



MD Monthly—APRIL 2017

Membership Development Report

This report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics.

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Monthly Snapshot	YoY Variance		Apr '17	Apr' 16	Mar '17	Apr '17 vs. Mar '17	
IEEE Membership		-8,143	-2.4%	336,666	344,809	320,594	+5.0%
Honorary		-2	-6.3%	30	32	30	0.0%
Fellow		117	+1.6%	7,441	7,324	7,396	+0.6%
Senior Member		1,776	+4.7%	39,319	37,543	38,453	+2.3%
Member		-8,190	-4.0%	196,114	204,304	191,014	+2.7%
Associate Member		-862	-14.9%	4,936	5,798	4,748	+4.0%
Graduate Student		-434	-1.2%	35,742	36,176	32,571	+9.7%
Undergraduate Student		-548	-1.0%	53,084	53,632	46,382	+14.4%
Society Membership		-5,618	-2.0%	269,212	274,830	258,925	+4.0%
15 Societies up > 1%		3,605					
2 Societies +/- 1%		7					
22 Societies down > 1%		-9,320					

Societies Note: Sum of respective gains and losses, with all counts **excluding** Affiliates. **Including Affiliates, total Society memberships are down year-over-year by -6,660 or -2.3%.**

MD Channel	April—Membership Year to Date								
	'17	'16	'15	'14		'17	'16	'15	'14
Retention	66.0% 254,304	67.8% 258,444	68.4% 265,582	68.0% 267,550	Recruitment	66,736	70,865	64,277	65,598
Higher-Grade	76.3% 225,675	77.5% 228,455	78.0% 233,522	78.3% 233,559	Reinstatement	15,086	14,875	14,784	14,048
STU/GSM	31.9% 28,629	34.7% 29,989	36.0% 32,060	35.7% 33,991	Recovery (subset of Retention)	16,293	16,268	21,009	14,996

MD Calendar	Recruitment Activities	Retention Activities
June	<p>Half-Year Dues Cycle – New members receive 50% off membership dues. Individuals who join IEEE in June receive 7 months of membership for the price of 6.</p> <p>Promote the Gift of Membership, especially for graduating students.</p>	<p> Tools: Located in the MD folder of SAMIEEE, use pre-defined queries to identify members who have not renewed. Communications templates are available (see page 5).</p>
July	<p>Half-Year Dues Cycle – New members receive 50% off membership dues.</p> <p>Promote the Gift of Membership, especially for graduating students.</p>	<p>First Year Members – Member retention begins the day after a new member joins IEEE, and receives a personal greeting from like-minded members and Volunteers. Don't forget to make use of the new member rosters, available to Section and MD officers monthly. Visit www.ieee.org/start</p>



Links to all Membership Development resources are on the MD Portal at www.ieee.org/md



April MD Highlights

IEEE Membership

Overall membership is now behind year-over-year by -2.4%, following -1.5% last month. At this time last year overall membership was down -0.2%. Although arrears recovery rebounded fairly well this month, recruitment remains behind significantly following a record-setting 2016. The longer term trend however is more important to look at right now, as it shows that we are in line with pre-2016 activity. Student recruitment was another bright spot, being the highest April recruitment month on record. Reinstatement activity has been picking up in the last three months as well and is now ahead year over year. (See four-year trend charts, page 1).

Congratulations to the eight Sections that earned the gold medal of recognition for meeting both their 2017 recruitment and retention goals already! More detail, pages 3-4.

- | | | |
|----------------------------|---------------------------------|---------------------|
| Fort Wayne Section (R2) | Jordan Section (R8) | Latvia Section (R8) |
| Iceland Section (R8) | Queretaro Section (R9) | Bahia Section (R9) |
| Central Coast Section (R6) | New Zealand South Section (R10) | |



Recruitment

April year-over-year recruitment is down -5.8% following -3.3% last month. The decline is almost all attributable to higher grade recruitment, specifically in Region 10. Region 10 HG recruitment is behind by 47%, or 4k+ members. As has been the case all year long, this record higher grade recruitment simply did not reoccur this year. In looking at the longer term trend however, higher grade recruitment has returned to typical levels seen prior to 2016. Student recruitment set a record in April, being the highest April result on record.

➔ From 1 March through 15 August we are in the half year dues period for new members (members in arrears are not eligible). New members that join during this time will receive membership benefits through 31 December of this year, and pay half the price. Leverage this in your recruiting efforts—tell prospective members they receive additional months of membership for the price of six. This is a great way to ‘trial’ IEEE membership.

See more detail on recruitment, page 8.

Retention

Renewal activity in April was slightly above average which helped to offset the retention gap. Overall retention is behind last year by -1.8%, slightly improved from a -1.9% gap last month. First-year member retention is behind by less than half of that gap, and so is not contributing as much to the overall decline as has been the case historically. While the US HG retention rate remains even with last year, it is on a smaller renewal base (this happens each year due to the recruitment decline).

