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

Region 3,

Thanks to all of the Sections that participated in the recent MD Training in New Jersey. Don't forget your individual 2016 Section MD Plans are due and should be emailed to Chris Wright.

Lee Stogner, Past Membership Development Chair, Region 3

Region Snapshot	This Month	'15 vs. '14	% Change
Total Membership	**28,938**	⌄ (933)	-3.1%
Higher-Grade	23,726	⌄ (428)	-1.8%
Students	5,212	⌄ (505)	-8.8%
IEEE Worldwide	**412,126**	⌄ (4,669)	-1.1%

2016 Membership Year goals for Recruitment and Retention are here!

An overview of the goal development is on page 7. Individual Section goals begin on page 4.

Retention	Higher Grade	Student	Total %, #	2016 Goal %, #	Top 3 Sections (by retention %)
Region 3	44.8% 10,413	14.6% 560	**40.6% 10,973**	**79.8% 21,730**	49.2%: Florida West Coast Section 47.4%: Central Virginia Section 47.0%: Tri Cities Section
IEEE Overall	39.7% 118,404	9.0% 7,442	**33.0% 125,846**	**72.3% 277,033**	

Cumulative – Through This Month

Recruitment	Higher Grade	Student	Total YoY Chg	2016 Goal YoY Chg	Top 3 Sections (by growth %)
Region 3	219 +9.5%	1,040 -16.1%	**1,259 -12.5%**	**4,507 +9.7%**	100.0%: Northwest Florida Section 80.0%: Tri Cities Section 76.9%: Jacksonville Section
IEEE Overall	3,892 +3.6%	20,219 +7.2%	**24,111 +6.6%**	**93,643 +5.1%**	

Cumulative – Through This Month

Reinstatement	Total	2016 Goal	
Region 3	**443**	**1,279**	*Reinstatement goals are set for each Region and not individual Sections.*
IEEE Overall	**6,020**	**19,177**	

Cumulative – Through This Month

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

Total Active Members by Section: Nov 2015								
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 3	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Columbia Section	372	353	5.4%	158	148	6.8%	530	501	5.8%
Palm Beach Section	675	641	5.3%	68	67	1.5%	743	708	4.9%
Jamaica Section	153	150	2.0%	58	53	9.4%	211	203	3.9%
Northwest Florida Section	287	295	-2.7%	53	33	60.6%	340	328	3.7%
Daytona Section	183	177	3.4%	65	64	1.6%	248	241	2.9%
Broward Section	454	457	-0.7%	116	98	18.4%	570	555	2.7%
Miami Section	524	530	-1.1%	228	204	11.8%	752	734	2.5%
Central Savannah River Section	172	170	1.2%	25	23	8.7%	197	193	2.1%
Gainesville Section	337	347	-2.9%	128	112	14.3%	465	459	1.3%
Charlotte Section	669	657	1.8%	173	179	-3.4%	842	836	0.7%
Jacksonville Section	356	351	1.4%	71	75	-5.3%	427	426	0.2%
Canaveral Section	168	173	-2.9%	12	7	71.4%	180	180	0.0%
Central Virginia Section	539	543	-0.7%	90	86	4.7%	629	629	0.0%
East Tennessee Section	818	827	-1.1%	170	161	5.6%	988	988	0.0%
Tri Cities Section	96	105	-8.6%	17	8	112.5%	113	113	0.0%
Florida West Coast Section	1,707	1,719	-0.7%	228	220	3.6%	1,935	1,939	-0.2%
Orlando Section	1,099	1,075	2.2%	242	271	-10.7%	1,341	1,346	-0.4%
Melbourne Section	584	582	0.3%	68	73	-6.8%	652	655	-0.5%
Tallahassee Area Section	276	259	6.6%	88	110	-20.0%	364	369	-1.4%
Eastern North Carolina Section	2,554	2,570	-0.6%	423	450	-6.0%	2,977	3,020	-1.4%
Huntsville Section	1,009	1,025	-1.6%	120	126	-4.8%	1,129	1,151	-1.9%

Membership Development Report – November 2015
Southeast United States (Region 3)   Page 3

