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

The Region 6 Arrears Micro-volunteering Calling Campaign will be closing on May 31st. Volunteers are still eligible to earn IEEE merchandise and cash awards for participating in the calling campaign. For more information and to sign-up go to http://ieee-region6.org/volunteer-2/

Eleven volunteers helped sign up 26 renewals, so they will be getting Starbucks Cards shortly. In terms of the higher-level incentives, we have had one person break the five renewals mark, Hassnaa Moustafa, with seven renewals. Hassnaa will be sent a link to a site to order IEEE-USA merchandise. We have two more volunteers, Anil Nisargand and Jack Reynolds, who are just one person short, sitting at four renewals. Chris Wright will be reaching out to all of the incentive recipients with the count and names of those who renewed, in case they want to do some follow up. If you finished your list and would like to call another, please contact Chris at wright.c@ieee.org to get your new list.

Ralph Hogan, *Membership Development Chair, Region 6*

Region Snapshot	This Month	'15 vs. '14	% Change
Total Membership	**47,870**	▼ (753)	-1.5%
Higher-Grade	41,452	▼ (381)	-0.9%
Students	6,418	▼ (372)	-5.5%
IEEE Worldwide	345,604	▼ (2,827)	-0.8%

2015 Membership Year goals for Recruitment and Retention are now available online!

Use the link above for instant access to your goals.

Retention	Higher Grade	Student	Total %, #	2015 Goal %, #	Top 3 Sections (by retention %)
			Cumulative – Through This Month		
Region 6	82.9% 38,181	46.4% 2,626	**78.9%** 40,807	**82.6%** 42,712	85.0%: LANNM Section 84.2%: Alamogordo-Holloman 84.0%: Buenaventura Section
IEEE Overall	78.0% 233,522	36.0% 32,060	68.4% 265,582	72.5% 281,672	

Recruitment	Higher Grade	Student	Total YoY Chg	2015 Goal YoY Chg	Top 3 Sections (by growth %)
			Cumulative – Through This Month		
Region 6	1,438	3,131	**4,569** -4.6%	**6,711** +7.4%	116.7%: LANNM Section 87.5%: Fort Huachuca Section 43.24%: Boise Section
IEEE Overall	12,244	52,033	64,277 -2.0%	99,481 +7.8%	

Reinstatement	Total	2015 Goal	
	Cumulative – Through This Month		
Region 6	**1,974**	**2,350**	*Reinstatement goals are set for each Region and not individual Sections.*
IEEE Overall	14,784	18,280	

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

Total Membership: 2015 Membership Year – Results through April 2015

Total Active Members by Region: April 2015								
	HIGHER GRADE MEMBERS			**STUDENT MEMBERS**			**TOTAL MEMBERS**		
REGION 6	**2015**	**2014**	**% Change**	**2015**	**2014**	**% Change**	**2015**	**2014**	**% Change**
Fort Huachuca Section	82	86	-4.7%	17	8	112.5%	99	94	5.3%
China Lake Bakers Field Section	159	160	-0.6%	44	33	33.3%	203	193	5.2%
Eastern Idaho Section	134	137	-2.2%	55	44	25.0%	189	181	4.4%
Alaska Section	326	313	4.2%	75	73	2.7%	401	386	3.9%
Boise Section	425	428	-0.7%	71	57	24.6%	496	485	2.3%
San Francisco Section	1633	1617	1.0%	130	133	-2.3%	1,763	1,750	0.7%
Central Washington Section	74	67	10.4%	4	11	-63.6%	78	78	0.0%
Tucson Section	634	654	-3.1%	107	87	23.0%	741	741	0.0%
Foothill Section	715	734	-2.6%	287	270	6.3%	1,002	1,004	-0.2%
Albuquerque Section	952	938	1.5%	127	148	-14.2%	1,079	1,086	-0.6%
Oakland-East Bay Section	3059	3100	-1.3%	540	525	2.9%	3,599	3,625	-0.7%
Seattle Section	3343	3344	0.0%	472	500	-5.6%	3,815	3,844	-0.8%
Santa Clara Valley Section	9900	9969	-0.7%	703	728	-3.4%	10,603	10,697	-0.9%
Utah Section	887	894	-0.8%	260	268	-3.0%	1,147	1,162	-1.3%
Coastal Los Angeles Section	1725	1753	-1.6%	322	323	-0.3%	2,047	2,076	-1.4%
Orange County Section	2244	2277	-1.4%	399	406	-1.7%	2,643	2,683	-1.5%
Central Montana Section	87	93	-6.5%	37	33	12.1%	124	126	-1.6%
Los Alamos/Northern New Mexico Section	232	237	-2.1%	12	11	9.1%	244	248	-1.6%

