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Student Membership Reaches Record Level

Student membership in IEEE established a new high water mark in 2005. At the close of the year, the IEEE had 73,870 Student Members. This represents growth of 8.1% over last year, and a 2.1% increase over the previous high of 72,328 Student Members set in 2002. The strong results were driven primarily by gains in Regions 8, 9 and 10 - which had student increases of 14.9%, 29.3%, and 14.2% respectively – and would have been even more impressive were it not for a 2.9% drop in student membership in the U.S.

Membership Snapshot		
	Dec 2005	% Change
Total Membership	367,395	0.5%
- Higher Grade	293,525	-1.2%
- Students	73,870	8.1%
Society Memberships	346,532	-1.6%

Unfortunately, the stellar performance of our student membership did not extend to our **Higher Grade membership** results. HG Membership declined this year by 3,600 members (-1.2%), with losses observed in all six of the U.S. Regions and in Region 10. The decrease in R10 was particularly pronounced - a drop of 8.0%, or 3,604 HG members. On the plus side, Region 8 (+3.8%) and Region 9 (+5.8%) both showed relatively robust gains in their Higher Grade totals.

Region 10, despite the above noted decline in its HG membership base, did manage to retain the title of largest IEEE Region in 2005. With a year-ending total of 62,533 members, Region 10 exceeded runner-up Region 6 by 1,663 members.

Region 6, for its part, remained as the region with the largest population of Higher Grade members (54,202), while Region 8, with 42,058 HG members, supplanted Region 10 (41,690) for second place in this category.

Society memberships ended the year down by 1.6%, representing a loss of 5,609 memberships. As with IEEE membership in general, the performance is split into a gain in Student society memberships (+2.1%) coupled with a decline in Higher Grade memberships (-2.2%). Unfortunately the student gain may turn out to be transitory, since it is entirely the result of a 2005 promotional campaign conducted by the Computer Society (CS) for students in Region 9. If you exclude the increase of 3,206 students that was generated by the Computer Society promotion, the remaining 38 Societies actually had a combined loss of 2,464 student memberships. It remains to be seen how much of the Computer Society gain will “stick” in 2006 in the form of renewed memberships once the promotion has ended.

Paralleling the general decline in Society memberships this year, the percentage of IEEE members belonging to a Society also fell - from 56.0% last year to 55.3% in 2005. Higher Grade participation in IEEE Societies fell from 60.4% to 60.1%, while Student participation fell from 36.6% to 36.1%.

Students Reach Record Level, continued

On a somewhat more positive note, 15 Societies managed to exhibit growth in 2005, as compared to just four that demonstrated growth in 2004. These 15 are listed in the table below in order of their percentage growth rates. Only two Societies increased their membership in *both* 2004 and 2005; these were the *Robotics and Automation Society* and *Social Implications of Technology Society*.

Societies with Increased Membership in 2005			
Society Name	Growth	Society Name	Growth
Intelligent Transportation Systems	303.7%	Social Implications of Technology	0.9%
Product Safety Engineering	18.6%	Industrial Electronics	0.5%
Education	4.2%	Oceanic Engineering	0.4%
Robotics & Automation	4.0%	Power Electronics	0.4%
Magnetics	3.1%	Antennas & Propagation	0.3%
Engineering in Medicine & Biology	2.6%	Engineering Management	0.2%
Computer	2.0%	Broadcast Technology	0.2%
Instrumentation & Measurement	1.0%		

We should probably take this opportunity to report that 11 of the above 15 Societies sent a representative(s) to this year's Membership Development Orientation and Retreat sponsored by the Membership Development Committee. Cause and effect? You tell us. 😊

Research Report: Why Members Don't Renew

This past summer IEEE Membership, in conjunction with IEEE Corporate Research, conducted a survey of Higher Grade members who failed to renew their membership for 2005. An invitation to participate in the survey was sent to over 35,000 "former members," and over 6,600 of them (19%) completed the online questionnaire (Life members were excluded). A more complete report on the findings of this survey is available for viewing at <http://www.ieee.org/research> (a web account is required for access to the report); however, herewith are some of the highlights:

When the respondents were presented with a list of 20 reasons for their nonrenewal and asked to choose any that applied to them, the following five items were those most frequently cited (values total more than 100% since members could make multiple choices):

1. Membership is too expensive (46%)
2. Value does not justify cost (38%)
3. Insufficient time to read publications (23%)
4. Dissatisfaction with networking opportunities (18%)
5. Employer no longer pays dues (16%)



