

REPORT

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TO: IEEE Member and Geographic Activities Board

FROM: Ievgen "Eugene" Pichkalov, MGA Membership Recruitment and Recovery Committee (MRRC) Chair

SUBJECT: MGA Membership Recruitment and Recovery Committee Report to MGA Board Meeting February 20, 2021

2020 December Membership Development Highlights

December result marks the officially published statistics on the size of IEEE membership. Following months of large declines in IEEE membership due to the pandemic, in December we saw things start to change for the better.

Geographic IEEE Membership Summary - December 2020																
REGION	Higher-Grade w/o GSM				Graduate Students				Undergraduate Students				TOTAL MEMBERS			
	2020	2019	Change		2020	2019	Change		2020	2019	Change		2020	2019	Change	
			#	%			#	%			#	%			#	%
1	23,012	24,459	(1,447)	-5.9%	1,625	1,802	(177)	-9.8%	1,402	1,971	(569)	-28.9%	26,039	28,232	(2,193)	-7.8%
2	20,333	21,172	(839)	-4.0%	1,415	1,616	(201)	-12.4%	1,111	1,364	(253)	-18.5%	22,859	24,152	(1,293)	-5.4%
3	21,257	21,871	(614)	-2.8%	2,067	2,322	(255)	-11.0%	1,668	2,429	(761)	-31.3%	24,992	26,622	(1,630)	-6.1%
4	14,658	15,509	(851)	-5.5%	1,566	1,728	(162)	-9.4%	1,344	1,840	(496)	-27.0%	17,568	19,077	(1,509)	-7.9%
5	19,838	20,798	(960)	-4.6%	1,526	1,724	(198)	-11.5%	1,749	2,218	(469)	-21.1%	23,113	24,740	(1,627)	-6.6%
6	40,444	42,565	(2,121)	-5.0%	2,552	2,868	(316)	-11.0%	2,731	3,927	(1,196)	-30.5%	45,727	49,360	(3,633)	-7.4%
R 1-6	139,542	146,374	(6,832)	-4.7%	10,751	12,060	(1,309)	-10.9%	10,005	13,749	(3,744)	-27.2%	160,298	172,183	(11,885)	-6.9%
7	11,968	12,935	(967)	-7.5%	1,953	2,151	(198)	-9.2%	1,185	1,780	(595)	-33.4%	15,106	16,866	(1,760)	-10.4%
8	50,533	52,743	(2,210)	-4.2%	10,116	11,103	(987)	-8.9%	10,154	11,968	(1,814)	-15.2%	70,803	75,814	(5,011)	-6.6%
9	8,955	9,303	(348)	-3.7%	1,477	1,634	(157)	-9.6%	6,143	8,035	(1,892)	-23.5%	16,575	18,972	(2,397)	-12.6%
10	77,391	73,210	4,181	5.7%	21,710	20,875	835	4.0%	34,124	41,087	(6,963)	-16.9%	133,225	135,172	(1,947)	-1.4%
R 7-10	148,847	148,191	656	0.4%	35,256	35,763	(507)	-1.4%	51,606	62,870	(11,264)	-17.9%	235,709	246,824	(11,115)	-4.5%
TOTAL	288,389	294,565	(6,176)	-2.1%	46,007	47,823	(1,816)	-3.8%	61,611	76,619	(15,008)	-19.6%	396,007	419,007	(23,000)	-5.5%

While we ended the month down -5.5%, or 23,000 members compared to 2019 December, that is a big improvement from the 2020 November declines at -6.9% or 28,451 members. We recouped more than 5,400 members in one month, with about 4,800 of those being students.

All channels—recruitment, renewal and reinstatement—showed a reverse in the declining trends during December, for both higher grade professional members as well as students.

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Monthly Snapshot	YoY Change		Dec '20	Dec '19	Nov '20	Dec '20 vs. Nov '20	
IEEE Membership	⬇️	-23,000	-5.5%	396,007	419,007	381,248	+3.9%
Honorary	⬆️	2	+5.7%	37	35	37	0.0%
Fellow	⬆️	113	+1.5%	7,727	7,614	7,677	+0.7%
Senior Member	⬆️	2,194	+4.7%	48,757	46,563	47,840	+1.9%
Member	⬇️	-7,670	-3.3%	226,138	233,808	224,202	+0.9%
Associate Member	⬇️	-815	-12.5%	5,730	6,545	5,741	-0.2%
Graduate Student	⬇️	-1,816	-3.8%	46,007	47,823	41,881	+9.9%
Undergraduate Student	⬇️	-15,008	-19.6%	61,611	76,619	53,870	+14.4%
Society Membership	⬇️	-943	-0.3%	325,919	326,862	313,098	+4.1%
8 Societies up > 1%	⬆️	7,458	<u>Societies Note:</u> Sum of respective gains and losses, with all counts <u>excluding</u> Affiliates. Including Affiliates, total Society memberships are down year-over-year by -2,238 or -0.7%.				
5 Societies +/- 1%	⬇️	-289					
26 Societies down > 1%	⬇️	-8,112					

Higher grade recruitment activity is positive +5.0% YoY, driven by Regions 9 and 10. In addition, the higher grade retention rate (renewal activity) is ahead of last year by 1.4%.

