



MD Monthly – DECEMBER 2014

Membership Development Report – Page 1



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

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SPECIAL ISSUE: YEAR-END STATISTICS

Monthly Census	YoY Variance		Dec '14	Dec '13	Nov '14	Dec '14 vs. Nov '14	
IEEE Membership		-4,703	-1.1%	426,488	431,191	416,795	+2.3%
• Honorary		3	+10.0%	33	30	30	+10.0%
• Fellow		140	+2.0%	7,113	6,973	7,111	0.0%
• Senior Member		977	+2.7%	37,371	36,394	36,990	+1.0%
• Member		-1,704	-0.7%	255,550	257,254	254,695	+0.3%
• Associate Member		-799	-7.9%	9,352	10,151	9,459	-1.1%
• Graduate Student		-457	-1.0%	45,397	45,854	42,436	+7.0%
• Undergraduate Student		-2,863	-3.8%	71,672	74,535	66,074	+8.5%
Society Membership		-5,658	-1.7%	332,639	338,297	324,823	+2.4%
• 6 Societies up > 1%		2,798		Societies Note: Sum of respective gains and losses, with all counts excluding Affiliates. Including Affiliates , total Society memberships are down year-over-year by -7,207 or -2.0%.			
• 10 Societies +/- 1%		128					
• 22 Societies down > 1%		-10,309					

MD Venue	December - Membership YTD									
	'14	'13	'12	'11		'14	'13	'12	'11	
Retention	47.8%	46.9%	45.7%	47.8%		30,693	29,744	31,450	26,574	
	185,747	184,310	179,357	183,451	Recruitment					
Higher-Grade	56.9%	55.7%	52.6%	54.2%		6,803	7,176	5,758	4,743	
	171,125	167,143	159,960	162,606	Reinstatement					
STU/GSM	16.7%	18.4%	21.9%	24.8%		n/a	n/a	n/a	n/a	
	14,622	17,167	19,397	20,845	Recovery					

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

	Recruitment Activities	Retention Activities
Feb	<p> Give priority attention to renewal activities. → →</p> <p> Order Membership Development Kit – for Section and Chapter events and activities next month.</p>	<p> Arrears-Recovery Outreach– <u>Service deactivation occurs on 21 February</u> for individuals who do not renew their 2015 membership.</p> <p> Members Not Yet Renewed for the 2015 membership year - Updated daily. Access via SAMIEEE MD folder, pre-defined query, "(MD) 2014 Last Renewal Year for Active Members – Name, Grade, Email.</p>
Mar	<p> Give priority attention to member recovery tools and activities, especially first-year members. → →</p> <p> 1 March: ½-years dues period begins. Incorporate into recruitment messaging.</p>	<p> 1 March: Arrears recovery period begins for all members in arrears.</p> <p> Tools: Located in the MD folder of SAMIEEE, use pre-defined queries to identify members who have not renewed. Communications templates also available in MD Manual.</p>



December MD Highlights

IEEE Membership

The 2014 calendar year ended with IEEE membership down -1.1%, or a total 426,488 members. As predicted we fell short of the 428,000 member goal, by 1,500 members. This was the first negative year-over-year, year-end number since 2003.

Retention rates have historically declined every year, driven mostly by student membership. Higher grade retention has declined at a much slower pace. In addition, recruitment was in decline last year. Therefore, each year we begin the membership year with fewer members to renew. This year-over-year decline has been several years in the making.

Although recruitment has been trending positive thus far in the 2015 membership year, and now this month retention rates are ahead as well, this is not enough to overcome the smaller membership base with which we started the year. Retention has declined at a faster pace over time than recruitment and reinstatement activity could offset it.

However, if retention rates keep improving and recruitment increasing, it is feasible we could turn overall membership positive once again during the 2015 membership year. Then, with a larger renewing member base at the start of the next membership year, IEEE membership should return to continued growth over time.

Recruitment

Overall recruitment remains positive but gave up some of the +4.9% gain last month and stands at +3.2%. The main drivers were slips in GSM recruitment, and smaller gains in undergraduate recruitment. Higher grade recruitment has been negative, but continues to improve the year-over-year decline with each month.

See more detail on recruitment, page 7.

Retention

For the first time in the 2015 membership year, both the retention percentage and the actual number of renewals are ahead year-over-year. Overall retention rates rebounded in December, and are now ahead by +0.9%. The decline we saw in November was due to an operational backlog in the processing of approximately 11,000 paper renewals, which has since been cleared up. In addition, the second paper renewal notice was mailed the week of 24 November for the first time to the entire unrenewed HG member population, and that also helped to boost the numbers back into positive territory.

Overall GSM retention continues to chip away at its retention gap, improving another two-tenths in December. Undergraduate retention is now outpacing last year, after being slightly behind since the start of the renewal season.

NOTE: The service deactivation occurs on 21 February 2015. December is the official end of the 2014 membership year, though we allow a two month grace period until the service deactivation occurs at the end of February. On this date, all members who have not renewed for 2015 will have their benefits and services deactivated.

➡ You should reach out to your members who have not yet renewed. Use the templates found on www.ieee.org/md, along with the pre-defined SAMIEEE query to get a list of those members. The name of the query is "(MD) 2014 Last Renewal Year for Active Members – Name, Grade, Email". Look for the query in the SAMIEEE MD folder.

See more detail on retention, page 6.

Society Membership

Overall Society membership ended the year down -1.7%, slipping four-tenths of a percent from last month. Growth has been a challenge for Society membership as well, for the same reasons mentioned above: growth mitigated by declining retention and recruitment year-over-year. The trend of more Societies showing declines is continuing – 22 Societies are in negative territory. This number was 17 last month and 12 the month prior. So the losses have been gradual; they are not in any way sudden losses – again a mirror trend with IEEE membership. Computer Society and Communications Society - the two largest Societies - account for 75-80% of the losses.

The top societies in terms of percentage growth in December were Industry Applications (12.4% growth), and Ultrasonics, Ferroelectrics, & Frequency Control (6.1% growth).

Society membership details begin on page 10.



2015 Membership Development Team Updates

As we conclude 2014, we would like to thank the entire membership development team for their contributions in making IEEE membership the largest ever. We extend our sincere appreciation to the departing MD leadership, immediately below, and wish them well in their future pursuits.



Past Chair – Ed Perkins
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R10 – Darrel Chong
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By way of introduction, the 2015 Regional Membership Development team is listed below. In addition to changes in Region MD leadership, officer transitions are also occurring in Societies, Chapters, and Sections.



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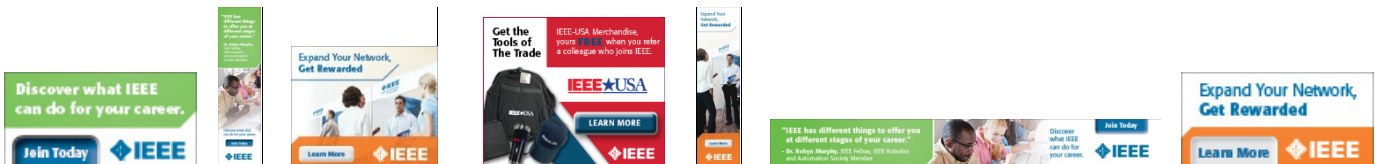


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New Ads in the Promotional Library Online

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.





2015 Membership Development Goals



Antonio Luque
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For the 2015 membership year, we introduced a new approach to creating the traditional Region membership goals. This 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 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 (on previous page) 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 four months into the membership year, the percent to goal should be tracking at 33% or more.

Recruitment	2015 Recruitment Goal	2015 Recruitment Growth	2015 YTD December	% to Goal
R1	3,866	7.4%	1,384	35.8%
R2	3,494	8.2%	1,095	31.3%
R3	4,823	9.2%	1,691	35.1%
R4	3,445	6.7%	1,295	37.6%
R5	4,086	8.0%	1,466	35.9%
R6	6,711	7.4%	2,319	34.6%
R7	3,431	12.4%	1,130	32.9%
R8	17,675	3.3%	5,557	31.4%
R9	7,330	10.8%	2,054	28.0%
R10	44,623	8.8%	12,702	28.5%
Total	99,481	7.8%	30,693	30.9%

Five regions are tracking above the target 33% to goal.

Region 4 has the highest progress to goal; Region 9 the lowest.

Congratulations to Region 7 - they are continuing to meet the challenge and maintain the growth trend of the last three years.

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

Retention	2015 % Retention Goal	2015 Retention Growth	2015 YTD December	% to Goal
R1	83.9%	1.3%	59.1%	70.4%
R2	84.1%	1.2%	59.3%	70.6%
R3	80.2%	1.2%	55.4%	69.1%
R4	82.1%	1.5%	56.3%	68.6%
R5	80.7%	1.2%	57.0%	70.6%
R6	82.6%	1.6%	58.0%	70.2%
R7	78.0%	1.6%	52.1%	66.8%
R8	73.3%	2.2%	43.9%	59.9%
R9	56.6%	3.9%	26.9%	47.6%
R10	54.6%	2.1%	34.6%	63.4%
Total	72.5%	1.8%	47.8%	66.0%

Since most retention activity occurs in the first half of the membership year, the 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 goals for retention growth are reflective of the last three years, and are rather aggressive – once again, we need local efforts going into the pre-arrears period to sustain this.

Reinstatement	2015 Reinstatement Goal	2015 Reinstatement Growth	2015 YTD December	% to Goal
R1	1,250	4.1%	439	35.1%
R2	1,230	3.5%	407	33.1%
R3	1,300	3.3%	463	35.6%
R4	1,000	8.6%	301	30.1%
R5	1,300	8.4%	456	35.1%
R6	2,350	2.8%	803	34.2%
R7	750	3.6%	249	33.2%
R8	3,700	3.1%	1,225	33.1%
R9	1,050	5.0%	407	38.8%
R10	4,350	3.7%	2,053	47.2%
Total	18,280	4.1%	6,803	37.2%

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.

Former members are a ripe pool of candidates to outreach to – and each year that pool grows.

Focus on sustaining reinstatement growth by regularly outreaching to them and/or inviting them to events.



Membership Retention Update

December is the official end of the membership year, though we allow a two month grace period until the service deactivation at the end of February. We typically see a large number of renewals at year-end. For the first time this year, both the retention percentage and the raw number of renewals are showing signs of growth.

Overall retention rates rebounded in December, and are now ahead by +0.9%. The decline we saw in November was due to an operational backlog in the processing of approximately 11,000 paper renewals, which has since been cleared up. In addition, the second paper renewal notice was mailed the week of 24 November for the first time to the entire unrenewed HG member population, and that also helped to boost the numbers back into positive territory.

First-year member retention, however, did not rebound. First-year undergraduates had been even YoY and this month slipped, while the first-year HG retention gap increased. We had been seeing positive first-year retention in this category for the last two years.

Overall GSM retention continues to chip away at its retention gap, improving another two tenths in December. Undergraduate retention is now outpacing last year, after being slightly behind since the start of the renewal season. In both student categories, we continue to see the first-year gap smaller than the overall gap, with the suggestion that the 2013 recruitment anomaly continues to linger on in retention.

NOTE: The service deactivation occurs on 21 February this year. Make every effort to communicate with your unrenewed members before they are deactivated. Need help or ideas? Contact elyn.perez@ieee.org.