Why Members Don't Renew, continued

These former members were then shown the same list of 20 items again, and asked to choose the *one* most significant reason why they did not renew their membership. Here again are the top five responses:

1. Value does not justify cost (30%)
2. Membership is too expensive (13%)
3. Employer no longer pays dues (9%)
4. Forgot to renew (9%)
5. My employer has access to IEEE publications (4%)

Obviously there is a “cost/value” issue with these former members, and nearly a third cited a lack of value as their main reason for not renewing. Further, it could easily be argued that those who responded that their “employer no longer pays dues” are also making a value statement. In other words, “membership only has value to me if someone else is paying for it.”

In general, younger members were more apt to claim affordability as their primary issue, while older members were more apt to cite a lack of value. Geographically, Region 9 members were those most likely to indicate that they could not afford membership, while members in Regions 1 to 8 found the least value.



Respondents were asked to rate (on a scale of one to ten) how much impact dues prices had on their decision not to renew (with one being very little impact, and ten being the sole reason). Fifty percent gave it a ranking of eight or higher. When those who responded that price had had an impact on their decision to renew were asked “would you have renewed at a lower price,” 83% answered that they probably or definitely would have. (Keep in mind, however, that this question did not indicate what that lower price might be.)

The survey results also showed that these former members have some degree of willingness to consider a membership model which provided a lower price, but which also provided for fewer member benefits. When quizzed on what benefits they would be willing to give up, travel services; awards programs; the IEEE e-mail alias; and conference discounts were the benefits they were most willing to lose. At the other end of the scale, the benefits which these respondents were least willing to give up were: opportunities to keep technically current; Society membership; and Spectrum magazine.

The participants were then asked to rate, on a scale of one to ten, their likelihood of rejoining IEEE at some later date, with one equaling “no way,” and ten equaling “highly likely to rejoin.” Interestingly, nearly a third gave this a rating of eight or above.

In summary, just as there is no single reason why members join IEEE, there does not appear to be a single reason why they drop their membership. Over three-quarters of the respondents cited more than one reason for not renewing. However the cost and/or value of membership are issues that the IEEE must come to terms with. It would also help us to remember that it is the “perceived” value of membership that is in question here. In other words, if members are not aware of their benefits or are not using certain benefits, then those benefits have no value to them. We must, therefore, be vigilant about communicating the benefits of membership whenever the opportunity presents itself. Assuming all our members are aware of everything IEEE provides is a sure-fire way to insure they won't be renewing next year.

Lastly, a word of caution about this information. While the above opinions do represent the thoughts of Higher Grade members who dropped their membership in 2005, keep in mind that they comprised only 15% of our entire member population last year. As such these findings are *not necessarily* representative of the other 85% of our HG members - roughly 235,000 individuals - who found sufficient enough value to renew their memberships *again*.



Fellows Nomination Deadline Approaching

All individuals nominated for IEEE Fellow grade must be an IEEE Senior Member at the time of their nomination. Anyone nominating a member for Fellow grade should ensure that their nominee is currently a Senior Member. If they are not, the final Admission and Advancement (A&A) Senior Member Review Panel before the 1 March 2006 cut-off date for Fellow nominations will be held on 18 February 2006, in Scottsdale, Arizona. Completed applications for Senior Member grade and all required references **must be received at least 10 days prior** to each Review Panel meeting in order to be considered.

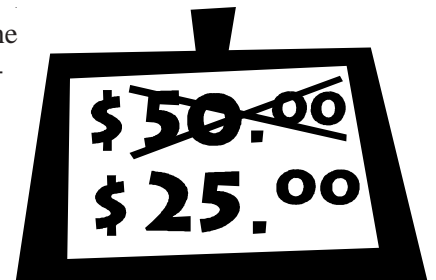
For more information on the IEEE Fellow program and the Fellow nomination process, please visit <http://www.ieee.org/about/awards/fellows/fellows.htm>. Questions regarding application for Senior Member grade can be sent to: <mailto:senior-member@ieee.org> or information can be obtained online at: <http://www.ieee.org/seniormember>.

Plan Now to Promote Half-Year Dues

March 1st begins the half-year dues period for anyone joining IEEE, or adding a new Society membership or publication to their IEEE membership. Individuals joining IEEE or one of its Societies at this time pay just one-half the normal dues rate.

