



# MD Monthly – February 2013

Membership Development Report – Page 1



This membership development 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

MD Summary	Pages 2-3	Member Recruitment	Pages 7-9
2013 Membership Goals & Progress	Page 4	Active Membership / e-Membership	Pages 10-11
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Monthly Census	YoY Variance		Feb '13	Feb '12	Jan '13	Feb '13 vs. Jan '13	
<b>IEEE Membership</b>		<b>-3,021</b>	<b>-1.0%</b>	<b>310,748</b>	<b>313,769</b>	<b>414,362</b>	<b>-24.3%</b>
• Honorary		0	0.0%	31	31	31	0.0%
• Fellow		60	0.9%	6,711	6,651	6,876	-3.3%
• Senior Member		1,433	4.6%	32,334	39,901	34,303	16.3%
• Member		-2,436	-1.3%	191,034	193,470	255,691	-24.3%
• Associate Member		-3,482	-32.6%	7,191	10,673	14,412	-25.9%
• Graduate Student		2,786	8.7%	34,843	32,057	37,808	-15.2%
• Undergraduate Student		-1,382	-3.5%	38,604	39,986	65,241	-38.7%
<b>Society Memberships</b>		<b>-1,222</b>	<b>-0.5%</b>	<b>262,112</b>	<b>263,334</b>	<b>348,131</b>	<b>-4.2%</b>
• 15 Societies up > 1%		3,771		<i>Societies Note:</i> Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by +778 or +0.3%.			
• 6 Societies +/- 1%		-1					
• 17 Societies down > 1%		-4,992					

MD Venue	February - Membership YTD								
	'13	'12	'11	'10		'13	'12	'11	'10
<b>Renewals</b>	<b>64.5%</b> <b>253,191</b>	<b>67.6%</b> 259,364	<b>69.7%</b> 261,917	<b>70.7%</b> 257,721	<b>Recruitment</b>	<b>47,934</b>	45,329	44,458	42,077
Higher-Grade	221,694	225,807	227,774	225,493	<b>Reinstatement</b>	<b>8,365</b>	8,015	8,075	7,157
STU/GSM	31,497	33,557	34,143	32,228	<b>Recovery</b>	-	-	-	-

MD Resources (IEEE Account required)	<u>New Members</u>	<u>SAMIEEE</u>	<u>Reports</u>	<u>Webcasts</u>	<u>MD Kit Ordering</u>	<u>Presentations</u>

	Recruitment Activities	Retention Activities
<b>A P R</b>	Continue focus on recovery activities → → <b>Half-Year Dues Cycle</b> – IEEE HQ begins accepting ½-price dues for present year of service. Individuals who join IEEE in April receive 9 months of membership for the price of 6.	<b>Member Recovery</b> – In collaboration with MGA staff who have been assigned to your IEEE Region, launch Section-based member recovery campaigns. Refer to member recovery plan (beginning page 4).
<b>M A Y</b>	<b>Half-Year Dues Cycle</b> —IEEE accepts ½-year dues for the present year of service. Individuals who join IEEE in May receive 8 months of membership for the price of 6. <b>Order MD Kit</b> for upcoming events / member recruitment opportunities (no cost).	<b>First Year Members</b> – 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.



## February MD Highlights

### IEEE Membership

Following the annual service deactivation (discussed in detail on page 6), overall IEEE membership declined year-over-year (YoY) by (1.0%), after being ahead by +2.7% in January. This trend occurs each February and this year is no exception.

However, at this time last year total membership fell (0.67%) post-service deactivation. So although service deactivation numbers were greater this year – we deactivated 14,240 more members this year than last - it did not have the same rate of impact on overall membership. Gains in recruitment and reinstatement helped offset any further losses, but renewals continue to fall behind, with the cumulative gap now at (3.1%). Read more on retention and recruitment in the following pages.

**SAMIEEE DATA / PRE-DEFINED QUERIES**

SAMIEEE provides pre-defined queries, to isolate the names and contact information of members in arrears.

MD folder:

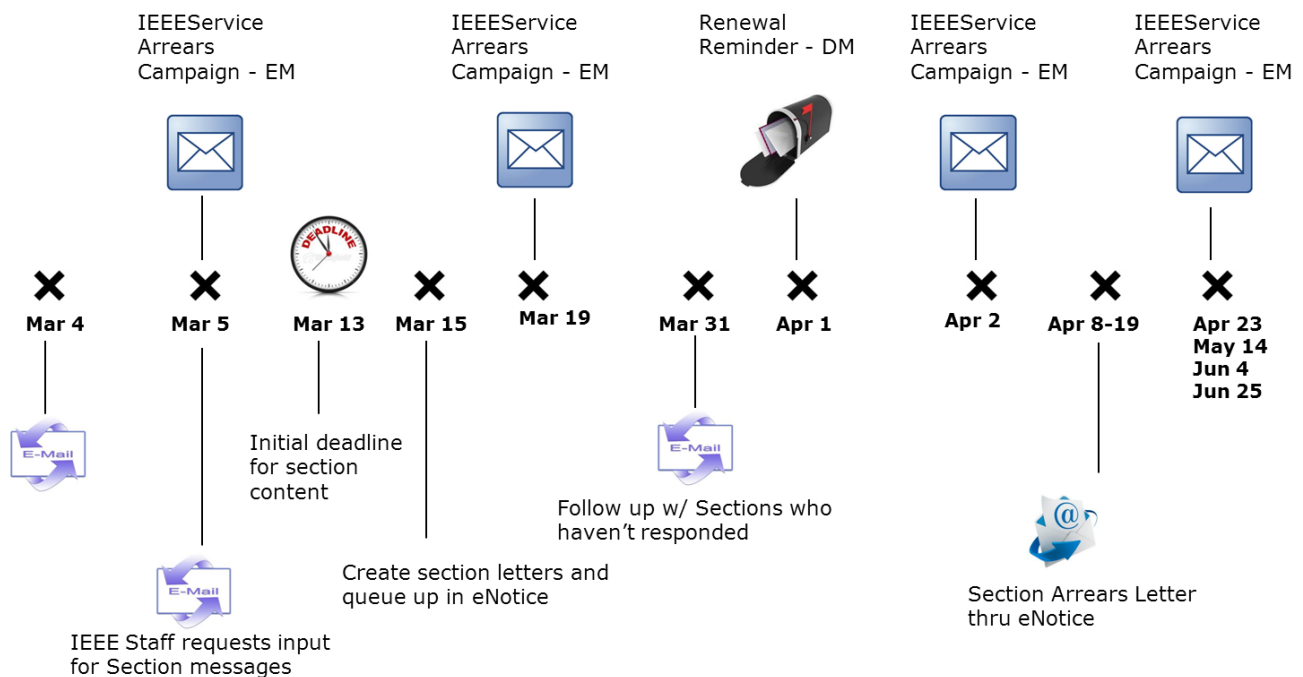
- (MD) "Members in Arrears"
- (MD) "First Year Members Not Renewed"

[SAMIEEE Access](#) (IEEE Account log in required)

This month, as we enter the half year-dues period for recruitment, as well as an aggressive arrears recovery campaign, we are looking toward achieving our 2013 membership year goal of 408,000 members.

*Arrears Outreaches:* MD Staff are working in conjunction with Section Chairs and MD Chairs to develop a message to those higher grade members in Arrears for 2013. The message will include 3 activities or value statements, unique to the particular section, in order to reinforce the value of IEEE membership.

