



MD Monthly – January 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

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Monthly Census	YoY Variance			Jan '13	Jan '12	Dec '12	Jan '13 vs. Dec '12
IEEE Membership		11,474	+ 2.7%	438,246	426,772	414,362	+ 5.8%
• Honorary		-1	-3.1%	31	32	31	0.0%
• Fellow		143	2.0%	7,165	7,022	6,876	4.2%
• Senior Member		1,276	3.8%	34,715	33,439	34,303	1.2%
• Member		5,871	2.3%	259,498	253,627	255,691	1.5%
• Associate Member		-2,755	-17.3%	13,212	15,967	14,412	-8.3%
• Graduate Student		3,934	9.1%	47,324	43,390	37,808	25.2%
• Undergraduate Student		3,006	4.1%	76,301	73,295	65,241	17.0%
Society Memberships		2,005	+ 0.6%	333,389	331,384	348,131	-4.2%
• 19 Societies up > 1%		7,305	<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 +4,605 or +1.5%.				
• 7 Societies +/- 1%		17					
• 12 Societies down > 1%		-5,317					

MD Resources (IEEE Account required)	New Members	SAMIEEE	Reports	Webcasts	MD Kit Ordering	Presentations

	Recruitment Activities	Retention Activities
Mar	Give priority attention to member recovery tools and activities, especially first-year members. → → 1 March: Half-Year Dues Cycle – ½ year dues period begins. Incorporate into recruitment messaging. Individuals who join IEEE in March receive 10 months of membership for the price of 6.	1 March: Arrears-recovery period begins for all members who did not renew their 2013 membership. Tools: Located in the MD folder of SAMIEEE, use pre-defined queries to identify members who have not renewed. Communications templates also available (see page 4).
Apr	Continue focus on recovery activities → → Half-Year Dues Cycle – 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.	Tools: Located in the MD folder of SAMIEEE, use pre-defined queries to identify members who have not renewed. Communications templates also available (see page 4).



January Summary

IEEE Membership – Overall IEEE membership remains positive year-over-year (YoY) despite losing some momentum from last month. The +3.1% gain in December now stands at +2.7% as of January. Looking at the variances in members by grade (page 1), the YoY increases in student and graduate student members are attributed to recruitment, especially outside of the United States. Also of note, the decrease in Associate Member grade is likely the result of improved qualification in the new IBP membership application, resulting in more members being elevated to Member grade. There is also a larger YoY increase in Senior Members, attributed to the automation of applications which occurred last year, along with improved documentation for the committee members that review applications.

Renewal/Recovery – Cumulative renewals (membership year-to-date) are down (3.6%) YoY, closing some of the gap from last month's (4.4%) decline. For more on member retention, see page 3.

Recruitment – Recruitment for the month of January was down (15.1%). Student recruitment declines were responsible for this, as higher-grade recruitment was essentially flat this month. Last January was an anomaly with a large increase (up +8.5%) in student recruitment YoY, and in 2013, we saw a return to more typical student recruitment levels for January. Nevertheless, cumulative recruitment (membership year to date) remains positive, up +9.8%. Recruitment details and updates, page 5.

Reinstatement – Reinstatements in the month of January were down (11.7%) from same month last year. As with renewal, the reinstatement pool is a static opportunity each year. Accordingly, we realized larger gains in reinstatement earlier in the membership year, in September and October. Year over year we are still faring better with cumulative reinstatements, which are up +11.8%.

Society Memberships – The total number of Society memberships continues the upward momentum and is now positive year-over-year, after ending flat in December. Both HG and Student society memberships are up YoY, while Affiliates are still in decline.

IEEE Communications Society overcame the December decline of (453) memberships, turning positive by +1,056. IEEE Robotics & Automation Society continues its positive growth in January, up +22.5% YoY. Society membership detail, beginning page 10.

Membership Segment	Year-over-Year Variance			
	Jan	Dec	Nov	Oct
Higher-grade	+1.5% 4,534	+1.5% 4,684	+1.6% 4,914	+1.4% 4,287
Student-grade w/GSM	+5.9% 6,940	+7.8% 8,412	+7.2% 7,284	+9.0% 8,490
total	+ 2.7% 11,474	+ 3.1% 13,096	+ 3.0% 12,198	+ 3.2% 12,777
Total Society Memberships	+ 0.6% +2,005	- 0.1% (229)	- 0.3% (1,113)	- 0.1% (358)

Development Venue	Jan			
	'13	'12	'11	'10
Recruitment	7,760	9,141	8,729	8,185
Reinstatement	1,706	1,931	2,017	1,845
Recovery	-	-	-	-
subtotal	9,466	11,072	10,746	10,030
Renewals (cumulative)	58.1% 228,178	60.3% 231,381	62.6% 235,318	64.9% 235,455
Higher-Grade	201,516	203,342	206,834	207,861
Student /GSM	26,662	28,039	28,484	27,593

Society Memberships	Jan		
	'13	'12	'11
Gains > 1%	19 societies + 7,305 memberships	16 societies + 6,616 members	21 societies + 9,490 members
Gains / Losses + / - 1%	7 societies + 17 memberships	9 societies (186) members	8 societies + 8 members
Losses > 1%	12 societies (5,317) memberships	13 societies (4,620) members	9 societies (1,721) members
Total Year-over-Year	+ 0.6% + 2,005 memberships	+ 0.5% + 1,805 members	+ 2.4% + 7,810 members

Membership Retention Update

The tables immediately below report the member retention rate for all members and first-year members. Though down YoY, the decline in retention rates for 2013 is narrowing. Last month, overall retention was down (4.4%), and in January is down (3.6%).

