



Membership Development Report – December 2011

Central United States (Region 4)



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



The membership in R4 is decreasing and we need to put our hand together to change the course. At this time, the grace period for members who have not renewed their membership for 2012 is started. All MD officers for all Sections in R4 should contact these members within the next 45 days. These members would be terminated from the membership database if they do not renew their membership by the end of February 2012. We need to retain them with your help and assistance. Please send them a letter and encourage them to renew their membership before it is terminated. I have sent out to the Section Chairs and MD officers a presentation form IEEE MGAB MRRC Chair Aleksandar Szabo on "Use of SAMIEEE for renewal membership". I encourage the Section MD Chairs to download the membership data from SAMEEE for their unit and then to contact the Non-Renewed-Members before the end of February 2012.

Mohamad Berri, Membership Development Chair, Region 4

Regional Snapshot	Total this Month	'11 vs. '10	% Change	Aug 2012 400,000 Member Goal – R4		2012 New Members (DEC)
Total Membership	23,221	▼ (309)	-1.3%	59.2%	Total	1079
• Higher-Grade	18,817	▼ (351)	-1.8%	60.1%	Higher-Grade	244
• Students	4404	▲ 42	0.9%	55.2%	Student	835
IEEE Worldwide – Total	415,989	▲ 8,448	2.1%	400,000		26,574

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	58.9%	43.8%	25.6%	55.0%
Region – 1 st -Year Members	21.7%	31.6%	20.8%	23.3%
IEEE – Total Members	54.2%	41.5%	14.2%	10.7%
IEEE – 1 st Year Members	21.5%	27.3%	10.7%	17.5%

First-Year Member Engagement	2012 Membership Cycle	2011 Membership Cycle
Recruitment	Recruit new members.	Members are joining for the 2012 membership year.
MGA Operations	New members' orientation session and FAQ page: http://www.ieee.org/membership_services/membership/welcome.html	<i>Weekly</i> – New members receive welcome kit mailing <i>Monthly</i> - New members of prior month are invited to a new member orientation webcast
Section / Chapter Operations	Look for new Section Chairs to fill vacant positions. Can ex officers be mentors?	New members received welcome communications from Section / Chapter ? New member recognized in Section / Chapter newsletter ? New members invited to Section / Chapter welcome event ?
SAMIEEE Queries	Reach out to students graduating – invite to section activities.	(MD) All Members Joining Since Membership Year



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	(MD) First Year Members Not Renewed (MD) First Year Active Members
Volunteer Resources	Do your Section MD Chairs and volunteers know all of the resources that are linked off the MD Portal at www.ieee.org/md ?

Best Section Total Retention	68.1% - Missouri Slope Section	60.8% - Southern Minnesota Section
	61.7% - Madison Section	58.7% - Milwaukee Section
	61.6% - Iowa-Illinois Section	58.5% - Northeastern Wisconsin Section

Top Section Recruitment Year over Year	Numeric Growth	Percentage Growth
	12 – West Michigan Section	400.00% – Missouri Slope Section
9 – Central Illinois Section	80.00% - Iowa-Illinois Section	
8 – Iowa-Illinois Section	37.50% - Northwestern Wisconsin Section	

Upcoming MD Opportunities	By using SAMIEEE, MD Officers can get the data about the members in their organizational units at any time	www.ieee.org/samieee
	Use SAMIEEE to get the list of Arrears in your Organizational Unit Members deactivated at the end of February 2012 who didn't renew for 2012	www.ieee.org/samieee

MD Resource Links	IEEE Region 4	
	Benefits of Membership	www.ieee.org/benefits
	First Year Member Experience	www.ieee.org/start
	Membership Supply Online Form	www.ieee.org/md
	MD Online Community	www.ieee.org/md
	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 2011, 2010 and 2009	www.ieee.org/md



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IEEE-USA Recruitment Incentive Pilot – December 2011



In an effort to drive U.S. membership growth in Regions 1-6, IEEE-USA offered a financial incentive that rewards year-over-year improvements in recruitment of higher-grade (HG), dues-paying members in IEEE’s 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 HG recruitment year-over-year.

