



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 |
|----------------------------|--------------|--------------|--|----------------|----------------|----------------|---------------------|
| IEEE Membership | + | 3,493 | 1.0% | 353,885 | 350,392 | 337,872 | 4.7% |
| • 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% |
| Society Memberships | + | 8,713 | 3.0% | 297,797 | 289,084 | 284,692 | 4.6% |
| • 22 Societies up > 1% | ▲ | 12,510 | Societies Note: 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 | |
| Renewals | 68.6% 269,414 | 71.1% 272,989 | 72.7% 273,187 | 74.6% 271,669 | Recruitment | 70,607 | 64,888 | 64,929 | 62,470 | |
| Higher-Grade | 233,401 | 235,252 | 235,442 | 235,127 | Reinstatement | 13,412 | 11,381 | 11,395 | 10,243 | |
| STU/GSM | 36,013 | 37,737 | 37,745 | 36,542 | Recovery | 16,413 | 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 |
|------------|--|--|
| MAY | Half-Year Dues Cycle —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. Order MD Kit for upcoming events / member recruitment opportunities (no cost). | First Year Members – 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. |
| JUN | Half-Year Dues Cycle —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. Order MD Kit for upcoming events / member recruitment opportunities (no cost). | First Year Members – 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"> • Open and review data from new member e-mail alerts / SAMIEEE • Initiate communications to new members welcoming them to the Section/Chapter (e-mail, note cards, phone call) • Consider designating a Volunteer as a new member mentor |
| <i>Recognition</i> |
| <ul style="list-style-type: none"> • Highlight new members in Section / Chapter communications / newsletters • Introduce new members at each event, meeting |
| <i>Participation</i> |
| <ul style="list-style-type: none"> • Hold special event for new members • Solicit new members for open Volunteer positions • Investigate/survey new members on their interests for types of activities |
| <i>Evaluation</i> |
| <ul style="list-style-type: none"> • Monitor new member participation in Section / Chapter events • Review first-year member retention rate for Section, with year-over-year comparisons |



Recruitment Pilot Initiative During Half Year Dues

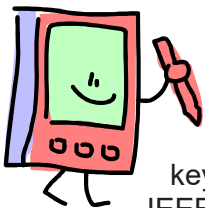
Typically in the months of May, June and July we see recruitment drop off as the value message becomes less appealing to a new member, not to mention the time of year when people are paying less attention to their e-mail. Getting a 50% discount on IEEE membership, members who join in these months are 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.



Brush Up on your SAMIEEE Skills?

Do you need an updated lesson on how to use the new SAMIEEE/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)

| SAMIEEE DATA / PRE DEFINED QUERIES |
|---|
| SAMIEEE 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" |
| SAMIEEE Access (IEEE Account log in required) |

During October 2012, we ran a live SAMIEEE/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.

For more information about pre-defined queries or SAMIEEE access, contact Cathy Downer, 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.

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.



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.

