



MD Monthly – APRIL 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		Apr '15	Apr '14	Mar '15	Apr '15 vs. Mar '15	
IEEE Membership		-2,827	-0.8%	345,604	348,431	330,221	+4.7%
• Honorary		3	+10.0%	33	30	33	+0.0%
• Fellow		152	+2.0%	7,193	7,050	7,157	+0.5%
• Senior Member		1,110	+2.7%	36,107	35,159	35,741	+1.0%
• Member		-2,500	-1.0%	205,984	208,016	199,685	+3.2%
• Associate Member		-917	-15.2%	6,223	7,338	5,979	+4.1%
• Graduate Student		-1,778	-4.2%	37,710	39,366	34,161	+10.4%
• Undergraduate Student		1,247	+1.7%	52,354	51,472	47,465	+10.3%
Society Membership		-5,044	-1.8%	276,702	281,746	265,334	+4.3%
• 16 Societies up > 1%		7,165	<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 -6,061 or -2.1%.				
• 10 Societies +/- 1%		-210					
• 12 Societies down > 1%		-14,603					

MD Venue	April - Membership YTD									
	'15	'14	'13	'12		'15	'14	'13	'12	
Retention	68.4% 265,582	68.0% 267,550	68.6% 269,414	71.1% 272,989		Recruitment	64,277	65,598	70,607	64,888
Higher-Grade	78.0% 233,522	78.3% 233,559	77.3% 233,401	79.2% 235,252		Reinstatement	14,784	14,048	13,412	11,381
STU/GSM	36.0% 32,060	35.7% 33,991	39.6% 36,013	43.4% 37,737		Recovery	21,009	14,996	16,413	14,507

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

	Recruitment Activities	Retention Activities
JUN	Half-Year Dues Cycle – Individuals who join IEEE this month receive 7 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, accessible from the "New Members" link above.
JUL	Half-Year Dues Cycle – Individuals who join IEEE this month receive 50% off their membership dues. 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, accessible from the "New Members" link above.



April MD Highlights

IEEE Membership

Last month we saw a significant improvement in the overall membership decline, and for the second month in a row it held steady at -0.8%. Strong arrears recovery activity continued in April and helped to offset recruitment declines. In addition, reinstatement activity has been consistently ahead of last year.

Seven Sections worldwide have already met or exceeded their goals for recruitment and retention for the year – congratulations! See the list on the next page. In addition, 27 Sections have met their recruitment goals, while 46 have met their retention goals. These Sections are recognized on the following pages as well.

Recruitment

Overall recruitment is behind last year by -0.2%, falling from the -1.3% gap last month. Higher grade recruitment is driving the overall decline, although in April the decline improved for the first time this year. We had record student recruitment last month that drove improvement, but that trend didn't continue in April. Undergraduate recruitment remains ahead, though not at the same rate it had been.

See more detail on recruitment, page 9.

➡ Remember, **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 eight months for the price of six.

Retention

Through April, we recovered 15% of the 140,424 members deactivated. Looking at the last four years, the trend is showing more members are renewing later. Following the service deactivation and through the end of the membership year, renewal activity now counts toward growing the overall membership number.

Overall retention remains ahead of last year by +0.4%, following +0.5% last month. Strong student renewal activity was the main driver, with undergraduates maintaining their gain, and the graduate students improving the decline. Higher grade renewals slipped slightly from last month.

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 -1.8% year-over-year, following -1.4% last month. Communications Society continues to be the main impact in the overall decline, accounting for 75% of the losses.

Five more Societies moved into the positive growth categories. The top societies in terms of percentage growth in April were Computational Intelligence Society (16.9% growth), Intelligent Transportation Systems (+12.0%) and Industry Applications (9.8% growth).

Society membership details begin on page 12.



2015 Membership Development Goals



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Congratulations to the 7 Sections who have achieved outstanding performance in both recruitment and retention for the 2015 membership year. These Sections have already met or surpassed their goals in both categories.

Three more Sections join the list this month, highlighted below:

Region	Section
R3	Columbia Section
R4	Iowa-Illinois Section
R8	Bahrain Section
	Iceland Section
R9	Aguascalientes Section
	Bolivia Section
	Monterrey Section



Outstanding Section Membership
Recruitment and Retention Performance

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. See pages 5 and 6 of this report to see which Sections have achieved their recruitment and retention goals.

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.

Each Section that meets 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.

These Sections will also be recognized in the MD Monthly report, region level MD reports 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 eight months into the membership year, the percent to goal should be tracking at 66.6% or more.

Recruitment	2015 Recruitment Goal	2015 Recruitment Growth	2015 YTD April	% to Goal
R1	3,866	7.4%	2,667	69.0%
R2	3,494	8.2%	2,130	61.0%
R3	4,823	9.2%	3,223	66.8%
R4	3,445	6.7%	2,266	65.8%
R5	4,086	8.0%	2,978	72.9%
R6	6,711	7.4%	4,569	68.1%
R7	3,431	12.4%	2,016	58.8%
R8	17,675	3.3%	11,831	66.9%
R9	7,330	10.8%	4,138	56.5%
R10	44,623	8.8%	28,459	63.8%
Total	99,481	7.8%	64,277	64.6%

Five regions are tracking ahead of goal. 27 Sections have met or exceeded their goal.

