	2901	2443	84.2%	2973	2417	-2.9%	81.3%	2870	2349	0.5%	81.8%	82.1%	0.3%
R3	Evansville-Owensboro Section	230	176	76.5%	214	166	1.0%	77.6%	192	161	6.3%	83.9%	90.1%	6.3%
R3	Florida West Coast Section	1929	1620	84.0%	2037	1616	-4.6%	79.3%	1889	1565	3.5%	82.8%	83.1%	0.3%
R3	Gainesville Section	556	407	73.2%	540	371	-4.5%	68.7%	474	345	4.1%	72.8%	73.1%	0.3%
R3	Hampton Roads Section	809	645	79.7%	801	617	-2.7%	77.0%	796	586	-3.4%	73.6%	73.7%	0.1%
<b>R3</b>	<b>Region 3 Total</b>	<b>28779</b>	<b>23099</b>	<b>80.3%</b>	<b>28672</b>	<b>22645</b>	<b>-1.3%</b>	<b>79.0%</b>	<b>27977</b>	<b>22105</b>	<b>0.0%</b>	<b>79.0%</b>	<b>80.2%</b>	<b>1.2%</b>



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## Retention: 2015 Membership Year – Goals by Section (continued)

Renewal data will be available in November with October's data. Below are the 2015 goals by Section, and the data used to create this year's goal:

Region	Section	2012			2013				2014				2015 Retention Goal %	2015 Retention Growth
		Oppty	Renew #	2012 % Renew	Oppty	Renew	2013 YoY	2013 % Renew	Oppty	Renew	2014 YoY	2014 % Renew		
R3	Huntsville Section	1236	1048	84.8%	1211	995	-2.6%	82.2%	1132	959	2.6%	84.7%	85.0%	0.3%
R3	Jacksonville Section	390	336	86.2%	397	321	-5.3%	80.9%	376	299	-1.3%	79.5%	80.9%	1.3%
R3	Jamaica Section	186	125	67.2%	202	131	-2.4%	64.9%	189	109	-7.2%	57.7%	57.7%	0.0%
R3	Lexington Section	436	350	80.3%	445	356	-0.3%	80.0%	452	327	-7.7%	72.3%	72.3%	0.0%
R3	Louisville Section	423	331	78.3%	416	328	0.6%	78.8%	421	316	-3.8%	75.1%	78.8%	3.8%
R3	Melbourne Section	668	565	84.6%	676	566	-0.9%	83.7%	644	535	-0.7%	83.1%	83.3%	0.2%
R3	Memphis Section	493	367	74.4%	475	362	1.8%	76.2%	510	374	-2.9%	73.3%	76.2%	2.9%
R3	Miami Section	707	494	69.9%	668	478	1.7%	71.6%	710	489	-2.7%	68.9%	71.6%	2.7%
R3	Mississippi Section	489	385	78.7%	484	368	-2.7%	76.0%	477	388	5.3%	81.3%	81.6%	0.3%
R3	Mobile Section	203	147	72.4%	227	154	-4.6%	67.8%	223	147	-1.9%	65.9%	67.8%	1.9%
R3	Northwest Florida Section	353	282	79.9%	342	272	-0.4%	79.5%	330	259	-1.0%	78.5%	78.6%	0.1%
R3	Orlando Section	1313	1037	79.0%	1315	1004	-2.6%	76.3%	1267	981	1.1%	77.4%	77.7%	0.3%
R3	Palm Beach Section	738	624	84.6%	715	599	-0.8%	83.8%	670	579	2.6%	86.4%	86.7%	0.3%
R3	Piedmont Section	490	416	84.9%	542	434	-4.8%	80.1%	557	462	2.9%	82.9%	83.2%	0.3%
R3	Richmond Section	827	677	81.9%	800	646	-1.1%	80.8%	783	648	2.0%	82.8%	83.1%	0.3%
R3	Savannah Section	246	180	73.2%	213	167	5.2%	78.4%	211	166	0.3%	78.7%	78.9%	0.2%
R3	Tallahassee Area Section	355	252	71.0%	351	260	3.1%	74.1%	351	253	-2.0%	72.1%	74.1%	2.0%
R3	Tri Cities Section	111	92	82.9%	110	92	0.8%	83.6%	106	91	2.2%	85.8%	88.1%	2.2%
R3	Virginia Mountain Section	669	506	75.6%	689	519	-0.3%	75.3%	691	497	-3.4%	71.9%	71.9%	0.0%
R3	Western North Carolina Section	312	262	84.0%	347	274	-5.0%	79.0%	344	280	2.4%	81.4%	81.7%	0.3%
R3	Winston-Salem Section	162	127	78.4%	163	129	0.7%	79.1%	174	121	-9.6%	69.5%	75.0%	5.5%
<b>R3</b>	<b>Region 3 Total</b>	<b>28779</b>	<b>23099</b>	<b>80.3%</b>	<b>28672</b>	<b>22645</b>	<b>-1.3%</b>	<b>79.0%</b>	<b>27977</b>	<b>22105</b>	<b>0.0%</b>	<b>79.0%</b>	<b>80.2%</b>	<b>1.2%</b>



