MD Monthly – SEPTEMBER 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

Monthly Census		YoY Variance		Sep '15	Sep '14	Aug '15	Sep '15 vs. Aug '15
IEEE Membership	⛔	**-7,483**	**-1.9%**	**393,160**	**400,643**	**383,172**	**+2.6%**
• Honorary	▲	2	+6.7%	32	30	32	0.0%
• Fellow	▲	133	+1.9%	7,243	7,110	7,243	0.0%
• Senior Member	▲	1,224	+3.3%	37,991	36,767	37,755	+0.6%
• Member	▼	-4,350	-1.7%	248,386	252,736	246,400	+0.8%
• Associate Member	▼	-1,148	-12.0%	8,455	9,603	8,406	+0.6%
• Graduate Student	▼	-1,521	-4.1%	35,279	36,800	32,518	+8.5%
• Undergraduate Student	▼	-1,823	-3.2%	55,774	57,597	50,818	+9.8%
Society Membership	⛔	**-10,183**	**-3.2%**	**304,581**	**314,764**	**300,530**	**+1.3%**
• 16 Societies up > 1%	▲	12,031					
• 5 Societies +/- 1%	▼	-128					
• 18 Societies down > 1%	▼	-22,086					

Societies Note: Sum of respective gains and losses, with all counts **excluding** Affiliates. **Including Affiliates, total Society memberships are down year-over-year by -11,028 or -3.4%.**

MD Venue	September - Membership Year To Date									
	'15	**'14**	**'13**	**'12**			**'15**	**'14**	**'13**	**'12**
Retention	**Available in November**					**Recruitment**	7,953	8,756	8,087	8,803
Higher-Grade						**Reinstatement**	2,990	2,522	2,518	2,680
STU/GSM						**Recovery**	n/a	n/a	n/a	n/a

MD Resources
(IEEE Account required)

New Members SAMIEEE Reports Webcasts MD Kit Ordering Presentations

Recruitment Activities

Nov

💡 ***Membership Promotion**: Individuals who join in November receive 14 months of membership for the price of 12. Incorporate message into outreaches.*

🔧 **Order Membership Development Kit** – for Section and Chapter events and activities next month.

📅 Begin shifting focus to renewal. →

Dec

📅 Focus on renewal activities. →

Retention Activities

💡 **Access New Member Roster**, and initiate a welcome greeting to new members of your Section.

📅 Monitor renewals in your Section via SAMIEEE, and develop action plan for outreaching to past-due members in January.

🔧 **Un-Renewed Member Roster** – Members who have not yet renewed for the 2016 membership year, updated daily. Access via *SAMIEEE* MD folder, pre-defined query, "(MD) 2015 Last Renewal Year for Active Members – Name, Grade, Email

💡 **Draft New Year Message** – to thank members in your Section and Society for their contribution to the profession, welcome them to the new calendar year. Review activities and events provided in 2015, and offer a preview of those planned for 2016.

September MD Highlights

IEEE Membership

At one month into the membership year, overall membership is behind by -1.9%. The previous two months had been holding steady at -1.8%. The bright spot is that year-over-year declines are slowing in retention, and the recruitment declines we are seeing early on are not indicative of an acute issue but rather the result of student anomalies in the last few years. This is discussed more in detail within the recruitment section.

Higher grade membership remained fairly steady, while undergraduate students took a big hit due to recruitment levels well below the record 2014 activity. Graduate student member grade continues its improvement path which we saw all throughout 2015, a sign that we are recognizing the need to engage these next generation IEEE members.

Membership Development Face-to-Face Training

All Section Chairs, Vice Chairs and MD Chairs should have received an invitation to attend Membership Development Training, in **Newark, NJ on 6-7 November 2015**. Although this training is not mandatory, we encourage each Section to consider sending one representative if you can. The anticipated outcome of the meeting is for each attendee to **leave with a membership plan for 2016 that will be brought back to the Section and executed upon, and can be passed on to incoming volunteers**. We will also be covering a number of tools and resources that will help you with your member engagement and recruitment.

IEEE MGA and IEEE-USA will be picking up the food and lodging for two nights. Sections (or Regions) are responsible for the cost of travel. This training will benefit all those involved on many different levels, so your consideration is greatly appreciated.

If you did not receive an invitation for the training but would like to register, please e-mail elyn.perez@ieee.org.

Recruitment

Overall recruitment is starting off the year at a larger than normal deficit. The year-over-year recruitment decline may appear drastic, but we are once again feeling the lagging effects of the student Microsoft software offer that spiked recruitment in 2012, followed by anticipated declines in 2013, then rebounding again in 2014. We are experiencing a leveling off of student recruitment back to a normal growth pattern, and a continued improvement pattern in higher grade and graduate student recruitment. Keep in mind too, this is only one month into the membership year.

See more detail on recruitment, page 8.

The 2016 membership year is underway. Start planning recruitment activities now. New membership collateral for 2016 was shipped to Sections and student branches in August. Links to all MD resources plus communications templates can be found at www.ieee.org/md.

Retention

The 2016 renewal cycle recently kicked off, with the first invoices and e-mail outreaches going out in early October. We do not report on retention until November, after the automatic renewal process has occurred. Last year we saw an early gain in retention rates due to the auto-renewal, and ended the year down just -0.3%, the smallest gap in five years. Early results are showing year-over-year gains, but it is too soon to make any predictions or assessments.

This is the third year that auto-renewal has been in place. There were more than 59,000 members enrolled. However the actual number of members that auto-renew will go down before the auto-renewal process takes place the week of 11 October, due to members opting out, expired or declined credit cards, etc. In 2014, we had more than 45,000 members enroll in auto-renewal and of those about 31,000 completed auto-renewal.

See more detail on retention, page 10.

Society Membership

Overall Society memberships ended the membership year down -3.2% year-over-year, an improvement from -3.5% last month. The main driver continues to be Communications Society losses, however this is the first month since the initial large decline that it started to recede. In addition, we had more Societies in the 1%+ growth category and that also contributed to the improvement.

