Membership Development Report—July 2018

Northeastern United States (Region 1)

This report is issued monthly on behalf of your Region and the IEEE Member & Geographic Activities Board

***Gim Soon Wan**, Membership Development Chair, Region 1*
gimsoon@ieee.org

Region Snapshot	This Month	'18 vs. '17	% Change
Total Membership	27,831	(567)	-2.0%
Higher-Grade	24,683	(693)	-2.7%
Students	3,148	+126	+4.2%
IEEE Worldwide	374,778	+2,642	+0.7%

2018 Membership Year goals for Recruitment and Retention are available online!
An overview of the goal development is on page 5. Individual Section goals begin on page 3.

Retention	Cumulative – Through July 2018			
	Opportunity	# Renewed	% Renewed	Goals
Higher Grade	25,823	22,004	85.2%	
Student	2,722	1,260	46.3%	
Total	25,545	23,264	81.5%	82.1%
IEEE Worldwide	377,336	262,604	69.6%	70.7%

Top 3 Sections (by retention)

New Jersey Coast = 89.7%
Berkshire = 87.1%
Green Mountain = 85.2%

Recruitment	Cumulative – Through July 2018					
			YoY Change		2018 Goals	
	2018	2017	#	%	#	YoY %
Higher Grade	965	948	+17	+1.8%		
Student	2,504	2,470	+274	+12.3%		
Total	3,469	3,178	+291	+9.2%	**3,481**	**4.3%**
IEEE Worldwide	91,010	88,141	+2,869	+3.3%	96,668	2.9%

Top 3 Sections (by growth %)

Green Mountain = 76.5%
Syracuse = 45.5%
Mohawk Valley = 44.4%

Reinstatement	Cumulative – Through This Month	
	Total	**2018 Goal**
Region 1	**1,204**	**1,258**
IEEE Overall	**20,095**	**19,948**

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

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Retention: 2018 Membership Year – Results through July 2018

Renewal by Section: 2018 Membership Year - Jul 2018											
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2018 Goal	%to Goal
REGION 1	Opportunity	# Renewal	%Renewal	Opportunity	# Renewal	%Renewal	Opportunity	# Renewal	%Renewal		
New Jersey Coast Section	1,133	1,041	91.9%	47	17	36.2%	1,180	1,058	89.7%	90.8%	98.8%
Berkshire Section	95	86	90.5%	6	2	33.3%	101	88	87.1%	94.2%	92.5%
Green Mountain Section	360	312	86.7%	25	16	64.0%	385	328	85.2%	81.8%	104.2%
New Hampshire Section	1,310	1,149	87.7%	93	40	43.0%	1,403	1,189	84.7%	88.0%	96.3%
Boston Section	6,397	5,532	86.5%	553	284	51.4%	6,950	5,816	83.7%	83.8%	99.8%
Maine Section	450	395	87.8%	44	17	38.6%	494	412	83.4%	79.3%	105.2%
Schenectady Section	809	698	86.3%	81	42	51.9%	890	740	83.1%	80.8%	102.9%
Worcester County Section	722	623	86.3%	81	38	46.9%	803	661	82.3%	85.3%	96.5%
Princeton/Central Jersey S	1,899	1,647	86.7%	234	106	45.3%	2,133	1,753	82.2%	83.1%	98.9%
Long Island Section	1,618	1,395	86.2%	161	65	40.4%	1,779	1,460	82.1%	84.1%	97.6%
Rochester Section	766	672	87.7%	111	47	42.3%	877	719	82.0%	84.3%	97.3%
Mid-Hudson Section	552	467	84.6%	40	18	45.0%	592	485	81.9%	77.2%	106.1%
Mohawk Valley Section	245	211	86.1%	22	7	31.8%	267	218	81.6%	81.2%	100.5%
Providence Section	1,005	844	84.0%	75	36	48.0%	1,080	880	81.5%	81.2%	100.4%
Springfield Section	335	295	88.1%	62	26	41.9%	397	321	80.9%	82.1%	98.4%
Connecticut Section	1,756	1,485	84.6%	201	83	41.3%	1,957	1,568	80.1%	77.5%	103.4%
Syracuse Section	393	331	84.2%	56	28	50.0%	449	359	80.0%	77.0%	103.8%
North Jersey Section	2,196	1,858	84.6%	296	117	39.5%	2,492	1,975	79.3%	79.6%	99.6%
Binghamton Section	254	208	81.9%	45	27	60.0%	299	235	78.6%	86.2%	91.2%
Buffalo Section	379	322	85.0%	89	44	49.4%	468	366	78.2%	77.8%	100.6%
Ithaca Section	168	144	85.7%	57	25	43.9%	225	169	75.1%	74.8%	100.4%
New York Section	2,909	2,289	78.7%	419	175	41.8%	3,328	2,464	74.0%	75.6%	97.9%
Grand Total	**25,751**	**22,004**	**85.4%**	**2,798**	**1,260**	**45.0%**	**28,549**	**23,264**	**81.5%**	**82.1%**	**99.3%**

