



# Region 2 Report

**Ralph Sprang**  
**Membership Development Chair**

*Region 2 Annual Meeting*  
*Hershey, PA, May 3-5 2019*

# Topics

1. Where are we? Overview of membership statistics
1. What is the issue? Review of membership changes
1. What do we do about it? Best practices for recruitment and retention

# Overview of R2 Membership Statistics

Region Snapshot	This Month	'19 vs. '18	% Change
Total Membership	18,754	▼ (700)	-3.6%
Higher-Grade	2,378	▼ (102)	-4.1%
Students	21,132	▼ (802)	-3.7%
IEEE Worldwide	322,070	▼ (1,682)	-0.5%

Individual Section progress and data begins on page 2.

Retention	March 2019				Top 3 Sections (by renewal %)
	Opportunity	# Renewed	% Renewed	Goals	
Higher Grade	21,644	19,917	82.5%		Johnstown = 84.1%
Student	2,373	979	41.3%		Baltimore = 82.9%
<b>Total</b>	<b>24,017</b>	<b>18,896</b>	<b>78.7%</b>	<b>83.5%</b>	Northern Virginia = 81.5%
IEEE Worldwide	382,010	247,429	64.8%	71.6%	

Recruitment	Cumulative – Through March 2019						Top 3 Sections (by recruitment %)
			YoY Change		2019 Goals		
	2019	2018	#	%	#	YoY %	
Higher Grade	465	525	(60)	-11.04%			Central Pennsylvania = 57.5%
Student	1,203	1,273	(70)	-5.5%			Lima = 50.0%
<b>Total</b>	<b>1,688</b>	<b>1,798</b>	<b>(130)</b>	<b>-7.2%</b>	<b>2,940</b>	<b>+3.5%</b>	Southern NJ = 15.4%
IEEE Worldwide	59,863	60,443	(580)	-1.0%	99,910	+2.2%	

Reinstatement	Cumulative – Through This Month	
	Total	2019 Goal
Region 2	578	958
IEEE Overall	13,788	21,100

Reinstatement goals are set for each Region and not individual Sections.



# Most R2 Sections are Losing Existing Members

## Renewal: 2019 Membership Year – Results March 2019

Renewal by Section: 2019 Membership Year - Mar 2019											
REGION 2	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2019 Goal	% to Goal
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Johnstown Section	101	87	86.1%	12	8	66.7%	113	95	84.1%	83.9%	100.2%
Baltimore Section	3,362	2,870	85.4%	205	87	42.4%	3,567	2,957	82.9%	84.9%	97.6%
Northern Virginia Section	3,891	3,268	84.0%	239	97	40.6%	4,130	3,365	81.5%	87.2%	93.4%
Lehigh Valley Section	834	710	85.1%	98	36	36.7%	932	746	80.0%	84.8%	94.4%
Susquehanna Section	573	474	82.7%	53	23	43.4%	626	497	79.4%	81.3%	97.7%
Washington Section	3,146	2,599	82.6%	250	95	38.0%	3,396	2,694	79.3%	82.5%	96.2%
Philadelphia Section	2,970	2,506	84.4%	370	126	34.1%	3,340	2,632	78.8%	84.4%	93.4%
Akron Section	461	380	82.4%	53	25	47.2%	514	405	78.8%	84.9%	92.8%
Cincinnati Section	684	546	79.8%	66	24	36.4%	750	570	76.0%	79.9%	95.2%
Pittsburgh Section	1,782	1,437	80.6%	318	141	44.3%	2,100	1,578	75.1%	81.1%	92.7%
Dayton Section	807	643	79.7%	125	54	43.2%	932	697	74.8%	83.8%	89.3%
Cleveland Section	817	653	79.9%	137	59	43.1%	954	712	74.6%	81.3%	91.8%
Columbus Section	923	744	80.6%	185	80	43.2%	1,108	824	74.4%	82.8%	89.8%
Central Pennsylvania Section	315	249	79.0%	90	52	57.8%	405	301	74.3%	70.4%	105.6%
Southern New Jersey Section	125	97	77.6%	16	7	43.8%	141	104	73.8%	80.3%	91.8%
Lima Section	64	49	76.6%	13	7	53.8%	77	56	72.7%	80.5%	90.3%
Delaware Bay Section	490	378	77.1%	79	35	44.3%	569	413	72.6%	82.4%	88.1%
West Virginia Section	94	76	80.9%	29	12	41.4%	123	88	71.5%	87.5%	81.8%
Erie Section	109	77	70.6%	11	5	45.5%	120	82	68.3%	71.4%	95.7%
Youngstown Section	96	74	77.1%	24	6	25.0%	120	80	66.7%	76.0%	87.7%
<b>Grand Total</b>	<b>21,644</b>	<b>17,917</b>	<b>82.8%</b>	<b>2,373</b>	<b>979</b>	<b>41.3%</b>	<b>24,017</b>	<b>18,896</b>	<b>78.7%</b>	<b>83.5%</b>	<b>94.2%</b>

