



# MD Monthly – April 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			Apr'13	Apr '12	Mar '13	Apr '13 vs. Mar '13
<b>IEEE Membership</b>	<b>+</b>	<b>3,493</b>	<b>1.0%</b>	<b>353,885</b>	<b>350,392</b>	<b>337,872</b>	<b>4.7%</b>
• Honorary	▼	-1	-3.2%	30	31	31	-3.2%
• Fellow	▲	97	1.4%	6,919	6,822	6,877	0.6%
• Senior Member	▲	1,213	3.7%	33,820	32,607	33,123	2.1%
• Member	▲	741	0.4%	208,232	207,491	202,266	2.9%
• Associate Member	▼	-3,815	-32.1%	8,077	11,892	7,721	4.6%
• Graduate Student	▲	4,701	12.1%	43,560	38,859	40,204	8.3%
• Undergraduate Student	▲	557	1.1%	53,247	52,690	47,650	11.7%
<b>Society Memberships</b>	<b>+</b>	<b>8,713</b>	<b>3.0%</b>	<b>297,797</b>	<b>289,084</b>	<b>284,692</b>	<b>4.6%</b>
• 22 Societies up > 1%	▲	12,510	<b>Societies Note:</b> Sum of respective gains and losses, with all counts including Affiliates. Without Affiliates, total Society memberships are up year-over-year by +10,576 or +3.9%.				
• 3 Societies +/- 1%	▲	45					
• 13 Societies down > 1%	▼	-3,842					

MD Venue	April - Membership YTD									
	'13	'12	'11	'10		'13	'12	'11	'10	
<b>Renewals</b>	<b>68.6%</b> <b>269,414</b>	<b>71.1%</b> 272,989	<b>72.7%</b> 273,187	<b>74.6%</b> 271,669	<b>Recruitment</b>	<b>70,607</b>	64,888	64,929	62,470	
Higher-Grade	233,401	235,252	235,442	235,127	<b>Reinstatement</b>	<b>13,412</b>	11,381	11,395	10,243	
STU/GSM	36,013	37,737	37,745	36,542	<b>Recovery</b>	<b>16,413</b>	14,507	11,943	11,182	

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>MAY</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.
<b>JUN</b>	<b>Half-Year Dues Cycle</b> —IEEE accepts ½-year dues for the present year of service. Individuals who join IEEE in June receive 7 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.



## April MD Highlights

### IEEE Membership

Total IEEE Membership is now up +1.0% from last year, with the second positive month in a row since the service deactivation. Last year, April 2012, YoY total membership was down (0.3%).

Recruitment continues to drive this year’s gains, and is up +8.8% over last year. Following March 2013 - the largest recruitment month on record for total members - we had another record in April: the most successful student recruitment results of any April on record. Historically, we’ve seen student recruitment numbers drop by a larger margin from March to April, but this year was a smaller margin.

Reinstatements also contributed to the gains, and are up +17.8% over same period 2012.

We saw the retention gap stay flat from last month (see page 5 for details), but are still behind YoY by (2.5%). Arrears recovery gains helped, and are up 30.8% YoY.

### ***New Member Engagement is Critical***

Recruitment and reinstatement gains mean a larger renewal opportunity coming for 2014. With first year retention rates being much lower, it is imperative that these new members become engaged with IEEE in those first few months. What is your Section doing to welcome and engage new members? Below are several ideas:

<i>Communications</i>
<ul style="list-style-type: none"> <li>• Open and review data from new member e-mail alerts / SAMIEEE</li> <li>• Initiate communications to new members welcoming them to the Section/Chapter (e-mail, note cards, phone call)</li> <li>• Consider designating a Volunteer as a new member mentor</li> </ul>
<i>Recognition</i>
<ul style="list-style-type: none"> <li>• Highlight new members in Section / Chapter communications / newsletters</li> <li>• Introduce new members at each event, meeting</li> </ul>
<i>Participation</i>
<ul style="list-style-type: none"> <li>• Hold special event for new members</li> <li>• Solicit new members for open Volunteer positions</li> <li>• Investigate/survey new members on their interests for types of activities</li> </ul>
<i>Evaluation</i>
<ul style="list-style-type: none"> <li>• Monitor new member participation in Section / Chapter events</li> <li>• Review first-year member retention rate for Section, with year-over-year comparisons</li> </ul>



**Recruitment Pilot Initiative During Half Year Dues**

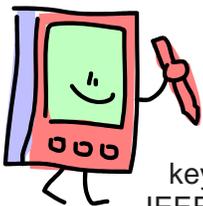
Typically in the months of May, June and July we see recruitment drop off as the value message becomes less appealing to a new member, not to mention the time of year when people are paying less attention to their e-mail. Getting a 50% discount on IEEE membership, members who join in these months are suddenly presented with a renewal message just a few months later, and at double the cost. These members may not have had a chance to get engaged with IEEE, and the sticker shock can be a turn off.

This year, the MD Staff are piloting a recruitment initiative during May, June and July that will offer new members US\$25 off their 2014 renewal. They pay half price for 2013, and before they renew in September, will receive a promotion code which they can use to discount their 2014 renewal.

In order to track the effectiveness, this pilot is only being offered to select recruitment audiences through HQ outreaches (incomplete applicants, product purchasers, and authors), so not all new members who join will be eligible. It is anticipated this will help increase recruitment during the May-July time period for these groups, but also incentivize these members to renew sooner, and in higher numbers, for 2014.

The results of this pilot will be reported on in a future edition of the MD Monthly.

Do you have an MD story you'd like to share? Contact [elyn.perez@ieee.org](mailto:elyn.perez@ieee.org).