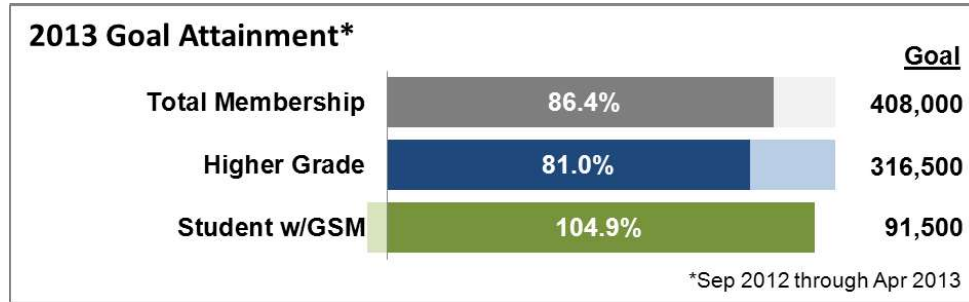


2013 Membership Year Goals & Progress



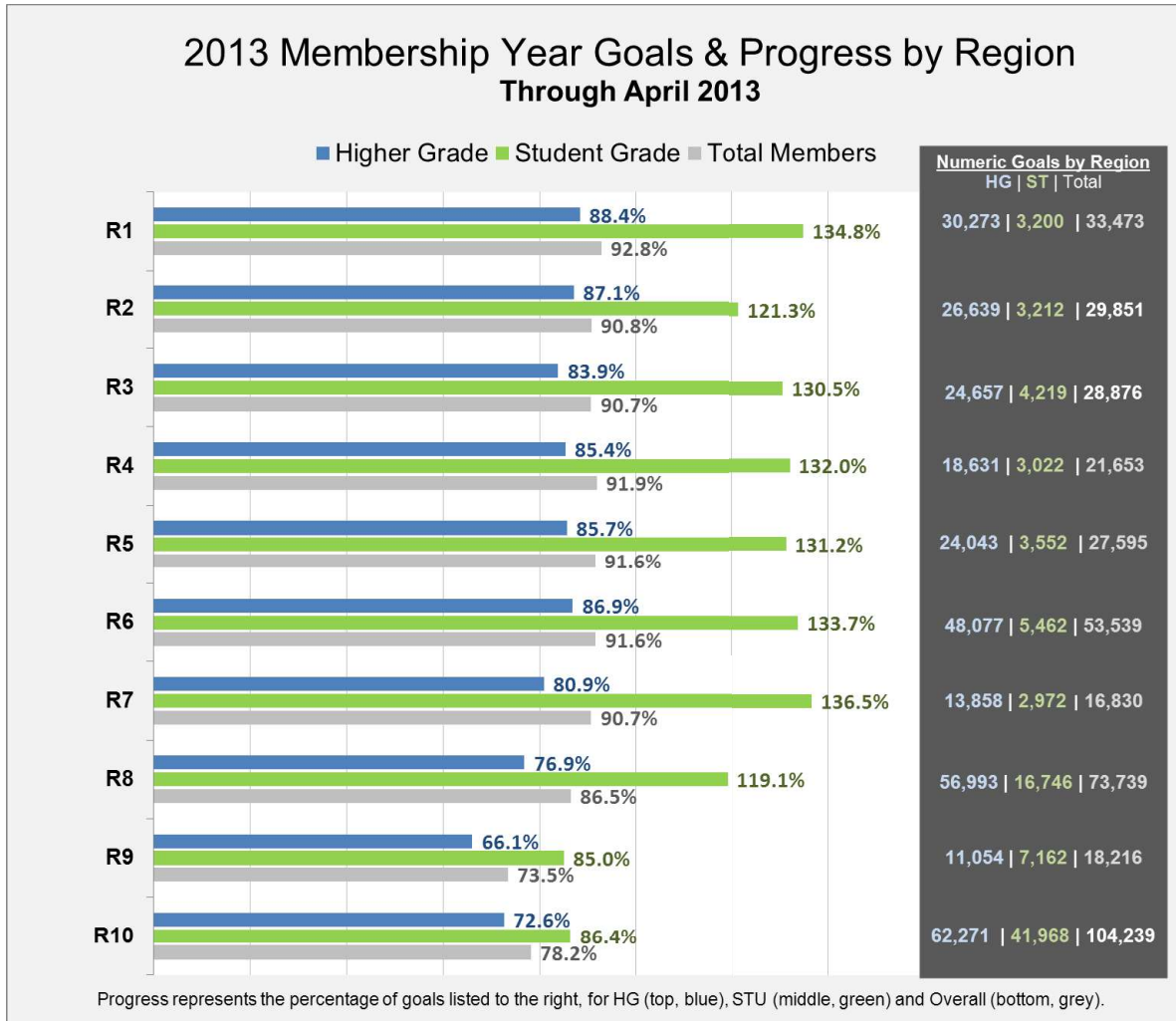
Ed Perkins
e.perkins@
ieee.org

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 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.

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.

| 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. (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](#) – 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.