Delivered through eNotice, it will complement the several staff-initiated arrears campaigns, the timing of which is outlined below:





*Arrears Outreaches continued*

To date, we have 66 Sections participating around the world (almost 20% of all Sections). By region, the number of Sections choosing to participate thus far:

Region	# Sections Participating	% Region Total
1	7	32%
2	1	5%
3	11	27%
4	6	26%
5	10	42%
6	14	40%
7	5	25%
8	10	18%
9	2	6%
10	tbd	tbd

**It's not too late to have your Section participate in this joint outreach effort. Please contact an MD Staff person:**

- Adrienne Hahn – Regions 1, 2, and 4 – [a.hahn@ieee.org](mailto:a.hahn@ieee.org)
- Lisa Kluberspies – Regions 3, 5, and 6 – [l.kluberspies@ieee.org](mailto:l.kluberspies@ieee.org)
- Cathy Downer – Regions 7, 8, 9 – [c.downer@ieee.org](mailto:c.downer@ieee.org)
- Fanny Su – Region 10 – [f.su@ieee.org](mailto:f.su@ieee.org)

The staff-initiated arrears outreaches began the week of 5 March, and feature a drawing for 10 Apple iPad mini's, for all members who renew before 30 April. We continue to outreach to members in arrears through June.

**Society Membership**

The annual service deactivation also impacts Society memberships. We saw the positive gains from last month slip negative because of this. However, when you exclude affiliates from the numbers, Society memberships are still growing positive YoY despite the service deactivation. This was not the case last year. In fact, compared to February 2012, the rate of decline in total Society memberships has improved (was down -2.4% last year, and only -0.5% this year), and the total Society memberships excluding affiliates was actually positive (+0.3% this year versus -2.1% last year).

Gains in recruitment were a driver, being up +13.8% YoY. Communications Society, Power & Energy Society and Solid State Circuits Society were the three biggest contributors to recruitment this month.

As well, reinstatement among Society memberships is up +11.6%, due to more Societies conducting email outreaches to lapsed members. Computer Society, Communications Society, Power & Energy Society and Robotics & Automation Society contributed the majority of reinstatement activity.

Despite the deactivation losses, Society membership renewal is still positive, up +1.0% YoY. Power & Energy Society accounted for about half of the cumulative gain.

Society membership detail, beginning page 12.

**Impact of Auto Renewal for 2014**

In your arrears outreaches, you might want to consider promoting the new Auto Renewal option which is available to higher grade members and affiliates (except Life Members). This way, members minimize the risk of their membership lapsing. You can learn more about this option at [www.ieee.org/autorenew](http://www.ieee.org/autorenew).

To date, we have had almost 15,000 members and 654 affiliates sign up for Auto Renewal. It will be interesting to see how this new feature impacts retention rates in the upcoming membership year. We will report more on this when the 2014 membership year gets underway.

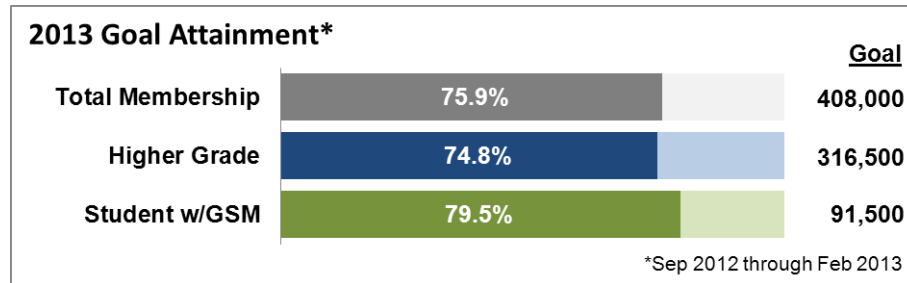


### 2013 Membership Year Goals & Progress



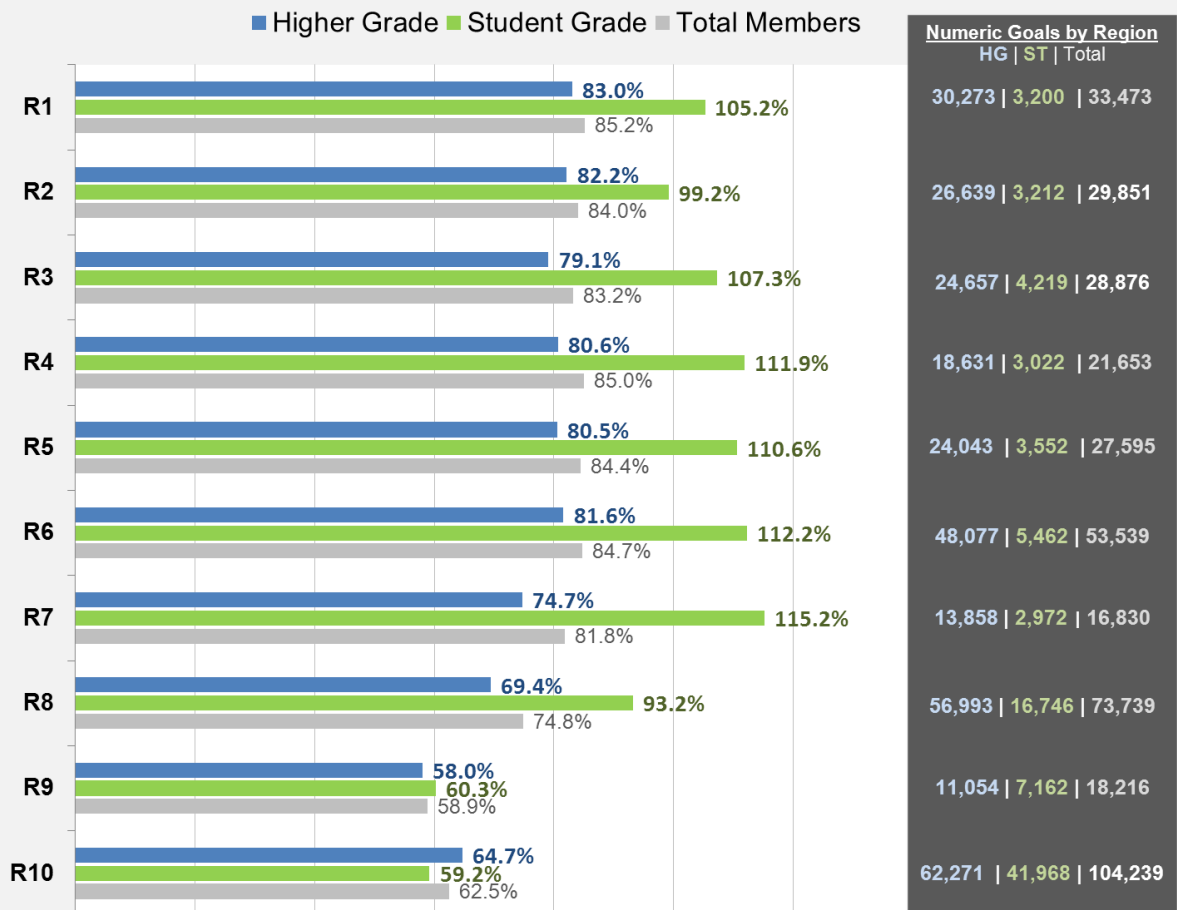
Ed Perkins  
e.perkins@ieee.org

The overall membership goal for 2013 has been set at 408,000 total members, as measured at the end of the membership year in mid-August. We are currently at 75.9% of this goal, based on the cumulative count of renewal, recruitment and reinstatement activity from September through February.



Goals were developed using historical data for each region and grade. By reaching the overall 408,000 goal, it means we will have grown total IEEE membership by +3.8% this year. Last year, we reached a +1.9% increase YoY.

### 2013 Membership Year Goals & Progress by Region Through February 2013



Progress represents the percentage of goals listed to the right, for HG (top, blue), STU (middle, green) and Overall (bottom, grey).