**Brush Up on your SAMIEEEE Skills?**

Do you need an updated lesson on how to use the new SAMIEEEE/Analytics tool to pull data quickly? Pre-defined queries are the key to pulling reports. If you have an appointed IEEE officer position, you will have access to the data within your region, section, society, affinity group, student branch based on your position. If you are a section chair, you will only have access to the data in your section.  
*(continued next page)*

SAMIEEEE DATA / PRE-DEFINED QUERIES
SAMIEEEE provides pre-defined queries, to isolate the names and contact information of members in arrears.
<u>MD folder:</u>
(MD) "Members in Arrears"
(MD) "First Year Members Not Renewed"
<a href="#">SAMIEEEE Access</a> (IEEE Account log in required)

During October 2012, we ran a live SAMIEEEE/Analytics session with Helen Shiminsky going through the tool using pre-defined queries and modifying them. The one-hour session was recorded and is available on-demand at [http://www.ieee.org/about/volunteers/membership\\_development/md2012archiveguide.html](http://www.ieee.org/about/volunteers/membership_development/md2012archiveguide.html).

For more information about pre-defined queries or SAMIEEEE access, contact Cathy Downer, [c.downer@ieee.org](mailto:c.downer@ieee.org).



**Conference Member Recruitment Highlight: Chicago Section to Represent IEEE at Sensors Conference**

The IEEE Chicago Section will have a recruitment booth at the Sensors 2013 Expo & Conference at the Stephens Center in Chicago on 5-6 June: <http://www.sensorsmag.com/sensors-expo> . Further, they have been invited to present IEEE information at the Sensors Live Theatre on the Expo floor. The goal of this event is to not only attract new members, but reinforce the value of IEEE membership to existing members.

The Section started focusing more seriously on trade show recruitment efforts in 2009 after the IPC Chicago solicited help in promoting their event to IEEE members in the Chicago area. Since then, they have been asked to help at many other popular trade show events, including ESC, Sensors, Cloud Connect, 4G World, etc. Look for more information about this in an upcoming MD Webinar.

If your Section is considering supporting or recruiting members at a trade show (or conference), order an MD kit from the membership development form found at [www.ieee.org/mdsupplies](http://www.ieee.org/mdsupplies).

In addition, the Conference Membership Recruitment (CMR) program offers a financial incentive by providing a “free” society membership to anyone who joins IEEE at one of our conferences. Using these incentives in conjunction with each other, an applicant for membership can receive both IEEE membership and a Society membership at little to no cost beyond what they would have already spent just to attend the conference. For more information, contact MD staff Denise Maestri, [d.maestri@ieee.org](mailto:d.maestri@ieee.org).



**Society Membership**

Society memberships continue to rebound from the service deactivation for the second month, and are up +3.0% including affiliates, and almost +4% excluding affiliates, over last year. Affiliates continue to represent the majority of the negative impacts on the society membership numbers.

Recruitment and reinstatement continue to outperform YoY, up +24.3% and +33.8% respectively. The gap in Society renewals improved by +7% month over month.

In terms of a percentage improvement YoY, the societies that led the way in each of the categories – renewal, recruitment, and reinstatement were:

- Highest renewal gains: Consumer Electronics Society, up +5.5%
- Highest recruitment gains: Communications Society, up +70.2%
- Highest reinstatement gains: Social Implications of Technology, up +85.0%

The decline in Affiliates remained flat from March, down (12.8%) YoY.

Society membership details begin on page 11.