IEEE Membership Renewal / Retention - December 2014

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	28,255	18,039	63.8%	61.3%	1,703	409	24.0%	32.2%	1,636	222	13.6%	18.0%	31,594	18,670	59.1%	57.6%
2	24,994	15,976	63.9%	62.3%	1,554	358	23.0%	29.4%	1,381	241	17.5%	18.0%	27,929	16,575	59.3%	58.1%
3	23,643	14,532	61.5%	60.2%	1,963	574	29.2%	34.3%	2,334	386	16.5%	19.6%	27,940	15,492	55.4%	55.0%
4	17,967	11,137	62.0%	61.1%	1,670	471	28.2%	34.8%	1,348	216	16.0%	20.4%	20,985	11,824	56.3%	56.1%
5	22,942	14,299	62.3%	59.9%	1,618	463	28.6%	33.2%	1,855	285	15.4%	18.9%	26,415	15,047	57.0%	55.1%
6	46,158	28,780	62.4%	60.7%	2,422	616	25.4%	31.8%	3,129	574	18.3%	20.0%	51,709	29,970	58.0%	56.6%
R 1-6	163,959	102,763	62.7%	60.9%	10,930	2,891	26.5%	32.6%	11,683	1,924	16.5%	19.3%	186,572	107,578	57.7%	56.5%
7	13,361	7,767	58.1%	56.4%	1,754	557	31.8%	40.3%	1,307	230	17.6%	22.3%	16,422	8,554	52.1%	51.6%
8	54,397	27,457	50.5%	49.5%	9,448	2,825	29.9%	36.8%	7,618	1,101	14.5%	16.1%	71,463	31,383	43.9%	44.0%
9	10,076	3,735	37.1%	37.4%	1,173	312	26.6%	33.5%	5,136	363	7.1%	8.6%	16,385	4,410	26.9%	28.0%
10	59,035	29,403	49.8%	49.4%	12,977	2,426	18.7%	22.9%	25,659	1,993	7.8%	4.4%	97,671	33,822	34.6%	32.8%
R 7-10	136,869	68,362	49.9%	49.2%	25,352	6,120	24.1%	30.2%	39,720	3,687	9.3%	7.6%	201,941	78,169	38.7%	37.9%
TOTAL	300,828	171,125	56.9%	55.7%	36,282	9,011	24.8%	31.0%	51,403	5,611	10.9%	10.1%	388,513	185,747	47.8%	46.9%

First-Year Member Renewal / Retention - December 2014

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	1,733	473	27.3%	23.3%	643	92	14.3%	20.1%	1,233	136	11.0%	14.1%	3,609	701	19.4%	19.9%
2	1,616	434	26.9%	24.3%	616	84	13.6%	18.3%	969	130	13.4%	13.5%	3,201	648	20.2%	19.7%
3	1,913	398	20.8%	21.9%	748	148	19.8%	22.2%	1,738	233	13.4%	16.6%	4,399	779	17.7%	19.9%
4	1,563	365	23.4%	28.4%	720	124	17.2%	24.4%	959	128	13.3%	14.4%	3,242	617	19.0%	22.7%
5	1,801	503	27.9%	23.3%	694	119	17.1%	21.9%	1,287	140	10.9%	15.5%	3,782	762	20.1%	20.0%
6	2,976	796	26.7%	26.5%	941	156	16.6%	18.8%	2,274	340	15.0%	16.9%	6,191	1,292	20.9%	21.8%
R 1-6	11,602	2,969	25.6%	24.7%	4,362	723	16.6%	20.8%	8,460	1,107	13.1%	15.5%	24,424	4,799	19.6%	20.7%
7	1,494	385	25.8%	26.6%	648	122	18.8%	27.8%	903	121	13.4%	15.5%	3,045	628	20.6%	23.3%
8	7,182	1,539	21.4%	22.7%	4,182	810	19.4%	26.0%	5,611	542	9.7%	11.4%	16,975	2,891	17.0%	19.7%
9	2,113	288	13.6%	16.4%	476	68	14.3%	26.0%	3,999	158	4.0%	5.2%	6,588	514	7.8%	10.2%
10	10,567	1,997	18.9%	21.4%	8,489	968	11.4%	14.6%	21,784	1,366	6.3%	3.1%	40,840	4,331	10.6%	9.7%
R 7-10	21,356	4,209	19.7%	21.7%	13,795	1,968	14.3%	19.3%	32,297	2,187	6.8%	5.0%	67,448	8,364	12.4%	12.8%
TOTAL	32,958	7,178	21.8%	22.7%	18,157	2,691	14.8%	19.7%	40,757	3,294	8.1%	7.0%	91,872	13,163	14.3%	14.8%

Recruitment Update

Overall recruitment, though still positive by 3.2% over last year, lost some ground from the +4.9% gain last month. All three categories had varying impacts on the year-end result:

- **Undergraduate recruitment** lost some momentum, but is still a bright spot. Recruitment gains leveled off this month after increasing steadily since September. It lost two percent of the high +12.2% gain last month. Regions 1, 5 and 10 had double digit gains in December.
- Overall **Graduate student recruitment** turned negative year-over-year for the first time since the beginning of the membership year, albeit by a very small margin. Region 8 GSM recruitment seemed to drive the overall decline. Most regions continued to improve their declines or increase their gains, most notably in Regions 2, 4 and 9.
- The gap in overall **Higher Grade recruitment** maintained the improvement path it has been on this year, reducing the gap by another half a percent in December. The main driver here was in Regions 1-6, where the HG recruitment gap was reduced by 4.2%. In Regions 8,9 and 10, the recruitment declines widened by as much as 5.3%.

Keep a sharp focus on the trends that might be impacting growth, and come up with strategies to address them. You don't have to do this by yourself – reach out to the MD Team for assistance – elyn.perez@ieee.org.

Cumulative Recruitment - December 2014

REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	311	355	(44)	-12.4%	251	268	(17)	-6.3%	822	725	97	13.4%	1,384	1,348	36	2.7%
2	279	286	(7)	-2.4%	288	220	68	30.9%	528	570	(42)	-7.4%	1,095	1,076	19	1.8%
3	280	277	3	1.1%	305	294	11	3.7%	1,106	1,308	(202)	-15.4%	1,691	1,879	(188)	-10.0%
4	185	249	(64)	-25.7%	324	240	84	35.0%	786	723	63	8.7%	1,295	1,212	83	6.8%
5	323	346	(23)	-6.6%	258	264	(6)	-2.3%	885	761	124	16.3%	1,466	1,371	95	6.9%
6	578	597	(19)	-3.2%	378	410	(32)	-7.8%	1,363	1,513	(150)	-9.9%	2,319	2,520	(201)	-8.0%
R 1-6	1,956	2,110	(154)	-7.3%	1,804	1,696	108	6.4%	5,490	5,600	(110)	-2.0%	9,250	9,406	(156)	-1.7%
7	296	294	2	0.7%	248	261	(13)	-5.0%	586	583	3	0.5%	1,130	1,138	(8)	-0.7%
8	969	1,326	(357)	-26.9%	1,537	1,694	(157)	-9.3%	3,051	2,857	194	6.8%	5,557	5,877	(320)	-5.4%
9	317	411	(94)	-22.9%	216	165	51	30.9%	1,521	1,552	(31)	-2.0%	2,054	2,128	(74)	-3.5%
10	1,701	1,861	(160)	-8.6%	2,945	2,938	7	0.2%	8,056	6,396	1,660	26.0%	12,702	11,195	1,507	13.5%
R 7-10	3,283	3,892	(609)	-15.6%	4,946	5,058	(112)	-2.2%	13,214	11,388	1,826	16.0%	21,443	20,338	1,105	5.4%
TOTAL	5,239	6,002	(763)	-12.7%	6,750	6,754	(4)	-0.1%	18,704	16,988	1,716	10.1%	30,693	29,744	949	3.2%

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 (through 28 February). After that, new members are eligible to join at the special half year dues rate. For each successful new recruit, the referring member can select an IEEE-USA branded merchandise item including a hat, cooler, backpack, golf balls, pen sets, solar charger, tablet case, umbrella and more.

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	377	1,240	1,617
Referrals Joined	77	397	474
% of Referrals Joined	20.4%	32.0%	29.3%
# New US HG Members	57	295	352



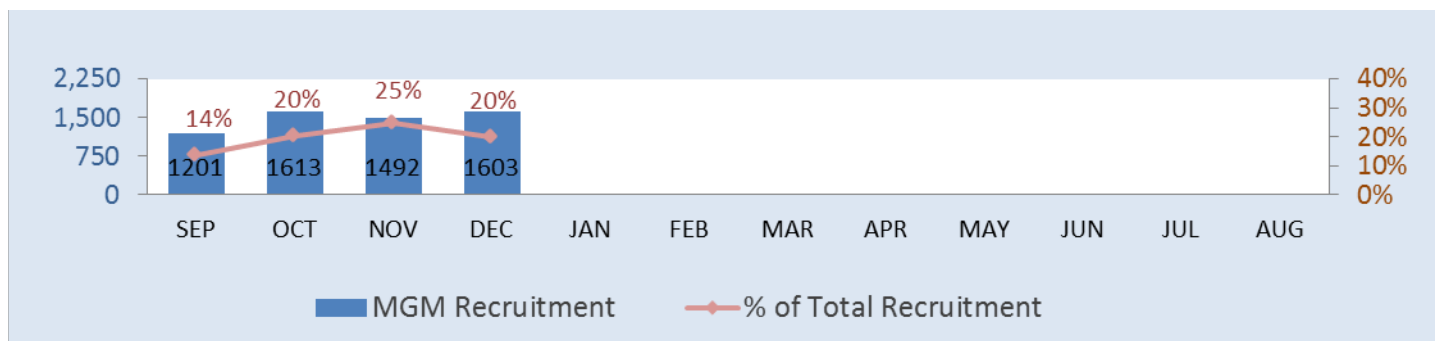


Recruiters of the Month – Member-Get-a-Member (MGM) Program


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.

Simonraj S	R10, Madras Section	33 new members	Mayank Sharma	R10, Delhi Section	17 new members
Darshini Darwin	R10, Madras Section	32 new members	Zaeem Athar	R10, Islamabad Section	17 new members
Renold Thomas	R10, Kerala Section	32 new members	Anoop Chandra	R10, Bangalore Section	16 new members
Jubayer Rahman	R10, Bangladesh Section	23 new members	Archana Vijay	R10, Kerala Section	15 new members
Akshai Retnam R	R10, Madras Section	23 new members	Ashin Jose	R10, Kerala Section	15 new members
Chandrasahs M	R10, Bangalore Section	20 new members	Christina Malliou	R8, Greece Section	14 new members
Georgey Jacob	R10, Kerala Section	20 new members	Chiranjeevi M V	R10, Bangalore Section	13 new members
Aman Kumar	R10, Bangalore Section	20 new members	Avinash Jain	R10, Bangalore Section	13 new members
Suraj S	R10, Bangalore Section	20 new members	Sagnik Dam	R10, Kolkata Section	12 new members
Amit Tiwary	R10, Bangalore Section	20 new members	Vedesh Prabhu	R10, Bangalore Section	12 new members
Pierre Hashem	R8, Lebanon Section	19 new members	Aravinda S K	R10, Bangalore Section	12 new members
M. Jainutheen Absan	R10, Madras Section	19 new members	Fawad Rasheed K.M	R10, Kerala Section	12 new members
Vinay G.R	R10, Bangalore Section	19 new members	Husam Momenah	R8, Jordan Section	12 new members
Payal Pai	R10, Bangalore Section	19 new members	Siddhartha Kuvera	R10, Delhi Section	10 new members
Eshwar T.S.	R10, Bangalore Section	19 new members	Usman Fiaz	R10, Islamabad Section	10 new members
Usman Khalil Choudhry	R10, Lahore Section	18 new members	Dhirupa K.	R10, Hyderabad Section	10 new members
Albin John	R10, Kerala Section	18 new members	Lily Zhan	R7, Toronto Section	10 new members
Yashaswini Y	R10, Bangalore Section	18 new members			