➤ Retention & Recovery

### Membership Retention Update

The tables immediately below report the member retention rate for all members and first-year members. See page 6 for details on the service deactivation that occurred on 23 February.

The gap in retention increased since last month, from (2.2%) last month, to (3.1%) this month, and also represents a larger gap than we saw in February of last year, which was (2.1%). Student retention is the largest factor in the retention gap, specifically outside of the US. This trend is constant year to year, along with seeing HG retention rates being above the average, though they are still trailing last year's performance.

Interestingly, the gap in first year student retention is less than that of overall student retention. Conversely, the first year HG gap is greater than the overall HG gap.

REMINDER: The service deactivation occurred on 23 February. It is critical for all sections to reach out to as many unrenewed members as possible. Utilize the pre-defined queries in SAMIEEE to run reports. If you need assistance with this, or guidance on conducting an outreach in your Section, contact Cathy Downer, [c.downer@ieee.org](mailto:c.downer@ieee.org).

See page 2 for more information about arrears recovery efforts underway.

#### Total Member Retention Rate by Region (All Members, YoY)

IEEE Membership Renewal / Retention - February 2013																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '13	%, '12		#	%, '13	%, '12		#	%, '13	%, '12		#	%, '13	%, '12
1	29,939	24,157	80.7%	81.4%	1,926	1,183	61.4%	64.0%	1,553	496	31.9%	37.1%	33,418	25,836	77.3%	78.3%
2	26,334	21,006	79.8%	81.2%	1,894	1,145	60.5%	63.3%	1,549	490	31.6%	38.4%	29,777	22,641	76.0%	77.8%
3	24,211	18,695	77.2%	78.5%	2,334	1,476	63.2%	66.1%	2,197	743	33.8%	39.0%	28,742	20,914	72.8%	74.4%
4	18,291	14,353	78.5%	79.9%	1,731	1,118	64.6%	64.4%	1,520	585	38.5%	40.0%	21,542	16,056	74.5%	75.4%
5	23,716	18,459	77.8%	79.2%	1,708	1,110	65.0%	67.7%	1,979	697	35.2%	40.2%	27,403	20,266	74.0%	75.8%
6	47,559	37,273	78.4%	80.0%	2,892	1,810	62.6%	63.0%	2,823	1,012	35.8%	40.0%	53,274	40,095	75.3%	77.0%
<b>R 1-6</b>	<b>170,050</b>	<b>133,943</b>	<b>78.8%</b>	<b>80.1%</b>	<b>12,485</b>	<b>7,842</b>	<b>62.8%</b>	<b>64.6%</b>	<b>11,621</b>	<b>4,023</b>	<b>34.6%</b>	<b>39.2%</b>	<b>194,156</b>	<b>145,808</b>	<b>75.1%</b>	<b>76.6%</b>
7	13,175	9,739	73.9%	77.2%	1,960	1,346	68.7%	72.7%	1,154	496	43.0%	50.7%	16,289	11,581	71.1%	74.7%
8	53,526	36,495	68.2%	71.6%	10,392	6,581	63.3%	66.4%	7,413	1,822	24.6%	33.1%	71,331	44,898	62.9%	66.5%
9	9,583	5,530	57.7%	61.7%	1,480	894	60.4%	55.9%	5,538	855	15.4%	18.9%	16,601	7,279	43.8%	46.2%
10	55,972	35,987	64.3%	68.4%	11,445	4,630	40.5%	44.3%	26,981	3,008	11.1%	15.6%	94,398	43,625	46.2%	50.4%
<b>R 7-10</b>	<b>132,256</b>	<b>87,751</b>	<b>66.3%</b>	<b>70.2%</b>	<b>25,277</b>	<b>13,451</b>	<b>53.2%</b>	<b>56.7%</b>	<b>41,086</b>	<b>6,181</b>	<b>15.0%</b>	<b>20.5%</b>	<b>198,619</b>	<b>107,383</b>	<b>54.1%</b>	<b>58.1%</b>
<b>TOTAL</b>	<b>302,306</b>	<b>221,694</b>	<b>73.3%</b>	<b>75.9%</b>	<b>37,762</b>	<b>21,293</b>	<b>56.4%</b>	<b>59.4%</b>	<b>52,707</b>	<b>10,204</b>	<b>19.4%</b>	<b>24.9%</b>	<b>392,775</b>	<b>253,191</b>	<b>64.5%</b>	<b>67.6%</b>

#### First-Year Member Retention

First-Year Member Renewal / Retention - February 2013																
REGION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal			Opportunity	Renewal		
		#	%, '13	%, '12		#	%, '13	%, '12		#	%, '13	%, '12		#	%, '13	%, '12
1	1,867	609	32.6%	33.4%	700	332	47.4%	46.7%	1,166	314	26.9%	32.4%	3,733	1,255	33.6%	35.2%
2	1,715	514	30.0%	35.0%	701	302	43.1%	42.3%	1,117	298	26.7%	31.3%	3,533	1,114	31.5%	34.9%
3	1,950	553	28.4%	29.0%	848	396	46.7%	52.3%	1,658	499	30.1%	32.8%	4,456	1,448	32.5%	34.2%
4	1,394	474	34.0%	32.9%	583	280	48.0%	47.8%	1,066	336	31.5%	32.5%	3,043	1,090	35.8%	35.7%
5	1,810	543	30.0%	30.7%	586	295	50.3%	50.6%	1,486	447	30.1%	35.5%	3,882	1,285	33.1%	35.5%
6	3,208	970	30.2%	36.1%	935	390	41.7%	43.5%	2,097	663	31.6%	34.1%	6,240	2,023	32.4%	36.5%
<b>R 1-6</b>	<b>11,944</b>	<b>3,663</b>	<b>30.7%</b>	<b>33.2%</b>	<b>4,353</b>	<b>1,995</b>	<b>45.8%</b>	<b>47.2%</b>	<b>8,590</b>	<b>2,557</b>	<b>29.8%</b>	<b>33.2%</b>	<b>24,887</b>	<b>8,215</b>	<b>33.0%</b>	<b>35.4%</b>
7	1,395	477	34.2%	37.9%	671	363	54.1%	55.5%	794	281	35.4%	41.7%	2,860	1,121	39.2%	42.9%
8	7,491	2,127	28.4%	33.4%	4,414	2,152	48.8%	51.8%	5,691	1,078	18.9%	24.4%	17,596	5,357	30.4%	34.8%
9	2,152	491	22.8%	29.7%	581	256	44.1%	38.2%	4,496	483	10.7%	13.8%	7,229	1,230	17.0%	20.6%
10	11,746	3,043	25.9%	32.7%	7,303	1,972	27.0%	29.5%	23,333	2,092	9.0%	13.0%	42,382	7,107	16.8%	21.0%
<b>R 7-10</b>	<b>22,784</b>	<b>6,138</b>	<b>26.9%</b>	<b>33.0%</b>	<b>12,969</b>	<b>4,743</b>	<b>36.6%</b>	<b>39.1%</b>	<b>34,314</b>	<b>3,934</b>	<b>11.5%</b>	<b>15.8%</b>	<b>70,067</b>	<b>14,815</b>	<b>21.1%</b>	<b>25.5%</b>



### 2013 Service Deactivation

On 23 February, the annual service deactivation took place where all members who had not yet renewed for 2013 were removed from active membership status and placed in arrears.

Though the renewal opportunity was 2.5% larger this year, we placed 138,458 members in arrears, or 11.5% more than last year. Region 10 accounts for more than one third (36%) of the total members deactivated.

Of the total number deactivated, 57% were higher-grade members and 43% students.