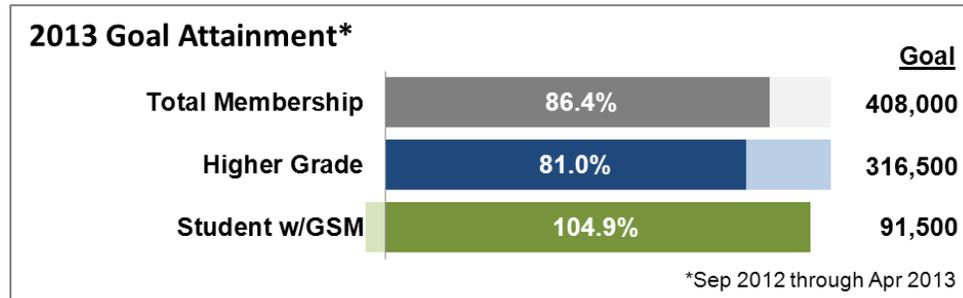


### 2013 Membership Year Goals & Progress



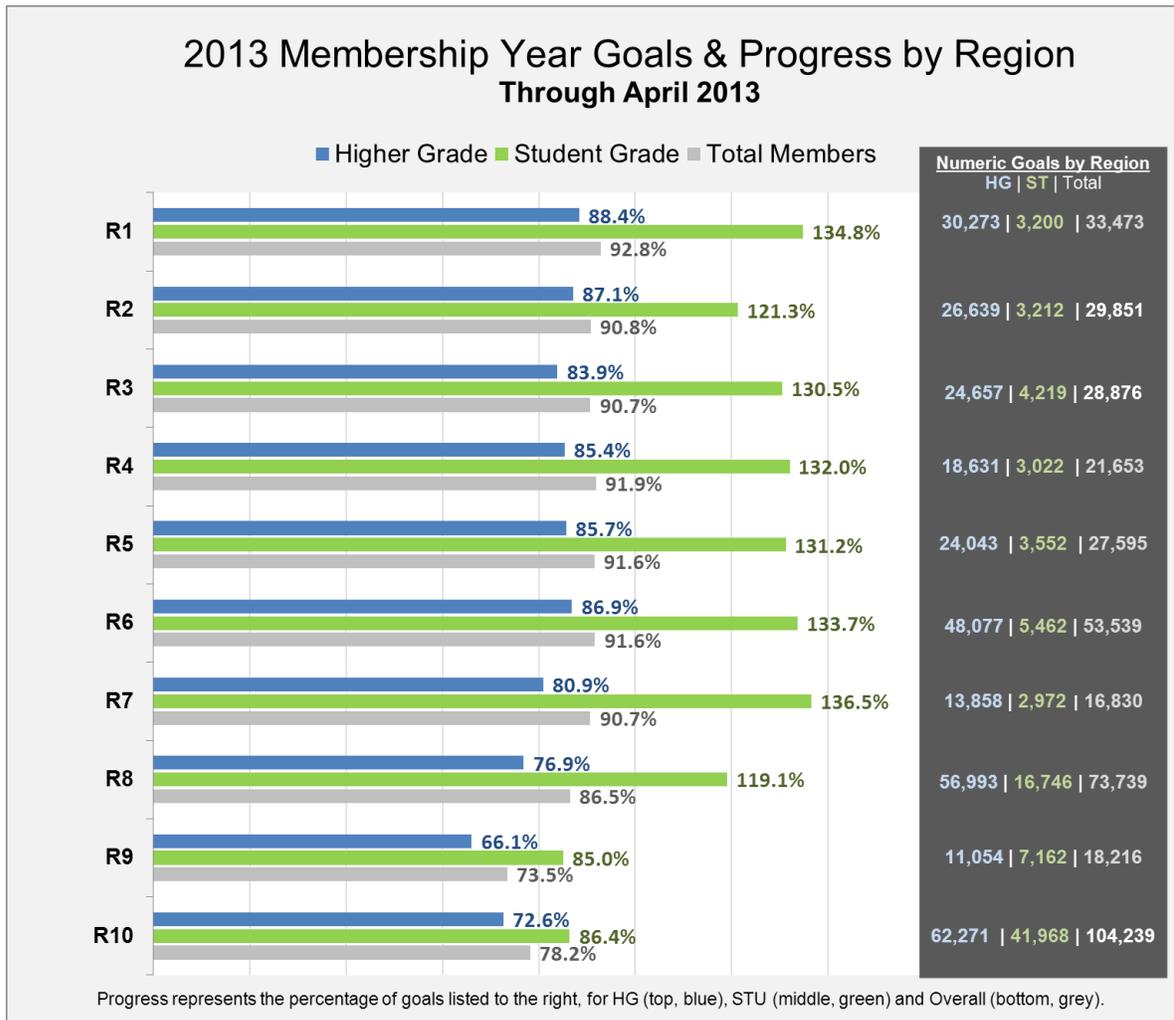
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The overall membership goal for 2013 has been set at 408,000 total members, as measured at the end of the membership year in mid-August. We are currently at 86.4% of this goal, based on the cumulative count of renewal, recruitment and reinstatement activity from September through April. We gained 3.8% toward the goal since last month.



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 achieved a +1.9% increase YoY.

**Note that student member elevations, which occur in June and August, will result in the progress being re-stated for HG and STU after each elevation occurs. This does not impact the total membership progress.**



### Membership Retention Update

The tables immediately below report the member retention rate for all members and first-year members. Since deactivating 138,458 members on 23 February, we have recovered 11.9% of that total (compared to 11.7% same period last year).

The year over year gap in retention rate remained flat from March, at (2.5%). However, looking at first year members, that retention gap widened since last month, from (3.4%) in March to (3.7%) in April.

An aggressive arrears outreach schedule is planned through July. 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).

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

IEEE Membership Renewal / Retention - April 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	29,909	25,299	84.6%	84.6%	1,960	1,329	67.8%	70.7%	1,549	569	36.7%	42.0%	33,418	27,197	81.4%	81.8%
2	26,314	21,907	83.3%	84.0%	1,919	1,260	65.7%	69.8%	1,544	572	37.0%	44.1%	29,777	23,739	79.7%	80.9%
3	24,166	19,465	80.5%	81.6%	2,380	1,614	67.8%	72.1%	2,196	844	38.4%	44.0%	28,742	21,923	76.3%	77.9%
4	18,273	14,946	81.8%	82.8%	1,747	1,213	69.4%	70.8%	1,522	630	41.4%	44.0%	21,542	16,789	77.9%	78.7%
5	23,687	19,265	81.3%	82.1%	1,740	1,199	68.9%	73.7%	1,976	765	38.7%	45.1%	27,403	21,229	77.5%	79.0%
6	47,517	38,934	81.9%	82.9%	2,937	1,992	67.8%	69.3%	2,820	1,144	40.6%	45.1%	53,274	42,070	79.0%	80.2%
R 1-6	169,866	139,816	82.3%	83.1%	12,683	8,607	67.9%	70.9%	11,607	4,524	39.0%	44.2%	194,156	152,947	78.8%	79.9%
7	13,152	10,237	77.8%	80.2%	1,985	1,463	73.7%	77.6%	1,152	531	46.1%	54.5%	16,289	12,231	75.1%	78.1%
8	53,351	38,905	72.9%	75.2%	10,591	7,364	69.5%	72.0%	7,389	2,053	27.8%	36.4%	71,331	48,322	67.7%	70.4%
9	9,542	5,996	62.8%	66.3%	1,524	996	65.4%	62.6%	5,535	1,074	19.4%	23.1%	16,601	8,066	48.6%	50.8%
10	55,870	38,447	68.8%	72.1%	11,561	5,280	45.7%	48.3%	26,968	4,121	15.3%	19.2%	94,399	47,848	50.7%	54.1%
R 7-10	131,915	93,585	70.9%	73.8%	25,661	15,103	58.9%	61.7%	41,044	7,779	19.0%	24.2%	198,620	116,467	58.6%	61.9%
TOTAL	301,781	233,401	77.3%	79.2%	38,344	23,710	61.8%	64.8%	52,651	12,303	23.4%	28.9%	392,776	269,414	68.6%	71.1%

