



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



Region 3,

Our top Sections this month are Canaveral, Palm Beach and Central Virginia. Congratulations for all of your hard work. In August, we launch the 2016 Membership year. Let me know who wants to have training. Chris Wright and I are here to support you.

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

Region Snapshot	This Month	'15 vs. '14	% Change	<b>2015 Membership Year goals for Recruitment and Retention are now <a href="#">available online!</a></b>  Use the link above for instant access to your goals.
Total Membership	26,481	▼ (892)	-3.3%	
Higher-Grade	22,145	▼ (478)	-2.1%	
Students	4,336	▼ (414)	-8.7%	
IEEE Worldwide	369,337	▼ (5,935)	-1.6%	

Retention	Cumulative – Through This Month		Total %, #	2015 Goal %, #	Top 3 Sections (by retention %)
	Higher Grade	Student			
Region 3	82.1% 19,334	49.1% 2,159	<b>76.9%</b> 21,493	<b>80.2%</b> 22,408	85.2%: Canaveral Section 84.9%: Palm Beach Section 84.2%: Central Virginia Section
IEEE Overall	79.2% 237,217	38.5% 34,293	69.9% 271,510	72.5% 281,672	

Recruitment	Cumulative – Through This Month		Total YoY Chg	2015 Goal YoY Chg	Top 3 Sections (by growth %)
	Higher Grade	Student			
Region 3	800	2,879	<b>3,679</b> -7.7%	<b>4,823</b> +9.2%	107.0%: Columbia Section 73.3%: Central Savannah River 62.8%: Melbourne Section
IEEE Overall	15,882	63,007	78,889 -2.6%	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>1,158</b>	<b>1,300</b>	
IEEE Overall	17,334	18,280	



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**Total Membership: 2015 Membership Year – Results through June 2015**

<b>Total Active Members by Region: June 2015</b>									
<b>REGION 3</b>	<b>HIGHER GRADE MEMBERS</b>			<b>STUDENT MEMBERS</b>			<b>TOTAL MEMBERS</b>		
	<b>2015</b>	<b>2014</b>	<b>% Change</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>
Columbia Section	355	332	6.9%	133	81	64.2%	488	413	18.2%
Jamaica Section	137	129	6.2%	45	42	7.1%	182	171	6.4%
Central Savannah River Section	162	158	2.5%	23	16	43.8%	185	174	6.3%
Brow ard Section	415	415	0.0%	94	73	28.8%	509	488	4.3%
Gainesville Section	320	320	0.0%	104	97	7.2%	424	417	1.7%
Miami Section	455	475	-4.2%	209	180	16.1%	664	655	1.4%
Canaveral Section	159	164	-3.0%	14	7	100.0%	173	171	1.2%
Evansville-Ow ensboro Section	162	170	-4.7%	31	21	47.6%	193	191	1.0%
Daytona Section	171	162	5.6%	43	50	-14.0%	214	212	0.9%
Central Virginia Section	503	514	-2.1%	79	64	23.4%	582	578	0.7%
Palm Beach Section	613	609	0.7%	60	61	-1.6%	673	670	0.4%
Orlando Section	999	980	1.9%	222	238	-6.7%	1221	1,218	0.2%
Savannah Section	174	175	-0.6%	38	37	2.7%	212	212	0.0%
Charlotte Section	607	612	-0.8%	143	142	0.7%	750	754	-0.5%
Northw est Florida Section	266	272	-2.2%	38	35	8.6%	304	307	-1.0%
Eastern North Carolina Section	2390	2411	-0.9%	358	372	-3.8%	2748	2,783	-1.3%
East Tennessee Section	774	762	1.6%	125	151	-17.2%	899	913	-1.5%
Huntsville Section	956	983	-2.7%	103	94	9.6%	1059	1,077	-1.7%
Piedmont Section	463	477	-2.9%	114	113	0.9%	577	590	-2.2%
Florida West Coast Section	1576	1609	-2.1%	190	200	-5.0%	1766	1,809	-2.4%
Winston-Salem Section	129	120	7.5%	18	31	-41.9%	147	151	-2.6%

