



## Membership Development Report – December 2010

### Central United States (Region 4)



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



### Goals and Objectives

1. Develop Membership Development Plan for the Region.
2. Membership Kit: [http://www.ieee.org/web/volunteers/membership\\_dev/index.html](http://www.ieee.org/web/volunteers/membership_dev/index.html)
3. Promote the use of SAMIEEE
4. Access to the MD Virtual Community and web, <https://www.ieee.comunities.org/ieee.md.net>.
5. Promote Membership Development in R4. Discuss member benefits and the value of Networking.
6. Visit Student Branches and discuss career benefits of IEEE membership & life after graduation.
7. Work with local Societies to support a membership desk at their conferences.
8. Make use of the IEEE-USA Membership Incentive and IEEE membership incentives.
9. Deliver MD Training at every Region Conference and meeting.
10. Promote Senior Member upgrades.

– **Tarek Lahdhiri**, Membership Development Chair, Region 4

Regional Snapshot	Total this Month	'10 vs. '09	% Change	2011 1 <sup>st</sup> Year HG Retention Goal	2011 1 <sup>st</sup> Year HG R4 Retention Achieved	2011 New Members (DEC)
<b>Total Membership</b>	<b>23,530</b>	▼ <b>(225)</b>	<b>- 0.9%</b>			<b>1356</b>
• Higher-Grade	19,168	▼ <b>(103)</b>	<b>- 0.5%</b>	700	47.9%	<b>252</b>
• Students	4,362	▼ <b>(122)</b>	<b>- 2.7%</b>	-	-	<b>1104</b>
IEEE Worldwide – Total	497,541	▲ 10,540	2.7%	13,350	6,755	25,761

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	61.1%	48.7%	29.0%	57.8%
Region – 1 <sup>st</sup> -Year Members	22.0%	35.1%	24.9%	25.5%
IEEE – Total Members	56.5%	42.2%	15.0%	50.1%
IEEE – 1 <sup>st</sup> Year Members	21.2%	27.8%	11.0%	17.8%

First-Year Member Engagement	2011 Membership Cycle	2010 Membership Cycle
Recruitment	Renewal invoices for 2011 membership year are being sent out.	Members are joining now are members for the 2011 membership year
MGA Operations	New members' orientation session and FAQ page: <a href="http://www.ieee.org/membership_services/membership/welcome.html">http://www.ieee.org/membership_services/membership/welcome.html</a>	<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 on record.</i> Coordinate with your Section Chairs to fill vacant MD Chair positions.	New members received welcome communications from Section/Chapter ? New member recognized in Section / Chapter newsletter ? New members invited to Section / Chapter welcome event ?
	Identify members who have not yet renewed via SAMIEEE.	

SAMIEEE Queries	The service deactivation is run 25 February 2011.	(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 <a href="http://www.ieee.org/md">www.ieee.org/md</a> ?	



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<b>Best Section Total Retention</b>	76.2% - Missouri Slope Section	95.24% - Northeast Michigan Section
	65.7% - Iowa-Illinois Section	54.55% - Arrowhead Section
	63.1% - Southern Minnesota Section	50.0% - Rock River Valley Section

<b>Top Section Recruitment Year over Year (Oct-Oct)</b>	<b>Numeric Growth</b>	<b>Percentage Growth</b>
	23 – Milwaukee Section	95.24% – Northeast Michigan Section
	20 – Northeast Michigan Section	45.45% - Arrowhead Section
	6 – Arrowhead Section	25.00% - Rock River Valley Section

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

<b>MD Resource Links</b>	IEEE Region 4	
	<b>Membership Supply</b> Online Form	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	MD Online Community	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Membership Statistics	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	MD Manual, Membership Presentations	<a href="http://www.ieee.org/md">www.ieee.org/md</a>
	Member-get-a-Member	<a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a>
	MD Webcast Archive Guide for 2010 and 2009	<a href="http://www.ieee.org/md">www.ieee.org/md</a>



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**IEEE-USA Recruitment Incentive Pilot – December 2010**