The high point of the CommSoc decline was last month at -37.1%. This month is -36.8%. As is now widely known, earlier this year CommSoc eliminated marketing programs that offered free membership. We will have to wait until this time next year to see the trend correct itself in the year-over-year reporting.

The top societies in terms of percentage growth in August were Computational Intelligence Society (+13.9%), Signal Processing Society (+13.4%) and Industry Applications Society (+12.6%).

Society membership details begin on page 14.

Get More Senior Members, Increase Your Section's Retention

It has been demonstrated that there is a relationship between the grade a member holds and that member's likelihood to keep their IEEE membership. The higher the grade, the more likely they are to renew. For example, in 2014 the retention rate among Senior Members was 96.0%, compared to the overall retention rate of 70.7%.

Each year, every Region is tasked with a goal to elevate roughly one percent of their eligible members to Senior Member grade. This year you will see new materials being shipped in the MD kits to encourage more participation in the area of growing Senior Membership, to help Regions to reach their goals. With four months left in the calendar year, here is how each region is performing against their goal:

Region	Membership as of 31 December 2014 (Member grade)	2015 Senior Member Goal	YTD SM Elevations as of September	Percentage of Goal
1	19,528	195	159	82%
2	17,834	180	118	66%
3	16,914	215	150	70%
4	13,616	165	116	70%
5	17,616	180	110	61%
6	34,428	340	254	75%
7	10,655	110	82	75%
8	45,436	575	543	94%
9	8,993	110	59	54%
10	51,376	660	582	88%
Total	236,396	2,730	2,173	80%

Look for brand new brochures in your MD kit, and download web graphics in various sizes, like the one above to place on your websites and newsletters in the online promotional library, www.ieee.org/md.

'Put the World of IEEE into Focus'

IEEE members are involved in a lot of interesting activities all over the world. Not just on the job, but also through mentoring, volunteer work, seminars, and other activities. The 'IEEE Into Focus' photo contest gives members a chance to show off what they do by submitting photos of what they think best represents their experiences as an IEEE member.

The photo contest is a great way to engage member audiences through IEEE websites, social media channels, email newsletters, conferences, etc.

Member participants have a chance to win the following prizes:

- Grand prize – One US$250 Amazon gift card and IEEE selfie stick
- Second prize – One $100 Amazon gift card and IEEE selfie stick
- Third prize – One $50 Amazon gift card and IEEE selfie stick
- 10 runners up winners will receive an IEEE selfie stick

Entry period runs from 1 September 2015 to midnight 31 December 2015. For more information or to submit a photo, go to ieee-into-focus.org.

For information and resources to help promote this contest among your members, such as the web graphic above, please contact Nicole Dewhurst, n.dewhurst@ieee.org.

Member Loyalty Program for Sections to Recognize Members

Eligible Section volunteers can purchase lapel pins and certificates for their members that commemorate select milestones as an IEEE Member. Different from the pins that commemorate a certain grade of IEEE membership, these pins are designed to thank and recognize members for their years of membership regardless of grade achievement, a great way to recognize members who might not otherwise be engaged, especially early in their IEEE membership tenure.

The one-inch round lapel pins recognize members at two, five, ten, 20, 25, 30, 40 and 50 years. This is based on cumulative years of service regardless of grade (except Society Affiliate), grade elevations, or breaks in service.

Local Sections are responsible for ordering, payment, and dissemination of the lapel pins and certificates to their members. Reporting is available through SAMIEEE and the Section Vitality Dashboard to assist in identifying the members in a Section who should receive a pin. The cost per set of five pins and matching certificates with holder is US$14.00, plus shipping. To learn more about the Member Loyalty Program and to order pins for your Section, visit www.ieee.org/loyalty.

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Membership Development Goals

2015 Year-End Awards

Congratulations to the 28 Sections that achieved outstanding performance in both recruitment and retention for the 2015 membership year. These Sections surpassed their goals in both categories.

Antonio Luque
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Section MD Chairs and Section Chairs that earned the gold banner of recognition received a special gift item – a portable battery charger with cords and case, engraved with the IEEE logo – along with a certificate of recognition.

Outstanding Section Membership Recruitment and Retention Performance

Region	Section
R1	New Jersey Coast
	Princeton/Central Jersey Section
R2	Southern New Jersey
R3	Columbia Section
	Northwest Florida Section
R4	Iowa-Illinois Section
	Fort Wayne Section
R5	Lafayette Section
	Panhandle Section
	Kansas City Section
R8	Bahrain Section
	Iceland Section
	Latvia Section
	Lithuania Section
R9	Aguascalientes Section
	Bolivia Section
	Honduras Section
	Monterrey Section
R10	Harbin Section
	Hong Kong Section
	Kerala Section
	Kharagpur Section
	Islamabad Section
	Nagoya Section
	Shanghai Section
	Sri Lanka Section
	New Zealand North Section
	Thailand Section

We also had 85 Sections meet their recruitment goals and 83 Sections that met their retention goals. Those Section MD Chairs and Section Chairs earned the silver banner of recognition and also received certificates of recognition.

For the complete listing, refer to last month's MD report, or the MD goals page on the MD portal, www.ieee.org/md.

2016 Membership Development Goals

MD goals are created for each individual Section for both recruitment and retention. Section goals are then rolled up to the Region level, producing the Region goal for recruitment, retention and overall membership.

For the 2016 MD goals, we reviewed four years of history. Each Section has a unique goal based on different dynamics, so the methodology for creating the goal is different based on whether the Section has had growth or decline, as well as the overall size and location of the Section.

Goals do not separate HG versus student. A benefit of this is that the service deactivation and student elevation processes do not impact progress to goals, because it focuses only on the total number of members that join or renew (regardless of grade).

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.

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 receives 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. Banners are distributed to the Section's Membership Development Chair, and/or 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.

Banners include the membership year and Section name in the graphic. A silver award will be given in either the recruitment or retention category once met. A gold medal of recognition will be given once both goals are met.