2015 membership year total: 5,909 new members
Same period last year: 6,892

Membership by Region	Dec '14	 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 - December 2014																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2014	2013	Change		2014	2013	Change		2014	2013	Change		2014	2013	Change	
			#	%			#	%			#	%			#	%
1	28,743	29,840	(1,097)	-3.7%	2,065	2,243	(178)	-7.9%	2,531	2,419	112	4.6%	33,339	34,502	(1,163)	-3.4%
2	25,362	25,890	(528)	-2.0%	1,975	2,082	(107)	-5.1%	1,994	2,060	(66)	-3.2%	29,331	30,032	(701)	-2.3%
3	24,227	24,366	(139)	-0.6%	2,398	2,557	(159)	-6.2%	3,573	3,729	(156)	-4.2%	30,198	30,652	(454)	-1.5%
4	18,177	18,227	(50)	-0.3%	2,045	2,096	(51)	-2.4%	2,220	2,320	(100)	-4.3%	22,442	22,643	(201)	-0.9%
5	23,583	23,880	(297)	-1.2%	1,997	2,016	(19)	-0.9%	2,897	3,024	(127)	-4.2%	28,477	28,920	(443)	-1.5%
6	47,484	48,265	(781)	-1.6%	2,987	3,432	(445)	-13.0%	4,692	4,911	(219)	-4.5%	55,163	56,608	(1,445)	-2.6%
R 1-6	167,576	170,468	(2,892)	-1.7%	13,467	14,426	(959)	-6.6%	17,907	18,463	(556)	-3.0%	198,950	203,357	(4,407)	-2.2%
7	13,821	13,719	102	0.7%	2,149	2,252	(103)	-4.6%	1,926	2,082	(156)	-7.5%	17,896	18,053	(157)	-0.9%
8	55,908	55,652	256	0.5%	11,607	12,036	(429)	-3.6%	10,691	10,909	(218)	-2.0%	78,206	78,597	(391)	-0.5%
9	10,557	10,614	(57)	-0.5%	1,513	1,516	(3)	-0.2%	6,830	6,937	(107)	-1.5%	18,900	19,067	(167)	-0.9%
10	61,557	60,349	1,208	2.0%	16,661	15,624	1,037	6.6%	34,318	36,144	(1,826)	-5.1%	112,536	112,117	419	0.4%
R 7-10	141,843	140,334	1,509	1.1%	31,930	31,428	502	1.6%	53,765	56,072	(2,307)	-4.1%	227,538	227,834	(296)	-0.1%
TOTAL	309,419	310,802	(1,383)	-0.4%	45,397	45,854	(457)	-1.0%	71,672	74,535	(2,863)	-3.8%	426,488	431,191	(4,703)	-1.1%

- Overall membership decline dropped one tenth of a percent, was -1.0% for the last two months
- Higher-grade membership was the main driver, went from -0.1% to -0.4%
 - All Regions were impacted, either giving back some of the gain or widening the gap
- Graduate student membership improved a tenth of a percent
 - Gap improvements seen in R1-6; all but R8 gained
- Student grade continued improvement trend for last three months, now -3.8% after -4.9% last month
 - R1-6 student grade widened from -2.4% last month
 - R7-10 improved to -4.1% from -5.8%
- Last year at this time, overall membership was positive +0.5%

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 December 2014																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
IEEE Societies																				
DIVISION I																				
Circuits & Systems	9,617	9,817	-200	-2.0%	544	566	-22	-3.9%	42	44	-2	-4.5%	10,203	10,427	-224	-2.1%	10,161	10,383	-222	-2.1%
Electron Devices	9,865	9,997	-132	-1.3%	505	465	40	8.6%	55	50	5	10.0%	10,425	10,512	-87	-0.8%	10,370	10,462	-92	-0.9%
Solid-State Circuits	9,708	9,977	-269	-2.7%	259	248	11	4.4%	103	99	4	4.0%	10,070	10,324	-254	-2.5%	9,967	10,225	-258	-2.5%
Div I Subtotal	29,190	29,791	-601	-2.0%	1,308	1,279	29	2.3%	200	193	7	3.6%	30,698	31,263	-565	-1.8%	30,498	31,070	-572	-1.8%
DIVISION II																				
Components, Packaging & Mfg Tech	2,535	2,556	-21	-0.8%	61	64	-3	-4.7%	28	23	5	21.7%	2,624	2,643	-19	-0.7%	2,596	2,620	-24	-0.9%
Dielectrics & Electrical Insulation	2,248	2,259	-11	-0.5%	37	54	-17	-31.5%	26	26	0	0.0%	2,311	2,339	-28	-1.2%	2,285	2,313	-28	-1.2%
Industry Applications	10,961	10,339	622	6.0%	1,277	553	724	130.9%	47	45	2	4.4%	12,285	10,937	1,348	12.3%	12,238	10,892	1,346	12.4%
Instrumentation & Measurements	4,099	4,177	-78	-1.9%	109	109	0	0.0%	25	30	-5	-16.7%	4,233	4,316	-83	-1.9%	4,208	4,286	-78	-1.8%
Power Electronics	7,530	7,603	-73	-1.0%	295	322	-27	-8.4%	31	37	-6	-16.2%	7,856	7,962	-106	-1.3%	7,825	7,925	-100	-1.3%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,182	2,058	124	6.0%	46	42	4	9.5%	30	30	0	0.0%	2,258	2,130	128	6.0%	2,228	2,100	128	6.1%
Div II Subtotal	29,555	28,992	563	1.9%	1,825	1,144	681	59.5%	187	191	-4	-2.1%	31,567	30,327	1,240	4.1%	31,380	30,136	1,244	4.1%
DIVISION III																				
Communications	43,253	47,185	-3,932	-8.3%	4,867	5,649	-782	-13.8%	1,043	1,137	-94	-8.3%	49,163	53,971	-4,808	-8.9%	48,120	52,834	-4,714	-8.9%
DIVISION IV																				
Antennas & Propagation	8,430	8,422	8	0.1%	265	404	-139	-34.4%	53	61	-8	-13.1%	8,748	8,887	-139	-1.6%	8,695	8,826	-131	-1.5%
Broadcast Technology	1,668	1,743	-75	-4.3%	51	55	-4	-7.3%	18	25	-7	-28.0%	1,737	1,823	-86	-4.7%	1,719	1,798	-79	-4.4%
Consumer Electronics	3,194	3,325	-131	-3.9%	143	168	-25	-14.9%	18	23	-5	-21.7%	3,355	3,516	-161	-4.6%	3,337	3,493	-156	-4.5%
Electromagnetic Compatibility	3,956	4,019	-63	-1.6%	44	61	-17	-27.9%	30	33	-3	-9.1%	4,030	4,113	-83	-2.0%	4,000	4,080	-80	-2.0%
Magnetics	3,108	3,131	-23	-0.7%	75	105	-30	-28.6%	83	76	7	9.2%	3,266	3,312	-46	-1.4%	3,183	3,236	-53	-1.6%
Microwave Theory & Techniques	11,253	11,482	-229	-2.0%	283	286	-3	-1.0%	36	36	0	0.0%	11,572	11,804	-232	-2.0%	11,536	11,768	-232	-2.0%
Nuclear & Plasma Sciences	3,040	3,154	-114	-3.6%	95	84	11	13.1%	48	43	5	11.6%	3,183	3,281	-98	-3.0%	3,135	3,238	-103	-3.2%
Div IV Subtotal	34,649	35,276	-627	-1.8%	956	1,163	-207	-17.8%	286	297	-11	-3.7%	35,891	36,736	-845	-2.3%	35,605	36,439	-834	-2.3%
DIVISION V/VIII																				
Computer	46,502	48,928	-2,426	-5.0%	3,818	4,382	-564	-12.9%	9,842	11,187	-1,345	-12.0%	60,162	64,497	-4,335	-6.7%	50,320	53,310	-2,990	-5.6%

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

IEEE Society Membership Totals as of December 2014																				
SOCIETY / DIVISION	IEEE Higher Grade Members (including GSMs)		Change		IEEE Student Members		Change		Society Affiliates		Change		Society Totals (with affiliates)		Change		Society Totals (without affiliates)		Change	
	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%	2014	2013	#	%
IEEE Societies																				
DIVISION VI																				
Education	3,473	3,547	-74	-2.1%	94	106	-12	-11.3%	45	50	-5	-10.0%	3,612	3,703	-91	-2.5%	3,567	3,653	-86	-2.4%
Industrial Electronics	6,155	6,000	155	2.6%	226	250	-24	-9.6%	26	31	-5	-16.1%	6,407	6,281	126	2.0%	6,381	6,250	131	2.1%
Product Safety Engineering	844	844	0	0.0%	8	8	0	0.0%	8	9	-1	-11.1%	860	861	-1	-0.1%	852	852	0	0.0%
Professional Communication	729	828	-99	-12.0%	29	45	-16	-35.6%	60	72	-12	-16.7%	818	945	-127	-13.4%	758	873	-115	-13.2%
Reliability	1,907	1,928	-21	-1.1%	24	28	-4	-14.3%	26	24	2	8.3%	1,957	1,980	-23	-1.2%	1,931	1,956	-25	-1.3%
Social Implications of Technology	1,475	1,610	-135	-8.4%	34	43	-9	-20.9%	19	26	-7	-26.9%	1,528	1,679	-151	-9.0%	1,509	1,653	-144	-8.7%
Technology and Engineering Mgmt *	1,703	0	1,703		22	0	22		16	0	16		1,741	0	1,741		1,725	0	1,725	
Div VI Subtotal	16,286	14,757	1,529	10.4%	437	480	-43	-9.0%	200	212	-12	-5.7%	16,923	15,449	1,474	9.5%	16,723	15,237	1,486	9.8%
DIVISION VII																				
Power & Energy	29,881	29,346	535	1.8%	3,189	2,736	453	16.6%	321	291	30	10.3%	33,391	32,373	1,018	3.1%	33,070	32,082	988	3.1%
DIVISION IX																				
Aerospace & Electronic Systems	4,705	4,726	-21	-0.4%	292	276	16	5.8%	30	34	-4	-11.8%	5,027	5,036	-9	-0.2%	4,997	5,002	-5	-0.1%
Geoscience & Remote Sensing	3,298	3,229	69	2.1%	125	108	17	15.7%	234	305	-71	-23.3%	3,657	3,642	15	0.4%	3,423	3,337	86	2.6%
Information Theory	3,355	3,258	97	3.0%	86	64	22	34.4%	26	21	5	23.8%	3,467	3,343	124	3.7%	3,441	3,322	119	3.6%
Intelligent Transportation Systems	1,423	1,419	4	0.3%	34	44	-10	-22.7%	25	26	-1	-3.8%	1,482	1,489	-7	-0.5%	1,457	1,463	-6	-0.4%
Oceanic Engineering	1,797	1,848	-51	-2.8%	112	69	43	62.3%	25	22	3	13.6%	1,934	1,939	-5	-0.3%	1,909	1,917	-8	-0.4%
Signal Processing	16,740	16,790	-50	-0.3%	634	501	133	26.5%	164	142	22	15.5%	17,538	17,433	105	0.6%	17,374	17,291	83	0.5%
Vehicular Technology	4,275	4,306	-31	-0.7%	157	155	2	1.3%	26	22	4	18.2%	4,458	4,483	-25	-0.6%	4,432	4,461	-29	-0.7%
Div IX Subtotal	35,593	35,576	17	0.0%	1,440	1,217	223	18.3%	530	572	-42	-7.3%	37,563	37,365	198	0.5%	37,033	36,793	240	0.7%
DIVISION X																				
Computational Intelligence	6,514	6,608	-94	-1.4%	384	376	8	2.1%	99	94	5	5.3%	6,997	7,078	-81	-1.1%	6,898	6,984	-86	-1.2%
Control Systems	9,386	9,431	-45	-0.5%	338	412	-74	-18.0%	73	81	-8	-9.9%	9,797	9,924	-127	-1.3%	9,724	9,843	-119	-1.2%
Engineering in Medicine & Biology	9,137	8,701	436	5.0%	880	1,200	-320	-26.7%	568	641	-73	-11.4%	10,585	10,542	43	0.4%	10,017	9,901	116	1.2%
Photonics	5,748	5,953	-205	-3.4%	95	109	-14	-12.8%	145	148	-3	-2.0%	5,988	6,210	-222	-3.6%	5,843	6,062	-219	-3.6%
Robotics & Automation	10,531	10,622	-91	-0.9%	2,050	1,866	184	9.9%	113	114	-1	-0.9%	12,694	12,602	92	0.7%	12,581	12,488	93	0.7%
Systems, Man & Cybernetics	4,606	4,884	-278	-5.7%	221	234	-13	-5.6%	43	41	2	4.9%	4,870	5,159	-289	-5.6%	4,827	5,118	-291	-5.7%
Div X Subtotal	45,922	46,199	-277	-0.6%	3,968	4,197	-229	-5.5%	1,041	1,119	-78	-7.0%	50,931	51,515	-584	-1.1%	49,890	50,396	-506	-1.0%
TOTAL	310,831	316,050	-5,219	-1.7%	21,808	22,247	-439	-2.0%	13,650	15,199	-1,549	-10.2%	346,289	353,496	-7,207	-2.0%	332,639	338,297	-5,658	-1.7%

