Membership Development Report—April 2019
Southeast United States (Region 3)

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

Happy Summer R3. We've had a slow decline in overall professional and student membership due to our renewal rate being about 76%. Sections and Chapters need to implement new recruitment incentives. I challenge all R3 Sections to host a summer social as a membership drive. Invite local students and professionals to retain our members, as well as recruit new members. Engage your recent graduates by inviting them to your local Section Meetings. Share your local summer fun events via email and photos, so we can post them to our Region 3 web & social sites. Let's see those membership statistics rise again!

Sonya Dillard, *Member Activities Chair, Region 3*
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Region Snapshot	This Month	'19 vs. '18		% Change
Total Membership	**23,218**	⬇	**(802)**	**-3.3%**
Higher-Grade	18,965	⬇	(528)	-2.7%
Students	4,253	⬇	(274)	-6.1%
IEEE Worldwide	**338,625**	⬇	**(1,719)**	**-0.5%**

To view your Section's total membership, renewal and recruitment stats, visit the Region 3 Membership Stats folder on Google Drive.

IEEE $1 Million Challenge
IEEE is looking for fresh ideas, innovations, and new concepts for:
- Broadening membership through engagement
- Enhancing education in underserved communities
- Experimenting with new style events

Think you have an idea for this challenge? Don't keep it to yourself. Talk with IEEE members and volunteers, get feedback, team up, and share resources to make sure your idea is presented in the best possible way. The deadline for proposal submission is 1 August 2019. Find out more - IEEE $Million Challenge

Reminder: The "Membership and Subscriptions Monthly Statistics" is open to Volunteers.
Volunteers can access their historical membership statistics by month using this dashboard. Simply sign in to the IEEE OU Analytics Landing Page. On the bottom of the page is a link to the new statistics using Tableau Dashboards. When you open the link you will have the option of the "IEEE Membership Statistics", the "Society, TC & SIG Statistics" and the "Subscription Statistics". For Geographic Unit Membership information select the "IEEE Membership Statistics". Select "Membership Summary" for the beginning of the Dashboard. If you have any questions, please contact ouanalytics@ieee.org.

Are you interested in being an IEEE Day Ambassador?
The IEEE Day Ambassador promotes IEEE Day within your Section and the IEEE Day committee seeking individuals for this role. For a complete list of responsibilities, visit the IEEE Ambassador's page.

If you are interested in the role or know someone who would be a match, contact Denise Maestri who serves as staff support for IEEE Day and the committee: d.maestri@ieee.org

Remember - IEEE Day is on 1 October 2019 – now is a good time to start planning your events.

Visit the MD resources page to access materials designed to help your local membership efforts.
- **Click here to order your 2019 Membership Development Kit**
- **Officer Training available via the IEEE Center for Leadership Excellence (CLE)**