



MD Monthly – FEBRUARY 2015

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		Feb '15	Feb '14	Jan '15	Feb '15 vs. Jan '15	
IEEE Membership		-5,165	-1.7%	302,183	307,348	433,573	-30.3%
• Honorary		3	+10.0%	33	30	33	0.0%
• Fellow		156	+2.3%	6,996	6,840	7,421	-5.7%
• Senior Member		1,272	+3.8%	34,349	33,077	37,105	-7.4%
• Member		-3,837	-2.0%	188,602	192,439	257,198	-26.7%
• Associate Member		-802	-12.5%	5,620	6,422	9,294	-39.5%
• Graduate Student		-2,494	-8.0%	28,679	31,173	47,746	-39.9%
• Undergraduate Student		537	+1.4%	37,904	37,367	74,776	-49.3%
Society Membership		-702	-0.3%	247,564	248,266	318,397	-22.2%
• 12 Societies up > 1%		3,889		<i>Societies Note:</i> Sum of respective gains and losses, with all counts excluding Affiliates. Including Affiliates, total Society memberships are down year-over-year by -1,429 or -0.6%.			
• 5 Societies +/- 1%		-40					
• 21 Societies down > 1%		-6,833					

MD Venue	February - Membership YTD									
	'15	'14	'13	'12		'15	'14	'13	'12	
Retention	63.0%	64.2%	64.5%	67.6%		Recruitment	43,548	44,297	47,934	45,329
	244,573	252,554	253,191	259,364		Reinstatement	10,428	9,992	9,280	8,688
Higher-Grade	73.2%	74.8%	73.3%	75.9%		Recovery	n/a	n/a	n/a	n/a
	219,126	223,336	221,694	225,807						
STU/GSM	28.5%	30.8%	34.8%	38.8%						
	25,447	26,662	31,497	33,557						

MD Resources (IEEE Account required)	<u>New Members</u>	<u>SAMIEEE</u>	<u>Reports</u>	<u>Webcasts</u>	<u>MD Kit Ordering</u>	<u>Presentations</u>

	Recruitment Activities	Retention Activities
A P R	Continue focus on recovery activities → → Half-Year Dues Cycle – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE in April receive 9 months of membership for the price of 6.	Member Recovery – Reach out to those members in arrears. Utilize the pre-defined SAMIEEE query "(MD) Members in Arrears", or on the Section Vitality Dashboard, locate the tab named ""Members in Arrears/Inactive". Links to all MD resources can be found at www.ieee.org/md .
M A Y	Half-Year Dues Cycle —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. Order MD Kit for upcoming events / member recruitment opportunities (no cost).	First Year Members – Member retention begins the day after a new member joins IEEE, and receives a personal greeting from like-minded members and Volunteers. Don't forget to make use of the new member rosters, available to Section and MD officers monthly.



February MD Highlights

IEEE Membership

Overall membership is behind last year by -1.7%, following -1.2% in January. The main driver is decline in recruitment, specifically with higher grade membership. Student membership is rebounding in both retention and recruitment following the recruiting anomaly in 2013 (as a result of the Windows 8 Microsoft software offer for students) which hampered year-over-year performance last year. In addition, we started the 2015 membership year with a smaller base of members – almost 5,000 fewer. The smaller number of members at the start of the year combined with declining retention rates and now recruitment have produced this result.

Recruitment

Overall recruitment has been positive all membership year but losing momentum the last few months. Finally in February, recruitment turned negative after holding on to a +0.3% gain in January. All categories widened the declined or lost some of the gain. Undergraduate recruitment is the only category that remains positive, but that gain is starting to level off. While the month-to-month trends are not ideal, when looked at from a year-over-year perspective, we have made some strides in the student ranks.

See more detail on recruitment, page 10.

➡ Remember, as of 1 March half year dues are in effect for new members. The value proposition for a new member joining this month is very compelling – join now and get nine months for the price of six.

Retention

The service deactivation took place on 21 February, removing those members who have not yet renewed from an active member status, and is reflected in the drop in overall membership totals. This is an expected trend, and during the arrears recovery period from March through July, we typically recover close to 20% of those that were deactivated.

This year, we deactivated a total of 140,424 members, of which 45% were students. This was an improvement over last year in terms of the raw number, as we deactivated 619 fewer members in total. However, as a percentage of the total renewal opportunity, it was slightly higher than last year.

See complete details on the service deactivation on page 8.

Overall retention remains behind last year for the second month in a row. The overall gap is now at -1.2%, following -0.5% last month. Higher grade retention was the biggest contributor to the growing gap, but both student and graduate student retention slipped as well.

See more detail on retention, page 7.

➡ Reach out to your members in arrears, to let them know the local value of being an IEEE member. To identify your members who haven't renewed, utilize the pre-defined SAMIEEE query "(MD) Members in Arrears", or on the Section Vitality Dashboard, in the tab named "Members in Arrears/Inactive". Links to all MD resources plus communications templates can be found at www.ieee.org/md.

Society Membership

Overall Society memberships ended the month down -0.3% year-over-year, an improvement of one tenth a percent from last month. Unrenewed Society memberships were also subject to the service deactivation on 21 February. This year 79,096 Society memberships were deactivated, almost the same as last year in raw count (79,115 in 2014). This represents almost one quarter of the total Society memberships. The two largest societies – Computer and Communications – accounted for one third of the total deactivations.

A total of 4,417 Society Affiliates were deactivated, which is 551 fewer than last year. However since Affiliates have been steadily declining overall the past few years this is expected.

The top societies in terms of percentage growth in February were Industry Applications (10.9% growth), Signal Processing (+7.8%) and Engineering in Medicine & Biology (7.4% growth).

Society membership details begin on page 13.



New Ads in the Promotional Library Online

We now have brand new ads suitable for print or web use available in the online promotional library. A link to the library can be found on www.ieee.org/md. Consider adding a join web ad to your Section or Region website, or use them in promotional materials and at events. There are several standard sizes and messaging available for you to choose from, including promotion of the Member-get-a-Member Program and the IEEE-USA Referral Program.



IEEE Day 2015: Save the Date

The next annual IEEE Day will take place on **6 October 2015**. 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.

Learn more about IEEE Day at <http://www.ieeeday.org>.



2015 Membership Development Goals



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For the 2015 membership year, MD goals have been created 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 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.

Detail on the Section goals and progress are included in the Region level MD reports. These reports are sent via e-mail once monthly. If you are not receiving your region MD report, please contact your Region MD Chair. Region summary performance is on the next page.

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 recruitment 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.

-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.