Reinstatement activity (former members coming back, about 80% higher grade) is trending 20% above last year. Most notable are the improvements in the student categories due to the launch of the FUTURE50 student discount in mid-December. Student recruitment in December was 80% above average for the month, and student retention rates are also now greater than they were last year. In fact, graduate student member recruitment erased its decline, from -5.7% in November to +4.8% in December.

MD Channel	2021 Membership Year To Date								
	'20	'19	'18	'17		'20	'19	'18	'17
Retention (Rate and Count)	50.6% 180,433	47.1% 178,424	47.3% 180,835	45.4% 171,403	Recruitment	29,249	32,264	32,373	31,066
Higher-Grade	59.4% 164,361	58.0% 165,413	57.9% 167,337	55.8% 160,341	Reinstatement	10,132	8,407	8,238	8,162
STU/GSM	20.1% 16,072	13.9% 13,011	14.5% 13,498	12.3% 11,062	Recovery (subset of retention)	n/a	n/a	n/a	n/a

The undergraduate student recruitment decline was more than cut in half, from -45.4% YoY in November to -19.1% in December. For the month of December,

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FUTURE50 usage accounted for 38% of total student recruitment, and 56% of total student renewals. First announced on December 11, the promotion brought in over 4,000 new and former members which directly impacts membership growth. The promotion also brought in about 5,300 student renewals.

We also have about a thousand students who already renewed or joined without the discount that will get a credit toward next year's renewal—an automatic boost for retention next year.

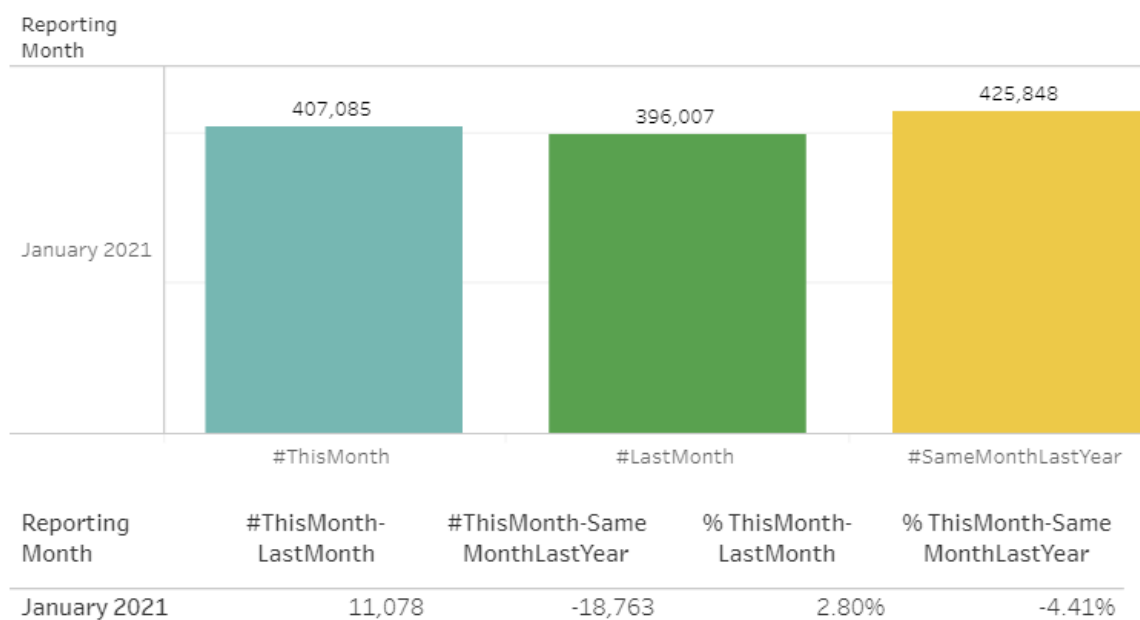
A [digital toolkit](#) is now available to all staff and volunteers to use in their efforts to help promote FUTURE50. There are various ads in multiple sizes for your use in websites, emails and newsletters. These [ads and social posts](#) will be used in an ongoing viral campaign that launched in mid-January.