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 April	% to Goal
R1	83.9%	1.3%	80.7%	96.2%
R2	84.1%	1.2%	80.2%	95.4%
R3	80.2%	1.2%	75.7%	94.4%
R4	82.1%	1.5%	76.7%	93.4%
R5	80.7%	1.2%	77.3%	95.8%
R6	82.6%	1.6%	78.9%	95.5%
R7	78.0%	1.6%	73.2%	93.9%
R8	73.3%	2.2%	67.5%	92.1%
R9	56.6%	3.9%	49.9%	88.1%
R10	54.6%	2.1%	52.0%	95.2%
Total	72.5%	1.8%	67.0%	92.5%

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 is leveling off as we get closer to the end of the membership year. The biggest challenge for retention comes in the months 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 April	% to Goal
R1	1,250	4.1%	1,032	82.6%
R2	1,230	3.5%	926	75.3%
R3	1,300	3.3%	1,000	76.9%
R4	1,000	8.6%	674	67.4%
R5	1,300	8.4%	1,089	83.8%
R6	2,350	2.8%	1,974	84.0%
R7	750	3.6%	497	66.3%
R8	3,700	3.1%	2,821	76.2%
R9	1,050	5.0%	787	75.0%
R10	4,350	3.7%	3,984	91.6%
Total	18,280	4.1%	14,784	80.9%

Through April overall reinstatement activity is ahead of last year by +5.2%, so if we maintain this then we are poised to meet the +4.1% reinstatement growth overall.

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.



Section Membership Goals and Progress - Recruitment

Congratulations to the 27 Sections who have met or surpassed their recruitment goals for the year already. Eight more Sections join the list this month, highlighted:



Increased Section Membership Recruitment

Region	Section	YoY Recruitment Growth %*	% to Goal*
R2	Southern New Jersey Section	43%	100%
R3	Columbia Section	149%	167%
	Evansville-Owensboro Section	82%	119%
	Broward Section	64%	110%
	Central Savannah River Section	77%	110%
R4	Iowa-Illinois Section	67%	103%
	Northeastern Wisconsin	36%	102%
R5	South Plains Section	88%	118%
	Fort Worth Section	46%	115%
R6	Fort Huachuca Section	88%	155%
R7	London Section	62%	112%
R8	Estonia Section	108%	150%
	Western Saudi Arabia	65%	122%
	Malta Section	183%	113%
	Iceland Section	94%	110%
	Lebanon Section	27%	108%
	Bosnia and Herzegovina Section	62%	107%
	Jordan Section	48%	103%
	Bahrain Section	183%	100%
R9	Aguascalientes Section	1100%	400%
	Bolivia Section	114%	124%
	Monterrey Section	105%	122%
	Puebla Section	65%	111%
	Guadalajara Section	105%	104%
R10	New Zealand North Section	167%	120%
	Bangladesh Section	111%	103%
	Chengdu Section	85%	102%

Region	# of Sections on Target	% of Sections
1	11	50.0%
2	7	35.0%
3	25	61.0%
4	11	47.8%
5	17	65.4%
6	17	48.6%
7	5	25.0%
8	23	39.7%
9	13	37.1%
10	20	33.9%
Total	149	44.0%

* Recruitment growth doesn't necessarily correlate to percentage to goal since each Section's goal is different based on their three-year performance. See the goals data for your Section – go to www.ieee.org/md

Above right is a summary of the number of Sections by Region that are on track to meet their recruitment goal for the year – meaning they are at 66.6% or more of their goal after eight months of the membership year.

Region 5 and Region 3 continue to lead in terms of the percentage of Sections on target.

Next month we should see many more Sections on this list, as we have quite a few who are at 95% or more of their goal.

Section Membership Goals and Progress - Retention

Congratulations to the 46 Sections who have met or surpassed their retention goals for the year already. 13 more Sections join the list this month, highlighted:



Increased Section Membership Retention

Region	Section	% to Goal
R1	Green Mountain Section	100.8%
	New Jersey Coast	100.3%
R3	Jamaica Section	112.6%
	Gainesville Section	102.9%
	Hampton Roads Section	101.9%
	Central Virginia Section	100.6%
	Canaveral Section	100.3%
	Columbia Section	100.3%
R4	Iowa-Illinois Section	103.0%
	Rock River Valley Section	102.8%
	Fort Wayne Section	100.8%
	Nebraska Section	100.2%
R5	Arkansas River Valley Section	116.7%
	Lafayette Section	109.4%
	Baton Rouge Section	102.1%
	Southwest Missouri Section	101.1%
	Panhandle Section	100.5%
	Tulsa Section	100.5%
R6	Foothill Section	102.2%
R7	Peterborough Section	117.3%
	Canadian Atlantic Section	107.6%
	Southern Alberta Section	107.0%
	Toronto Section	106.5%
	South Saskatchewan Section	101.1%