Members Placed in Arrears by Region, YoY

REGION	TOTAL MEMBERS						
	2013	2012	Change		2011	Change	
			#	%		#	%
1	7,412	7,285	127	1.7%	6,993	292	4.2%
2	7,057	6,681	376	5.6%	6,404	277	4.3%
3	7,678	7,319	359	4.9%	6,704	615	9.2%
4	5,379	5,357	22	0.4%	4,935	422	8.6%
5	7,042	6,644	398	6.0%	6,207	437	7.0%
6	13,182	12,416	766	6.2%	11,758	658	5.6%
R 1-6	47,750	45,702	2,048	4.5%	43,001	2,701	6.3%
7	4,639	3,990	649	16.3%	3,854	136	3.5%
8	26,133	23,233	2,900	12.5%	21,062	2,171	10.3%
9	9,373	8,546	827	9.7%	7,764	782	10.1%
10	50,563	42,747	7,816	18.3%	37,812	4,935	13.1%
R 7-10	90,708	78,516	12,192	15.5%	70,492	8,024	11.4%
<b>TOTAL</b>	<b>138,458</b>	<b>124,218</b>	<b>14,240</b>	<b>11.5%</b>	<b>113,493</b>	<b>10,725</b>	<b>9.4%</b>

In the US, we see a couple of improving trends – whereas this year we deactivated 4.5% more members in the US, last year that percent change was greater, at 6.3% more than the year prior.

In addition, US HG membership accounted for 44% of all HG members placed in arrears, compared to 47% last year.

Regions 7 -10 saw the largest percentage changes over last year. As we've seen in the US over the last few years, recent economic issues in many countries in Europe are a factor.

With undergraduate students, the US also saw a reversing trend as far as the percentage change from the year prior – we only saw a 1.0% increase over last year in the number of undergraduate student members placed in arrears; last year this was at 15.4% from the prior year.

2013 Members in Arrears by Region and Grade

REGION	HIGHER GRADE w/o GSs				REGION	GRADUATE STUDENTS				UNDERGRADUATE STUDENTS			
	2013	2012	Change			2013	2012	Change		2013	2012	Change	
			#	%				#	%			#	%
1	5,627	5,584	43	0.8%	1	760	661	99	15.0%	1,025	1,040	15	1.4%
2	5,256	4,951	305	6.2%	2	753	665	88	13.2%	1,048	1,065	17	1.6%
3	5,375	5,120	255	5.0%	3	872	783	89	11.4%	1,431	1,416	15	1.1%
4	3,828	3,639	189	5.2%	4	619	656	37	5.6%	932	1,062	130	12.2%
5	5,174	4,904	270	5.5%	5	598	568	30	5.3%	1,270	1,172	98	8.4%
6	10,271	9,649	622	6.4%	6	1,117	1,097	20	1.8%	1,794	1,670	124	7.4%
R 1-6	35,531	33,847	1,684	5.0%	R 1-6	4,719	4,430	289	6.5%	7,500	7,425	75	1.0%
7	3,371	2,899	472	16.3%	7	632	517	115	22.2%	636	574	62	10.8%
8	16,725	14,498	2,227	15.4%	8	3,871	3,494	377	10.8%	5,537	5,241	296	5.6%
9	4,037	3,345	692	20.7%	9	569	682	113	16.6%	4,767	4,519	248	5.5%
10	19,794	16,033	3,761	23.5%	10	6,328	5,596	732	13.1%	24,441	21,118	3,323	15.7%
R 7-10	43,927	36,775	7,152	19.4%	R 7-10	11,400	10,289	1,111	10.8%	35,381	31,452	3,929	12.5%
<b>TOTAL</b>	<b>79,458</b>	<b>70,622</b>	<b>8,836</b>	<b>12.5%</b>	<b>TOTAL</b>	<b>16,119</b>	<b>14,719</b>	<b>1,400</b>	<b>9.5%</b>	<b>42,881</b>	<b>38,877</b>	<b>4,004</b>	<b>10.3%</b>



## Recruitment Update

As is a recurring trend every year, we see declining recruitment performance continue as the end of the full dues paying period ends in February. This typically picks up again in March as we enter the half-year dues period. Nevertheless, recruitment remains positive YOY, up +5.7%. Momentum was lost from January when we were ahead +9.8%.

Graduate student recruitment in 9 of the 10 regions has been a strong spot, helping to offset the declines in HG recruitment.

Cumulative Recruitment -- Sept thru February 2013																
REGION	HIGHER GRADE w/o GSMS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2013	2012	Change		2013	2012	Change		2013	2012	Change		2013	2012	Change	
			#	%			#	%			#	%			#	%
1	517	558	(41)	-7.3%	486	378	108	28.6%	1,014	876	138	15.8%	2,017	1,812	205	11.3%
2	455	537	(82)	-15.3%	423	361	62	17.2%	943	848	95	11.2%	1,821	1,746	75	4.3%
3	435	475	(40)	-8.4%	543	440	103	23.4%	1,478	1,419	59	4.2%	2,456	2,334	122	5.2%
4	404	389	15	3.9%	483	321	162	50.5%	1,028	934	94	10.1%	1,915	1,644	271	16.5%
5	473	500	(27)	-5.4%	469	383	86	22.5%	1,428	1,153	275	23.9%	2,370	2,036	334	16.4%
6	1,018	1,029	(11)	-1.1%	804	526	278	52.9%	2,167	1,718	449	26.1%	3,989	3,273	716	21.9%
<b>R 1-6</b>	<b>3,302</b>	<b>3,488</b>	<b>(186)</b>	<b>-5.3%</b>	<b>3,208</b>	<b>2,409</b>	<b>799</b>	<b>33.2%</b>	<b>8,058</b>	<b>6,948</b>	<b>1,110</b>	<b>16.0%</b>	<b>14,568</b>	<b>12,845</b>	<b>1,723</b>	<b>13.4%</b>
7	393	350	43	12.3%	469	343	126	36.7%	959	606	353	58.3%	1,821	1,299	522	40.2%
8	2,065	2,156	(91)	-4.2%	2,668	2,554	114	4.5%	3,971	3,854	117	3.0%	8,704	8,564	140	1.6%
9	606	607	(1)	-0.2%	284	294	(10)	-3.4%	2,092	1,900	192	10.1%	2,982	2,801	181	6.5%
10	3,175	3,477	(302)	-8.7%	4,522	3,915	607	15.5%	12,162	12,428	(266)	-2.1%	19,859	19,820	39	0.2%
<b>R 7-10</b>	<b>6,239</b>	<b>6,590</b>	<b>(351)</b>	<b>-5.3%</b>	<b>7,943</b>	<b>7,106</b>	<b>837</b>	<b>11.8%</b>	<b>19,184</b>	<b>18,788</b>	<b>396</b>	<b>2.1%</b>	<b>33,366</b>	<b>32,484</b>	<b>882</b>	<b>2.7%</b>
<b>TOTAL</b>	<b>9,541</b>	<b>10,078</b>	<b>(537)</b>	<b>-5.3%</b>	<b>11,151</b>	<b>9,515</b>	<b>1,636</b>	<b>17.2%</b>	<b>27,242</b>	<b>25,736</b>	<b>1,506</b>	<b>5.9%</b>	<b>47,934</b>	<b>45,329</b>	<b>2,605</b>	<b>5.7%</b>

### IEEE-USA Recruitment Incentive 2013



Once again, IEEE-USA will recognize and reward gains in recruitment. For 2013 however, Sections will be the primary beneficiary of these incentives

(previously was split between Section and Region). We are pleased to recognize those Sections who are qualifying for the incentive as of this month (see table).

In an effort to drive U.S. membership growth in Regions 1-6, IEEE-USA is offering a financial incentive that rewards year-over-year improvements in the recruitment of higher-grade (HG), dues-paying members in U.S. sections. Qualification requirements are as follows:

- 1) Sections must maintain their *total* HG dues paying membership count at the same level as the prior year.
- 2) Sections must exceed their annual, HG recruitment year-over-year.

