



# Membership Development Report – May 2015

Western United States (Region 6)

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



I would like to recognize the top four volunteers for their efforts in the micro-volunteering campaign. Rhonda Schennum – Richland Section, Hassnaa Moustafa – Oregon Section, Jack Reynolds – Santa Clara Valley Section and Anil Nisargand – Seattle Section were the volunteers that contacted the most non-renewing members on behalf of their Sections. Be sure to read Page 9 of this report for additional information. Four of the thirty-five Sections in Region 6 have surpassed their recruitment goal for the 2015 membership year. One of the Sections has surpassed their retention goal for 2015 membership year. Congratulations to the Foothill Section. More information on Recruitment Performance can be found on Page 8. We are tracking well with this month at 79.8% and a 2015 goal of 82.6%.

**Ralph Hogan**, Membership Development Chair, Region 6

Region Snapshot	This Month	'15 vs. '14	% Change	<b>2015 Membership Year goals for Recruitment and Retention are now <a href="#">available online!</a></b>  Use the link above for instant access to your goals.
Total Membership	<b>49,008</b>	▼ <b>(747)</b>	<b>-1.5%</b>	
Higher-Grade	42,173	▼ <b>(372)</b>	<b>-0.9%</b>	
Students	6,835	▼ <b>(375)</b>	<b>-5.2%</b>	
IEEE Worldwide	358,195	▼ <b>(3,250)</b>	<b>-0.9%</b>	

Retention	Cumulative – Through This Month				Top 3 Sections (by retention %)
	Higher Grade	Student	Total % , #	2015 Goal % , #	
Region 6	83.6% 38,513	48.2% 2,728	<b>79.8%</b> 41,241	<b>82.6%</b> 42,712	85.0%: LANNM Section 84.5%: Albuquerque Section 84.4%: Buenaventura Section
IEEE Overall	78.8% 236,027	37.5% 33,470	69.4% 269,497	72.5% 281,672	

Recruitment	Cumulative – Through This Month				Top 3 Sections (by growth %)
	Higher Grade	Student	Total YoY Chg	2015 Goal YoY Chg	
Region 6	1,656	3,399	<b>5,055</b> <b>-3.7%</b>	<b>6,711</b> +7.4%	100.0%: Fort Huachuca Section 87.5%: LANNM Section 30.9%: Boise Section
IEEE Overall	13,988	57,950	71,948 <b>-1.4%</b>	99,481 +7.8%	

Reinstatement	Cumulative – Through This Month		Reinstatement goals are set for each Region and not individual Sections.
	Total	2015 Goal	
Region 6	<b>2,215</b>	<b>2,350</b>	
IEEE Overall	16,063	18,280	



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**Total Membership: 2015 Membership Year – Results through May 2015**

<b>Total Active Members by Region: May 2015</b>									
	<b>HIGHER GRADE MEMBERS</b>			<b>STUDENT MEMBERS</b>			<b>TOTAL MEMBERS</b>		
<b>REGION 6</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>
Fort Huachuca Section	85	87	-2.3%	17	8	112.5%	102	95	7.4%
Eastern Idaho Section	136	138	-1.4%	60	47	27.7%	196	185	5.9%
China Lake Bakers Field Section	161	162	-0.6%	47	35	34.3%	208	197	5.6%
Alaska Section	327	321	1.9%	82	77	6.5%	409	398	2.8%
Boise Section	428	437	-2.1%	74	60	23.3%	502	497	1.0%
San Francisco Section	1668	1652	1.0%	147	146	0.7%	1,815	1,798	0.9%
Utah Section	905	907	-0.2%	283	279	1.4%	1,188	1,186	0.2%
Central Washington Section	75	68	10.3%	4	11	-63.6%	79	79	0.0%
Seattle Section	3424	3411	0.4%	504	532	-5.3%	3,928	3,943	-0.4%
Albuquerque Section	971	957	1.5%	133	152	-12.5%	1,104	1,109	-0.5%
Santa Clara Valley Section	10113	10154	-0.4%	753	776	-3.0%	10,866	10,930	-0.6%
Tucson Section	639	657	-2.7%	109	96	13.5%	748	753	-0.7%
Foothill Section	727	744	-2.3%	305	295	3.4%	1,032	1,039	-0.7%
Oakland-East Bay Section	3115	3155	-1.3%	578	571	1.2%	3,693	3,726	-0.9%
Coastal Los Angeles Section	1748	1777	-1.6%	340	344	-1.2%	2,088	2,121	-1.6%
Las Vegas Section	375	375	0.0%	108	116	-6.9%	483	491	-1.6%
San Diego Section	3198	3219	-0.7%	612	656	-6.7%	3,810	3,875	-1.7%
Palouse Section	196	183	7.1%	99	118	-16.1%	295	301	-2.0%