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**Total Membership: 2015 Membership Year – Results through June 2015 (continued)**

<b>Total Active Members by Region: June 2015</b>									
<b>REGION 3</b>	<b>HIGHER GRADE MEMBERS</b>			<b>STUDENT MEMBERS</b>			<b>TOTAL MEMBERS</b>		
	<b>2015</b>	<b>2014</b>	<b>% Change</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>
Central North Carolina Section	255	257	-0.8%	33	39	-15.4%	288	296	-2.7%
Melbourne Section	548	576	-4.9%	57	48	18.8%	605	624	-3.0%
Western North Carolina Section	277	297	-6.7%	73	65	12.3%	350	362	-3.3%
Alabama Section	749	786	-4.7%	195	194	0.5%	944	980	-3.7%
Chattanooga Section	294	298	-1.3%	37	47	-21.3%	331	345	-4.1%
Richmond Section	653	688	-5.1%	77	75	2.7%	730	763	-4.3%
Coastal South Carolina Section	366	359	1.9%	51	77	-33.8%	417	436	-4.4%
Central Tennessee Section	620	619	0.2%	130	166	-21.7%	750	785	-4.5%
Atlanta Section	3215	3328	-3.4%	658	738	-10.8%	3873	4,066	-4.7%
Jacksonville Section	324	329	-1.5%	52	66	-21.2%	376	395	-4.8%
Louisville Section	309	321	-3.7%	69	79	-12.7%	378	400	-5.5%
Central Georgia Section	221	227	-2.6%	33	42	-21.4%	254	269	-5.6%
Tri Cities Section	89	98	-9.2%	9	6	50.0%	98	104	-5.8%
Tallahassee Area Section	248	243	2.1%	76	101	-24.8%	324	344	-5.8%
Hampton Roads Section	588	621	-5.3%	101	113	-10.6%	689	734	-6.1%
Lexington Section	308	337	-8.6%	81	80	1.3%	389	417	-6.7%
Memphis Section	368	384	-4.2%	118	138	-14.5%	486	522	-6.9%
Mobile Section	151	159	-5.0%	43	53	-18.9%	194	212	-8.5%
Virginia Mountain Section	416	429	-3.0%	157	206	-23.8%	573	635	-9.8%
Mississippi Section	360	418	-13.9%	102	312	-67.3%	462	730	-36.7%
<b>Grand Total</b>	<b>22,145</b>	<b>22,623</b>	<b>-2.1%</b>	<b>4,336</b>	<b>4,750</b>	<b>-8.7%</b>	<b>26481</b>	<b>27,373</b>	<b>-3.3%</b>



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**Retention: 2015 Membership Year – Results through June 2015**