We saw a (1.9%) decline in HG retention in January compared to the same period last year. Regions 9 and 10 HG retention contributed most to this, down (5.4%) and (4.3%) respectively. US HG retention was down (0.4%). The biggest declines in student retention are in regions 8 and 10, down (25.2%) and (30.8%) respectively.

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.

MD Staff will be outreaching to the Sections in the coming weeks to coordinate arrears recovery efforts post-deactivation.

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

IEEE Membership Renewal / Retention -January 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	29,988	22,060	73.6%	74.1%	1,869	994	53.2%	59.1%	1,561	408	26.1%	32.1%	33,418	23,462	70.2%	71.3%
2	26,375	19,458	73.8%	73.9%	1,844	1,002	54.3%	59.0%	1,558	412	26.4%	33.6%	29,777	20,872	70.1%	70.9%
3	24,267	17,193	70.8%	71.3%	2,276	1,310	57.6%	61.8%	2,199	595	27.1%	31.1%	28,742	19,098	66.4%	67.5%
4	18,327	13,285	72.5%	72.5%	1,694	979	57.8%	59.0%	1,521	509	33.5%	34.3%	21,542	14,773	68.6%	68.4%
5	23,772	17,057	71.8%	71.7%	1,653	978	59.2%	64.8%	1,978	590	29.8%	33.6%	27,403	18,625	68.0%	68.6%
6	47,625	34,480	72.4%	72.8%	2,820	1,614	57.2%	59.6%	2,829	859	30.4%	34.9%	53,274	36,953	69.4%	70.2%
R 1-6	170,354	123,533	72.5%	72.8%	12,156	6,877	56.6%	60.5%	11,646	3,373	29.0%	33.3%	194,156	133,783	68.9%	69.7%
7	13,226	8,854	66.9%	68.4%	1,902	1,195	62.8%	70.7%	1,161	443	38.2%	44.9%	16,289	10,492	64.4%	67.0%
8	53,836	32,052	59.5%	61.5%	10,044	5,655	56.3%	60.7%	7,450	1,540	20.7%	27.6%	71,330	39,247	55.0%	57.7%
9	9,639	4,695	48.7%	51.5%	1,422	744	52.3%	49.4%	5,540	647	11.7%	12.8%	16,601	6,086	36.7%	37.8%
10	56,134	32,382	57.7%	60.3%	11,262	4,020	35.7%	39.0%	27,002	2,168	8.0%	11.6%	94,398	38,570	40.9%	43.8%
R 7-10	132,835	77,983	58.7%	61.0%	24,630	11,614	47.2%	51.2%	41,153	4,798	11.7%	15.9%	198,618	94,395	47.5%	50.4%
TOTAL	303,189	201,516	66.5%	67.8%	36,786	18,491	50.3%	54.3%	52,799	8,171	15.5%	20.0%	392,774	228,178	58.1%	60.3%

First-Year Member Retention

Amidst the YoY declines in retention, it is worthwhile to note some improvements: Region 4 HG retention actually improved YoY by +2.7% (percentage of change), as well as graduate student member retention in Region 9, up 10.2%.

First-Year Member Renewal / Retention - January 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	1,880	521	27.7%	29.3%	682	270	39.6%	40.1%	1,171	254	21.7%	29.6%	3,733	1,045	28.0%	31.2%
2	1,720	429	24.9%	28.3%	693	265	38.2%	39.9%	1,120	244	21.8%	31.0%	3,533	938	26.5%	31.1%
3	1,964	464	23.6%	25.9%	832	342	41.1%	49.2%	1,660	399	24.0%	31.3%	4,456	1,205	27.0%	32.2%
4	1,404	416	29.6%	28.9%	576	236	41.0%	48.0%	1,063	284	26.7%	33.7%	3,043	936	30.8%	34.2%
5	1,824	478	26.2%	28.6%	571	246	43.1%	44.9%	1,487	377	25.4%	29.4%	3,882	1,101	28.4%	31.5%
6	3,223	876	27.2%	28.7%	919	350	38.1%	42.8%	2,098	553	26.4%	31.9%	6,240	1,779	28.5%	31.9%
R 1-6	12,015	3,184	26.5%	28.3%	4,273	1,709	40.0%	44.3%	8,599	2,111	24.5%	31.2%	24,887	7,004	28.1%	32.0%
7	1,401	427	30.5%	30.6%	662	320	48.3%	54.0%	797	252	31.6%	38.8%	2,860	999	34.9%	37.9%
8	7,550	1,787	23.7%	28.2%	4,336	1,843	42.5%	45.8%	5,710	893	15.6%	18.7%	17,596	4,523	25.7%	29.1%
9	2,163	417	19.3%	19.5%	571	207	36.3%	32.9%	4,495	352	7.8%	10.1%	7,229	976	13.5%	14.7%
10	11,790	2,611	22.1%	26.3%	7,247	1,704	23.5%	24.3%	23,345	1,483	6.4%	8.8%	42,382	5,798	13.7%	16.2%
R 7-10	22,904	5,242	22.9%	26.6%	12,816	4,074	31.8%	33.9%	34,347	2,980	8.7%	11.7%	70,067	12,296	17.5%	20.5%
TOTAL	34,919	8,426	24.1%	27.3%	17,089	5,783	33.8%	36.8%	42,946	5,091	11.9%	15.9%	94,954	19,300	20.3%	23.9%



> Retention & Recovery

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 three times per week. Additionally, Volunteers are free to use the letter template (right), or develop their own unique message to encourage continued membership.