In order to support our volunteers, in April - June MRRC have organized series of live, Virtual MD training events that provides attendees with most topical tools, resources and best practices to identify and prepare an MD Section/Chapter action plan for the coming membership year (August - July).

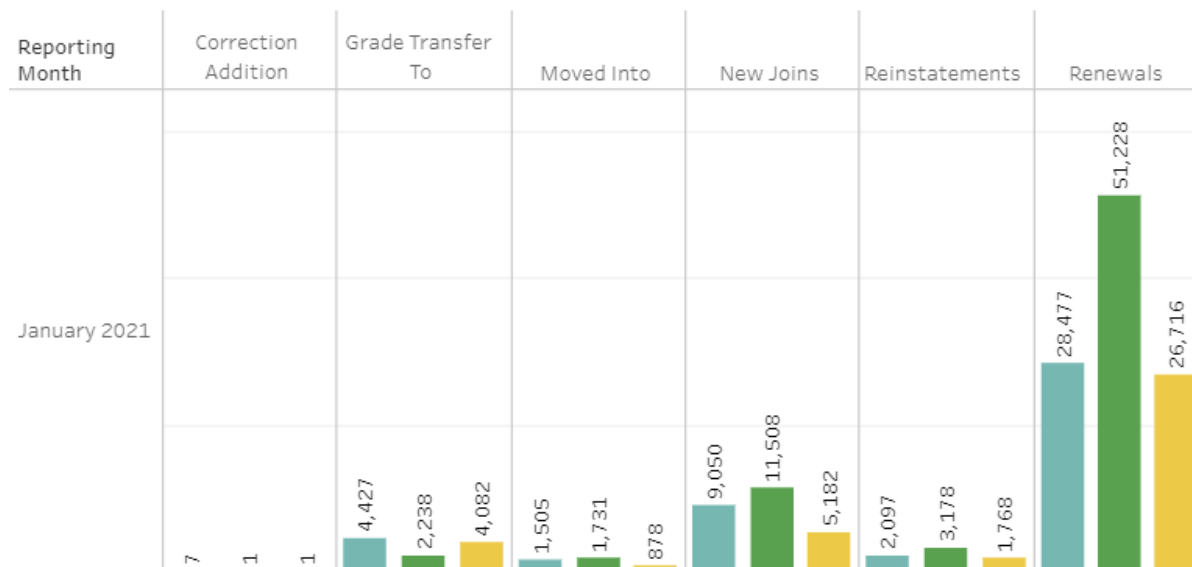
Preliminary short 2021 January Membership Development Highlights

MD situation continues to improve. We ended the month down -4.41%, or 18,763 members compared to 2020 January.

Actives - IEEE Memberships - Summary As Of January 2021



Renewals & Additions in January 2021
(Renewal data is available starting from December 2018)



All 2021 January recruitment, renewal and reinstatement showed better results compared to 2020 January.

2020 December Society Membership Spotlight

With 333,214 memberships in 2020 as of December year-end, Society memberships (including affiliates) are down 2,238 or 0.7% compared to 2019. Society memberships, excluding Affiliates, are down 0.3% for this same time period. Meanwhile, IEEE membership ended 2020 down 5.5%; an improvement compared to last month's 6.9%.

Month over month, Society memberships increased +12,924 or +4.0% from November 2020 because of renewing members, new joins, and reinstatements.

Of note, the distribution of memberships among the grades remained relatively stable compared to 2019 with Higher Grades only losing 0.6%, Students declining 0.2%, and Affiliates only slipping 0.4%.

2020 December Month Charts

Green shading = year-over-year growth >1.0%; Yellow shading = +/- 0.99%; Red shading < (1.0%)

Geographic IEEE Membership Summary - December 2020																
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10	77,391	73,210	4,181	5.7%	21,710	20,875	835	4.0%	34,124	41,087	(6,963)	-16.9%	133,225	135,172	(1,947)	-1.4%
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TOTAL	288,389	294,565	(6,176)	-2.1%	46,007	47,823	(1,816)	-3.8%	61,611	76,619	(15,008)	-19.6%	396,007	419,007	(23,000)	-5.5%

