



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



The IEEE Membership Engagement Business Year began on August 15. Since then, we have held a R3 MD Web Cast, delivered 2015 materials to every Section and continued our one on one outreach to members. Please let us know what else we should be doing to support the retention and growth of the members in Region 3.

Opportunities for growth include,

- Outreach to your local Student Branch
- First Year Member Experience Project
- Senior Member Upgrade Program
- Section Communications on the value and benefits of IEEE Membership

Lee Stogner, Membership Engagement Chair, Region 3

Region Snapshot	This Month	'14 vs. '13	% Change	2015 Membership Year goals for Recruitment and Retention are now available online! Use the link above for instant access to your goals. Individual Section goals and progress begin on page 6.
Total Membership	30,198	▼ (454)	-1.5%	
Higher-Grade	24,227	▼ (139)	-0.6%	
Students	5,971	▼ (315)	-5.0%	
IEEE Worldwide	426,488	▼ (4,703)	-1.1%	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %)
	Higher Grade	Student	Total % , #	2015 Goal % , #	
Region 3	61.5% 14,532	22.34% 960	55.4% 15,492	80.2% 22,408	66.0%: Palm Beach Section 63.1%: Canaveral Section 62.4%: Richmond Section
IEEE Overall	56.9% 171,125	16.68% 14,622	47.8% 185,747	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	280	1,411	1,691 -10.0%	4,823 +9.2%	362.5%: Columbia Section 120.0%: Central Savannah River 86.6%: Central Virginia Section
IEEE Overall	5,239	25,454	30,693 +3.2%	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	384	1,300	
IEEE Overall	5,991	18,280	



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Member Engagement	<i>Membership Activities</i>	
Recruitment	Recruitment can be handled via the Conference Member Recruitment program, www.ieee.org/cmr	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
MGA Operations	New membership dues effective 16 August	New membership year begins 16 August
Section / Chapter Operations	Invite first year members to activities and events. Consider the newly elevated Student graduates.	Use the Correspondence templates located on www.ieee.org/md for outreach
SAMIEEE/Data Analysis	<i>New!</i> Section Vitality Dashboard link, www.ieee.org/vitalitydb 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
Volunteer Resources	www.ieee.org/volunteers	

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



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2015 Membership Development Goals



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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





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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.

IEEE Member Loyalty Program www.ieee.org/loyalty



Recognize the members in your section for their years of services as an IEEE member with a new Member Loyalty Pin and corresponding certificate for presentation to your members.

Lapel pins commemorate select membership milestones. The one-inch round lapel pin recognizes members at 2,5,10, 20, 25, 30, 40 and 50 years of service as an IEEE member, regardless of grade, grade elevations, or any breaks in service. Society Affiliates are not eligible for this program, nor are any years of service as a Society Affiliate included in the calculation. The pin comes in a small, clear plastic box and the certificate is complete with a presentation folder/cover.

Pulling Member Loyalty Data

Member Loyalty data reports by section can be found in the Section Vitality Dashboard at www.ieee.org/vitalitydb. Once you have accessed the dashboard, use the tab, “Additional Member Lists”, and the Member Loyalty Report for your section will be the first report to be shown. Use the drop down menu and select one year, or any combination, or all of years in the list for member loyalty. The report can be downloaded and sorted as you want. All contact information is contained in the report, as well as member number, member grade and membership status (Active).

Ordering Online

- Is Limited to the Section Chair, Section MD Chair, Section Secretary, or Treasurer
- Sections pay for the pin & certificates (US\$14 per set of 5), plus the shipping costs
- Sections can use their Custody Account or Concentration Banking Account
- Check the website for link to the online form to place your order, www.ieee.org/loyalty
- Additional information on the process and shipping information and costs are on the order form
- Questions can be e-mailed to member-loyalty@ieee.org



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Region 1-6 Strategy Highlights

We're now into the 5th month of the Membership Development Year. Renewals will become ever more critical as we head into February as is recruitment. As always, if you have any questions or need assistance, please do not hesitate to contact me.

Chris Wright, IEEE Membership Marketing and Sales Specialist
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Membership Deactivation – February 21, 2014

Now is the ideal time for your Section to reach out to 2014 members who have not renewed. IEEE Headquarters will be sending a series of renewal letters and emails over the next month and a half. You can effectively help the renewal effort by running one of the following programs:

- **Email Campaigns** - Non-Renewing member contact lists are easily accessible via the Section Vitality Dashboard under the Arrears tab.
- **Calling Campaigns** – Identify students and Life Members who may be able to volunteer some time (2 hours a week) to call non-renewing members to invite them back. If you're interested in such a program, call scripts, etc. are available by contacting me.
- Region 5 ran a renewal email campaign in December 2014. Between the HQ and Region 5 communications, 1,331 members renewed. Personalized communication from you can help.

MD Tool Kit

With the new Section goals in place, the MGA Volunteer Support staff created a number of tools to help you achieve your goals.

