



# MD Monthly – March 2014

Membership Development Report – Page 1



This report is issued monthly on behalf of the IEEE Member & Geographic Activities Board.  
Source data is IEEE membership statistics. Contact: Elyn Perez, elyn.perez@ieee.org

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Monthly Census	YoY Variance		Mar '14	Mar '13	Feb '14	Mar '14 vs. Feb '14	
<b>IEEE Membership</b>		<b>-4,968</b>	<b>-1.5%</b>	<b>332,904</b>	<b>337,872</b>	<b>307,348</b>	<b>+8.3%</b>
• Honorary		-1	-3.2%	30	31	30	0.0%
• Fellow		128	1.9%	7,005	6,877	6,840	2.4%
• Senior Member		1,508	4.6%	34,631	33,123	33,077	4.7%
• Member		-81	0.0%	202,185	202,266	192,439	5.1%
• Associate Member		-825	-10.7%	6,896	7,721	6,422	7.4%
• Graduate Student		-4,265	-10.6%	35,939	40,204	31,173	15.3%
• Undergraduate Student		-1,432	-3.0%	46,218	47,650	37,367	23.7%
<b>Society Memberships</b>		<b>-4,705</b>	<b>-1.7%</b>	<b>279,987</b>	<b>284,692</b>	<b>258,527</b>	<b>+8.3%</b>
• 5 Societies up > 1%		2,373		<i>Societies Note:</i> Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are down year-over-year by -3,422 or -1.3%.			
• 6 Societies +/- 1%		99					
• 27 Societies down > 1%		-7,177					

MD Venue	March - Membership YTD									
	'14	'13	'12	'11		'14	'13	'12	'11	
Renewals	66.5%	67.4%	69.9%	71.2%		Recruitment	56,971	61,326	58,839	57,196
Higher-Grade	76.9%	76.2%	78.1%	79.1%		Reinstatement	12,573	11,813	10,213	10,221
STU/GSM	33.7%	38.3%	41.8%	43.4%		Recovery	8,916	11,525	10,030	8,398
	261,470	264,716	268,305	267,508						
	229,378	229,842	231,974	231,462						
	32,092	34,874	36,331	36,046						

MD Resources (IEEE Account required)	New Members	SAMIEEE	Reports	Webcasts	MD Kit Ordering	Presentations

	Recruitment Activities	Retention Activities
<b>MAY</b>	<b>Half-Year Dues Cycle</b> —IEEE accepts ½-year dues for the present year of service. Individuals who join IEEE in May receive 8 months of membership for the price of 6. <b>Order MD Kit</b> for upcoming events / member recruitment opportunities (no cost).	<b>First Year Members</b> – Member retention begins the day after a new member joins IEEE. Send a personal greeting to welcome them. Don't forget to make use of the new member rosters, available to Section and MD officers monthly.
<b>JUN</b>	<b>Half-Year Dues Cycle</b> —IEEE accepts ½-year dues for the present year of service. Individuals who join IEEE in June receive 7 months of membership for the price of 6. <b>Order MD Kit</b> for upcoming events / member recruitment opportunities (no cost).	<b>First Year Members</b> – Member retention begins the day after a new member joins IEEE. Send a personal greeting to welcome them. Don't forget to make use of the new member rosters, available to Section and MD officers monthly.



## March MD Highlights

### IEEE Membership

Overall IEEE Membership is down -1.5% over last year. This is a cumulative effect of declines in both retention and recruitment in all regions, specifically with students. The biggest influence is the impact of declining Graduate Student member numbers, which are down -10.6% year-over-year. Overall higher grade membership remains positive at +0.3%, but gains are shrinking. Several overlapping trends we have been noting all year:

- Record GSM recruitment numbers in the 2013 membership year are hampering retention performance in 2014. This is a more at risk group for renewal to begin with. A deeper investigation is underway to identify some of the root causes of the spike last year in specific geographic areas. One obvious, global factor that drew recruitment numbers was the introduction of Windows 8 to the Microsoft software offer for students (and was removed in March 2013).
- For the same reason, year over year recruitment trends are down.
- With fewer students on the membership rolls, we are also seeing less activity in the Member-Get-a-Member referral program. That is a huge student recruitment tool, accounting for about 20% of total student recruitment. The cumulative program results are down 21% membership year to date.

### Retention

Last month we deactivated 141,043 members who had not renewed for 2014, of which almost half were students. Since then we have recovered 6.3% of those members. We typically expect to recover about 20% of lapsed members over the five month period March through July. By comparison, last year we recovered 8.1% of deactivated members in March and ended up at 19.2% recovery rate by the end of the membership year. The difference this year is that more are students, whose retention rates are much lower than those of higher grade members, thus our challenge for retention is great.

**What can you do? It is highly encouraged that all Sections identify their unrenewed members** (utilize the SAMIEEE query "(MD) 2013 Last Renewal Year for Active Members – Name, Grade, Email") and schedule an outreach – whether by phone or email, or both – to encourage their members to renew. Templates and sample letters can be found on the MD portal at [www.ieee.org/md](http://www.ieee.org/md).

**Work with your student branches.** Provide student branch counselors with a list of their unrenewed members and enlist their help in an outreach.

**Promote the Young Professionals program** to your Graduate Student Members ([www.ieee.org/yp](http://www.ieee.org/yp)). In addition, we want to engage this group with benefits such as the new Resume Lab and MentorCentre programs.

### Recruitment and Reinstatement

**Recruitment** remains down, though the three month trend shows continued improvement. The recruitment gap is now at -7.1%, following last month's -7.6%. In January, it was down -7.8%.

Following many months of dedicated staff and volunteer efforts, for the first time in the 2014 membership year US HG recruitment is positive. We have slowly seen the decline turn around as these efforts are gaining momentum.

**Reinstatement activity** is up +6.4% YoY, and has been on a positive trend since the start of the membership year.

**What can you do? Promote half year dues** to new members. New members (or those with a lapse in service of a year or more) who join between 1 March and 15 August pay half price and receive membership benefits through 31 December. This is a great way for a prospective member to test the waters and hopefully become engaged enough to renew.

See more detail on retention, page 5; recruitment, page 6.



### Society Membership

Overall society memberships ended March down -1.7%, following -1.4% last month which included the service deactivation. Student society memberships saw a significant change in March, from being down -4.9% last month to -2.3% this month. Higher grade society memberships (which include the GSM grade in their counts) dropped to -1.2% from -0.8% last month.

Society membership recruitment is mainly driving the declines, and is behind last year by -14.5%. The majority of the recruitment declines are coming from the largest societies; Communications Society and Computer Society together account for more than half of the recruitment YoY loss.

Society renewals are actually ahead by +1.3%, with 30 of the 38 societies showing positive renewal gains YoY. Higher grade society memberships have a renewal rate of 76% through March, compared to Affiliates at 66%. (Note that this doesn't necessarily reflect the unique number of society members, since many members belong to more than one Society. This is the total number of memberships.) Student Society memberships are renewed at 31% through March.

Society membership details begin on page 11.