At the end of the year, a special gift and certificate of recognition will be mailed to those who earned the gold award. Certificates of recognition will also be mailed to those who earned either silver award.

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Region Membership Goals – 2016 Membership Year

The Region goals below for recruitment and retention are rolled up from the Section goals. Section goals have been distributed to the Sections via e-mail and the region-level MD reports. Goals for reinstatement are assigned on the Region level only.

For the complete listing of Section goals, visit the MD goals page on the MD portal, www.ieee.org/md.

Retention	2012 % Renew	2013 Oppty	2013 Renew	2013 YoY	2013 % Renew	2014 Oppty	2014 Renew	2014 YoY	2014 % Renew	2015 Oppty	2015 Renew	2015 YoY	2015 % Renew	2016 % Retention Goal	Retention Growth Goal
R1	84.0%	33,343	27,787	-0.7%	83.3%	32,536	26,895	-0.7%	82.7%	31,593	26,011	-0.7%	82.3%	**83.2%**	0.9%
R2	83.0%	29,706	24,370	-0.9%	82.0%	28,451	23,590	0.9%	82.9%	27,929	22,857	0.9%	81.8%	**84.0%**	5.0%
R3	80.3%	28,672	22,645	-1.3%	79.0%	27,977	22,105	0.0%	79.0%	27,940	21,641	0.0%	77.5%	**79.8%**	0.6%
R4	81.0%	21,496	17,259	-0.7%	80.3%	20,958	16,891	0.3%	80.6%	20,985	16,450	0.3%	78.4%	**80.3%**	1.8%
R5	81.2%	27,345	21,890	-1.1%	80.1%	26,866	21,372	-0.5%	79.6%	26,415	20,868	-0.5%	79.0%	**81.0%**	3.0%
R6	82.4%	53,151	43,321	-0.9%	81.5%	52,629	42,647	-0.5%	81.0%	51,707	41,640	-0.5%	80.5%	**82.4%**	0.3%
R7	80.5%	16,257	12,646	-2.7%	77.8%	16,606	12,679	-1.4%	76.4%	16,420	12,360	-1.4%	75.3%	**77.2%**	0.9%
R8	72.8%	71,277	50,493	-2.0%	70.8%	71,308	50,693	0.2%	71.1%	71,448	49,940	0.2%	69.9%	**72.8%**	3.9%
R9	53.8%	16,585	8,642	-1.7%	52.1%	16,475	8,693	0.7%	52.8%	16,383	8,660	0.7%	52.9%	**55.2%**	0.7%
R10	56.4%	94,313	50,732	-2.6%	53.8%	98,832	51,930	-1.2%	52.5%	97,658	53,065	-1.2%	54.3%	**57.0%**	1.4%
Total	73.4%	392,145	279,785	-2.1%	71.3%	392,638	277,495	-0.7%	70.7%	388,478	273,492	-0.3%	70.4%	**72.3%**	1.9%

Recruitment	2012 YoY	2013	2013 YoY	2014	2014 YoY	2015	2015 YoY	2016 Recruit- ment Goal	2016 Recruit- ment Growth Goal
R1	-1.1%	3,861	5.8%	3,598	-6.8%	3,550	-1.3%	**3,712**	4.6%
R2	-1.0%	3,209	-8.5%	3,230	0.7%	2,870	-11.1%	**3,122**	8.8%
R3	1.5%	4,304	-3.9%	4,416	2.6%	4,109	-7.0%	**4,507**	9.7%
R4	-9.0%	3,136	2.5%	3,228	2.9%	2,906	-10.0%	**3,129**	7.7%
R5	0.3%	3,994	3.6%	3,784	-5.3%	3,909	3.3%	**4,142**	6.0%
R6	2.1%	6,691	8.2%	6,250	-6.6%	6,141	-1.7%	**6,429**	4.7%
R7	11.7%	3,308	17.6%	3,053	-7.7%	2,872	-5.9%	**3,092**	7.6%
R8	0.3%	17,890	2.8%	17,108	-4.4%	16,541	-3.3%	**16,886**	2.1%
R9	3.0%	6,764	-6.8%	6,615	-2.2%	6,617	0.0%	**7,019**	6.1%
R10	12.6%	45,187	7.1%	41,000	-9.3%	39,557	-3.5%	**41,605**	5.2%
Total	5.7%	98,344	4.2%	92,282	-6.2%	89,072	-3.5%	93,643	5.1%

Reinstatement	2012 YoY	2013	2013 YoY	2014	2014 YoY	2015	2015 YoY	2016 Reinstate ment Goal	2016 Reinstate ment Growth Goal
R1	-4.9%	1,222	2.5%	1,201	-1.7%	1,310	9.1%	**1,389**	6.0%
R2	-6.1%	1,128	7.1%	1,188	5.3%	1,107	-6.8%	**1,162**	5.0%
R3	-0.4%	1,196	6.5%	1,258	5.2%	1,218	-3.2%	**1,279**	5.0%
R4	-9.1%	828	9.4%	921	11.2%	822	-10.7%	**863**	5.0%
R5	-3.3%	1,199	10.4%	1,199	0.0%	1,310	9.3%	**1,389**	6.0%
R6	-1.1%	2,351	5.8%	2,286	-2.8%	2,448	7.1%	**2,595**	6.0%
R7	12.2%	729	10.0%	724	-0.7%	644	-11.0%	**676**	5.0%
R8	10.5%	3,391	16.6%	3,588	5.8%	3,563	-0.7%	**3,741**	5.0%
R9	-2.9%	991	17.3%	1,000	0.9%	1,001	0.1%	**1,050**	4.9%
R10	3.6%	3,386	19.8%	4,193	23.8%	4,748	13.2%	**5,033**	6.0%
Total	1.0%	16,421	11.9%	17,558	6.9%	18,171	3.5%	19,177	5.5%

Membership Retention Update

We will resume reporting on retention in the October report (published in November), as the 2016 renewal cycle just kicked off this month. Here is a summary of the programs and outreaches that are starting off the renewal cycle:

- Renewal outreaches began the first week in October, with paper invoices being mailed to all higher grade, Life Members and Affiliates. E-mail outreaches went to all grades, and will continue on a monthly basis through February.