◆IEEE

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

Total Active Members by Section: Nov 2015

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Richmond Section	683	715	-4.5%	115	100	15.0%	798	815	-2.1%
Chattanooga Section	308	306	0.7%	37	50	-26.0%	345	356	-3.1%
Piedmont Section	502	499	0.6%	124	150	-17.3%	626	649	-3.5%
Atlanta Section	3,454	3,542	-2.5%	770	839	-8.2%	4,224	4,381	-3.6%
Coastal South Carolina Section	387	380	1.8%	67	97	-30.9%	454	477	-4.8%
Central Tennessee Section	660	676	-2.4%	160	186	-14.0%	820	862	-4.9%
Winston-Salem Section	137	132	3.8%	22	36	-38.9%	159	168	-5.4%
Western North Carolina Section	287	302	-5.0%	83	89	-6.7%	370	391	-5.4%
Central North Carolina Section	261	282	-7.4%	39	36	8.3%	300	318	-5.7%
Alabama Section	786	821	-4.3%	225	252	-10.7%	1,011	1,073	-5.8%
Louisville Section	328	341	-3.8%	84	98	-14.3%	412	439	-6.2%
Evansville-Owensboro Section	165	180	-8.3%	40	40	0.0%	205	220	-6.8%
Lexington Section	327	354	-7.6%	114	120	-5.0%	441	474	-7.0%
Hampton Roads Section	621	670	-7.3%	120	133	-9.8%	741	803	-7.7%
Memphis Section	400	422	-5.2%	145	169	-14.2%	545	591	-7.8%
Central Georgia Section	235	246	-4.5%	34	48	-29.2%	269	294	-8.5%
Virginia Mountain Section	428	458	-6.6%	204	239	-14.6%	632	697	-9.3%
Savannah Section	177	193	-8.3%	39	54	-27.8%	216	247	-12.6%
Mobile Section	167	167	0.0%	47	87	-46.0%	214	254	-15.7%
Mississippi Section	381	462	-17.5%	142	326	-56.4%	523	788	-33.6%
Grand Total	**23,726**	**24,154**	**-1.8%**	**5,212**	**5,717**	**-8.8%**	**28,938**	**29,871**	**-3.1%**

◆IEEE

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

Renewal by Section: 2016 Membership Year - Nov 2015										
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2016 Goal	%to Goal
REGION 3	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Florida West Coast Section	1,632	866	53.1%	163	17	10.4%	1,795	883	49.2%	82.8%	59.4%
Central Virginia Section	523	269	51.4%	70	12	17.1%	593	281	47.4%	85.5%	55.4%
Tri Cities Section	91	45	49.5%	9	2	22.2%	100	47	47.0%	83.6%	56.2%
Richmond Section	671	336	50.1%	76	8	10.5%	747	344	46.1%	82.8%	55.6%
Jacksonville Section	342	173	50.6%	47	6	12.8%	389	179	46.0%	79.5%	57.9%
Palm Beach Section	638	305	47.8%	46	6	13.0%	684	311	45.5%	86.4%	52.6%
Melbourne Section	563	262	46.5%	49	7	14.3%	612	269	44.0%	83.1%	52.9%
Central North Carolina Sectio	257	122	47.5%	32	4	12.5%	289	126	43.6%	79.3%	54.9%
Daytona Section	177	86	48.6%	40	8	20.0%	217	94	43.3%	78.0%	55.5%
Eastern North Carolina Sectio	2,489	1,154	46.4%	319	58	18.2%	2,808	1,212	43.2%	81.8%	52.7%
Winston-Salem Section	133	61	45.9%	16	3	18.8%	149	64	43.0%	79.2%	54.2%
Evansville-Owensboro Sectio	163	81	49.7%	30	0	0.0%	193	81	42.0%	75.0%	56.0%
Chattanooga Section	305	134	43.9%	32	5	15.6%	337	139	41.2%	79.0%	52.2%
Huntsville Section	987	438	44.4%	92	5	5.4%	1,079	443	41.1%	84.7%	48.5%
East Tennessee Section	806	351	43.5%	112	25	22.3%	918	376	41.0%	83.6%	49.0%
Gainesville Section	335	159	47.5%	93	16	17.2%	428	175	40.9%	80.5%	50.8%
Canaveral Section	165	70	42.4%	11	1	9.1%	176	71	40.3%	85.9%	47.0%
Central Savannah River Secti	168	72	42.9%	21	4	19.0%	189	76	40.2%	83.2%	48.3%
Central Tennessee Section	647	279	43.1%	119	28	23.5%	766	307	40.1%	79.2%	50.6%
Broward Section	433	195	45.0%	81	11	13.6%	514	206	40.1%	75.0%	53.4%
Western North Carolina Secti	297	141	47.5%	62	2	3.2%	359	143	39.8%	81.4%	48.9%