SAMIEE 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"

MGA Staff-Initiated Campaigns

'Last Issue' Cover Wrap

As is customary with many magazines, a cover wrapper informs readers their last issue has arrived, pending renewal. The March issue of IEEE Spectrum will carry such a cover wrap for all members who have not renewed their membership.



E-Mail Reminders

Spanning March through June, the MD staff issues invitations 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.



Print Mailing Campaign

While e-mail campaigns are the mainstay of the MD Staff's arrears recovery effort, two separate print campaigns will augment the effort. An arrears invoice will mail in early April.

Courtesy Calls

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



**SAMPLE LETTER
ARREARS RECOVERY**

< customized to the Section >

Dear < member > ,

As an IEEE member in 2012, 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 2012, including:

- < Section / Chapter activity >
- < Section / Chapter activity >
- < Section / Chapter activity >

During a recent review of the membership roster, 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 2013 - 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 these tough economic times is greatly appreciated. If you have become unemployed, IEEE will help by discounting your annual membership dues 50%.



➤ Recruitment

Recruitment Update

Recruitment remains positive YOY, up +9.8%. Declines in HG recruitment contributed to the loss in momentum after December's +18.3% YoY gain. We saw a significantly large increase in student recruitment last month, attributed to Member-Get-a-Member (MGM) program recruitment activity. MGM had another strong month (see page 7) in January, with increases in GSDM and Student grades up YoY significantly.

We typically see recruitment slow in January and into February, only to pick up again in March when the half-year dues period begins. MD Staff will be incorporating additional campaigns, including campaigns targeted specifically at US HG where we see the biggest YoY percentage declines.

Cumulative Recruitment – January 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	407	440	(33)	-7.5%	417	308	109	35.4%	865	724	141	19.5%	1,689	1,472	217	14.7%
2	386	439	(53)	-12.1%	368	275	93	33.8%	749	691	58	8.4%	1,503	1,405	98	7.0%
3	369	378	(9)	-2.4%	453	331	122	36.9%	1,234	1,104	130	11.8%	2,056	1,813	243	13.4%
4	329	317	12	3.8%	413	260	153	58.8%	890	793	97	12.2%	1,632	1,370	262	19.1%
5	387	415	(28)	-6.7%	388	311	77	24.8%	1,170	979	191	19.5%	1,945	1,705	240	14.1%
6	856	862	(6)	-0.7%	677	433	244	56.4%	1,839	1,481	358	24.2%	3,372	2,776	596	21.5%
R 1-6	2,734	2,851	(117)	-4.1%	2,716	1,918	798	41.6%	6,747	5,772	975	16.9%	12,197	10,541	1,656	15.7%
7	325	288	37	12.8%	419	284	135	47.5%	885	522	363	69.5%	1,629	1,094	535	48.9%
8	1,646	1,764	(118)	-6.7%	2,050	1,983	67	3.4%	3,359	3,381	(22)	-0.7%	7,055	7,128	(73)	-1.0%
9	515	494	21	4.3%	251	252	(1)	-0.4%	1,840	1,589	251	15.8%	2,606	2,335	271	11.6%
10	2,637	2,704	(67)	-2.5%	3,598	2,786	812	29.1%	9,488	9,127	361	4.0%	15,723	14,617	1,106	7.6%
R 7-10	5,123	5,250	(127)	-2.4%	6,318	5,305	1,013	19.1%	15,572	14,619	953	6.5%	27,013	25,174	1,839	7.3%
TOTAL	7,857	8,101	(244)	-3.0%	9,034	7,223	1,811	25.1%	22,319	20,391	1,928	9.5%	39,210	35,715	3,495	9.8%

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 – Berkshire	R4 – Fort Wayne
R1 – New York	R4 – Northeastern Wisconsin
R2 – Columbus	R4 – Southeastern Michigan !
R2 – Delaware Bay	R4 – Toledo
R3 – Alabama	R5 – Dallas
R3 – Atlanta	R5 – El Paso
R3 – Chattanooga	R5 – Fort Worth
R3 – Eastern North Carolina !	R5 – Ozark
R3 – Hampton Roads	R5 – Panhandle
R3 – Hampton Roads	R5 – Southwest Missouri
R3 – Jacksonville	R6 – Boise
R3 – Jamaica	R6 – Coastal Los Angeles
R3 – Lexington	R6 – Fort Huachuca !
R3 – Louisville !	R6 – Los Alamos/Northern New Mexico
R3 – Mississippi	R6 – Montana
R3 – Western North Carolina	R6 – Orange County !
R4 – Central Illinois	R6 – San Diego
R4 – Central Indiana	R6 – San Fernando Valley
R4 – Central Iowa	R6 – Seattle





! = 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 . (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