We saw arrears recovery activity in April spike ahead of the past three years performance - and was the second highest April on record for raw renewals. This is the first month (so far this year) renewal activity has picked up, so we will wait to see if this continues - i.e. more people renewing later.

In order to match last year’s retention *rate*, we will need to recover at least 22% of the members in arrears, and will then mean a larger number of members at year end. In order to only match last year’s *raw count of renewals*, we will need arrears recovery in the 19% range. Last year we recovered 17.4%.

➔ Reach out to your members in arrears who have not yet renewed for 2017. In SAMIEEE utilize the query named “(MD) 2016 Last Renewal Year ” to identify them. There is also a tab in the Section Vitality Dashboard for members in arrears.

See more detail on retention, page 6.



Give the Gift of IEEE Membership. To learn more, go to www.ieee.org/gift. Makes a perfect graduation or thank you gift!

Society Membership

Overall Society memberships are also down year-over-year, by -2.0% following -1.6% last month. Although there were more Societies showing a decline this month, we also saw the number of Societies showing growth increase. The top Societies in terms of percentage growth thus far in the 2017 membership year, and for the second month in a row, are Intelligent Transportation Systems (+9.8%), Power & Energy (+5.7%), and Geoscience and Remote Sensing (+5.2%).

Society membership details are on page 11.



Membership Development Goals



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2017 MRRC Chair

Membership Development goals are created for each individual Section for both recruitment and retention. On page 6 are the Section goals rolled up to the Region level for each channel. In this report, we will track progress to goal on the Region-level. You will find the Section levels goals and progress in your monthly Region MD report.

For 2017 goals, we reviewed five years of history. Each Section has a unique goal based on different dynamics - whether the Section has had growth or decline, as well as the overall size and location of the Section. Note that reinstatement goals are assigned on the Region level only.

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.

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

Congratulations to these 8 Sections for earning the gold medal of recognition for meeting both their 2017 recruitment and retention goals already!

- R2 Fort Wayne Section**
- R6 Central Coast Section**
- R8 Iceland Section**
- Jordan Section**
- Latvia Section**
- R9 Queretaro Section**
- Bahia Section**
- R10 New Zealand South Section**



Through April, 67 Sections have met their retention goals already, and 35 Sections have met their recruitment goals (see next pages).

Section Recognition Awards

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.





2017 Retention Goals - Section Recognition

Congratulations to the 67 Sections that have achieved their retention goal!



Sections That Already Met Their 2017 Retention Goal	
R1	Berkshire Section Binghamton Section Worcester County Section Springfield Section New Hampshire Section
R2	Youngstown Section Delaware Bay Section Cleveland Section
R3	Tallahassee Area Section Miami Section Columbia Section Orlando Section Lexington Section Coastal South Carolina Section Chattanooga Section Memphis Section Winston-Salem Section Broward Section
R4	Fort Wayne Section Missouri Slope Section Northeast Michigan Section Central Indiana Section Twin Cities Section Southern Minnesota Section
R5	Beaumont Section El Paso Section Corpus Christi Section High Plains Section Fort Worth Section
R6	Fort Huachuca Section Spokane Section Central Coast Section Metropolitan Los Angeles Section

R7	New Brunswick Section Ottawa Section Peterborough Section South Saskatchewan Section
R8	Iceland Section Jordan Section Malta Section Croatia Section Bulgaria Section Finland Section Iraq Section Portugal Section Latvia Section Bosnia And Herzegovina Section Qatar Section Switzerland Section Egypt Section
R9	Centro Occidente Section Veracruz Section El Salvador Section Trinidad And Tobago Section Aguascalientes Section Queretaro Section Venezuela Section Panama Section Rio De Janeiro Section Bahia Section
R10	Uttar Pradesh Section Changwon Section Taegu Section Australian Capital Terr Sectio New Zealand South Section New Zealand North Section Shin-Etsu Section

Indicates a gold medal of recognition for meeting both recruitment and retention goals



2017 Recruitment Goals - Section Recognition

Congratulations to the 35 Sections that have achieved their recruitment goal!