◆IEEE

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

Renewal by Section: 2016 Membership Year - Nov 2015

REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2016 Goal	%to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Memphis Section	392	171	43.6%	96	23	24.0%	488	194	39.8%	72.5%	54.9%
Northwest Florida Section	286	125	43.7%	34	2	5.9%	320	127	39.7%	80.3%	49.4%
Savannah Section	183	81	44.3%	29	3	10.3%	212	84	39.6%	78.7%	50.4%
Atlanta Section	3,394	1,481	43.6%	579	92	15.9%	3,973	1,573	39.6%	78.6%	50.4%
Hampton Roads Section	619	272	43.9%	87	7	8.0%	706	279	39.5%	78.7%	50.2%
Central Georgia Section	231	98	42.4%	26	2	7.7%	257	100	38.9%	79.0%	49.2%
Lexington Section	323	134	41.5%	73	20	27.4%	396	154	38.9%	72.3%	53.8%
Orlando Section	1,074	465	43.3%	187	25	13.4%	1,261	490	38.9%	77.4%	50.2%
Alabama Section	786	355	45.2%	168	14	8.3%	954	369	38.7%	77.4%	50.0%
Louisville Section	325	143	44.0%	61	6	9.8%	386	149	38.6%	74.4%	51.9%
Coastal South Carolina Section	382	159	41.6%	45	5	11.1%	427	164	38.4%	77.5%	49.6%
Charlotte Section	642	268	41.7%	125	14	11.2%	767	282	36.8%	77.9%	47.2%
Piedmont Section	500	207	41.4%	98	12	12.2%	598	219	36.6%	82.9%	44.2%
Mississippi Section	377	152	40.3%	93	16	17.2%	470	168	35.7%	75.0%	47.7%
Columbia Section	370	159	43.0%	124	15	12.1%	494	174	35.2%	81.4%	43.3%
Tallahassee Area Section	267	109	40.8%	69	8	11.6%	336	117	34.8%	71.3%	48.9%
Virginia Mountain Section	436	170	39.0%	152	33	21.7%	588	203	34.5%	71.9%	48.0%
Mobile Section	164	62	37.8%	33	5	15.2%	197	67	34.0%	67.5%	50.4%
Miami Section	506	181	35.8%	183	27	14.8%	689	208	30.2%	71.2%	42.4%
Jamaica Section	144	22	15.3%	41	3	7.3%	185	25	13.5%	72.9%	18.5%
Grand Total	**23,223**	**10,413**	**44.8%**	**3,823**	**560**	**14.6%**	**27,046**	**10,973**	**40.6%**	**80.2%**	**50.6%**

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

	Recruitment by Section: 2016 Membership Year Nov 2015						
Region Code	Section Name	2015	2014	# Change	% Change	2016 Goal	% to Goal
R3	Northwest Florida Section	16	8	8	100.00%	55	29.4%
R3	Tri Cities Section	9	5	4	80.00%	13	69.2%
R3	Jacksonville Section	23	13	10	76.92%	60	38.3%
R3	Florida West Coast Section	67	42	25	59.52%	175	38.3%
R3	East Tennessee Section	47	30	17	56.67%	110	42.7%
R3	Palm Beach Section	23	15	8	53.33%	85	26.9%
R3	Richmond Section	38	33	5	15.15%	99	38.4%
R3	Central North Carolina Section	10	9	1	11.11%	45	22.2%
R3	Eastern North Carolina Section	116	111	5	4.50%	376	30.9%
R3	Broward Section	31	31	0	0.00%	144	21.6%
R3	Canaveral Section	1	1	0	0.00%	15	6.7%
R3	Central Virginia Section	26	26	0	0.00%	63	41.3%
R3	Charlotte Section	41	41	0	0.00%	156	26.3%
R3	Coastal South Carolina Section	21	21	0	0.00%	60	35.0%
R3	Orlando Section	55	55	0	0.00%	209	26.3%
R3	Tallahassee Area Section	17	17	0	0.00%	76	22.4%
R3	Virginia Mountain Section	42	42	0	0.00%	106	39.6%
R3	Miami Section	42	44	-2	-4.55%	193	21.8%
R3	Daytona Section	18	19	-1	-5.26%	67	27.1%
R3	Mississippi Section	44	48	-4	-8.33%	115	38.3%
R3	Western North Carolina Section	19	21	-2	-9.52%	65	29.5%