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

MGM	Congratulations to this Month's Double-Digit Recruiters!																																											
50+ members recruited	N. Pramod Bangalore Sec. R-10	Deepak S. Bangalore Sec. R-10	S. Singh Bangalore Sec. R-10	A. Parmar Bombay Sec. R-10	P. Agrawal Bombay Sec. R-10																																							
	M. Borse Bombay Sec. R-10																																											
35-49 members recruited	D. Balhara Delhi Sec. R-10	A. Varghese Kerala Sec. R-10	K. Joshi Gujarat Sec. R-10	A. Menon Kerala Sec. R-10	A. Jaballah Tunisia Sec. R-8																																							
	J. Kaushik Uttar Pradesh Sec. R-10	G. Bhattacharjee Bombay Sec. R-10																																										
20-34 members recruited	G. Behal Delhi Sec. R-10	D. Sonagara Gujarat Sec. R-10	S. Shah Bombay Sec. R-10	N. Aggarwal Delhi Sec. R-10	V. Tiwari Uttar Pradesh Sec. R-10																																							
	M. Abdelaati Tunisia Sec. R-8	A. Dridi Tunisia Sec. R-8	J. Jose Kerala Sec. R-10	S. Roy Uttar Pradesh Sec. R-10	V. Yerraguntla Hyderabd Sec. R-10																																							
10-19 members recruited	Vyshak B.S. Bangalore Sec. R-10	N. Shree Bangalore Sec. R-10	R. Kandra Bombay Sec. R-10	A. Alkod Bangalore Sec. R-10	M. S. Badnur Bangalore Sec. R-10																																							
	H. Maghfiroh Indonesia Sec. R-10	J. Gudneppannamath Bangalore Sec. R-10	M. Mathew Kerala Sec. R-10	P. Daroji Bangalore Sec. R-10	Thejus US Bangalore Sec. R-10																																							
	G. Gupta Uttar Pradesh Sec. R-10	J. Benjamin Kerala Sec. R-10	A. Shah Kerala Sec. R-10	S. Appani Hyderabad Sec. R-10	K. Gudimalla Hyderabad Sec. R-10																																							
	M. Choukimath Bangalore Sec. R-10	V. Malik Delhi Sec. R-10	D. Alacam Turkey Sec. R-8	R. Batra Delhi Sec. R-10	A. Anthony Kerala Sec. R-10																																							
	H. Babu Kerala Sec. R-10	G. Joel Bombay Sec. R-10	G. Sankaran Bombay Sec. R-10	A. Khreis Lebanon Sec. R-8	A. Srivastava Uttar Pradesh Sec. R-10																																							
2013 MGM Program Trend	<table border="1"> <caption>2013 MGM Program Trend Data</caption> <thead> <tr> <th>Month</th> <th>MGM Recruitment</th> <th>% of Total Recruitment</th> </tr> </thead> <tbody> <tr> <td>SEP</td> <td>~1,800</td> <td>22%</td> </tr> <tr> <td>OCT</td> <td>~1,800</td> <td>22%</td> </tr> <tr> <td>NOV</td> <td>~1,000</td> <td>22%</td> </tr> <tr> <td>DEC</td> <td>~3,000</td> <td>38%</td> </tr> <tr> <td>JAN</td> <td>~2,500</td> <td>30%</td> </tr> <tr> <td>FEB</td> <td>0</td> <td>0%</td> </tr> <tr> <td>MAR</td> <td>0</td> <td>0%</td> </tr> <tr> <td>APR</td> <td>0</td> <td>0%</td> </tr> <tr> <td>MAY</td> <td>0</td> <td>0%</td> </tr> <tr> <td>JUN</td> <td>0</td> <td>0%</td> </tr> <tr> <td>JUL</td> <td>0</td> <td>0%</td> </tr> <tr> <td>AUG</td> <td>0</td> <td>0%</td> </tr> </tbody> </table>					Month	MGM Recruitment	% of Total Recruitment	SEP	~1,800	22%	OCT	~1,800	22%	NOV	~1,000	22%	DEC	~3,000	38%	JAN	~2,500	30%	FEB	0	0%	MAR	0	0%	APR	0	0%	MAY	0	0%	JUN	0	0%	JUL	0	0%	AUG	0	0%
	Month	MGM Recruitment	% of Total Recruitment																																									
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<p>10,583 members recruited through January; Same period last year: 7,074</p>																																												



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 67.1% of this goal, based on the cumulative count of renewal, recruitment and reinstatement activity from September through January. (Note: Though current total membership stands at 438,246, we see this number drop after the service deactivation occurs end of February. Continuing with the ebb and flow of the membership cycle, we then see gains in arrears recovery, recruitment and reinstatement rebound the losses from deactivation.)