Region	Section	% to Goal
R8	Bahrain Section	132.9%
	Tunisia Section	112.7%
	Ukraine Section	109.7%
	United Kingdom and Ireland Section	108.9%
	Lithuanian Section	103.9%
	Iceland Section	101.3%
R9	Aguascalientes Section	256.4%
	Paraguay Section	133.3%
	Honduras Section	116.2%
	Monterrey Section	107.5%
	Bolivia Section	102.4%
R10	Kharagpur Section	130.2%
	Bombay Section	124.8%
	Islamabad Section	120.0%
	Shanghai Section	109.4%
	New Zealand South Section	108.4%
	Tainan Section	104.6%
	New Zealand Central Section	102.2%
	Thailand Section	102.1%
	Taipei Section	100.9%
	Hiroshima Section	100.8%
Kwangju Section	100.7%	

Worldwide, 4 out of 5 Sections are at 90% or more of meeting their retention goal. Only 7 Sections worldwide are tracking below 66% of their retention goals. 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 is leveling off as we get closer to the end of the membership year. The biggest challenge for retention comes in the months 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. Want to see the data behind your Section's goals? Go to www.ieee.org/md.



Membership Retention Update

At two months into the arrears recovery period, we have recovered 15% of the total number of members deactivated in February. Last April, this was at 10.6%. We have had two consecutive months of record arrears recovery activity (both as a percentage of the total and raw number). Overall retention remains ahead of last year by +0.4%, following +0.5% last month.

There were no overarching drivers for retention this month. Student retention gains remained steady, while higher grade retention slipped just two tenths YoY. GSM retention improved its gap by three tenths this month. Even though arrears recovery activity is tracking far ahead, it is an indicator that more members are renewing later.

Retention is the biggest predictor in overall membership growth, as renewing members make up about seventy percent of the total membership. We started the year with roughly 5,000 fewer members, so even though the arrears recovery progress is very encouraging, and retention rates are positive YoY, more effort is needed to grow those gains so that they start to offset the loss we began the year with.

Overall first-year member retention fell behind by a tenth of a percent after seeing an equivalent gain last month. This was driven by the first-year higher grade gap at -1.0%, falling three tenths. First-year GSMs are tracking behind but fairly steady. First-year undergraduate retention remains ahead but is giving back some of its gain. It is critical to have a program in place in your Section to welcome and engage new members. Need help or ideas? Contact Denise Maestri, d.maestri@ieee.org.

➔ Continue to outreach to your Section’s members who are in arrears. See the next page for more ideas.

IEEE Membership Renewal / Retention - April 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	23,989	85.1%	84.3%	1,744	982	56.3%	57.0%	1,647	540	32.8%	33.1%	31,594	25,511	80.7%	80.1%
2	24,919	20,950	84.1%	84.6%	1,611	896	55.6%	56.8%	1,399	551	39.4%	38.4%	27,929	22,397	80.2%	80.5%
3	23,544	19,091	81.1%	81.4%	2,042	1,223	59.9%	60.9%	2,354	846	35.9%	39.3%	27,940	21,160	75.7%	76.4%
4	17,895	14,597	81.6%	83.1%	1,734	1,040	60.0%	59.4%	1,356	454	33.5%	37.2%	20,985	16,091	76.7%	77.9%
5	22,866	18,786	82.2%	82.1%	1,687	1,002	59.4%	58.3%	1,862	644	34.6%	36.6%	26,415	20,432	77.3%	77.1%
6	46,050	38,181	82.9%	83.0%	2,514	1,487	59.1%	54.8%	3,145	1,139	36.2%	37.8%	51,709	40,807	78.9%	78.6%
R 1-6	163,477	135,594	82.9%	83.1%	11,332	6,630	58.5%	57.7%	11,763	4,174	35.5%	37.3%	186,572	146,398	78.5%	78.5%
7	13,276	10,391	78.3%	78.7%	1,826	1,127	61.7%	65.1%	1,320	507	38.4%	38.4%	16,422	12,025	73.2%	73.5%
8	53,912	39,914	74.0%	74.8%	9,895	6,041	61.1%	62.3%	7,656	2,273	29.7%	31.1%	71,463	48,228	67.5%	68.1%
9	9,966	6,249	62.7%	63.2%	1,250	741	59.3%	59.4%	5,169	1,181	22.8%	22.1%	16,385	8,171	49.9%	49.7%
10	58,712	41,374	70.5%	70.1%	13,298	5,112	38.4%	40.7%	25,661	4,274	16.7%	14.9%	97,671	50,760	52.0%	50.0%
R 7-10	135,866	97,928	72.1%	72.3%	26,269	13,021	49.6%	52.1%	39,806	8,235	20.7%	19.5%	201,941	119,184	59.0%	58.2%
TOTAL	299,343	233,522	78.0%	78.3%	37,601	19,651	52.3%	53.9%	51,569	12,409	24.1%	23.3%	388,513	265,582	68.4%	68.0%