- The week of 12 October, the auto-renewal process will run, with approximately 52,000 members set to be renewed, compared to 31,000 last year. This will have a significant, early impact on retention rates.

- First-year higher grade members that joined in 2015 and who are renewing for the first time now, received a special postcard mailing in September, thanking and congratulating them on their first year of service. A keepsake magnet was attached.

2016 Renewal Opportunity

An increase in total membership results in a larger opportunity for renewal in the succeeding membership year. So, even if the membership retention rate remains the same year-over-year, total membership will increase as long as the size of the active membership / renewal opportunity is larger every August.

However when the renewal opportunity is smaller, as is the case this year, even if retention rates remained the same, total membership will decrease. The good news is that we saw the gap in retention rates improve significantly the last two years. The challenge for 2016 will be to keep that momentum going across all grades of membership. Increases in recruitment and reinstatement also contribute to growing membership, but renewal is the single largest predictor in membership growth, accounting for about 75% of the membership growth from one year to another.

TOTAL IEEE MEMBERSHIP

The 2016 renewal opportunity is 1.8% less than last year.
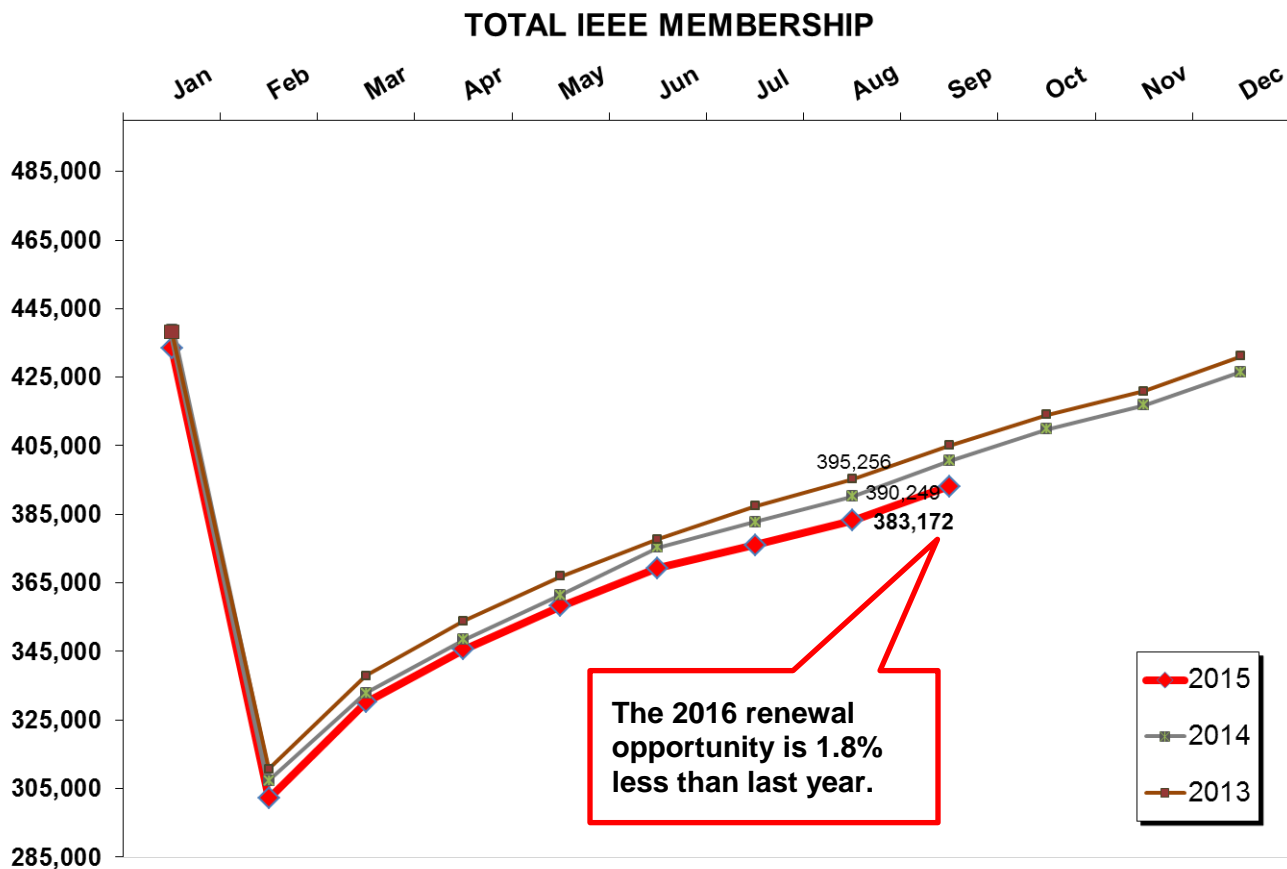
Recruitment Update

Overall recruitment is starting off the year at a larger than normal deficit. The year-over-year recruitment decline may appear drastic at -9.2%, but we are once again feeling the lagging effects of the student Microsoft software offer that

September Recruitment	'15	'14	'13	'12
	7,953	8,756	8,087	8,803

spiked recruitment in 2012, followed by anticipated declines in 2013, then rebounding again in 2014. We are experiencing a leveling off of student recruitment back to a normal growth pattern, and a continued improvement pattern in higher grade and graduate student recruitment. Keep in mind too, this is only one month into the membership year.

- **Undergraduate recruitment** is **behind last year by -18.5%**.
  - o Last year at this time: undergraduate recruitment was up +23.9%.
- **Graduate student recruitment** is **ahead of last year by +7.1%** after ending the 2015 membership year behind -6.9%.
  - o Last year at this time: graduate student recruitment was down -7.2%.
- **Higher Grade recruitment** is starting out strong, and is also **ahead of last year by +6.7%** after ending the 2015 membership year behind -11.8%.
  - o Last year at this time: higher grade recruitment was down -16.2%.

