



## Membership Development Report – October 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.



Congratulation to Southeastern Michigan Section on its 100 Anniversary. The "Once in a Lifetime!" celebration event was held on 10/11/2011 in the Henry Ford Museum, Dearborn Michigan. The event included Robofest and Sumo Robot Competition demonstrations. Ronald Jensen, IEEE-USA President for 2011 and James Riess R4 Director have attended this event.

We need the participation of each Section in the region for at least one program in 2012. Please plan accordingly for 2012 calendar year.

Here is the contact information of the leaders of each program::

- Student Transition & Elevation Partnership (STEP) Program, led by Arun Kumar [kumar16@gmail.com](mailto:kumar16@gmail.com)
- Mentoring for College Students, led by Steven James [sdjames@iaxs.net](mailto:sdjames@iaxs.net)
- Workshops for the Practicing Engineers, led by Hamid Vakilzadian [hvakilzadian@unl.edu](mailto:hvakilzadian@unl.edu)

–**Mohamad Berri**, Membership Development Chair, Region 4

Regional Snapshot	Total this Month	'11 vs. '10	% Change	Aug 2012 400,000 Member Goal – R1		2012 New Members (OCT)
<b>Total Membership</b>	<b>22,850</b>	▼ <b>(219)</b>	<b>-0.9%</b>	21.5%	<b>Total</b>	<b>709</b>
• Higher-Grade	18,889	▼ <b>(288)</b>	<b>-1.5%</b>	20.1%	Higher-Grade	<b>123</b>
• Students	3961	▲ <b>69</b>	<b>1.7%</b>	28.3%	Student	<b>586</b>
IEEE Worldwide – Total	394,483	▲ <b>9,220</b>	<b>2.3%</b>	400,000	2.3%	<b>13,545</b>

2011 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	19.0%	14.8%	10.8%	18.12%
Region – 1 <sup>st</sup> -Year Members	5.7%	8.7%	8.5%	7.3%
IEEE – Total Members	16.9%	15.6%	4.7%	15.1%
IEEE – 1 <sup>st</sup> Year Members	5.9%	9.3%	3.3%	5.3%

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: <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	Look for new Section Chairs to fill vacant positions.	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](http://www.ieee.org/md) ?

<b>Best Section Total Retention</b>	24.8% - Missouri Slope Section	20.9% - Milwaukee Section
	23.8% - Nebraska Section	20.4% - Cedar Rapids Section
	21.3% - Arrowhead Section	20.1% - Siouxland Section

<b>Top Section Recruitment Year over Year</b>	<b>Numeric Growth</b>	<b>Percentage Growth</b>
	7 – Northeastern Wisconsin Section	
7 – Central Illinois Section		77.78% - Northeastern Wisconsin Section
5 – Iowa-Illinois Section		71.43% - Siouxland Section

<b>Upcoming MD Opportunities</b>	<p><b>Regional awards:</b> The top five recruiters in each IEEE geographic region will earn membership development awards for their Section, to help underwrite the sections’ local programs and activities. For detail please visit IEEE Website using this link</p>	<p><a href="http://www.ieee.org/membership_services/membership/join/mgm.html">http://www.ieee.org/membership_services/membership/join/mgm.html</a></p>
	<p>The IEEE is offering grants of US \$500 for students to help with student design projects with an industry standards component. IEEE Standards Education is also offering US \$300 mini-grants for faculty members.</p>	<p><a href="http://www.ieee.org/membership_services/membership/students/awards/index.html">http://www.ieee.org/membership_services/membership/students/awards/index.html</a></p>

<b>MD Resource Links</b>	IEEE Region 4	
	Benefits of Membership – <i>NEW Site</i>	<a href="http://www.ieee.org/benefits">www.ieee.org/benefits</a>
	First Year Member Experience	<a href="http://www.ieee.org/start">www.ieee.org/start</a>
	<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>
	myIEEE	<a href="http://www.ieee.org/md">www.ieee.org/md</a>



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Member-get-a-Member	<a href="http://www.ieee.org/mgm">www.ieee.org/mgm</a>
MD Webcast Archive Guide for 2011, 2010 and 2009	<a href="http://www.ieee.org/md">www.ieee.org/md</a>

### IEEE-USA Recruitment Incentive Pilot – October 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		
R4	Madison Section		
R4	Milwaukee Section		
R4	Missouri Slope Section		
R4	Nebraska Section		
R4	Northeast Michigan Section		
R4	Northeastern Wisconsin Section	1	\$ 10
R4	Red River Valley Section		
R4	Rock River Valley Section	1	\$ 10
R4	Siouxland Section	1	\$ 10
R4	Southeastern Michigan Section		
R4	Southern Minnesota Section		



**IEEE GOLD Membership Data**

R4	Toledo Section		
R4	Twin Cities Section		
R4	West Michigan Section		
<b>R4 Qualifying Gains &amp; Payout</b>		<b>3</b>	<b>\$ 30</b>