### Case Study: Using Conference Relationships to Build IEEE Membership

The IEEE Chicago Section has made great progress over the years to partner with large conferences in their area. One of these is QUEST (Quality Engineered Software & Testing Conference & Expo). According to Richard Fedrigon, IEEE Chicago Membership Development Chair, "the Chicago Section MD team has been using the QUEST Chicago event for the last two years as an opportunity to promote IEEE. It also helps to give us more exposure with the Quality and testing professions. Moreover, it's a superbly run event that allows our members to learn more about current quality and software testing issues. In return for our participation, we provide them a service of publicizing their event to our local membership."



In early April 2014, the conference was held outside of Chicago, in the Baltimore-Washington DC area. To continue the momentum they had started back in Chicago, by reaching out to other MD Volunteers they were able to find key individuals in that area to staff a table at this year's event. Plus, through the Conference Member Recruitment program, any higher grade, full-dues paying member who joined at the conference received a free society membership for same period. For more information about this program, visit: <http://www.ieee.org/cmr>.

This type of collaboration is valuable in our efforts to grow and retain membership. To learn more about how you can leverage IEEE membership at a conference and/ or event, contact: Regions 1,2,4 – Adrienne Hahn, [a.hahn@ieee.org](mailto:a.hahn@ieee.org); Regions 3,5,6 - Chris Wright, [wright.c@ieee.org](mailto:wright.c@ieee.org); Regions 7-10 – Denise Maestri, [d.maestri@ieee.org](mailto:d.maestri@ieee.org).

### IEEE Day 2014: Save the Date

The next annual IEEE Day will take place on **7 October 2014**. It is never too early to start planning your event. Some suggestions to get you started:

- Recruit Section Ambassadors to promote your event / member engagement
- Raise local funding for event(s)
- Reach out to Industry/Academia to identify guest speakers while promoting IEEE
- Promote your event in Section newsletters, Region/Section websites, local newspapers



IEEE Day events should focus on a new technology and reflect IEEE's core purpose - to foster technological innovation and excellence for the benefit of humanity.

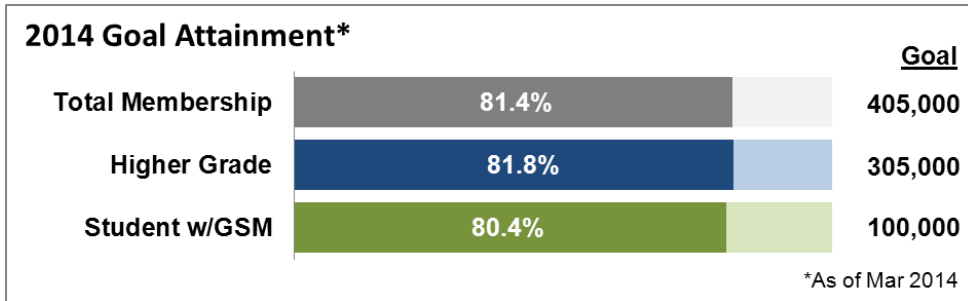
Post your event, and learn more about IEEE Day at <http://www.ieeeday.org>.

### 2014 Membership Year Goals & Progress

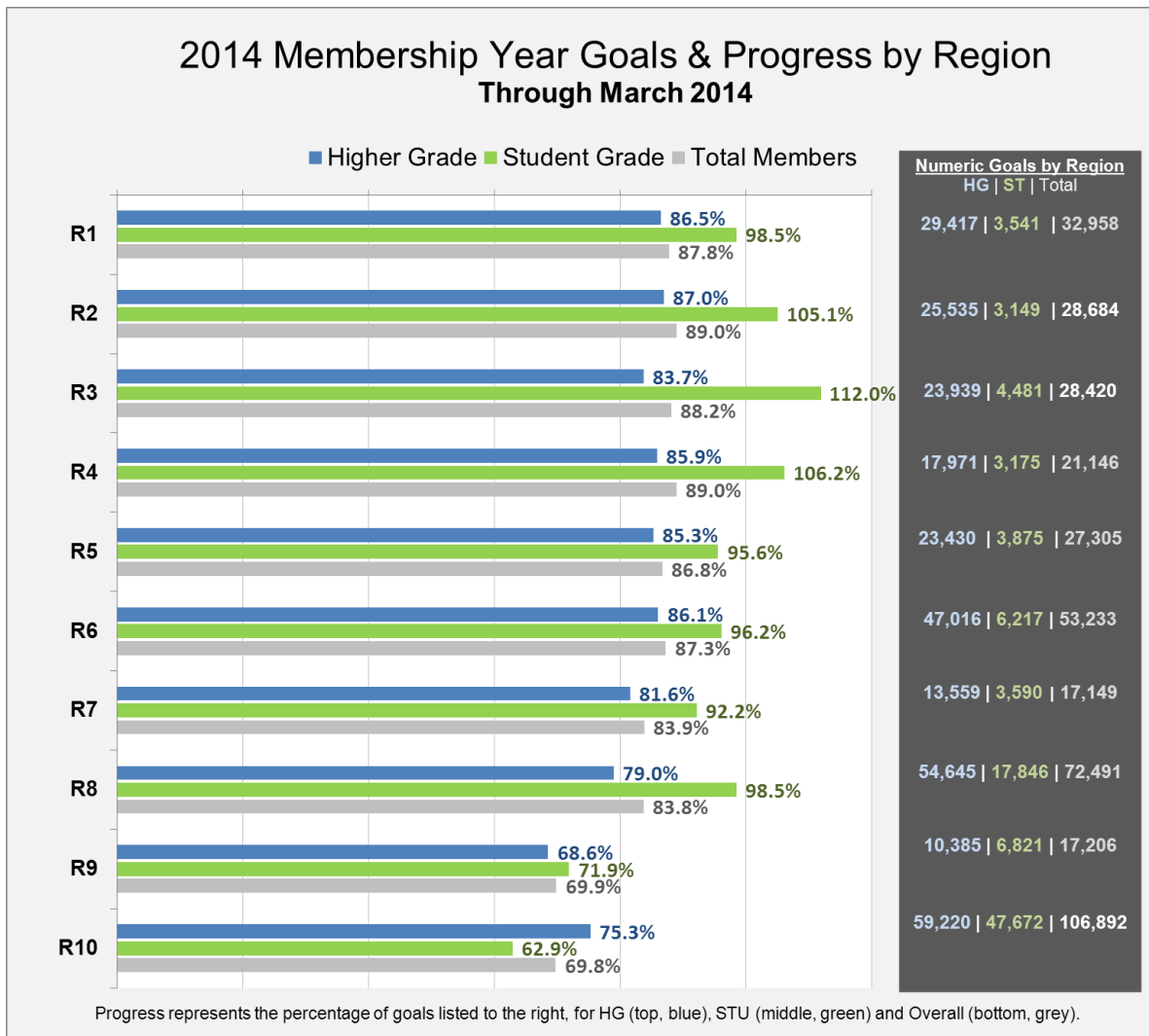


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The overall membership goal for 2014 has been set at 405,000 total members, as measured at the end of the membership year in August. We are currently at 81.4% of this goal, based on the cumulative count of renewal, recruitment and reinstatement activity from September through March.



