

Membership Development Report – January 2014

Eastern United States (Region 2)



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



– **Robert Brooks** Membership Development Chair, Region 2

Regional Snapshot	Total this Month	'14 vs. '13	% Change	Aug 2014 405,000 Member Goal – R2		2014 New Members (JAN)
Total Membership	30,305	▼ (1,321)	- 1.9%	75.6%	Total	1292
• Higher-Grade	25,959	▼ (1,020)	- 3.8%	76.4%	Higher Grade	359
• Students	4,366	▼ - 301	- 6.4%	69.2%	Students	933
IEEE Worldwide - Total	438,705	▲ 459	0.1%	405,000		36,153

2014 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	74.0%	41.0%	25.9%	69.6%
Region – 1 st -Year Members	29.5%	27.3%	19.6%	25.9%
IEEE – Total Members	67.1%	40.7%	14.2%	57.0%
IEEE – 1 st Year Members	26.9%	26.4%	10.1%	19.9%

First-Year Member Engagement	2013-2014 Membership Cycle	
Recruitment	New referral program from IEEE-USA, http://ieee.fluidsurveys.com/s/ieee-usa/	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
MGA Operations	Look at members who have not yet renewed – pre-arrears	Renewal opportunity to reach out to new members, those joined last year
Section / Chapter Operations	Invite first year members to activities and events	Use the Correspondence templates located on www.ieee.org/md for outreach
SAMIEEE Analysis	Each month new Member Alert message goes to Section and Section MD Chairs with report of new joined members.	(MD) All Members Joining since Beginning of Membership Year (MD) First Year Active Members (MD) Members Joining in Past 30 Days (MD) New Member Interest Information for Active IEEE Members
Volunteer Resources	Visit the MD Archive Guide for 2014 for MD Webcast recordings	



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Best Section Total Retention	72.7% - Lehigh Valley Section	70.8% - Cincinnati Section
	71.5% - Northern Virginia Section	70.8% - Akron Section
	70.9% - Philadelphia Section	70.7% - West Virginia Section

Top Section Recruitment Year over Year	Percentage Growth	Numeric Growth
	200.00% – West Virginia Section	10 - Dayton Section
	15.15% - Dayton Section	7 - Cincinnati Section
	13.46% - Cincinnati Section	6 - Cleveland Section

Upcoming MD Opportunities	< To be completed by Region MD Chair >	< To be completed by Region MD Chair >
	< To be completed by Region MD Chair >	< To be completed by Region MD Chair >

MD Resource Links	IEEE Region 2	
	Benefits of Membership	www.ieee.org/benefits
	First Year Member Experience	www.ieee.org/start
	Online Supply Form	www.ieee.org/md
	IEEE Contact Center & Support	www.ieee.org/about/contact_center/index.html
	Membership Statistics	www.ieee.org/md
	MD Manual, Membership Presentations	www.ieee.org/md
	Member-Get-a-Member	www.ieee.org/mgm
	MD Webcast Archive Guide for 2013 to 2009	www.ieee.org/md

Visit the [MGA News web page](#) for the latest news articles, including:

- * 2013 annual reporting and rebate requirements: due 31 March
- * IEEE Graduates of the Last Decade (GOLD) transformation to IEEE Young Professionals
- * Last call for nominations: IEEE Student Awards: deadline 1 February
- * 2014 Presidents' Change the World Competition: registration deadline 31 January
- * New IEEE vTools features and enhancements
- * Applauding 50 years of IEEE Fellows
- * New IEEE Fellows online directory
- * Member group insurance program update for U.S., Canada, and Puerto Rico
- * Last call for nominations: IEEE Technical Field Awards: deadline 31 January; volunteers needed for IEEE Awards
- * Engineers wanted: help organizations create apps to further their missions

Additional IEEE news can be found at links on the right side of the page.

Visit MGA News at http://www.ieee.org/societies_communities/geo_activities/mga_news.html



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GOLD Status Indicator

The table below shows the current month with GOLD membership data. We now show the comparison of year-over-year membership.