First-Year Member Renewal / Retention - April 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	631	36.6%	35.0%	648	240	37.0%	39.9%	1,236	336	27.2%	26.2%	3,609	1,207	33.4%	33.2%
2	1,599	568	35.5%	36.4%	622	225	36.2%	40.3%	981	320	32.6%	31.0%	3,202	1,113	34.8%	35.5%
3	1,899	574	30.2%	32.4%	757	346	45.7%	42.8%	1,744	510	29.2%	33.8%	4,400	1,430	32.5%	34.9%
4	1,553	522	33.6%	39.0%	730	307	42.1%	43.1%	960	249	25.9%	28.2%	3,243	1,078	33.2%	36.3%
5	1,786	673	37.7%	34.7%	708	293	41.4%	40.8%	1,289	343	26.6%	31.1%	3,783	1,309	34.6%	34.3%
6	2,960	1,125	38.0%	37.2%	956	399	41.7%	35.8%	2,278	677	29.7%	31.5%	6,194	2,201	35.5%	34.9%
R 1-6	11,522	4,093	35.5%	35.8%	4,421	1,810	40.9%	40.2%	8,488	2,435	28.7%	30.7%	24,431	8,338	34.1%	34.8%
7	1,481	537	36.3%	38.3%	663	279	42.1%	45.9%	903	250	27.7%	27.0%	3,047	1,066	35.0%	36.4%
8	7,097	2,277	32.1%	34.0%	4,255	1,851	43.5%	47.4%	5,629	1,192	21.2%	22.8%	16,981	5,320	31.3%	33.5%
9	2,091	487	23.3%	24.8%	490	168	34.3%	44.5%	4,009	626	15.6%	14.8%	6,590	1,281	19.4%	20.1%
10	10,503	3,102	29.5%	30.8%	8,577	2,162	25.2%	27.7%	21,774	3,006	13.8%	11.9%	40,854	8,270	20.2%	19.4%
R 7-10	21,172	6,403	30.2%	31.8%	13,985	4,460	31.9%	35.6%	32,315	5,074	15.7%	14.4%	67,472	15,937	23.6%	23.7%
TOTAL	32,694	10,496	32.1%	33.1%	18,406	6,270	34.1%	36.7%	40,803	7,509	18.4%	17.6%	91,903	24,275	26.4%	26.5%



MD Volunteer Tools for Arrears Recovery

MD Volunteers have access to SAMIEEE and the Section Vitality Dashboard, which provide 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 fell backward from the -1.3% gap last month, and is now at -2.0%. We had record student recruitment last month that drove improvement, but that trend didn't continue in April. That being said, looking back at April last year, recruitment was behind by -7.1%, when the student categories were in steep decline. This year, it is higher grade recruitment that is driving the overall decline. Here is how each of the three categories impacted the overall result, along with a same period last year comparison:

- **Undergraduate recruitment** remains positive +2.7%, but gave up some of the +4.4% gain from March. All regions saw increased gaps or decreased gains.
 - Last year at this time: undergraduate recruitment was down -9.1%. Only one region was positive.
- **Graduate student recruitment** improved its YoY gap for another month, from -4.4% to -3.8%.
 - Last year at this time: graduate student recruitment was down -5.3%.
- **Higher Grade recruitment** finally reversed the growing gap this year and improved slightly from -13.0% to -12.3%. Improvements in 8 out of 10 regions contributed. In Regions 1-6 the gap improved another one percent. Regions 7 and 10 widened their gap for the second month, while Regions 8 and 9 saw some improvement.
 - Last year at this time: higher grade recruitment was down -3.6%, with five regions positive.

➔ 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. Need help or ideas? E-mail elyn.perez@ieee.org.

Cumulative Recruitment - September through April 2015

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2015		2014		2015		2014		2015		2014		2015		2014	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%		
1	708	759	(51)	-6.7%	567	593	(26)	-4.4%	1,392	1,422	(30)	-2.1%	2,667	2,774	(107)	-3.9%
2	615	681	(66)	-9.7%	578	541	37	6.8%	937	1,195	(258)	-21.6%	2,130	2,417	(287)	-11.9%
3	622	686	(64)	-9.3%	669	671	(2)	-0.3%	1,932	2,114	(182)	-8.6%	3,223	3,471	(248)	-7.1%
4	459	632	(173)	-27.4%	602	634	(32)	-5.0%	1,205	1,229	(24)	-2.0%	2,266	2,495	(229)	-9.2%
5	722	825	(103)	-12.5%	589	603	(14)	-2.3%	1,667	1,455	212	14.6%	2,978	2,883	95	3.3%
6	1,438	1,443	(5)	-0.3%	880	884	(4)	-0.5%	2,251	2,463	(212)	-8.6%	4,569	4,790	(221)	-4.6%
R 1-6	4,564	5,026	(462)	-9.2%	3,885	3,926	(41)	-1.0%	9,384	9,878	(494)	-5.0%	17,833	18,830	(997)	-5.3%
7	556	674	(118)	-17.5%	556	527	29	5.5%	904	964	(60)	-6.2%	2,016	2,165	(149)	-6.9%
8	2,501	3,059	(558)	-18.2%	3,575	3,688	(113)	-3.1%	5,755	5,487	268	4.9%	11,831	12,234	(403)	-3.3%
9	714	810	(96)	-11.9%	400	362	38	10.5%	3,024	2,976	48	1.6%	4,138	4,148	(10)	-0.2%
10	3,909	4,394	(485)	-11.0%	6,378	6,868	(490)	-7.1%	18,172	16,959	1,213	7.2%	28,459	28,221	238	0.8%
R 7-10	7,680	8,937	(1,257)	-14.1%	10,909	11,445	(536)	-4.7%	27,855	26,386	1,469	5.6%	46,444	46,768	(324)	-0.7%
TOTAL	12,244	13,963	(1,719)	-12.3%	14,794	15,371	(577)	-3.8%	37,239	36,264	975	2.7%	64,277	65,598	(1,321)	-2.0%

