



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

IEEE Region 4 is implementing a Membership Rejuvenation Program in 2011 consisting of the following components:

1. Workshops for the Practicing Engineers led by Hamid Vakilzadian

Technical Societies such as Power, Computer, and Communication have excellent, high quality Technical programs for their academia members. However, these programs and/or their technical content are not at the level to be of use for practicing engineers. Therefore, the members of these societies feel that they are left out and may not be interested that much in renewing their membership. It is recommended that new programs and/or approaches be developed and offered for this group of members that make up a good percentage of the membership of technical chapters. In order to meet the needs of practicing engineers, it is proposed that Region 4 organize three workshops in three medium to large sections on topics recommended by the membership and/or in consultation with industry in those sections. Each workshop is funded a total of \$3000. (\$1,500 from Region 4 and \$1,500 from MGA).

2. Student Transition & Elevation Partnership (STEP) Program led by Arun Kumar

Implement the STEP program in 14 sections. The STEP Program was developed to provide a standardized yet localized program for facilitating the transition from student member to young professional, by introducing the opportunities and benefits of IEEE membership during the onset of a career. STEP programs are very flexible and can be held in a variety of formats that fit best the section, ranging from a formal workshop to informal social gathering. The key to let GOLD members engage with the graduating students to inform and hopefully convince the student member to continue their IEEE membership and ties after graduation. Each event is funded a total of \$500 (\$250 from Region 4 and \$250 from MGA).

3. Mentoring for College Students led by Steven James

Developing long lasting mentoring relationships with recent graduates in GOLD and current undergraduate students in engineering is one of the key goals of this program. There would be an initial Event to describe the program, explain the mentoring process and allow students and their potential mentors to have their initial contact. GOLD members would speak on various topics including their experiences in college and advice they could give in success in college. They would then paired to their mentors, one-to-one depending on the mentor mentee ratio, and would keep in touch with them throughout their undergraduate studies. Each event is funded a total of \$200 (\$100 from Region 4 and \$100 from MGA).



I encourage Region 4 all Region 4 leaders including Section Chairs, Membership Section Chairs, GOLD Coordinators, Section GOLD AG Chairs, and Section Student Branch Leaders to get involve and participate in these initiative. All what it takes is writing a proposal for your event and forward it to the program leader (as noted above) for approval . Then your proposal will be evaluated and approved by the Membership Rejuvenation Committee Leaders. I hope we hear from you very soon...

–Mohamad Berri, Membership Development Chair, Region 4

Regional Snapshot	Total this Month	'11 vs. '10	% Change	2011 1 st Year HG Retention Goal	2011 1 st Year HG R4 Retention Achieved	2011 New Members (JUNE)
Total Membership	21,616	(225)	- 1.0%			2997
• Higher-Grade	17,984	(343)	- 1.9%	700	88.1%	792
• Students	3632	118	3.3%	-	-	2205
IEEE Worldwide – Total	371,749	5,126	1.4%	13,350	11,489	78,300



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2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	84.1%	76.1%	50.3%	80.9%
Region – 1 st -Year Members	37.0%	60.9%	43.3%	44.0%
IEEE – Total Members	81.6%	67.9%	31.9%	73.9%
IEEE – 1 st Year Members	36.7%	48.5%	25.4%	33.8%

First-Year Member Engagement	2011 Membership Cycle	2011 Membership Cycle
Recruitment	New members joining can take the Half-Year Dues now through 15 August. Recruit new members.	Members are joining now are members for the 2011 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	<i>New Member Alert message is going out to MD Chairs & Section Chairs on record.</i>	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	Identify members now in arrears via pre-defined queries. Reach out to students graduating – invite to section activities.	(MD) All Members Joining Since Membership Year (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 ?	



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Best Section Total Retention	86.7% - Missouri Slope Section	84.0% - Arrowhead Section
	84.6% - Rock River Valley Section	83.8% - Chicago Section
	84.4% - Northeastern Wisconsin Section	82.8% - Fort Wayne Section

Top Section Recruitment Year over Year	Numeric Growth	Percentage Growth
	77 – Chicago Section	94.74% – Northeast Michigan Section
	52 – Southeastern Michigan Section	77.78% - Rock River Valley Section
	36 – Northeast Michigan Section	18.03% - Chicago Section

MD Resource Links	IEEE Region 4	
	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 – June 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.

Kudos to the Region 4 Sections who, as of June, are tracking to qualify for the IEEE-USA incentive (see table below).

