



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



Region 3,

I would like to congratulate six Region 3 Sections this month: Canaveral, Palm Beach, Central Virginia, Columbia, Northwest Florida and Evansville-Owensboro for top results in two key areas for MD.

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

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	25,518	▼ (653)	-2.5%	
Higher-Grade	20,456	▼ (182)	-0.9%	
Students	5,062	▼ (471)	-8.5%	
IEEE Worldwide	345,604	▼ (2,827)	-0.8%	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %)
	Higher Grade	Student	Total % , #	2015 Goal % , #	
Region 3	81.1% 19,091	47.1% 2,069	<b>75.7%</b> 21,160	<b>80.2%</b> 22,408	85.2%: Canaveral Section 84.2%: Palm Beach Section 84.1%: Central Virginia Section
IEEE Overall	78.0% 233,522	36.0% 32,060	68.4% 265,582	72.5% 281,672	

Recruitment	Cumulative – Through This Month				Top 3 Sections (by growth %)
	Higher Grade	Student	Total YoY Chg	2015 Goal YoY Chg	
Region 3	622	2,601	<b>3,223</b> -7.1%	<b>4,823</b> +9.2%	148.9%: Columbia Section 85.7%: Northwest Florida Section 81.8%: Evansville-Owensboro
IEEE Overall	12,244	52,033	64,277 -2.0%	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>1,000</b>	<b>1,300</b>	
IEEE Overall	14,784	18,280	



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

<b>Total Active Members by Region: April 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	326	310	5.2%	149	83	79.5%	475	393	20.9%
Jamaica Section	126	110	14.5%	50	40	25.0%	176	150	17.3%
Central Savannah River Section	154	150	2.7%	24	15	60.0%	178	165	7.9%
Evansville-Ow ensboro Section	148	152	-2.6%	42	29	44.8%	190	181	5.0%
Brow ard Section	383	381	0.5%	107	88	21.6%	490	469	4.5%
Miami Section	404	413	-2.2%	226	193	17.1%	630	606	4.0%
Savannah Section	163	164	-0.6%	49	40	22.5%	212	204	3.9%
Central Virginia Section	490	474	3.4%	78	81	-3.7%	568	555	2.3%
Gainesville Section	297	279	6.5%	111	122	-9.0%	408	401	1.7%
Palm Beach Section	587	591	-0.7%	73	60	21.7%	660	651	1.4%
Northw est Florida Section	250	254	-1.6%	45	37	21.6%	295	291	1.4%
Charlotte Section	546	546	0.0%	170	165	3.0%	716	711	0.7%
Canaveral Section	151	153	-1.3%	14	11	27.3%	165	164	0.6%
Daytona Section	151	152	-0.7%	59	57	3.5%	210	209	0.5%
Orlando Section	917	887	3.4%	252	281	-10.3%	1169	1,168	0.1%
Winston-Salem Section	118	112	5.4%	26	32	-18.8%	144	144	0.0%
Alabama Section	664	692	-4.0%	252	228	10.5%	916	920	-0.4%
Eastern North Carolina Section	2244	2262	-0.8%	413	407	1.5%	2657	2,669	-0.4%
Piedmont Section	420	428	-1.9%	143	139	2.9%	563	567	-0.7%
Jacksonville Section	305	298	2.3%	64	76	-15.8%	369	374	-1.3%
Huntsville Section	901	938	-3.9%	133	111	19.8%	1034	1,049	-1.4%