*Added new in 2015, no YoY comparison data



Women in Engineering (WIE)					Dec '14				
Grade	This Month '14	This Month '13	Year-over-Year		Region	This Month '14	This Month '13	Year-over-Year	
			#	%				#	%
Fellow	99	88	11	12.5%	U.S.	3,417	3,311	106	3.2%
Senior Member	574	531	43	8.1%	Canada	352	354	(2)	-0.6%
Member	3954	3710	244	6.6%	Europe, Middle East, Africa	2,615	2,550	65	2.5%
Associate Member	133	85	48	56.5%	Latin America	2,264	2,161	103	4.8%
Graduate Student	1960	1958	2	0.1%	Asia & Pacific	7,033	7,079	(46)	-0.6%
Student	8961	9083	(122)	-1.3%	Total	15,681	15,455	226	1.5%
Total	15,681	15,455	226	1.5%					

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				Dec '14					
Grade	This Month '14	This Month '13	Year-over-Year		Grade	This Month '14	This Month '13	Year-over-Year	
			#	%				#	%
Student	50	62	(12)	-19.4%	Student	50	62	(12)	-19.4%
Higher-Grade	6,493	6,606	(113)	-1.7%	Higher-Grade	6,493	6,606	(113)	-1.7%
Affiliate	94	90	4	4.4%	Affiliate	94	90	4	4.4%
Total	6,637	6,758	(121)	-1.8%	Total	6,637	6,758	(121)	-1.8%

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 - December 2014			
Region	Higher Grade w/o GSM	Students	Total
1	4,534	2,065	6,602
2	4,237	1,968	6,206
3	4,748	2,428	7,176
4	3,924	2,071	5,997
5	4,673	2,029	6,705
6	8,694	3,043	11,741
R 1-6	30,810	13,604	44,427
7	3,809	2,156	5,967
8	18,503	11,508	30,020
9	3,980	1,563	5,547
10	19,584	16,439	36,034
R 7-10	45,876	31,666	77,568
TOTAL	76,686	45,270	121,995

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 - December 2014			
Region	Higher Grade w/o GSM	Students	Total
1	1,189	501	1,690
2	1,105	380	1,485
3	1,137	615	1,752
4	922	499	1,421
5	1,195	503	1,698
6	1,498	775	2,273
R 1-6	7,046	3,273	10,319
7	28	24	52
8	63	20	83
9	24	83	107
10	77	70	147
R 7-10	192	197	389
TOTAL	7,238	3,470	10,708

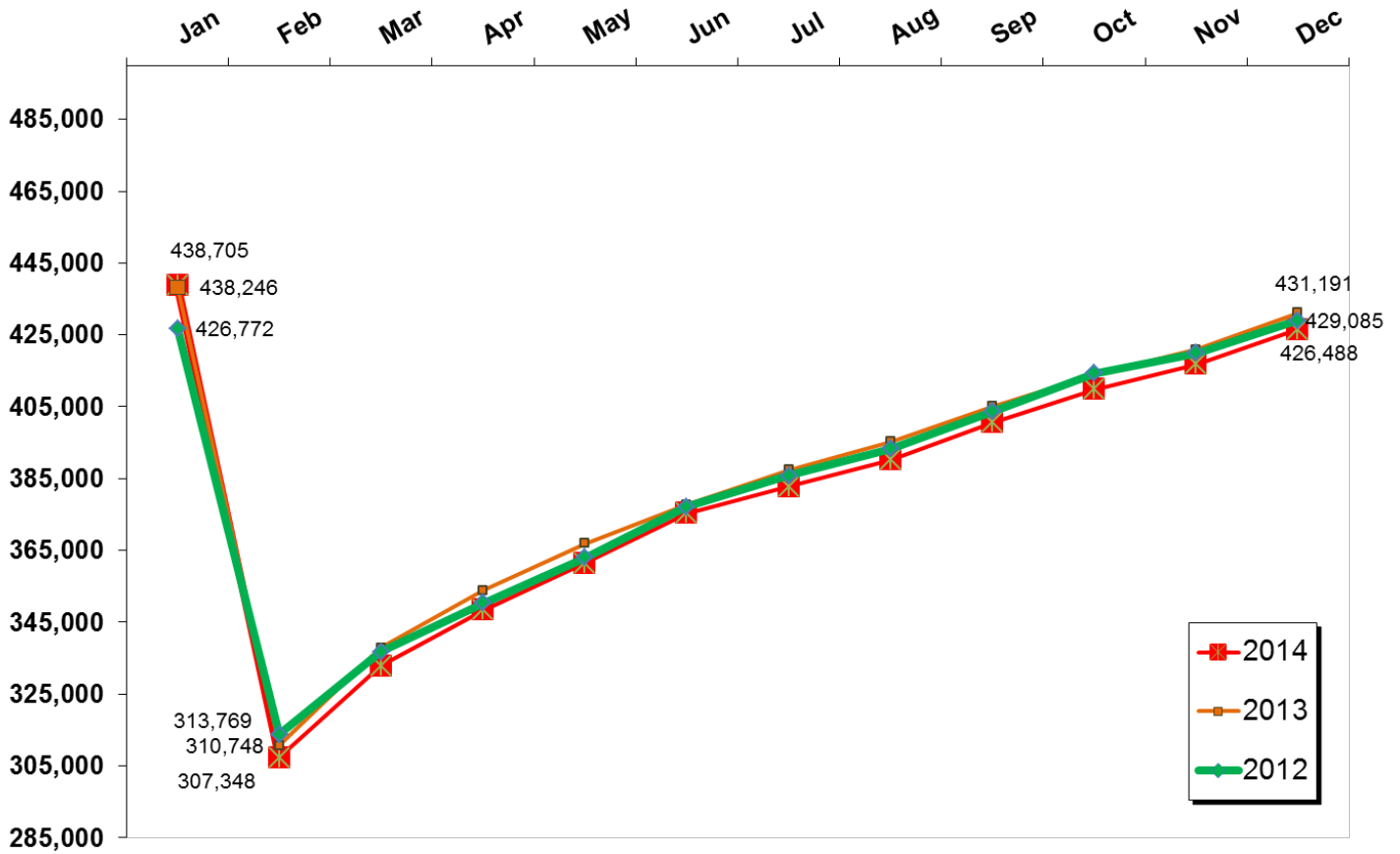
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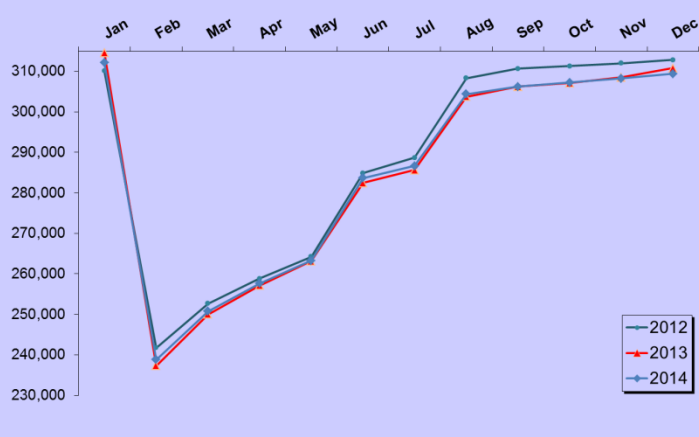


Year-over-Year by Month: 2012 through 2014

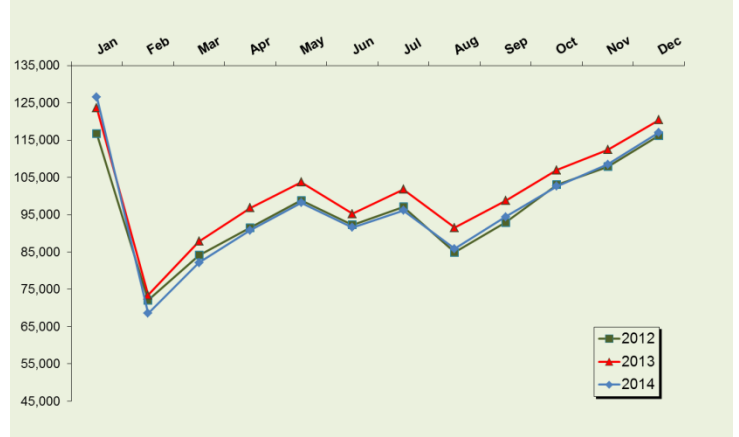
TOTAL IEEE MEMBERSHIP



TOTAL HIGHER GRADE MEMBERSHIP (Not Including Graduate Students)

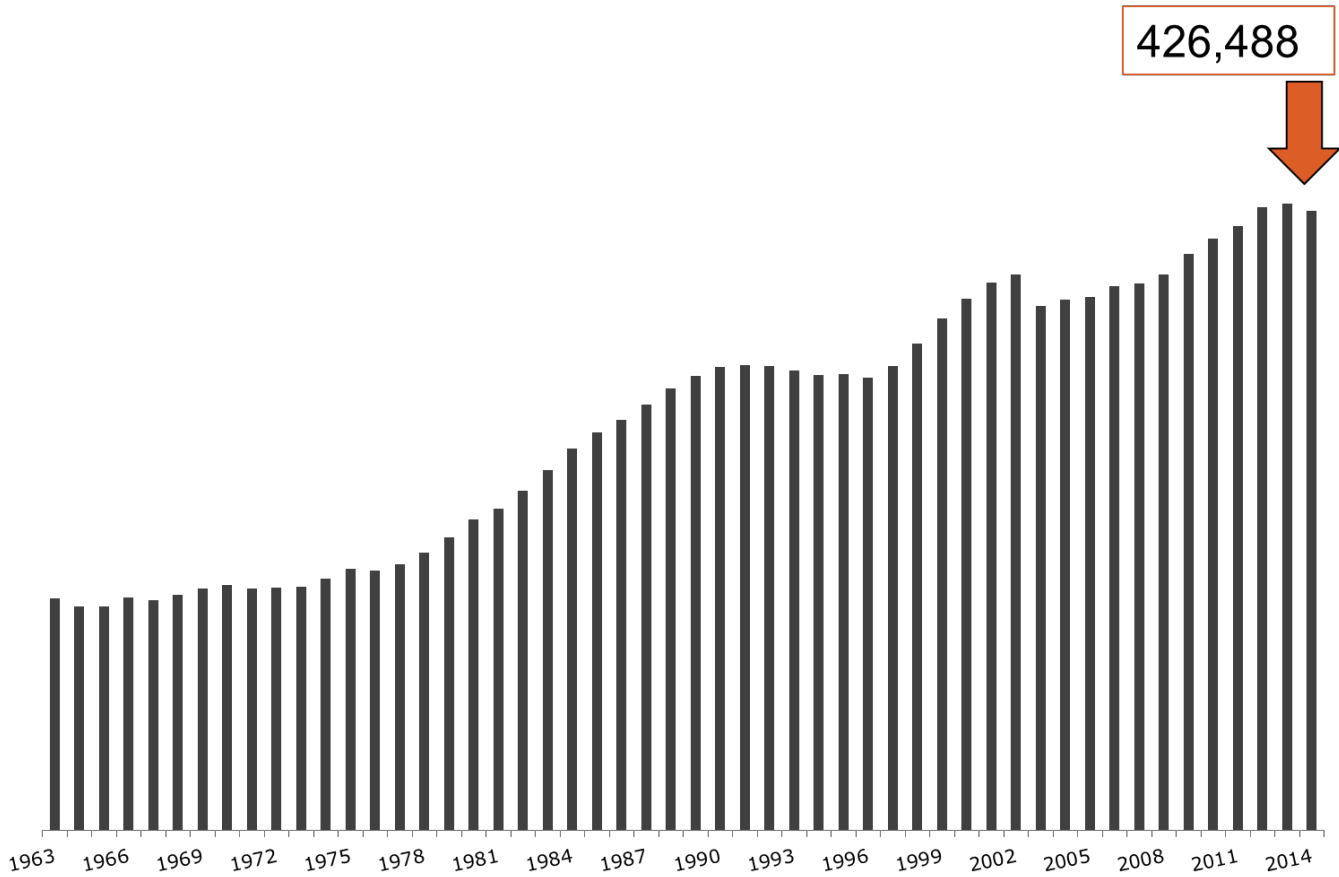


TOTAL STUDENT MEMBERSHIP (Including Graduate Students)