Goals were developed using historical data for each region and grade. Reaching the goal of 405,000 members by this August means we will have grown total IEEE membership by +2.6% this year. At the end of the 2013 membership year, we achieved a +0.5% increase YoY.





➤ Retention & Recovery

### Membership Retention Update

Last month we deactivated 141,043 members who had not renewed for 2014, of which almost half were students. Since then we have recovered 6.3% of those members. Overall retention rates remain down year over year, though there is improvement in some areas. The three month trend has not been consistent: the biggest gap we saw this year was in January (down -1.1%), rebounding to -0.3% last month and now stands at -0.9%.

Overall higher grade retention gain spiked in February and was up +1.5% over last year. That YoY gain is now at +0.7% after March. First-year higher grade retention is outpacing overall higher grade retention and remains positive YoY at +1.5%. Though each month we seem to give back a little bit of that gain.

While the overall GSM retention gap widened (from -7.9% to -8.6% this month), when we look at the first-year GSM retention gap we don't see the same trend as it has remained steady.

The opposite is true for STU members – overall retention declined just slightly from -0.7% last month to -0.9% this month, while first year STU retention gap grew from -1.3% to -1.8%.

#### Overall Member Retention Rates by Region (YoY)

IEEE Membership Renewal / Retention - March 2014																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13
1	29,080	24,166	83.1%	83.6%	1,934	1,046	54.1%	65.6%	1,611	509	31.6%	36.1%	32,625	25,721	78.8%	80.4%
2	25,260	21,064	83.4%	82.2%	1,829	985	53.9%	63.7%	1,439	539	37.5%	35.9%	28,528	22,588	79.2%	78.6%
3	23,525	18,888	80.3%	79.6%	2,240	1,308	58.4%	66.3%	2,290	861	37.6%	37.2%	28,055	21,057	75.1%	75.2%
4	17,717	14,493	81.8%	80.8%	1,818	1,032	56.8%	67.5%	1,471	531	36.1%	40.4%	21,006	16,056	76.4%	76.8%
5	23,119	18,714	80.9%	80.2%	1,690	951	56.3%	67.9%	2,110	729	34.5%	38.0%	26,919	20,394	75.8%	76.4%
6	46,541	37,974	81.6%	80.7%	2,917	1,510	51.8%	65.5%	3,277	1,158	35.3%	38.6%	52,735	40,642	77.1%	77.7%
R 1-6	165,242	135,299	81.9%	81.2%	12,428	6,832	55.0%	66.0%	12,198	4,327	35.5%	37.8%	189,868	146,458	77.1%	77.6%
7	13,175	10,209	77.5%	76.7%	1,986	1,230	61.9%	71.9%	1,473	542	36.8%	45.2%	16,634	11,981	72.0%	73.9%
8	52,987	38,860	73.3%	71.7%	10,431	6,220	59.6%	67.5%	7,946	2,360	29.7%	26.9%	71,364	47,440	66.5%	66.4%
9	9,863	6,037	61.2%	61.7%	1,334	758	56.8%	63.3%	5,291	1,088	20.6%	18.2%	16,488	7,883	47.8%	47.3%
10	56,953	38,973	68.4%	67.4%	12,528	4,818	38.5%	43.8%	29,484	3,917	13.3%	14.8%	98,965	47,708	48.2%	49.5%
R 7-10	132,978	94,079	70.7%	69.6%	26,279	13,026	49.6%	56.9%	44,194	7,907	17.9%	18.3%	203,451	115,012	56.5%	57.4%
TOTAL	298,220	229,378	76.9%	76.2%	38,707	19,858	51.3%	59.9%	56,392	12,234	21.7%	22.6%	393,319	261,470	66.5%	67.4%

#### First-Year Member Retention Rates by Region (YoY)

First-Year Member Renewal / Retention - March 2014																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13		#	%, '14	%, '13
1	1,887	632	33.5%	34.6%	712	258	36.2%	51.4%	1,173	292	24.9%	30.1%	3,772	1,182	31.3%	36.4%
2	1,482	513	34.6%	32.7%	665	249	37.4%	46.3%	997	302	30.3%	29.9%	3,144	1,064	33.8%	34.5%
3	1,801	563	31.3%	29.8%	799	326	40.8%	49.9%	1,625	527	32.4%	33.0%	4,225	1,416	33.5%	34.9%
4	1,296	492	38.0%	35.6%	712	292	41.0%	51.1%	1,043	285	27.3%	32.9%	3,051	1,069	35.0%	37.6%
5	1,665	553	33.2%	32.6%	649	256	39.4%	53.7%	1,555	457	29.4%	32.8%	3,869	1,266	32.7%	35.9%
6	3,129	1,123	35.9%	32.2%	1,043	348	33.4%	45.3%	2,409	708	29.4%	33.8%	6,581	2,179	33.1%	34.7%
R 1-6	11,260	3,876	34.4%	32.7%	4,580	1,729	37.8%	49.3%	8,802	2,571	29.2%	32.3%	24,642	8,176	33.2%	35.5%
7	1,499	555	37.0%	35.9%	723	317	43.8%	57.1%	1,044	269	25.8%	37.2%	3,266	1,141	34.9%	41.3%
8	7,319	2,392	32.7%	30.3%	4,392	1,964	44.7%	53.3%	6,053	1,318	21.8%	20.7%	17,764	5,674	31.9%	33.1%
9	2,149	513	23.9%	25.7%	488	203	41.6%	46.6%	4,158	564	13.6%	12.9%	6,795	1,280	18.8%	19.5%
10	11,243	3,329	29.6%	28.1%	8,044	2,073	25.8%	30.0%	25,707	2,657	10.3%	12.2%	44,994	8,059	17.9%	19.7%
R 7-10	22,210	6,789	30.6%	29.1%	13,647	4,557	33.4%	40.1%	36,962	4,808	13.0%	14.3%	72,819	16,154	22.2%	23.9%
TOTAL	33,470	10,665	31.9%	30.3%	18,227	6,286	34.5%	42.4%	45,767	7,379	16.1%	17.9%	97,464	24,330	25.0%	26.9%



➤ Recruitment

**Recruitment Update**

The overall recruitment declines are mainly being driven by year over year losses in both GSM and STU grades, as discussed on page 2. However, the trend is reversing and the declines are improving for both higher grade and students, as we move past the record recruitment months in 2012 and 2013. In the last three months, we have seen overall recruitment declines from -7.8% in January, -7.6% in February and now -7.1% in March.

Overall higher grade recruitment saw an improvement in the YoY gap, from -4.9% last month to -4.5%. This was due to US HG recruitment finally growing positive after months of seeing the decline shrink. The recruitment gap in regions 7-10 widened slightly, from -6.7% last month to -7.0% due to bigger declines in Regions 8 and 9.

Although overall undergraduate student recruitment overall improved from -8.6% last month to -8.3% in March, we saw undergraduate recruitment YoY declines grow in Regions 1-6 to -5.3% following -4.4% last month. Graduate student member recruitment YoY declines were smaller this month in seven of the ten regions.