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	721	1,240	1,961
Referrals Joined	146	397	543
% of Referrals Joined	20.2%	32.0%	27.7%
# New US HG Members	109	295	404

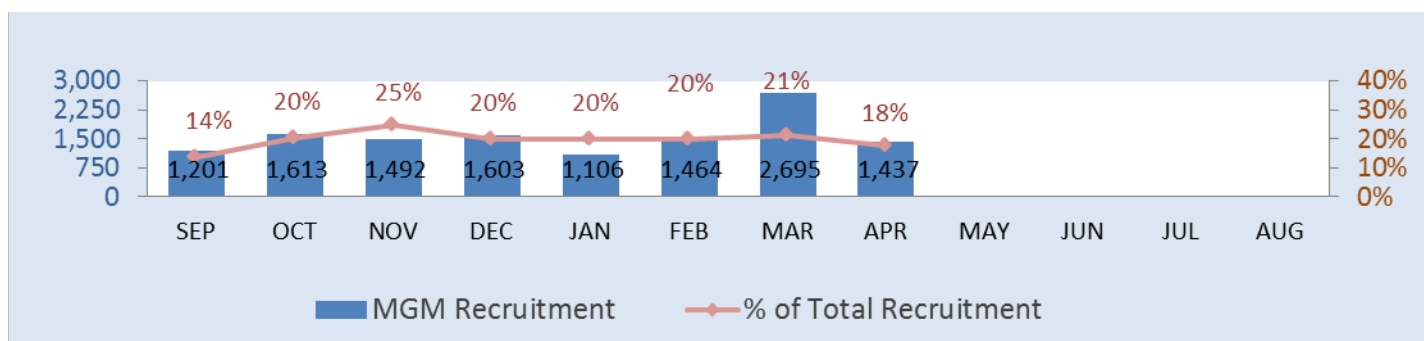


Recruiters of the Month – Member-Get-a-Member (MGM) Program


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.

Mithun Cyriac	R10, Kerala Section	52 new members	Muhammad Saad	R10, Islamabad Section	15 new members
Akhil Adithya	R10, Kerala Section	38 new members	Amar Saraswat	R10, Delhi Section	15 new members
Bharath Krishnan R	R10, Kerala Section	35 new members	Ashwin Sharavu	R10, Bangalore Section	15 new members
Muhammad Talha Bilal	R10, Islamabad Section	33 new members	Krishna Singh	R10, Uttar Pradesh Section	14 new members
Vakul Sehgal	R10, Delhi Section	28 new members	Iffat Jamil	R10, Karachi Section	14 new members
Nazmus Sakib	R10, Bangladesh Section	25 new members	Muhammad Zaheer	R10, Karachi Section	14 new members
Siddhartha Konapala	R10, Hyderabad Section	24 new members	Aswin Vijay	R8, United Arab Emirates Section	14 new members
David Theodore	R5, Dallas Section	23 new members	Itzel Anahi Contreras Carballo	R9, Veracruz Section	13 new members
Miftahuddin Arsyahadij	R10, Indonesia Section	22 new members	Yaquelin Morales Ayala	R9, Bolivia Section	12 new members
Kushagra Kalra	R10, Delhi Section	20 new members	Gaurav Nandu	R10, Kerala Section	12 new members
Kabir Qayoumi	R9, Bolivia Section	20 new members	Naga Valli Dintakurty	R10, Hyderabad Section	12 new members
Hosain Al-Musanna	R10, Bangladesh Section	19 new members	Rubaiyat Hasan	R10, Malaysia Section	11 new members
Husam momenah	R8, Jordan Section	19 new members	Andres Flores	R9, El Salvador Section	11 new members
Avinash Pandit	R10, Kharagpur Section	18 new members	Bernabe Rial	R9, Panama Section	11 new members
Jimmy Gora Castillo	R9, Peru Section	18 new members	Aparna Ramesh	R10, Kerala Section	11 new members
Arwa Hanoun	R8, Reg 8-Countries Outside Sections	18 new members	Vidya G M	R10, Bangalore Section	10 new members
Ankur Ankur	R10, Kharagpur Section	16 new members	Anuraj S	R10, Kerala Section	10 new members
Debayon Saha	R10, Kharagpur Section	15 new members	Muhammad Akmal	R10, Karachi Section	10 new members