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



Membership by Region

Apr '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

| 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 | 26,728 | 27,256 | -1.9% | 528 | 1,944 | 18.1% | 2,060 | 2,066 | -0.3% | 31,084 | 31,266 | -0.6% |
| 2 | 23,158 | 23,958 | -3.3% | 800 | 1,955 | 7.5% | 1,820 | 2,057 | -11.5% | 27,079 | 27,970 | -3.2% |
| 3 | 20,726 | 21,249 | -2.5% | 523 | 2,524 | 6.7% | 2,889 | 3,048 | -5.2% | 26,309 | 26,821 | -1.9% |
| 4 | 15,842 | 16,181 | -2.1% | 339 | 1,888 | 12.6% | 1,948 | 2,013 | -3.2% | 19,915 | 20,082 | -0.8% |
| 5 | 20,601 | 21,083 | -2.3% | 482 | 1,908 | 9.4% | 2,627 | 2,609 | 0.7% | 25,315 | 25,600 | -1.1% |
| 6 | 42,094 | 42,903 | -1.9% | 809 | 3,086 | 14.4% | 3,919 | 3,633 | 7.9% | 49,543 | 49,622 | -0.2% |
| R 1-6 | 149,149 | 152,630 | -2.3% | 3,481 | 14,833 | 11.5% | 15,263 | 15,426 | -1.1% | 179,245 | 181,361 | -1.2% |
| 7 | 11,201 | 11,167 | 0.3% | 34 | 2,110 | 13.2% | 1,707 | 1,522 | 12.2% | 15,297 | 14,799 | 3.4% |
| 8 | 43,874 | 43,639 | 0.5% | 235 | 11,224 | 7.4% | 7,932 | 8,358 | -5.1% | 63,857 | 63,221 | 1.0% |
| 9 | 7,410 | 7,179 | 3.2% | 231 | 1,440 | 11.3% | 4,596 | 4,480 | 2.6% | 13,609 | 13,099 | 3.9% |
| 10 | 45,444 | 44,228 | 2.7% | 1,216 | 10,780 | 17.7% | 23,749 | 22,904 | 3.7% | 81,877 | 77,912 | 5.1% |
| R 7-10 | 107,929 | 106,213 | 1.6% | 1,716 | 25,554 | 12.4% | 37,984 | 37,264 | 1.9% | 174,640 | 169,031 | 3.3% |
| TOTAL | 257,078 | 258,843 | -0.7% | (1,765) | 38,859 | 12.1% | 53,247 | 52,690 | 1.1% | 353,885 | 350,392 | 1.0% |

Geographic IEEE Membership Summary - April 2013

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



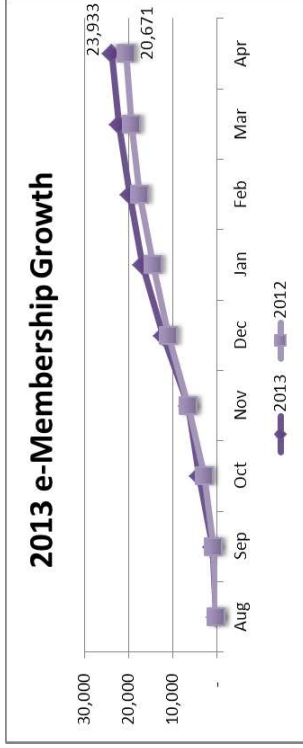
Year-over-Year Sweep Scoreboard – 2013 Membership Year

| | 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 | ★ | ★ | ★ | ★ | ★ | | | ★ | | | | |

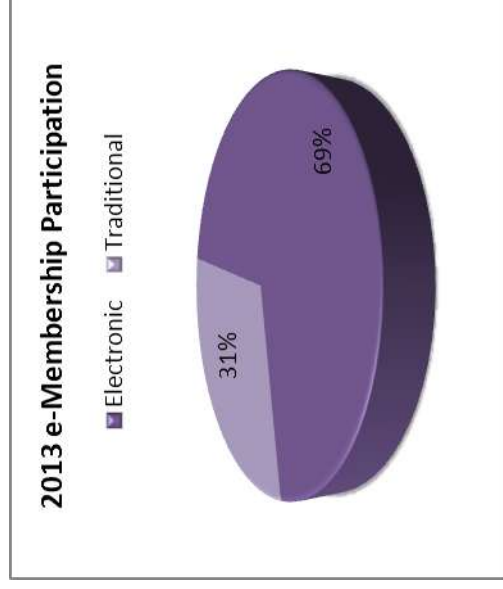
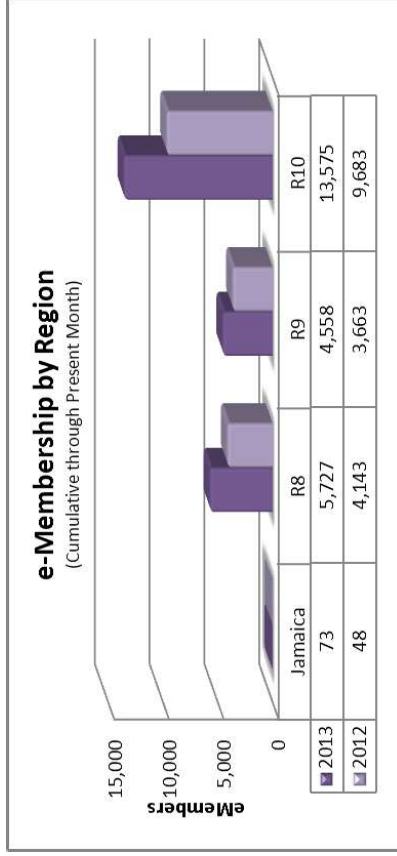