Sections are encouraged to promote the half year dues discount on their websites, newsletters and at events. As well, emphasis on the Member-Get-a-Member referral awards to existing members, especially within the student branches in your Section.

**Cumulative Recruitment -- September through March 2014**

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS					
	2014		2013		Change		2014		2013		Change		2014		2013		Change	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1	651	687	(36)	-5.2%	486	601	(115)	-19.1%	1,262	1,270	(8)	-0.6%	2,399	2,558	(159)	-6.2%		
2	563	598	(35)	-5.9%	453	541	(88)	-16.3%	1,101	1,110	(9)	-0.8%	2,117	2,249	(132)	-5.9%		
3	583	552	31	5.6%	577	669	(92)	-13.8%	1,968	1,769	199	11.2%	3,128	2,990	138	4.6%		
4	523	489	34	7.0%	529	618	(89)	-14.4%	1,101	1,141	(40)	-3.5%	2,153	2,248	(95)	-4.2%		
5	689	609	80	13.1%	514	562	(48)	-8.5%	1,278	1,662	(384)	-23.1%	2,481	2,833	(352)	-12.4%		
6	1,225	1,271	(46)	-3.6%	757	939	(182)	-19.4%	2,224	2,478	(254)	-10.3%	4,206	4,688	(482)	-10.3%		
R 1-6	4,234	4,206	28	0.7%	3,316	3,930	(614)	-15.6%	8,934	9,430	(496)	-5.3%	16,484	17,566	(1,082)	-6.2%		
7	562	525	37	7.0%	458	615	(157)	-25.5%	881	1,111	(230)	-20.7%	1,901	2,251	(350)	-15.5%		
8	2,687	2,751	(64)	-2.3%	3,312	3,500	(188)	-5.4%	4,907	4,994	(87)	-1.7%	10,906	11,245	(339)	-3.0%		
9	701	771	(70)	-9.1%	300	367	(67)	-18.3%	2,521	2,763	(242)	-8.8%	3,522	3,901	(379)	-9.7%		
10	3,754	4,241	(487)	-11.5%	5,837	5,725	112	2.0%	14,567	16,397	(1,830)	-11.2%	24,158	26,363	(2,205)	-8.4%		
R 7-10	7,704	8,288	(584)	-7.0%	9,907	10,207	(300)	-2.9%	22,876	25,265	(2,389)	-9.5%	40,487	43,760	(3,273)	-7.5%		
TOTAL	11,938	12,494	(556)	-4.5%	13,223	14,137	(914)	-6.5%	31,810	34,695	(2,885)	-8.3%	56,971	61,326	(4,355)	-7.1%		

**IEEE-USA Recruitment Incentive 2014 – Continued For Half Year Dues**



In an effort to increase US higher-grade membership, IEEE-USA and MGA have partnered to pilot a campaign building on the existing Member-Get-a-Member program.

Higher-grade members in the US are eligible to submit referrals through a special online form. An automated email invites the referral to join and offered a US\$25 discount on their first year through 28 February. After that, new members are eligible to join at the special half year dues rate. For each successful new recruit, the referring member can select an IEEE-USA branded merchandise item including a hat, cooler, backpack, golf balls, pen sets, solar charger, tablet case, umbrella and more.

The pilot will run through the end of the 2014 membership year. MGA HQ will promote the program with a monthly series of e-mail outreaches, and advertisements in the Benefits Bulletin.



**Results through 10 April:**

**1,114** Referrals Submitted  
**337** New Members Joined  
**30.2%** % of Referrals Joined

**693** US HG Members participating  
**0.48%** % of US HG members participating  
*(Participating = submitting at least one referral)*





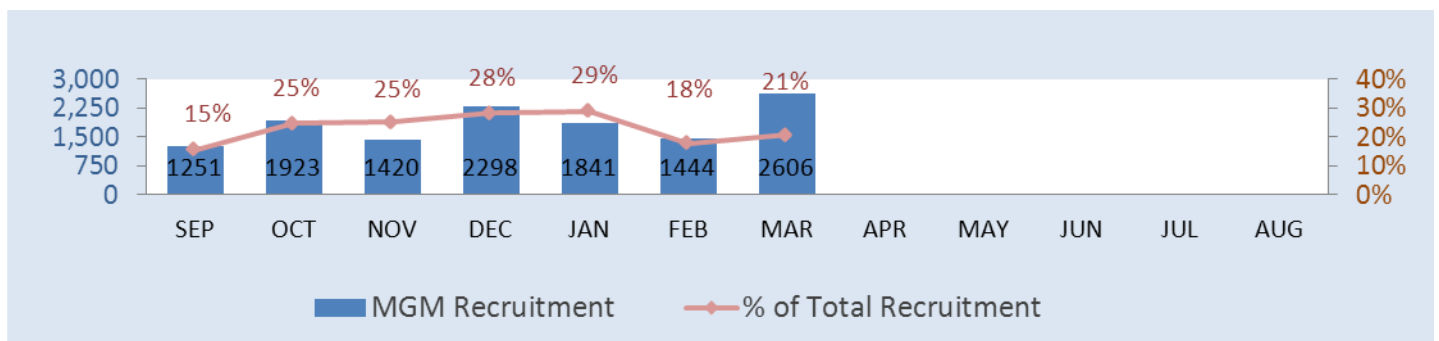
➤ Recruitment (cont'd)

**Recruiters of the Month – Member-Get-a-Member (MGM) Program**

[www.ieee.org/mgm](http://www.ieee.org/mgm)

We are pleased to recognize this month's top program participants. The IEEE Member-Get-a-Member (MGM) program is popular with student members; accordingly, program results often ebb and flow with the academic school year.