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Recruitment: 2018 Membership Year – Results through July 2018

Recruitment by Section: 2018 Membership Year Jul 2018							
Region	**Section Name**	**2018**	**2017**	**# Change**	**% Change**	**2018 Goal**	**% to Goal**
R1	Green Mountain Section	60	34	26	76.5%	36	166.7%
R1	Syracuse Section	64	44	20	45.5%	52	123.1%
R1	Mohawk Valley Section	39	27	12	44.4%	35	111.4%
R1	Springfield Section	74	54	20	37.0%	56	131.9%
R1	New Jersey Coast Section	62	48	14	29.2%	60	103.3%
R1	Boston Section	724	608	116	19.1%	658	110.1%
R1	Mid-Hudson Section	67	57	10	17.5%	60	111.7%
R1	Princeton/Central Jersey Section	260	225	35	15.6%	250	104.0%
R1	Schenectady Section	122	106	16	15.1%	112	108.7%
R1	Binghamton Section	46	40	6	15.0%	45	102.2%
R1	New Hampshire Section	121	106	15	14.2%	113	106.9%
R1	Connecticut Section	251	233	18	7.7%	275	91.3%
R1	Long Island Section	212	197	15	7.6%	210	101.0%
R1	Rochester Section	104	97	7	7.2%	110	94.5%
R1	Providence Section	121	113	8	7.1%	125	97.2%
R1	Worcester County Section	98	92	6	6.5%	106	92.4%
R1	Buffalo Section	74	71	3	4.2%	80	92.5%
R1	North Jersey Section	326	332	-6	-1.8%	358	91.2%
R1	New York Section	564	584	-20	-3.4%	620	91.0%
R1	Ithaca Section	39	44	-5	-11.4%	47	83.1%
R1	Maine Section	37	58	-21	-36.2%	65	56.9%
R1	Berkshire Section	4	8	-4	-50.0%	9	44.4%
Grand Total		**3,469**	**3,178**	**291**	**9.2%**	**3,481**	**99.7%**

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Total Active Members – Results through July 2018

Total Active Members by Section: July 2018									
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 1	2018	2017	% Change	2018	2017	% Change	2018	2017	% Change
Berkshire Section	96	95	1.1%	2	7	-71.4%	98	102	-3.9%
Binghamton Section	224	253	-11.5%	61	44	38.6%	285	297	-4.0%
Boston Section	6,217	6,296	-1.3%	644	614	4.9%	6,861	6,910	-0.7%
Buffalo Section	371	373	-0.5%	83	92	-9.8%	454	465	-2.4%
Connecticut Section	1,678	1,727	-2.8%	207	217	-4.6%	1,885	1,944	-3.0%
Green Mountain Section	348	358	-2.8%	53	25	112.0%	401	383	4.7%
Ithaca Section	167	167	0.0%	58	57	1.8%	225	224	0.4%
Long Island Section	1,545	1,607	-3.9%	180	168	7.1%	1,725	1,775	-2.8%
Maine Section	438	443	-1.1%	24	50	-52.0%	462	493	-6.3%
Mid-Hudson Section	511	551	-7.3%	51	43	18.6%	562	594	-5.4%
Mohawk Valley Section	236	245	-3.7%	32	21	52.4%	268	266	0.8%
New Hampshire Section	1,265	1,302	-2.8%	96	98	-2.0%	1,361	1,400	-2.8%
New Jersey Coast Section	1,076	1,130	-4.8%	50	45	11.1%	1,126	1,175	-4.2%
New York Section	2,692	2,812	-4.3%	489	482	1.5%	3,181	3,294	-3.4%
North Jersey Section	2,090	2,168	-3.6%	306	313	-2.2%	2,396	2,481	-3.4%
Princeton/Central Jersey Section	1,814	1,891	-4.1%	259	238	8.8%	2,073	2,129	-2.6%
Providence Section	949	994	-4.5%	99	84	17.9%	1,048	1,078	-2.8%
Rochester Section	731	749	-2.4%	128	127	0.8%	859	876	-1.9%
Schenectady Section	816	790	3.3%	105	91	15.4%	921	881	4.5%
Springfield Section	342	330	3.6%	75	66	13.6%	417	396	5.3%
Syracuse Section	381	384	-0.8%	61	58	5.2%	442	442	0.0%
Worcester County Section	696	711	-2.1%	85	82	3.7%	781	793	-1.5%
Grand Total	**24,683**	**25,376**	**-2.7%**	**3,148**	**3,022**	**4.2%**	**27,831**	**28,398**	**-2.0%**

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2018 Membership Development Goals

Membership Development goals are created for each Section. Section goals are then rolled up to the Region goals for recruitment, retention and overall membership. Details of the 2018 goals can be found via the MD Portal, www.ieee.org/md

Takako Hashimoto
takako@cuc.ac.jp

For the 2018 MD goals, we reviewed five years of history. Each Section's goal is unique and is based on whether the Section has had growth or decline, as well as the overall size and location of the Section.