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**Total Membership: 2015 Membership Year – Results through May 2015 (continued)**

<b>Total Active Members by Region: May 2015</b>									
	<b>HIGHER GRADE MEMBERS</b>			<b>STUDENT MEMBERS</b>			<b>TOTAL MEMBERS</b>		
<b>REGION 6</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>	<b>2015</b>	<b>2014</b>	<b>% Change</b>
Oregon Section	3048	3053	-0.2%	333	404	-17.6%	3,381	3,457	-2.2%
Orange County Section	2267	2317	-2.2%	423	439	-3.6%	2,690	2,756	-2.4%
Sacramento Valley Section	1215	1252	-3.0%	266	269	-1.1%	1,481	1,521	-2.6%
Phoenix Section	2454	2506	-2.1%	388	415	-6.5%	2,842	2,921	-2.7%
Northern Nevada Section	249	242	2.9%	85	102	-16.7%	334	344	-2.9%
Los Alamos/Northern New Mexico Section	233	243	-4.1%	13	11	18.2%	246	254	-3.1%
Metropolitan Los Angeles Section	1015	1062	-4.4%	419	423	-0.9%	1,434	1,485	-3.4%
Buenaventura Section	676	676	0.0%	46	72	-36.1%	722	748	-3.5%
San Fernando Valley Section	835	843	-0.9%	160	194	-17.5%	995	1,037	-4.1%
Central Montana Section	88	95	-7.4%	37	36	2.8%	125	131	-4.6%
Central Coast Section	591	599	-1.3%	228	271	-15.9%	819	870	-5.9%
Richland Section	283	286	-1.0%	25	45	-44.4%	308	331	-6.9%
Hawaii Section	495	513	-3.5%	101	128	-21.1%	596	641	-7.0%
Western Montana Section	120	117	2.6%	12	26	-53.8%	132	143	-7.7%
Spokane Section	199	213	-6.6%	35	44	-20.5%	234	257	-8.9%
Eastern Montana Section	102	111	-8.1%	6	8	-25.0%	108	119	-9.2%
Alamogordo-Holloman Section	12	13	-7.7%	3	4	-25.0%	15	17	-11.8%
<b>Grand Total</b>	<b>42,173</b>	<b>42,545</b>	<b>-0.9%</b>	<b>6,835</b>	<b>7,210</b>	<b>-5.2%</b>	<b>49,008</b>	<b>49,755</b>	<b>-1.5%</b>



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## Retention: 2015 Membership Year – Results through May 2015

<b>Renewal by Region: 2015 Membership Year-May 2015</b>											
REGION 6	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			2015 Goal	% to Goal
	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%
Albuquerque Section	1038	910	87.7%	113	63	55.8%	1151	973	84.5%	85.4%	99.0%
Buenaventura Section	729	631	86.6%	40	18	45.0%	769	649	84.4%	89.4%	94.4%
Alamogordo-Holloman Section	16	13	81.3%	3	3	100.0%	19	16	84.2%	86.7%	97.2%
Central Washington Section	78	68	87.2%	6	2	33.3%	84	70	83.3%	88.0%	94.7%
Eastern Montana Section	116	99	85.3%	6	2	33.3%	122	101	82.8%	89.9%	92.1%
Santa Clara Valley Section	10761	9089	84.5%	612	305	49.8%	11373	9,394	82.6%	84.8%	97.4%
Fort Huachuca Section	90	75	83.3%	5	3	60.0%	95	78	82.1%	83.4%	98.4%
Seattle Section	3692	3129	84.8%	381	214	56.2%	4073	3,343	82.1%	83.3%	98.5%
Alaska Section	353	301	85.3%	67	43	64.2%	420	344	81.9%	84.4%	97.0%
Tucson Section	709	600	84.6%	77	43	55.8%	786	643	81.8%	85.2%	96.1%
Oregon Section	3269	2782	85.1%	324	147	45.4%	3593	2,929	81.5%	83.0%	98.2%
Boise Section	465	389	83.7%	51	30	58.8%	516	419	81.2%	83.2%	97.6%
Coastal Los Angeles Section	1922	1626	84.6%	277	143	51.6%	2199	1,769	80.4%	81.2%	99.1%
San Francisco Section	1760	1466	83.3%	126	48	38.1%	1886	1,514	80.3%	82.3%	97.6%
Phoenix Section	2695	2270	84.2%	338	155	45.9%	3033	2,425	80.0%	82.5%	97.0%
Hawaii Section	558	467	83.7%	89	48	53.9%	647	515	79.6%	81.4%	97.8%
Sacramento Valley Section	1368	1138	83.2%	211	115	54.5%	1579	1,253	79.4%	81.4%	97.5%