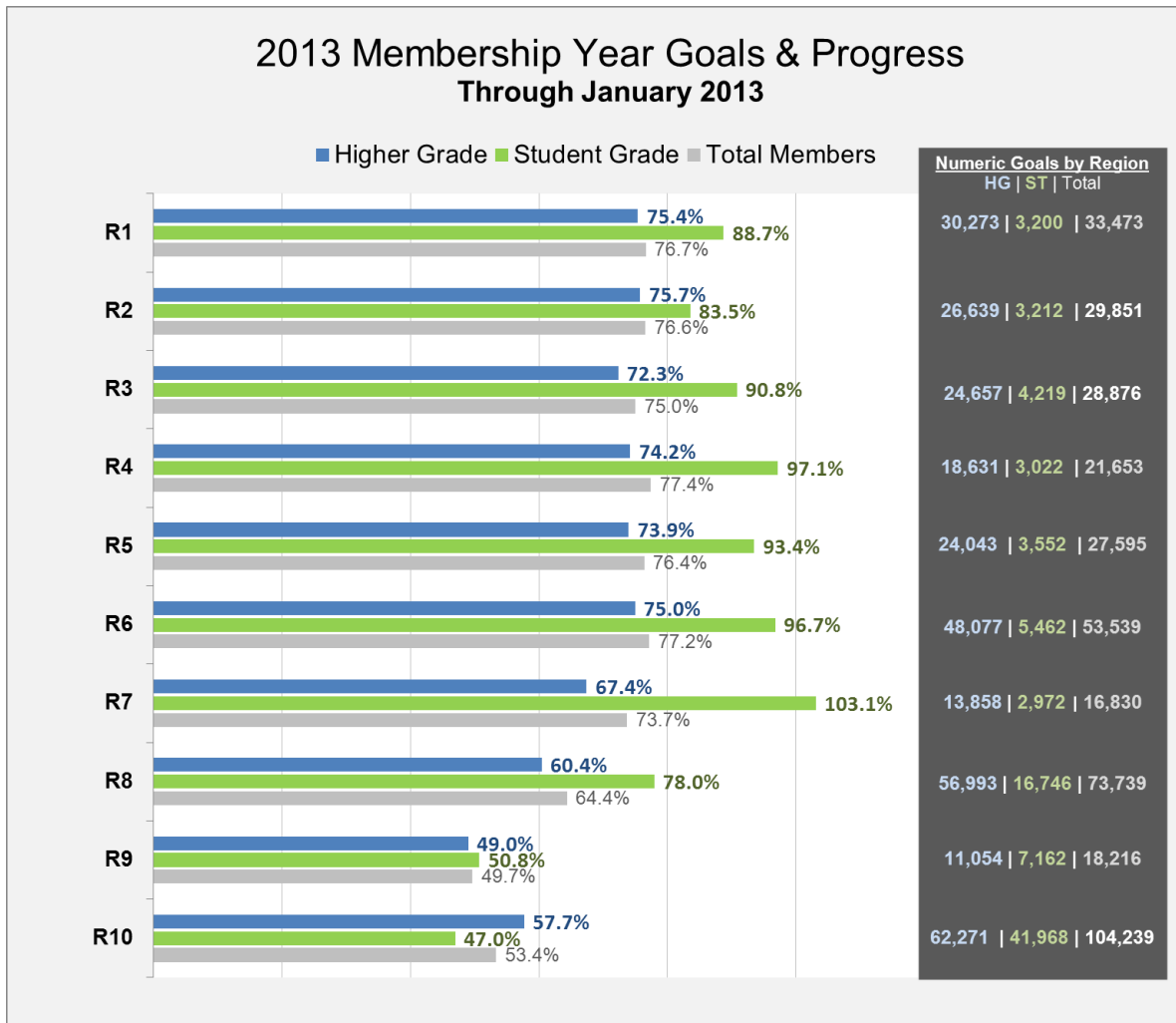
The progress charted below shows cumulative progress since September by region, as a percentage of their total goal listed to the right.

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 Goal Attainment

		Goal*
Total Membership	67.1%	408,000
Higher Grade	67.5%	316,500
Student w/GSM	66.0%	91,500

*Sep 2012 through Jan 2013





Membership by Region	Jan '13	e-Members are included in the higher-grade counts of Regions 3, 8, 9, and 10. Color Key: Green = Gains > 1% ... Yellow = Plus/Minus 1% ... Light Red = Declines (1% - 3%) ... Dark Red = > (3%) Decline
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Geographic IEEE Membership Summary - January 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	
			#	%			#	%			#	%			#	%
1	30,588	31,274	(686)	-2.2%	2,447	2,167	280	12.9%	2,418	2,421	-3	-0.1%	35,453	35,862	(409)	-1.1%
2	26,959	27,647	(688)	-2.5%	2,341	2,080	261	12.5%	2,326	2,459	-133	-5.4%	31,626	32,186	(560)	-1.7%
3	24,845	25,104	(259)	-1.0%	2,951	2,625	326	12.4%	3,514	3,518	-4	-0.1%	31,310	31,247	63	0.2%
4	18,745	18,877	(132)	-0.7%	2,242	2,120	122	5.8%	2,480	2,609	-129	-4.9%	23,467	23,606	(139)	-0.6%
5	24,387	24,756	(369)	-1.5%	2,206	2,060	146	7.1%	3,211	3,007	204	6.8%	29,804	29,823	(19)	-0.1%
6	49,354	49,835	(481)	-1.0%	3,826	3,475	351	10.1%	4,736	4,333	403	9.3%	57,916	57,643	273	0.5%
R 1-6	174,878	177,493	(2,615)	-1.5%	16,013	14,527	1,486	10.2%	18,685	18,347	338	1.8%	209,576	210,367	(791)	-0.4%
7	13,647	13,360	287	2.1%	2,455	2,159	296	13.7%	2,041	1,706	335	19.6%	18,143	17,225	918	5.3%
8	56,040	54,629	1,411	2.6%	12,466	12,087	379	3.1%	10,845	11,378	-533	-4.7%	79,351	78,094	1,257	1.6%
9	10,433	9,593	840	8.8%	1,736	1,727	9	0.5%	7,595	7,315	280	3.8%	19,764	18,635	1,129	6.1%
10	59,623	55,012	4,611	8.4%	14,654	12,890	1,764	13.7%	37,135	34,549	2,586	7.5%	111,412	102,451	8,961	8.7%
R 7-10	139,743	132,594	7,149	5.4%	31,311	28,863	2,448	8.5%	57,616	54,948	2,668	4.9%	228,670	216,405	12,265	5.7%
TOTAL	314,621	310,087	4,534	1.5%	47,324	43,390	3,934	9.1%	76,301	73,295	3,006	4.1%	438,246	426,772	11,474	2.7%



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.