- **MGA Ad Suite** – Don't forget to use the web and print ads to promote membership:
http://www.ieee.org/about/volunteers/promo_library/promo_library_index.html
- **Member Interest Survey**. We highly suggest running this survey to gauge what your members want from their IEEE membership so you can strategize on how to deliver a better membership experience. The survey template is available via [vTools Surveys](#).
- **MD Planning Workbook** – It's never too late to plan for the current membership year.
- Questions? Need Help? Contact me using the information above.

Discounts and Programs

Did you know?

- The half year dues period starts March 1st. Start planning recruitment activities for March and beyond NOW...
- **Recent graduates receive a one-time, 50% discount off their first year higher grade member dues** the first year after graduation. This happens automatically through our invoicing process.
- The [Member-Get-A-Member](#) (MGM) is back. Referring members **earn incentives** that can be used **toward IEEE products, services and membership dues**.
- The [IEEE-USA incentive](#) program is also back for 2015. Referring members can **choose from IEEE-USA branded merchandise** IN ADDITION to being eligible for the existing MGM incentives. There is also a **\$25 new member discount** for new members who sign up through the IEEE-USA program.
- The half year dues period starts March 1st. Start planning recruitment activities for March and beyond NOW...

IEEE Communications in your SPAM folder

Finding IEEE generated emails in your SPAM folder? Be sure to add these important addresses to your contacts lists to ensure proper delivery of important IEEE communications:

IEEEService@ieee.org

wright.c@ieee.org

a.hahn@ieee.org



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Retention: 2015 Membership Year – Results through December 2014

Renewal by Region: 2015 Membership Year-December 2014											
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Palm Beach Section	630	442	70.2%	52	8	15.4%	682	450	66.0%	86.7%	76.1%
Canaveral Section	171	109	63.7%	5	2	40.0%	176	111	63.1%	85.0%	74.2%
Richmond Section	706	474	67.1%	70	10	14.3%	776	484	62.4%	83.1%	75.1%
Florida West Coast Section	1656	1103	66.6%	191	42	22.0%	1,847	1145	62.0%	83.1%	74.6%
Huntsville Section	1008	655	65.0%	82	16	19.5%	1,090	671	61.6%	85.0%	72.4%
Central Virginia Section	525	340	64.8%	65	22	33.8%	590	362	61.4%	83.5%	73.4%
Tri Cities Section	101	63	62.4%	6	2	33.3%	107	65	60.7%	88.1%	69.0%
Melbourne Section	580	358	61.7%	54	21	38.9%	634	379	59.8%	83.3%	71.8%
North west Florida Section	288	185	64.2%	27	2	7.4%	315	187	59.4%	78.6%	75.5%
Eastern North Carolina Section	2513	1599	63.6%	352	95	27.0%	2,865	1694	59.1%	82.1%	72.0%
Jacksonville Section	345	218	63.2%	59	19	32.2%	404	237	58.7%	80.9%	72.6%
Savannah Section	184	119	64.7%	31	7	22.6%	215	126	58.6%	78.9%	74.3%
Evansville-Ow ensboro Section	177	115	65.0%	21	1	4.8%	198	116	58.6%	90.1%	65.0%
Central Savannah River Section	164	100	61.0%	12	3	25.0%	176	103	58.5%	93.1%	62.8%
Winston-Salem Section	127	84	66.1%	27	5	18.5%	154	89	57.8%	75.0%	77.1%
Chattanooga Section	307	193	62.9%	43	8	18.6%	350	201	57.4%	81.7%	70.3%
Columbia Section	345	221	64.1%	72	18	25.0%	417	239	57.3%	79.4%	72.2%
Piedmont Section	495	317	64.0%	106	27	25.5%	601	344	57.2%	83.2%	68.8%
Central Georgia Section	244	151	61.9%	35	7	20.0%	279	158	56.6%	79.3%	71.4%
Western North Carolina Section	301	195	64.8%	64	11	17.2%	365	206	56.4%	81.7%	69.1%
Daytona Section	171	112	65.5%	43	8	18.6%	214	120	56.1%	79.2%	70.8%



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Retention: 2015 Membership Year – Results through December 2014 (continued)