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 - October 2011**

REGION	HIGHER GRADE w/o GSMs				STUDENTS				TOTAL MEMBERS			
	2011	2010	Change		2011	2010	Change		2011	2010	Change	
			#	%			#	%			#	%
<b>1</b>	3,373	3,794	(421)	-11.1%	483	497	(14)	-2.8%	3,856	4,291	(435)	-10.1%
<b>2</b>	3,363	3,809	(446)	-11.7%	463	485	(22)	-4.5%	3,826	4,294	(468)	-10.9%
<b>3</b>	3,397	3,944	(547)	-13.9%	553	547	6	1.1%	3,950	4,491	(541)	-12.0%
<b>4</b>	2,788	3,234	(446)	-13.8%	447	442	5	1.1%	3,235	3,676	(441)	-12.0%
<b>5</b>	3,416	3,846	(430)	-11.2%	430	440	(10)	-2.3%	3,846	4,286	(440)	-10.3%
<b>6</b>	6,291	6,729	(438)	-6.5%	839	831	8	1.0%	7,130	7,560	(430)	-5.7%
<b>R 1-6</b>	22,628	25,356	(2,728)	-10.8%	3,215	3,242	(27)	-0.8%	25,843	28,598	(2,755)	-9.6%
<b>7</b>	2,934	3,318	(384)	-11.6%	519	546	(27)	-4.9%	3,453	3,864	(411)	-10.6%
<b>8</b>	12,283	11,690	593	5.1%	1,797	1,739	58	3.3%	14,080	13,429	651	4.8%
<b>9</b>	2,308	2,188	120	5.5%	236	276	(40)	-14.5%	2,544	2,464	80	3.2%
<b>10</b>	10,737	10,371	366	3.5%	902	933	(31)	-3.3%	11,639	11,304	335	3.0%
<b>R 7-10</b>	28,262	27,567	695	2.5%	3,454	3,494	(40)	-1.1%	31,716	31,061	655	2.1%
<b>TOTAL</b>	<b>50,890</b>	<b>52,923</b>	<b>(2,033)</b>	<b>-3.8%</b>	<b>6,669</b>	<b>6,736</b>	<b>(67)</b>	<b>-1.0%</b>	<b>57,559</b>	<b>59,659</b>	<b>-2,100</b>	<b>-3.5%</b>

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 – October 2011**

REGION 4	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Missouri Slope Section	98	26	26.5%	7	0	0.0%	105	26	24.8%
Nebraska Section	587	163	27.8%	183	20	10.9%	770	183	23.8%
Arrowhead Section	149	33	22.1%	20	3	15.0%	169	36	21.3%
Milwaukee Section	1268	278	21.9%	170	22	12.9%	1,438	300	20.9%
Cedar Rapids Section	402	88	21.9%	58	6	10.3%	460	94	20.4%
Siouxland Section	180	42	23.3%	64	7	10.9%	244	49	20.1%
Southern Minnesota Section	357	71	19.9%	49	9	18.4%	406	80	19.7%
Madison Section	582	124	21.3%	124	15	12.1%	706	139	19.7%
Northeastern Wisconsin Section	480	94	19.6%	77	12	15.6%	557	106	19.0%
Central Indiana Section	1376	285	20.7%	397	46	11.6%	1,773	331	18.7%
West Michigan Section	630	127	20.2%	110	10	9.1%	740	137	18.5%
Iowa-Illinois Section	215	39	18.1%	27	4	14.8%	242	43	17.8%
Central Illinois Section	700	130	18.6%	321	51	15.9%	1,021	181	17.7%
Southeastern Michigan Section	2506	467	18.6%	582	74	12.7%	3,088	541	17.5%
Chicago Section	4379	793	18.1%	423	47	11.1%	4,802	840	17.5%
Red River Valley Section	236	46	19.5%	62	5	8.1%	298	51	17.1%
Twin Cities Section	2784	490	17.6%	355	40	11.3%	3,139	530	16.9%
Fort Wayne Section	268	44	16.4%	29	6	20.7%	297	50	16.8%
Central Iowa Section	301	60	19.9%	127	11	8.7%	428	71	16.6%
Toledo Section	257	46	17.9%	74	6	8.1%	331	52	15.7%
Rock River Valley Section	219	35	16.0%	22	2	9.1%	241	37	15.4%
Calumet Section	479	75	15.7%	124	8	6.5%	603	83	13.8%
Northeast Michigan Section	188	29	15.4%	41	1	2.4%	229	30	13.1%



**Year-over-Year – Recruitment: 2012 Membership Year**

Section	October 2011	October 2010	# Change	% Change
Northeastern Wisconsin Section	16	9	7	77.78%
Central Illinois Section	75	68	7	10.29%
Iowa-Illinois Section	11	6	5	83.33%
Siouxland Section	12	7	5	71.43%
Missouri Slope Section	3	0	3	#DIV/0!
Central Iowa Section	19	17	2	11.76%
Twin Cities Section	92	91	1	1.10%
Fort Wayne Section	9	9	0	0.00%
Toledo Section	6	6	0	0.00%
West Michigan Section	30	30	0	0.00%
Rock River Valley Section	6	7	-1	-14.29%
Southern Minnesota Section	6	7	-1	-14.29%
Madison Section	16	18	-2	-11.11%
Calumet Section	16	19	-3	-15.79%
Red River Valley Section	10	13	-3	-23.08%
Cedar Rapids Section	7	11	-4	-36.36%
Nebraska Section	32	37	-5	-13.51%
Arrowhead Section	4	10	-6	-60.00%
Central Indiana Section	70	77	-7	-9.09%
Chicago Section	101	109	-8	-7.34%
Milwaukee Section	63	74	-11	-14.86%
Northeast Michigan Section	18	36	-18	-50.00%
Southeastern Michigan Section	87	113	-26	-23.01%

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