➡ Sections are encouraged to **promote the Member-Get-a-Member referral program** to existing members, especially within the student branches in your Section. Need help or ideas? E-mail elyn.perez@ieee.org.

	Cumulative Recruitment - September 2015															
REGION	**HIGHER GRADE w/o GSMs**				**GRADUATE STUDENTS**				**UNDERGRADUATE STUDENTS**				**TOTAL MEMBERS**			
	2015	2014	Change		2015	2014	Change		2015	2014	Change		2015	2014	Change	
			#	%			#	%			#	%			#	%
1	83	87	(4)	-4.6%	104	88	16	18.2%	353	407	(54)	-13.3%	540	582	(42)	-7.2%
2	68	73	(5)	-6.8%	91	82	9	11.0%	186	236	(50)	-21.2%	345	391	(46)	-11.8%
3	75	85	(10)	-11.8%	115	104	11	10.6%	340	580	(240)	-41.4%	530	769	(239)	-31.1%
4	62	56	6	10.7%	112	144	(32)	-22.2%	202	291	(89)	-30.6%	376	491	(115)	-23.4%
5	94	86	8	9.3%	79	93	(14)	-15.1%	395	462	(67)	-14.5%	568	641	(73)	-11.4%
6	163	160	3	1.9%	144	111	33	29.7%	298	419	(121)	-28.9%	605	690	(85)	-12.3%
R 1-6	*545*	*547*	*(2)*	*-0.4%*	*645*	*622*	*23*	*3.7%*	*1,774*	*2,395*	*(621)*	*-25.9%*	*2,964*	*3,564*	*(600)*	*-16.8%*
7	54	66	(12)	-18.2%	83	73	10	13.7%	124	168	(44)	-26.2%	261	307	(46)	-15.0%
8	330	268	62	23.1%	420	422	(2)	-0.5%	328	570	(242)	-42.5%	1,078	1,260	(182)	-14.4%
9	65	77	(12)	-15.6%	67	69	(2)	-2.9%	428	475	(47)	-9.9%	560	621	(61)	-9.8%
10	431	377	54	14.3%	786	683	103	15.1%	1,873	1,944	(71)	-3.7%	3,090	3,004	86	2.9%
R 7-10	*880*	*788*	*92*	*11.7%*	*1,356*	*1,247*	*109*	*8.7%*	*2,753*	*3,157*	*(404)*	*-12.8%*	*4,989*	*5,192*	*(203)*	*-3.9%*
TOTAL	**1,425**	**1,335**	**90**	**6.7%**	**2,001**	**1,869**	**132**	**7.1%**	**4,527**	**5,552**	**(1,025)**	**-18.5%**	**7,953**	**8,756**	**(803)**	**-9.2%**

IEEE-USA Recruitment Incentive

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, portable 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.

|	**2016 MY To Date**	**2015 MY Total**	**2014 MY Total**	**Program To Date**
Referrals Submitted	309	941	1,240	2,490
Referrals Joined	90	224	397	711
% of Referrals Joined	29.1%	23.8%	32.0%	28.5%
# New US HG Members	51	168	295	514

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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.

Harshal Patil	R10, Pune Section	25 new members
Yashunandan Sureka	R10, Bangalore Section	16 new members
Muneer M	R10, Kerala Section	15 new members
Tarun Verma	R10, Bangalore Section	15 new members
Musfar P Saleem	R10, Kerala Section	14 new members
Ozair Khan	R10, Lahore Section	12 new members
Deepak Desai	R10, Bangalore Section	11 new members
Jesmarie Villanueva Acevedo	R9, Western Puerto Rico Section	11 new members
Suhail P	R10, Kerala Section	10 new members
Ketaki Shintre	R10, Bombay Section	10 new members
Sean Borgstede	R3, Columbia Section	10 new members
Sanjeev Ramessar	R9, Trinidad And Tobago Section	10 new members
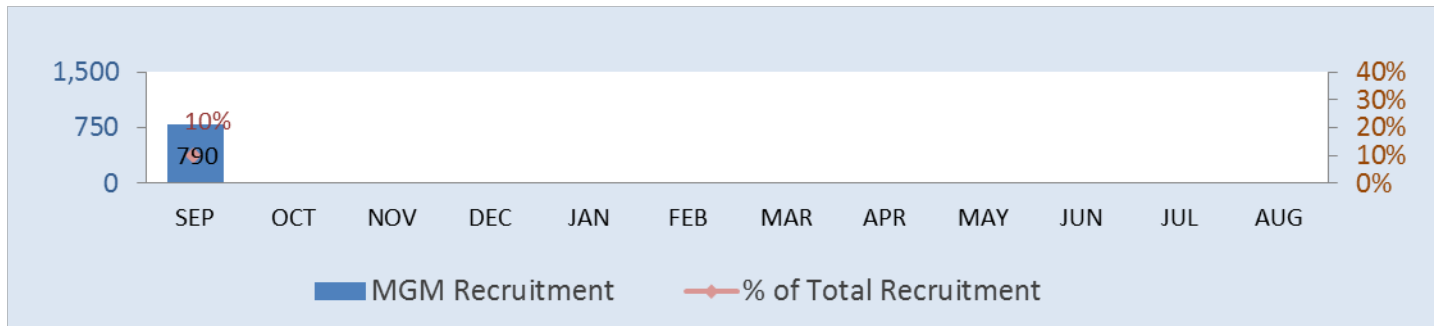
2016 membership year to date: 790 new members
Same period last year: 1,201

Note on 2015 MGM Awards: MGM awards for the 2015 membership year (recruiting activity from 16 August 2014 to 15 August 2015) were distributed the last week in September 2015, via e-mail to the address on the member's record.