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**Retention: 2015 Membership Year – Results through May 2015 (continued)**

<b>Renewal by Region: 2015 Membership Year-May 2015</b>											
<b>REGION 6</b>	<b>HIGHER GRADE MEMBERS</b>			<b>STUDENT MEMBERS</b>			<b>TOTAL MEMBERS</b>			<b>2015 Goal</b>	<b>% to Goal</b>
	<b>Opportunity</b>	<b># Renewal</b>	<b>% Renewal</b>	<b>Opportunity</b>	<b># Renewal</b>	<b>% Renewal</b>	<b>Opportunity</b>	<b># Renewal</b>	<b>% Renewal</b>		
Western Montana Section	122	111	91.0%	26	6	23.1%	148	117	79.1%	85.5%	92.5%
Eastern Idaho Section	148	122	82.4%	37	24	64.9%	185	146	78.9%	85.2%	92.6%
Oakland-East Bay Section	3415	2837	83.1%	483	213	44.1%	3898	3,050	78.2%	81.4%	96.1%
Orange County Section	2512	2082	82.9%	342	147	43.0%	2854	2,229	78.1%	79.0%	98.9%
San Diego Section	3510	2867	81.7%	523	248	47.4%	4033	3,115	77.2%	81.0%	95.4%
Utah Section	1015	840	82.8%	225	117	52.0%	1240	957	77.2%	78.8%	98.0%
Richland Section	315	251	79.7%	31	15	48.4%	346	266	76.9%	84.0%	91.5%
Spokane Section	232	189	81.5%	31	12	38.7%	263	201	76.4%	85.0%	90.0%
China Lake-Bakersfield Section	185	150	81.1%	30	14	46.7%	215	164	76.3%	84.0%	90.8%
San Fernando Valley Section	955	774	81.0%	121	45	37.2%	1076	819	76.1%	79.0%	96.3%
Northern Nevada Section	289	232	80.3%	73	40	54.8%	362	272	75.1%	85.0%	88.4%
Las Vegas Section	432	343	79.4%	85	43	50.6%	517	386	74.7%	79.8%	93.6%
Central Coast Section	665	562	84.5%	217	82	37.8%	882	644	73.0%	73.9%	98.8%
Foothill Section	840	681	81.1%	245	107	43.7%	1085	788	72.6%	70.0%	103.8%
Palouse Section	221	177	80.1%	90	46	51.1%	311	223	71.7%	77.0%	93.1%
Metropolitan Los Angeles Section	1215	942	77.5%	339	170	50.1%	1554	1,112	71.6%	76.3%	93.8%
Central Montana Section	109	85	78.0%	26	11	42.3%	135	96	71.1%	76.0%	93.6%
<b>Grand Total</b>	<b>46,050</b>	<b>38,513</b>	<b>83.6%</b>	<b>5,659</b>	<b>2,728</b>	<b>48.2%</b>	<b>51,709</b>	<b>41,241</b>	<b>79.8%</b>	<b>82.6%</b>	<b>96.6%</b>



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**Recruitment: 2015 Membership Year – Results through May 2015**