#### First-Year Member Retention

First-Year Member Renewal / Retention - April 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	1,859	670	36.0%	36.9%	708	377	53.2%	53.7%	1,166	358	30.7%	37.1%	3,733	1,405	37.6%	39.7%
2	1,712	581	33.9%	37.8%	708	340	48.0%	49.4%	1,113	344	30.9%	36.9%	3,533	1,265	35.8%	39.4%
3	1,942	598	30.8%	31.8%	856	443	51.8%	57.7%	1,658	568	34.3%	37.3%	4,456	1,609	36.1%	38.1%
4	1,391	511	36.7%	35.9%	585	311	53.2%	55.3%	1,067	363	34.0%	36.6%	3,043	1,185	38.9%	40.0%
5	1,803	610	33.8%	33.0%	594	322	54.2%	56.5%	1,485	499	33.6%	39.6%	3,882	1,431	36.9%	39.0%
6	3,200	1,078	33.7%	38.4%	944	455	48.2%	49.9%	2,096	744	35.5%	38.6%	6,240	2,277	36.5%	40.1%
R 1-6	11,907	4,048	34.0%	35.9%	4,395	2,248	51.1%	53.7%	8,585	2,876	33.5%	37.8%	24,887	9,172	36.9%	39.4%
7	1,388	516	37.2%	40.2%	678	396	58.4%	61.4%	794	300	37.8%	45.2%	2,860	1,212	42.4%	46.4%
8	7,438	2,329	31.3%	36.6%	4,477	2,481	55.4%	57.1%	5,681	1,223	21.5%	27.7%	17,596	6,033	34.3%	38.5%
9	2,140	565	26.4%	33.3%	596	292	49.0%	43.4%	4,493	626	13.9%	17.2%	7,229	1,483	20.5%	24.2%
10	11,719	3,454	29.5%	35.5%	7,342	2,345	31.9%	32.9%	23,321	2,947	12.6%	16.1%	42,382	8,746	20.6%	24.0%
R 7-10	22,685	6,864	30.3%	35.9%	13,093	5,514	42.1%	43.4%	34,289	5,096	14.9%	19.0%	70,067	17,474	24.9%	28.8%
TOTAL	34,592	10,912	31.5%	35.9%	17,488	7,762	44.4%	46.0%	42,874	7,972	18.6%	23.0%	94,954	26,646	28.1%	31.7%

### Recruitment Update

Recruitment gains from March continued into April as well. Year over year increases in total recruitment grew to +8.8%, from +7.9% last month. Looking back at last year, recruitment was actually down YoY in April by (0.1%), primarily due to US higher grade members. While we have seen the US HG rate of decline slow in recent months, it still remains down (5.8%). Graduate student and student members continue to have double-digit YoY gains.

Since this year’s new members are next year’s renewals, the increase in GSM ranks should have a positive impact on retention for 2014, as GSM’s renew at more than twice the rate of STU members.

Is your Section doing something that seems to be moving the needle on recruitment? Share your story! E-mail [elyn.perez@ieee.org](mailto:elyn.perez@ieee.org).

Cumulative Recruitment – Sept through April 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	796	815	(19)	-2.3%	699	507	192	37.9%	1,440	1,317	123	9.3%	2,935	2,639	296	11.2%
2	678	760	(82)	-10.8%	617	531	86	16.2%	1,199	1,229	(30)	-2.4%	2,494	2,520	(26)	-1.0%
3	657	727	(70)	-9.6%	743	681	62	9.1%	1,922	1,897	25	1.3%	3,322	3,305	17	0.5%
4	553	564	(11)	-2.0%	682	458	224	48.9%	1,235	1,178	57	4.8%	2,470	2,200	270	12.3%
5	696	737	(41)	-5.6%	626	516	110	21.3%	1,790	1,624	166	10.2%	3,112	2,877	235	8.2%
6	1,467	1,544	(77)	-5.0%	1,055	736	319	43.3%	2,677	2,230	447	20.0%	5,199	4,510	689	15.3%
R 1-6	4,847	5,147	(300)	-5.8%	4,422	3,429	993	29.0%	10,263	9,475	788	8.3%	19,532	18,051	1,481	8.2%
7	622	558	64	11.5%	673	525	148	28.2%	1,166	846	320	37.8%	2,461	1,929	532	27.6%
8	3,188	3,111	77	2.5%	3,976	3,556	420	11.8%	5,758	5,278	480	9.1%	12,922	11,945	977	8.2%
9	876	893	(17)	-1.9%	443	436	7	1.6%	3,307	3,012	295	9.8%	4,626	4,341	285	6.6%
10	4,955	5,386	(431)	-8.0%	6,716	5,596	1,120	20.0%	19,395	17,640	1,755	9.9%	31,066	28,622	2,444	8.5%
R 7-10	9,641	9,948	(307)	-3.1%	11,808	10,113	1,695	16.8%	29,626	26,776	2,850	10.6%	51,075	46,837	4,238	9.0%
TOTAL	14,488	15,095	(607)	-4.0%	16,230	13,542	2,688	19.8%	39,889	36,251	3,638	10.0%	70,607	64,888	5,719	8.8%

### 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	R5 – Baton Rouge
R1 – Boston !	R5 – Beaumont
R1 – Ithaca	R5 – Corpus Christi !
R1 – North Jersey !	R5 – El Paso
R2 – Cleveland	R5 – Fort Worth
R2 – Erie	R5 – Houston
R3 – Chattanooga	R5 – Ozark
R3 – Lexington	R5 – Pikes Peak
R3 – Louisville !	R6 – Alaska
R3 – Miami	R6 – Boise
R3 – Mississippi !	R6 – China Lake
R3 – Northwest Florida	R6 – Fort Huachuca !
R3 – Orlando	R6 – Los Alamos/ Northern New Mexico
R4 – Central Illinois	R6 – Montana !
R4 – Central Indiana	R6 – Orange County !
R4 – Central Iowa	R6 – Sacramento Valley
R4 – Southeastern Michigan	R6 – San Diego !
R5 – Arkansas River Valley	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 working groups.
- ✓ 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) 