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 December, 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	\$ 5.0
R4	Calumet Section		
R4	Cedar Rapids Section		
R4	Central Illinois Section		
R4	Central Indiana Section	9	\$ 45.0
R4	Central Iowa Section		
R4	Chicago Section		
R4	Fort Wayne Section		
R4	Iowa-Illinois Section		
R4	Madison Section	4	\$ 20.0
R4	Milwaukee Section	13	\$ 65.0
R4	Missouri Slope Section		
R4	Nebraska Section	4	\$ 20.0
R4	Northeast Michigan Section	2	\$ 10.0
R4	Northeastern Wisconsin Section		
R4	Red River Valley Section	3	\$ 15.0
R4	Rock River Valley Section		
R4	Siouxland Section		
R4	Southeastern Michigan Section		
R4	Southern Minnesota Section		
R4	Toledo Section		
R4	Twin Cities Section		
R4	West Michigan Section		
<b>R4 Qualifying Gains &amp;</b>		<b>36</b>	<b>\$ 180.0</b>

**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.

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 – December 2010**

REGION 4	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Missouri Slope Section	98	78	79.6%	7	2	28.6%	105	80	76.2%
Iowa-Illinois Section	216	152	70.4%	26	7	26.9%	242	159	65.7%
Southern Minnesota Section	360	237	65.8%	47	20	42.6%	407	257	63.1%
Nebraska Section	596	411	69.0%	176	67	38.1%	772	478	61.9%
Milwaukee Section	1282	822	64.1%	158	63	39.9%	1,440	885	61.5%
Fort Wayne Section	269	171	63.6%	28	11	39.3%	297	182	61.3%
Northeastern Wisconsin Section	481	309	64.2%	76	31	40.8%	557	340	61.0%
Rock River Valley Section	224	139	62.1%	17	8	47.1%	241	147	61.0%
Madison Section	586	370	63.1%	122	60	49.2%	708	430	60.7%
Siouxland Section	181	118	65.2%	63	28	44.4%	244	146	59.8%
West Michigan Section	637	397	62.3%	107	48	44.9%	744	445	59.8%
Chicago Section	4411	2715	61.6%	394	146	37.1%	4,805	2,861	59.5%
Arrowhead Section	150	92	61.3%	19	8	42.1%	169	100	59.2%
Cedar Rapids Section	405	246	60.7%	57	27	47.4%	462	273	59.1%
Twin Cities Section	2799	1698	60.7%	342	132	38.6%	3,141	1,830	58.3%
Red River Valley Section	243	153	63.0%	55	11	20.0%	298	164	55.0%
Central Iowa Section	311	189	60.8%	120	47	39.2%	431	236	54.8%
Southeastern Michigan Section	2549	1467	57.6%	538	216	40.1%	3,087	1,683	54.5%
Central Indiana Section	1397	816	58.4%	376	138	36.7%	1,773	954	53.8%
Central Illinois Section	719	418	58.1%	302	127	42.1%	1,021	545	53.4%
Calumet Section	486	282	58.0%	120	40	33.3%	606	322	53.1%
Toledo Section	264	155	58.7%	68	14	20.6%	332	169	50.9%
Northeast Michigan Section	192	94	49.0%	39	8	20.5%	231	102	44.2%



**Year-over-Year – Recruitment: 2011 Membership Year**

Section	December 2010	December 2009	# Change	% Change
Milwaukee Section	110	87	23	26.44%
Northeast Michigan Section	41	21	20	95.24%
Arrowhead Section	17	11	6	54.55%
West Michigan Section	39	33	6	18.18%
Rock River Valley Section	12	8	4	50.00%
Fort Wayne Section	10	11	-1	-9.09%
Missouri Slope Section	1	3	-2	-66.67%
Central Illinois Section	89	92	-3	-3.26%
Nebraska Section	57	63	-6	-9.52%
Madison Section	30	36	-6	-16.67%
Central Iowa Section	28	35	-7	-20.00%
Iowa-Illinois Section	10	17	-7	-41.18%
Siouxland Section	17	26	-9	-34.62%
Chicago Section	181	191	-10	-5.24%
Central Indiana Section	125	137	-12	-8.76%
Cedar Rapids Section	14	31	-17	-54.84%
Red River Valley Section	18	37	-19	-51.35%
Southeastern Michigan Section	168	189	-21	-11.11%
Southern Minnesota Section	11	32	-21	-65.63%
Calumet Section	42	65	-23	-35.38%
Toledo Section	10	33	-23	-69.70%
Twin Cities Section	134	158	-24	-15.19%
Northeastern Wisconsin Section	16	40	-24	-60.00%

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