Renewal by Region: 2015 Membership Year-December 2014											
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Alabama Section	816	515	63.1%	174	35	20.1%	990	550	55.6%	77.7%	71.5%
East Tennessee Section	810	494	61.0%	127	26	20.5%	937	520	55.5%	83.7%	66.3%
Gainesville Section	339	214	63.1%	84	20	23.8%	423	234	55.3%	73.1%	75.7%
Central North Carolina Section	281	166	59.1%	29	5	17.2%	310	171	55.2%	79.6%	69.3%
Lexington Section	347	214	61.7%	72	16	22.2%	419	230	54.9%	72.3%	75.9%
Hampton Roads Section	656	390	59.5%	100	24	24.0%	756	414	54.8%	73.7%	74.3%
Atlanta Section	3473	2098	60.4%	665	153	23.0%	4,138	2251	54.4%	80.7%	67.4%
Coastal South Carolina Section	372	228	61.3%	70	11	15.7%	442	239	54.1%	77.6%	69.7%
Charlotte Section	639	382	59.8%	142	39	27.5%	781	421	53.9%	75.7%	71.2%
Orlando Section	1033	618	59.8%	212	49	23.1%	1,245	667	53.6%	77.7%	68.9%
Brow ard Section	440	259	58.9%	67	10	14.9%	507	269	53.1%	75.3%	70.5%
Louisville Section	332	194	58.4%	74	17	23.0%	406	211	52.0%	78.8%	65.9%
Central Tennessee Section	663	377	56.9%	139	39	28.1%	802	416	51.9%	79.8%	65.0%
Mobile Section	165	97	58.8%	53	12	22.6%	218	109	50.0%	67.8%	73.7%
Virginia Mountain Section	444	254	57.2%	201	48	23.9%	645	302	46.8%	71.9%	65.1%
Memphis Section	410	217	52.9%	118	30	25.4%	528	247	46.8%	76.2%	61.4%
Tallahassee Area Section	263	146	55.5%	89	13	14.6%	352	159	45.2%	74.1%	61.0%
Miami Section	519	250	48.2%	155	44	28.4%	674	294	43.6%	71.6%	61.0%
Mississippi Section	458	221	48.3%	280	29	10.4%	738	250	33.9%	81.6%	41.5%
Jamaica Section	145	45	31.0%	29	6	20.7%	174	51	29.3%	57.7%	50.8%
Grand Total	23,643	14,532	61.5%	4,297	960	22.3%	27,940	15,492	55.4%	80.2%	69.1%



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Recruitment: 2015 Membership Year – Results through December 2014

Election by Region:2015 Membership Year December 2014							
Region Code	Section Name	2014	2013	# Change	% Change	2015 Goal	% to Goal
R3	Columbia Section	74	16	58	362.50%	67	110.4%
R3	Central Savannah River Section	11	5	6	120.00%	21	52.4%
R3	Central Virginia Section	28	15	13	86.67%	65	43.1%
R3	Melbourne Section	24	13	11	84.62%	66	36.5%
R3	Richmond Section	37	21	16	76.19%	83	44.6%
R3	Evansville-Owensboro Section	22	13	9	69.23%	34	65.5%
R3	Savannah Section	26	16	10	62.50%	39	66.7%
R3	Gainesville Section	36	23	13	56.52%	91	39.4%
R3	Tri Cities Section	6	4	2	50.00%	14	44.0%
R3	Lexington Section	47	32	15	46.88%	86	54.4%
R3	Piedmont Section	51	35	16	45.71%	102	50.0%
R3	Jamaica Section	27	19	8	42.11%	50	54.0%
R3	Huntsville Section	51	36	15	41.67%	110	46.4%
R3	Northwest Florida Section	14	11	3	27.27%	42	33.7%
R3	Winston-Salem Section	11	9	2	22.22%	31	36.1%
R3	Broward Section	36	32	4	12.50%	86	41.9%
R3	Charlotte Section	47	42	5	11.90%	164	28.7%
R3	Eastern North Carolina Section	139	125	14	11.20%	395	35.2%
R3	Florida West Coast Section	55	50	5	10.00%	224	24.5%
R3	Hampton Roads Section	53	50	3	6.00%	138	38.5%
R3	Alabama Section	77	77	0	0.00%	216	35.6%



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Recruitment: 2015 Membership Year – Results through December 2014 (continued)

Election by Region:2015 Membership Year December 2014							
Region Code	Section Name	2014	2013	# Change	% Change	2015 Goal	% to Goal
R3	Mobile Section	36	36	0	0.00%	64	56.2%
R3	Miami Section	58	60	-2	-3.33%	172	33.7%
R3	Atlanta Section	209	221	-12	-5.43%	660	31.7%
R3	Daytona Section	27	29	-2	-6.90%	49	54.7%
R3	Western North Carolina Section	27	29	-2	-6.90%	79	34.1%
R3	East Tennessee Section	32	35	-3	-8.57%	116	27.7%
R3	Chattanooga Section	10	11	-1	-9.09%	53	18.9%
R3	Central Georgia Section	14	16	-2	-12.50%	44	31.6%
R3	Central Tennessee Section	59	75	-16	-21.33%	151	39.0%
R3	Jacksonville Section	19	25	-6	-24.00%	75	25.5%
R3	Memphis Section	53	70	-17	-24.29%	125	42.4%
R3	Palm Beach Section	20	27	-7	-25.93%	66	30.2%
R3	Orlando Section	73	100	-27	-27.00%	218	33.5%
R3	Central North Carolina Section	10	14	-4	-28.57%	53	19.0%
R3	Tallahassee Area Section	23	35	-12	-34.29%	94	24.5%
R3	Virginia Mountain Section	46	76	-30	-39.47%	150	30.7%
R3	Louisville Section	22	38	-16	-42.11%	79	27.8%
R3	Coastal South Carolina Section	25	49	-24	-48.98%	90	27.7%
R3	Canaveral Section	2	6	-4	-66.67%	13	15.8%
R3	Mississippi Section	54	283	-229	-80.92%	350	15.4%
Grand Total		1691	1879	-188	-10.01%	4823	35.1%