Darrel Chong – MD Chair, Region 10



Jeremy Gates – MD Chair, Region 7

Year-over-Year Sweep Scoreboard – 2013 Membership Year

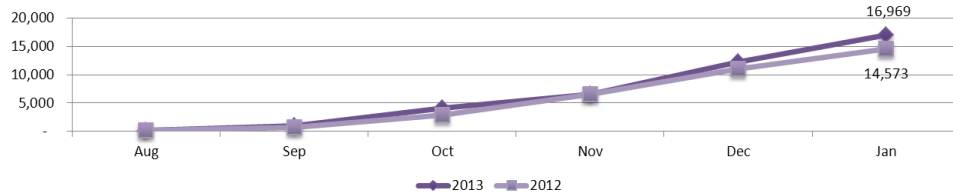
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
R-1												
R-2												
R-3												
R-4												
R-5												
R-6												
R-7	★	★	★	★	★							
R-8												
R-9												
R-10	★	★	★	★	★							

IEEE e-Membership / Developing Nations

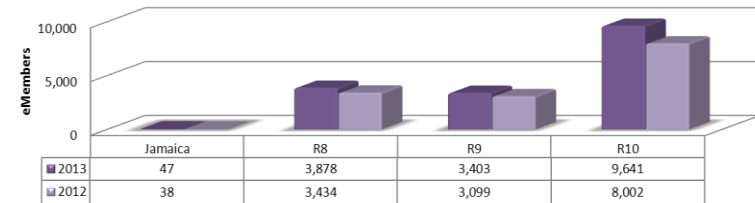
Jan '13

www.ieee.org/emember

2013 e-Membership Growth



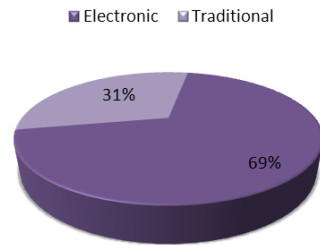
e-Membership by Region
(Cumulative through Present Month)



January Update —

E-membership has grown 14.1% over the same time last year. Of the 16,969 e-members, 82% are renewing, 14% are new members, and 4% are reinstated (former) members. Region 10 has the largest percentage of renewing e-members (72% of total members in Region 10), and the largest percentage of newly recruited e-members (% of total members in Region 10).

2013 e-Membership Participation

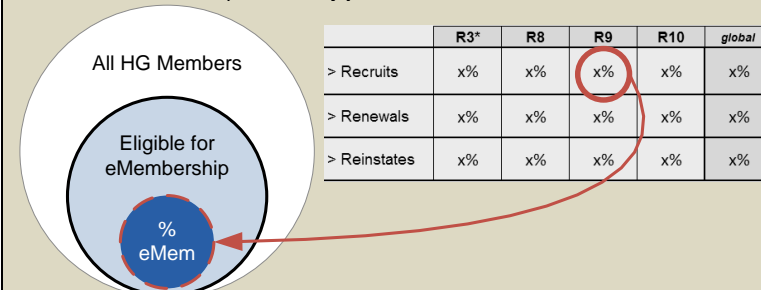


2013 MD Drivers - e-Membership

By category, the % of <u>eligible</u> members who have selected e-Membership					See Explanation Key
Cumulative Through Present Month	Jamaica	R8	R9	R10	Total
> Recruits (new members)	0%	70%	66%	77%	74%
> Renewals (existing members)	58%	61%	69%	72%	69%
> Reinstates (former members)	80%	63%	70%	71%	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.

e-Membership FAQs

What happens after I join or renew after selecting the e-Membership option?

You will receive a secure PDF via e-mail that contains your membership card and membership materials.

Can I claim Special Circumstances with the e-Membership option?

No, if you choose the e-Membership option, you will not be able to claim a Special Circumstance discount on IEEE Membership. However, any additional society memberships you add are eligible for the Special Circumstances discount even if you choose e-Membership for IEEE Membership.