◆IEEE

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

Recruitment by Section: 2016 Membership Year Nov 2015							
Region Code	Section Name	2015	2014	# Change	% Change	2016 Goal	% to Goal
R3	Winston-Salem Section	8	9	-1	-11.11%	22	36.4%
R3	Jamaica Section	22	25	-3	-12.00%	50	44.0%
R3	Atlanta Section	153	176	-23	-13.07%	588	26.0%
R3	Chattanooga Section	5	6	-1	-16.67%	37	13.5%
R3	Central Tennessee Section	40	49	-9	-18.37%	144	27.8%
R3	Lexington Section	36	46	-10	-21.74%	85	42.4%
R3	Louisville Section	17	22	-5	-22.73%	56	30.6%
R3	Central Georgia Section	9	12	-3	-25.00%	38	23.7%
R3	Hampton Roads Section	30	40	-10	-25.00%	105	28.6%
R3	Memphis Section	36	50	-14	-28.00%	105	34.3%
R3	Huntsville Section	30	43	-13	-30.23%	152	19.7%
R3	Alabama Section	49	71	-22	-30.99%	206	23.8%
R3	Gainesville Section	20	30	-10	-33.33%	95	21.1%
R3	Evansville-Owensboro Section	11	21	-10	-47.62%	55	20.0%
R3	Piedmont Section	24	46	-22	-47.83%	107	22.4%
R3	Melbourne Section	10	22	-12	-54.55%	85	11.8%
R3	Columbia Section	30	68	-38	-55.88%	158	19.0%
R3	Savannah Section	11	26	-15	-57.69%	40	27.8%
R3	Central Savannah River Section	3	11	-8	-72.73%	34	8.8%
R3	Mobile Section	9	34	-25	-73.53%	61	14.8%
Grand Total		**1,259**	**1,439**	**-180**	**-12.51%**	**4,823**	**26.1%**

Membership Development Goals

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.

Antonio Luque
aluque@ieee.org

**Outstanding Section Membership
Recruitment and Retention Performance**

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.

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.

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.
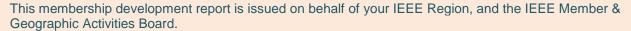
These Sections will also be recognized in the MD Monthly report, region level MD reports and on the MD portal, www.ieee.org/md.

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.

IEEE

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

Region 1-6 Strategy Highlights

Take a moment to read the information, below, so that you are aware of all the benefits and resources available to you. As always, if you have any questions or need assistance, please do not hesitate to ask me.

Chris Wright, IEEE Membership Marketing and Sales Specialist
wright.c@ieee.org   ***Phone: 732-562-3894***

2016 MD Planning
While we are approaching the end of the 2015 calendar year, don't forget we are almost four months into the recruitment and renewal year for 2016. Both Soon and I want you to know that we are your resources for planning and providing you support as you create and execute your MD strategy and plan.

NEW SAMIEEE Queries
Have you logged into SAMIEEE and checked out these pre-defined queries? Learn about the interests of the members in your Section to plan activities that are valuable to these individuals. If you need help getting the data or understanding what you are looking at, please reach out for help!

(MD) Member Interest Profile – Publications Subscriptions
(MD) Member Interest Profile – Society Membership Pivot
(MD) Member Interest Profile – Tech Community Membership
(MD) Member Interest Profile – Tech Council Membership
(MD) Member Interest Profile – TIPS
www.ieee.org/samieee

'Put the World of IEEE into Focus'

Submit your photos by 31 December 2015!

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 prizes. For more information visit: www.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.

We need your help in both promoting the contest and submitting pictures. For promotional materials, please visit the **IEEE Promotional Library** for banner ads. They are located under the Membership subsection with the web ads.

Remember, you can always contact me or your Region's MD chair to discuss your Section's needs. My contact information is listed above. We're here for you – don't go it alone!

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

Membership Development Resources List:

MD Resource Links	For Resources such as: • MD Manual • Section MD Goals • MD Kit Order Form • MD Webcast Archive • Correspondence Templates	www.ieee.org/md
	Volunteer Resources	www.ieee.org/volunteers
	Benefits of Membership	www.ieee.org/benefits
	First Year Member Experience	www.ieee.org/start
	IEEE Contact Center & Support	www.ieee.org/contactcenter
	Section Vitality Dashboard for member data, reports and lists	www.ieee.org/vitalitydb
	Important Predefined SAMIEEE Queries	• (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
	Member-Get-a-Member (MGM)	www.ieee.org/mgm
	Senior Member Program	www.ieee.org/seniormember
	Member Loyalty Program	www.ieee.org/loyalty
	myIEEE	www.ieee.org/myieee
	Conference Member Recruitment Program	www.ieee.org/cmr