Total Membership: 2015 Membership Year – Results through April 2015 (continued)

Total Active Members by Region: April 2015								
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
REGION 6	**2015**	**2014**	**% Change**	**2015**	**2014**	**% Change**	**2015**	**2014**	**% Change**
San Diego Section	3144	3163	-0.6%	570	622	-8.4%	3,714	3,785	-1.9%
Las Vegas Section	370	367	0.8%	97	110	-11.8%	467	477	-2.1%
Oregon Section	3005	3004	0.0%	309	387	-20.2%	3,314	3,391	-2.3%
Sacramento Valley Section	1205	1237	-2.6%	252	255	-1.2%	1,457	1,492	-2.3%
Buenaventura Section	668	664	0.6%	45	67	-32.8%	713	731	-2.5%
Phoenix Section	2416	2473	-2.3%	370	396	-6.6%	2,786	2,869	-2.9%
Metropolitan Los Angeles Section	996	1045	-4.7%	400	393	1.8%	1,396	1,438	-2.9%
Palouse Section	192	179	7.3%	86	108	-20.4%	278	287	-3.1%
Northern Nevada Section	245	237	3.4%	81	101	-19.8%	326	338	-3.6%
San Fernando Valley Section	822	831	-1.1%	155	182	-14.8%	977	1,013	-3.6%
Eastern Montana Section	103	109	-5.5%	6	7	-14.3%	109	116	-6.0%
Central Coast Section	583	590	-1.2%	215	264	-18.6%	798	854	-6.6%
Hawaii Section	490	508	-3.5%	97	124	-21.8%	587	632	-7.1%
Richland Section	276	284	-2.8%	25	45	-44.4%	301	329	-8.5%
Spokane Section	195	211	-7.6%	35	41	-14.6%	230	252	-8.7%
Western Montana Section	119	117	1.7%	10	26	-61.5%	129	143	-9.8%
Alamogordo-Holloman Section	12	13	-7.7%	3	4	-25.0%	15	17	-11.8%
Grand Total	**41,452**	**41,833**	**-0.9%**	**6,418**	**6,790**	**-5.5%**	**47,870**	**48,623**	**-1.5%**

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

Retention: 2015 Membership Year – Results through April 2015

	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
REGION 6	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Los Alamos/Northern New Mexico Sect	251	215	85.7%	9	6	66.7%	260	221	85.0%	90.9%	93.5%
Alamogordo-Holloman Section	16	13	81.3%	3	3	100.0%	19	16	84.2%	86.7%	97.2%
Buenaventura Section	729	628	86.1%	40	18	45.0%	769	646	84.0%	89.4%	94.0%
Albuquerque Section	1038	901	86.8%	113	61	54.0%	1151	962	83.6%	85.4%	97.9%
Central Washington Section	78	68	87.2%	6	2	33.3%	84	70	83.3%	88.0%	94.7%
Eastern Montana Section	116	98	84.5%	6	2	33.3%	122	100	82.0%	89.9%	91.2%
Santa Clara Valley Section	10761	8988	83.5%	612	294	48.0%	11373	9,282	81.6%	84.8%	96.2%
Seattle Section	3692	3105	84.1%	381	212	55.6%	4073	3,317	81.4%	83.3%	97.8%
Tucson Section	709	597	84.2%	77	42	54.5%	786	639	81.3%	85.2%	95.5%
Boise Section	465	388	83.4%	51	30	58.8%	516	418	81.0%	83.2%	97.3%
Oregon Section	3269	2764	84.6%	324	141	43.5%	3593	2,905	80.9%	83.0%	97.4%
Alaska Section	353	300	85.0%	67	39	58.2%	420	339	80.7%	84.4%	95.6%
Fort Huachuca Section	90	73	81.1%	5	3	60.0%	95	76	80.0%	83.4%	95.9%
Coastal Los Angeles Section	1922	1615	84.0%	277	137	49.5%	2199	1,752	79.7%	81.2%	98.1%
San Francisco Section	1760	1452	82.5%	126	45	35.7%	1886	1,497	79.4%	82.3%	96.5%
Phoenix Section	2695	2252	83.6%	338	154	45.6%	3033	2,406	79.3%	82.5%	96.2%
Western Montana Section	122	111	91.0%	26	6	23.1%	148	117	79.1%	85.5%	92.5%
Sacramento Valley Section	1368	1136	83.0%	211	110	52.1%	1579	1,246	78.9%	81.4%	96.9%