Region	Section Name	Qualifying Recruitment Gains	Qualified Incentive Payout
R4	Arrowhead Section	1	\$ 10
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		
R4	Madison Section		
R4	Milwaukee Section	2	\$ 20
R4	Missouri Slope Section		
R4	Nebraska Section		
R4	Northeast Michigan Section	8	\$ 80
R4	Northeastern Wisconsin Section		
R4	Red River Valley Section		
R4	Rock River Valley Section	1	\$ 10
R4	Siouxland Section		
R4	Southeastern Michigan Section	13	\$ 130
R4	Southern Minnesota Section		
R4	Toledo Section		
R4	Twin Cities Section		
R4	West Michigan Section		
R4 Qualifying Gains & Payout		25	\$ 250



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.

GOLD Data will be provided in the next report.

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: 2011 Membership Year – June 2011

REGION 4	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Missouri Slope Section	98	87	88.8%	7	4	57.1%	105	91	86.7%
Rock River Valley Section	220	185	84.1%	21	19	90.5%	241	204	84.6%
Northeastern Wisconsin Section	480	422	87.9%	77	48	62.3%	557	470	84.4%
Arrowhead Section	149	130	87.2%	20	12	60.0%	169	142	84.0%
Chicago Section	4389	3761	85.7%	416	264	63.5%	4,805	4,025	83.8%
Fort Wayne Section	268	228	85.1%	29	18	62.1%	297	246	82.8%
Southern Minnesota Section	359	306	85.2%	48	31	64.6%	407	337	82.8%
Madison Section	582	498	85.6%	126	88	69.8%	708	586	82.8%
Milwaukee Section	1268	1075	84.8%	172	109	63.4%	1,440	1,184	82.2%
Twin Cities Section	2789	2352	84.3%	352	228	64.8%	3,141	2,580	82.1%
Cedar Rapids Section	404	341	84.4%	58	38	65.5%	462	379	82.0%
Iowa-Illinois Section	215	184	85.6%	27	13	48.1%	242	197	81.4%
Nebraska Section	591	508	86.0%	181	113	62.4%	772	621	80.4%
West Michigan Section	633	522	82.5%	111	74	66.7%	744	596	80.1%
Southeastern Michigan Section	2511	2070	82.4%	576	385	66.8%	3,087	2,455	79.5%
Siouxland Section	180	147	81.7%	64	44	68.8%	244	191	78.3%
Central Indiana Section	1377	1148	83.4%	396	238	60.1%	1,773	1,386	78.2%
Central Iowa Section	303	253	83.5%	128	83	64.8%	431	336	78.0%
Calumet Section	482	392	81.3%	124	72	58.1%	606	464	76.6%
Red River Valley Section	238	194	81.5%	60	30	50.0%	298	224	75.2%
Toledo Section	260	214	82.3%	72	35	48.6%	332	249	75.0%
Central Illinois Section	707	558	78.9%	314	207	65.9%	1,021	765	74.9%
Northeast Michigan Section	189	146	77.2%	42	18	42.9%	231	164	71.0%



Year-over-Year – Recruitment: 2011 Membership Year

Section	June 2011	June 2010	# Change	% Change
Chicago Section	504	427	77	18.03%
Southeastern Michigan Section	495	443	52	11.74%
Northeast Michigan Section	74	38	36	94.74%
Central Illinois Section	225	203	22	10.84%
Milwaukee Section	205	188	17	9.04%
Rock River Valley Section	32	18	14	77.78%
Central Indiana Section	317	309	8	2.59%
West Michigan Section	97	91	6	6.59%
Arrowhead Section	30	28	2	7.14%
Central Iowa Section	81	79	2	2.53%
Fort Wayne Section	24	27	-3	-11.11%
Madison Section	88	93	-5	-5.38%
Missouri Slope Section	3	8	-5	-62.50%
Iowa-Illinois Section	26	34	-8	-23.53%
Calumet Section	118	130	-12	-9.23%
Nebraska Section	106	119	-13	-10.92%
Siouxland Section	37	52	-15	-28.85%
Red River Valley Section	38	54	-16	-29.63%
Northeastern Wisconsin Section	58	80	-22	-27.50%
Southern Minnesota Section	31	54	-23	-42.59%
Cedar Rapids Section	32	57	-25	-43.86%
Twin Cities Section	342	368	-26	-7.07%
Toledo Section	34	62	-28	-45.16%