<b>Renewal by Region: 2015 Membership Year-June 2015</b>											
<b>REGION 3</b>	<b>HIGHER GRADE MEMBERS</b>			<b>STUDENT MEMBERS</b>			<b>TOTAL MEMBERS</b>			<b>2015 Goal</b>	<b>% to Goal</b>
	<b>Opportunity</b>	<b># Renewal</b>	<b>% Renewal</b>	<b>Opportunity</b>	<b># Renewal</b>	<b>% Renewal</b>	<b>Opportunity</b>	<b># Renewal</b>	<b>% Renewal</b>		
Canaveral Section	170	144	84.7%	6	6	100.0%	176	150	85.2%	85.0%	100.3%
Palm Beach Section	628	555	88.4%	54	24	44.4%	682	579	84.9%	86.7%	97.9%
Central Virginia Section	525	454	86.5%	65	43	66.2%	590	497	84.2%	83.5%	100.8%
Huntsville Section	1005	864	86.0%	85	40	47.1%	1,090	904	82.9%	85.0%	97.6%
Florida West Coast Section	1652	1418	85.8%	195	107	54.9%	1,847	1525	82.6%	83.1%	99.3%
East Tennessee Section	811	684	84.3%	126	79	62.7%	937	763	81.4%	83.7%	97.3%
Richmond Section	704	602	85.5%	72	26	36.1%	776	628	80.9%	83.1%	97.4%
Eastern North Carolina Section	2503	2109	84.3%	362	200	55.2%	2,865	2309	80.6%	82.1%	98.1%
Columbia Section	343	299	87.2%	74	37	50.0%	417	336	80.6%	79.4%	101.5%
Melbourne Section	578	480	83.0%	56	29	51.8%	634	509	80.3%	83.3%	96.4%
Central Savannah River Section	164	138	84.1%	12	3	25.0%	176	141	80.1%	93.1%	86.0%
Piedmont Section	492	411	83.5%	109	66	60.6%	601	477	79.4%	83.2%	95.3%
Tri Cities Section	101	81	80.2%	6	3	50.0%	107	84	78.5%	88.1%	89.1%
Atlanta Section	3453	2851	82.6%	685	355	51.8%	4,138	3206	77.5%	80.7%	96.0%
North west Florida Section	288	233	80.9%	27	11	40.7%	315	244	77.5%	78.6%	98.6%
Chattanooga Section	306	252	82.4%	44	19	43.2%	350	271	77.4%	81.7%	94.8%
Central North Carolina Section	281	227	80.8%	29	13	44.8%	310	240	77.4%	79.6%	97.2%
Western North Carolina Section	300	248	82.7%	65	33	50.8%	365	281	77.0%	81.7%	94.2%
Central Georgia Section	243	197	81.1%	36	17	47.2%	279	214	76.7%	79.3%	96.7%
Coastal South Carolina Section	372	309	83.1%	70	30	42.9%	442	339	76.7%	77.6%	98.8%
Hampton Roads Section	652	528	81.0%	104	51	49.0%	756	579	76.6%	73.7%	103.9%

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**Retention: 2015 Membership Year – Results through June 2015 (continued)**

<b>Renewal by Region: 2015 Membership Year-June 2015</b>											
<b>REGION 3</b>	<b>HIGHER GRADE MEMBERS</b>			<b>STUDENT MEMBERS</b>			<b>TOTAL MEMBERS</b>			<b>2015 Goal</b>	<b>% to Goal</b>
	<b>Opportunity</b>	<b># Renewal</b>	<b>% Renewal</b>	<b>Opportunity</b>	<b># Renewal</b>	<b>% Renewal</b>	<b>Opportunity</b>	<b># Renewal</b>	<b>% Renewal</b>		
Jacksonville Section	344	279	81.1%	60	30	50.0%	404	309	76.5%	80.9%	94.6%
Gainesville Section	334	277	82.9%	89	46	51.7%	423	323	76.4%	73.1%	104.5%
Savannah Section	182	148	81.3%	33	16	48.5%	215	164	76.3%	78.9%	96.7%
Charlotte Section	637	509	79.9%	144	83	57.6%	781	592	75.8%	75.7%	100.1%
Orlando Section	1026	829	80.8%	219	109	49.8%	1,245	938	75.3%	77.7%	96.9%
Winston-Salem Section	127	105	82.7%	27	10	37.0%	154	115	74.7%	75.0%	99.6%
Alabama Section	813	651	80.1%	177	87	49.2%	990	738	74.5%	77.7%	95.9%
Central Tennessee Section	659	520	78.9%	143	77	53.8%	802	597	74.4%	79.8%	93.3%
Brow ard Section	438	353	80.6%	69	24	34.8%	507	377	74.4%	75.3%	98.8%
Daytona Section	170	141	82.9%	44	18	40.9%	214	159	74.3%	79.2%	93.8%
Louisville Section	331	260	78.5%	75	36	48.0%	406	296	72.9%	78.8%	92.5%
Evansville-Ow ensboro Section	177	136	76.8%	21	6	28.6%	198	142	71.7%	90.1%	79.6%
Memphis Section	407	309	75.9%	121	68	56.2%	528	377	71.4%	76.2%	93.7%
Virginia Mountain Section	440	348	79.1%	205	107	52.2%	645	455	70.5%	71.9%	98.1%
Lexington Section	346	266	76.9%	73	29	39.7%	419	295	70.4%	72.3%	97.3%
Miami Section	517	383	74.1%	157	86	54.8%	674	469	69.6%	71.6%	97.2%
Tallahassee Area Section	260	202	77.7%	92	41	44.6%	352	243	69.0%	74.1%	93.2%
Jamaica Section	145	104	71.7%	29	14	48.3%	174	118	67.8%	57.7%	117.6%
Mobile Section	165	122	73.9%	53	23	43.4%	218	145	66.5%	67.8%	98.0%
Mississippi Section	455	308	67.7%	283	57	20.1%	738	365	49.5%	81.6%	60.6%
<b>Grand Total</b>	<b>23,544</b>	<b>19,334</b>	<b>82.1%</b>	<b>4,396</b>	<b>2,159</b>	<b>49.1%</b>	<b>27,940</b>	<b>21,493</b>	<b>76.9%</b>	<b>80.2%</b>	<b>95.9%</b>