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 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



Region Membership Goals and Progress

Region goals for recruitment and retention are rolled up from the Section goals. Goals for reinstatement are assigned on the Region level only. Below is a summary by Region showing the goal and progress to goal, as of the current month. At half way through the membership year, the percent to goal should be tracking at 50% or more.

Recruitment	2015 Recruitment Goal	2015 Recruitment Growth	2015 YTD February	% to Goal
R1	3,866	7.4%	1,832	47.4%
R2	3,494	8.2%	1,539	44.0%
R3	4,823	9.2%	2,340	48.5%
R4	3,445	6.7%	1,685	48.9%
R5	4,086	8.0%	2,061	50.4%
R6	6,711	7.4%	3,296	49.1%
R7	3,431	12.4%	1,499	43.7%
R8	17,675	3.3%	8,043	45.5%
R9	7,330	10.8%	2,585	35.3%
R10	44,623	8.8%	18,668	41.8%
Total	99,481	7.8%	43,548	43.8%

Region 5 is the only region tracking ahead of goal. Regions 3, 4 and 6 are close, all within 2%.

Region 5 has the highest progress to goal; Region 9 the lowest.

See the Sections in each Region that are on target, next page.

Find Section-level goals and progress online at www.ieee.org/md

Retention	2015 % Retention Goal	2015 Retention Growth	2015 YTD February	% to Goal
R1	83.9%	1.3%	75.3%	89.8%
R2	84.1%	1.2%	75.4%	89.6%
R3	80.2%	1.2%	70.9%	88.4%
R4	82.1%	1.5%	71.8%	87.4%
R5	80.7%	1.2%	72.5%	89.8%
R6	82.6%	1.6%	74.2%	89.9%
R7	78.0%	1.6%	68.2%	87.5%
R8	73.3%	2.2%	61.3%	83.7%
R9	56.6%	3.9%	41.9%	74.0%
R10	54.6%	2.1%	46.5%	85.2%
Total	72.5%	1.8%	56.5%	78.0%

Since most retention activity occurs in the first half of the membership year, high percentages to goal are expected. This should not be viewed as a sign that retention is tracking far ahead. This will start to level off in the next two months. The biggest challenge for retention comes in the months immediately following the service deactivation.

The goals for retention growth are reflective of the last three years, and are rather aggressive – once again, we need local efforts during the arrears recovery period to sustain this.

Reinstatement	2015 Reinstatement Goal	2015 Reinstatement Growth	2015 YTD February	% to Goal
R1	1,250	4.1%	712	57.0%
R2	1,230	3.5%	645	52.4%
R3	1,300	3.3%	699	53.8%
R4	1,000	8.6%	454	45.4%
R5	1,300	8.4%	747	57.5%
R6	2,350	2.8%	1,387	59.0%
R7	750	3.6%	376	50.1%
R8	3,700	3.1%	1,931	52.2%
R9	1,050	5.0%	562	53.5%
R10	4,350	3.7%	2,915	67.0%
Total	18,280	4.1%	10,428	57.0%

All but one region is tracking at or ahead of goal. Not surprisingly it is the region with the largest percentage growth goal – Region 4. Based on their three-year performance, the goal is to sustain that growth.

Former members are a ripe pool of candidates to outreach to – and that pool just got bigger following deactivation. Do a special outreach to inactive members, perhaps inviting them to an upcoming event.

2015 Membership Development Goals: Section Recognition

Congratulations to the following Sections who are on track (50%+) to meet their recruitment goal for the 2015 membership year! A special recognition is given to the 5 Sections that met or surpassed their recruitment goals for the year already:

- Columbia Section exceeded +6.3% recruitment growth.
- Estonia exceeded +8.3% recruitment growth.
- Western Saudi Arabia exceeded its +5.0% growth goal.
- Iceland and Malta have seen tremendous growth, exceeding +57.9% and +42.9% growth goals respectively.

Region 1	% to Goal
New Jersey Coast Section	66.7%
Connecticut Section	62.2%
New Hampshire Section	59.2%
Princeton/Central Jersey Section	54.1%
Mohawk Valley Section	54.1%
Maine Section	54.1%
Syracuse Section	52.3%
Binghamton Section	51.1%
Berkshire Section	50.0%
Worcester County Section	50.0%
Region 2	% to Goal
Southern New Jersey Section	80.0%
Lima Section	62.5%
Central Pennsylvania Section	57.1%
Columbus Section	51.6%
Youngstown Section	51.3%
Lehigh Valley Section	50.8%
Region 3	% to Goal
Columbia Section	137.3%
Evansville-Owensboro Section	98.2%
Central Savannah River Section	90.5%
Broward Section	74.4%
Savannah Section	71.8%
Huntsville Section	66.4%
Daytona Section	62.8%
Piedmont Section	62.7%
Lexington Section	62.5%
Mobile Section	60.9%
Central Virginia Section	60.0%
Jamaica Section	60.0%
Richmond Section	57.8%
Alabama Section	55.9%
Western North Carolina Section	55.6%
Northwest Florida Section	55.4%
Memphis Section	53.6%
Gainesville Section	52.6%
Region 4	% to Goal
Fort Wayne Section	80.0%
Northeastern Wisconsin Section	76.4%
Iowa-Illinois Section	70.6%
Twin Cities Section	62.6%
West Michigan Section	61.3%
Central Indiana Section	59.5%
Siouxland Section	55.3%
Rock River Valley Section	53.3%
Southeastern Michigan Section	51.3%
Central Illinois Section	50.9%

Region 5	% to Goal
South Plains Section	82.5%
Fort Worth Section	73.1%
Ozark Section	67.1%
Panhandle Section	65.9%
Lafayette Section	64.7%
High Plains Section	59.2%
Beaumont Section	58.2%
New Orleans Section	58.1%
El Paso Section	55.8%
Arkansas Section	55.4%
Kansas City Section	53.9%
Central Texas Section	52.6%
Houston Section	51.7%
Region 6	% to Goal
Eastern Idaho Section	77.5%
Tucson Section	74.0%
Spokane Section	69.0%
Fort Huachuca Section	62.1%
Central Coast Section	61.4%
Los Alamos/Northern New Mexico Section	60.0%
China Lake Bakersfield Section	59.5%
Eastern Montana Section	58.3%
Metropolitan Los Angeles Section	55.0%
San Diego Section	54.3%
San Francisco Section	53.2%
Sacramento Valley Section	52.7%
Santa Clara Valley Section	52.0%
Orange County Section	51.0%
Utah Section	50.0%
Region 7	% to Goal
London Section	96.9%
Central Montana Section	68.8%
Canadian Atlantic Section	59.7%
Kingston Section	54.0%
Southern Alberta Section	53.6%
South Saskatchewan Section	52.9%
New Brunswick Section	52.5%
Winnipeg Section	51.4%
Kitchener-Waterloo Section	50.8%