IEEE-USA’s recruitment incentive is financed through the assessment it receives from U.S. members. Incentive funds will be transferred in a lump sum amount in the autumn succeeding the membership year concluding in August 2011. The IEEE-USA MD incentive pilot will continue for the 2012 membership year. We look forward to more sections achieving this distinguished accomplishment next year.

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R4	Arrowhead Section		
R4	Calumet Section		
R4	Cedar Rapids Section		
R4	Central Illinois Section		
R4	Central Indiana Section		
R4	Central Iowa Section		
R4	Chicago Section		
R4	Fort Wayne Section		
R4	Iowa-Illinois Section	4	\$ 40.0
R4	Madison Section		
R4	Milwaukee Section		
R4	Missouri Slope Section		
R4	Nebraska Section		
R4	Northeast Michigan Section		
R4	Northeastern Wisconsin Section		
R4	Red River Valley Section		
R4	Rock River Valley Section	1	\$ 10.0
R4	Siouxland Section		
R4	Southeastern Michigan Section		
R4	Southern Minnesota Section		
R4	Toledo Section		
R4	Twin Cities Section		
R4	West Michigan Section		
R4 Qualifying Gains & Payout		5	\$ 50.0



IEEE GOLD Membership Data

We are providing global GOLD member data in your Region MD Report. GOLD members can be an Associate, Member or Senior Member grade. Since GOLD is not a designated IEEE Member Grade, their statistical data would be included in each member grade statistic.

Geographic IEEE Gold Membership - December 2011												
	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
REGION	2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%
1	3,352	3,743	(391)	-10.4%	577	626	(49)	-7.8%	3,929	4,369	(440)	-10.1%
2	3,313	3,736	(423)	-11.3%	552	600	(48)	-8.0%	3,865	4,336	(471)	-10.9%
3	3,344	3,864	(520)	-13.5%	664	701	(37)	-5.3%	4,008	4,565	(557)	-12.2%
4	2,751	3,158	(407)	-12.9%	538	551	(13)	-2.4%	3,289	3,709	(420)	-11.3%
5	3,438	3,817	(379)	-9.9%	525	561	(36)	-6.4%	3,963	4,378	(415)	-9.5%
6	6,277	6,711	(434)	-6.5%	1,001	1,054	(53)	-5.0%	7,278	7,765	(487)	-6.3%
R 1-6	22,475	25,029	(2,554)	-10.2%	3,857	4,093	(236)	-5.8%	26,332	29,122	(2,790)	-9.6%
7	2,831	3,186	(355)	-11.1%	660	709	(49)	-6.9%	3,491	3,895	(404)	-10.4%
8	12,432	11,575	857	7.4%	2,307	2,343	(36)	-1.5%	14,739	13,918	821	5.9%
9	2,424	2,240	184	8.2%	302	366	(64)	-17.5%	2,726	2,606	120	4.6%
10	10,841	10,381	460	4.4%	1,148	1,260	(112)	-8.9%	11,989	11,641	348	3.0%
R 7-10	28,528	27,382	1,146	4.2%	4,417	4,678	(261)	-5.6%	32,945	32,060	885	2.8%
TOTAL	51,003	52,413	(1,410)	-2.7%	8,274	8,771	(497)	-5.7%	59,277	61,184	-1,905	-3.1%

IEEE's Member database flags members for GOLD affiliation based on the date of the member's first graduation. Members are identified as "Yes GOLD" if their graduation date is less than 10 years past. At present, graduation dates are an optional field for member applications so new members joining IEEE are categorized as GOLD IF the graduation date is provided. Graduating Student Members are captured as they are elevated from Student Member to higher grade member following their graduation date.

The GOLD member data above only captures those IEEE members that are "Yes GOLD" flagged. Efforts are underway to investigate methods for reflecting true numbers of IEEE members who have graduated in the last decade.