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Retention: 2015 Membership Year – Results through April 2015 (continued)

Renewal by Region: 2015 Membership Year-April 2015											
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
REGION 6	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal		
Hawaii Section	558	460	82.4%	89	47	52.8%	647	507	78.4%	81.4%	96.3%
Orange County Section	2512	2069	82.4%	342	139	40.6%	2854	2,208	77.4%	79.0%	97.9%
Oakland-East Bay Section	3415	2810	82.3%	483	205	42.4%	3898	3,015	77.3%	81.4%	95.0%
Eastern Idaho Section	148	121	81.8%	37	22	59.5%	185	143	77.3%	85.2%	90.7%
Utah Section	1015	830	81.8%	225	116	51.6%	1240	946	76.3%	78.8%	96.9%
San Diego Section	3510	2839	80.9%	523	234	44.7%	4033	3,073	76.2%	81.0%	94.1%
China Lake-Bakersfield Section	185	150	81.1%	30	13	43.3%	215	163	75.8%	84.0%	90.3%
Spokane Section	232	187	80.6%	31	12	38.7%	263	199	75.7%	85.0%	89.1%
San Fernando Valley Section	955	769	80.5%	121	43	35.5%	1076	812	75.5%	79.0%	95.5%
Northern Nevada Section	289	231	79.9%	73	40	54.8%	362	271	74.9%	85.0%	88.1%
Richland Section	315	244	77.5%	31	14	45.2%	346	258	74.6%	84.0%	88.8%
Las Vegas Section	432	341	78.9%	85	40	47.1%	517	381	73.7%	79.8%	92.4%
Central Coast Section	665	559	84.1%	217	76	35.0%	882	635	72.0%	73.9%	97.4%
Foothill Section	840	676	80.5%	245	100	40.8%	1085	776	71.5%	70.0%	102.2%
Central Montana Section	109	85	78.0%	26	11	42.3%	135	96	71.1%	76.0%	93.6%
Metropolitan Los Angeles Section	1215	929	76.5%	339	167	49.3%	1554	1,096	70.5%	76.3%	92.4%
Palouse Section	221	177	80.1%	90	42	46.7%	311	219	70.4%	77.0%	91.5%
Grand Total	**46,050**	**38,181**	**82.9%**	**5,659**	**2,626**	**46.4%**	**51,709**	**40,807**	**78.9%**	**82.6%**	**95.5%**

Recruitment: 2015 Membership Year – Results through April 2015

Region Code	Section Name	2015	2014	# Change	% Change	2015 Goal	% to Goal
	Election by Region:2015 Membership Year April 2015						
R6	Los Alamos/Northern New Mexico Section	13	6	7	116.67%	15	86.7%
R6	Fort Huachuca Section	15	8	7	87.50%	10	155.2%
R6	Boise Section	53	37	16	43.24%	65	81.5%
R6	Tucson Section	72	55	17	30.91%	77	93.5%
R6	Central Montana Section	24	20	4	20.00%	32	75.0%
R6	Eastern Idaho Section	38	33	5	15.15%	40	95.0%
R6	San Francisco Section	153	139	14	10.07%	211	72.6%
R6	Foothill Section	170	155	15	9.68%	272	62.4%
R6	Santa Clara Valley Section	707	651	56	8.60%	910	77.7%
R6	Metropolitan Los Angeles Section	226	215	11	5.12%	297	76.2%
R6	Orange County Section	298	289	9	3.11%	400	74.5%
R6	China Lake Bakersfield Section	35	34	1	2.94%	50	69.4%
R6	Oakland-East Bay Section	389	382	7	1.83%	520	74.8%
R6	Coastal Los Angeles Section	187	190	-3	-1.58%	294	63.7%
R6	Utah Section	145	153	-8	-5.23%	214	67.8%
R6	Seattle Section	331	350	-19	-5.43%	477	69.4%
R6	San Fernando Valley Section	119	128	-9	-7.03%	177	67.1%
R6	Sacramento Valley Section	167	180	-13	-7.22%	239	69.9%

