

Membership Development Committee (2019-2020)

1

Communications with Section Leaderships

- Update Section membership profiles and trends.
- Engage members with social and technical activities.
- Encourage recruitment, retention and promotions to Senior Members and Young Professions.

2

Increase and retain memberships, and elevation to Senior Members & Young Professionals

- Incentive grants to be awarded to the top 3 Sections with the highest percentages in recruitment, retention, and Senior Member and Young Professional elevations.
- Must meet the goals set by HQ at the end of the 2019 membership cycle.
- Value of IEEE memberships and prestige of SM titles.
- Valued services and better benefits by IEEE.

3

MD Track and Joint Promotions at Conferences and IEEE events

- Visibility of R10 at conferences and seminars; leveraging local Sections and conference organizers to attract new members.
- Synergies with WIE, YP, Student and Life Member coordinators.
- Awareness of Value of IEEE memberships for retention and attraction of new members

4

IBS

- Awareness of membership benefits and encourage sections to arrange or provide the local benefits

Committee Structure

- Chair: Parkash Lohana
- Members: Huynh Thi Thanh Binh, John Benedicto, Dilrukhi Gamage, Tasnim Binte Shawkat, Jiang Huang, Cheng-bing He, Takuo Suzuki, Emi Yano

Objectives

- Communications to Section Leaderships and EXCOM for MD and IBS.
- Growth and retention of members, and elevation to Senior Members and Young Professionals.
- Enhance membership IBS (awareness & new membership benefits).

Budget

- Project 1: NIL
Project 2: \$2400
Project 3: \$1800
Project 4: \$2000.00
Total Proposed Budget: \$6200

Timeline

- Project 1: Completion by Nov 2019 – 1.5% growth in total membership.
Project 2: Completion by Oct 2019 - Achieving membership targets set by HQ.
Project 3: Completion by Dec 2019 - Increased membership.
Project 4: Completion by November 2019