Sections That Already Met Their 2017 Recruitment Goal

- R2** Lima Section
- R3** Mobile Section
Savannah Section
Western North Carolina Section
Tri Cities Section
- R4** **Fort Wayne Section**
- R5** Arkansas River Valley Section
- R6** Eastern Idaho Section
Central Montana Section
Central Coast Section
Foothill Section
Central Washington Section
- R7** Newfoundland-Labrador Section
- R8** **Iceland Section**
Zambia Section
Jordan Section
Tunisia Section
Belarus Section
Russia (Northwest) Section
Latvia Section
Kenya Section
Estonia Section
Greece Section
Russia Section
Morocco Section

- R9** Costa Rica Section
Queretaro Section
Monterrey Section
Centro Norte Brasil Section
Bahia Section
Western Puerto Rico Section
- R10** Northern Australia Section
New Zealand South Section
New Zealand Central Section

Indicates a gold medal of recognition for meeting both recruitment and retention goals

Give the Gift of IEEE Membership during half year dues! To learn more, go to www.ieee.org/gift.

Now is a great time to give the Gift of IEEE Membership for half price. This program will be available for the entire half year period (1 March through 15 August) and is a great way to share in the experience of IEEE. It makes a perfect graduation gift!



2017 Membership Goals—Region-Level Progress

Below is a summary by Region showing the goal and progress to goal, as of the current month. Eight months into the membership year, the percent to goal benchmark (last column in charts below) is 75% or more.

Retention	2017 Goal	2017 % Growth	2017 YTD	% to Goal
R1	81.8%	0.7%	79.2%	96.8%
R2	83.5%	1.2%	80.0%	95.8%
R3	79.1%	1.0%	76.1%	96.2%
R4	79.8%	1.1%	77.1%	96.6%
R5	78.7%	1.4%	76.0%	96.5%
R6	81.0%	1.7%	77.7%	95.9%
R7	75.7%	1.6%	72.9%	96.4%
R8	71.0%	1.8%	65.8%	92.7%
R9	52.4%	1.7%	48.1%	91.7%
R10	57.2%	1.9%	48.7%	85.2%
Total	71.6%	1.6%	66.0%	92.2%

Since most retention activity occurs in the first half of the membership year, the higher percentages to goal are expected. However this is not a sign that retention is tracking far ahead.

The goals for retention growth are reflective of the last five years history, and are rather aggressive. In order to meet the retention goal by year-end we will need 38,000 renewals between March and August.

67 Sections worldwide have already met or exceeded their retention goal!

Recruitment	2017 Goal	2017 % Growth	2017 YTD	% to Goal
R1	3,816	5.1%	2,560	67.1%
R2	2,998	5.3%	1,948	65.0%
R3	4,217	6.8%	2,812	66.7%
R4	3,086	7.2%	1,982	64.2%
R5	3,898	8.1%	2,524	64.8%
R6	6,218	6.6%	4,731	76.1%
R7	2,876	9.7%	1,805	62.8%
R8	17,240	0.5%	12,327	71.5%
R9	6,535	7.0%	4,358	66.7%
R10	45,545	-9.2%	31,689	69.6%
Total	96,429	-2.4%	66,736	69.2%

Despite the year-over-year recruitment deficits, one third of all Sections are at or above benchmark, and 35 Sections have already met or exceeded their recruitment goal!

Congratulations to Region 6 for having the highest overall progress to goal. Remember, goals are based on historical data so each Section is unique. This Section-level data is then rolled up to the Region-level progress noted here.

Reinstatement	2017 Goal	2017 % Growth	2017 YTD	% to Goal
R1	1,302	5.0%	963	74.0%
R2	1,159	5.0%	811	70.0%
R3	1,334	5.0%	982	73.6%
R4	914	5.0%	679	74.3%
R5	1,256	5.0%	973	77.5%
R6	2,570	5.0%	1,987	77.3%
R7	694	5.0%	624	89.9%
R8	4,296	5.0%	3,059	71.2%
R9	1,149	5.0%	945	82.3%
R10	5,329	5.0%	4,063	76.2%
Total	20,001	5.0%	15,086	75.4%

Former members are a ripe pool of candidates to outreach to. Following the service deactivation, all members that were in an arrears status from last year move to an inactive status, so each year that pool grows.

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

Half of the Regions are tracking above the goal benchmark. The goal is to grow reinstatement by 5%, which is the 4-year average historical growth rate.



Membership Retention Update

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We saw arrears recovery activity in April spike ahead of the past three years performance - and was the second highest April on record for raw renewals. This is the first month (so far this year) renewal activity has picked up, so we will wait to see if this continues - i.e. more people renewing later.

		2017	2016	2015	2014	2013	2012	2011
Thru April	# Recovered/Renewed	16,293	16,268	21,009	14,996	16,413	14,507	11,943
	% of Total Deactivated	11.1%	11.5%	15.0%	10.6%	11.9%	11.7%	10.5%

Unless renewal activity remains elevated we are once more positioned to end the year with a smaller renewal opportunity for 2018. 2016 was the first time in four years that membership was positive year-over year. It will be critical to maximize this channel in the coming months. Make every effort to communicate with your members in arrears. Every Section should be reaching out to this group. They can renew any time before 15 August to remain a member for 2017. Need help or ideas? Contact elynn.perez@ieee.org, or use the templates available on the MD portal, www.ieee.org/md.