◆IEEE

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Recruitment: 2015 Membership Year – Results through April 2015 (continued)

Region Code	Section Name	2015	2014	# Change	% Change	2015 Goal	% to Goal
	Election by Region:2015 Membership Year April 2015						
R6	Spokane Section	32	35	-3	-8.57%	39	81.8%
R6	Albuquerque Section	62	68	-6	-8.82%	123	50.5%
R6	Central Coast Section	138	154	-16	-10.39%	191	72.4%
R6	San Diego Section	405	457	-52	-11.38%	600	67.5%
R6	Palouse Section	49	56	-7	-12.50%	82	59.5%
R6	Oregon Section	230	279	-49	-17.56%	422	54.5%
R6	Alaska Section	45	57	-12	-21.05%	81	55.6%
R6	Eastern Montana Section	7	9	-2	-22.22%	12	58.3%
R6	Northern Nevada Section	46	60	-14	-23.33%	72	63.5%
R6	Buenaventura Section	41	55	-14	-25.45%	71	57.4%
R6	Phoenix Section	226	307	-81	-26.38%	419	53.9%
R6	Las Vegas Section	59	83	-24	-28.92%	107	55.1%
R6	Hawaii Section	53	77	-24	-31.17%	98	54.1%
R6	Richland Section	21	34	-13	-38.24%	49	43.3%
R6	Central Washington Section	5	10	-5	-50.00%	14	35.7%
R6	Western Montana Section	8	22	-14	-63.64%	25	31.7%
R6	Alamogordo-Holloman Section	0	2	-2	-100.00%	5	0.0%
Grand Total		**4569**	**4790**	**-221**	**-4.61%**	**6711**	**68.1%**

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

2015 Membership Development Goals

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For the 2015 membership year, we are introducing MD goals for each individual Section, for both recruitment and retention. The Section goals are rolled up to the Region level, producing the Region goal for recruitment, retention and overall membership.

Section goals were developed using the last three years trends for recruitment and retention. Each Section has a unique goal based on different dynamics, so the methodology for creating the goal was different based on whether the Section has had growth or decline three years in row, as well as the overall size and location of the Section.

This will result in Regions and Sections working toward a common goal. Sections can maximize their activity and take ownership at the local level, and see how their efforts are impacting membership growth.

Region goals are now focused on overall membership growth (comprised of an overall recruitment, retention and reinstatement goal), and do not include separate goals for HG versus student. Another benefit is that the service deactivation process will not impact progress to goals, because it focuses on the number of members that join or renew, and not on the total number of members.

Recruitment Performance

In Region 6, one of the thirty-five Sections has already **surpassed** their recruitment goal for the 2015 membership year. Congratulations to the **Fort Huachuca Section**!

Through the first half of the membership year, a total of nineteen, or 54% of the Region, are on track to meet their goal for the year.

See page 6 of this report for individual Section recruitment goals and progress.

Retention Performance

In Region 6, one of the thirty-five Sections has **surpassed** their retention goal for the 2015 membership year. Congratulations to the **Foothill Section**!

Region 6 Recruitment	% to Goal
Fort Huachuca Section	155.2%
Eastern Idaho Section	95.0%
Tucson Section	93.5%
LANNM Section	86.7%
Spokane Section	81.8%
Boise Section	81.5%
Santa Clara Valley Section	77.7%
Metropolitan Los Angeles Section	76.2%
Central Montana Section	75.0%
Oakland-East Bay Section	74.8%
Orange County Section	74.5%
San Francisco Section	72.6%
Central Coast Section	72.4%
Sacramento Valley Section	69.9%
China Lake Bakersfield Section	69.4%
Seattle Section	69.4%
Utah Section	67.8%
San Diego Section	67.5%
San Fernando Valley Section	67.1%

All Sections in Region 6 are on target to reach or surpass their retention goals for the year, tracking at 88% or more of their goal. Thirty-two Sections are over 90% to their goal.

Currently, the overall retention rate in Region 6 is at 78.9%, compared to 78.6% last year. Since deactivation, the region has recovered 2,427 members or 18.6% of the deactivated members. This will start to level off in the coming months with the biggest challenge yet to come in retaining these members. We're not exactly out of the woods, so keep up the great work!

See page 4 of this report for individual Section retention goals and progress.