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

<b>Total Active Members by Region: April 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>
Western North Carolina Section	254	261	-2.7%	88	86	2.3%	342	347	-1.4%
Central Tennessee Section	560	540	3.7%	164	198	-17.2%	724	738	-1.9%
East Tennessee Section	718	722	-0.6%	145	159	-8.8%	863	881	-2.0%
Coastal South Carolina Section	334	334	0.0%	77	87	-11.5%	411	421	-2.4%
Florida West Coast Section	1513	1521	-0.5%	193	230	-16.1%	1706	1,751	-2.6%
Richmond Section	622	627	-0.8%	81	98	-17.3%	703	725	-3.0%
Central North Carolina Section	241	238	1.3%	40	52	-23.1%	281	290	-3.1%
Melbourne Section	510	532	-4.1%	75	72	4.2%	585	604	-3.1%
Louisville Section	276	275	0.4%	81	97	-16.5%	357	372	-4.0%
Hampton Roads Section	541	558	-3.0%	118	132	-10.6%	659	690	-4.5%
Memphis Section	326	337	-3.3%	153	165	-7.3%	479	502	-4.6%
Atlanta Section	2963	3034	-2.3%	711	817	-13.0%	3674	3,851	-4.6%
Lexington Section	273	298	-8.4%	98	94	4.3%	371	392	-5.4%
Central Georgia Section	202	216	-6.5%	42	46	-8.7%	244	262	-6.9%
Tallahassee Area Section	212	206	2.9%	89	120	-25.8%	301	326	-7.7%
Tri Cities Section	86	96	-10.4%	9	7	28.6%	95	103	-7.8%
Mobile Section	127	132	-3.8%	63	76	-17.1%	190	208	-8.7%
Chattanooga Section	274	284	-3.5%	39	60	-35.0%	313	344	-9.0%
Virginia Mountain Section	360	358	0.6%	189	251	-24.7%	549	609	-9.9%
Mississippi Section	319	323	-1.2%	127	391	-67.5%	446	714	-37.5%
<b>Grand Total</b>	<b>20,456</b>	<b>20,638</b>	<b>-0.9%</b>	<b>5,062</b>	<b>5,533</b>	<b>-8.5%</b>	<b>25518</b>	<b>26,171</b>	<b>-2.5%</b>



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

<b>Renewal by Region: 2015 Membership Year-April 2015</b>									
	<b>HIGHER GRADE MEMBERS</b>			<b>STUDENT MEMBERS</b>			<b>TOTAL MEMBERS</b>		
<b>REGION 3</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%
Palm Beach Section	628	550	87.6%	54	24	44.4%	682	574	84.2%
Central Virginia Section	525	455	86.7%	65	41	63.1%	590	496	84.1%
Huntsville Section	1005	856	85.2%	85	37	43.5%	1,090	893	81.9%
Florida West Coast Section	1652	1404	85.0%	195	98	50.3%	1,847	1502	81.3%
East Tennessee Section	811	677	83.5%	126	76	60.3%	937	753	80.4%
Melbourne Section	578	477	82.5%	56	29	51.8%	634	506	79.8%
Richmond Section	704	592	84.1%	72	26	36.1%	776	618	79.6%
Columbia Section	343	297	86.6%	74	35	47.3%	417	332	79.6%
Eastern North Carolina Section	2503	2088	83.4%	362	186	51.4%	2,865	2274	79.4%
Piedmont Section	492	408	82.9%	109	64	58.7%	601	472	78.5%
Central Savannah River Section	164	135	82.3%	12	3	25.0%	176	138	78.4%
Tri Cities Section	101	80	79.2%	6	3	50.0%	107	83	77.6%
Chattanooga Section	306	252	82.4%	44	19	43.2%	350	271	77.4%
Northwest Florida Section	288	232	80.6%	27	11	40.7%	315	243	77.1%
Coastal South Carolina Section	372	308	82.8%	70	30	42.9%	442	338	76.5%
Central North Carolina Section	281	225	80.1%	29	12	41.4%	310	237	76.5%
Western North Carolina Section	300	246	82.0%	65	33	50.8%	365	279	76.4%
Savannah Section	182	148	81.3%	33	16	48.5%	215	164	76.3%
Jacksonville Section	344	277	80.5%	60	28	46.7%	404	305	75.5%
Atlanta Section	3453	2791	80.8%	685	329	48.0%	4,138	3120	75.4%

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

<b>Renewal by Region: 2015 Membership Year-April 2015</b>									
	<b>HIGHER GRADE MEMBERS</b>			<b>STUDENT MEMBERS</b>			<b>TOTAL MEMBERS</b>		
<b>REGION 3</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>
Central Georgia Section	243	193	79.4%	36	17	47.2%	279	210	75.3%
Gainesville Section	334	274	82.0%	89	44	49.4%	423	318	75.2%
Hampton Roads Section	652	518	79.4%	104	50	48.1%	756	568	75.1%
Orlando Section	1026	820	79.9%	219	107	48.9%	1,245	927	74.5%
Charlotte Section	637	501	78.6%	144	80	55.6%	781	581	74.4%
Winston-Salem Section	127	105	82.7%	27	9	33.3%	154	114	74.0%
Daytona Section	170	140	82.4%	44	18	40.9%	214	158	73.8%
Central Tennessee Section	659	514	78.0%	143	76	53.1%	802	590	73.6%
Brow ard Section	438	349	79.7%	69	23	33.3%	507	372	73.4%
Alabama Section	813	642	79.0%	177	83	46.9%	990	725	73.2%
Evansville-Ow ensboro Section	177	136	76.8%	21	6	28.6%	198	142	71.7%
Louisville Section	331	255	77.0%	75	34	45.3%	406	289	71.2%
Memphis Section	407	304	74.7%	121	68	56.2%	528	372	70.5%
Miami Section	517	379	73.3%	157	84	53.5%	674	463	68.7%
Virginia Mountain Section	440	341	77.5%	205	102	49.8%	645	443	68.7%
Lexington Section	346	258	74.6%	73	29	39.7%	419	287	68.5%
Tallahassee Area Section	260	199	76.5%	92	40	43.5%	352	239	67.9%
Jamaica Section	145	99	68.3%	29	14	48.3%	174	113	64.9%
Mobile Section	165	119	72.1%	53	22	41.5%	218	141	64.7%
Mississippi Section	455	303	66.6%	283	57	20.1%	738	360	48.8%
<b>Grand Total</b>	<b>23,544</b>	<b>19,091</b>	<b>81.1%</b>	<b>4,396</b>	<b>2,069</b>	<b>47.1%</b>	<b>27,940</b>	<b>21,160</b>	<b>75.7%</b>