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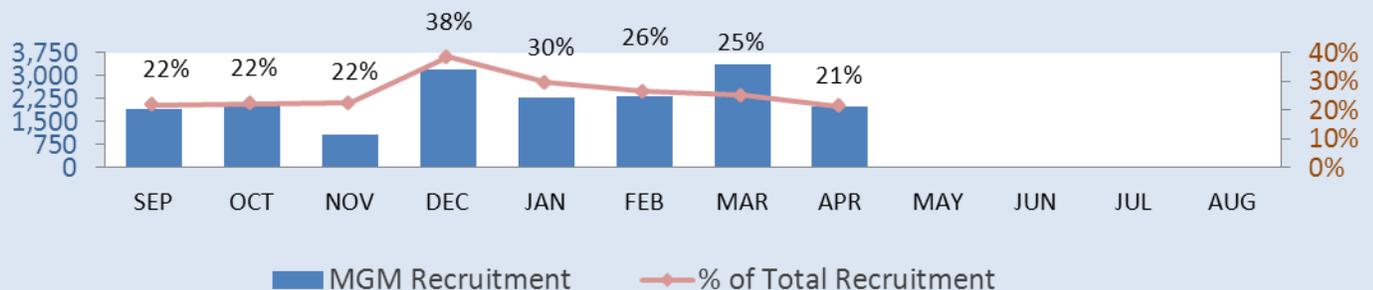


➤ Recruitment (cont'd)

**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).

<b>Brett Terespolsky</b>	South Africa Section, R8	75 new members	<b>Jithesh M Abdul Quaiyum Ansari</b>	Kerala Section, R0	14 new members
<b>Aquila Khanam</b>	Bangalore Section, R0	30 new members	<b>Nooraldin Mualla</b>	Delhi Section, R0	13 new members
<b>Muneeb Rehman</b>	Lahore Section, R0	29 new members	<b>Mohamed Sleem</b>	Palestine, R8	13 new members
<b>Pradheep S Juan Camilo Cuadros Parra</b>	Madras Section, R0	25 new members	<b>Carlos Felix Palomino</b>	Egypt Section, R8	13 new members
<b>Mahdi Lajmi</b>	Colombia Section, R9	22 new members	<b>Carlos Viteri</b>	Peru Section, R9	13 new members
<b>Siddhant Arya</b>	Tunisia Section, R8	22 new members	<b>Nisarg Shah Bhargav Padihyar</b>	Colombia Section, R9	12 new members
<b>Aritra Chatterjee</b>	Bangalore Section, R0	20 new members	<b>Raul Armendariz Reyes</b>	Gujarat Section, R0	12 new members
<b>Sajal Sarkar</b>	Kharagpur Section, R0	20 new members	<b>Arun Balakrishnan</b>	Gujarat Section, R0	12 new members
<b>Punit Kumar Efren Bautista Linares</b>	Kharagpur Section, R0	20 new members	<b>Surya Rajendran</b>	Aguascalientes Section, R9	12 new members
<b>Anish Nandy Manojee Chakraborti</b>	Veracruz Section, R9	20 new members	<b>Abhinav Gambhir</b>	Kerala Section, R0	11 new members
<b>Ushanandhini K</b>	Kharagpur Section, R0	18 new members	<b>Ajit Kumar Jassaudeen M.K</b>	Kerala Section, R0	11 new members
<b>Jerin Jose</b>	Kharagpur Section, R0	18 new members	<b>Madhur Upadhayay</b>	Kerala Section, R0	11 new members
<b>Souradip Sarkar</b>	Kharagpur Section, R0	17 new members	<b>Fotis Stringos Camilo Hurtado Erasso</b>	Delhi Section, R0	10 new members
<b>Soubhik Das</b>	Kharagpur Section, R0	16 new members	<b>Vinayak Aradhya</b>	Panama Section, R9	10 new members
<b>Fei Li</b>	Kharagpur Section, R0	16 new members	<b>Gopinath Dutta Saurabh Choraria</b>	Colombia Section, R9	10 new members
<b>Satyaki Kundu</b>	Nanjing Section, R0	16 new members	<b>Ghada Jaber</b>	Bangalore Section, R0	10 new members
<b>Chandra Singh</b>	Kharagpur Section, R0	15 new members		Kharagpur Section, R0	10 new members
<b>Georgy Abraham Mohamed Abd El-Aty</b>	Delhi Section, R0	14 new members		Gujarat Section, R0	10 new members
	Kerala Section, R0	14 new members		Tunisia Section, R8	10 new members
	Egypt Section, R8	14 new members			



2013 Membership Year: 18,227 members recruited through April; Same period last year: 13,033



<b>Membership by Region</b>	<b>Apr '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 - April 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>	26,728	27,256	(528)	-1.9%	2,296	1,944	352	18.1%	2,060	2,066	-6	-0.3%	31,084	31,266	(182)	-0.6%
<b>2</b>	23,158	23,958	(800)	-3.3%	2,101	1,955	146	7.5%	1,820	2,057	-237	-11.5%	27,079	27,970	(891)	-3.2%
<b>3</b>	20,726	21,249	(523)	-2.5%	2,694	2,524	170	6.7%	2,889	3,048	-159	-5.2%	26,309	26,821	(512)	-1.9%
<b>4</b>	15,842	16,181	(339)	-2.1%	2,125	1,888	237	12.6%	1,948	2,013	(65)	-3.2%	19,915	20,082	(167)	-0.8%
<b>5</b>	20,601	21,083	(482)	-2.3%	2,087	1,908	179	9.4%	2,627	2,609	18	0.7%	25,315	25,600	(285)	-1.1%
<b>6</b>	42,094	42,903	(809)	-1.9%	3,530	3,086	444	14.4%	3,919	3,633	286	7.9%	49,543	49,622	(79)	-0.2%
<b>R 1-6</b>	149,149	152,630	(3,481)	-2.3%	14,833	13,305	1,528	11.5%	15,263	15,426	-163	-1.1%	179,245	181,361	(2,116)	-1.2%
<b>7</b>	11,201	11,167	34	0.3%	2,389	2,110	279	13.2%	1,707	1,522	185	12.2%	15,297	14,799	498	3.4%
<b>8</b>	43,874	43,639	235	0.5%	12,051	11,224	827	7.4%	7,932	8,358	-426	-5.1%	63,857	63,221	636	1.0%
<b>9</b>	7,410	7,179	231	3.2%	1,603	1,440	163	11.3%	4,596	4,480	116	2.6%	13,609	13,099	510	3.9%
<b>10</b>	45,444	44,228	1,216	2.7%	12,684	10,780	1,904	17.7%	23,749	22,904	845	3.7%	81,877	77,912	3,965	5.1%
<b>R 7-10</b>	107,929	106,213	1,716	1.6%	28,727	25,554	3,173	12.4%	37,984	37,264	720	1.9%	174,640	169,031	5,609	3.3%
<b>TOTAL</b>	<b>257,078</b>	<b>258,843</b>	<b>(1,765)</b>	<b>-0.7%</b>	<b>43,560</b>	<b>38,859</b>	<b>4,701</b>	<b>12.1%</b>	<b>53,247</b>	<b>52,690</b>	<b>557</b>	<b>1.1%</b>	<b>353,885</b>	<b>350,392</b>	<b>3,493</b>	<b>1.0%</b>