Membership services start immediately upon joining, and run through the balance of the current calendar year. Therefore for just half the normal rate, a new member can experience as much as 10 full months of membership (1 March to 31 December). This makes it a great time for IEEE recruiters to invite colleagues and classmates to join IEEE, or for current IEEE members to think about sampling a new IEEE society. Help get the word out!

MD Volunteers might want to begin planning for a membership promotion event using the half-year rates as the focus. This is a great way for someone to sample membership, since it requires a little less of an up-front commitment. Start planning now in order to be ready for your first meeting in March 2006.



Geographic IEEE Membership Summary December 2005

Region	Higher Grade Members		Change		Student Members		Change		Total Members		Change	
	2005	2004	#	%	2005	2004	#	%	2005	2004	#	%
1	35,165	35,930	-765	-2.1%	4,026	4,022	4	0.1%	39,191	39,952	-761	-1.9%
2	29,854	30,246	-392	-1.3%	3,763	3,824	-61	-1.6%	33,617	34,070	-453	-1.3%
3	26,013	26,078	-65	-0.2%	4,563	4,642	-79	-1.7%	30,576	30,720	-144	-0.5%
4	20,255	20,598	-343	-1.7%	4,070	4,134	-64	-1.5%	24,325	24,732	-407	-1.6%
5	25,389	25,611	-222	-0.9%	4,292	4,516	-224	-5.0%	29,681	30,127	-446	-1.5%
6	54,202	54,466	-264	-0.5%	6,668	7,074	-406	-5.7%	60,870	61,540	-670	-1.1%
US	190,878	192,929	-2,051	-1.1%	27,382	28,212	-830	-2.9%	218,260	221,141	-2,881	-1.3%
7	12,026	11,901	125	1.1%	3,354	3,206	148	4.6%	15,380	15,107	273	1.8%
8	42,058	40,504	1,554	3.8%	14,895	12,967	1,928	14.9%	56,953	53,471	3,482	6.5%
9	6,873	6,497	376	5.8%	7,396	5,719	1,677	29.3%	14,269	12,216	2,053	16.8%
10	41,690	45,294	-3,604	-8.0%	20,843	18,254	2,589	14.2%	62,533	63,548	-1,015	-1.6%
Non-US	102,647	104,196	-1,549	-1.5%	46,488	40,146	6,342	15.8%	149,135	144,342	4,793	3.3%
Total	293,525	297,125	-3,600	-1.2%	73,870	68,358	5,512	8.1%	367,395	365,483	1,912	0.5%

MEMBERSHIP TOTALS BY GRADE

December 2005

Grade	Active Dec 2005	Active Dec 2004	Gain/Loss	% Gain/Loss
Honorary	25	24	1	4.2%
Fellow	5,777	5,666	111	2.0%
Senior Member	27,997	27,007	990	3.7%
Member	233,803	237,821	-4,018	-1.7%
Associate	25,923	26,607	-684	-2.6%
Student	73,870	68,358	5,512	8.1%
Total IEEE Mbrs	367,395	365,483	1,912	0.5%
Affiliates	27,226	27,294	-68	-0.2%

WOMEN IN ENGINEERING

Grade	Dec-05	Dec-04	Change	% Change
Fellow	28	19	9	47.4%
Life members*	83	47	36	76.6%
Sr. Member	177	138	39	28.3%
Member	2,667	2,535	132	5.2%
Associate	546	343	203	59.2%
Student*	8,677	7,583	1,094	14.4%
Total	12,178	10,665	1,513	14.2%

* Membership in WIE is free for Life Members and Students

MEMBERSHIP BY DUES CATEGORY*

Category	Aug-05	Aug-04	Change	% Change
Minimum Income	13,594	15,460	-1,866	-12.1%
Unemployed	6,271	7,734	-1,463	-18.9%
Retired	5,004	4,630	374	8.1%
Recent Grad	8,022	7,742	280	3.6%
Students	77,680	74,433	3,247	4.4%
Life members	24,393	24,663	-270	-1.1%
Full Dues Paying	209,453	210,693	-1,240	-0.6%

Above data is for the 2005 Dues Year (Sep 04 - Aug -05).
Information for the 2006 Dues Year will be provided beginning with the Jan. 2006 MD Progress Report

STANDARDS ASSOCIATION MEMBERSHIP

Grade	Dec-05	Dec-04	Change	% Change
Students	154	249	-95	-38.2%
HG Members	7,170	7,747	-577	-7.4%
Affiliates	180	236	-56	-23.7%
Total	7,504	8,232	-728	-8.8%