<b>Election by Region:2015 Membership Year May 2015</b>							
<b>Region Code</b>	<b>Section Name</b>	<b>2015</b>	<b>2014</b>	<b># Change</b>	<b>% Change</b>	<b>2015 Goal</b>	<b>% to Goal</b>
R6	Fort Huachuca Section	16	8	8	100.00%	10	165.5%
R6	Los Alamos/Northern New Mexico Section	15	8	7	87.50%	15	100.0%
R6	Boise Section	55	42	13	30.95%	65	84.6%
R6	Tucson Section	78	61	17	27.87%	77	101.3%
R6	Eastern Idaho Section	42	36	6	16.67%	40	105.0%
R7	Central Montana Section	25	22	3	13.64%	32	78.1%
R6	San Francisco Section	175	160	15	9.38%	211	83.1%
R6	Santa Clara Valley Section	791	727	64	8.80%	910	86.9%
R6	Foothill Section	183	173	10	5.78%	272	67.2%
R6	China Lake Bakersfield Section	38	36	2	5.56%	50	75.4%
R6	Oakland-East Bay Section	432	419	13	3.10%	520	83.1%
R6	Metropolitan Los Angeles Section	243	237	6	2.53%	297	82.0%
R6	Orange County Section	323	321	2	0.62%	400	80.8%
R6	Utah Section	166	165	1	0.61%	214	77.6%
R6	Seattle Section	384	391	-7	-1.79%	477	80.5%
R6	Coastal Los Angeles Section	206	211	-5	-2.37%	294	70.1%
R6	Albuquerque Section	72	76	-4	-5.26%	123	58.7%
R6	San Fernando Valley Section	129	140	-11	-7.86%	177	72.7%

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**Recruitment: 2015 Membership Year – Results through May 2015 (continued)**

<b>Election by Region:2015 Membership Year May 2015</b>							
<b>Region Code</b>	<b>Section Name</b>	<b>2015</b>	<b>2014</b>	<b># Change</b>	<b>% Change</b>	<b>2015 Goal</b>	<b>% to Goal</b>
R6	Sacramento Valley Section	177	193	-16	-8.29%	239	74.1%
R6	San Diego Section	446	490	-44	-8.98%	600	74.3%
R6	Palouse Section	59	65	-6	-9.23%	82	71.7%
R6	Central Coast Section	144	159	-15	-9.43%	191	75.5%
R6	Spokane Section	32	37	-5	-13.51%	39	81.8%
R6	Northern Nevada Section	52	61	-9	-14.75%	72	71.8%
R6	Oregon Section	259	312	-53	-16.99%	422	61.3%
R6	Eastern Montana Section	7	9	-2	-22.22%	12	58.3%
R6	Las Vegas Section	68	88	-20	-22.73%	107	63.5%
R6	Buenaventura Section	47	61	-14	-22.95%	71	65.8%
R6	Phoenix Section	248	329	-81	-24.62%	419	59.2%
R6	Alaska Section	47	65	-18	-27.69%	81	58.0%
R6	Hawaii Section	58	81	-23	-28.40%	98	59.2%
R6	Richland Section	22	34	-12	-35.29%	49	45.4%
R6	Central Washington Section	6	10	-4	-40.00%	14	42.9%
R6	Western Montana Section	10	22	-12	-54.55%	25	39.7%
R6	Alamogordo-Holloman Section	0	2	-2	-100.00%	5	0.0%
<b>Grand Total</b>		<b>5055</b>	<b>5251</b>	<b>-196</b>	<b>-3.73%</b>	<b>6711</b>	<b>75.3%</b>



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## 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, four of the thirty-five Sections have **surpassed** their recruitment goal for the 2015 membership year. Congratulations to the **Fort Huachuca, Eastern Idaho, Tucson and Los Alamos/Northern New Mexico Sections!**

A total of twelve, or 32.4% of the Region, are on track to meet their goal for the year. In many cases, we're only a few new members off. Let's make the last 2 months of recruitment count.

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

### Retention Performance

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

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 79.8%, compared to 79.6% last year. Since deactivation, the region has recovered 2,861 members or 21.9% of the deactivated members. We only have June and July left to renew these members before they are made inactive, so keep up the great work!