e-Membership / Developing Nations

www.ieee.org/emember



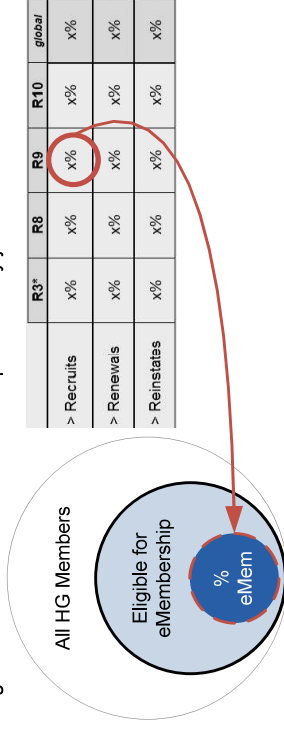
E-Membership has grown 15.8% over the same time last year. Of the 23,933 e-Members, 76% are renewing, 18% are new members, and 7% are reinstated (former) members. Region 9 has the largest percentage of renewing e-Members (82% of all e-Members in Region 9), while Region 10 has the largest percentage of newly recruited e-Members (21% of all e-Members in Region 10).



| 2013 MD Drivers - e-Membership | | see explanation key | | | |
|---|---------|---------------------|-----|-----|-------|
| By category, the % of eligible members who have selected e-Membership | | | | | |
| Cumulative Through Present Month | Jamaica | R8 | R9 | R10 | Total |
| > Recruits (new members) | 82% | 67% | 64% | 75% | 72% |
| > Renewals (existing members) | 56% | 60% | 69% | 71% | 68% |
| > Reinstates (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 | # | % | |
| IEEE Societies | | | | | | | | | | | | | | | | | | | | | |
| DIVISION I | | | | | | | | | | | | | | | | | | | | | |
| 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% | |
| Div I Subtotal | 26,156 | 26,232 | -76 | -0.3% | 845 | 815 | 30 | 3.7% | 164 | 173 | -9 | -5.2% | 27,165 | 27,220 | -55 | -0.2% | 27,001 | 27,047 | -46 | -0.2% | |
| DIVISION II | | | | | | | | | | | | | | | | | | | | | |
| 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 Cntl | 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% | |
| Div II Subtotal | 25,393 | 25,055 | 338 | 1.3% | 858 | 664 | 194 | 29.2% | 159 | 182 | -23 | -12.6% | 26,410 | 25,901 | 509 | 2.0% | 26,251 | 25,719 | 532 | 2.1% | |
| DIVISION III | | | | | | | | | | | | | | | | | | | | | |
| Communications | 35,990 | 31,608 | 4,382 | 13.9% | 4,389 | 2,911 | 1,478 | 50.8% | 683 | 704 | -21 | -3.0% | 41,062 | 35,223 | 5,839 | 16.6% | 40,379 | 34,519 | 5,860 | 17.0% | |