Region 8	% to Goal
Estonia Section	147.1%
Western Saudi Arabia Section	106.9%
Iceland Section	106.7%
Malta Section	100.0%
Jordan Section	78.8%
Republic Of Macedonia Section	77.6%
Saudi Arabia Section	67.9%
Lebanon Section	62.9%
Tunisia Section	57.7%
Cyprus Section	57.6%
Spain Section	56.5%
Russia (Northwest) Section	55.1%
Latvia Section	54.1%
Greece Section	52.4%
Poland Section	50.9%
Region 9	% to Goal
Guadalajara Section	88.7%
Puebla Section	83.0%
Bolivia Section	80.7%
Western Puerto Rico Section	74.8%
Trinidad And Tobago Section	70.0%
Puerto Rico & Caribbean Section	66.8%
Aguascalientes Section	66.7%
Argentina Section	56.3%
Monterrey Section	52.1%
Guanajuato Section	51.4%
Costa Rica Section	50.2%
Region 10	% to Goal
Chengdu Section	91.1%
Sri Lanka Section	85.7%
Shanghai Section	77.6%
Bombay Section	61.0%
Thailand Section	60.2%
Hong Kong Section	58.6%
Shin-Etsu Section	57.4%
Bangalore Section	55.6%
Delhi Section	53.5%
Kerala Section	51.3%
Nagoya Section	50.4%

Region	# Sections on Target	% of Sections
1	10	45.5%
2	6	30.0%
3	18	43.9%
4	10	43.5%
5	13	50.0%
6	16	45.7%
7	8	38.1%
8	15	25.9%
9	11	31.4%
10	11	18.6%
Total	118	34.7%

Find Section-level goals and progress online at www.ieee.org/md



Membership Retention Update

For the second month, retention performance is behind last year. The gap stands at -1.2%, following -0.5% last month. Though we normally see retention rebound in the months of February and March around the service deactivation, this hasn't impacted February numbers (more on the service deactivation, next page). We should see retention rebound in March, when we see about one third of the total expected arrears recovery activity.

Higher grade retention was the biggest contributor to the overall gap, but all categories had some impact. The HG retention gap widened in all regions, from just -0.8% last month to -1.6% this month. The GSM retention gap fell two tenths of a percent, the first month the gap widened this membership year. And finally STU retention, which had been ahead of last year since the start of the membership year, finally fell behind by -0.5%.

Overall first-year member retention remains behind last year by -1.4% as of the end of February, and has also been widening slowly since October. First-year undergraduate retention had been ahead all year, and as with the overall STU retention, first-year STU retention also fell behind for the first time in February.

First-year HG retention widened its gap three tenths, from -1.6% to -1.8%, and also mirrors the overall HG retention trends. It is critical to have a program in place in your Section to welcome and engage new members. Need help or ideas? Contact Elyn Perez, elyn.perez@ieee.org.

From this, we might also concur that more outreach is needed on the local level. Region 6 is piloting a phone outreach, soliciting members (not necessarily volunteers) to call on those members who haven't renewed to find out why, but also encourage them to renew. The results will be featured in a future report, but early interest in this 'micro-volunteering' opportunity is exceeding expectations.

IEEE Membership Renewal / Retention - February 2015

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '15	%, '14		#	%, '15	%, '14		#	%, '15	%, '14		#	%, '15	%, '14
1	28,203	22,632	80.2%	81.1%	1,744	769	44.1%	50.5%	1,647	398	24.2%	29.7%	31,594	23,799	75.3%	76.7%
2	24,919	19,888	79.8%	81.2%	1,611	697	43.3%	50.7%	1,399	464	33.2%	35.2%	27,929	21,049	75.4%	77.0%
3	23,544	18,138	77.0%	78.5%	2,042	999	48.9%	55.4%	2,354	675	28.7%	34.4%	27,940	19,812	70.9%	73.1%
4	17,895	13,846	77.4%	79.9%	1,734	852	49.1%	54.5%	1,356	365	26.9%	34.7%	20,985	15,063	71.8%	74.5%
5	22,866	17,824	77.9%	79.1%	1,687	821	48.7%	53.4%	1,862	507	27.2%	32.1%	26,415	19,152	72.5%	73.8%
6	46,050	36,233	78.7%	79.7%	2,514	1,204	47.9%	49.4%	3,145	943	30.0%	33.4%	51,709	38,380	74.2%	75.1%
R 1-6	163,477	128,561	78.6%	79.9%	11,332	5,342	47.1%	52.1%	11,763	3,352	28.5%	33.3%	186,572	137,255	73.6%	75.1%
7	13,276	9,834	74.1%	75.7%	1,826	946	51.8%	59.6%	1,320	422	32.0%	34.8%	16,422	11,202	68.2%	70.2%
8	53,912	37,027	68.7%	70.8%	9,895	4,988	50.4%	56.1%	7,656	1,813	23.7%	27.1%	71,463	43,828	61.3%	63.8%
9	9,966	5,543	55.6%	58.6%	1,250	589	47.1%	53.6%	5,169	731	14.1%	17.7%	16,385	6,863	41.9%	45.1%
10	58,712	38,161	65.0%	66.4%	13,298	4,186	31.5%	36.1%	25,661	3,078	12.0%	9.9%	97,671	45,425	46.5%	45.7%
R 7-10	135,866	90,565	66.7%	68.5%	26,269	10,709	40.8%	46.7%	39,806	6,044	15.2%	14.7%	201,941	107,318	53.1%	54.0%
TOTAL	299,343	219,126	73.2%	74.8%	37,601	16,051	42.7%	48.5%	51,569	9,396	18.2%	18.7%	388,513	244,573	63.0%	64.2%