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**Recruitment: 2015 Membership Year – Results through June 2015**

<b>Election by Region:2015 Membership Year June 2015</b>							
<b>Region Code</b>	<b>Section Name</b>	<b>2015</b>	<b>2014</b>	<b># Change</b>	<b>% Change</b>	<b>2015 Goal</b>	<b>% to Goal</b>
R3	Columbia Section	118	57	61	107.02%	67	176.1%
R3	Central Savannah River Section	26	15	11	73.33%	21	123.8%
R3	Melbourne Section	57	35	22	62.86%	66	86.8%
R3	Broward Section	108	67	41	61.19%	86	125.6%
R3	Evansville-Owensboro Section	42	28	14	50.00%	34	125.0%
R3	Huntsville Section	119	83	36	43.37%	110	108.2%
R3	Northwest Florida Section	45	33	12	36.36%	42	108.4%
R3	Richmond Section	80	62	18	29.03%	83	96.4%
R3	Central Virginia Section	57	45	12	26.67%	65	87.7%
R3	Palm Beach Section	67	54	13	24.07%	66	101.3%
R3	Canaveral Section	11	9	2	22.22%	13	86.8%
R3	Gainesville Section	74	63	11	17.46%	91	81.0%
R3	Miami Section	161	138	23	16.67%	172	93.6%
R3	Savannah Section	36	32	4	12.50%	39	92.3%
R3	Lexington Section	76	70	6	8.57%	86	88.0%
R3	Jamaica Section	45	43	2	4.65%	50	90.0%
R3	Tri Cities Section	11	11	0	0.00%	14	80.6%
R3	Florida West Coast Section	153	156	-3	-1.92%	224	68.2%
R3	Orlando Section	183	187	-4	-2.14%	218	84.1%
R3	Chattanooga Section	34	35	-1	-2.86%	53	64.2%
R3	Piedmont Section	86	89	-3	-3.37%	102	84.3%

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**Recruitment: 2015 Membership Year – Results through June 2015 (continued)**