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## Recruitment: 2015 Membership Year– Goals by Section

Below are the 2015 goals by Section, and the data used to create this year’s goal:

Region Code	Section Name	2011	2012	2012 YOY	2013	2013 YoY	2014	2014 YoY	2015 # Goal	2015 % Growth
R3	Alabama Section	196	180	-8.2%	179	-0.6%	206	15.1%	216	105.0%
R3	Atlanta Section	628	599	-4.6%	660	10.2%	632	-4.2%	660	104.4%
R3	Broward Section	118	90	-23.7%	89	-1.1%	79	-11.2%	86	108.9%
R3	Canaveral Section	18	15	-16.7%	14	-6.7%	9	-35.7%	13	140.7%
R3	Central Georgia Section	40	40	0.0%	53	32.5%	40	-24.5%	44	110.8%
R3	Central North Carolina Section	41	56	36.6%	38	-32.1%	50	31.6%	53	105.0%
R3	Central Savannah River Section	21	30	42.9%	17	-43.3%	16	-5.9%	21	131.3%
R3	Central Tennessee Section	148	149	0.7%	111	-25.5%	144	29.7%	151	105.0%
R3	Central Virginia Section	82	79	-3.7%	79	0.0%	51	-35.4%	65	127.5%
R3	Charlotte Section	171	169	-1.2%	143	-15.4%	156	9.1%	164	105.0%
R3	Chattanooga Section	61	49	-19.7%	65	32.7%	41	-36.9%	53	129.3%
R3	Coastal South Carolina Section	60	77	28.3%	62	-19.5%	86	38.7%	90	105.0%
R3	Columbia Section	71	61	-14.1%	71	16.4%	63	-11.3%	67	106.3%
R3	Daytona Section	25	40	60.0%	34	-15.0%	47	38.2%	49	105.0%
R3	East Tennessee Section	129	104	-19.4%	93	-10.6%	110	18.3%	116	105.0%
R3	Eastern North Carolina Section	343	376	9.6%	337	-10.4%	376	11.6%	395	105.0%
R3	Evansville-Owensboro Section	55	39	-29.1%	23	-41.0%	32	39.1%	34	105.0%
R3	Florida West Coast Section	227	295	30.0%	197	-33.2%	181	-8.1%	224	123.9%
R3	Gainesville Section	112	124	10.7%	82	-33.9%	68	-17.1%	91	134.3%
R3	Hampton Roads Section	131	132	0.8%	161	22.0%	120	-25.5%	138	114.7%
R3	Huntsville Section	118	135	14.4%	100	-25.9%	95	-5.0%	110	115.8%
	<b>Region 3 Totals</b>	<b>4410</b>	<b>4477</b>	<b>1.5%</b>	<b>4304</b>	<b>-3.9%</b>	<b>4416</b>	<b>2.6%</b>	<b>4823</b>	<b>109.2%</b>



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## Recruitment: 2015 Membership Year– Goals by Section (continued)

Below are the 2015 goals by Section, and the data used to create this year’s goal:

Region Code	Section Name	2011	2012	2012 YOY	2013	2013 YoY	2014	2014 YoY	2015 # Goal	2015 % Growth
R3	Jacksonville Section	63	51	-19.0%	50	-2.0%	71	42.0%	75	105.0%
R3	Jamaica Section	55	59	7.3%	46	-22.0%	45	-2.2%	50	111.1%
R3	Lexington Section	88	90	2.3%	93	3.3%	76	-18.3%	86	113.6%
R3	Louisville Section	89	64	-28.1%	85	32.8%	73	-14.1%	79	108.2%
R3	Melbourne Section	53	80	50.9%	75	-6.3%	42	-44.0%	66	156.3%
R3	Memphis Section	103	91	-11.7%	123	35.2%	121	-1.6%	125	103.3%
R3	Miami Section	159	143	-10.1%	187	30.8%	157	-16.0%	172	109.6%
R3	Mississippi Section	88	88	0.0%	98	11.4%	319	225.5%	350	109.7%
R3	Mobile Section	36	76	111.1%	60	-21.1%	61	1.7%	64	105.0%
R3	Northwest Florida Section	58	37	-36.2%	45	21.6%	38	-15.6%	42	109.2%
R3	Orlando Section	202	223	10.4%	221	-0.9%	209	-5.4%	218	104.1%
R3	Palm Beach Section	82	61	-25.6%	58	-4.9%	63	8.6%	66	105.0%
R3	Piedmont Section	46	99	115.2%	109	10.1%	98	-10.1%	102	104.1%
R3	Richmond Section	112	95	-15.2%	82	-13.7%	72	-12.2%	83	115.3%
R3	Savannah Section	66	35	-47.0%	37	5.7%	35	-5.4%	39	111.4%
R3	Tallahassee Area Section	76	80	5.3%	82	2.5%	86	4.9%	94	109.3%
R3	Tri Cities Section	12	11	-8.3%	8	-27.3%	13	62.5%	14	105.0%
R3	Virginia Mountain Section	160	174	8.8%	142	-18.4%	141	-0.7%	150	106.4%
R3	Western North Carolina Section	44	59	34.1%	60	1.7%	68	13.3%	79	116.4%
R3	Winston-Salem Section	23	22	-4.3%	35	59.1%	26	-25.7%	31	117.3%
	<b>Region 3 Totals</b>	<b>4410</b>	<b>4477</b>	<b>1.5%</b>	<b>4304</b>	<b>-3.9%</b>	<b>4416</b>	<b>2.6%</b>	<b>4823</b>	<b>109.2%</b>