**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.



**Jeremy Gates** – MD Chair, Region 7



**Norberto Lerendegui** - MD Chair, Region 9



**Darrel Chong** - MD Chair, Region 10

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

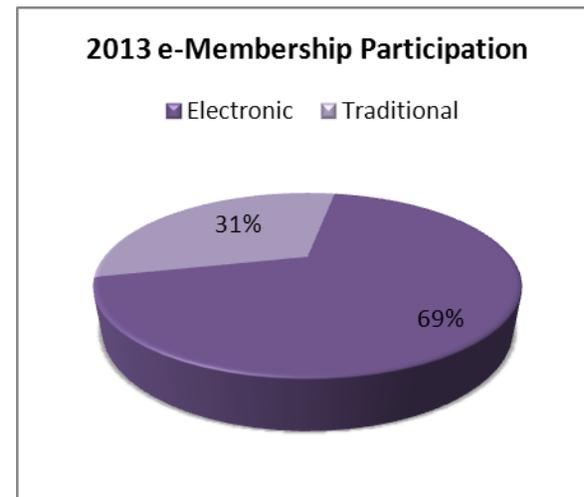
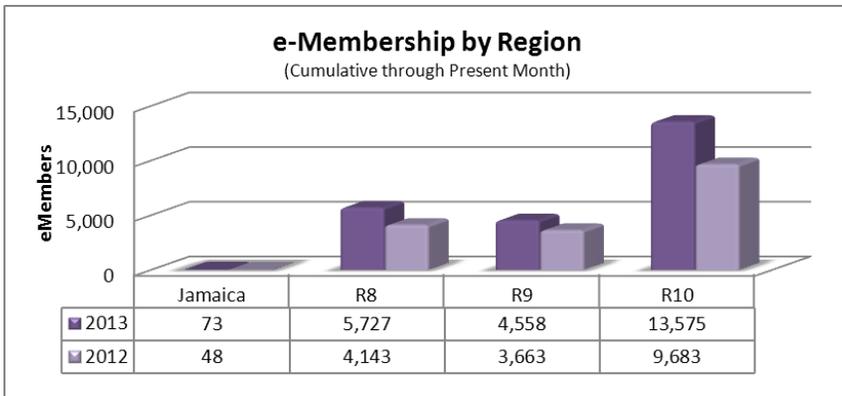
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
R-1												
R-2												
R-3												
R-4												
R-5												
R-6												
R-7	★	★	★	★	★			★				
R-8												
R-9								★				
R-10	★	★	★	★	★			★				

**e-Membership / Developing Nations**

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



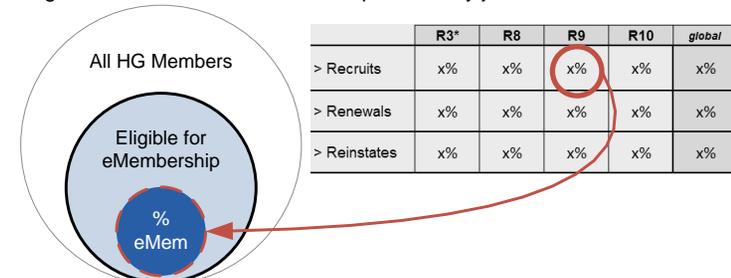
E-Membership has grown 15.8% over the same time last year. Of the 23,933 e-Members, 76% are renewing, 18% are new members, and 7% are reinstated (former) members. Region 9 has the largest percentage of renewing e-Members (82% of all e-Members in Region 9), while Region 10 has the largest percentage of newly recruited e-Members (21% of all 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)	82%	67%	64%	75%	72%
> <b>Renewals</b> (existing members)	56%	60%	69%	71%	68%
> <b>Reinstates</b> (former members)	86%	71%	70%	73%	72%