Goals do not differentiate grade of membership, and focus specifically on the total number of members that join or renew. Hence, the service deactivation and student elevation processes do not impact progress to goals.

Each Section that meets their goal receives an electronic banner that can be placed on Section websites, in newsletters, and even in e-mail signatures. Banners include the membership year and Section name. Gold awards** are reserved for those Sections who achieve both their recruitment and retention goals. Silver awards** are given to those Sections who have met either the recruitment or retention goal.

**Goals for reinstatement are assigned on the Region level only.*

***A special gift and certificate of recognition are mailed to those who earned the gold award at the end of the membership year. Certificates of recognition are sent to those who earned either silver award.*

Goal Achievers for 2018

CONGRATULATIONS to the Maine, Connecticut, Buffalo, Ithaca and Providence Sections for achieving their retention goals for 2018. The Springfield, Boston, New Hampshire, Princeton/Central Jersey, New Jersey Coast, Binghamton and Long Island Sections achieved their recruitment goals for 2018. The Green Mountain, Syracuse, Mid-Hudson, Mohawk Valley and Schenectady Sections achieved both!

Region 1 Recruitment	% to Goal
Green Mountain*	166.7%
Springfield	131.9%
Syracuse*	123.1%
Mid-Hudson*	111.7%
Mohawk Valley*	111.4%
Boston	110.1%
Schenectady*	108.4%
New Hampshire	106.9%
Princeton/Central Jersey	104.0%
New Jersey Coast	103.3%
Binghamton	102.2%
Long Island	101.1%

Region 1 Retention	% to Goal
Mid-Hudson*	106.1%
Maine	105.2%
Green Mountain*	104.2%
Syracuse*	103.8%
Connecticut	103.4%
Schenectady*	102.9%
Buffalo	100.6%
Mohawk Valley*	100.5%
Ithaca	100.4%
Providence	100.4%

**These Sections have met or exceeded both goals for 2018.*

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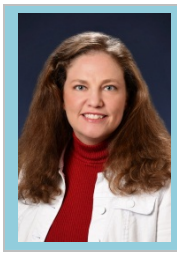

Region 1-6 Strategy Highlights

Adrienne Hahn, IEEE Membership Marketing and Sales Specialist
a.hahn@ieee.org ***Phone: 732-562-5528***

New Communication Preferences released in OU Analytics

Attention all OU analytics users. The member communication preference flags have been updated to more accurately reflect our members' preferences. The two new fields are "OK to Contact" and "OK for Local Activities". In both cases, if you are pulling your own lists in OU Analytics, you should only reach out to those who have a value of "Yes". The "OK to Contact" Flag takes precedence over the "OK for Local Activities" flag in all cases. As a reminder, if you are pulling lists from OU Analytics for communication outside of IEEE's tools, you are responsible for ensuring all flags are adhered to.

Launch of the Membership Development Kit Portal

The 2019 membership year begins 16 August 2018. New membership development (MD) materials are now available. You may place an order for a new kit through our brand new portal. The MD Kit contains new membership and student recruitment brochures, information sheets, the MD Manual, promotional posters and giveaways. Order your Kit today and be sure to bookmark this link.

Register for the IEEE President's Forum

The Colorado IEEE Sections (Denver, Pikes Peak, and High Plains) are excited to host the IEEE President's Forum on Thursday, September 27th from 5pm-9PM MDT. Both the current IEEE President, President-elect and Executive Director will be speaking about their experience and plans for our association. The presentation will be live video streamed and questions will be taken from the live and remote audience. This is an opportunity for viewers to be informed about our organization and a great time to ask those questions that you have been wondering about for so long.

The forum is open to all, including members, former members and those who are interested in learning more about IEEE. Please be sure to help us:

- Promote this opportunity – Send a promotion via eNotice, promote via your websites/social media channels, etc.
- Host a "Watch Party" for this event and invite your Section, Student Branches Chapters and Affinity Groups.
- And don't forget to register as it helps us plan capacities!

We've provided promo materials for you to use in the cover email. For details and registration visit:
www.ieeepresidentsforum.com/

Last Opportunity This Year to Apply for Humanitarian Activities Project and Event Funding!

The IEEE Humanitarian Activities Committee (HAC) and IEEE Special Interest Group on Humanitarian Technology (SIGHT) have opportunities for interested volunteers to apply for funding for sustainable development or humanitarian technology-related Projects in local communities around the world, as well as relevant Events.

Deadlines are 01 September 2018 for HAC/SIGHT Projects and 15 September 2018 for HAC Events.

Find out more information about HAC Projects, IEEE SIGHT Projects, and HAC Events, including eligibility requirements, guidelines, and submission forms. Project funding opportunities range from US$1,000 to US$19,999 for IEEE SIGHT and US$20,000 to US$60,000 for HAC. Events may apply for funding up to US$15,000.

Questions? Please contact hac-projects@ieee.org, sight-projects@ieee.org, or hac-events@ieee.org, respectively, for assistance.

Please visit the MD resources page - here you will find a list of the most valuable resources to help you in your volunteer efforts along with your membership planning. The site is: www.ieee.org/md