First-Year Member Renewal / Retention - February 2015

REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '15	%, '14		#	%, '15	%, '14		#	%, '15	%, '14		#	%, '15	%, '14
1	1,725	571	33.1%	32.4%	648	178	27.5%	32.6%	1,236	242	19.6%	23.3%	3,609	991	27.5%	29.6%
2	1,599	530	33.1%	33.4%	622	165	26.5%	34.6%	981	261	26.6%	28.5%	3,202	956	29.9%	32.1%
3	1,899	525	27.6%	29.9%	757	258	34.1%	38.4%	1,744	394	22.6%	29.3%	4,400	1,177	26.8%	31.3%
4	1,553	481	31.0%	36.9%	730	239	32.7%	39.2%	960	205	21.4%	26.1%	3,243	925	28.5%	33.7%
5	1,786	623	34.9%	32.4%	708	228	32.2%	38.4%	1,289	261	20.2%	26.9%	3,783	1,112	29.4%	31.2%
6	2,960	1,024	34.6%	34.7%	956	312	32.6%	31.5%	2,278	559	24.5%	27.9%	6,194	1,895	30.6%	31.7%
R 1-6	11,522	3,754	32.6%	33.3%	4,421	1,380	31.2%	35.5%	8,488	1,922	22.6%	27.2%	24,431	7,056	28.9%	31.5%
7	1,481	499	33.7%	36.0%	663	229	34.5%	42.7%	903	202	22.4%	24.0%	3,047	930	30.5%	33.7%
8	7,097	2,031	28.6%	31.3%	4,255	1,463	34.4%	41.3%	5,629	914	16.2%	19.5%	16,981	4,408	26.0%	29.7%
9	2,091	411	19.7%	22.8%	490	127	25.9%	38.9%	4,009	345	8.6%	11.4%	6,590	883	13.4%	17.0%
10	10,503	2,704	25.7%	28.2%	8,577	1,719	20.0%	23.8%	21,774	2,124	9.8%	7.8%	40,854	6,547	16.0%	15.8%
R 7-10	21,172	5,645	26.7%	29.2%	13,985	3,538	25.3%	31.0%	32,315	3,585	11.1%	10.6%	67,472	12,768	18.9%	20.1%
TOTAL	32,694	9,399	28.7%	30.6%	18,406	4,918	26.7%	32.1%	40,803	5,507	13.5%	13.8%	91,903	19,824	21.6%	23.0%



2015 Service Deactivation

This year's service deactivation took place on 21 February, and impacted 140,424 members who had not renewed their IEEE membership for 2015. As of that date, any member who hadn't renewed lost access to their membership benefits and services, including myIEEE, memberNet, discount programs and GoogleApps@IEEE which includes the ieee.org e-mail alias.

We typically recover about 20% of these lapsed members from March through the end of the membership year. A series of e-mail and print outreaches are scheduled. **In addition, it is highly encouraged that all Sections identify their unrenewed members** (utilize the SAMIEEE query "(MD) 2014 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.

The chart below shows, by region and grade, the number of members placed in arrears. To interpret the YoY change columns, **a red negative number indicates an improvement over last year**. A black number indicates a higher number of members placed into arrears as compared to last year.

Deactivation 2015																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change	
			#	%			#	%			#	%			#	%
1	5,244	5,488	(244)	-4.4%	975	960	15	1.6%	1,237	1,143	94	8.2%	7,456	7,591	(135)	-1.8%
2	4,751	4,710	41	0.9%	916	910	6	0.7%	931	946	(15)	-1.6%	6,598	6,566	32	0.5%
3	5,147	5,008	139	2.8%	1,039	1,022	17	1.7%	1,664	1,505	159	10.6%	7,850	7,535	315	4.2%
4	3,810	3,530	280	7.9%	860	830	30	3.6%	981	962	19	2.0%	5,651	5,322	329	6.2%
5	4,874	4,853	21	0.4%	872	790	82	10.4%	1,342	1,442	(100)	-6.9%	7,088	7,085	3	0.0%
6	9,554	9,631	(77)	-0.8%	1,317	1,497	(180)	-12.0%	2,178	2,186	(8)	-0.4%	13,049	13,314	(265)	-2.0%
R 1-6	33,380	33,220	160	0.5%	5,979	6,009	(30)	-0.5%	8,333	8,184	149	1.8%	47,692	47,413	279	0.6%
7	3,324	3,208	116	3.6%	891	812	79	9.7%	886	961	(75)	-7.8%	5,101	4,981	120	2.4%
8	16,134	15,410	724	4.7%	5,007	4,599	408	8.9%	5,549	5,792	(243)	-4.2%	26,690	25,801	889	3.4%
9	4,318	4,184	134	3.2%	702	633	69	10.9%	4,348	4,375	(27)	-0.6%	9,368	9,192	176	1.9%
10	20,033	19,233	800	4.2%	9,236	8,083	1,153	14.3%	22,304	26,340	(4,036)	-15.3%	51,573	53,656	(2,083)	-3.9%
R 7-10	43,809	42,035	1,774	4.2%	15,836	14,127	1,709	12.1%	33,087	37,468	(4,381)	-11.7%	92,732	93,630	(898)	-1.0%
TOTAL	77,189	75,255	1,934	2.6%	21,815	20,136	1,679	8.3%	41,420	45,652	(4,232)	-9.3%	140,424	141,043	(619)	-0.4%

Overall, we placed 619 fewer members in arrears this year as compared to last year. This is attributed to the improvement seen in undergraduate retention. While this may seem encouraging, following years of declining retention and recruitment we began the year with a smaller opportunity. The deactivation gain is not enough to overcome the larger deficit in retention.

Historical Deactivation as a % of Opportunity

	2015	2014	2013	2012	2011
Opportunity	388,513	393,321	392,775	383,956	375,876
HG Oppty	299,343	298,476	302,306	297,488	293,011
STU Oppty	89,170	94,845	90,469	86,468	82,865
Deactivated	140,424	141,043	138,458	124,218	113,493
HG Deactivated	77,189	75,255	79,458	70,622	64,065
STU Deactivated	63,235	65,788	59,000	53,596	49,428
% Deactivated	36.1%	35.9%	35.3%	32.4%	30.2%
% HG Deactivated	25.8%	25.2%	26.3%	23.7%	21.9%
% STU Deactivated	70.9%	69.4%	65.2%	62.0%	59.6%
# Recovered	24,942	26,596	21,999	17,744	
HG Recovered	16,507	19,194	15,305	12,198	
STU Recovered	8,435	7,402	6,694	5,546	
% Recovered	17.7%	19.2%	17.7%	15.6%	
% HG Recovered	21.9%	24.2%	21.7%	19.0%	
% STU Recovered	12.8%	12.5%	12.5%	11.2%	

Looking at the last five years, the percentage (of the total renewal opportunity) of students deactivated increases steadily each year. But interestingly as the percentage of deactivations increased, the percentage of students recovered has increased.

The percentage of HG members deactivated has been on an up and down path, and correlates with the percentage of HG members recovered.

Based on this data, we would expect to see roughly the same raw count of recoveries in 2015, if the percentage of student recovery increases and the percentage of higher grade recovery stays the same.