IEEE Membership Renewal / Retention - April 2017

RE- GION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Oppor- tunity	Renewal			Oppor- tunity	Renewal			Oppor- tunity	Renewal			Oppor- tunity	Renewal		
		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16
1	26,633	22,335	83.9%	83.7%	1,511	757	50.1%	51.9%	1,563	438	28.0%	31.3%	29,707	23,530	79.2%	79.5%
2	23,244	19,556	84.1%	83.9%	1,422	779	54.8%	55.3%	1,241	385	31.0%	41.3%	25,907	20,720	80.0%	80.5%
3	22,744	18,547	81.5%	81.6%	1,860	1,054	56.7%	60.5%	1,957	610	31.2%	31.8%	26,561	20,211	76.1%	76.2%
4	16,672	13,770	82.6%	81.8%	1,574	884	56.2%	58.6%	1,231	367	29.8%	32.0%	19,477	15,021	77.1%	76.7%
5	22,041	17,759	80.6%	80.5%	1,478	823	55.7%	57.2%	1,550	463	29.9%	29.0%	25,069	19,045	76.0%	75.4%
6	44,351	36,197	81.6%	82.0%	2,248	1,174	52.2%	51.3%	2,527	788	31.2%	30.9%	49,126	38,159	77.7%	77.5%
R 1-6	155,685	128,164	82.3%	82.3%	10,093	5,471	54.2%	55.5%	10,069	3,051	30.3%	32.0%	175,847	136,686	77.7%	77.7%
7	12,425	9,685	77.9%	77.6%	1,593	940	59.0%	60.5%	1,058	371	35.1%	35.0%	15,076	10,996	72.9%	72.4%
8	52,244	38,348	73.4%	74.2%	9,347	5,227	55.9%	57.0%	7,908	2,158	27.3%	27.3%	69,499	45,733	65.8%	66.7%
9	8,988	5,588	62.2%	60.5%	1,156	617	53.4%	55.8%	5,367	1,249	23.3%	24.6%	15,511	7,454	48.1%	48.2%
10	66,583	43,890	65.9%	70.2%	13,371	5,092	38.1%	41.6%	29,657	4,453	15.0%	17.1%	109,611	53,435	48.7%	52.6%
R 7-10	140,240	97,511	69.5%	71.8%	25,467	11,876	46.6%	49.6%	43,990	8,231	18.7%	20.6%	209,697	117,618	56.1%	58.8%
TOTAL	295,925	225,675	76.3%	77.5%	35,560	17,347	48.8%	51.4%	54,059	11,282	20.9%	23.0%	385,544	254,304	66.0%	67.8%

➔ You can help improve higher grade retention in your Section by promoting Senior Member elevation, or by providing events and content that match your member's needs and interests. Get to know your members – there are pre-defined queries in SAMIEE that can help you do this.

First-Year Member Renewal / Retention - April 2017

RE- GION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Oppor- tunity	Renewal			Oppor- tunity	Renewal			Oppor- tunity	Renewal			Oppor- tunity	Renewal		
		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16		#	%, '17	%, '16
1	1,750	546	31.2%	33.9%	652	224	34.4%	34.8%	1,217	277	22.8%	23.9%	3,619	1,047	28.9%	30.9%
2	1,437	478	33.3%	33.9%	576	217	37.7%	37.0%	902	209	23.2%	31.4%	2,915	904	31.0%	33.9%
3	1,756	585	33.3%	30.3%	758	300	39.6%	41.2%	1,485	363	24.4%	22.8%	3,999	1,248	31.2%	29.4%
4	1,291	400	31.0%	31.7%	685	258	37.7%	38.6%	929	223	24.0%	24.8%	2,905	881	30.3%	30.8%
5	1,820	586	32.2%	34.6%	591	238	40.3%	40.0%	1,191	275	23.1%	21.1%	3,602	1,099	30.5%	30.4%
6	3,050	1,042	34.2%	35.4%	905	305	33.7%	30.7%	1,895	494	26.1%	23.8%	5,850	1,841	31.5%	30.6%
R 1-6	11,104	3,637	32.8%	33.6%	4,167	1,542	37.0%	36.5%	7,619	1,841	24.2%	24.0%	22,890	7,020	30.7%	30.8%
7	1,286	406	31.6%	32.7%	630	265	42.1%	43.6%	718	175	24.4%	23.8%	2,634	846	32.1%	32.7%
8	6,435	1,694	26.3%	28.7%	4,417	1,772	40.1%	39.8%	6,063	1,200	19.8%	19.3%	16,915	4,666	27.6%	28.4%
9	1,600	334	20.9%	21.5%	508	162	31.9%	35.1%	4,052	627	15.5%	17.3%	6,160	1,123	18.2%	19.7%
10	16,576	4,631	27.9%	26.4%	8,514	2,198	25.8%	27.4%	25,101	3,230	12.9%	14.3%	50,191	10,059	20.0%	19.9%
R 7-10	25,897	7,065	27.3%	27.1%	14,069	4,397	31.3%	32.7%	35,934	5,232	14.6%	15.8%	75,900	16,694	22.0%	22.6%
TOTAL	37,001	10,702	28.9%	29.4%	18,236	5,939	32.6%	33.6%	43,553	7,073	16.2%	17.4%	98,790	23,714	24.0%	24.7%