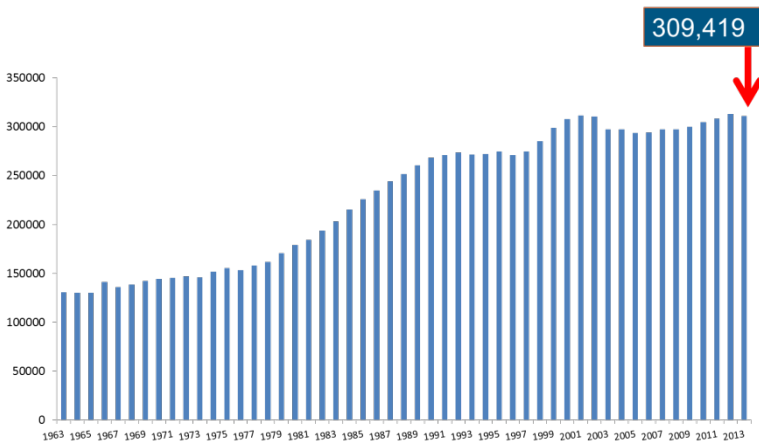


Historical –Total Membership 1963-2014

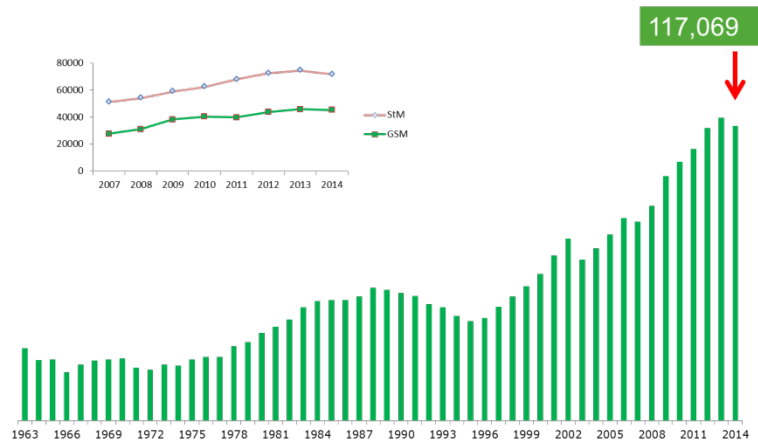


Historical trending counts for higher-grade membership reflect two methodologies of compilation, pre- and post-2003. IEEE updated its processes to require Life Members (LM) to positively affirm their desire to continue membership—which resulted in a noticeable decline in higher-grade membership—which resulted in a noticeable decline in higher-grade membership annually (this can give the appearance that higher-grade membership growth has slowed in pace compared to pre-2003). The deletion of non-replying LMs, on average 1,500 in total annually, has most impacted higher-grade membership trending in Regions 1-6, where about 87% of all LMs reside.

Total Higher Grade Membership 1963-2014

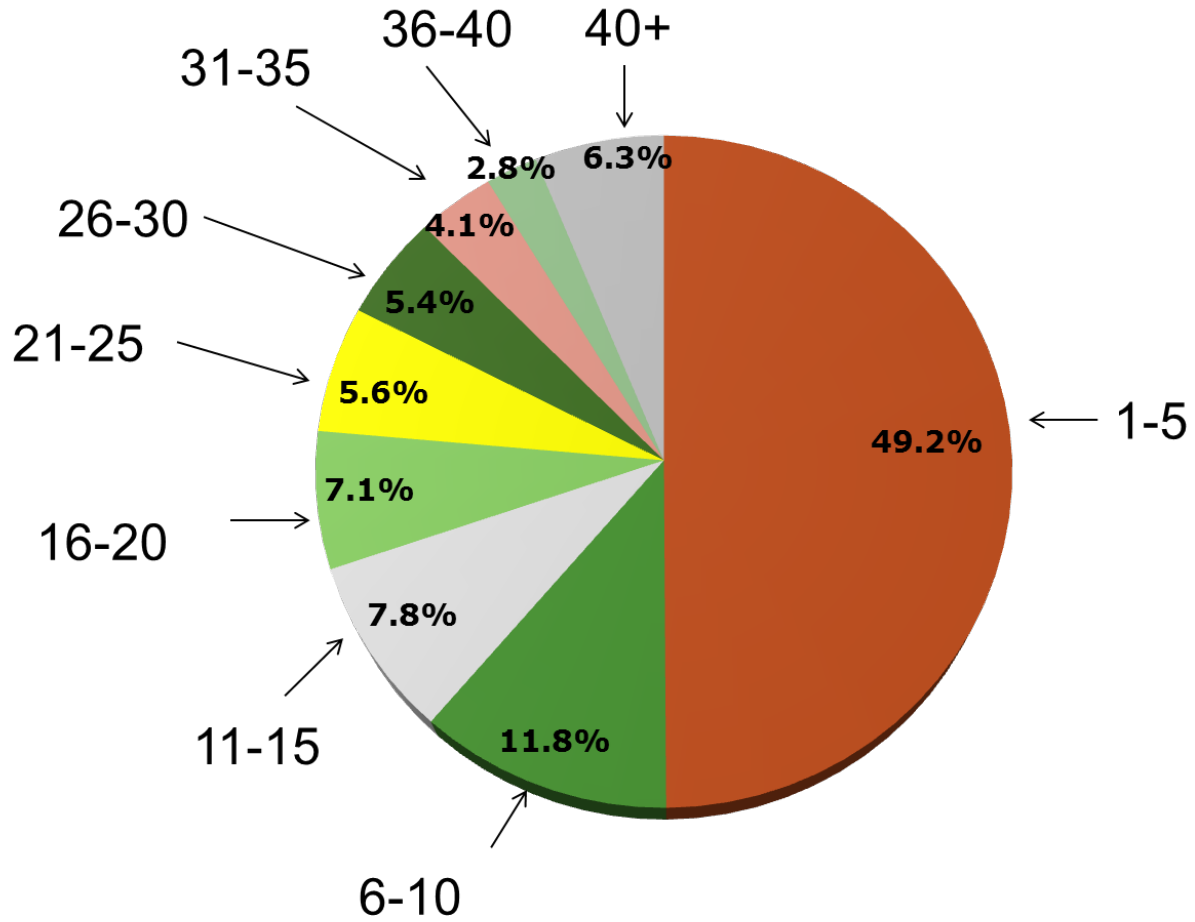


Total Student Membership 1963-2014



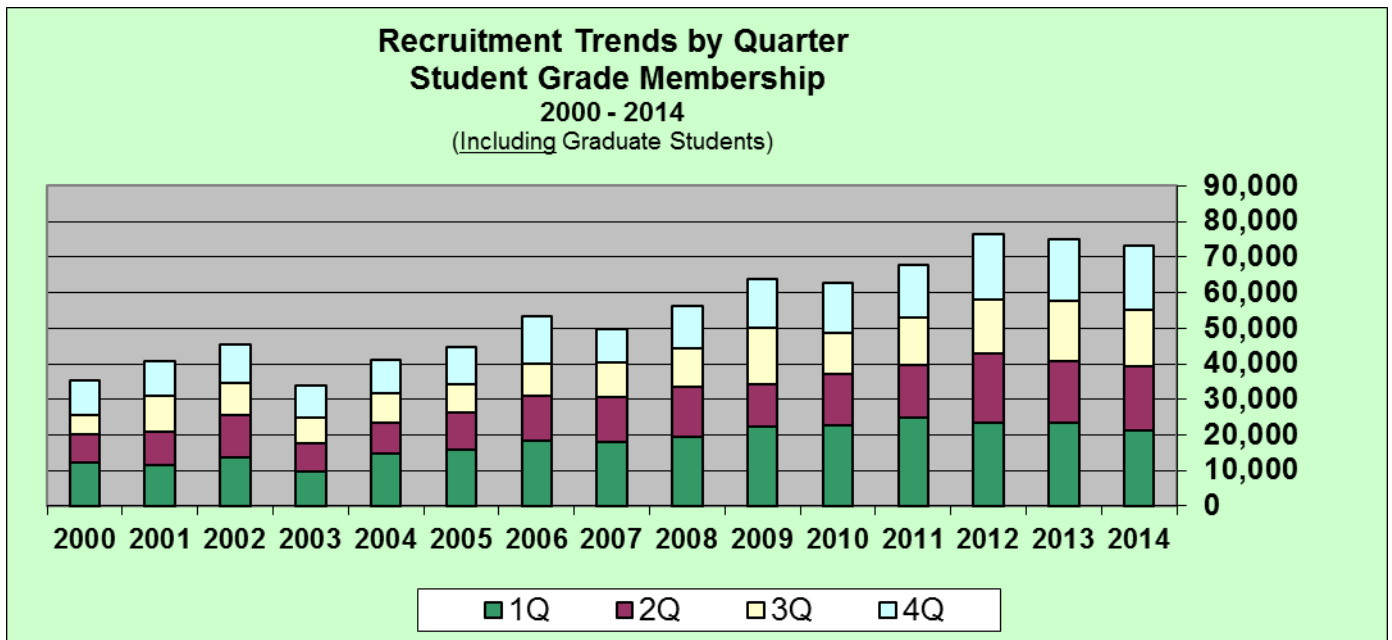
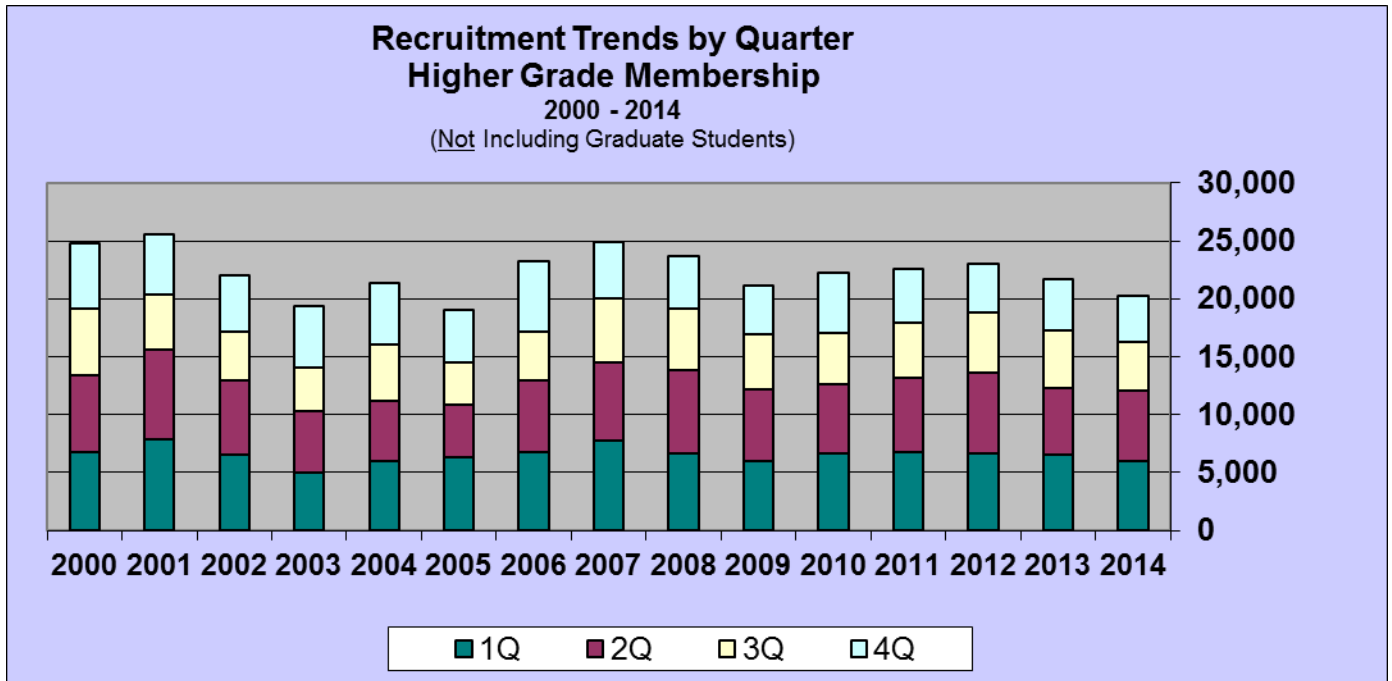