<b>Election by Region:2015 Membership Year June 2015</b>							
<b>Region Code</b>	<b>Section Name</b>	<b>2015</b>	<b>2014</b>	<b># Change</b>	<b>% Change</b>	<b>2015 Goal</b>	<b>% to Goal</b>
R3	Eastern North Carolina Section	302	316	-14	-4.43%	395	76.5%
R3	Daytona Section	43	46	-3	-6.52%	49	87.1%
R3	Alabama Section	176	189	-13	-6.88%	216	81.4%
R3	Western North Carolina Section	57	62	-5	-8.06%	79	72.0%
R3	Charlotte Section	120	131	-11	-8.40%	164	73.3%
R3	Winston-Salem Section	21	23	-2	-8.70%	31	68.9%
R3	Central Georgia Section	33	37	-4	-10.81%	44	74.4%
R3	Hampton Roads Section	95	108	-13	-12.04%	138	69.0%
R3	East Tennessee Section	85	97	-12	-12.37%	116	73.6%
R3	Atlanta Section	494	575	-81	-14.09%	660	74.8%
R3	Central Tennessee Section	111	134	-23	-17.16%	151	73.4%
R3	Mobile Section	46	56	-10	-17.86%	64	71.8%
R3	Memphis Section	92	117	-25	-21.37%	125	73.6%
R3	Louisville Section	52	67	-15	-22.39%	79	65.8%
R3	Tallahassee Area Section	61	80	-19	-23.75%	94	64.9%
R3	Virginia Mountain Section	93	129	-36	-27.91%	150	62.0%
R3	Central North Carolina Section	30	43	-13	-30.23%	53	57.1%
R3	Jacksonville Section	41	67	-26	-38.81%	75	55.0%
R3	Coastal South Carolina Section	45	84	-39	-46.43%	90	49.8%
R3	Mississippi Section	93	314	-221	-70.38%	350	26.6%
<b>Grand Total</b>		<b>3679</b>	<b>3987</b>	<b>-308</b>	<b>-7.73%</b>	<b>4823</b>	<b>76.3%</b>



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## 2015 Membership Development Goals



Antonio Luque  
 aluque@gte.esi  
 .us.es

For the 2015 membership 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.

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.

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.

### Recruitment Performance

In Region 3, seven of the forty-one Sections have already **surpassed** their recruitment goal for the 2015 membership year. Congratulations to the **Columbia, Evansville-Owensboro, Broward, Central Savannah River, Northwest Florida, Huntsville and Palm Beach Sections!**

Through June, a total of eleven Sections, or 26.8% of the Region, are on track to meet their goal for the year. Let's make the last month of recruitment count.

See page 6 of this report for individual Section recruitment goals and progress.

Region 3 Recruitment	% to Goal
Columbia Section	176.1%
Broward Section	125.6%
Evansville-Owensboro Section	125.0%
Central Savannah River Section	123.8%
Northwest Florida Section	108.4%
Huntsville Section	108.2%
Palm Beach Section	101.3%
Richmond Section	96.4%
Miami Section	93.6%
Savannah Section	92.3%
Jamaica Section	90.0%
Lexington Section	88.0%
Central Virginia Section	87.7%
Daytona Section	87.1%
Canaveral Section	86.8%
Melbourne Section	86.8%
Piedmont Section	84.3%
Orlando Section	84.1%
Alabama Section	81.4%
Gainesville Section	81.0%

### Retention Performance

In Region 3, seven of the forty-one Sections have **surpassed** their retention goal for the 2015 membership year. Congratulations to the **Jamaica, Gainesville, Hampton Roads, Columbia, Central Virginia, Canaveral and Charlotte Sections!**

Thirty Sections in Region 3 are on target to reach their retention goals for the year in addition to the Sections above, fifteen of which are over 97% to their goal. Currently, the overall retention rate in Region 3 is at 76.9%, compared to 78.3% last year. We only have July left to renew these members, so keep up the great work!

See page 4 of this report for individual Section retention progress.





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### **Region 1-6 Strategy Highlights**

We're coming into the homestretch for the 2015 Membership Development Year. Please read the helpful information included below. If you have any questions, please feel free to contact me.

**Chris Wright, IEEE Membership Marketing and Sales Specialist**  
[wright.c@ieee.org](mailto:wright.c@ieee.org) Phone: 732-562-3894

### **2015 Membership Year End Quickly Approaching...**

Have you met your renewal and/or recruitment goals for 2015? If not there is still time to execute some simple projects to try and recover and/or recruit members.