MD Volunteer Tools for Arrears Recovery

MD Volunteers have access to SAMIEEE, which provides a list of members who have not renewed their membership—updated daily. Additionally, Volunteers are free to use the letter template (right), or develop their own unique message to encourage continued membership.

PRE-DEFINED SAMIEEE QUERIES

SAMIEEE provides pre-defined queries to identify your members in arrears. You can download the list for use in an e-mail outreach.

MD folder:

(MD) “2016 Last Renewal Year for Active Members”

(MD) “First Year Members Not Renewed”

MGA-Initiated Campaigns



'Last Issue' Cover Wrap

As is customary with many magazines, a cover wrapper informs readers their last issue has arrived, and they need to take action to renew. The March issue of IEEE Spectrum carried a full page cover wrap for all members who had not renewed their membership.

E-Mail Reminders

Beginning in March through June, the MD staff sends several messages to members in arrears asking them to renew their membership. Special emphasis is being placed on the career-related resources IEEE offers to its members.

Final Print Notice Mailing

A final arrears invoice was mailed in early April to all unrenewed HG members worldwide.

Courtesy Calls

The IEEE Contact Center outreaches to HG members in arrears, March through June, to augment the recovery effort.

SAMPLE LETTER FOR ARREARS RECOVERY

Dear < member > ,

As an IEEE member in 2016, you have helped the IEEE < Section > serve your local community, and I want to thank you for your support. We take seriously our mission and obligation to raise awareness about the role that engineering and technology can play in making our world a better place. In that spirit, the IEEE < Section / Chapter > sponsored several worthwhile activities in 2016, including:

< Section / Chapter activity >

< Section / Chapter activity >

< Section / Chapter activity >

During a recent review of our membership, I noticed your name missing from our list of current members. With the busy pace of everyday life, perhaps this was a simple oversight.

Because you make a difference, I am seeking your membership renewal and support again in 2017 – the good deeds we deliver to our community depend on it. You can renew your IEEE membership at www.ieee.org/renew.

Thank you for your time, and continued consideration to support the activities of the IEEE < Section / Chapter >. If you have already renewed, we thank you for your support.

Let me know how I can be of any assistance.

Sincerely,

< Name >

Chair, IEEE < Section / Chapter >

< e-mail address >

P.S. Your renewal consideration during tough economic times is greatly appreciated. If you have become unemployed, IEEE will help by discounting your annual membership dues 50%.



Membership Recruitment Update

April year-over-year recruitment is down -5.8% following -3.3% last month. The decline is almost all attributable to higher grade recruitment, specifically in Region 10. As has been the case all year long, we had record higher grade recruitment there last year which simply did not occur this year. In looking at the longer term trend, higher grade recruitment has returned to typical levels seen prior to 2016. Student recruitment set a record in April, being the highest April result on record. Here is how each of the three categories impacted the overall result this month:

- **Undergraduate recruitment** is once again positive YoY +0.2% , following year-long gains and a dip last month.
 - Main drivers: Region 10 undergraduate recruitment saw a rebound.
 - Last year at this time: undergraduate recruitment was +5.8%.
- **Graduate student recruitment** gave up some of its gain but still positive +1.1%, was +3.7% last month.
 - Main drivers: All but Region 9 either worsened their decline or reduced their gain.
 - Last year at this time: graduate student recruitment was -0.6%.
- **Higher Grade recruitment** is now down -26.1%, was -17.2% last month and has been worsening every month
 - Record recruitment in Region 10 last year made overall positive gains this year a challenge, while Regions 1-6 gave back some of their improvement.
 - Last year at this time: higher grade recruitment was +22.6%.