Did you know? Your local Section can also benefit by participation in the MGM program.
The top five recruiters in each IEEE geographic region will earn membership development awards for their Section to help underwrite the Sections' local programs and activities. In each region, five awards will be given to the recruiters' Section:
- First Place: US$500
- Second Place: US$400
- Third Place: US$300
- Fourth Place: US$200
- Fifth Place: US$100

Overall IEEE award: The overall top recruiter in IEEE earns an additional US$500 award for his/her Section. Additional rules apply to Section awards. See website for details.

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Membership by Region	Sep '15	⚠ e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10. *Green* shading = year-over-year growth >1.0%; *Yellow* shading = +/- 0.99%; *Red* shading > (1.0%)

Geographic IEEE Membership Summary - September 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	27,929	28,553	(624)	-2.2%	1,652	1,729	(77)	-4.5%	1,916	2,087	(171)	-8.2%	31,497	32,369	(872)	-2.7%
2	24,463	25,250	(787)	-3.1%	1,464	1,610	(146)	-9.1%	1,406	1,670	(264)	-15.8%	27,333	28,530	(1,197)	-4.2%
3	23,479	24,029	(550)	-2.3%	1,873	1,984	(111)	-5.6%	2,581	2,978	(397)	-13.3%	27,933	28,991	(1,058)	-3.6%
4	17,437	18,202	(765)	-4.2%	1,591	1,756	(165)	-9.4%	1,594	1,688	(94)	-5.6%	20,622	21,646	(1,024)	-4.7%
5	23,181	23,320	(139)	-0.6%	1,503	1,652	(149)	-9.0%	2,385	2,418	(33)	-1.4%	27,069	27,390	(321)	-1.2%
6	46,146	46,775	(629)	-1.3%	2,553	2,442	111	4.5%	3,313	3,665	(352)	-9.6%	52,012	52,882	(870)	-1.6%
R 1-6	162,635	166,129	(3,494)	-2.1%	10,636	11,173	(537)	-4.8%	13,195	14,506	(1,311)	-9.0%	186,466	191,808	(5,342)	-2.8%
7	13,325	13,643	(318)	-2.3%	1,666	1,724	(58)	-3.4%	1,346	1,470	(124)	-8.4%	16,337	16,837	(500)	-3.0%
8	54,719	55,787	(1,068)	-1.9%	9,386	9,298	88	0.9%	7,728	8,200	(472)	-5.8%	71,833	73,285	(1,452)	-2.0%
9	10,147	10,384	(237)	-2.3%	1,100	1,163	(63)	-5.4%	5,827	5,704	123	2.2%	17,074	17,251	(177)	-1.0%
10	61,281	60,303	978	1.6%	12,491	13,442	(951)	-7.1%	27,678	27,717	(39)	-0.1%	101,450	101,462	(12)	0.0%
R 7-10	139,472	140,117	(645)	-0.5%	24,643	25,627	(984)	-3.8%	42,579	43,091	(512)	-1.2%	206,694	208,835	(2,141)	-1.0%
TOTAL	302,107	306,246	(4,139)	-1.4%	35,279	36,800	(1,521)	-4.1%	55,774	57,597	(1,823)	-3.2%	393,160	400,643	(7,483)	-1.9%

- Overall membership decline still struggling at -1.9%; had been at -1.8% for two months in a row
  - Main drivers: Steady HG, declining undergraduate and improved GSM offsetting further decline
  - Last September was at -1.1%
- Higher-grade membership is down -1.5%, only a tenth worse than the previous two months
  - Regions 7-10 gap widened two tenths of a percent
  - Regions 1-6 HG gap improved a tenth of a percent
  - Last year September: HG was exactly flat YoY
- Graduate student membership decline continues its improvement trend three months in a row, though still behind
  - All Regions showed improvement
  - Last year this time was -3.1%
- Undergraduate student membership is behind YoY -3.2%, following last month's -1.4%
  - Every region was impacted; record recruitment in 2014 not realized again in 2015
  - Last year this time was -5.3%