2015 membership year total: 12,611 new members
Same period last year: 15,165

Membership by Region	Apr '15	 e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10. <i>Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Red shading > (1.0%)</i>
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Geographic IEEE Membership Summary - April 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	25,351	25,904	(553)	-2.1%	1,762	1,906	(144)	-7.6%	2,043	2,081	(38)	-1.8%	29,156	29,891	(735)	-2.5%
2	22,091	22,697	(606)	-2.7%	1,697	1,797	(100)	-5.6%	1,611	1,875	(264)	-14.1%	25,399	26,369	(970)	-3.7%
3	20,456	20,638	(182)	-0.9%	2,094	2,294	(200)	-8.7%	2,968	3,239	(271)	-8.4%	25,518	26,171	(653)	-2.5%
4	15,384	15,788	(404)	-2.6%	1,809	1,880	(71)	-3.8%	1,761	1,944	(183)	-9.4%	18,954	19,612	(658)	-3.4%
5	20,361	20,487	(126)	-0.6%	1,805	1,800	5	0.3%	2,505	2,457	48	2.0%	24,671	24,744	(73)	-0.3%
6	41,452	41,833	(381)	-0.9%	2,749	2,879	(130)	-4.5%	3,669	3,911	(242)	-6.2%	47,870	48,623	(753)	-1.5%
R 1-6	145,095	147,347	(2,252)	-1.5%	11,916	12,556	(640)	-5.1%	14,557	15,507	(950)	-6.1%	171,568	175,410	(3,842)	-2.2%
7	11,212	11,335	(123)	-1.1%	1,890	2,029	(139)	-6.9%	1,470	1,596	(126)	-7.9%	14,572	14,960	(388)	-2.6%
8	44,189	44,607	(418)	-0.9%	10,336	10,833	(497)	-4.6%	8,398	8,274	124	1.5%	62,923	63,714	(791)	-1.2%
9	7,389	7,514	(125)	-1.7%	1,231	1,267	(36)	-2.8%	4,534	4,359	175	4.0%	13,154	13,140	14	0.1%
10	47,655	46,790	865	1.8%	12,337	12,681	(344)	-2.7%	23,395	21,736	1,659	7.6%	83,387	81,207	2,180	2.7%
R 7-10	110,445	110,246	199	0.2%	25,794	26,810	(1,016)	-3.8%	37,797	35,965	1,832	5.1%	174,036	173,021	1,015	0.6%
TOTAL	255,540	257,593	(2,053)	-0.8%	37,710	39,366	(1,656)	-4.2%	52,354	51,472	882	1.7%	345,604	348,431	(2,827)	-0.8%

- Overall membership decline held steady at -0.8% for the second month in a row
 - Last April was at -1.5% (same trend, steady from March)
- Higher-grade membership decline improved another tenth of percent from -0.9% to -0.8%
 - R1-6 HG was the main driver, R7-10 was steady
 - Last year was +0.2%
- Graduate student membership decline continues to improve, from -4.9% in March to -4.2%
 - Last year this time was -9.6%
- Undergraduate student membership lost some of its gain from March but still positive +1.7%
 - Last year this time was -3.3%