IEEE Membership by Cumulative Years of Service—2014



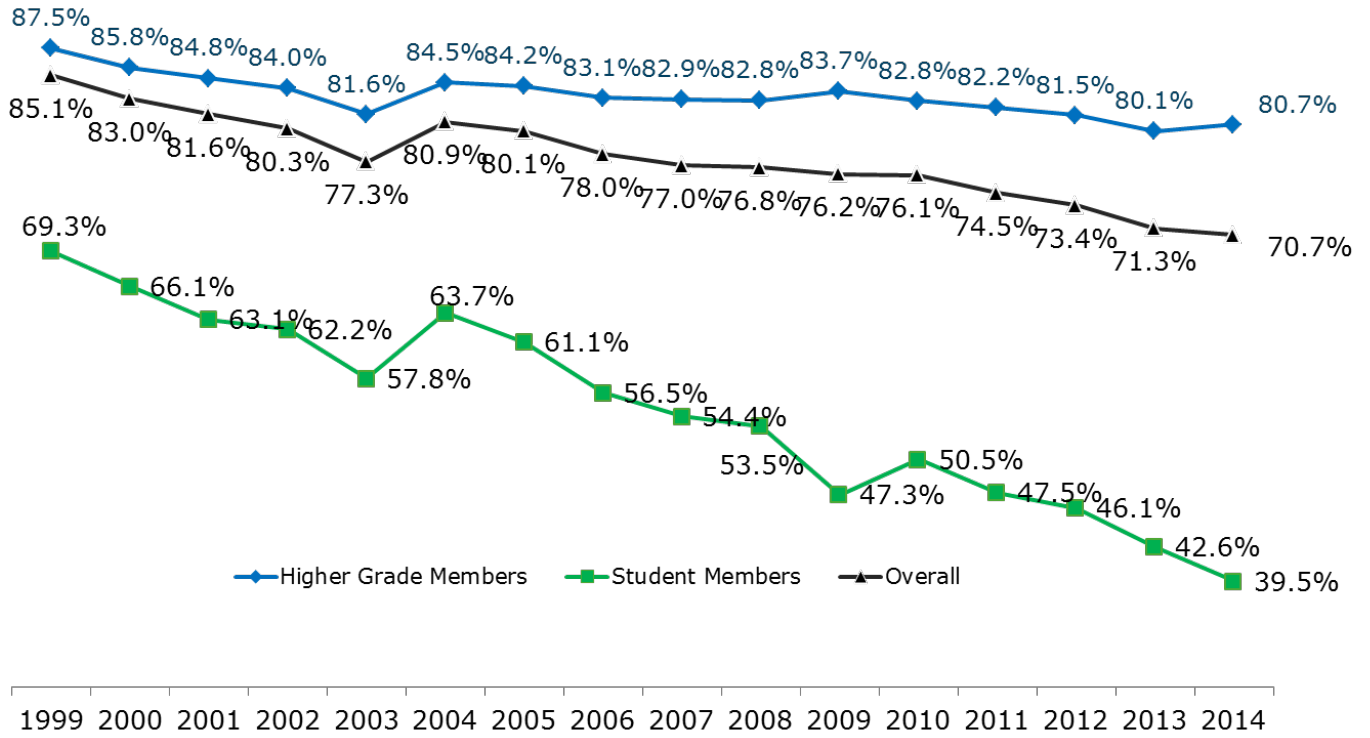


Recruitment Trends—IEEE Membership

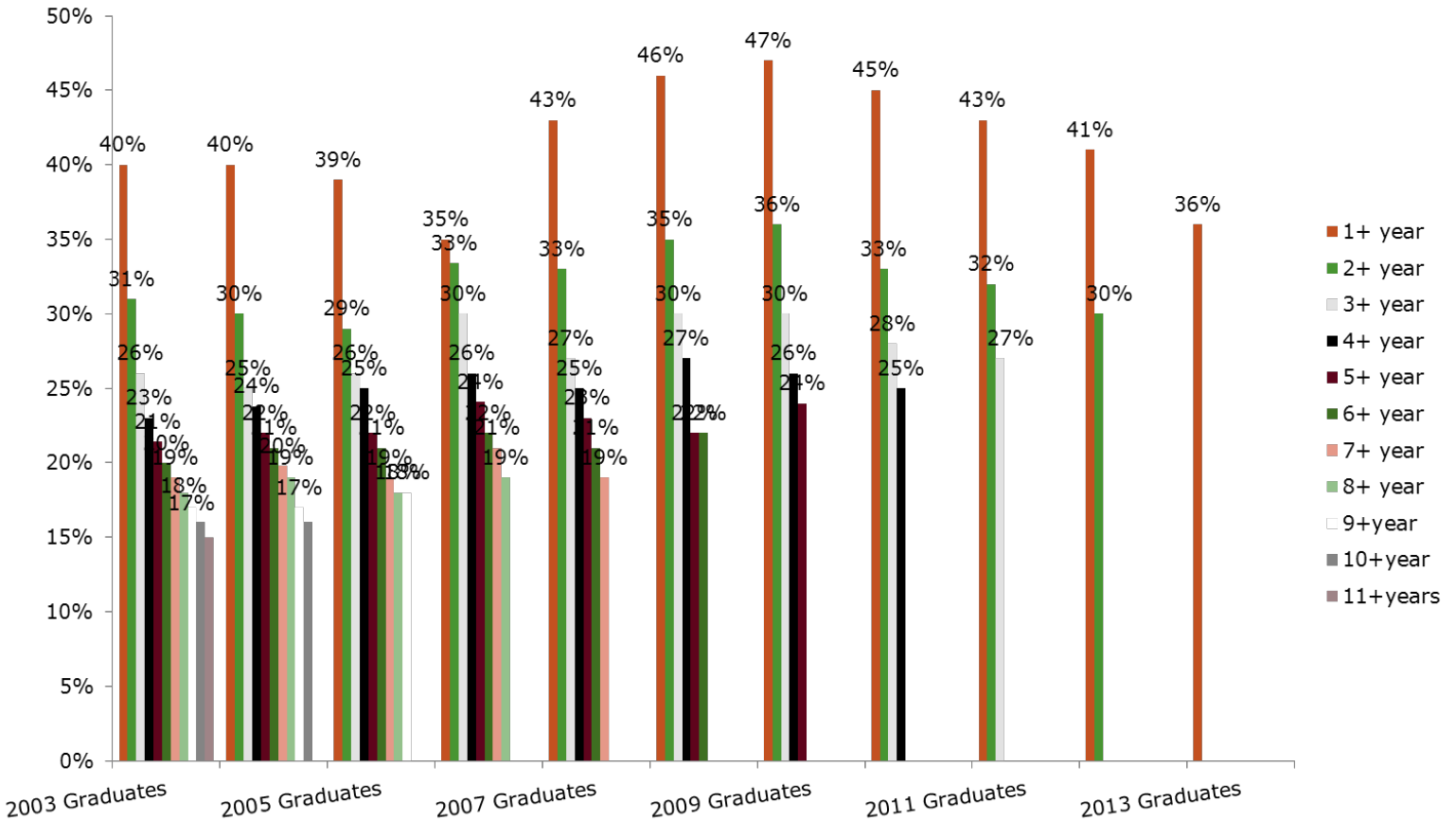




Retention Trends—IEEE Membership



Graduating Students – Post Graduation Retention Rates

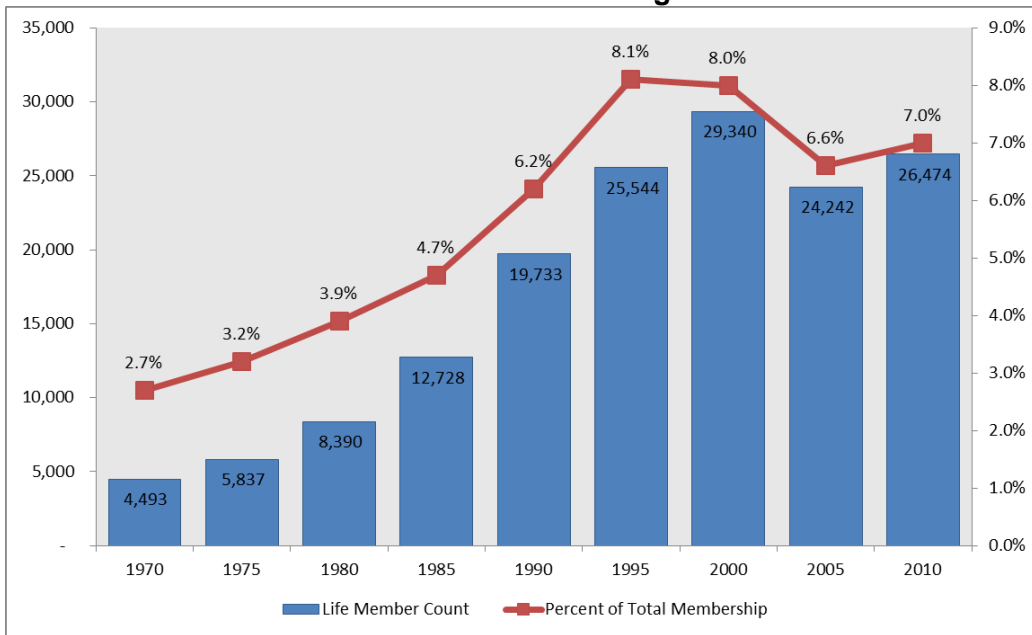




Life Member Trends—2014

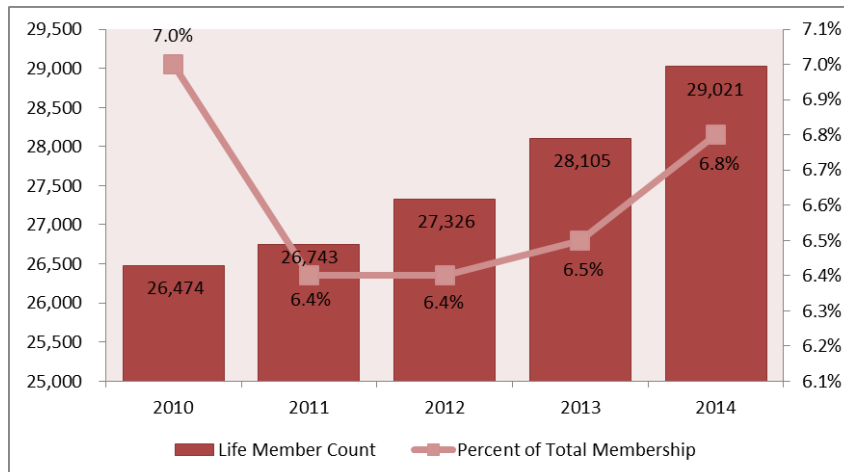
IEEE Life Members - 2014					
Region	Life Member	Life Senior	Life Fellow	Total	% of Total
1	3,601	1,117	511	5,229	18.0%
2	2,755	944	360	4,059	14.0%
3	2,649	1,006	309	3,964	13.7%
4	1,470	512	167	2,149	7.4%
5	1,860	710	182	2,752	9.5%
6	4,616	1,494	630	6,740	23.2%
7	677	290	141	1,108	3.8%
8	783	438	283	1,504	5.2%
9	119	107	11	237	0.8%
10	624	325	330	1,279	4.4%
total	19,154	6,943	2,924	29,021	
% of tot	66.0%	23.9%	10.1%		

Life Member Historical Trending 1970-2010



In 2003, IEEE updated its processes to require Life Members to positively affirm their desire to continue membership, which resulted in a significant one-year decline in 2003. Since 2003, Life Members who do not positively affirm continuance are removed from the membership counts annually. The deletion of non-replying LMs has recently averaged about 1,500 members annually, most impacting higher-grade membership trending in Regions 1-6, where about 87% of all LMs reside.