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 January 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	#	%
IEEE Societies																				
DIVISION I																				
Circuits & Systems	9,360	9,439	-79	-0.8%	448	406	42	10.3%	56	58	-2	-3.4%	9,864	9,903	-39	-0.4%	9,808	9,845	-37	-0.4%
Electron Devices	9,873	10,021	-148	-1.5%	368	431	-63	-14.6%	68	77	-9	-11.7%	10,309	10,529	-220	-2.1%	10,241	10,452	-211	-2.0%
Solid-State Circuits	9,818	9,571	247	2.6%	149	157	-8	-5.1%	111	98	13	13.3%	10,078	9,826	252	2.6%	9,967	9,728	239	2.5%
Div I Subtotal	29,051	29,031	20	0.1%	965	994	-29	-2.9%	235	233	2	0.9%	30,251	30,258	-7	0.0%	30,016	30,025	-9	0.0%
DIVISION II																				
Components, Packaging & Mfg Tech	2,455	2,543	-88	-3.5%	30	60	-30	-50.0%	29	29	0	0.0%	2,514	2,632	-118	-4.5%	2,485	2,603	-118	-4.5%
Dielectrics & Electrical Insulation	2,130	2,090	40	1.9%	39	51	-12	-23.5%	27	33	-6	-18.2%	2,196	2,174	22	1.0%	2,169	2,141	28	1.3%
Industry Applications	9,923	9,682	241	2.5%	321	275	46	16.7%	54	53	1	1.9%	10,298	10,010	288	2.9%	10,244	9,957	287	2.9%
Instrumentation & Measurements	4,043	4,141	-98	-2.4%	99	97	2	2.1%	23	29	-6	-20.7%	4,165	4,267	-102	-2.4%	4,142	4,238	-96	-2.3%
Power Electronics	7,225	7,165	60	0.8%	255	240	15	6.3%	42	69	-27	-39.1%	7,522	7,474	48	0.6%	7,480	7,405	75	1.0%
Ultrasonics, Ferroelectrics, Freq Ctrl	2,083	2,082	1	0.0%	32	39	-7	-17.9%	31	38	-7	-18.4%	2,146	2,159	-13	-0.6%	2,115	2,121	-6	-0.3%
Div II Subtotal	27,859	27,703	156	0.6%	776	762	14	1.8%	206	251	-45	-17.9%	28,841	28,716	125	0.4%	28,635	28,465	170	0.6%
DIVISION III																				
Communications	37,621	37,016	605	1.6%	4,752	4,007	745	18.6%	1,084	1,378	-294	-21.3%	43,457	42,401	1,056	2.5%	42,373	41,023	1,350	3.3%
DIVISION IV																				
Antennas & Propagation	7,999	7,891	108	1.4%	281	266	15	5.6%	66	74	-8	-10.8%	8,346	8,231	115	1.4%	8,280	8,157	123	1.5%
Broadcast Technology	1,705	1,822	-117	-6.4%	51	63	-12	-19.0%	28	27	1	3.7%	1,784	1,912	-128	-6.7%	1,756	1,885	-129	-6.8%
Consumer Electronics	3,140	3,090	50	1.6%	140	129	11	8.5%	27	47	-20	-42.6%	3,307	3,266	41	1.3%	3,280	3,219	61	1.9%
Electromagnetic Compatibility	4,000	3,971	29	0.7%	53	73	-20	-27.4%	36	38	-2	-5.3%	4,089	4,082	7	0.2%	4,053	4,044	9	0.2%
Magnetics	3,071	2,915	156	5.4%	76	78	-2	-2.6%	79	86	-7	-8.1%	3,226	3,079	147	4.8%	3,147	2,993	154	5.1%
Microwave Theory & Techniques	11,252	11,357	-105	-0.9%	344	532	-188	-35.3%	48	59	-11	-18.6%	11,644	11,948	-304	-2.5%	11,596	11,889	-293	-2.5%
Nuclear & Plasma Sciences	3,206	3,086	120	3.9%	71	57	14	24.6%	42	51	-9	-17.6%	3,319	3,194	125	3.9%	3,277	3,143	134	4.3%
Div IV Subtotal	34,373	34,132	241	0.7%	1,016	1,198	-182	-15.2%	326	382	-56	-14.7%	35,715	35,712	3	0.0%	35,389	35,330	59	0.2%