2013 Membership Year Incentive Qualifying Sections	
R1 – Boston	R5 – Corpus Christi
R2 – Erie	R5 – El Paso
R2 – Johnstown	R5 – Ozark
R3 – Atlanta	R5 – Tulsa
R3 – Canaveral	R6 – Boise
R3 – Chattanooga	R6 – Fort Huachuca
R3 – Lexington	R6 – Los Alamos/ Northern New Mexico
R3 – Louisville	R6 – Montana
R3 – Mobile	R6 – Orange County
R4 – Cedar Rapids	R6 – Richland
R4 – Central Illinois	R6 – Sacramento Valley
R4 – Central Iowa	R6 – San Diego
R4 – Northeastern Wisconsin	R6 – San Francisco
R4 – Southeastern Michigan	R6 – Seattle
R5 – Beaumont	

= Double-Digit Gains in Numeric HG Recruitment YoY



## Recruitment Best Practices & Tools

Peer-to-peer referral is the most prominent means of member recruitment. Individuals are not likely to join IEEE unless they are asked. An effective membership recruitment plan integrates multiple tactics that build awareness about IEEE, and cultivate an individual's interest in becoming a member. Your Section might consider the tactics and tools below.

- ✓ For all Section events and activities in which non-members may be in attendance, (1) have membership brochures available, and (2) dedicate time to asking non-members to join IEEE.
- ✓ Use September through November period as a peak recruitment time. Joining during these months offers an additional value because new members receive benefits through December 31 of the following year, essentially getting one to four months free. Services commence immediately upon joining.
- ✓ Advertise Section and Chapter events effectively. Get your event covered in a local newspaper. If people see your advertisement, it may spark their interest in attending your event and joining IEEE.
- ✓ Bring a friend or colleague to a Section or Chapter meeting.
- ✓ Include membership recruitment reminders in Section and Chapter newsletters.
- ✓ Aggressively promote IEEE membership during technical conferences. Distribute IEEE membership applications to conference attendees or encourage them to apply online.
- ✓ Announce and provide information on the Member-Get-A-Member program at Section, Student Branch and Chapter meetings.
- ✓ With company permission, post notices of IEEE activities on office bulletin boards and electronic communication. Submit articles on employee IEEE involvement and show how this can reap benefits for the company as well.
- ✓ Conduct a Professional Society Day and have a table exhibit of IEEE benefits and services such as IEEE continuing education courses and Standards committee participation.
- ✓ Share positive IEEE experiences with your colleagues during professional meetings. This will show potential members what IEEE means to you.
- ✓ Plan national engineering days and week-long celebration displays and exhibits for businesses.

### Resources & Tools

Linked from membership development web portal, [www.ieee.org/md](http://www.ieee.org/md). (IEEE Account log in required.)



[Download a Membership Presentation](#)



[Request a Membership Development Kit](#)  
(no cost to you)



[Download an e-Membership Flyer](#)



[Show / Download Videos on Membership / Benefits](#)

**Need help** with accessing recruitment resources?  
Ask Cathy Downer  
at [c.downer@ieee.org](mailto:c.downer@ieee.org)

Be prepared for your upcoming member recruitment opportunity by ordering (at no cost) an IEEE membership kit. [ORDER ONLINE](#) – *IEEE Account required*





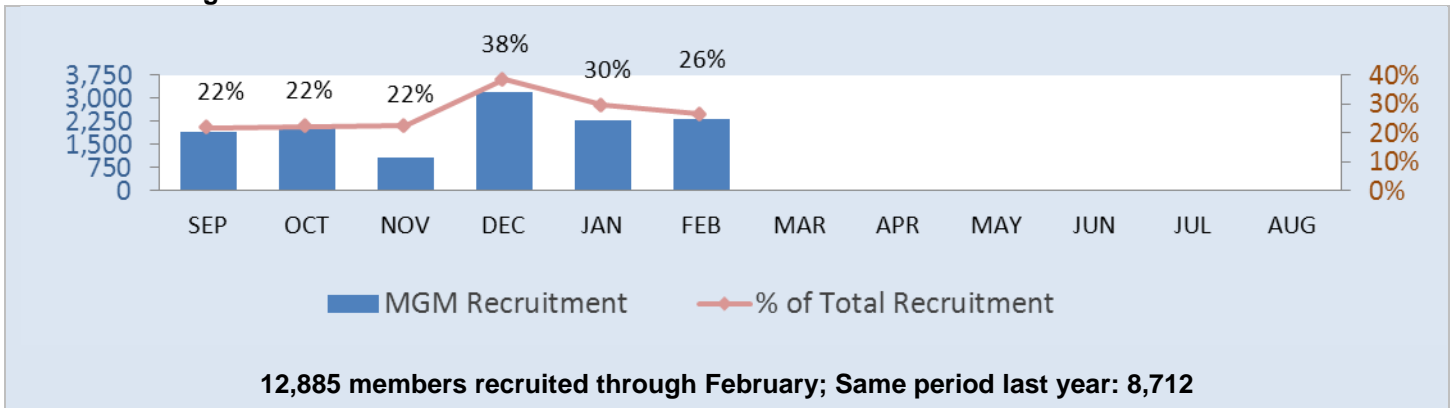
➤ Recruitment (cont'd)

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

We're pleased to recognize this month's top program participants. The IEEE Member-Get-a-Member (MGM) program is a peer-to-peer recruitment activity offered exclusively to IEEE members. MGM is popular with student members; accordingly, program results often ebb and flow with the academic school year. For program information, visit [www.ieee.org/mgm](http://www.ieee.org/mgm).

Jeffrin Rex	Madras Section, R10	150 new members	Felicia Browni	Madras Section, R10	13 new members
Divya S	Madras Section, R10	65 new members	Ankit Dasgupta	Bombay Section, R10	13 new members
Yessine Feki	Tunisia Section, R8	41 new members	Madhuri Madan	Bangalore Section, R10	13 new members
Harsh Thakkar	Gujarat Section, R10	38 new members	Johny Viadero Rios	Colombia Section, R9	13 new members
Jayadeep S	Kerala Section, R10	37 new members	Satwik Samineni	Hyderabad Section, R10	13 new members
Ashik Muhammed P A	Kerala Section, R10	36 new members	Mahesh Ratti	Hyderabad Section, R10	13 new members
Krishnakanth Sasi	Kerala Section, R10	32 new members	Bavithra R	Madras Section, R10	12 new members
Jibin Jose	Kerala Section, R10	31 new members	Angelin Sharmi	Madras Section, R10	12 new members
Naadiya Rashmi	Madras Section, R10	29 new members	Lokesh Bharani	Madras Section, R10	12 new members
Muhammed Yazar Y	Kerala Section, R10	28 new members	Bebinsha A	Madras Section, R10	12 new members
Rheema S	Madras Section, R10	28 new members	Mounika Medicherla	Hyderabad Section, R10	12 new members
Madhur Upadhayay	Delhi Section, R10	27 new members	Umesh Kumar	Delhi Section, R10	12 new members
Jagadeesh Datla	Hyderabad Section, R10	27 new members	Swabhimam Patra	Kolkata Section, R10	12 new members
Devulapalli Mahathi	Delhi Section, R10	26 new members		Bangalore Section, R10	12 new members
Fatma Ben Yemna	Tunisia Section, R8	26 new members	Sheshank Dingari	Hyderabad Section, R10	12 new members
Daniele Monteir Goncalves Crivelaro	South Brazil Section, R9	24 new members	Arun M	Hyderabad Section, R10	12 new members
Sriram Ayyar	Kerala Section, R10	22 new members	Yazan Arafat	Palestine, R8	12 new members
Ashik R	Kerala Section, R10	22 new members	Chinnaiah Mangali	Hyderabad Section, R10	11 new members
Lakshmi S A	Madras Section, R10	20 new members	Jinu Thankachan	Kerala Section, R10	11 new members
Vikas Gupta	Delhi Section, R10	17 new members	Swaroop E	Bangalore Section, R10	11 new members
Siyan K.S	Kerala Section, R10	17 new members	Sree Kalyani Bhogaraju	Hyderabad Section, R10	11 new members
Wajeeh Adhami	Lahore Section, R10	17 new members	Ankur Bhargava	Bombay Section, R10	11 new members
Sanket Shah	Bombay Section, R10	17 new members	G. M. Hasan-UI-Banna	Bangladesh Section, R10	10 new members
Balamurugan K	Madras Section, R10	16 new members	Chirag Ahuja	Delhi Section, R10	10 new members
Himadri Roy	Uttar Pradesh Section, R10	16 new members	Shashank Rao	Hyderabad Section, R10	10 new members
Glen Martin	Kerala Section, R10	14 new members	Biswajeet Pruseth	Kolkata Section, R10	10 new members
			Srinath Satapathy	Kolkata Section, R10	10 new members