**Explanation Key**

IEEE's e-Membership program is available to a subset of all higher-grade members. The table to the left 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 April 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 I</b>																				
Circuits & Systems	8,484	8,449	35	0.4%	450	355	95	26.8%	41	39	2	5.1%	8,975	8,843	132	1.5%	8,934	8,804	130	1.5%
Electron Devices	8,748	9,083	-335	-3.7%	250	324	-74	-22.8%	39	56	-17	-30.4%	9,037	9,463	-426	-4.5%	8,998	9,407	-409	-4.3%
Solid-State Circuits	8,924	8,700	224	2.6%	145	136	9	6.6%	84	78	6	7.7%	9,153	8,914	239	2.7%	9,069	8,836	233	2.6%
<b>Div I Subtotal</b>	<b>26,156</b>	<b>26,232</b>	<b>-76</b>	<b>-0.3%</b>	<b>845</b>	<b>815</b>	<b>30</b>	<b>3.7%</b>	<b>164</b>	<b>173</b>	<b>-9</b>	<b>-5.2%</b>	<b>27,165</b>	<b>27,220</b>	<b>-55</b>	<b>-0.2%</b>	<b>27,001</b>	<b>27,047</b>	<b>-46</b>	<b>-0.2%</b>
<b>DIVISION II</b>																				
Components, Packaging & Mfg Tech	2,201	2,261	-60	-2.7%	38	38	0	0.0%	18	23	-5	-21.7%	2,257	2,322	-65	-2.8%	2,239	2,299	-60	-2.6%
Dielectrics & Electrical Insulation	1,953	1,906	47	2.5%	32	38	-6	-15.8%	23	24	-1	-4.2%	2,008	1,968	40	2.0%	1,985	1,944	41	2.1%
Industry Applications	9,206	8,970	236	2.6%	355	264	91	34.5%	46	47	-1	-2.1%	9,607	9,281	326	3.5%	9,561	9,234	327	3.5%
Instrumentation & Measurements	3,643	3,697	-54	-1.5%	100	90	10	11.1%	18	17	1	5.9%	3,761	3,804	-43	-1.1%	3,743	3,787	-44	-1.2%
Power Electronics	6,519	6,363	156	2.5%	299	207	92	44.4%	29	44	-15	-34.1%	6,847	6,614	233	3.5%	6,818	6,570	248	3.8%
Ultrasonics, Ferroelectrics, Freq Ctrl	1,871	1,858	13	0.7%	34	27	7	25.9%	25	27	-2	-7.4%	1,930	1,912	18	0.9%	1,905	1,885	20	1.1%
<b>Div II Subtotal</b>	<b>25,393</b>	<b>25,055</b>	<b>338</b>	<b>1.3%</b>	<b>858</b>	<b>664</b>	<b>194</b>	<b>29.2%</b>	<b>159</b>	<b>182</b>	<b>-23</b>	<b>-12.6%</b>	<b>26,410</b>	<b>25,901</b>	<b>509</b>	<b>2.0%</b>	<b>26,251</b>	<b>25,719</b>	<b>532</b>	<b>2.1%</b>
<b>DIVISION III</b>																				
<b>Communications</b>	<b>35,990</b>	<b>31,608</b>	<b>4,382</b>	<b>13.9%</b>	<b>4,389</b>	<b>2,911</b>	<b>1,478</b>	<b>50.8%</b>	<b>683</b>	<b>704</b>	<b>-21</b>	<b>-3.0%</b>	<b>41,062</b>	<b>35,223</b>	<b>5,839</b>	<b>16.6%</b>	<b>40,379</b>	<b>34,519</b>	<b>5,860</b>	<b>17.0%</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%)*

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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 IV</b>																				
Antennas & Propagation	7,314	7,194	120	1.7%	356	203	153	75.4%	51	60	-9	-15.0%	7,721	7,457	264	3.5%	7,670	7,397	273	3.7%
Broadcast Technology	1,517	1,601	-84	-5.2%	35	45	-10	-22.2%	21	20	1	5.0%	1,573	1,666	-93	-5.6%	1,552	1,646	-94	-5.7%
Consumer Electronics	2,842	2,788	54	1.9%	138	121	17	14.0%	22	22	0	0.0%	3,002	2,931	71	2.4%	2,980	2,909	71	2.4%
Electromagnetic Compatibility	3,637	3,569	68	1.9%	45	52	-7	-13.5%	28	28	0	0.0%	3,710	3,649	61	1.7%	3,682	3,621	61	1.7%
Magnetics	2,709	2,634	75	2.8%	67	87	-20	-23.0%	66	73	-7	-9.6%	2,842	2,794	48	1.7%	2,776	2,721	55	2.0%
Microwave Theory & Techniques	10,221	10,311	-90	-0.9%	226	347	-121	-34.9%	32	43	-11	-25.6%	10,479	10,701	-222	-2.1%	10,447	10,658	-211	-2.0%
Nuclear & Plasma Sciences	2,717	2,718	-1	0.0%	62	48	14	29.2%	38	41	-3	-7.3%	2,817	2,807	10	0.4%	2,779	2,766	13	0.5%
<b>Div IV Subtotal</b>	<b>30,957</b>	<b>30,815</b>	<b>142</b>	<b>0.5%</b>	<b>929</b>	<b>903</b>	<b>26</b>	<b>2.9%</b>	<b>258</b>	<b>287</b>	<b>-29</b>	<b>-10.1%</b>	<b>32,144</b>	<b>32,005</b>	<b>139</b>	<b>0.4%</b>	<b>31,886</b>	<b>31,718</b>	<b>168</b>	<b>0.5%</b>
<b>DIVISION V/VIII</b>																				
<b>Computer</b>	<b>43,078</b>	<b>43,891</b>	<b>-813</b>	<b>-1.9%</b>	<b>3,539</b>	<b>3,457</b>	<b>82</b>	<b>2.4%</b>	<b>10,032</b>	<b>11,796</b>	<b>-1,764</b>	<b>-15.0%</b>	<b>56,649</b>	<b>59,144</b>	<b>-2,495</b>	<b>-4.2%</b>	<b>46,617</b>	<b>47,348</b>	<b>-731</b>	<b>-1.5%</b>
<b>DIVISION VI</b>																				
Education	3,083	2,972	111	3.7%	63	73	-10	-13.7%	34	31	3	9.7%	3,180	3,076	104	3.4%	3,146	3,045	101	3.3%
Industrial Electronics	5,028	4,790	238	5.0%	206	209	-3	-1.4%	23	23	0	0.0%	5,257	5,022	235	4.7%	5,234	4,999	235	4.7%
Product Safety Engineering	742	696	46	6.6%	7	10	-3	-30.0%	7	6	1	16.7%	756	712	44	6.2%	749	706	43	6.1%
Professional Communication	695	734	-39	-5.3%	31	36	-5	-13.9%	61	68	-7	-10.3%	787	838	-51	-6.1%	726	770	-44	-5.7%
Reliability	1,554	1,636	-82	-5.0%	21	27	-6	-22.2%	21	10	11	110.0%	1,596	1,673	-77	-4.6%	1,575	1,663	-88	-5.3%
Social Implications of Technology	1,366	1,393	-27	-1.9%	32	33	-1	-3.0%	18	27	-9	-33.3%	1,416	1,453	-37	-2.5%	1,398	1,426	-28	-2.0%
<b>Div VI Subtotal</b>	<b>12,468</b>	<b>12,221</b>	<b>247</b>	<b>2.0%</b>	<b>360</b>	<b>388</b>	<b>-28</b>	<b>-7.2%</b>	<b>164</b>	<b>165</b>	<b>-1</b>	<b>-0.6%</b>	<b>12,992</b>	<b>12,774</b>	<b>218</b>	<b>1.7%</b>	<b>12,828</b>	<b>12,609</b>	<b>219</b>	<b>1.7%</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%)*