For renewals, it can be as simple as making a few phone calls. For recruitment, we still have the half year dues option available through the 15 August. This promotion is a great way for non-members to try out IEEE membership with a smaller investment so try and find opportunities to sign up new members.

### **... and the 2016 Membership Year is Right Around the Corner**

Through the summer, I will be looking for an opportunity to speak with each Section in order to help develop plans intended to drive member engagement. We're working internally here to identify EASY methods to look at member interest data and upcoming meetings to take some of the guess work out of delivering an excellent member experience. Stay tuned...

### **IEEE-USA Awards – Nominations Now Being Accepted**

You can help recognize the efforts of outstanding volunteers by nominating individuals for one of IEEE-USA's prestigious awards. IEEE-USA Awards are given annually to recognize professionalism, technical achievement, and literary contributions to public awareness and understanding of the engineering profession in the United States.

If you know someone who is deserving of an IEEE-USA technical, professional or literary award, please consider submitting a nomination. **The deadline for nominations is 31 July 2015** (for completed nomination form and two letters of endorsement).

Visit the IEEE-USA Awards and Recognition website (<http://ieeeusa.org/volunteers/awards/index.html>) for more details.

### **Call for "Section Spotlight" Stories**

Looking for a recognition opportunity for your volunteers, student branches and technical chapters? Lee and I are looking for your stories to share among the Regions and Sections in the US. These briefings will also be shared with other operating units at IEEE headquarters depending on the topic, so talk with your ExCom today to find out what stories you have to share.

### **Need help?**

You can always contact me or your Region's MD chair to discuss your Section's needs. My contact information is listed above. We're here for you!



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**IEEE Day 2015: Save the Date**

IEEE Day this year will be on **6 October 2015**. US participation in this annual celebration of IEEE and its members has been down the past few years. Let's try and right the ship on this for 2015. It's **REALLY** easy. If you're looking to schedule an event or activity in October, simply schedule it for the week of IEEE Day and submit it as an event on the IEEE Day website (<http://www.ieeeday.org>). During this week, we'll be offering a special membership discount for new members so you can get a jump start on 2016 recruitment, plus it's an opportunity to engage your members and let them know they are appreciated.

The IEEE Day 2015 Team would like to welcome our newest members:

- Houbing Song - Region 2, West Virginia Section
- Janet L English - Region2, Philadelphia Section
- Anil Mehta - Region 2
- Trevor Mattson – Region 6, Palouse Section
- Ram Sivaraman – Region 6, Santa Clara Valley Section

<b>MD Resource Links</b>	Membership Development Resources such as:	
	<ul style="list-style-type: none"> <li>• MD Manual</li> <li>• Section MD Goals</li> <li>• MD Kit Order Form</li> <li>• MD Webcast Archive</li> <li>• Correspondence Templates</li> </ul>	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Volunteer Resources	<a href="http://www.ieee.org/volunteers">www.ieee.org/volunteers</a>
	Benefits of Membership	<a href="http://www.ieee.org/benefits">www.ieee.org/benefits</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 for member data, reports and lists	<a href="http://www.ieee.org/vitalitydb">www.ieee.org/vitalitydb</a>
	Important Predefined SAMIEEE Queries	<ul style="list-style-type: none"> <li>• (MD) All Members Joining since Beginning of Membership Year</li> <li>• (MD) First Year Active Members</li> <li>• (MD) Members Joining in Past 30 Days</li> <li>• (MD) New Member Interest Information for Active IEEE Members</li> </ul>
	Member-Get-a-Member (MGM)	<a href="http://www.ieee.org/mgm">www.ieee.org/mgm</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/myieeee">www.ieee.org/myieeee</a>
Conference Member Recruitment Program	<a href="http://www.ieee.org/cmr">www.ieee.org/cmr</a>	