**2013 MGM Program Trend**





<b>Membership by Region</b>	<b>Feb '13</b>	e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10. <b>Color Key:</b> Green = Gains > 1% ... Yellow = Plus/Minus 1% ... Light Red = Declines (1% - 3%) ... Dark Red = > (3%) Decline
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Geographic IEEE Membership Summary - February 2013																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2013	2012	Change		2013	2012	Change		2013	2012	Change		2013	2012	Change	
			#	%			#	%			#	%			#	%
<b>1</b>	25,128	25,854	(726)	-2.8%	1,848	1,661	187	11.3%	1,567	1,547	20	1.3%	28,543	29,062	(519)	-1.8%
<b>2</b>	21,836	22,811	(975)	-4.3%	1,717	1,595	122	7.6%	1,482	1,567	-85	-5.4%	25,035	25,973	(938)	-3.6%
<b>3</b>	19,571	20,111	(540)	-2.7%	2,270	2,071	199	9.6%	2,334	2,444	-110	-4.5%	24,175	24,626	(451)	-1.8%
<b>4</b>	14,955	15,315	(360)	-2.4%	1,763	1,581	182	11.5%	1,694	1,694	0	0.0%	18,412	18,590	(178)	-1.0%
<b>5</b>	19,349	19,979	(630)	-3.2%	1,772	1,634	138	8.4%	2,208	2,030	178	8.8%	23,329	23,643	(314)	-1.3%
<b>6</b>	39,490	40,514	(1,024)	-2.5%	2,971	2,592	379	14.6%	3,284	2,959	325	11.0%	45,745	46,065	(320)	-0.7%
<b>R 1-6</b>	140,329	144,584	(4,255)	-2.9%	12,341	11,134	1,207	10.8%	12,569	12,241	328	2.7%	165,239	167,959	(2,720)	-1.6%
<b>7</b>	10,338	10,477	(139)	-1.3%	1,974	1,774	200	11.3%	1,483	1,225	258	21.1%	13,795	13,476	319	2.4%
<b>8</b>	39,651	40,434	-783	-1.9%	9,691	9,452	239	2.5%	5,946	6,647	-701	-10.5%	55,288	56,533	-1,245	-2.2%
<b>9</b>	6,528	6,357	171	2.7%	1,298	1,156	142	12.3%	3,130	3,113	17	0.5%	10,956	10,626	330	3.1%
<b>10</b>	40,455	39,874	581	1.5%	9,539	8,541	998	11.7%	15,476	16,760	-1,284	-7.7%	65,470	65,175	295	0.5%
<b>R 7-10</b>	96,972	97,142	-170	-0.2%	22,502	20,923	1,579	7.5%	26,035	27,745	-1,710	-6.2%	145,509	145,810	(301)	-0.2%
<b>TOTAL</b>	237,301	241,726	-4,425	-1.8%	34,843	32,057	2,786	8.7%	38,604	39,986	-1,382	-3.5%	310,748	313,769	(3,021)	-1.0%



**Year-over-Year Sweep – This Month Last Year**

Recognizing MD efforts resulting in year-over-year gains across all columns: professional, graduate and undergraduate students.

No regions swept the month of February.

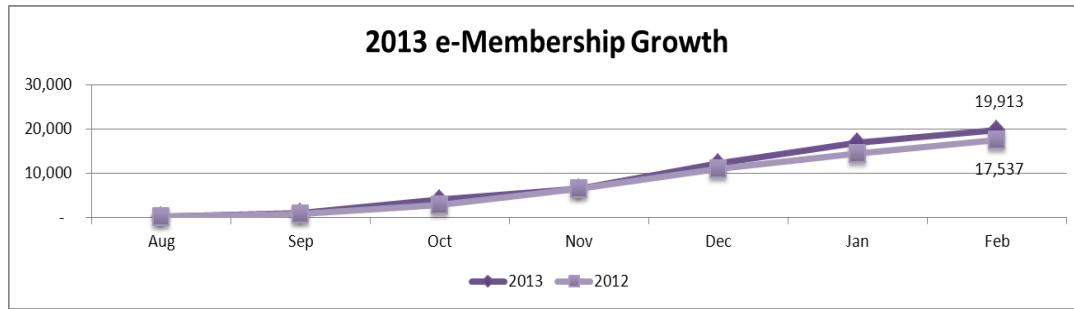
Of note however, in February 2012 we were behind (2,115) members, or -0.7%. So although deactivation numbers were higher, total membership did not decline at the same rate. Increased recruitment helped offset this.

**Year-over-Year Sweep Scoreboard – 2013 Membership Year**

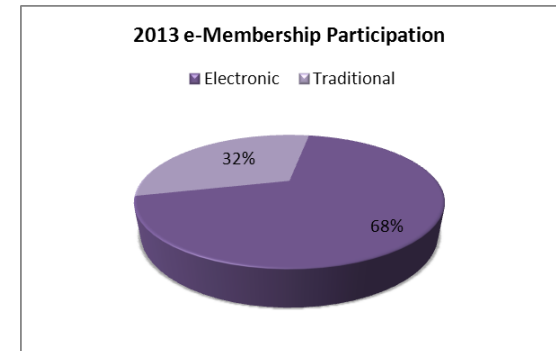
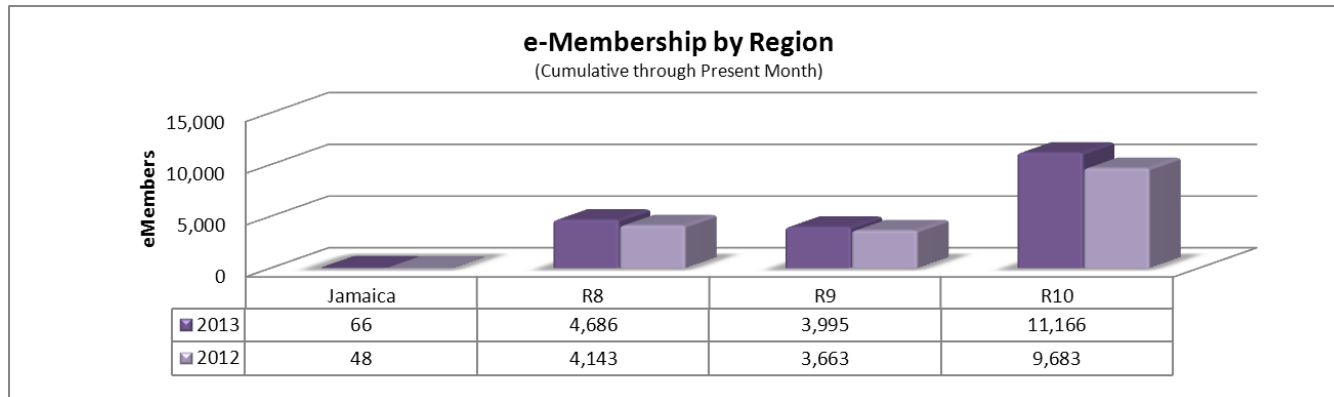
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
R-1												
R-2												
R-3												
R-4												
R-5												
R-6												
R-7	★	★	★	★	★							
R-8												
R-9												
R-10	★	★	★	★	★							