Geographic IEEE Young Professionals (GOLD) Membership - January 2014									
Region	Higher Grade w/o GSM			GSM			Total		
	2014	2013	% Change	2014	2013	%Change	2014	2013	% Change
1	3,621	3,587	0.9%	549	635	-13.5%	4,170	4,222	-1.2%
2	3,094	3,236	-4.4%	554	663	-16.4%	3,648	3,899	-6.4%
3	3,560	3,605	-1.2%	664	770	-13.8%	4,224	4,375	-3.5%
4	2,825	2,824	0.0%	524	623	-15.9%	3,349	3,447	-2.8%
5	3,600	3,577	0.6%	502	595	-15.6%	4,102	4,172	-1.7%
6	6,500	6,351	2.3%	908	1,048	-13.4%	7,408	7,399	0.1%
R 1-6	23,200	23,180	0.1%	3,701	4,334	-14.6%	26,901	27,514	-2.2%
7	2,823	2,728	3.5%	659	725	-9.1%	3,482	3,453	0.8%
8	13,469	13,576	-0.8%	2,412	2,614	-7.7%	15,881	16,190	-1.9%
9	3,091	2,936	5.3%	322	381	-15.5%	3,413	3,317	2.9%
10	14,167	13,555	4.5%	1,442	1,445	-0.2%	15,609	15,000	4.1%
R 7-10	33,550	32,795	2.3%	4,835	5,165	-6.4%	38,385	37,960	1.1%
TOTAL	56,750	55,975	1.4%	8,535	9,499	-10.1%	65,286	65,474	-0.3%

IEEE MD Webcast scheduled for Friday, 21 February 2014

Save the Date!

Join us for the MD Webcast scheduled for Friday, 21 February 2014 offered at 10:00am Eastern (New York) or 15:00:00 UTC for one hour. The focus of this session will be the upcoming Service Deactivation that occurs on 22 February 2014 and the post-deactivation activities for those who will then become in arrears. The session will be recorded.

If you missed any of the webcasts from 2014, the 2014 Webcast Archive page is found at http://www.ieee.org/about/volunteers/membership_development/md2014archiveguide.html . If you missed any of the 2013 MD Webcasts, they are posted to the 2013 Webcast Archive page at http://www.ieee.org/about/volunteers/membership_development/md2013archiveguide.html.

Please test your computer by going to www.readytalk.com and clicking the “Test Your Computer” link in the “Join a Meeting” login box. This link will also appear on the confirmation and reminder emails that will be sent to you after we open the registration for this session.



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In order to support the MGA strategy to grow and retain higher grade members in Regions 1-6, each Region now has a dedicated person to assist the MD volunteers at the Region and Section levels. For Region 2, that person is Adrienne Hahn. If you need to contact her, you may send an email to a.hahn@ieee.org.

We are about 2 weeks from the membership deactivation date of February 22nd. We're also only about 3 weeks from the end date of the IEEE-USA Member-Get-A-Member Pilot. To really capitalize on these opportunities here are some points to consider.



For Annual Membership Deactivation on 22 February 2014

- We are planning to run our Individual Section Arrears Email Campaigns in March. Please begin to think about 3 reasons why a non-renewing member should re-join your section. We'll be contacting you with requests for bullet points shortly.
- Be sure to identify any members who have not renewed using the two pre-defined SAMIEEE queries:
 - (MD) 2013 Last Renewal Year for Active Members (Pre-arrears)
 - (MD) First Year Members Not Renewed
- Send a short message via e-notices or even a personal email
- Have extra time? Give that member a call – Nothing works better than personal contact
- Have no time? Find volunteers that do!

