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## Geographic IEEE Membership Summary - January 2018

<table>
<thead>
<tr>
<th>REGION</th>
<th>Higher-Grade w/o GSM</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>26,456</td>
<td>27,306</td>
<td>-(850)</td>
<td>3.1%</td>
</tr>
<tr>
<td>2</td>
<td>22,894</td>
<td>23,688</td>
<td>-(794)</td>
<td>3.4%</td>
</tr>
<tr>
<td>3</td>
<td>26,356</td>
<td>26,686</td>
<td>-(330)</td>
<td>1.2%</td>
</tr>
<tr>
<td>4</td>
<td>16,531</td>
<td>17,053</td>
<td>-(522)</td>
<td>3.1%</td>
</tr>
<tr>
<td>5</td>
<td>21,825</td>
<td>22,785</td>
<td>-(960)</td>
<td>4.2%</td>
</tr>
<tr>
<td>6</td>
<td>45,346</td>
<td>46,278</td>
<td>-(932)</td>
<td>2.0%</td>
</tr>
<tr>
<td>R 1-6</td>
<td>156,010</td>
<td>160,506</td>
<td>-(4,496)</td>
<td>2.8%</td>
</tr>
<tr>
<td>7</td>
<td>12,705</td>
<td>12,894</td>
<td>-(189)</td>
<td>1.5%</td>
</tr>
<tr>
<td>8</td>
<td>53,734</td>
<td>54,653</td>
<td>-(919)</td>
<td>1.7%</td>
</tr>
<tr>
<td>9</td>
<td>9,511</td>
<td>9,680</td>
<td>-(169)</td>
<td>1.7%</td>
</tr>
<tr>
<td>10</td>
<td>67,264</td>
<td>70,380</td>
<td>-(3,116)</td>
<td>4.4%</td>
</tr>
<tr>
<td>R 7-10</td>
<td>143,214</td>
<td>147,607</td>
<td>-(4,393)</td>
<td>3.0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>299,224</td>
<td>308,113</td>
<td>-(8,889)</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

Region: R1-6

Change: -2.8% 12.897 12.854 (457) -3.6% 15.254 16.131 (837) -5.2% 183.701 189.491 (5.790) -3.1%

Change: -1.5% 2.062 1.978 84 4.2% 1.735 1.696 39 2.3% 16.502 16.568 (66) -0.4%

Change: -4.0% 10.937 11.395 (458) -4.0% 12.817 12.127 690 5.7% 77.488 78.175 (687) -0.9%

Change: 8.4% 7.616 7.287 329 4.5% 18.681 18.401 280 1.5%

Change: 3.9% 18.478 17.787 691 3.9% 43.984 40.596 3.388 8.3% 129.726 128.763 (963) 0.7%

Change: 1.3% 33.031 32.594 437 1.3% 66.152 61.706 4.446 7.2% 242.397 241.907 490 0.2%

Change: 4.6% 81.446 77.837 3.609 4.6% 426.098 431.398 (5.300) -1.2%
Membership Cycle
Member View of IEEE

* Staff support available
* Staff support available
Region Volunteer View of IEEE

- Region Executive Committee
- Region Technical Activities Coordinator(s)
- Student/Professional Activities Coordinators
- "Communities of Interest" Coordinators
- Region Membership Development Chair
- Region Operations Specialists
- Volunteer Support Committee
- Awards & Recognition Coordinator
- Educational Activities Coordinators
IEEE Membership Development

What is the Role and Who Owns It?

The Role

- At is core – **MEMBER SUPPORT**
  - Most member involvement is at the local level
- Lead Generation + Member Engagement
  - Recruiting new Members
  - Providing opportunities for current members so they want to stay
- Provide an excellent member experience based on what they want, everything else will follow

Whose Responsibility is it?

- IEEE Staff
- Region Volunteers
- Section Volunteers
- Sub-Section Volunteers
  - Chapters
  - Student Branches
  - Affinity Groups
  - Etc.
- Basically it’s EVERYONE’s responsibility
Membership Development Resources

Helping you do your job...

- **MD portal**
  - Most used resources
  - Training
  - Communications templates
  - Reports and data
  - Programs and online resources
  - Promotional collateral
  - www.ieee.org/md

- **Membership Volunteers Collabratec Community**
  - Monthly MD reports available
  - Provides forum to ask questions and interact with others who are moving the mark to strengthen membership
  - ieee-collabratec.ieee.org

- **Staff**
  - Adrienne Hahn
    a.hahn@ieee.org
  - IEEE Membership Marketing & Sales Specialist Regions 1, 2, 4
Do you know @IEEExp?
- IEEE MGA MD social media accounts
- Focus: What are our members are doing locally

GREAT resource for ideas

Be sure to:
- Follow us on both Twitter/Instagram
- Use the Hashtags:
  - #IEEExp
  - #IEEEmember
Appendix
Section Strategy and Planning

- Plan/layout the Section/Chapter/Branch upcoming activity
  - Create an updatable calendar
  - Share it with your members – focusing on what they are interested in (pre-defined query in SAMIEE)

- MD portal has useful resources (including message templates) – www.ieee.org/md

- Need Help? Adrienne
Communicate the Value

 IEEE HQ continues to send renewal reminders

NOW is an opportunity for Sections to reach out to Active members
  – Inform/Invite members to upcoming events
  – Ask for volunteers
  – Engage your members
  – AND remind those who haven’t renewed to renew
Communicate the Value cont.

How?
- Invitation/reminders on your website
- If you have Social Media – USE IT!!
- Invitations/reminders in your newsletters
- eNotice Express

What to communicate?
- For the first 2 it can be simple invitation/reminders
- For newsletters and eNotice there is an opportunity for a little more
The Basic Message

- Thank everyone!
  - Thank them all for being members in 2017
  - If they renewed for 2018 thank them again
  - For those who haven’t renewed for 2018, we’d like to have you back and provide link [www.ieee.org/renew](http://www.ieee.org/renew)

- List upcoming opportunities
  - Activities in the next 3 months
  - Request for volunteers – list opportunities

- Include Contact Information
Possible Section Activities

- Plan around dates
  - Engineers Week
  - IEEE Day – October

- Plan for specific events
  - Distinguished Lecturer
    - Local DL (on locally relevant topic)
  - Senior Member upgrade event
  - Workshop or mini-conference
  - Section/student outreach activity

- Others.......