Cumulative Recruitment - April 2017

RE-GION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2017		2016		2017		2016		2017		2016		2017		2016	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1	695	706	(11)	-1.6%	603	604	(1)	-0.2%	1,262	1,481	(219)	-14.8%	2,560	2,791	(231)	-8.3%
2	526	579	(53)	-9.2%	541	528	13	2.5%	881	1,066	(185)	-17.4%	1,948	2,173	(225)	-10.4%
3	579	686	(107)	-15.6%	710	676	34	5.0%	1,523	1,695	(172)	-10.1%	2,812	3,057	(245)	-8.0%
4	424	506	(82)	-16.2%	581	597	(16)	-2.7%	977	1,065	(88)	-8.3%	1,982	2,168	(186)	-8.6%
5	673	763	(90)	-11.8%	577	567	10	1.8%	1,274	1,431	(157)	-11.0%	2,524	2,761	(237)	-8.6%
6	1,411	1,376	35	2.5%	845	911	(66)	-7.2%	2,475	2,097	378	18.0%	4,731	4,384	347	7.9%
R 1-6	4,308	4,616	(308)	-6.7%	3,857	3,883	(26)	-0.7%	8,392	8,835	(443)	-5.0%	16,557	17,334	(777)	-4.5%
7	469	519	(50)	-9.6%	544	549	(5)	-0.9%	792	784	8	1.0%	1,805	1,852	(47)	-2.5%
8	2,461	2,444	17	0.7%	3,373	3,757	(384)	-10.2%	6,493	6,417	76	1.2%	12,327	12,618	(291)	-2.3%
9	637	601	36	6.0%	477	407	70	17.2%	3,244	3,017	227	7.5%	4,358	4,025	333	8.3%
10	4,430	8,475	(4,045)	-47.7%	6,709	6,208	501	8.1%	20,550	20,353	197	1.0%	31,689	35,036	(3,347)	-9.6%
R 7-10	7,997	12,039	(4,042)	-33.6%	11,103	10,921	182	1.7%	31,079	30,571	508	1.7%	50,179	53,531	(3,352)	-6.3%
TOTAL	12,305	16,655	(4,350)	-26.1%	14,960	14,804	156	1.1%	39,471	39,406	65	0.2%	66,736	70,865	(4,129)	-5.8%



IEEE-USA Recruitment Incentive

In an effort to increase US higher-grade membership, IEEE-USA and MGA have partnered on a campaign that builds 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 promotes the program in the monthly Benefits Bulletin, and **US Sections and Regions should promote the program on their own website**. For more information on how to do this, contact Elyn Perez, elyn.perez@ieee.org.

Membership Year	2017 To Date	2016 Total	2015 Total	2014 Total	Program To Date
Referrals Submitted	397	1,094	941	1,240	3,672
Referrals Joined	209	475	224	397	1,305
% of Referrals Joined	52.6%	43.4%	23.8%	32.0%	35.5%
# New US HG Members	128	377	168	295	968



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 d.maestri@ieee.org



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

We are pleased to recognize this month’s top program participants. The IEEE Member-Get-a-Member (MGM) program is popular with student members and therefore the program results often ebb and flow with the academic school year.

MD. Naimur Rahman	R10, Bangladesh Section	80 new members	Navnidh Bhalla	R10, Singapore Section	13 new members
Bivin Pradeep	R10, Kerala Section	68 new members	Sheikh Shouborno	R10, Bangladesh Section	13 new members
Muhammad Talha Younus	R10, Islamabad Section	51 new members	Sujitha G	R10, Madras Section	13 new members
Aslam Basheer	R10, Kerala Section	50 new members	Huda Kaysi	R8, Jordan Section	13 new members
Kirubakaran S	R10, Madras Section	32 new members	Ahmad Younies	R8, Reg 8-Countries Outside Sections	13 new members
Luis Enrique Rojas Fernandez	R9, Peru Section	28 new members	Deepak M H	R10, Bangalore Section	13 new members
Jishnu Prakash K P	R10, Kerala Section	27 new members	Osvaldo da Conceicao Neto	R9, Bahia Section	12 new members
Vineeth Pothangal	R10, Hyderabad Section	24 new members	Adithya Vinayak	R10, Kerala Section	12 new members
Walid Bin Habib	R10, Bangladesh Section	21 new members	Kristi Rahman	R10, Bangladesh Section	12 new members
Munther Abu Saida	R8, Jordan Section	21 new members	Satyaki Banik	R10, Bangladesh Section	12 new members
Srihari Kantadi	R10, Hyderabad Section	21 new members	Dinesh Kumar Anguraj	R10, Madras Section	12 new members
Shubham Shukla	R10, Delhi Section	20 new members	Talha Hassan	R10, Islamabad Section	12 new members
Rabih Abou Halka	R8, Lebanon Section	20 new members	Mohamed Soltani	R8, Tunisia Section	12 new members
Sruthi Warriar	R10, Kerala Section	19 new members	Claudia Liliana Zuniga Canon	R9, Colombia Section	11 new members
Divesh Popli	R10, Delhi Section	19 new members	Vishnu B	R10, Kerala Section	11 new members
M. Ahasanul Siam	R10, Bangladesh Section	19 new members	Ayman Abu Iraq	R8, Jordan Section	11 new members
Swathi N	R10, Madras Section	18 new members	Faizan Ali	R10, Islamabad Section	11 new members
Abdurrahman Iqbal	R10, Islamabad Section	15 new members	Denis Solovev	R8, Russia (Siberia) Section	11 new members
MD. Shakil Anwar	R10, Bangladesh Section	15 new members	Mohammad Hassan	R10, Bangladesh Section	11 new members
Rakesh Ravikumaran	R10, Madras Section	14 new members	Milton Kumar Paul	R10, Bangladesh Section	11 new members
Vamsi Krishna M S	R10, Madras Section	14 new members	Shahed Zumrat	R10, Bangladesh Section	10 new members
Tanveerul Islam	R10, Bangladesh Section	14 new members	Tharik Anwar	R10, Kerala Section	10 new members
Sarthak Shah	R10, Gujarat Section	14 new members			