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 April 2015																				
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	
	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
IEEE Societies																				
DIVISION I																				
Circuits & Systems	8,399	8,414	-15	-0.2%	471	435	36	8.3%	32	31	1	3.2%	8,902	8,880	22	0.2%	8,870	8,849	21	0.2%
Electron Devices	8,673	8,695	-22	-0.3%	332	333	-1	-0.3%	42	40	2	5.0%	9,047	9,068	-21	-0.2%	9,005	9,028	-23	-0.3%
Solid-State Circuits	8,644	8,743	-99	-1.1%	229	161	68	42.2%	92	71	21	29.6%	8,965	8,975	-10	-0.1%	8,873	8,904	-31	-0.3%
Div I Subtotal	25,716	25,852	-136	-0.5%	1,032	929	103	11.1%	166	142	24	16.9%	26,914	26,923	-9	0.0%	26,748	26,781	-33	-0.1%
DIVISION II																				
Components, Packaging & Mfg Tech	2,205	2,214	-9	-0.4%	58	53	5	9.4%	20	21	-1	-4.8%	2,283	2,288	-5	-0.2%	2,263	2,267	-4	-0.2%
Dielectrics & Electrical Insulation	1,961	2,026	-65	-3.2%	22	36	-14	-38.9%	24	22	2	9.1%	2,007	2,084	-77	-3.7%	1,983	2,062	-79	-3.8%
Industry Applications	9,956	9,385	571	6.1%	1,109	697	412	59.1%	39	39	0	0.0%	11,104	10,121	983	9.7%	11,065	10,082	983	9.8%
Instrumentation & Measurements	3,556	3,593	-37	-1.0%	91	87	4	4.6%	11	17	-6	-35.3%	3,658	3,697	-39	-1.1%	3,647	3,680	-33	-0.9%
Power Electronics	6,686	6,573	113	1.7%	271	252	19	7.5%	25	25	0	0.0%	6,982	6,850	132	1.9%	6,957	6,825	132	1.9%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,953	1,924	29	1.5%	52	50	2	4.0%	34	24	10	41.7%	2,039	1,998	41	2.1%	2,005	1,974	31	1.6%
Div II Subtotal	26,317	25,715	602	2.3%	1,603	1,175	428	36.4%	153	148	5	3.4%	28,073	27,038	1,035	3.8%	27,920	26,890	1,030	3.8%
DIVISION III																				
Communications	26,750	34,633	-7,883	-22.8%	814	3,867	-3,053	-79.0%	531	600	-69	-11.5%	28,095	39,100	-11,005	-28.1%	27,564	38,500	-10,936	-28.4%
DIVISION IV																				
Antennas & Propagation	7,633	7,447	186	2.5%	228	217	11	5.1%	38	44	-6	-13.6%	7,899	7,708	191	2.5%	7,861	7,664	197	2.6%
Broadcast Technology	1,494	1,504	-10	-0.7%	44	48	-4	-8.3%	17	14	3	21.4%	1,555	1,566	-11	-0.7%	1,538	1,552	-14	-0.9%
Consumer Electronics	2,815	2,663	152	5.7%	119	112	7	6.3%	18	16	2	12.5%	2,952	2,791	161	5.8%	2,934	2,775	159	5.7%
Electromagnetic Compatibility	3,551	3,552	-1	0.0%	47	44	3	6.8%	28	21	7	33.3%	3,626	3,617	9	0.2%	3,598	3,596	2	0.1%
Magnetics	2,700	2,766	-66	-2.4%	67	91	-24	-26.4%	78	68	10	14.7%	2,845	2,925	-80	-2.7%	2,767	2,857	-90	-3.2%
Microwave Theory & Techniques	10,147	10,235	-88	-0.9%	256	252	4	1.6%	30	29	1	3.4%	10,433	10,516	-83	-0.8%	10,403	10,487	-84	-0.8%
Nuclear & Plasma Sciences	2,510	2,649	-139	-5.2%	56	57	-1	-1.8%	38	42	-4	-9.5%	2,604	2,748	-144	-5.2%	2,566	2,706	-140	-5.2%
Div IV Subtotal	30,850	30,816	34	0.1%	817	821	-4	-0.5%	247	234	13	5.6%	31,914	31,871	43	0.1%	31,667	31,637	30	0.1%
DIVISION V/VIII																				
Computer	38,762	40,874	-2,112	-5.2%	2,781	3,263	-482	-14.8%	7,581	8,858	-1,277	-14.4%	49,124	52,995	-3,871	-7.3%	41,543	44,137	-2,594	-5.9%

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

IEEE Society Membership Totals as of April 2015																				
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	
	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
IEEE Societies																				
DIVISION VI																				
Education	2,999	3,006	-7	-0.2%	82	88	-6	-6.8%	33	37	-4	-10.8%	3,114	3,131	-17	-0.5%	3,081	3,094	-13	-0.4%
Industrial Electronics	5,457	5,308	149	2.8%	207	199	8	4.0%	23	17	6	35.3%	5,687	5,524	163	3.0%	5,664	5,507	157	2.9%
Product Safety Engineering	741	759	-18	-2.4%	4	5	-1	-20.0%	9	8	1	12.5%	754	772	-18	-2.3%	745	764	-19	-2.5%
Professional Communication	610	634	-24	-3.8%	13	29	-16	-55.2%	43	47	-4	-8.5%	666	710	-44	-6.2%	623	663	-40	-6.0%
Reliability	1,601	1,653	-52	-3.1%	30	17	13	76.5%	20	15	5	33.3%	1,651	1,685	-34	-2.0%	1,631	1,670	-39	-2.3%
Social Implications of Technology	1,236	1,282	-46	-3.6%	23	29	-6	-20.7%	10	16	-6	-37.5%	1,269	1,327	-58	-4.4%	1,259	1,311	-52	-4.0%
Technology and Engineering Mgmt*	2,552	0	2,552		52		52		23		23		2,627	0	2,627		2,604	0	2,604	
Div VI Subtotal	15,196	12,642	2,554	20.2%	411	367	44	12.0%	161	140	21	15.0%	15,768	13,149	2,619	19.9%	15,607	13,009	2,598	20.0%
DIVISION VII																				
Power & Energy	26,000	25,728	272	1.1%	3,243	2,248	995	44.3%	248	251	-3	-1.2%	29,491	28,227	1,264	4.5%	29,243	27,976	1,267	4.5%
DIVISION IX																				
Aerospace & Electronic Systems	3,998	4,028	-30	-0.7%	200	240	-40	-16.7%	22	25	-3	-12.0%	4,220	4,293	-73	-1.7%	4,198	4,268	-70	-1.6%
Geoscience & Remote Sensing	2,893	2,805	88	3.1%	123	108	15	13.9%	170	175	-5	-2.9%	3,186	3,088	98	3.2%	3,016	2,913	103	3.5%
Information Theory	3,004	2,960	44	1.5%	80	56	24	42.9%	25	20	5	25.0%	3,109	3,036	73	2.4%	3,084	3,016	68	2.3%
Intelligent Transportation Systems	1,281	1,149	132	11.5%	30	22	8	36.4%	20	22	-2	-9.1%	1,331	1,193	138	11.6%	1,311	1,171	140	12.0%
Oceanic Engineering	1,561	1,541	20	1.3%	63	39	24	61.5%	21	21	0	0.0%	1,645	1,601	44	2.7%	1,624	1,580	44	2.8%
Signal Processing	14,996	14,338	658	4.6%	1,272	501	771	153.9%	115	115	0	0.0%	16,383	14,954	1,429	9.6%	16,268	14,839	1,429	9.6%
Vehicular Technology	3,713	3,725	-12	-0.3%	118	137	-19	-13.9%	24	21	3	14.3%	3,855	3,883	-28	-0.7%	3,831	3,862	-31	-0.8%
Div IX Subtotal	31,446	30,546	900	2.9%	1,886	1,103	783	71.0%	397	399	-2	-0.5%	33,729	32,048	1,681	5.2%	33,332	31,649	1,683	5.3%
DIVISION X																				
Computational Intelligence	5,909	5,423	486	9.0%	808	324	484	149.4%	72	83	-11	-13.3%	6,789	5,830	959	16.4%	6,717	5,747	970	16.9%
Control Systems	7,889	8,168	-279	-3.4%	296	311	-15	-4.8%	60	56	4	7.1%	8,245	8,535	-290	-3.4%	8,185	8,479	-294	-3.5%
Engineering in Medicine & Biology	7,540	7,162	378	5.3%	905	594	311	52.4%	461	205	256	124.9%	8,906	7,961	945	11.9%	8,445	7,756	689	8.9%
Photonics	5,100	5,046	54	1.1%	102	75	27	36.0%	116	97	19	19.6%	5,318	5,218	100	1.9%	5,202	5,121	81	1.6%
Robotics & Automation	9,038	8,496	542	6.4%	1,621	1,448	173	11.9%	95	84	11	13.1%	10,754	10,028	726	7.2%	10,659	9,944	715	7.2%
Systems, Man & Cybernetics	3,687	3,941	-254	-6.4%	183	179	4	2.2%	26	34	-8	-23.5%	3,896	4,154	-258	-6.2%	3,870	4,120	-250	-6.1%
Div X Subtotal	39,163	38,236	927	2.4%	3,915	2,931	984	33.6%	830	559	271	48.5%	43,908	41,726	2,182	5.2%	43,078	41,167	1,911	4.6%
TOTAL	260,200	265,042	-4,842	-1.8%	16,502	16,704	-202	-1.2%	10,314	11,331	-1,017	-9.0%	287,016	293,077	-6,061	-2.1%	276,702	281,746	-5,044	-1.8%