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

<b>Election by Region:2015 Membership Year April 2015</b>					
<b>Region Code</b>	<b>Section Name</b>	<b>2015</b>	<b>2014</b>	<b># Change</b>	<b>% Change</b>
R3	Columbia Section	112	45	67	148.89%
R3	Northwest Florida Section	39	21	18	85.71%
R3	Evansville-Owensboro Section	40	22	18	81.82%
R3	Central Savannah River Section	23	13	10	76.92%
R3	Melbourne Section	49	28	21	75.00%
R3	Broward Section	95	58	37	63.79%
R3	Huntsville Section	109	75	34	45.33%
R3	Palm Beach Section	59	42	17	40.48%
R3	Savannah Section	35	26	9	34.62%
R3	Lexington Section	67	52	15	28.85%
R3	Central Virginia Section	48	39	9	23.08%
R3	Miami Section	139	114	25	21.93%
R3	Jamaica Section	45	38	7	18.42%
R3	Gainesville Section	68	58	10	17.24%
R3	Richmond Section	67	58	9	15.52%
R3	Winston-Salem Section	21	19	2	10.53%
R3	Tri Cities Section	11	10	1	10.00%
R3	Alabama Section	164	157	7	4.46%
R3	Eastern North Carolina Section	268	265	3	1.13%
R3	Daytona Section	41	41	0	0.00%
R3	Piedmont Section	80	80	0	0.00%

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

<b>Election by Region:2015 Membership Year April 2015</b>					
<b>Region Code</b>	<b>Section Name</b>	<b>2015</b>	<b>2014</b>	<b># Change</b>	<b>% Change</b>
R3	Western North Carolina Section	54	58	-4	-6.90%
R3	Orlando Section	148	164	-16	-9.76%
R3	Hampton Roads Section	79	89	-10	-11.24%
R3	Charlotte Section	100	113	-13	-11.50%
R3	Florida West Coast Section	114	129	-15	-11.63%
R3	Atlanta Section	429	488	-59	-12.09%
R3	Central Georgia Section	29	34	-5	-14.71%
R3	Memphis Section	88	109	-21	-19.27%
R3	East Tennessee Section	71	88	-17	-19.32%
R3	Mobile Section	43	54	-11	-20.37%
R3	Central Tennessee Section	96	122	-26	-21.31%
R3	Canaveral Section	7	9	-2	-22.22%
R3	Louisville Section	41	54	-13	-24.07%
R3	Chattanooga Section	26	35	-9	-25.71%
R3	Central North Carolina Section	29	40	-11	-27.50%
R3	Virginia Mountain Section	79	116	-37	-31.90%
R3	Tallahassee Area Section	47	71	-24	-33.80%
R3	Jacksonville Section	37	57	-20	-35.09%
R3	Coastal South Carolina Section	43	74	-31	-41.89%
R3	Mississippi Section	83	306	-223	-72.88%
<b>Grand Total</b>		<b>3223</b>	<b>3471</b>	<b>-248</b>	<b>-7.14%</b>



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## 2015 Membership Development Goals



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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, four of the forty-one Sections have already **surpassed** their recruitment goal for the 2015 membership year. Congratulations to the Columbia, Evansville-Owensboro, Broward and Central Savannah River Sections!

Through April, a total of sixteen Sections, or 39% of the Region, are on track to meet their goal for the year.

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

### Retention Performance

In Region 3, six 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 and Canaveral Sections!