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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>2013</b>	<b>2012</b>	<b>#</b>	<b>%</b>	<b>2013</b>	<b>2012</b>	<b>#</b>	<b>%</b>	<b>2013</b>	<b>2012</b>	<b>#</b>	<b>%</b>	<b>2013</b>	<b>2012</b>	<b>#</b>	<b>%</b>	<b>2013</b>	<b>2012</b>	<b>#</b>	<b>%</b>
<b>DIVISION VII</b>																				
<b>Power &amp; Energy</b>	25,227	23,841	1,386	5.8%	2,149	1,333	816	61.2%	233	227	6	2.6%	27,609	25,401	2,208	8.7%	27,376	25,174	2,202	8.7%
<b>DIVISION IX</b>																				
Aerospace & Electronic Systems	4,051	4,050	1	0.0%	191	162	29	17.9%	23	36	-13	-36.1%	4,265	4,248	17	0.4%	4,242	4,212	30	0.7%
Geoscience & Remote Sensing	2,778	2,647	131	4.9%	61	120	-59	-49.2%	291	187	104	55.6%	3,130	2,954	176	6.0%	2,839	2,767	72	2.6%
Information Theory	2,886	2,935	-49	-1.7%	61	67	-6	-9.0%	22	27	-5	-18.5%	2,969	3,029	-60	-2.0%	2,947	3,002	-55	-1.8%
Intelligent Transportation Systems	1,060	975	85	8.7%	19	27	-8	-29.6%	18	14	4	28.6%	1,097	1,016	81	8.0%	1,079	1,002	77	7.7%
Oceanic Engineering	1,541	1,563	-22	-1.4%	57	69	-12	-17.4%	22	19	3	15.8%	1,620	1,651	-31	-1.9%	1,598	1,632	-34	-2.1%
Signal Processing	14,541	13,779	762	5.5%	412	394	18	4.6%	107	125	-18	-14.4%	15,060	14,298	762	5.3%	14,953	14,173	780	5.5%
Vehicular Technology	3,769	3,786	-17	-0.4%	113	132	-19	-14.4%	16	25	-9	-36.0%	3,898	3,943	-45	-1.1%	3,882	3,918	-36	-0.9%
<b>Div IX Subtotal</b>	<b>30,626</b>	<b>29,735</b>	<b>891</b>	<b>3.0%</b>	<b>914</b>	<b>971</b>	<b>-57</b>	<b>-5.9%</b>	<b>499</b>	<b>433</b>	<b>66</b>	<b>15.2%</b>	<b>32,039</b>	<b>31,139</b>	<b>900</b>	<b>2.9%</b>	<b>31,540</b>	<b>30,706</b>	<b>834</b>	<b>2.7%</b>
<b>DIVISION X</b>																				
Computational Intelligence	5,602	5,449	153	2.8%	312	282	30	10.6%	79	108	-29	-26.9%	5,993	5,839	154	2.6%	5,914	5,731	183	3.2%
Control Systems	8,109	7,730	379	4.9%	357	367	-10	-2.7%	70	69	1	1.4%	8,536	8,166	370	4.5%	8,466	8,097	369	4.6%
Engineering in Medicine & Biology	7,290	7,053	237	3.4%	485	584	-99	-17.0%	122	163	-41	-25.2%	7,897	7,800	97	1.2%	7,775	7,637	138	1.8%
Photonics	5,201	5,340	-139	-2.6%	104	171	-67	-39.2%	105	96	9	9.4%	5,410	5,607	-197	-3.5%	5,305	5,511	-206	-3.7%
Robotics & Automation	8,451	7,786	665	8.5%	1,356	1,138	218	19.2%	79	100	-21	-21.0%	9,886	9,024	862	9.6%	9,807	8,924	883	9.9%
Systems, Man & Cybernetics	3,821	3,673	148	4.0%	152	129	23	17.8%	32	39	-7	-17.9%	4,005	3,841	164	4.3%	3,973	3,802	171	4.5%
<b>Div X Subtotal</b>	<b>38,474</b>	<b>37,031</b>	<b>1,443</b>	<b>3.9%</b>	<b>2,766</b>	<b>2,671</b>	<b>95</b>	<b>3.6%</b>	<b>487</b>	<b>575</b>	<b>-88</b>	<b>-15.3%</b>	<b>41,727</b>	<b>40,277</b>	<b>1,450</b>	<b>3.6%</b>	<b>41,240</b>	<b>39,702</b>	<b>1,538</b>	<b>3.9%</b>
<b>TOTAL</b>	<b>268,369</b>	<b>260,429</b>	<b>7,940</b>	<b>3.0%</b>	<b>16,749</b>	<b>14,113</b>	<b>2,636</b>	<b>18.7%</b>	<b>12,679</b>	<b>14,542</b>	<b>-1,863</b>	<b>-12.8%</b>	<b>297,797</b>	<b>289,084</b>	<b>8,713</b>	<b>3.0%</b>	<b>285,118</b>	<b>274,542</b>	<b>10,576</b>	<b>3.9%</b>



### Women in Engineering (WIE)

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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.

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