*Added new in 2015, no YoY comparison data



Women in Engineering (WIE)					Apr '15				
Grade	This Month '15	This Month '14	Year-over-Year		Region	This Month '15	This Month '14	Year-over-Year	
			#	%				#	%
Fellow	95	90	5	5.6%	U.S.	2,797	2,736	61	2.2%
Senior Member	587	529	58	11.0%	Canada	324	276	48	17.4%
Member	2209	2087	122	5.8%	Europe, Middle East, Africa	2,149	1,892	257	13.6%
Associate Member	44	38	6	15.8%	Latin America	1,572	1,322	250	18.9%
Graduate Student	1930	1835	95	5.2%	Asia & Pacific	5,464	4,427	1,037	23.4%
Student	7441	6071	1,370	22.6%	Total	12,306	10,653	1,653	15.5%
Total	12,306	10,653	1,653	15.5%					

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				Apr '15					
Grade	This Month '15	This Month '14	Year-over-Year		Grade	This Month '15	This Month '14	Year-over-Year	
			#	%				#	%
Student	36	38	(2)	-5.3%	Student	36	38	(2)	-5.3%
Higher-Grade	5,885	5,893	(8)	-0.1%	Higher-Grade	5,885	5,893	(8)	-0.1%
Affiliate	61	83	(22)	-26.5%	Affiliate	61	83	(22)	-26.5%
Total	5,982	6,014	(32)	-0.5%	Total	5,982	6,014	(32)	-0.5%

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 Membership - April 2015			
Region	Higher Grade w/o GSM	GSM	Total
	2015	2015	2015
1	2,740	1,763	4,503
2	2,451	1,709	4,160
3	2,492	2,120	4,612
4	2,223	1,808	4,031
5	2,840	1,812	4,652
6	5,519	2,779	8,298
R 1-6	18,265	11,991	30,256
7	2,215	1,889	4,104
8	10,812	10,540	21,352
9	2,061	1,422	3,483
10	10,941	12,364	23,305
R 7-10	26,029	26,215	52,244
TOTAL	44,294	38,206	82,500

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 - April 2015			
Region	Higher Grade w/o GSM	Students	Total
1	930	453	1,383
2	885	388	1,273
3	816	608	1,424
4	649	512	1,161
5	889	529	1,418
6	1,164	604	1,768
R 1-6	5,333	3,094	8,427
7	19	23	42
8	58	23	81
9	24	89	113
10	57	68	125
R 7-10	158	203	361
TOTAL	5,491	3,297	8,788