<b>Mukta Bannur</b>	Bangalore Section, R10	58 new members	<b>Lavi Tanwar</b>	Delhi Section, R10	16 new members
<b>Chandy Alex</b>	Kerala Section, R10	57 new members	<b>Smilu Sunny</b>	Kerala Section, R10	16 new members
<b>Sanishya Ratnayake</b>	Sri Lanka Section, R10	46 new members	<b>Shanmukha Jaldy</b>	Hyderabad Section, R10	16 new members
<b>Md. Gous Ladkhanavar</b>	Bangalore Section, R10	43 new members	<b>Smrithi Raj</b>	Kerala Section, R10	16 new members
<b>Pradeep Rengaswamy</b>	Madras Section, R10	43 new members	<b>Gaurav Harshe</b>	Bombay Section, R10	16 new members
<b>Tanvi Anandpara</b>	Bombay Section, R10	40 new members	<b>Harold P Mayorga</b>	Colombia Section, R9	16 new members
<b>Fathima Fahira R</b>	Madras Section, R10	35 new members	<b>Tazeen Sharif</b>	United Arab Emirates Section, R8	14 new members
<b>Deepak V</b>	Kerala Section, R10	31 new members	<b>Cesar P Moreno</b>	Veracruz Section, R9	14 new members
<b>Mayank Sharma</b>	Delhi Section, R10	26 new members	<b>Muhammad Hanan Daudpota</b>	Karachi Section, R10	14 new members
<b>Poornima Dharmaraj</b>	Madras Section, R10	26 new members	<b>Rafid Sagban</b>	Malaysia Section, R10	14 new members
<b>Mohammad Zaher</b>	United Arab Emirates Section, R8	25 new members	<b>Karthik G</b>	Kerala Section, R10	12 new members
<b>Kaushik Vastarpara</b>	Gujarat Section, R10	24 new members	<b>Soundararajan Om</b>	Madras Section, R10	12 new members
<b>Gowthaman S</b>	Madras Section, R10	24 new members	<b>Jorge A Dominguez</b>	Mexico Section, R9	12 new members
<b>Jewel James</b>	Kerala Section, R10	23 new members	<b>Ananthkrishnan S</b>	Kerala Section, R10	11 new members
<b>Julian J Morales</b>	Colombia Section, R9	23 new members	<b>Choudary Nalamati</b>	Hyderabad Section, R10	11 new members
<b>Jeffrina N S</b>	Madras Section, R10	22 new members	<b>Sai Chityala</b>	Hyderabad Section, R10	11 new members
<b>Akshai M</b>	Kerala Section, R10	21 new members	<b>Divakaran K</b>	Madras Section, R10	11 new members
<b>Vineeth Thoranala</b>	Hyderabad Section, R10	21 new members	<b>Saurabh Tripathi</b>	Uttar Pradesh Section, R10	10 new members
<b>Arun Baskar</b>	Madras Section, R10	20 new members	<b>Ahmad Ayyad</b>	Jordan Section, R8	10 new members
<b>Ashin Abraham</b>	Kerala Section, R10	20 new members	<b>Navaneethan S</b>	Madras Section, R10	10 new members
<b>Balamurugan K</b>	Madras Section, R10	18 new members	<b>Vivek Kumar</b>	Kerala Section, R10	10 new members
<b>Alaa Dwaikat</b>	Reg 8-Countries Outside Sections, R8	18 new members	<b>Md. Naveed Ahmed</b>	Bangladesh Section, R10	10 new members
<b>Anvesh Kamishetti</b>	Hyderabad Section, R10	18 new members	<b>Mohan Alapati</b>	Hyderabad Section, R10	10 new members
<b>Tarik Hubana</b>	Bosnia And Herzegovina Section, R8	17 new members	<b>Mohamed Mohamed</b>	Egypt Section, R8	10 new members
<b>Husam Momenah</b>	Jordan Section, R8	17 new members	<b>Mr. Chaman Lohana</b>	Karachi Section, R10	10 new members
<b>Vijay Bhaskar Semwal</b>	Uttar Pradesh Section, R10	17 new members			



**2014 membership year to date: 12,783 new members**  
**Same period last year: 16,246**







➤ Recruitment (cont'd)

### Recruitment Best Practices & Tools

Peer-to-peer referral is the most prominent means of member recruitment. Individuals are not likely to join IEEE unless they are asked. An effective membership recruitment plan integrates multiple tactics that build awareness about IEEE, and cultivate an individual's interest in becoming a member. Your Section might consider the tactics and tools below.

- ✓ For all Section events and activities in which non-members may be in attendance, (1) have membership brochures available, and (2) dedicate time to asking non-members to join IEEE.
- ✓ Promote half-year dues from March through June. New members get a 50% discount off their first year dues, and receive benefits through December 31, essentially getting one to four months free. Services commence immediately upon joining.
- ✓ Advertise Section and Chapter events effectively. Get your event covered in a local newspaper. If people see your advertisement, it may spark their interest in attending your event and joining IEEE.
- ✓ Bring a friend or colleague to a Section or Chapter meeting.
- ✓ Include membership recruitment reminders in Section and Chapter newsletters.
- ✓ Aggressively promote IEEE membership during technical conferences. Distribute IEEE membership applications to conference attendees or encourage them to apply online.
- ✓ Announce and provide information on the Member-Get-A-Member program at Section, Student Branch and Chapter meetings.
- ✓ With company permission, post notices of IEEE activities on office bulletin boards and electronic communication. Submit articles on employee IEEE involvement and show how this can reap benefits for the company as well.
- ✓ Conduct a Professional Society Day and have a table exhibit of IEEE benefits and services such as IEEE continuing education courses and Standards working groups.
- ✓ Share positive IEEE experiences with your colleagues during professional meetings. This will show potential members what IEEE means to you.
- ✓ Plan national engineering days and week-long celebration displays and exhibits for businesses.

**Resources & Tools**  
 Linked from membership development web portal, [www.ieee.org/md](http://www.ieee.org/md). (IEEE Account log in required.)

-  [Download a Membership Presentation](#)
-  [Request a Membership Development Kit](#)  
(no cost to you)
-  [Download an e-Membership Flyer](#)
-  [Show / Download Videos on Membership / Benefits](#)

**Need help** with accessing recruitment resources?  
 Ask Cathy Downer at [c.downer@ieee.org](mailto:c.downer@ieee.org)



Be prepared for your upcoming member recruitment opportunity by ordering (at no cost) an IEEE membership kit. **[ORDER ONLINE](#)** – IEEE Account required





<b>Membership by Region</b>	<b>Mar '14</b>	e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10. <b>Color Key:</b> Green = Gains > 1% ... Yellow = Plus/Minus 1% ... Light Red = Declines (1% - 3%) ... Dark Red = > (3%) Decline
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Geographic IEEE Membership Summary - March 2014																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	25,418	26,227	(809)	-3.1%	1,723	2,109	(386)	-18.3%	1,897	1,872	25	1.3%	29,038	30,208	(1,170)	-3.9%
2	22,233	22,699	(466)	-2.1%	1,643	1,956	(313)	-16.0%	1,758	1,718	40	2.3%	25,634	26,373	(739)	-2.8%
3	20,236	20,323	(87)	-0.4%	2,123	2,549	(426)	-16.7%	3,048	2,703	345	12.8%	25,407	25,575	(168)	-0.7%
4	15,392	15,511	(119)	-0.8%	1,715	1,995	(280)	-14.0%	1,795	1,835	(40)	-2.2%	18,902	19,341	(439)	-2.3%
5	20,026	20,145	(119)	-0.6%	1,670	1,975	(305)	-15.4%	2,234	2,488	(254)	-10.2%	23,930	24,608	(678)	-2.8%
6	40,868	41,103	(235)	-0.6%	2,625	3,312	(687)	-20.7%	3,590	3,661	(71)	-1.9%	47,083	48,076	(993)	-2.1%
R 1-6	144,173	146,008	(1,835)	-1.3%	11,499	13,896	(2,397)	-17.2%	14,322	14,277	45	0.3%	169,994	174,181	(4,187)	-2.4%
7	11,068	10,889	179	1.6%	1,890	2,258	(368)	-16.3%	1,489	1,650	(161)	-9.8%	14,447	14,797	(350)	-2.4%
8	43,336	42,399	937	2.2%	10,131	11,253	(1,122)	-10.0%	7,602	7,112	490	6.9%	61,069	60,764	305	0.5%
9	7,163	7,128	35	0.5%	1,155	1,470	(315)	-21.4%	3,820	3,972	(152)	-3.8%	12,138	12,570	(432)	-3.4%
10	45,007	43,594	1,413	3.2%	11,264	11,327	(63)	-0.6%	18,985	20,639	(1,654)	-8.0%	75,256	75,560	(304)	-0.4%
R 7-10	106,574	104,010	2,564	2.5%	24,440	26,308	(1,868)	-7.1%	31,896	33,373	(1,477)	-4.4%	162,910	163,691	(781)	-0.5%
<b>TOTAL</b>	<b>250,747</b>	<b>250,018</b>	<b>729</b>	<b>0.3%</b>	<b>35,939</b>	<b>40,204</b>	<b>(4,265)</b>	<b>-10.6%</b>	<b>46,218</b>	<b>47,650</b>	<b>(1,432)</b>	<b>-3.0%</b>	<b>332,904</b>	<b>337,872</b>	<b>(4,968)</b>	<b>-1.5%</b>