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

Region 6 Recruitment	% to Goal
Fort Huachuca Section	165.5%
Eastern Idaho Section	105.0%
Tucson Section	101.3%
Los Alamos/Northern New Mexico Section	100.0%
Santa Clara Valley Section	86.9%
Boise Section	84.6%
San Francisco Section	83.1%
Oakland-East Bay Section	83.1%
Metropolitan Los Angeles Section	82.0%
Spokane Section	81.8%
Orange County Section	80.8%
Seattle Section	80.5%
Central Montana Section	78.1%
Utah Section	77.6%
Central Coast Section	75.5%
China Lake Bakersfield Section	75.4%
San Diego Section	74.3%
Sacramento Valley Section	74.1%
San Fernando Valley Section	72.7%





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### **Region 1-6 Strategy Highlights**

We're coming into the homestretch for the 2015 Membership Year. 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**  
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### **2015 Membership Year End Quickly approaching...**

Have you met your renewal and/or recruitment goals for 2015? If not there is still time to execute some simple projects to try and recover and/or recruit members.

For renewals, it can be as simple as making a few phone calls. As you may know, in Region 6, a micro-volunteering project was executed that asked current members to make 10 phone calls to non-renewing members on behalf of their Sections. 61% of the non-renewing members that were spoken too had cited they simply forgot to renew and promised to do so. We would also like to take the opportunity now to thank our top four volunteers for their efforts to renew members:

**Rhonda Schenum** – Richland Section      **Hassnaa Moustafa** – Oregon Section  
**Jack Reynolds** – Santa Clara Valley Section      **Anil Nisargand** – Seattle Section

For recruitment, we still have the half year dues option available through the beginning of August. Why not take advantage of this promotion and identify opportunities where your Sections can make the offer to non-members? Simply follow these steps:

- Talk with your Section ExCom, Student Branches and Technical Chapters to see if there are any events or activities in the next few months.
- Don't have time to talk to everyone? Use the Meeting Tab in the Section Vitality Dashboard to ID events
- Make sure you have someone at the events to talk to non-members and promote the **1/2 off membership dues**
  - This is great opportunity to engage current members as well to find out their interests.
- Use either the paper applications from the MD kit or direct them to the IEEE join page ([www.ieee.org/join](http://www.ieee.org/join))
  - Don't forget the [IEEE-USA Member-Get-A-Member program](#)! This is a great way to incent members to participate and recruit new members.

### **... and the 2016 Membership Year is Right Around the Corner**

Through the summer, I will be looking for an opportunity to speak with each Section in order to help develop plans intended to drive member engagement. We're working internally here to identify EASY methods to look at member interest data and upcoming meetings to take some of the guess work out of delivering an excellent member experience. Stay tuned...

### **Have you thought about an IEEE Day event?**

IEEE Day this year will be on 6 October 2015. US participation in this annual celebration of IEEE and its members has been down the past few years. Let's try and right the ship on this for 2015. It's **REALLY** easy. If you're looking to schedule an event or activity in October, simply schedule it for the week of IEEE Day and submit it as an event on the IEEE day website ([www.ieeeday.org](http://www.ieeeday.org)). During this week, we'll be offering the membership discount for new members so you can get a jump start on 2016 recruitment, plus it's an opportunity to engage your members and let them know they are appreciated.

### **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	<i>Membership Activities</i>	
<b>Recruitment</b>	Recruitment can be handled via the Conference Member Recruitment program, <a href="http://www.ieee.org/cmr">www.ieee.org/cmr</a>	Showcase new membership programs including MentorCentre, Resume Lab, GoogleApps@IEEE
<b>MGA Operations</b>	New membership dues effective 16 August	New membership year begins 16 August
<b>Section / Chapter Operations</b>	Invite first year members to activities and events. Consider the newly elevated Student graduates.	Use the Correspondence templates located on <a href="http://www.ieee.org/md">www.ieee.org/md</a> for outreach
<b>SAMIEEE/Data Analysis</b>	<i>New!</i> Section Vitality Dashboard link, <a href="http://www.ieee.org/vitalitydb">www.ieee.org/vitalitydb</a> 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
<b>Volunteer Resources</b>	<a href="http://www.ieee.org/volunteers">www.ieee.org/volunteers</a>	

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

### 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>.