Society Memberships

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

IEEE Society Membership Totals as of September 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	
IEEE Societies	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
DIVISION I																				
Circuits & Systems	9,082	9,115	-33	-0.4%	427	429	-2	-0.5%	42	38	4	10.5%	9,551	9,582	-31	-0.3%	9,509	9,544	-35	-0.4%
Electron Devices	9,451	9,562	-111	-1.2%	352	457	-105	-23.0%	47	47	0	0.0%	9,850	10,066	-216	-2.1%	9,803	10,019	-216	-2.2%
Solid-State Circuits	9,270	9,299	-29	-0.3%	163	207	-44	-21.3%	104	83	21	25.3%	9,537	9,589	-52	-0.5%	9,433	9,506	-73	-0.8%
Div I Subtotal	27,803	27,976	-173	-0.6%	942	1,093	-151	-13.8%	193	168	25	14.9%	28,938	29,237	-299	-1.0%	28,745	29,069	-324	-1.1%
DIVISION II																				
Components, Packaging & Mfg Tech	2,383	2,411	-28	-1.2%	47	47	0	0.0%	24	26	-2	-7.7%	2,454	2,484	-30	-1.2%	2,430	2,458	-28	-1.1%
Dielectrics & Electrical Insulation	2,066	2,160	-94	-4.4%	14	33	-19	-57.6%	26	23	3	13.0%	2,106	2,216	-110	-5.0%	2,080	2,193	-113	-5.2%
Industry Applications	10,994	10,173	821	8.1%	1,424	852	572	67.1%	45	40	5	12.5%	12,463	11,065	1,398	12.6%	12,418	11,025	1,393	12.6%
Instrumentation & Measurements	3,854	3,878	-24	-0.6%	69	96	-27	-28.1%	16	21	-5	-23.8%	3,939	3,995	-56	-1.4%	3,923	3,974	-51	-1.3%
Power Electronics	7,351	7,144	207	2.9%	270	264	6	2.3%	29	28	1	3.6%	7,650	7,436	214	2.9%	7,621	7,408	213	2.9%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,141	2,114	27	1.3%	42	38	4	10.5%	39	29	10	34.5%	2,222	2,181	41	1.9%	2,183	2,152	31	1.4%
Div II Subtotal	28,789	27,880	909	3.3%	1,866	1,330	536	40.3%	179	167	12	7.2%	30,834	29,377	1,457	5.0%	30,655	29,210	1,445	4.9%
DIVISION III																				
Communications	29,136	42,555	-13,419	-31.5%	776	4,767	-3,991	-83.7%	1,071	1,012	59	5.8%	30,983	48,334	-17,351	-35.9%	29,912	47,322	-17,410	-36.8%
DIVISION IV																				
Antennas & Propagation	8,282	8,061	221	2.7%	226	236	-10	-4.2%	44	49	-5	-10.2%	8,552	8,346	206	2.5%	8,508	8,297	211	2.5%
Broadcast Technology	1,591	1,623	-32	-2.0%	51	48	3	6.3%	21	18	3	16.7%	1,663	1,689	-26	-1.5%	1,642	1,671	-29	-1.7%
Consumer Electronics	3,014	2,877	137	4.8%	121	99	22	22.2%	21	17	4	23.5%	3,156	2,993	163	5.4%	3,135	2,976	159	5.3%
Electromagnetic Compatibility	3,806	3,826	-20	-0.5%	46	37	9	24.3%	33	27	6	22.2%	3,885	3,890	-5	-0.1%	3,852	3,863	-11	-0.3%
Magnetics	2,902	2,968	-66	-2.2%	58	67	-9	-13.4%	82	74	8	10.8%	3,042	3,109	-67	-2.2%	2,960	3,035	-75	-2.5%
Microwave Theory & Techniques	10,734	10,866	-132	-1.2%	243	252	-9	-3.6%	34	33	1	3.0%	11,011	11,151	-140	-1.3%	10,977	11,118	-141	-1.3%
Nuclear & Plasma Sciences	2,778	2,928	-150	-5.1%	54	78	-24	-30.8%	43	44	-1	-2.3%	2,875	3,050	-175	-5.7%	2,832	3,006	-174	-5.8%
Div IV Subtotal	33,107	33,149	-42	-0.1%	799	817	-18	-2.2%	278	262	16	6.1%	34,184	34,228	-44	-0.1%	33,906	33,966	-60	-0.2%
DIVISION V/VIII																				
Computer	42,513	45,076	-2,563	-5.7%	2,697	3,149	-452	-14.4%	8,285	9,627	-1,342	-13.9%	53,495	57,852	-4,357	-7.5%	45,210	48,225	-3,015	-6.3%

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

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	
IEEE Societies	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%	2015	2014	#	%
DIVISION VI																				
Education	3,220	3,264	-44	-1.3%	64	69	-5	-7.2%	39	42	-3	-7.1%	3,323	3,375	-52	-1.5%	3,284	3,333	-49	-1.5%
Industrial Electronics	6,083	5,830	253	4.3%	220	189	31	16.4%	30	18	12	66.7%	6,333	6,037	296	4.9%	6,303	6,019	284	4.7%
Product Safety Engineering	798	809	-11	-1.4%	3	7	-4	-57.1%	12	8	4	50.0%	813	824	-11	-1.3%	801	816	-15	-1.8%
Professional Communication	679	696	-17	-2.4%	14	24	-10	-41.7%	50	56	-6	-10.7%	743	776	-33	-4.3%	693	720	-27	-3.8%
Reliability	1,730	1,820	-90	-4.9%	22	14	8	57.1%	26	21	5	23.8%	1,778	1,855	-77	-4.2%	1,752	1,834	-82	-4.5%
Social Implications of Technology	1,385	1,384	1	0.1%	21	31	-10	-32.3%	11	19	-8	-42.1%	1,417	1,434	-17	-1.2%	1,406	1,415	-9	-0.6%
Technology and Engineering Mgmt*	2,765	57	2,708		54	2	52		31	5	26		2,850	64	2,786		2,819	59	2,760	
Div VI Subtotal	16,660	13,860	2,800	20.2%	398	336	62	18.5%	199	169	30	17.8%	17,257	14,365	2,892	20.1%	17,058	14,196	2,862	20.2%
DIVISION VII																				
Power & Energy	29,151	28,626	525	1.8%	3,631	2,638	993	37.6%	321	297	24	8.1%	33,103	31,561	1,542	4.9%	32,782	31,264	1,518	4.9%
DIVISION IX																				
Aerospace & Electronic Systems	4,394	4,457	-63	-1.4%	221	247	-26	-10.5%	24	27	-3	-11.1%	4,639	4,731	-92	-1.9%	4,615	4,704	-89	-1.9%
Geoscience & Remote Sensing	3,279	3,127	152	4.9%	90	94	-4	-4.3%	201	197	4	2.0%	3,570	3,418	152	4.4%	3,369	3,221	148	4.6%
Information Theory	3,233	3,231	2	0.1%	65	67	-2	-3.0%	28	23	5	21.7%	3,326	3,321	5	0.2%	3,298	3,298	0	0.0%
Intelligent Transportation Systems	1,431	1,297	134	10.3%	26	23	3	13.0%	26	22	4	18.2%	1,483	1,342	141	10.5%	1,457	1,320	137	10.4%
Oceanic Engineering	1,748	1,694	54	3.2%	41	72	-31	-43.1%	23	22	1	4.5%	1,812	1,788	24	1.3%	1,789	1,766	23	1.3%
Signal Processing	17,334	16,090	1,244	7.7%	1,517	537	980	182.5%	162	151	11	7.3%	19,013	16,778	2,235	13.3%	18,851	16,627	2,224	13.4%
Vehicular Technology	4,033	4,046	-13	-0.3%	109	140	-31	-22.1%	32	24	8	33.3%	4,174	4,210	-36	-0.9%	4,142	4,186	-44	-1.1%
Div IX Subtotal	35,452	33,942	1,510	4.4%	2,069	1,180	889	75.3%	496	466	30	6.4%	38,017	35,588	2,429	6.8%	37,521	35,122	2,399	6.8%
DIVISION X																				
Computational Intelligence	6,661	6,089	572	9.4%	648	330	318	96.4%	79	88	-9	-10.2%	7,388	6,507	881	13.5%	7,309	6,419	890	13.9%
Control Systems	8,650	9,017	-367	-4.1%	250	284	-34	-12.0%	74	66	8	12.1%	8,974	9,367	-393	-4.2%	8,900	9,301	-401	-4.3%
Engineering in Medicine & Biology	8,879	8,361	518	6.2%	1,048	584	464	79.5%	497	247	250	101.2%	10,424	9,192	1,232	13.4%	9,927	8,945	982	11.0%
Photonics	5,743	5,561	182	3.3%	97	72	25	34.7%	163	129	34	26.4%	6,003	5,762	241	4.2%	5,840	5,633	207	3.7%
Robotics & Automation	10,578	9,894	684	6.9%	1,839	1,672	167	10.0%	120	102	18	17.6%	12,537	11,668	869	7.4%	12,417	11,566	851	7.4%
Systems, Man & Cybernetics	4,223	4,342	-119	-2.7%	176	184	-8	-4.3%	39	39	0	0.0%	4,438	4,565	-127	-2.8%	4,399	4,526	-127	-2.8%
Div X Subtotal	44,734	43,264	1,470	3.4%	4,058	3,126	932	29.8%	972	671	301	44.9%	49,764	47,061	2,703	5.7%	48,792	46,390	2,402	5.2%
TOTAL	287,345	296,328	-8,983	-3.0%	17,236	18,436	-1,200	-6.5%	11,994	12,839	-845	-6.6%	316,575	327,603	-11,028	-3.4%	304,581	314,764	-10,183	-3.2%