Cumulative Recruitment - December 2020																
REGION	HIGHER GRADE w/o GSMs				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2020	2019	Change		2020	2019	Change		2020	2019	Change		2020	2019	Change	
			#	%			#	%			#	%			#	%
1	215	261	(46)	-17.6%	198	244	(46)	-18.9%	371	521	(150)	-28.8%	784	1,026	(242)	-23.6%
2	220	264	(44)	-16.7%	170	235	(65)	-27.7%	199	354	(155)	-43.8%	589	853	(264)	-30.9%
3	230	243	(13)	-5.3%	258	299	(41)	-13.7%	351	658	(307)	-46.7%	839	1,200	(361)	-30.1%
4	162	193	(31)	-16.1%	160	242	(82)	-33.9%	287	528	(241)	-45.6%	609	963	(354)	-36.8%
5	210	311	(101)	-32.5%	190	250	(60)	-24.0%	418	687	(269)	-39.2%	818	1,248	(430)	-34.5%
6	456	606	(150)	-24.8%	238	352	(114)	-32.4%	575	1,090	(515)	-47.2%	1,269	2,048	(779)	-38.0%
R 1-6	1493	1878	(385)	-20.5%	1214	1622	(408)	-25.2%	2201	3838	(1,637)	-42.7%	4908	7338	(2,430)	-33.1%
7	135	148	(13)	-8.8%	221	311	(90)	-28.9%	203	523	(320)	-61.2%	559	982	(423)	-43.1%
8	866	938	(72)	-7.7%	1,506	1,628	(122)	-7.5%	3,181	3,457	(276)	-8.0%	5,553	6,023	(470)	-7.8%
9	280	216	64	29.6%	224	218	6	2.8%	1,190	1,501	(311)	-20.7%	1,694	1,935	(241)	-12.5%
10	2,790	2,121	669	31.5%	5,006	4,019	987	24.6%	8,739	9,846	(1,107)	-11.2%	16,535	15,986	549	3.4%
R 7-10	4,071	3,423	648	18.9%	6,957	6,176	781	12.6%	13,313	15,327	(2,014)	-13.1%	24,341	24,926	(585)	-2.3%
TOTAL	5,564	5,301	263	5.0%	8,171	7,798	373	4.8%	15,514	19,165	(3,651)	-19.1%	29,249	32,264	(3,015)	-9.3%

IEEE Membership Renewal / Retention - December 2021 Membership Year																
RE- GION	HIGHER GRADE w/o GSM				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	Oppor- tunity	Renewal			Oppor- tunity	Renewal			Oppor- tunity	Renewal			Oppor- tunity	Renewal		
		#	% '21	% '20		#	% '21	% '20		#	% '21	% '20		#	% '21	% '20
1	22,450	15,254	67.9%	65.6%	1,316	319	24.2%	25.5%	987	115	11.7%	13.5%	24,753	15,688	63.4%	60.7%
2	19,727	13,764	69.8%	68.3%	1,166	290	24.9%	26.3%	895	111	12.4%	13.2%	21,788	14,165	65.0%	63.5%
3	20,521	13,596	66.3%	66.0%	1,679	503	30.0%	28.3%	1,280	135	10.5%	13.6%	23,480	14,234	60.6%	59.6%
4	14,331	9,655	67.4%	66.5%	1,319	409	31.0%	28.6%	1,029	134	13.0%	13.8%	16,679	10,198	61.1%	59.8%
5	19,241	12,547	65.2%	64.5%	1,262	392	31.1%	29.0%	1,286	158	12.3%	14.3%	21,789	13,097	60.1%	59.1%
6	39,128	26,254	67.1%	65.7%	2,149	573	26.7%	28.2%	2,096	241	11.5%	13.4%	43,373	27,068	62.4%	60.7%
R 1-6	135,398	91,070	67.3%	66.0%	8,891	2,486	28.0%	27.7%	7,573	894	11.8%	13.6%	151,862	94,450	62.2%	60.6%
7	11,629	7,229	62.2%	56.5%	1,593	663	41.6%	33.9%	964	176	18.3%	17.4%	14,186	8,068	56.9%	51.0%
8	48,801	26,779	54.9%	51.0%	8,094	2,841	35.1%	28.5%	6,783	1,135	16.7%	10.0%	63,678	30,755	48.3%	43.1%
9	8,445	3,544	42.0%	41.2%	1,114	334	30.0%	23.2%	4,677	662	14.2%	8.0%	14,236	4,540	31.9%	27.1%
10	72,565	35,739	49.3%	49.0%	15,457	3,749	24.3%	17.1%	24,816	3,132	12.6%	4.1%	112,838	42,620	37.8%	32.8%
R 7-10	141,440	73,291	51.8%	49.9%	26,258	7,587	28.9%	22.1%	37,240	5,105	13.7%	6.0%	204,938	85,983	42.0%	36.9%
TOTAL	276,838	164,361	59.4%	58.0%	35,149	10,073	28.7%	23.5%	44,813	5,999	13.4%	7.3%	356,800	180,433	50.6%	47.1%

Notes: e-Members are included in the higher grade counts of Regions 3, 8, 9, and 10. Life Members are included in higher grade counts.