**Year-over-Year Sweep – This Month Last Year**

Recognizing MD efforts resulting in year-over-year gains across all columns: professional, graduate and undergraduate students.

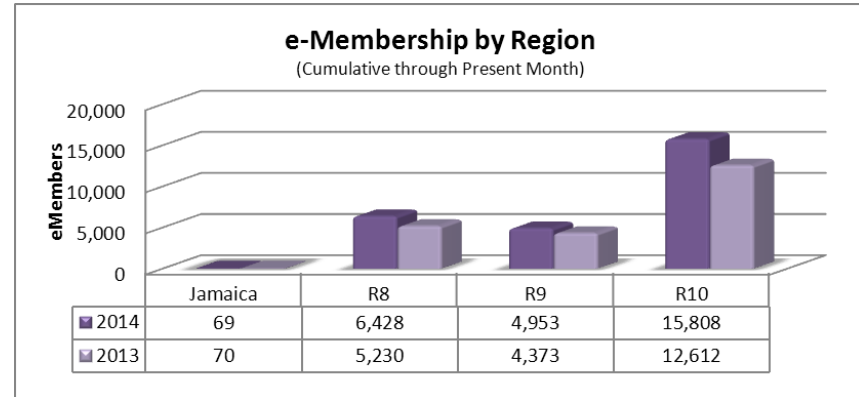
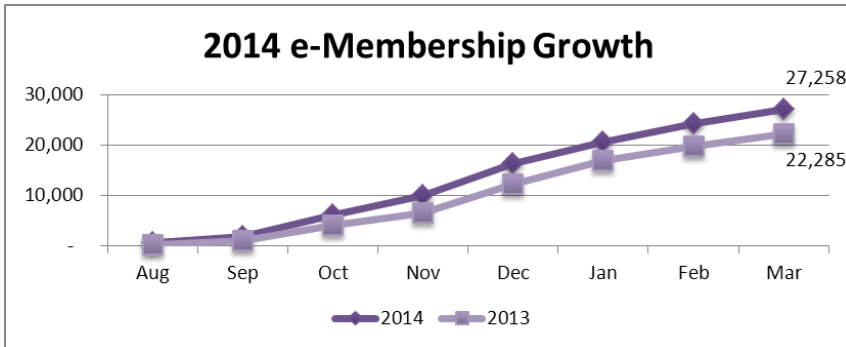
**No regions swept the month of March.**

**Year-over-Year Sweep Scoreboard – 2014 Membership Year**

	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
R-1												
R-2												
R-3												
R-4												
R-5												
R-6												
R-7												
R-8												
R-9												
R-10	★	★	★	★	★							

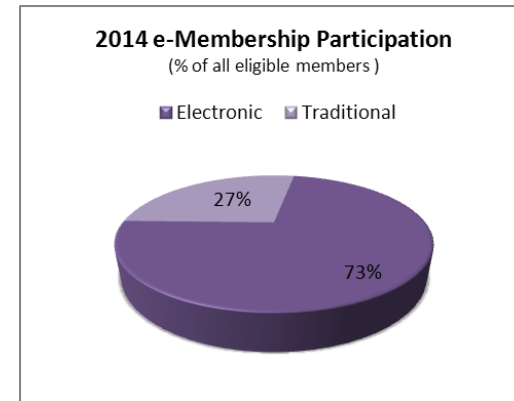
**e-Membership / Developing Nations**

[www.ieee.org/emember](http://www.ieee.org/emember)



2014 MD Drivers - e-Membership					
By category, the % of <u>eligible</u> members who have selected e-Membership					
Cumulative Through Present Month	Jamaica	R8	R9	R10	Total
> <b>Recruits</b> (new members)	62%	63%	67%	79%	73%
> <b>Renewals</b> (existing members)	62%	65%	71%	76%	72%
> <b>Reinstates</b> (former members)	75%	69%	73%	81%	77%

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



2014 e-Membership by Region (Cumulative through Present Month)					
e-Membership Count	Jamaica	R8	R9	R10	Total
<b>2014</b>	69	6,428	4,953	15,808	27,258
<b>2013</b>	70	5,230	4,373	12,612	22,285

➤ Society & Special Interest Memberships

**Society Memberships**

*Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Red shading > (1.0%)*

IEEE Society Membership Totals as of March 2014																				
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	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
<b>IEEE Societies</b>																				
<b>DIVISION I</b>																				
Circuits & Systems	8,210	8,190	20	0.2%	401	374	27	7.2%	28	40	-12	-30.0%	8,639	8,604	35	0.4%	8,611	8,564	47	0.5%
Electron Devices	8,517	8,498	19	0.2%	321	221	100	45.2%	40	40	0	0.0%	8,878	8,759	119	1.4%	8,838	8,719	119	1.4%
Solid-State Circuits	8,554	8,724	-170	-1.9%	150	133	17	12.8%	66	81	-15	-18.5%	8,770	8,938	-168	-1.9%	8,704	8,857	-153	-1.7%
<b>Div I Subtotal</b>	<b>25,281</b>	<b>25,412</b>	<b>-131</b>	<b>-0.5%</b>	<b>872</b>	<b>728</b>	<b>144</b>	<b>19.8%</b>	<b>134</b>	<b>161</b>	<b>-27</b>	<b>-16.8%</b>	<b>26,287</b>	<b>26,301</b>	<b>-14</b>	<b>-0.1%</b>	<b>26,153</b>	<b>26,140</b>	<b>13</b>	<b>0.0%</b>
<b>DIVISION II</b>																				
Components, Packaging & Mfg Tech	2,126	2,108	18	0.9%	49	34	15	44.1%	20	19	1	5.3%	2,195	2,161	34	1.6%	2,175	2,142	33	1.5%
Dielectrics & Electrical Insulation	1,993	1,914	79	4.1%	37	30	7	23.3%	21	23	-2	-8.7%	2,051	1,967	84	4.3%	2,030	1,944	86	4.4%
Industry Applications	9,130	9,010	120	1.3%	564	282	282	100.0%	38	45	-7	-15.6%	9,732	9,337	395	4.2%	9,694	9,292	402	4.3%
Instrumentation & Measurements	3,507	3,553	-46	-1.3%	76	87	-11	-12.6%	17	15	2	13.3%	3,600	3,655	-55	-1.5%	3,583	3,640	-57	-1.6%
Power Electronics	6,387	6,210	177	2.9%	217	199	18	9.0%	25	26	-1	-3.8%	6,629	6,435	194	3.0%	6,604	6,409	195	3.0%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,808	1,809	-1	-0.1%	36	33	3	9.1%	20	23	-3	-13.0%	1,864	1,865	-1	-0.1%	1,844	1,842	2	0.1%
<b>Div II Subtotal</b>	<b>24,951</b>	<b>24,604</b>	<b>347</b>	<b>1.4%</b>	<b>979</b>	<b>665</b>	<b>314</b>	<b>47.2%</b>	<b>141</b>	<b>151</b>	<b>-10</b>	<b>-6.6%</b>	<b>26,071</b>	<b>25,420</b>	<b>651</b>	<b>2.6%</b>	<b>25,930</b>	<b>25,269</b>	<b>661</b>	<b>2.6%</b>
<b>DIVISION III</b>																				
<b>Communications</b>	<b>31,379</b>	<b>32,800</b>	<b>-1,421</b>	<b>-4.3%</b>	<b>2,828</b>	<b>3,582</b>	<b>-754</b>	<b>-21.0%</b>	<b>584</b>	<b>637</b>	<b>-53</b>	<b>-8.3%</b>	<b>34,791</b>	<b>37,019</b>	<b>-2,228</b>	<b>-6.0%</b>	<b>34,207</b>	<b>36,382</b>	<b>-2,175</b>	<b>-6.0%</b>