MD Volunteer Tools for Arrears Recovery

MD Volunteers have access to SAMIEEE, which provides a list of members who have not renewed their membership—updated daily. Additionally, Volunteers are free to use the letter template (right), or develop their own unique message to encourage continued membership.

SAMIEEE DATA / PRE-DEFINED QUERIES

SAMIEEE provides pre-defined queries, to easily pull the names and contact information of members in arrears.

MD folder:

(MD) "Members in Arrears"
 (MD) "First Year Members Not Renewed"

These lists are also available in the Section Vitality Dashboard, under the tab "Members in Arrears/Inactive".

MGA Staff-Initiated Campaigns

'Last Issue' Cover Wrap

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



E-Mail Reminders

Spanning March through June, the MD staff issues invitations to members in arrears asking them to renew their membership. Special emphasis is being placed on the career-related resources IEEE offers to its members.



Print Mailing Campaign

While e-mail campaigns are the mainstay of the MD Staff's arrears recovery effort, two separate print campaigns will augment the effort. An arrears invoice will mail in early April.

Courtesy Calls

The IEEE Contact Center outreaches to HG members in arrears, March through June, to augment the recovery effort.



SAMPLE LETTER ARREARS RECOVERY

< customized to the Section >

Dear < member > ,

As an IEEE member in 2014, you have helped the IEEE < Section > serve your local community, and I want to thank you for your support. We take seriously our mission and obligation to raise awareness about the role that engineering and technology can play in making our world a better place. In that spirit, the IEEE < Section / Chapter > sponsored several worthwhile activities in 2014, including:

- < Section / Chapter activity >
- < Section / Chapter activity >
- < Section / Chapter activity >

During a recent review of the membership roster, I noticed your name missing from our list of current members. With the busy pace of everyday life, perhaps this was a simple oversight.

Because you make a difference, I am seeking your membership renewal and support again in 2015 - the good deeds we deliver to our community depend on it. You can renew your IEEE membership at www.ieee.org/renew.

Thank you for your time, and continued consideration to support the activities of the IEEE < Section / Chapter >. If you have already renewed, we thank you for your support.

Let me know how I can be of any assistance.

Sincerely,

< Name >
 Chair, IEEE < Section / Chapter >
 < e-mail address >

P.S. Your renewal consideration during these tough economic times is greatly appreciated. If you have become unemployed, IEEE will help by discounting your annual membership dues 50%.



Recruitment Update

Overall recruitment had been positive all membership year but losing momentum the last few months. Finally in February, recruitment turned negative after holding on to a +0.3% gain in January. All categories widened the declined or lost some of the gain. Undergraduate recruitment is the only category that remains positive, but that gain is starting to level off. While the month-to-month trends are not ideal, when looked at from a year-over-year perspective, we have made some strides in the student ranks. Here is how each of the three categories impacted the overall result, along with a same period last year comparison:

- **Undergraduate recruitment** has continued to lose momentum since November, but remains ahead +3.5%. Regions 5 and 10 are keeping it positive, along with Regions 7 and 4.
 - Last year at this time: undergraduate recruitment was down -8.6%. Only two regions were positive.
- Overall **Graduate student recruitment** widened its negative year-over-year trend for the third month in a row. Regions 2, 4 and 9 remain positive by double digit percentages, but gave back some of the gain. Region 7 also made positive progress.
 - Last year at this time: graduate student recruitment was down -7.4%. All regions were negative.
- The gap in overall **Higher Grade recruitment** had been on an improvement trend, but slipped back again this month from -11.5% to -12.8%. In Regions 1-6, we have seen the gap widen even more significantly over the last three months, from -2.2% to -8.1% in January, and -9.3% in February.
 - Last year at this time: higher grade recruitment was down just -4.9%, with four regions positive.

Need help or ideas? Reach out to the MD Team for assistance – elyn.perez@ieee.org.

Cumulative Recruitment - February 2015

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2015		2014		2015		2014		2015		2014		2015		2014	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%		
1	456	524	(68)	-13.0%	359	393	(34)	-8.7%	1,017	1,056	(39)	-3.7%	1,832	1,973	(141)	-7.1%
2	405	447	(42)	-9.4%	398	354	44	12.4%	736	879	(143)	-16.3%	1,539	1,680	(141)	-8.4%
3	406	443	(37)	-8.4%	450	476	(26)	-5.5%	1,484	1,744	(260)	-14.9%	2,340	2,663	(323)	-12.1%
4	291	379	(88)	-23.2%	421	380	41	10.8%	973	958	15	1.6%	1,685	1,717	(32)	-1.9%
5	474	521	(47)	-9.0%	399	405	(6)	-1.5%	1,188	1,067	121	11.3%	2,061	1,993	68	3.4%
6	924	944	(20)	-2.1%	595	648	(53)	-8.2%	1,777	2,002	(225)	-11.2%	3,296	3,594	(298)	-8.3%
R 1-6	2,956	3,258	(302)	-9.3%	2,622	2,656	(34)	-1.3%	7,175	7,706	(531)	-6.9%	12,753	13,620	(867)	-6.4%
7	395	419	(24)	-5.7%	381	365	16	4.4%	723	749	(26)	-3.5%	1,499	1,533	(34)	-2.2%
8	1,557	2,047	(490)	-23.9%	2,374	2,583	(209)	-8.1%	4,112	3,845	267	6.9%	8,043	8,475	(432)	-5.1%
9	443	553	(110)	-19.9%	279	221	58	26.2%	1,863	1,892	(29)	-1.5%	2,585	2,666	(81)	-3.0%
10	2,566	2,800	(234)	-8.4%	4,211	4,504	(293)	-6.5%	11,891	10,699	1,192	11.1%	18,668	18,003	665	3.7%
R 7-10	4,961	5,819	(858)	-14.7%	7,245	7,673	(428)	-5.6%	18,589	17,185	1,404	8.2%	30,795	30,677	118	0.4%
TOTAL	7,917	9,077	(1,160)	-12.8%	9,867	10,329	(462)	-4.5%	25,764	24,891	873	3.5%	43,548	44,297	(749)	-1.7%

IEEE-USA Recruitment Incentive 2015



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 offers a US\$25 discount on their first year (16 August - 28 February), or to join at the special half year dues rate (1 March – 15 August). 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.

MGA HQ will promote the program in the monthly Benefits Bulletin, and **Sections and Regions should promote the program on their own website**. For more information on how to do this, contact elyn.perez@ieee.org.