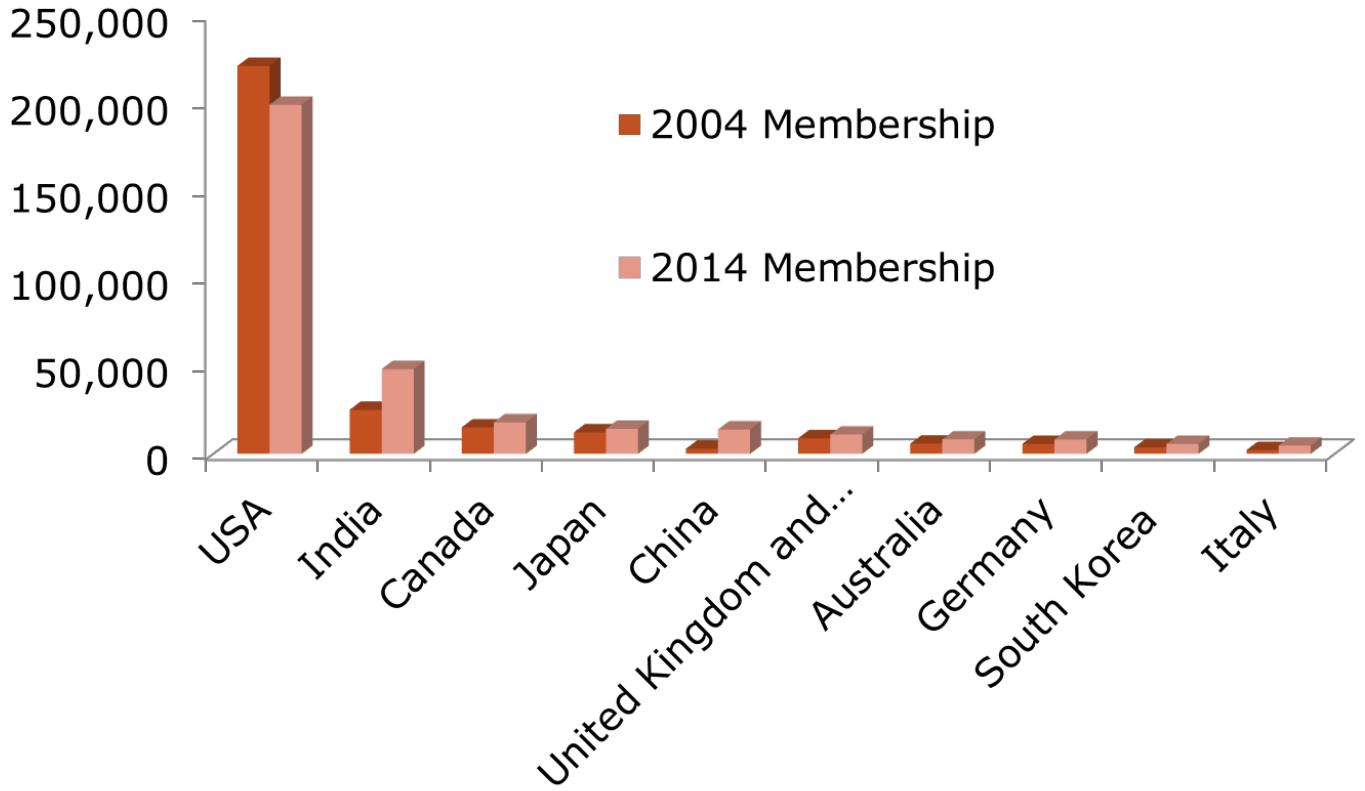
Life Members – 2010-2014





Top 10 Membership Countries (total membership) – 2004-2014

*All data based on primary mailing address. For UKRI, past statistics required us to use the Section level data.

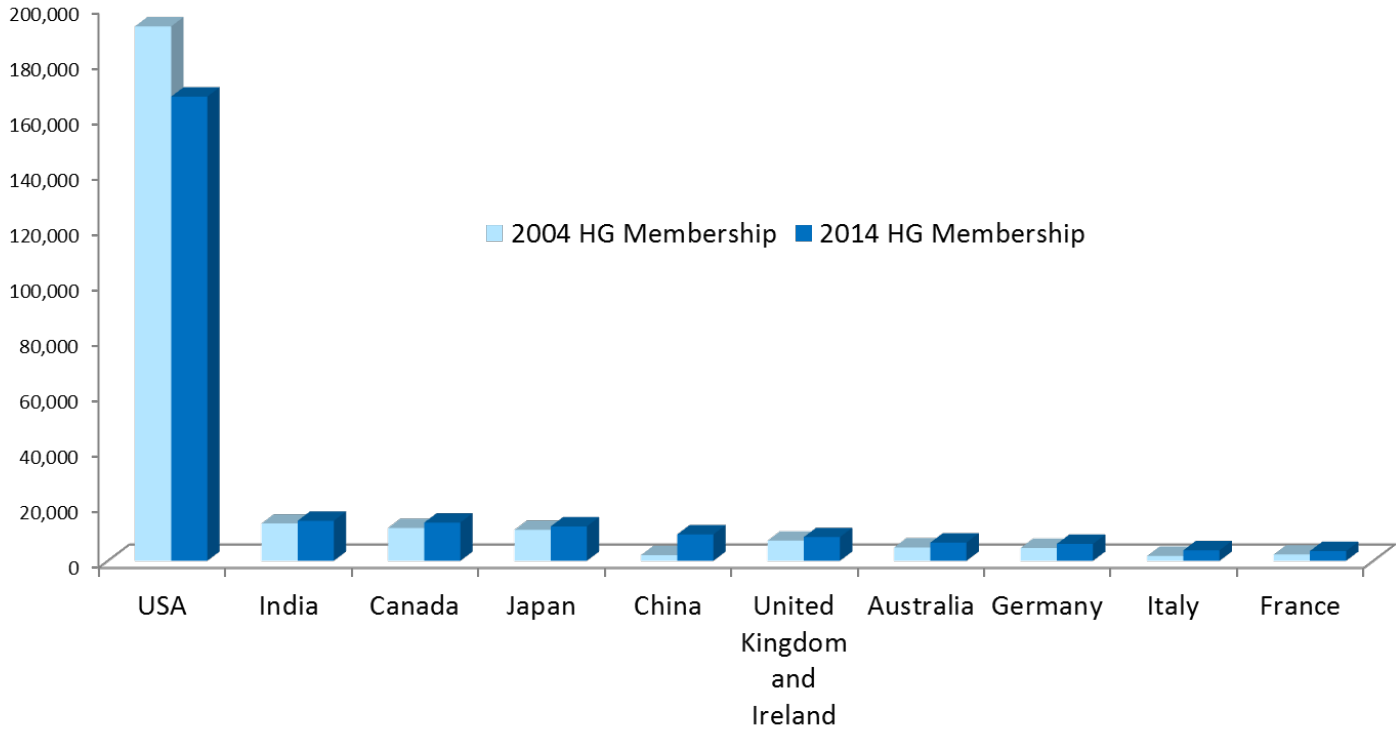


2014 Rank	Country	2004 Membership	2014 Membership	% Change Since 2004
1	USA	221,141	198,950	-10.0%
2	India	25,051	48,253	92.6%
3	Canada	15,107	17,896	18.5%
4	Japan	12,253	14,231	16.1%
5	China	2,883	13,813	379.1%
6	United Kingdom and Ireland	8,883	10,971	23.5%
7	Australia	5,778	8,193	41.8%
8	Germany	5,674	8,137	43.4%
9	South Korea	3,791	5,651	49.1%
10	Italy	2,146	4,698	118.9%



Top 10 Membership Countries – Higher-Grade Membership – 2004-2014

*All data based on primary mailing address. For UKRI, past statistics required us to use the Section level data.



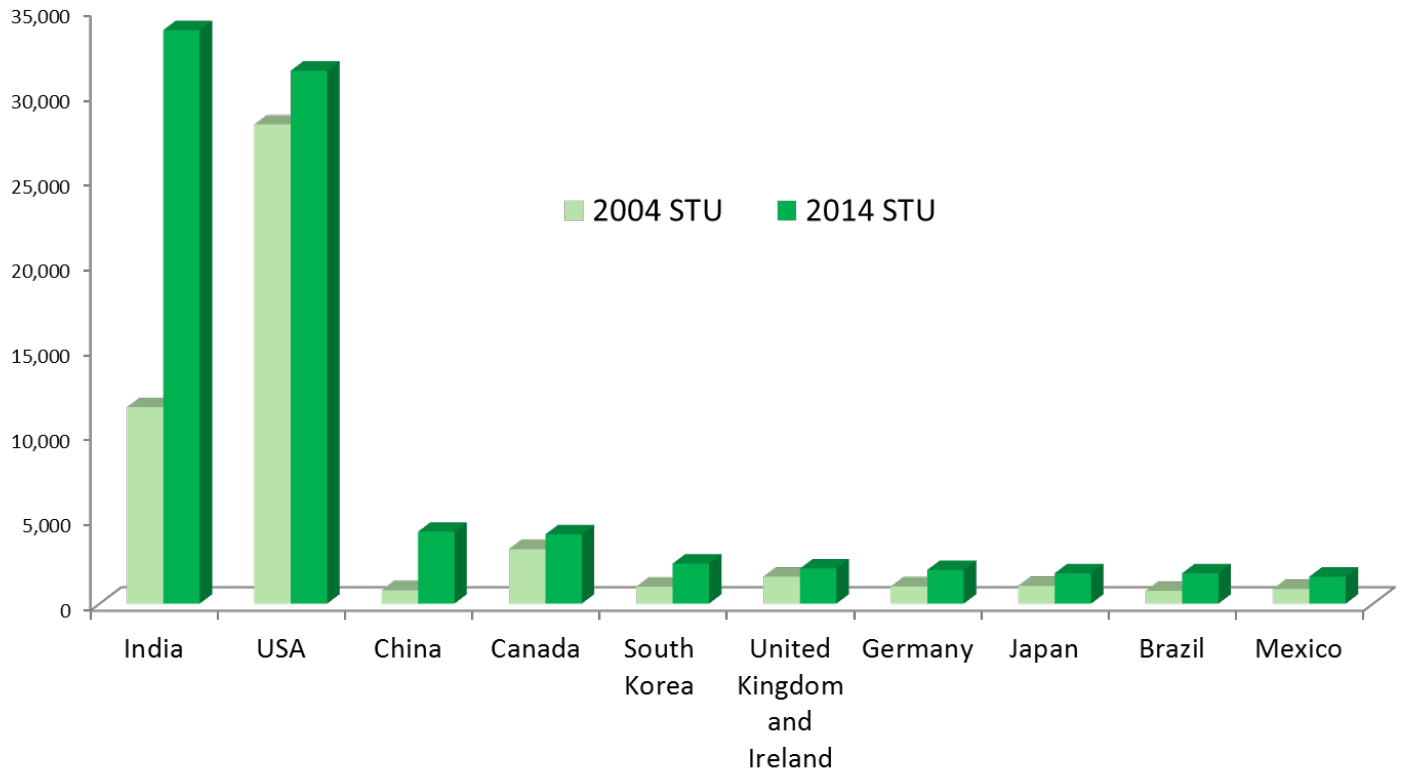
2014 Rank	Country	2004 HG Membership	2014 HG Membership	% Change Since 2004
1	USA	192,929	167,576	-13.1%
2	India	13,479	14,485	7.5%
3	Canada	11,901	13,821	16.1%
4	Japan	11,210	12,444	11.0%
5	China	2,097	9,575	356.6%
6	United Kingdom and Ireland	7,290	8,589	17.8%
7	Australia	4,859	6,602	35.9%
8	Germany	4,661	6,132	31.6%
9	Italy	1,812	3,833	111.5%
10	France	2,309	3,554	53.9%

Note: India HG growth almost completely due to e-Membership in 2011. Prior to e-Membership India had been in decline.