**e-Membership / Developing Nations**

[www.ieee.org/emember](http://www.ieee.org/emember)



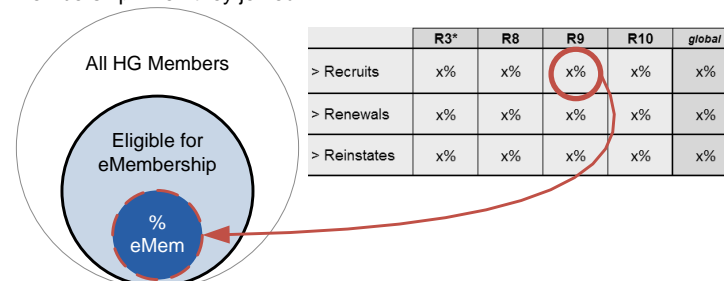
E-membership has grown 13.5% over the same time last year. Of the 19,913 e-members, 81% are renewing, 14% are new members, and 5% are reinstated (former) members. Region 9 has the largest percentage of renewing e-members (85% of total e-members in Region 9), while Region 10 has the largest percentage of newly recruited e-members (17% of total e-members in Region 10).



2013 MD Drivers - e-Membership					See Explanation Key
By category, the % of <u>eligible</u> members who have selected e-Membership					
Cumulative Through Present Month	Jamaica	R8	R9	R10	Total
> <b>Recruits</b> (new members)	86%	68%	66%	77%	73%
> <b>Renewals</b> (existing members)	62%	59%	69%	72%	68%
> <b>Reinstates</b> (former members)	80%	64%	70%	72%	69%

**Explanation Key**

IEEE's e-Membership program is available to a subset of all higher-grade members. The table above reports how different MD drivers are impacting participation. In the example below, the circled cell represents the percentage of *eligible* members in Region 9 who selected e-Membership when they joined.



Row percentages will not sum to 100% on account of different denominators.

Society & Special Interest Memberships

Society Memberships

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

IEEE Society Membership Totals as of February 2013																				
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	
	2013	2012	#	%	2013	2012	#	%	2013	2012	#	%	2013	2012	#	%	2013	2012	#	%
<b>IEEE Societies</b>																				
<b>DIVISION I</b>																				
Circuits & Systems	7,784	7,936	-152	-1.9%	316	262	54	20.6%	39	39	0	0.0%	8,139	8,237	-98	-1.2%	8,100	8,198	-98	-1.2%
Electron Devices	8,060	8,460	-400	-4.7%	187	250	-63	-25.2%	39	53	-14	-26.4%	8,286	8,763	-477	-5.4%	8,247	8,710	-463	-5.3%
Solid-State Circuits	8,406	8,221	185	2.3%	109	105	4	3.8%	75	70	5	7.1%	8,590	8,396	194	2.3%	8,515	8,326	189	2.3%
<b>Div I Subtotal</b>	<b>24,250</b>	<b>24,617</b>	<b>-367</b>	<b>-1.5%</b>	<b>612</b>	<b>617</b>	<b>-5</b>	<b>-0.8%</b>	<b>153</b>	<b>162</b>	<b>-9</b>	<b>-5.6%</b>	<b>25,015</b>	<b>25,396</b>	<b>-381</b>	<b>-1.5%</b>	<b>24,862</b>	<b>25,234</b>	<b>-372</b>	<b>-1.5%</b>
<b>DIVISION II</b>																				
Components, Packaging & Mfg Tech	1,955	2,077	-122	-5.9%	20	33	-13	-39.4%	18	21	-3	-14.3%	1,993	2,131	-138	-6.5%	1,975	2,110	-135	-6.4%
Dielectrics & Electrical Insulation	1,833	1,808	25	1.4%	24	29	-5	-17.2%	23	23	0	0.0%	1,880	1,860	20	1.1%	1,857	1,837	20	1.1%
Industry Applications	8,642	8,492	150	1.8%	200	169	31	18.3%	43	46	-3	-6.5%	8,885	8,707	178	2.0%	8,842	8,661	181	2.1%
Instrumentation & Measurements	3,349	3,478	-129	-3.7%	52	56	-4	-7.1%	14	16	-2	-12.5%	3,415	3,550	-135	-3.8%	3,401	3,534	-133	-3.8%
Power Electronics	5,881	5,907	-26	-0.4%	158	163	-5	-3.1%	23	44	-21	-47.7%	6,062	6,114	-52	-0.9%	6,039	6,070	-31	-0.5%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,697	1,753	-56	-3.2%	19	24	-5	-20.8%	23	27	-4	-14.8%	1,739	1,804	-65	-3.6%	1,716	1,777	-61	-3.4%
<b>Div II Subtotal</b>	<b>23,357</b>	<b>23,515</b>	<b>-158</b>	<b>-0.7%</b>	<b>473</b>	<b>474</b>	<b>-1</b>	<b>-0.2%</b>	<b>144</b>	<b>177</b>	<b>-33</b>	<b>-18.6%</b>	<b>23,974</b>	<b>24,166</b>	<b>-192</b>	<b>-0.8%</b>	<b>23,830</b>	<b>23,989</b>	<b>-159</b>	<b>-0.7%</b>
<b>DIVISION III</b>																				
Communications	27,374	27,117	257	0.9%	2,487	1,914	573	29.9%	347	516	-169	-32.8%	30,208	29,547	661	2.2%	29,861	29,031	830	2.9%

➤ Society & Special Interest Memberships (cont'd)