Program Results	2015 MY To Date	2014 MY Total	Program To Date
Referrals Submitted	530	1,240	1,770
Referrals Joined	115	397	512
% of Referrals Joined	21.7%	32.0%	28.9%
# New US HG Members	82	295	377



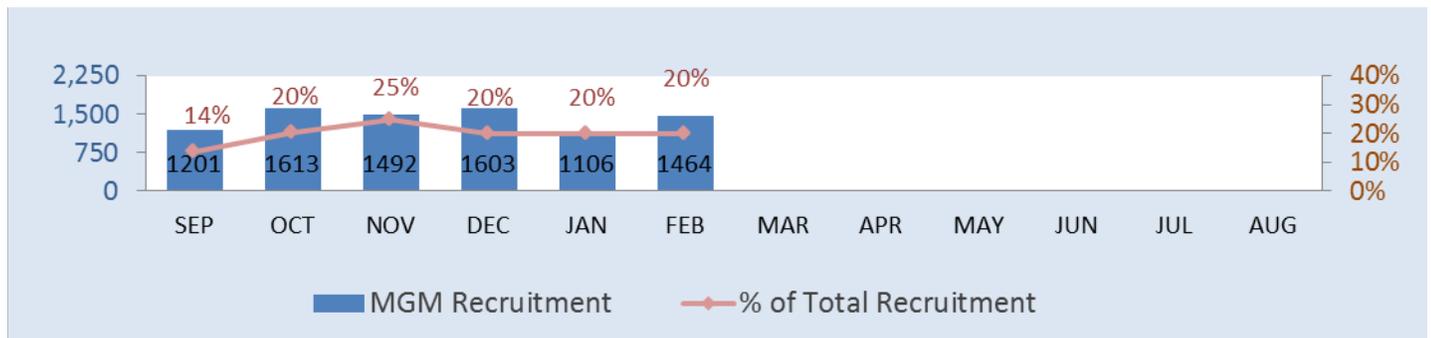


Recruiters of the Month – Member-Get-a-Member (MGM) Program

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.

Jubayer Rahman	R10, Bangladesh Section	63 new members	Siri Teja Chandu	R10, Hyderabad Section	16 new members
Chandy Alex	R10, Kerala Section	45 new members	Pragya Singhal	R10, Uttar Pradesh Section	15 new members
Naveen Gade	R10, Hyderabad Section	32 new members	Vaibhav Singhal	R10, Delhi Section	15 new members
Parvathi Thampi	R10, Kerala Section	30 new members	Jorge Miranda Hernandez	R9, Guanajuato Section	14 new members
Anu Abraham	R10, Kerala Section	30 new members	Yash Chawla	R10, Uttar Pradesh Section	14 new members
Saurav Saurav	R10, Nepal Subsection	29 new members	Shubham Dokania	R10, Delhi Section	13 new members
Harshit Dewangan	R10, Bombay Section	27 new members	Shivani Sengar	R10, Delhi Section	13 new members
Archana Vijay	R10, Kerala Section	26 new members	Arun M	R10, Kerala Section	13 new members
Aditi Kaushal	R10, Delhi Section	24 new members	Sachin Goyal	R10, Delhi Section	13 new members
Maja Celeska	R8, Republic Of Macedonia Section	23 new members	Sameer Anand	R10, Delhi Section	13 new members
Chaithanya Kasula	R10, Hyderabad Section	23 new members	Vipin Pal	R10, Delhi Section	12 new members
Jismal Jamal	R10, Kerala Section	21 new members	Ritesh Singla	R10, Delhi Section	12 new members
Shreya Mondol	R10, Uttar Pradesh Section	20 new members	Junaid Qureshi	R10, Karachi Section	11 new members
Ayushi Jain	R10, Uttar Pradesh Section	18 new members	Ankit Pathak	R10, Bombay Section	11 new members
Sowmya Bhargavi T	R10, Hyderabad Section	17 new members	Sampath Kumar K	R10, Hyderabad Section	10 new members
Anjali Kain	R10, Delhi Section	17 new members			



2015 membership year total: 8,479 new members
Same period last year: 10,177

Membership by Region	Feb '15	 e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10. Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Red shading > (1.0%)
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IEEE Membership - February 2015																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change	
			#	%			#	%			#	%			#	%
1	23,721	24,506	(785)	-3.2%	1,298	1,507	(209)	-13.9%	1,515	1,636	(121)	-7.4%	26,534	27,649	(1,115)	-4.0%
2	20,760	21,346	(586)	-2.7%	1,281	1,441	(160)	-11.1%	1,314	1,471	(157)	-10.7%	23,355	24,258	(903)	-3.7%
3	19,246	19,484	(238)	-1.2%	1,622	1,898	(276)	-14.5%	2,329	2,718	(389)	-14.3%	23,197	24,100	(903)	-3.7%
4	14,432	14,804	(372)	-2.5%	1,404	1,484	(80)	-5.4%	1,437	1,609	(172)	-10.7%	17,273	17,897	(624)	-3.5%
5	19,003	19,205	(202)	-1.1%	1,388	1,471	(83)	-5.6%	1,881	1,928	(47)	-2.4%	22,272	22,604	(332)	-1.5%
6	38,707	39,280	(573)	-1.5%	2,093	2,381	(288)	-12.1%	2,988	3,266	(278)	-8.5%	43,788	44,927	(1,139)	-2.5%
R 1-6	135,869	138,625	(2,756)	-2.0%	9,086	10,182	(1,096)	-10.8%	11,464	12,628	(1,164)	-9.2%	156,419	161,435	(5,016)	-3.1%
7	10,518	10,568	(50)	-0.5%	1,500	1,676	(176)	-10.5%	1,204	1,315	(111)	-8.4%	13,222	13,559	(337)	-2.5%
8	40,265	40,836	(571)	-1.4%	8,006	8,836	(830)	-9.4%	6,337	6,249	88	1.4%	54,608	55,921	(1,313)	-2.3%
9	6,359	6,586	(227)	-3.4%	959	1,000	(41)	-4.1%	2,933	2,974	(41)	-1.4%	10,251	10,560	(309)	-2.9%
10	42,589	42,193	396	0.9%	9,128	9,479	(351)	-3.7%	15,966	14,201	1,765	12.4%	67,683	65,873	1,810	2.7%
R 7-10	99,731	100,183	(452)	-0.5%	19,593	20,991	(1,398)	-6.7%	26,440	24,739	1,701	6.9%	145,764	145,913	(149)	-0.1%
TOTAL	235,600	238,808	(3,208)	-1.3%	28,679	31,173	(2,494)	-8.0%	37,904	37,367	537	1.4%	302,183	307,348	(5,165)	-1.7%