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

## **Recruitment: 2015 Membership Year – September 2014**

Here are the results through September, with progress to goal indicated:

<b>Election by Region:2015 Membership Year September 2014</b>							
<b>Region Code</b>	<b>Section Name</b>	<b>2014</b>	<b>2013</b>	<b># Change</b>	<b>% Change</b>	<b>2015 Goal</b>	<b>% to Goal</b>
R3	Columbia Section	45	4	41	1025.00%	67	67.2%
R3	Savannah Section	15	2	13	650.00%	39	38.5%
R3	Central Savannah River Section	9	2	7	350.00%	21	42.9%
R3	Mississippi Section	34	8	26	325.00%	350	9.7%
R3	Tri Cities Section	4	1	3	300.00%	14	29.3%
R3	Mobile Section	26	9	17	188.89%	64	40.6%
R3	Melbourne Section	17	6	11	183.33%	66	25.9%
R3	Evansville-Owensboro Section	10	5	5	100.00%	34	29.8%
R3	Huntsville Section	17	9	8	88.89%	110	15.5%
R3	Eastern North Carolina Section	59	32	27	84.38%	395	14.9%
R3	Louisville Section	11	6	5	83.33%	79	13.9%
R3	Richmond Section	10	6	4	66.67%	83	12.0%
R3	Jacksonville Section	6	4	2	50.00%	75	8.0%
R3	Alabama Section	37	25	12	48.00%	216	17.1%
R3	Piedmont Section	28	19	9	47.37%	102	27.5%
R3	East Tennessee Section	18	13	5	38.46%	116	15.6%
R3	Florida West Coast Section	23	17	6	35.29%	224	10.3%
R3	Charlotte Section	29	22	7	31.82%	164	17.7%
R3	Central Virginia Section	9	7	2	28.57%	65	13.8%
R3	Chattanooga Section	5	4	1	25.00%	53	9.4%



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**Recruitment: 2015 Membership Year – September 2014 (continued)**

<b>Election by Region:2015 Membership Year September 2014</b>							
<b>Region Code</b>	<b>Section Name</b>	<b>2014</b>	<b>2013</b>	<b># Change</b>	<b>% Change</b>	<b>2015 Goal</b>	<b>% to Goal</b>
R3	Winston-Salem Section	5	4	1	25.00%	31	16.4%
R3	Lexington Section	19	16	3	18.75%	86	22.0%
R3	Memphis Section	34	30	4	13.33%	125	27.2%
R3	Atlanta Section	103	101	2	1.98%	660	15.6%
R3	Miami Section	26	26	0	0.00%	172	15.1%
R3	Gainesville Section	11	12	-1	-8.33%	91	12.0%
R3	Hampton Roads Section	19	22	-3	-13.64%	138	13.8%
R3	Broward Section	15	18	-3	-16.67%	86	17.4%
R3	Central North Carolina Section	5	6	-1	-16.67%	53	9.5%
R3	Jamaica Section	5	6	-1	-16.67%	50	10.0%
R3	Western North Carolina Section	13	17	-4	-23.53%	79	16.4%
R3	Daytona Section	8	11	-3	-27.27%	49	16.2%
R3	Tallahassee Area Section	11	19	-8	-42.11%	94	11.7%
R3	Palm Beach Section	9	17	-8	-47.06%	66	13.6%
R3	Orlando Section	20	44	-24	-54.55%	218	9.2%
R3	Central Tennessee Section	21	48	-27	-56.25%	151	13.9%
R3	Coastal South Carolina Section	12	28	-16	-57.14%	90	13.3%
R3	Northwest Florida Section	2	5	-3	-60.00%	42	4.8%
R3	Central Georgia Section	3	8	-5	-62.50%	44	6.8%
R3	Canaveral Section	1	3	-2	-66.67%	13	7.9%
R3	Virginia Mountain Section	15	50	-35	-70.00%	150	10.0%
<b>Grand Total</b>		<b>769</b>	<b>692</b>	<b>77</b>	<b>11.13%</b>	<b>4823</b>	<b>15.9%</b>