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

IEEE Society Membership Totals as of February 2013																				
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	
	2013	2012	#	%	2013	2012	#	%	2013	2012	#	%	2013	2012	#	%	2013	2012	#	%
<b>DIVISION IV</b>																				
Antennas & Propagation	6,689	6,683	6	0.1%	211	162	49	30.2%	47	57	-10	-17.5%	6,947	6,902	45	0.7%	6,900	6,845	55	0.8%
Broadcast Technology	1,363	1,498	-135	-9.0%	27	31	-4	-12.9%	19	18	1	5.6%	1,409	1,547	-138	-8.9%	1,390	1,529	-139	-9.1%
Consumer Electronics	2,571	2,553	18	0.7%	100	89	11	12.4%	20	21	-1	-4.8%	2,691	2,663	28	1.1%	2,671	2,642	29	1.1%
Electromagnetic Compatibility	3,376	3,372	4	0.1%	36	46	-10	-21.7%	26	26	0	0.0%	3,438	3,444	-6	-0.2%	3,412	3,418	-6	-0.2%
Magnetics	2,502	2,420	82	3.4%	54	60	-6	-10.0%	58	65	-7	-10.8%	2,614	2,545	69	2.7%	2,556	2,480	76	3.1%
Microwave Theory & Techniques	9,520	9,690	-170	-1.8%	178	229	-51	-22.3%	27	39	-12	-30.8%	9,725	9,958	-233	-2.3%	9,698	9,919	-221	-2.2%
Nuclear & Plasma Sciences	2,544	2,570	-26	-1.0%	49	34	15	44.1%	37	40	-3	-7.5%	2,630	2,644	-14	-0.5%	2,593	2,604	-11	-0.4%
<b>Div IV Subtotal</b>	<b>28,565</b>	<b>28,786</b>	<b>-221</b>	<b>-0.8%</b>	<b>655</b>	<b>651</b>	<b>4</b>	<b>0.6%</b>	<b>234</b>	<b>266</b>	<b>-32</b>	<b>-12.0%</b>	<b>29,454</b>	<b>29,703</b>	<b>-249</b>	<b>-0.8%</b>	<b>29,220</b>	<b>29,437</b>	<b>-217</b>	<b>-0.7%</b>
<b>DIVISION V/VIII</b>																				
Computer	39,755	40,802	-1,047	-2.6%	2,625	2,665	-40	-1.5%	9,341	11,044	-1,703	-15.4%	51,721	54,511	-2,790	-5.1%	42,380	43,467	-1,087	-2.5%
<b>DIVISION VI</b>																				
Education	2,831	2,771	60	2.2%	43	62	-19	-30.6%	32	29	3	10.3%	2,906	2,862	44	1.5%	2,874	2,833	41	1.4%
Industrial Electronics	4,512	4,467	45	1.0%	119	133	-14	-10.5%	21	21	0	0.0%	4,652	4,621	31	0.7%	4,631	4,600	31	0.7%
Product Safety Engineering	678	656	22	3.4%	4	8	-4	-50.0%	7	6	1	16.7%	689	670	19	2.8%	682	664	18	2.7%
Professional Communication	608	669	-61	-9.1%	27	29	-2	-6.9%	53	62	-9	-14.5%	688	760	-72	-9.5%	635	698	-63	-9.0%
Reliability	1,390	1,488	-98	-6.6%	21	21	0	0.0%	21	11	10	90.9%	1,432	1,520	-88	-5.8%	1,411	1,509	-98	-6.5%
Social Implications of Technology	1,278	1,295	-17	-1.3%	24	29	-5	-17.2%	15	25	-10	-40.0%	1,317	1,349	-32	-2.4%	1,302	1,324	-22	-1.7%
<b>Div VI Subtotal</b>	<b>11,297</b>	<b>11,346</b>	<b>-49</b>	<b>-0.4%</b>	<b>238</b>	<b>282</b>	<b>-44</b>	<b>-15.6%</b>	<b>149</b>	<b>154</b>	<b>-5</b>	<b>-3.2%</b>	<b>11,684</b>	<b>11,782</b>	<b>-98</b>	<b>-0.8%</b>	<b>11,535</b>	<b>11,628</b>	<b>-93</b>	<b>-0.8%</b>

Society & Special Interest Memberships (cont'd)

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

IEEE Society Membership Totals as of February 2013																				
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	
	2013	2012	#	%	2013	2012	#	%	2013	2012	#	%	2013	2012	#	%	2013	2012	#	%
<b>IEEE Societies</b>																				
<b>DIVISION VII</b>																				
<b>Power &amp; Energy</b>	23,117	22,094	1,023	4.6%	1,413	915	498	54.4%	214	191	23	12.0%	24,744	23,200	1,544	6.7%	24,530	23,009	1,521	6.6%
<b>DIVISION IX</b>																				
Aerospace & Electronic Systems	3,775	3,787	-12	-0.3%	150	131	19	14.5%	21	33	-12	-36.4%	3,946	3,951	-5	-0.1%	3,925	3,918	7	0.2%
Geoscience & Remote Sensing	2,528	2,422	106	4.4%	49	99	-50	-50.5%	229	175	54	30.9%	2,806	2,696	110	4.1%	2,577	2,521	56	2.2%
Information Theory	2,648	2,748	-100	-3.6%	46	50	-4	-8.0%	25	24	1	4.2%	2,719	2,822	-103	-3.6%	2,694	2,798	-104	-3.7%
Intelligent Transportation Systems	949	888	61	6.9%	12	18	-6	-33.3%	13	13	0	0.0%	974	919	55	6.0%	961	906	55	6.1%
Oceanic Engineering	1,430	1,445	-15	-1.0%	55	59	-4	-6.8%	18	18	0	0.0%	1,503	1,522	-19	-1.2%	1,485	1,504	-19	-1.3%
Signal Processing	12,691	12,917	-226	-1.7%	261	309	-48	-15.5%	77	111	-34	-30.6%	13,029	13,337	-308	-2.3%	12,952	13,226	-274	-2.1%
Vehicular Technology	3,513	3,528	-15	-0.4%	76	106	-30	-28.3%	16	21	-5	-23.8%	3,605	3,655	-50	-1.4%	3,589	3,634	-45	-1.2%
<b>Div IX Subtotal</b>	<b>27,534</b>	<b>27,735</b>	<b>-201</b>	<b>-0.7%</b>	<b>649</b>	<b>772</b>	<b>-123</b>	<b>-15.9%</b>	<b>399</b>	<b>395</b>	<b>4</b>	<b>1.0%</b>	<b>28,582</b>	<b>28,902</b>	<b>-320</b>	<b>-1.1%</b>	<b>28,183</b>	<b>28,507</b>	<b>-324</b>	<b>-1.1%</b>
<b>DIVISION X</b>																				
Computational Intelligence	4,885	4,943	-58	-1.2%	201	208	-7	-3.4%	78	101	-23	-22.8%	5,164	5,252	-88	-1.7%	5,086	5,151	-65	-1.3%
Control Systems	7,342	7,122	220	3.1%	228	255	-27	-10.6%	63	61	2	3.3%	7,633	7,438	195	2.6%	7,570	7,377	193	2.6%
Engineering in Medicine & Biology	6,558	6,388	170	2.7%	327	300	27	9.0%	97	140	-43	-30.7%	6,982	6,828	154	2.3%	6,885	6,688	197	2.9%
Photonics	4,812	4,958	-146	-2.9%	82	107	-25	-23.4%	96	83	13	15.7%	4,990	5,148	-158	-3.1%	4,894	5,065	-171	-3.4%
Robotics & Automation	7,353	6,976	377	5.4%	879	842	37	4.4%	74	88	-14	-15.9%	8,306	7,906	400	5.1%	8,232	7,818	414	5.3%
Systems, Man & Cybernetics	3,515	3,409	106	3.1%	113	108	5	4.6%	27	38	-11	-28.9%	3,655	3,555	100	2.8%	3,628	3,517	111	3.2%
<b>Div X Subtotal</b>	<b>34,465</b>	<b>33,796</b>	<b>669</b>	<b>2.0%</b>	<b>1,830</b>	<b>1,820</b>	<b>10</b>	<b>0.5%</b>	<b>435</b>	<b>511</b>	<b>-76</b>	<b>-14.9%</b>	<b>36,730</b>	<b>36,127</b>	<b>603</b>	<b>1.7%</b>	<b>36,295</b>	<b>35,616</b>	<b>679</b>	<b>1.9%</b>
<b>TOTAL</b>	<b>239,714</b>	<b>239,808</b>	<b>-94</b>	<b>0.0%</b>	<b>10,982</b>	<b>10,110</b>	<b>872</b>	<b>8.6%</b>	<b>11,416</b>	<b>13,416</b>	<b>-2,000</b>	<b>-14.9%</b>	<b>262,112</b>	<b>263,334</b>	<b>-1,222</b>	<b>-0.5%</b>	<b>250,696</b>	<b>249,918</b>	<b>778</b>	<b>0.3%</b>



### Women in Engineering (WIE)

Women in Engineering					Feb '13																																																	
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### IEEE Standards Association

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.

Standards Association		Feb '13																																	
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