- Overall membership decline increased a half a percent from last month, from -1.2% to -1.7%
 - Last year following deactivation, was at -1.1%
- Higher-grade membership decline grew 0.9%, now down -1.3%
 - Last year was +0.6%
- Graduate student membership is in decline now in all regions, growing from -1.3% to -8.0%
 - Gap widened in R1-6; R7-10 now negative overall, R10 holding slightly positive
 - Last year this time was -10.5%
- Student grade membership overall turned positive this month following shrinking losses
 - Deactivation had a positive impact – over 4k fewer students impacted, plus recruitment is up

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 February 2015																				
SOCIETY / DIVISION	IEEE Higher Grade Members		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
IEEE Societies																				
DIVISION I																				
Circuits & Systems	7,753	7,789	-36	-0.5%	349	347	2	0.6%	26	25	1	4.0%	8,128	8,161	-33	-0.4%	8,102	8,136	-34	-0.4%
Electron Devices	8,108	8,159	-51	-0.6%	240	283	-43	-15.2%	39	38	1	2.6%	8,387	8,480	-93	-1.1%	8,348	8,442	-94	-1.1%
Solid-State Circuits	8,092	8,229	-137	-1.7%	200	127	73	57.5%	86	62	24	38.7%	8,378	8,418	-40	-0.5%	8,292	8,356	-64	-0.8%
Div I Subtotal	23,953	24,177	-224	-0.9%	789	757	32	4.2%	151	125	26	20.8%	24,893	25,059	-166	-0.7%	24,742	24,934	-192	-0.8%
DIVISION II																				
Components, Packaging & Mfg Tech	1,966	2,020	-54	-2.7%	33	37	-4	-10.8%	16	18	-2	-11.1%	2,015	2,075	-60	-2.9%	1,999	2,057	-58	-2.8%
Dielectrics & Electrical Insulation	1,825	1,889	-64	-3.4%	18	34	-16	-47.1%	20	21	-1	-4.8%	1,863	1,944	-81	-4.2%	1,843	1,923	-80	-4.2%
Industry Applications	9,066	8,604	462	5.4%	831	318	513	161.3%	36	35	1	2.9%	9,933	8,957	976	10.9%	9,897	8,922	975	10.9%
Instrumentation & Measurements	3,276	3,305	-29	-0.9%	59	62	-3	-4.8%	9	17	-8	-47.1%	3,344	3,384	-40	-1.2%	3,335	3,367	-32	-1.0%
Power Electronics	6,061	5,953	108	1.8%	162	163	-1	-0.6%	19	22	-3	-13.6%	6,242	6,138	104	1.7%	6,223	6,116	107	1.7%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,715	1,675	40	2.4%	22	26	-4	-15.4%	25	19	6	31.6%	1,762	1,720	42	2.4%	1,737	1,701	36	2.1%
Div II Subtotal	23,909	23,446	463	2.0%	1,125	640	485	75.8%	125	132	-7	-5.3%	25,159	24,218	941	3.9%	25,034	24,086	948	3.9%
DIVISION III																				
Communications	24,835	26,417	-1,582	-6.0%	590	1,473	-883	-59.9%	482	367	115	31.3%	25,907	28,257	-2,350	-8.3%	25,425	27,890	-2,465	-8.8%
DIVISION IV																				
Antennas & Propagation	6,955	6,907	48	0.7%	162	147	15	10.2%	37	42	-5	-11.9%	7,154	7,096	58	0.8%	7,117	7,054	63	0.9%
Broadcast Technology	1,324	1,344	-20	-1.5%	21	39	-18	-46.2%	14	12	2	16.7%	1,359	1,395	-36	-2.6%	1,345	1,383	-38	-2.7%
Consumer Electronics	2,590	2,474	116	4.7%	86	83	3	3.6%	15	14	1	7.1%	2,691	2,571	120	4.7%	2,676	2,557	119	4.7%
Electromagnetic Compatibility	3,263	3,335	-72	-2.2%	29	38	-9	-23.7%	22	20	2	10.0%	3,314	3,393	-79	-2.3%	3,292	3,373	-81	-2.4%
Magnetics	2,422	2,508	-86	-3.4%	49	75	-26	-34.7%	67	62	5	8.1%	2,538	2,645	-107	-4.0%	2,471	2,583	-112	-4.3%
Microwave Theory & Techniques	9,374	9,533	-159	-1.7%	166	200	-34	-17.0%	28	26	2	7.7%	9,568	9,759	-191	-2.0%	9,540	9,733	-193	-2.0%
Nuclear & Plasma Sciences	2,329	2,496	-167	-6.7%	43	48	-5	-10.4%	36	40	-4	-10.0%	2,408	2,584	-176	-6.8%	2,372	2,544	-172	-6.8%
Div IV Subtotal	28,257	28,597	-340	-1.2%	556	630	-74	-11.7%	219	216	3	1.4%	29,032	29,443	-411	-1.4%	28,813	29,227	-414	-1.4%
DIVISION V/VIII																				
Computer	35,925	37,923	-1,998	-5.3%	2,049	2,469	-420	-17.0%	7,066	8,246	-1,180	-14.3%	45,040	48,638	-3,598	-7.4%	37,974	40,392	-2,418	-6.0%