➤ Society & Special Interest Memberships (cont'd)

*Color Key: Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Red shading > (1.0%)*

IEEE Society Membership Totals as of March 2014																				
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	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
<b>IEEE Societies</b>																				
<b>DIVISION IV</b>																				
Antennas & Propagation	7,258	7,092	166	2.3%	193	316	-123	-38.9%	43	49	-6	-12.2%	7,494	7,457	37	0.5%	7,451	7,408	43	0.6%
Broadcast Technology	1,428	1,426	2	0.1%	44	33	11	33.3%	13	20	-7	-35.0%	1,485	1,479	6	0.4%	1,472	1,459	13	0.9%
Consumer Electronics	2,597	2,763	-166	-6.0%	102	121	-19	-15.7%	16	21	-5	-23.8%	2,715	2,905	-190	-6.5%	2,699	2,884	-185	-6.4%
Electromagnetic Compatibility	3,486	3,551	-65	-1.8%	42	41	1	2.4%	21	28	-7	-25.0%	3,549	3,620	-71	-2.0%	3,528	3,592	-64	-1.8%
Magnetics	2,648	2,622	26	1.0%	82	62	20	32.3%	65	61	4	6.6%	2,795	2,745	50	1.8%	2,730	2,684	46	1.7%
Microwave Theory & Techniques	10,027	9,970	57	0.6%	243	213	30	14.1%	29	30	-1	-3.3%	10,299	10,213	86	0.8%	10,270	10,183	87	0.9%
Nuclear & Plasma Sciences	2,582	2,659	-77	-2.9%	54	54	0	0.0%	41	38	3	7.9%	2,677	2,751	-74	-2.7%	2,636	2,713	-77	-2.8%
<b>Div IV Subtotal</b>	<b>30,026</b>	<b>30,083</b>	<b>-57</b>	<b>-0.2%</b>	<b>760</b>	<b>840</b>	<b>-80</b>	<b>-9.5%</b>	<b>228</b>	<b>247</b>	<b>-19</b>	<b>-7.7%</b>	<b>31,014</b>	<b>31,170</b>	<b>-156</b>	<b>-0.5%</b>	<b>30,786</b>	<b>30,923</b>	<b>-137</b>	<b>-0.4%</b>
<b>DIVISION V/VIII</b>																				
<b>Computer</b>	<b>39,838</b>	<b>41,929</b>	<b>-2,091</b>	<b>-5.0%</b>	<b>2,962</b>	<b>3,249</b>	<b>-287</b>	<b>-8.8%</b>	<b>8,643</b>	<b>9,770</b>	<b>-1,127</b>	<b>-11.5%</b>	<b>51,443</b>	<b>54,948</b>	<b>-3,505</b>	<b>-6.4%</b>	<b>42,800</b>	<b>45,178</b>	<b>-2,378</b>	<b>-5.3%</b>
<b>DIVISION VI</b>																				
Education	2,944	3,020	-76	-2.5%	80	58	22	37.9%	37	35	2	5.7%	3,061	3,113	-52	-1.7%	3,024	3,078	-54	-1.8%
Industrial Electronics	5,075	4,862	213	4.4%	173	169	4	2.4%	16	24	-8	-33.3%	5,264	5,055	209	4.1%	5,248	5,031	217	4.3%
Product Safety Engineering	734	715	19	2.7%	4	6	-2	-33.3%	8	7	1	14.3%	746	728	18	2.5%	738	721	17	2.4%
Professional Communication	609	650	-41	-6.3%	26	30	-4	-13.3%	45	58	-13	-22.4%	680	738	-58	-7.9%	635	680	-45	-6.6%
Reliability	1,589	1,488	101	6.8%	16	22	-6	-27.3%	14	22	-8	-36.4%	1,619	1,532	87	5.7%	1,605	1,510	95	6.3%
Social Implications of Technology	1,246	1,334	-88	-6.6%	25	29	-4	-13.8%	15	18	-3	-16.7%	1,286	1,381	-95	-6.9%	1,271	1,363	-92	-6.7%
<b>Div VI Subtotal</b>	<b>12,197</b>	<b>12,069</b>	<b>128</b>	<b>1.1%</b>	<b>324</b>	<b>314</b>	<b>10</b>	<b>3.2%</b>	<b>135</b>	<b>164</b>	<b>-29</b>	<b>-17.7%</b>	<b>12,656</b>	<b>12,547</b>	<b>109</b>	<b>0.9%</b>	<b>12,521</b>	<b>12,383</b>	<b>138</b>	<b>1.1%</b>

➤ Society & Special Interest Memberships (cont'd)