Added new in 2015, so YoY comparison is very high.

Women in Engineering (WIE)	Sep '15			

Grade	This Month '15	This Month '14	Year-over-Year #	%
Fellow	95	93	2	2.2%
Senior Member	631	567	64	11.3%
Member	4146	4110	36	0.9%
Associate Member	156	147	9	6.1%
Graduate Student	1559	1506	53	3.5%
Student	8191	6886	1,305	19.0%
Total	**14,778**	**13,309**	**1,469**	**11.0%**

Region	This Month '15	This Month '14	Year-over-Year #	%
U.S.	3,194	3,185	9	0.3%
Canada	363	329	34	10.3%
Europe, Middle East, Africa	2,439	2,229	210	9.4%
Latin America	2,318	2,048	270	13.2%
Asia & Pacific	6,464	5,518	946	17.1%
Total	**14,778**	**13,309**	**1,469**	**11.0%**

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	Sep '15			

Grade	This Month '15	This Month '14	Year-over-Year #	%
Student	47	42	5	11.9%
Higher-Grade	6,182	6,269	(87)	-1.4%
Affiliate	64	93	(29)	-31.2%
Total	**6,293**	**6,404**	**(111)**	**-1.7%**

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.

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IEEE youngprofessionals

Geographic IEEE Young Professional Membership - September 2015								
Region	Higher Grade w/o GSM			Students			Total		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
1	4,490	4,565	-1.6%	1,854	1,739	6.6%	6,139	6,304	-2.6%
2	4,065	4,277	-5.0%	1,639	1,620	1.2%	5,536	5,897	-6.1%
3	4,647	4,885	-4.9%	2,061	2,005	2.8%	6,527	6,890	-5.3%
4	3,749	4,043	-7.3%	1,726	1,762	-2.0%	5,339	5,805	-8.0%
5	4,810	4,694	2.5%	1,679	1,667	0.7%	6,316	6,361	-0.7%
6	8,423	8,609	-2.2%	2,947	2,470	19.3%	10,997	11,079	-0.7%
R 1-6	30,184	31,073	-2.9%	11,906	11,263	5.7%	40,854	42,336	-3.5%
7	3,741	3,895	-4.0%	1,792	1,726	3.8%	5,410	5,621	-3.8%
8	18,575	19,097	-2.7%	10,284	9,305	10.5%	28,116	28,402	-1.0%
9	4,072	4,043	0.7%	1,180	1,225	-3.7%	5,345	5,268	1.5%
10	20,821	19,739	5.5%	13,348	13,476	-0.9%	33,840	33,215	1.9%
R 7-10	47,209	46,774	0.9%	26,604	25,732	3.4%	72,711	72,506	0.3%
TOTAL	77,393	77,847	-0.6%	38,510	36,995	4.1%	113,565	114,842	-1.1%

In 2015, Young Professionals eligibility rules changed, broadening the scope of "ten years from first degree" to "fifteen years from first degree".

HKN **ETA KAPPA NU**
Electrical and Computer Engineering Honor Society

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - September 2015								
Region	Higher Grade w/o GSM			Total Students			Total		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
1	1,212	1,182	2.5%	403	424	-5.0%	1,615	1,606	0.6%
2	1,179	1,116	5.6%	364	330	10.3%	1,543	1,446	6.7%
3	1,196	1,141	4.8%	492	468	5.1%	1,688	1,609	4.9%
4	899	930	-3.3%	434	401	8.2%	1,333	1,331	0.2%
5	1,265	1,195	5.9%	460	451	2.0%	1,725	1,646	4.8%
6	1,547	1,500	3.1%	644	604	6.6%	2,191	2,104	4.1%
R 1-6	7,298	7,064	3.3%	2,797	2,678	4.4%	10,095	9,742	3.6%
7	36	25	44.0%	11	24	-54.2%	47	49	-4.1%
8	77	64	20.3%	17	9	88.9%	94	73	28.8%
9	59	26	126.9%	77	46	67.4%	136	72	88.9%
10	102	70	45.7%	67	49	36.7%	169	119	42.0%
R 7-10	274	185	48.1%	172	128	34.4%	446	313	42.5%
TOTAL	7,572	7,249	4.5%	2,969	2,806	5.8%	10,541	10,055	4.8%