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

IEEE Society Membership Totals as of February 2015																				
SOCIETY / DIVISION	IEEE Higher Grade Members		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
IEEE Societies																				
DIVISION VI																				
Education	2,731	2,791	-60	-2.1%	60	68	-8	-11.8%	28	31	-3	-9.7%	2,819	2,890	-71	-2.5%	2,791	2,859	-68	-2.4%
Industrial Electronics	4,855	4,776	79	1.7%	128	129	-1	-0.8%	21	15	6	40.0%	5,004	4,920	84	1.7%	4,983	4,905	78	1.6%
Product Safety Engineering	672	689	-17	-2.5%	2	3	-1	-33.3%	7	8	-1	-12.5%	681	700	-19	-2.7%	674	692	-18	-2.6%
Professional Communication	520	551	-31	-5.6%	7	24	-17	-70.8%	36	44	-8	-18.2%	563	619	-56	-9.0%	527	575	-48	-8.3%
Reliability	1,444	1,511	-67	-4.4%	24	14	10	71.4%	19	13	6	46.2%	1,487	1,538	-51	-3.3%	1,468	1,525	-57	-3.7%
Social Implications of Technology	1,137	1,196	-59	-4.9%	13	22	-9	-40.9%	10	15	-5	-33.3%	1,160	1,233	-73	-5.9%	1,150	1,218	-68	-5.6%
Technology and Engineering Management Society*	2,244		2,244		38		38		20		20		2,302		2,302		2,282		2,282	
Div VI Subtotal	13,603	11,514	2,089	18.1%	272	260	12	4.6%	141	126	15	11.9%	14,016	11,900	2,116	17.8%	13,875	11,774	2,101	17.8%
DIVISION VII																				
Power & Energy	23,389	23,358	31	0.1%	2,140	1,420	720	50.7%	224	220	4	1.8%	25,753	24,998	755	3.0%	25,529	24,778	751	3.0%
DIVISION IX																				
Aerospace & Electronic Systems	3,711	3,725	-14	-0.4%	144	178	-34	-19.1%	17	24	-7	-29.2%	3,872	3,927	-55	-1.4%	3,855	3,903	-48	-1.2%
Geoscience & Remote Sensing	2,628	2,573	55	2.1%	95	79	16	20.3%	159	147	12	8.2%	2,882	2,799	83	3.0%	2,723	2,652	71	2.7%
Information Theory	2,580	2,583	-3	-0.1%	54	31	23	74.2%	19	17	2	11.8%	2,653	2,631	22	0.8%	2,634	2,614	20	0.8%
Intelligent Transportation Systems	1,123	1,053	70	6.6%	23	16	7	43.8%	19	17	2	11.8%	1,165	1,086	79	7.3%	1,146	1,069	77	7.2%
Oceanic Engineering	1,428	1,425	3	0.2%	55	29	26	89.7%	20	19	1	5.3%	1,503	1,473	30	2.0%	1,483	1,454	29	2.0%
Signal Processing	13,498	12,975	523	4.0%	834	320	514	160.6%	107	89	18	20.2%	14,439	13,384	1,055	7.9%	14,332	13,295	1,037	7.8%
Vehicular Technology	3,428	3,494	-66	-1.9%	83	91	-8	-8.8%	22	18	4	22.2%	3,533	3,603	-70	-1.9%	3,511	3,585	-74	-2.1%
Div IX Subtotal	28,396	27,828	568	2.0%	1,288	744	544	73.1%	363	331	32	9.7%	30,047	28,903	1,144	4.0%	29,684	28,572	1,112	3.9%
DIVISION X																				
Computational Intelligence	4,685	4,724	-39	-0.8%	173	204	-31	-15.2%	68	68	0	0.0%	4,926	4,996	-70	-1.4%	4,858	4,928	-70	-1.4%
Control Systems	7,140	7,463	-323	-4.3%	190	231	-41	-17.7%	52	50	2	4.0%	7,382	7,744	-362	-4.7%	7,330	7,694	-364	-4.7%
Engineering in Medicine & Biology	6,734	6,433	301	4.7%	650	442	208	47.1%	443	184	259	140.8%	7,827	7,059	768	10.9%	7,384	6,875	509	7.4%
Photonics	4,651	4,682	-31	-0.7%	62	56	6	10.7%	97	86	11	12.8%	4,810	4,824	-14	-0.3%	4,713	4,738	-25	-0.5%
Robotics & Automation	7,675	7,602	73	1.0%	1,011	984	27	2.7%	80	80	0	0.0%	8,766	8,666	100	1.2%	8,686	8,586	100	1.2%
Systems, Man & Cybernetics	3,378	3,653	-275	-7.5%	139	139	0	0.0%	23	30	-7	-23.3%	3,540	3,822	-282	-7.4%	3,517	3,792	-275	-7.3%
Div X Subtotal	34,263	34,557	-294	-0.9%	2,225	2,056	169	8.2%	763	498	265	53.2%	37,251	37,111	140	0.4%	36,488	36,613	-125	-0.3%
TOTAL	236,530	237,817	-1,287	-0.5%	11,034	10,449	585	5.6%	9,534	10,261	-727	-7.1%	257,098	258,527	-1,429	-0.6%	247,564	248,266	-702	-0.3%

*Added new in 2015, no YoY comparison data



Women in Engineering (WIE)					Feb '15				
Grade	This Month '15	This Month '14	Year-over-Year		Region	This Month '15	This Month '14	Year-over-Year	
			#	%				#	%
Fellow	91	84	7	8.3%	U.S.	2,460	2,400	60	2.5%
Senior Member	554	504	50	9.9%	Canada	277	236	41	17.4%
Member	1,973	1,851	122	6.6%	Europe, Middle East, Africa	1,657	1,553	104	6.7%
Associate Member	35	35	0	0.0%	Latin America	1,017	934	83	8.9%
Graduate Student	1,507	1,489	18	1.2%	Asia & Pacific	3,972	3,361	611	18.2%
Student	5,223	4,511	712	15.8%	Total	9,383	8,484	899	10.6%
Total	9,383	8,484	899	10.6%					

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					Feb '15				
Grade	This Month '15	This Month '14	Year-over-Year		Grade	This Month '15	This Month '14	Year-over-Year	
			#	%				#	%
Student	31	32	(1)	-3.1%	Higher-Grade	5,572	5,573	(1)	0.0%
Higher-Grade	5,572	5,573	(1)	0.0%	Affiliate	59	78	(19)	-24.4%
Affiliate	59	78	(19)	-24.4%	Total	5,662	5,683	(21)	-0.4%
Total	5,662	5,683	(21)	-0.4%					

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 Professional Membership - February 2015			
Region	Higher Grade w/o GSM	Students	Total
1	2,457	1,345	3,802
2	2,216	1,341	3,557
3	2,243	1,684	3,927
4	2,039	1,426	3,465
5	2,543	1,429	3,972
6	4,988	2,195	7,183
R 1-6	16,486	9,420	25,906
7	2,056	1,542	3,598
8	9,848	8,484	18,332
9	1,816	1,142	2,958
10	9,818	9,328	19,146
R 7-10	23,538	20,496	44,034
TOTAL	40,024	29,916	69,940

For 2015, Young Professionals eligibility rules changed, broadening the scope of “ten years from first degree” to “fifteen years from first degree”.



ETA KAPPA NU
Electrical and Computer Engineering Honor Society

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - February 2015			
Region	Higher Grade w/o GSM	Students	Total
1	892	369	1,261
2	848	338	1,186
3	783	504	1,287
4	626	430	1,056
5	849	478	1,327
6	1,107	550	1,657
R 1-6	5,105	2,669	7,774
7	18	19	37
8	52	18	70
9	23	89	112
10	52	59	111
R 7-10	145	185	330
TOTAL	5,250	2,854	8,104