Top Membership Countries – Student Membership – 2004-2014

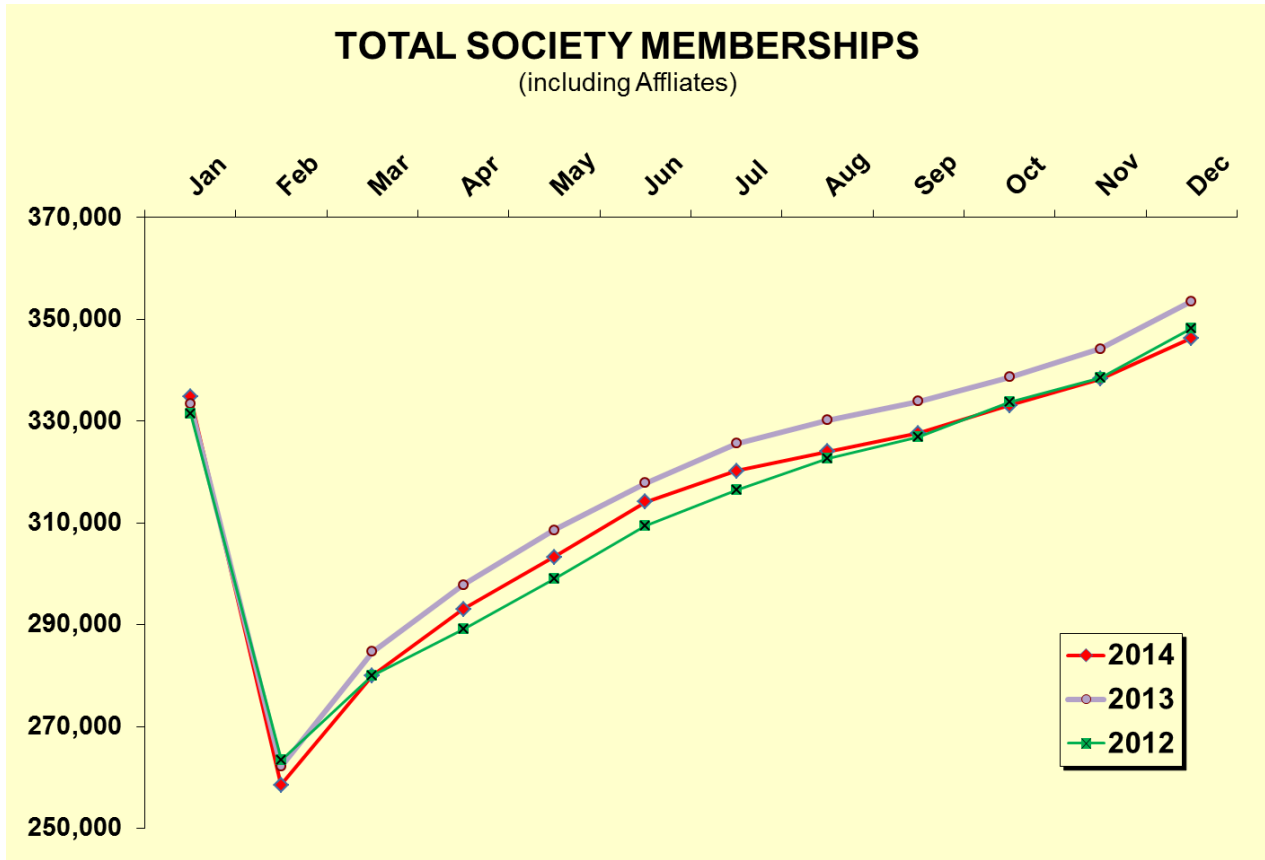
*All data based on primary mailing address. For UKRI, past statistics required us to use the Section level data.



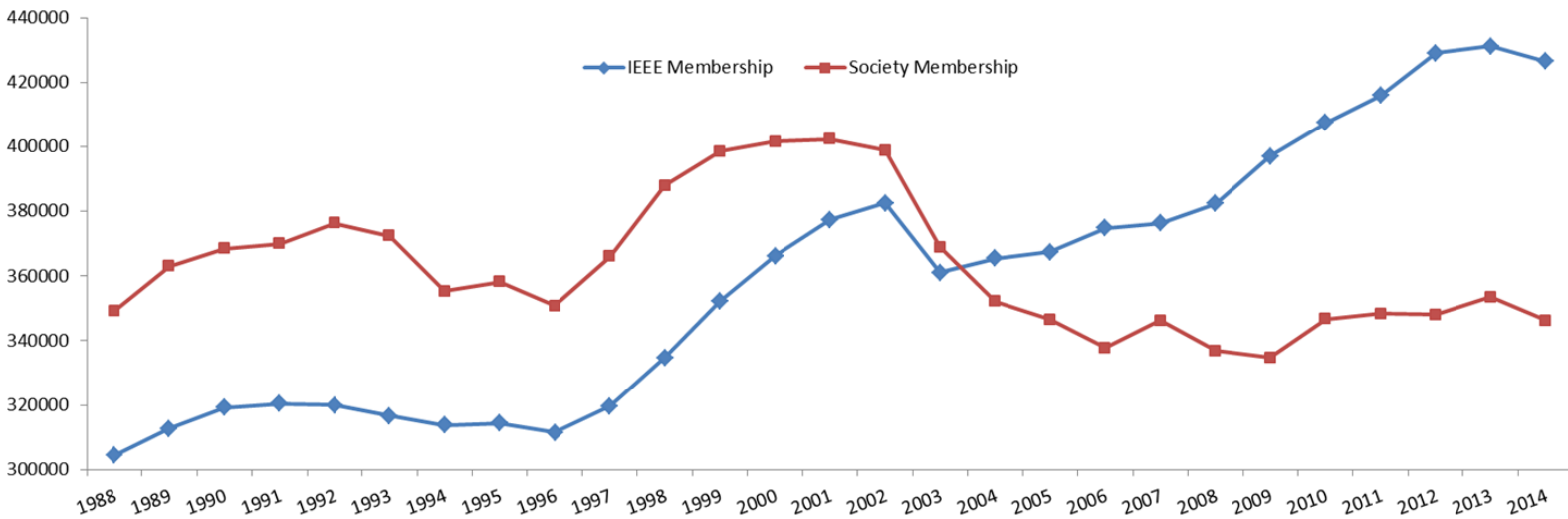
2014 Rank	Country	2004 STU	2014 STU	% Change Since 2004
1	India	11,572	33,768	191.8%
2	USA	28,212	31,374	11.2%
3	China	786	4,238	439.2%
4	Canada	3,206	4,075	27.1%
5	South Korea	998	2,358	136.3%
6	United Kingdom and Ireland	1,593	2,067	29.8%
7	Germany	1,013	1,985	96.0%
8	Japan	1,043	1,787	71.3%
9	Brazil	749	1,781	137.8%
10	Mexico	1,854	1,588	-14.3%



IEEE & Total Society Memberships



IEEE Society Memberships Trend Compared to IEEE Membership Trends

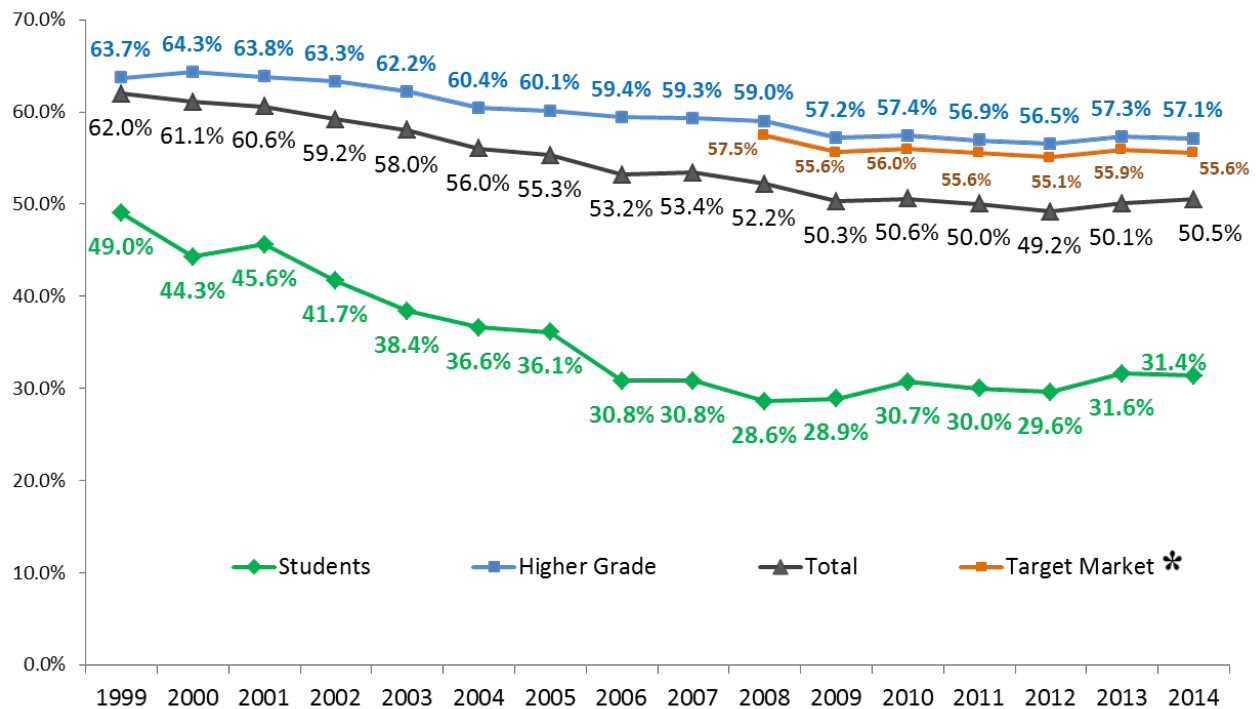




Number of Society Memberships Held—2013-2014

No. Of Society Memberships Held	2013 #	2013 %	2014 #	2014 %
1	143,018	33.2%	141,769	33.2%
2	46,314	10.7%	45,340	10.6%
3-5	24,388	5.7%	24,124	5.7%
6-15	2,295	0.5%	2,229	0.5%
16+	36	0.0%	42	0.0%
Total with a Society Membership(s)	216,051	50.1%	213,504	50.1%
Total without a Society Membership(s)	215,140	49.9%	212,984	49.9%

Percentage of IEEE Members Holding a Society Membership



*Target Market = HG plus GSM