# Some Recruitment Growth, but We CAN do Better!

## Recruitment: 2019 Membership Year – Results March 2019

Recruitment by Section: 2019 Membership Year Mar 2019							
Region	Section Name	2019	2018	# Change	% Change	2019 Goal	% to Goal
R2	Central Pennsylvania Section	63	40	23	57.5%	73	86.1%
R2	Lima Section	12	8	4	50.0%	13	92.3%
R2	Southern New Jersey Section	15	13	2	15.4%	18	83.3%
R2	Washington Section	211	184	27	14.7%	321	65.7%
R2	Lehigh Valley Section	85	82	3	3.7%	130	65.5%
R2	Akron Section	34	33	1	3.0%	65	52.3%
R2	Philadelphia Section	256	253	3	1.2%	415	61.7%
R2	Baltimore Section	181	188	-7	-3.7%	318	56.9%
R2	West Virginia Section	23	24	-1	-4.2%	32	73.0%
R2	Columbus Section	102	108	-6	-5.6%	178	57.2%
R2	Youngstown Section	17	19	-2	-10.5%	22	77.3%
R2	Pittsburgh Section	167	191	-24	-12.6%	327	51.1%
R2	Northern Virginia Section	192	221	-29	-13.1%	365	52.7%
R2	Johnstown Section	5	6	-1	-16.7%	13	38.5%
R2	Susquehanna Section	55	72	-17	-23.6%	95	58.2%
R2	Cincinnati Section	58	76	-18	-23.7%	115	50.3%
R2	Cleveland Section	75	104	-29	-27.9%	152	49.2%
R2	Dayton Section	53	75	-22	-29.3%	142	37.4%
R2	Delaware Bay Section	46	70	-24	-34.3%	114	40.2%
R2	Erie Section	18	31	-13	-41.9%	34	52.9%
<b>Grand Total</b>		<b>1,668</b>	<b>1,798</b>	<b>-130</b>	<b>-7.2%</b>	<b>2,942</b>	<b>56.7%</b>



# How do we fix it?

- ▶ Whose job it is?

- YOURS – every IEEE member can help!

- Membership Development Chair in each Section is the leader, or Section Chair if your section does not have an MD chair.

- ▶ How do I learn to do membership development?

- Order a resource kit <http://www.ieee-md-kit.org/>

- Get ideas and training from the MGA MD resources page <https://mga.ieee.org/membership-development>

- Review MD reports <https://mga.ieee.org/membership-development/membership-development-reports>

# IEEE Support



- ▶ Adrienne Hahn is the support contact at IEEE:
  - [Adrienne Hahn](#)
  - [a.hahn@ieee.org](mailto:a.hahn@ieee.org)
  - *IEEE Membership Marketing & Sales Specialist Regions 1, 2, 4*  
*445 Hoes Lane*  
*Piscataway, NJ 08855*
  - *(732) 562 5528 (phone)*
  
- ▶ *Let Adrienne know if:*
  - *You are not receiving general MD reports*
  - *You are not receiving R2 MD reports*
  - *You need other information or support from IEEE for membership development*



# Membership Development Best Practices

- ▶ Check statistics in OU Analytics
  - Find out who has not renewed
    - Contact them (if their settings allow contact)
    - Contacted members are significantly more likely to renew
- ▶ ENGAGE your members
  - ASK members in your section what meetings, events, and resources they want – and then provide them!
    - An active and engaging section retains members and attracts new members.
  - Hold membership elevation meetings a couple of times a year to encourage and support membership elevation.



# Membership Development Best Practices

- ▶ RECRUIT new members

- Participate in local events at colleges and universities to invite students
- Present IEEE membership at local technical meetups and other places and events where engineers gather
- Hold “meet and greet” sessions to inform people about the benefits of IEEE membership and answer questions.
- Participate in STEM events <https://tryengineering.org/>.

## Discussion Questions

- ▶ What is working for your section/chapter/group/organization?
- ▶ What help do you need?
- ▶ What are your questions?

# Conclusion

- ▶ Membership retention and recruitment is declining, but we CAN fix this by:
  - Reaching out to former members to support them and encourage them to re-engage
  - Get the “IEEE message” out there to recruit new members
  - Help current members elevate to maintain interest and engagement