In SAMIEEE, there are several pre-defined queries for GOLD: In the Geographic Folder, (GEO) Active IEEE members –Current GOLD (Graduates of the Last Decade) and (GEO) Active Student & Graduate Student Members with Graduation Date in 2010. In the SAMIEEE MD folder, (MD) Active Student Members with Graduation Date will also pull data.



Year-over-Year – Renewal: 2012 Membership Year – December 2011

REGION 4	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Missouri Slope Section	93	64	68.8%	1	0	0.0%	94	64	68.1%
Madison Section	569	372	65.4%	128	58	45.3%	697	430	61.7%
Iowa-Illinois Section	209	141	67.5%	33	8	24.2%	242	149	61.6%
Southern Minnesota Section	341	215	63.0%	42	18	42.9%	383	233	60.8%
Milwaukee Section	1282	802	62.6%	188	61	32.4%	1,470	863	58.7%
Northeastern Wisconsin Section	474	296	62.4%	76	26	34.2%	550	322	58.5%
Fort Wayne Section	259	155	59.8%	33	15	45.5%	292	170	58.2%
Cedar Rapids Section	399	242	60.7%	43	15	34.9%	442	257	58.1%
Nebraska Section	607	396	65.2%	164	52	31.7%	771	448	58.1%
Twin Cities Section	2725	1637	60.1%	351	132	37.6%	3,076	1,769	57.5%
Siouxland Section	173	115	66.5%	62	19	30.6%	235	134	57.0%
Chicago Section	4330	2561	59.1%	442	148	33.5%	4,772	2,709	56.8%
West Michigan Section	643	385	59.9%	97	32	33.0%	740	417	56.4%
Toledo Section	248	149	60.1%	50	16	32.0%	298	165	55.4%
Red River Valley Section	245	142	58.0%	44	18	40.9%	289	160	55.4%
Arrowhead Section	151	89	58.9%	29	8	27.6%	180	97	53.9%
Central Indiana Section	1371	788	57.5%	369	126	34.1%	1,740	914	52.5%
Rock River Valley Section	220	120	54.5%	29	9	31.0%	249	129	51.8%
Southeastern Michigan Section	2584	1393	53.9%	625	218	34.9%	3,209	1,611	50.2%
Central Iowa Section	307	165	53.7%	121	43	35.5%	428	208	48.6%
Calumet Section	480	262	54.6%	125	28	22.4%	605	290	47.9%
Central Illinois Section	676	357	52.8%	324	120	37.0%	1,000	477	47.7%
Northeast Michigan Section	215	101	47.0%	49	8	16.3%	264	109	41.3%



Year-over-Year – Recruitment: 2012 Membership Year

Section	December 2011	December 2010	# Change	% Change
West Michigan Section	51	39	12	30.77%
Central Illinois Section	98	89	9	10.11%
Iowa-Illinois Section	18	10	8	80.00%
Northeastern Wisconsin Section	22	16	6	37.50%
Missouri Slope Section	5	1	4	400.00%
Southern Minnesota Section	13	11	2	18.18%
Fort Wayne Section	11	10	1	10.00%
Red River Valley Section	19	18	1	5.56%
Cedar Rapids Section	14	14	0	0.00%
Toledo Section	10	10	0	0.00%
Siouxland Section	15	17	-2	-11.76%
Twin Cities Section	130	134	-4	-2.99%
Madison Section	26	30	-4	-13.33%
Central Iowa Section	24	28	-4	-14.29%
Rock River Valley Section	8	12	-4	-33.33%
Arrowhead Section	11	17	-6	-35.29%
Chicago Section	174	181	-7	-3.87%
Calumet Section	31	42	-11	-26.19%
Nebraska Section	42	57	-15	-26.32%
Southeastern Michigan Section	151	168	-17	-10.12%
Northeast Michigan Section	23	41	-18	-43.90%
Milwaukee Section	85	110	-25	-22.73%
Central Indiana Section	98	125	-27	-21.60%