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Western United States (Region 6)   Page 9

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Region 1-6 Strategy Highlights

With the second month of Half Year Dues and our arrears recovery in full swing, your Section should be focusing on **both** retaining and recruiting members. There is no better time to do both of these activities. Please read the helpful information included below. If you have any questions, please feel free to contact me.

Chris Wright, IEEE Membership Marketing and Sales Specialist
wright.c@ieee.org   **Phone: 732-562-3894**

New MD Report Design

Perhaps you may have noticed a reshuffling of the pages in this report. After discussions with the MRRC and feedback from you, the volunteers, we are trying out a new format to hopefully make the report analysis a bit easier. We realize that there is a lot of information in this report, however, **at the Section level**, you really only need to **review YOUR Section's data** which accounts for **3 TOTAL LINES** of the entire report (**1 each for Total, Renewal and Recruitment**).

We anticipate your cooperation in seeing where you stand and adjusting your Section activities accordingly to deliver what our members want in order to retain and attract new members.

Arrears Recovery Continues

As pointed out last month, HQ does participate in a number of arrears recovery efforts including a number of email campaigns and a calling effort executed by the Contact Center in their downtime. This has contributed to the overall renewal rate; however we need to make sure the Sections are making this effort as well.

If you have been reaching out to your non-renewing members, great job! If not, it is never too late to try and call or at least email those who have not renewed. We have heard from a number of Sections who are achieving success in this area, including the Foothill Section in Region 6 and the New Jersey Coast Section in Region 1. Both of these Sections made the effort and have surpassed their renewal goals for 2015.

Half Year Dues is in Full Swing

If you pay attention to the year-over-year change in membership, most Sections are only a handful of new recruits off from last year. With a few minor adjustments, **YOU CAN TURN THE TIDE!** Here are some quick easy tips to help drive your recruitment.

- Make sure you are promoting the **½ off membership dues** at all meetings, events, etc.
- Have either paper applications or at least the IEEE join page URL handy (www.ieee.org/join) to give to non-members.
- Employing an event greeter at the events is an easy, short-term volunteer opportunity to offer members who want to network.
- Want to **take the hassle out** of the application at the event? We can make it EASIER:
    - Have an internet-ready device on hand
    - Display the IEEE-USA Member-Get-A-Member page
    - Simply have the event greeter help the non-member with a referral
    - It is a triple win for all!
        - The event greeter earns recruitment rewards.
        - The non-member joins for half off.
        - The Section recruits new members.

Need help?

You can always contact me or your Region's MD chair to discuss your Section's needs. My contact information is listed above. We're here for you!

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Member Engagement	Membership Activities	
Recruitment	Recruitment can be handled via the Conference Member Recruitment program, www.ieee.org/cmr	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
MGA Operations	New membership dues effective 16 August	New membership year begins 16 August
Section / Chapter Operations	Invite first year members to activities and events. Consider the newly elevated Student graduates.	Use the Correspondence templates located on www.ieee.org/md for outreach
SAMIEEE/Data Analysis	*New!* Section Vitality Dashboard link, www.ieee.org/vitalitydb will take you directly to the dashboard to view reports.	(MD) All Members Joining since Beginning of Membership Year (MD) First Year Active Members (MD) Members Joining in Past 30 Days (MD) New Member Interest Information for Active IEEE Members
Volunteer Resources	www.ieee.org/volunteers	

MD Resource Links		
	Membership Development Resources (i.e. MD Manual, Section MD Goals, etc.)	www.ieee.org/md
	Benefits of Membership	www.ieee.org/benefits
	Online Supply Form	www.ieee.org/md
	First Year Member Experience	www.ieee.org/start
	IEEE Contact Center & Support	www.ieee.org/contactcenter
	Section Vitality Dashboard	www.ieee.org/vitalitydb
	Member-Get-a-Member (MGM)	www.ieee.org/mgm
	MD Webcast Archive	www.ieee.org/md
	Senior Member Program	www.ieee.org/seniormember
	Member Loyalty Program	www.ieee.org/loyalty
	myIEEE	www.ieee.org/myieee

IEEE Day 2015: Save the Date

The next annual IEEE Day will take place on **6 October 2015**. It is never too early to start planning your event. Some suggestions to get you started:

- Recruit Section Ambassadors to promote your event / member engagement
- Raise local funding for event(s)
- Reach out to Industry/Academia to identify guest speakers while promoting IEEE
- Promote your event in Section newsletters, Region/Section websites, local newspapers
- Learn more about IEEE Day at http://www.ieeeday.org.