For the New IEEE-USA Membership Incentive

- **ADVERTISE-** There is still time to add this to your site especially for those with active websites.
- **DON'T FORGET THE FLYER!!!** Be sure to include it in any member outreach.
- **FOR REFERRERS** – As mentioned last month, be sure to touch base with your referrals to make sure they signed up. **If not, you're missing out** on ALL of your incentives including your financial incentives (\$15 for EACH higher grade member signed, up to \$90). That's almost have YOUR dues paid back to you

A Few Other points to consider...

Meeting/Event Attendance If you are hosting meetings/events and collecting lists of **NON-MEMBERS**, we want to hear from you. The IEEE MD team will be starting an initiative to help you reach out to non-members. Please contact me to discuss your lists and the best way to send them over.

Don't forget new members! Be sure to take advantage of the monthly New Member report to welcome new recruits and encourage them to recruit as well.

For questions, contact Adrienne Hahn a.hahn@ieee.org; tweet me @awhahn; or find me on facebook at www.ieee.com/adrienne.hahn.12



Year-over-Year – Renewal: 2014 Membership Year – January 2014

REGION 2	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Lehigh Valley Section	951	732	77.0%	97	30	30.9%	1048	762	72.7%
Northern Virginia Section	4749	3562	75.0%	378	104	27.5%	5127	3666	71.5%
Philadelphia Section	3517	2675	76.1%	457	141	30.9%	3974	2816	70.9%
Cincinnati Section	751	570	75.9%	99	32	32.3%	850	602	70.8%
Akron Section	538	410	76.2%	72	22	30.6%	610	432	70.8%
West Virginia Section	109	81	74.3%	14	6	42.9%	123	87	70.7%
Dayton Section	868	651	75.0%	153	71	46.4%	1021	722	70.7%
Baltimore Section	3993	2912	72.9%	275	92	33.5%	4268	3004	70.4%
Susquehanna Section	622	472	75.9%	82	23	28.0%	704	495	70.3%
Lima Section	68	53	77.9%	16	6	37.5%	84	59	70.2%
Washington Section	3811	2749	72.1%	400	140	35.0%	4211	2889	68.6%
Cleveland Section	925	693	74.9%	173	60	34.7%	1098	753	68.6%
Southern New Jersey Section	153	109	71.2%	21	10	47.6%	174	119	68.4%
Pittsburgh Section	1994	1469	73.7%	397	140	35.3%	2391	1609	67.3%
Central Pennsylvania Section	340	252	74.1%	128	62	48.4%	468	314	67.1%
Columbus Section	1076	763	70.9%	252	101	40.1%	1328	864	65.1%
Delaware Bay Section	480	350	72.9%	104	25	24.0%	584	375	64.2%
Erie Section	123	85	69.1%	23	7	30.4%	146	92	63.0%
Youngstown Section	117	77	65.8%	57	27	47.4%	174	104	59.8%
Johnstown Section	129	79	61.2%	16	5	31.3%	145	84	57.9%



Year-over-Year – Recruitment: 2014 Membership Year

Section	January 2014	January 2013	# Change	% Change
West Virginia Section	9	3	6	200.00%
Dayton Section	76	66	10	15.15%
Cincinnati Section	59	52	7	13.46%
Johnstown Section	9	8	1	12.50%
Cleveland Section	81	75	6	8.00%
Susquehanna Section	56	53	3	5.66%
Lehigh Valley Section	44	44	0	0.00%
Columbus Section	82	84	-2	-2.38%
Philadelphia Section	158	182	-24	-13.19%
Pittsburgh Section	126	147	-21	-14.29%
Akron Section	29	34	-5	-14.71%
Washington Section	154	186	-32	-17.20%
Northern Virginia Section	180	233	-53	-22.75%
Baltimore Section	131	172	-41	-23.84%
Lima Section	7	10	-3	-30.00%
Youngstown Section	17	25	-8	-32.00%
Delaware Bay Section	30	46	-16	-34.78%
Erie Section	14	22	-8	-36.36%
Central Pennsylvania Section	23	44	-21	-47.73%
Southern New Jersey Section	7	17	-10	-58.82%

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