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IEEE Society Membership Totals as of March 2014																				
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	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
<b>IEEE Societies</b>																				
<b>DIVISION VII</b>																				
<b>Power &amp; Energy</b>	24,776	24,459	317	1.3%	1,861	1,828	33	1.8%	237	224	13	5.8%	26,874	26,511	363	1.4%	26,637	26,287	350	1.3%
<b>DIVISION IX</b>																				
Aerospace & Electronic Systems	3,940	3,942	-2	-0.1%	224	173	51	29.5%	25	22	3	13.6%	4,189	4,137	52	1.3%	4,164	4,115	49	1.2%
Geoscience & Remote Sensing	2,718	2,674	44	1.6%	90	52	38	73.1%	160	290	-130	-44.8%	2,968	3,016	-48	-1.6%	2,808	2,726	82	3.0%
Information Theory	2,747	2,806	-59	-2.1%	40	53	-13	-24.5%	18	22	-4	-18.2%	2,805	2,881	-76	-2.6%	2,787	2,859	-72	-2.5%
Intelligent Transportation Systems	1,114	1,022	92	9.0%	21	18	3	16.7%	19	18	1	5.6%	1,154	1,058	96	9.1%	1,135	1,040	95	9.1%
Oceanic Engineering	1,499	1,506	-7	-0.5%	37	56	-19	-33.9%	20	20	0	0.0%	1,556	1,582	-26	-1.6%	1,536	1,562	-26	-1.7%
Signal Processing	13,984	14,162	-178	-1.3%	451	391	60	15.3%	108	102	6	5.9%	14,543	14,655	-112	-0.8%	14,435	14,553	-118	-0.8%
Vehicular Technology	3,654	3,685	-31	-0.8%	124	85	39	45.9%	20	16	4	25.0%	3,798	3,786	12	0.3%	3,778	3,770	8	0.2%
<b>Div IX Subtotal</b>	29,656	29,797	-141	-0.5%	987	828	159	19.2%	370	490	-120	-24.5%	31,013	31,115	-102	-0.3%	30,643	30,625	18	0.1%
<b>DIVISION X</b>																				
Computational Intelligence	5,105	5,419	-314	-5.8%	259	288	-29	-10.1%	81	78	3	3.8%	5,445	5,785	-340	-5.9%	5,364	5,707	-343	-6.0%
Control Systems	7,918	7,842	76	1.0%	271	298	-27	-9.1%	54	67	-13	-19.4%	8,243	8,207	36	0.4%	8,189	8,140	49	0.6%
Engineering in Medicine & Biology	6,902	6,923	-21	-0.3%	520	426	94	22.1%	201	102	99	97.1%	7,623	7,451	172	2.3%	7,422	7,349	73	1.0%
Photonics	4,881	5,041	-160	-3.2%	66	91	-25	-27.5%	94	100	-6	-6.0%	5,041	5,232	-191	-3.7%	4,947	5,132	-185	-3.6%
Robotics & Automation	8,151	7,889	262	3.3%	1,219	1,127	92	8.2%	82	77	5	6.5%	9,452	9,093	359	3.9%	9,370	9,016	354	3.9%
Systems, Man & Cybernetics	3,833	3,722	111	3.0%	168	139	29	20.9%	33	32	1	3.1%	4,034	3,893	141	3.6%	4,001	3,861	140	3.6%
<b>Div X Subtotal</b>	36,790	36,836	-46	-0.1%	2,503	2,369	134	5.7%	545	456	89	19.5%	39,838	39,661	177	0.4%	39,293	39,205	88	0.2%
<b>TOTAL</b>	254,894	257,989	-3,095	-1.2%	14,076	14,403	-327	-2.3%	11,017	12,300	-1,283	-10.4%	279,987	284,692	-4,705	-1.7%	268,970	272,392	-3,422	-1.3%



Women in Engineering (WIE)					Mar '14				
Grade	This Month '14	This Month '13	Year-over-Year		Region	This Month '14	This Month '13	Year-over-Year	
			#	%				#	%
Fellow	89	85	4	4.7%	U.S.	2,593	2,499	94	3.8%
Senior Member	518	462	56	12.1%	Canada	263	258	5	1.9%
Member	1994	1894	100	5.3%	Europe, Middle East, Africa	1,755	1,686	69	4.1%
Associate Memt	35	39	(4)	-10.3%	Latin America	1,156	1,146	10	0.9%
Graduate Studer	1688	1859	(171)	-9.2%	Asia & Pacific	4,071	4,879	(808)	-16.6%
Student	5501	6129	(628)	-10.2%	<b>Total</b>	<b>9,838</b>	<b>10,468</b>	<b>644</b>	<b>-6.0%</b>
<b>Total</b>	<b>9,838</b>	<b>10,468</b>	<b>(630)</b>	<b>-6.0%</b>					

IEEE Women in Engineering (WIE) membership is only available to IEEE members. WIE membership is free for students, graduate students and Life members. Professional members pay a WIE membership fee.

## IEEE STANDARDS ASSOCIATION

IEEE Standards Association					Mar '14				
Grade	This Month '14	This Month '13	Year-over-Year		Grade	This Month '14	This Month '13	Year-over-Year	
			#	%				#	%
Student			34	52				(18)	-34.6%
Higher-Grade			5,768	5,866				(98)	-1.7%
Affiliate			81	82				(1)	-1.2%
<b>Total</b>			<b>5,883</b>	<b>6,000</b>				<b>(117)</b>	<b>-2.0%</b>

IEEE Standards Association members (SA members) may also be IEEE members or Society Affiliates. However IEEE or Society membership is not a requirement to join. These individuals join the Standards Association for the benefit of being able to ballot on standards projects and assume leadership roles within a working group.



Geographic IEEE Young Professionals (GOLD) Membership - March 2014									
Region	Higher Grade w/o GSM			GSM			Total		
	2014	2013	% Change	2014	2013	%Change	2014	2013	% Change
1	1,899	1,862	2.0%	487	537	-9.3%	2,386	2,399	-0.5%
2	1,687	1,672	0.9%	441	538	-18.0%	2,128	2,210	-3.7%
3	1,625	1,568	3.6%	582	670	-13.1%	2,207	2,238	-1.4%
4	1,481	1,414	4.7%	439	525	-16.4%	1,920	1,939	-1.0%
5	1,893	1,851	2.3%	453	511	-11.4%	2,346	2,362	-0.7%
6	3,629	3,447	5.3%	789	891	-11.4%	4,418	4,338	1.8%
R 1-6	12,214	11,814	3.4%	3,191	3,672	-13.1%	15,405	15,486	-0.5%
7	1,500	1,434	4.6%	615	630	-2.4%	2,115	2,064	2.5%
8	7,418	6,802	9.1%	2,271	2,285	-0.6%	9,689	9,087	6.6%
9	1,405	1,271	10.5%	321	346	-7.2%	1,726	1,617	6.7%
10	7,020	6,368	10.2%	1,546	1,239	24.8%	8,566	7,607	12.6%
R 7-10	17,343	15,875	9.2%	4,753	4,500	5.6%	22,096	20,375	8.4%
<b>TOTAL</b>	<b>29,557</b>	<b>27,689</b>	<b>6.7%</b>	<b>7,944</b>	<b>8,172</b>	<b>-2.8%</b>	<b>37,501</b>	<b>35,861</b>	<b>4.6%</b>



**ETA KAPPA NU**  
*Electrical and Computer Engineering Honor Society*

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - March 2014			
Region	Higher Grade w/o GSM	Total Students	Total
1	882	440	1,322
2	871	360	1,231
3	797	540	1,337
4	614	473	1,087
5	862	478	1,340
6	1,114	579	1,693
R 1-6	5,140	2,870	8,010
7	15	20	35
8	48	20	68
9	17	10	27
10	41	33	74
R 7-10	121	83	204
<b>TOTAL</b>	<b>5,261</b>	<b>2,953</b>	<b>8,214</b>