➤ 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 January 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	#	%
IEEE Societies																				
DIVISION V/VIII																				
Computer	49,265	50,512	-1,247	-2.5%	4,345	4,549	-204	-4.5%	13,175	15,330	-2,155	-14.1%	66,785	70,391	-3,606	-5.1%	53,610	55,061	-1,451	-2.6%
DIVISION VI																				
Education	3,373	3,270	103	3.1%	136	74	62	83.8%	44	44	0	0.0%	3,553	3,388	165	4.9%	3,509	3,344	165	4.9%
Industrial Electronics	5,424	5,206	218	4.2%	233	225	8	3.6%	28	36	-8	-22.2%	5,685	5,467	218	4.0%	5,657	5,431	226	4.2%
Product Safety Engineering	811	802	9	1.1%	11	14	-3	-21.4%	7	11	-4	-36.4%	829	827	2	0.2%	822	816	6	0.7%
Professional Communication	810	887	-77	-8.7%	44	75	-31	-41.3%	86	91	-5	-5.5%	940	1,053	-113	-10.7%	854	962	-108	-11.2%
Reliability	1,829	1,797	32	1.8%	25	36	-11	-30.6%	27	17	10	58.8%	1,881	1,850	31	1.7%	1,854	1,833	21	1.1%
Social Implications of Technology	1,542	1,541	1	0.1%	37	45	-8	-17.8%	28	31	-3	-9.7%	1,607	1,617	-10	-0.6%	1,579	1,586	-7	-0.4%
Div VI Subtotal	13,789	13,503	286	2.1%	486	469	17	3.6%	220	230	-10	-4.3%	14,495	14,202	293	2.1%	14,275	13,972	303	2.2%
DIVISION VII																				
Power & Energy	27,852	26,256	1,596	6.1%	2,208	2,400	-192	-8.0%	309	291	18	6.2%	30,369	28,947	1,422	4.9%	30,060	28,656	1,404	4.9%
DIVISION IX																				
Aerospace & Electronic Systems	4,522	4,571	-49	-1.1%	221	231	-10	-4.3%	41	53	-12	-22.6%	4,784	4,855	-71	-1.5%	4,743	4,802	-59	-1.2%
Geoscience & Remote Sensing	3,145	2,980	165	5.5%	119	142	-23	-16.2%	302	303	-1	-0.3%	3,566	3,425	141	4.1%	3,264	3,122	142	4.5%
Information Theory	3,236	3,288	-52	-1.6%	83	109	-26	-23.9%	36	35	1	2.9%	3,355	3,432	-77	-2.2%	3,319	3,397	-78	-2.3%
Intelligent Transportation Systems	1,178	1,100	78	7.1%	30	33	-3	-9.1%	23	17	6	35.3%	1,231	1,150	81	7.0%	1,208	1,133	75	6.6%
Oceanic Engineering	1,842	1,782	60	3.4%	87	84	3	3.6%	25	23	2	8.7%	1,954	1,889	65	3.4%	1,929	1,866	63	3.4%
Signal Processing	15,714	15,358	356	2.3%	434	477	-43	-9.0%	176	204	-28	-13.7%	16,324	16,039	285	1.8%	16,148	15,835	313	2.0%
Vehicular Technology	4,299	4,159	140	3.4%	159	166	-7	-4.2%	28	31	-3	-9.7%	4,486	4,356	130	3.0%	4,458	4,325	133	3.1%
Div IX Subtotal	33,936	33,238	698	2.1%	1,133	1,242	-109	-8.8%	631	666	-35	-5.3%	35,700	35,146	554	1.6%	35,069	34,480	589	1.7%
DIVISION X																				
Computational Intelligence	6,236	6,404	-168	-2.6%	308	346	-38	-11.0%	124	128	-4	-3.1%	6,668	6,878	-210	-3.1%	6,544	6,750	-206	-3.1%
Control Systems	9,045	8,623	422	4.9%	406	397	9	2.3%	87	92	-5	-5.4%	9,538	9,112	426	4.7%	9,451	9,020	431	4.8%
Engineering in Medicine & Biology	8,268	8,164	104	1.3%	687	571	116	20.3%	220	260	-40	-15.4%	9,175	8,995	180	2.0%	8,955	8,735	220	2.5%
Photonics	5,904	6,106	-202	-3.3%	167	189	-22	-11.6%	152	114	38	33.3%	6,223	6,409	-186	-2.9%	6,071	6,295	-224	-3.6%
Robotics & Automation	9,860	7,990	1,870	23.4%	1,612	1,341	271	20.2%	112	116	-4	-3.4%	11,584	9,447	2,137	22.6%	11,472	9,331	2,141	22.9%
Systems, Man & Cybernetics	4,370	4,547	-177	-3.9%	177	172	5	2.9%	41	51	-10	-19.6%	4,588	4,770	-182	-3.8%	4,547	4,719	-172	-3.6%
Div X Subtotal	43,683	41,834	1,849	4.4%	3,357	3,016	341	11.3%	736	761	-25	-3.3%	47,776	45,611	2,165	4.7%	47,040	44,850	2,190	4.9%
TOTAL	297,429	293,225	4,204	1.4%	19,038	18,637	401	2.2%	16,922	19,522	-2,600	-13.3%	333,389	331,384	2,005	0.6%	316,467	311,862	4,605	1.5%



Women in Engineering (WIE)

Women in Engineering					Jan '13																																																	
					<table border="1"> <thead> <tr> <th>Region</th> <th>This Month '13</th> <th>This Month '12</th> <th colspan="2">Year-over-Year</th> </tr> <tr> <td></td> <td></td> <td></td> <th>#</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>U.S.</td> <td>3,300</td> <td>3,244</td> <td>56</td> <td>1.7%</td> </tr> <tr> <td>Canada</td> <td>344</td> <td>347</td> <td>(3)</td> <td>-0.9%</td> </tr> <tr> <td>Europe, Middle East, Africa</td> <td>2,628</td> <td>2,782</td> <td>(154)</td> <td>-5.5%</td> </tr> <tr> <td>Latin America</td> <td>2,743</td> <td>3,276</td> <td>(533)</td> <td>-16.3%</td> </tr> <tr> <td>Asia & Pacific</td> <td>6,372</td> <td>5,807</td> <td>565</td> <td>9.7%</td> </tr> <tr> <td>Total</td> <td>15,387</td> <td>15,456</td> <td>(69)</td> <td>-0.4%</td> </tr> </tbody> </table>					Region	This Month '13	This Month '12	Year-over-Year					#	%	U.S.	3,300	3,244	56	1.7%	Canada	344	347	(3)	-0.9%	Europe, Middle East, Africa	2,628	2,782	(154)	-5.5%	Latin America	2,743	3,276	(533)	-16.3%	Asia & Pacific	6,372	5,807	565	9.7%	Total	15,387	15,456	(69)	-0.4%					
Region	This Month '13	This Month '12	Year-over-Year																																																			
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U.S.	3,300	3,244	56	1.7%																																																		
Canada	344	347	(3)	-0.9%																																																		
Europe, Middle East, Africa	2,628	2,782	(154)	-5.5%																																																		
Latin America	2,743	3,276	(533)	-16.3%																																																		
Asia & Pacific	6,372	5,807	565	9.7%																																																		
Total	15,387	15,456	(69)	-0.4%																																																		
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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		Jan '13																																	
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