2017 MGM Recruits YTD: 15,227 new members*

Same period last year: 15,603*

Year-over-year: -0.2%

*Eligible referrals under the program rules.



Sections can earn awards for top recruiting activity. To learn more, go to www.ieee.org/mgm or contact Denise Maestri, d.maestri@ieee.org.



Overall IEEE Membership by Region and Grade Category

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

Total IEEE Membership - April 2017																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2017	2016	Change		2017	2016	Change		2017	2016	Change		2017	2016		
			#	%			#	%			#	%			#	%
1	23,655	24,365	(710)	-2.9%	1,577	1,662	(85)	-5.1%	1,846	2,103	(257)	-12.2%	27,078	28,130	(1,052)	-3.7%
2	20,555	21,351	(796)	-3.7%	1,482	1,535	(53)	-3.5%	1,353	1,712	(359)	-21.0%	23,390	24,598	(1,208)	-4.9%
3	19,836	20,215	(379)	-1.9%	2,023	2,052	(29)	-1.4%	2,311	2,594	(283)	-10.9%	24,170	24,861	(691)	-2.8%
4	14,571	14,897	(326)	-2.2%	1,648	1,695	(47)	-2.8%	1,428	1,639	(211)	-12.9%	17,647	18,231	(584)	-3.2%
5	19,083	19,734	(651)	-3.3%	1,589	1,627	(38)	-2.3%	1,897	2,163	(266)	-12.3%	22,569	23,524	(955)	-4.1%
6	39,378	40,338	(960)	-2.4%	2,436	2,524	(88)	-3.5%	3,497	3,271	226	6.9%	45,311	46,133	(822)	-1.8%
R 1-6	137,078	140,900	(3,822)	-2.7%	10,755	11,095	(340)	-3.1%	12,332	13,482	(1,150)	-8.5%	160,165	165,477	(5,312)	-3.2%
7	10,508	10,809	(301)	-2.8%	1,669	1,793	(124)	-6.9%	1,247	1,271	(24)	-1.9%	13,424	13,873	(449)	-3.2%
8	42,663	43,623	(960)	-2.2%	9,369	9,944	(575)	-5.8%	9,057	8,804	253	2.9%	61,089	62,371	(1,282)	-2.1%
9	6,738	6,888	(150)	-2.2%	1,205	1,130	75	6.6%	4,847	4,699	148	3.1%	12,790	12,717	73	0.6%
10	50,853	52,781	(1,928)	-3.7%	12,744	12,214	530	4.3%	25,601	25,376	225	0.9%	89,198	90,371	(1,173)	-1.3%
R 7-10	110,762	114,101	(3,339)	-2.9%	24,987	25,081	(94)	-0.4%	40,752	40,150	602	1.5%	176,501	179,332	(2,831)	-1.6%
TOTAL	247,840	255,001	(7,161)	-2.8%	35,742	36,176	(434)	-1.2%	53,084	53,632	(548)	-1.0%	336,666	344,809	(8,143)	-2.4%

Note: e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10.

- Overall membership is behind -2.4% YoY
 - Was -1.5% last month
 - Main drivers: US Regions HG retention; R10 HG recruitment
 - Last year this time was -0.2%
- Higher-grade membership behind by -2.8%, was -1.8% last month
 - Region 10 growth YoY has disappeared and is now behind significantly
 - Last year overall HG was -0.2%
- GSM grade lost positive ground and is now down -1.2%
 - Main drivers: Recruitment gains slowed, retention declines continue to improve
 - Last year this time was -4.1%
- STU membership is down -1.0% YoY, slight improvement from -1.1% last month
 - Main driver: Strong, positive recruitment
 - Last year this time was -2.4%
- Longer term trend: improvements in STU and GSM all around; HG trend worsened this year due to record recruitment in 2016, though on par with prior years



Give the Gift of IEEE Membership. To learn more, go to www.ieee.org/gift.
Makes a perfect graduation or thank you gift!