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 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 | # | % | |
| DIVISION IV | | | | | | | | | | | | | | | | | | | | | |
| 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% | |
| Div IV Subtotal | 30,957 | 30,815 | 142 | 0.5% | 929 | 903 | 26 | 2.9% | 258 | 287 | -29 | -10.1% | 32,144 | 32,005 | 139 | 0.4% | 31,886 | 31,718 | 168 | 0.5% | |
| DIVISION V/III | | | | | | | | | | | | | | | | | | | | | |
| Computer | 43,078 | 43,891 | -813 | -1.9% | 3,539 | 3,457 | 82 | 2.4% | 10,032 | 11,796 | -1,764 | -15.0% | 56,649 | 59,144 | -2,495 | -4.2% | 46,617 | 47,348 | -731 | -1.5% | |
| DIVISION VI | | | | | | | | | | | | | | | | | | | | | |
| 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% | |
| Div VI Subtotal | 12,468 | 12,221 | 247 | 2.0% | 360 | 388 | -28 | -7.2% | 164 | 165 | -1 | -0.6% | 12,992 | 12,774 | 218 | 1.7% | 12,828 | 12,609 | 219 | 1.7% | |



Society & Special Interest Memberships (cont'd)

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

| 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 | 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% |
| DIVISION VII | | | | | | | | | | | | | | | | | | | | |
| Power & Energy | | | | | | | | | | | | | | | | | | | | |
| DIVISION IX | | | | | | | | | | | | | | | | | | | | |
| 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% |
| Div IX Subtotal | 30,626 | 29,735 | 891 | 3.0% | 914 | 971 | -57 | -5.9% | 499 | 433 | 66 | 15.2% | 32,039 | 31,139 | 900 | 2.9% | 31,540 | 30,706 | 834 | 2.7% |
| DIVISION X | | | | | | | | | | | | | | | | | | | | |
| 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% |
| Div X Subtotal | 38,474 | 37,031 | 1,443 | 3.9% | 2,766 | 2,671 | 95 | 3.6% | 487 | 575 | -88 | -15.3% | 41,727 | 40,277 | 1,450 | 3.6% | 41,240 | 39,702 | 1,538 | 3.9% |
| TOTAL | 268,369 | 260,429 | 7,940 | 3.0% | 16,749 | 14,113 | 2,636 | 18.7% | 12,679 | 14,542 | -1,863 | -12.8% | 297,797 | 289,084 | 8,713 | 3.0% | 285,118 | 274,542 | 10,576 | 3.9% |



Women in Engineering (WIE)

| Women in Engineering | | | | | Apr '13 | | | | |
|----------------------|----------------|----------------|----------------|-------------|-----------------------------|---------------|---------------|------------|-------------|
| | | | Year-over-Year | | | | | | |
| Grade | This Month '13 | This Month '12 | # | % | Region | Month '13 | Month '12 | # | % |
| Fellow | 54 | 52 | 2 | 3.8% | U.S. | 2632 | 2672 | (40) | -1.5% |
| Senior Member | 437 | 409 | 28 | 6.8% | Canada | 270 | 290 | (20) | -6.9% |
| Member | 2052 | 1989 | 63 | 3.2% | Europe, Middle East, Africa | 1826 | 2115 | (289) | -13.7% |
| Associate Member | 41 | 84 | (43) | -51.2% | Latin America | 1301 | 1853 | (552) | -29.8% |
| Graduate Student | 1985 | 2202 | (217) | -9.9% | Asia & Pacific | 5313 | 3991 | 1,322 | 33.1% |
| Student | 6773 | 6185 | 588 | 9.5% | Total | 11,342 | 10,921 | 421 | 3.9% |
| Total | 11,342 | 10,921 | 421 | 3.9% | | | | | |
| | | | | | Gender | Month '13 | Month '12 | # | % |
| | | | | | Female | 4343 | 6396 | (2,053) | -32.1% |
| | | | | | Male | 1661 | 3285 | (1,624) | -49.4% |
| | | | | | Not Provided* | 5338 | 1240 | 4,098 | 330.5% |
| | | | | | Total | 11,342 | 10,921 | 421 | 3.9% |

* This question is no longer required on the membership application, so YoY increases are very high.

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 | | | | Apr '13 | |
|-----------------------|----------------|----------------|------------------|--------------|--|
| Grade | This Month '13 | This Month '12 | Year-over-Year # | % | |
| Student | 58 | 58 | - | 0.0% | |
| Higher-Grade | 6,076 | 6,158 | (82) | -1.3% | |
| Affiliate | 82 | 107 | (25) | -23.4% | |
| Total | 6,216 | 6,323 | (107) | -1.7% | |