Most Sections in Region 3 are on target to reach or surpass their retention goals for the year, tracking at 88% or more of their goal. Thirty-seven Sections are over 90% to their goal.

Currently, the overall retention rate in Region 3 is at 75.7%, compared to 76.4% last year. Since deactivation, the region has recovered 1,348 members or 17.2% of the deactivated members. This will start to level off in the coming months with the biggest challenge yet to come in retaining these members. We're not exactly out of the woods, so keep up the great work!

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

Region 3 Recruitment	% to Goal
Columbia Section	167.2%
Evansville-Owensboro Section	119.0%
Broward Section	110.5%
Central Savannah River Section	109.5%
Huntsville Section	99.1%
Northwest Florida Section	94.0%
Jamaica Section	90.0%
Savannah Section	89.7%
Palm Beach Section	89.2%
Daytona Section	83.1%
Miami Section	80.8%
Richmond Section	80.7%
Tri Cities Section	80.6%
Piedmont Section	78.4%
Lexington Section	77.6%
Alabama Section	75.8%
Melbourne Section	74.6%
Gainesville Section	74.5%
Central Virginia Section	73.8%
Memphis Section	70.4%





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

With the second month of Half Year Dues and our arrears recovery in full swing, your Section should be focusing on **both** retaining and recruiting members for your sections. There is no better time to do both of these activities. 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

### **New MD Report Design**

Perhaps you may have noticed a reshuffling of the pages in this report. After discussions with the MRRC and feedback from you, the volunteers, we are trying out a new format to hopefully make the report analysis a bit easier. We realize that there is a lot of information in this report, however, **at the Section level**, you really only need to **review YOUR Section's data** which accounts for **3 TOTAL LINES** of the entire report (**1 each for Total, Renewal and Recruitment**).

We anticipate your cooperation in seeing where you stand and adjusting your Section activities accordingly to deliver what our members want in order to retain and attract new members.

### **Arrears Recovery Continues**

As pointed out last month, HQ does participate in a number of arrears recovery efforts including a number of email campaigns and a calling effort executed by the Contact Center in their downtime. This has contributed to the overall renewal rate; however we need to make sure the Sections are making this effort as well.

If you have been reaching out to your non-renewing members, great job! If not, it is never too late to try and call or at least email those who have not renewed. We have heard from a number of Sections who are achieving success in this area, including the Foothill Section in Region 6 and the New Jersey Coast Section in Region 1. Both of these Sections made the effort and have surpassed their renewal goals for 2015.

### **Half Year Dues is in Full Swing**

If you pay attention to the year-over-year change in membership, most Sections are only a handful of new recruits off from last year. With a few minor adjustments, **YOU CAN TURN THE TIDE!** Here are some quick easy tips to help drive your recruitment.

- Make sure you are promoting the **½ off membership dues** at all meetings, events, etc.
- Have either paper applications or at least the IEEE join page URL handy ([www.ieee.org/join](http://www.ieee.org/join)) to give to non-members.
- Employing an event greeter at the events is an easy, short-term volunteer opportunity to offer members who want to network.
- Want to **take the hassle out** of the application at the event? We can make it EASIER:
  - Have an internet-ready device on hand
  - Display the [IEEE-USA Member-Get-A-Member page](#)
  - Simply have the event greeter help the non-member with a referral
  - It is a triple win for all!
    - The event greeter earns recruitment rewards.
    - The non-member joins for half off.
    - The Section recruits new members.

### **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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Member Engagement	Membership Activities	
<b>Recruitment</b>	Recruitment can be handled via the Conference Member Recruitment program, <a href="http://www.ieee.org/cmr">www.ieee.org/cmr</a>	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
<b>MGA Operations</b>	New membership dues effective 16 August	New membership year begins 16 August
<b>Section / Chapter Operations</b>	Invite first year members to activities and events. Consider the newly elevated Student graduates.	Use the Correspondence templates located on <a href="http://www.ieee.org/md">www.ieee.org/md</a> for outreach
<b>SAMIEEE/Data Analysis</b>	<i>New!</i> Section Vitality Dashboard link, <a href="http://www.ieee.org/vitalitydb">www.ieee.org/vitalitydb</a> will take you directly to the dashboard to view reports.	(MD) All Members Joining since Beginning of Membership Year (MD) First Year Active Members (MD) Members Joining in Past 30 Days (MD) New Member Interest Information for Active IEEE Members
<b>Volunteer Resources</b>	<a href="http://www.ieee.org/volunteers">www.ieee.org/volunteers</a>	

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

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