Special Interest Memberships



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.

Grade	This Month '17	This Month '16	YoY # Chg	YoY % Chg
Fellow	108	100	8	8.0%
Senior Member	726	654	72	11.0%
Member	2460	2293	167	7.3%
Associate Member	37	36	1	2.8%
Graduate Student	2165	2031	134	6.6%
Student	10493	8779	1714	19.5%
Total	15,989	13,893	2,096	15.1%

Region	This Month '17	This Month '16	YoY # Chg	YoY % Chg
U.S.	2837	2718	119	4.4%
Canada	343	311	32	10.3%
Europe, Middle East, Africa	2642	2237	405	18.1%
Latin America	1737	1725	12	0.7%
Asia Pacific	8430	6902	1528	22.1%
Total	15,989	13,893	2,096	15.1%

IEEE STANDARDS ASSOCIATION

Grade	This Month '17	This Month '16	YoY # Chg	YoY % Chg
Student	39	39	0	0.0%
Higher Grade	6,067	5,833	234	4.0%
Affiliate	55	57	-2	-3.5%
SA Only Members	452	410	42	10.2%
Total	6,613	6,339	274	4.3%

IEEE Standards Association 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.



Special Interest Memberships



Membership in IEEE Young Professionals is automatically given to Graduate Students and higher grade members within 15 years of receiving their first professional degree, and higher grade members beyond 15 years who wish to opt in, at no additional cost.

Geographic IEEE Young Professionals - April 2017									
Region	Higher Grade w/o GSM			Students			Total		
	2017	2016		2017	2016		2017	2016	
	#	#	% Change	#	#	% Change	#	#	% Change
1	2,289	2,479	-7.7%	1,503	1,584	-5.1%	3,792	4,063	-6.7%
2	1,958	2,185	-10.4%	1,417	1,467	-3.4%	3,375	3,652	-7.6%
3	2,015	2,253	-10.6%	1,937	1,922	0.8%	3,952	4,175	-5.3%
4	1,854	1,994	-7.0%	1,545	1,613	-4.2%	3,399	3,607	-5.8%
5	2,226	2,511	-11.4%	1,508	1,526	-1.2%	3,734	4,037	-7.5%
6	4,486	4,918	-8.8%	2,313	2,390	-3.2%	6,799	7,308	-7.0%
R 1-6	14,828	16,340	-9.3%	10,223	10,502	-2.7%	25,051	26,842	-6.7%
7	1,730	1,931	-10.4%	1,598	1,702	-6.1%	3,328	3,633	-8.4%
8	8,762	9,749	-10.1%	9,155	9,511	-3.7%	17,917	19,260	-7.0%
9	1,655	1,804	-8.3%	1,280	1,064	20.3%	2,935	2,868	2.3%
10	10,074	10,587	-4.8%	12,708	11,777	7.9%	22,782	22,364	1.9%
R 7-10	22,221	24,071	-7.7%	24,741	24,054	2.9%	46,962	48,125	-2.4%
TOTAL	37,049	40,411	-8.3%	34,964	34,556	1.2%	72,013	74,967	-3.9%



ETA KAPPA NU
Electrical and Computer Engineering Honor Society

Active IEEE Members that belong to Eta Kappa Nu

Geographic IEEE HKN Membership - April 2017									
Region	Higher Grade w/o GSM			Students			Total		
	2017	2016		2017	2016		2017	2016	
	#	#	% Change	#	#	% Change	#	#	% Change
1	927	904	2.5%	407	412	-1.2%	1,334	1,316	1.4%
2	932	874	6.6%	312	371	-15.9%	1,244	1,245	-0.1%
3	896	851	5.3%	400	515	-22.3%	1,296	1,366	-5.1%
4	678	623	8.8%	284	421	-32.5%	962	1,044	-7.9%
5	928	886	4.7%	382	547	-30.2%	1,310	1,433	-8.6%
6	1,221	1,144	6.7%	695	574	21.1%	1,916	1,718	11.5%
R 1-6	5,582	5,282	5.7%	2,480	2,840	-12.7%	8,062	8,122	-0.7%
7	30	28	7.1%	5	8	-37.5%	35	36	-2.8%
8	71	65	9.2%	24	32	-25.0%	95	97	-2.1%
9	33	28	17.9%	21	54	-61.1%	54	82	-34.1%
10	74	57	29.8%	61	71	-14.1%	135	128	5.5%
R 7-10	208	178	16.9%	111	165	-32.7%	319	343	-7.0%
TOTAL	5,790	5,460	6.0%	2,591	3,005	-13.8%	8,381	8,465	-1.0%