2017 : R10 Annual General Meeting

Name: Deepak Mathur
Vice Chair (Membership Activities)

Committee: IEEE Region 10 Membership Activities
Membership Activities Committee

Michael Ong
Membership Development Coordinator

Rajesh Ingle
Students Activities Coordinator

Tomonori Aoyama
Life Members Coordinator

Pasan Pethiyagode
Student Representative

Hidenori Nakazato
Section/Chapter Coordinator

Nivas Ravichandran
Young Professionals Coordinator

Jing Dong
WIE Coordinator

Nivas
Ravichandran
Young Professionals Coordinator
Major Concern

- We typically lose 30%-40% of our members who do not renew their membership every year
- Student members do not elevate to higher grade after they graduate
- First year members do not renew

We need to enhance member engagements through our programs and events to retain more members
Specific Focus Area for 2017-18

Membership Activities: Student retention and continuation to Young Professional

Technical: Conference paper quality and Industry membership

Professional: Entrepreneurship and Innovation including SMARTech/HARDTECH
Goal

R10 Membership Activities Committee would like to have two prong approach

- Recruitment of new members
- Retention of existing members

(through the programs of member committees)

We would be doing this across all member grades but the main focus shall be on - when students’ transition to GSM/YP
### Membership Trends at a glance (Overall)

<table>
<thead>
<tr>
<th>Region Snapshot</th>
<th>Jan’17</th>
<th>’17 vs. ‘16</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Membership</td>
<td>128,763</td>
<td>12,456</td>
<td>+10.7%</td>
</tr>
<tr>
<td>Higher-Grade</td>
<td>70,380</td>
<td>6,358</td>
<td>+9.9%</td>
</tr>
<tr>
<td>Students</td>
<td>58,383</td>
<td>6,098</td>
<td>+11.7%</td>
</tr>
<tr>
<td>IEEE Worldwide</td>
<td>431,398</td>
<td>3,463</td>
<td>+0.8%</td>
</tr>
</tbody>
</table>
## Membership Trends at a glance
*(Membership Summary – January 2017)*

<table>
<thead>
<tr>
<th>Region</th>
<th>2016</th>
<th>2017</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>32,911</td>
<td>31,722</td>
<td>-3.6%</td>
</tr>
<tr>
<td>Region 2</td>
<td>28,419</td>
<td>27,254</td>
<td>-4.1%</td>
</tr>
<tr>
<td>Region 3</td>
<td>29,613</td>
<td>28,827</td>
<td>-2.7%</td>
</tr>
<tr>
<td>Region 4</td>
<td>21,668</td>
<td>20,917</td>
<td>-3.5%</td>
</tr>
<tr>
<td>Region 5</td>
<td>28,466</td>
<td>27,238</td>
<td>-4.3%</td>
</tr>
<tr>
<td>Region 6</td>
<td>55,154</td>
<td>53,533</td>
<td>-2.9%</td>
</tr>
<tr>
<td>Region 7</td>
<td>17,398</td>
<td>16,568</td>
<td>-4.8%</td>
</tr>
<tr>
<td>Region 8</td>
<td>79,186</td>
<td>78,175</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Region 9</td>
<td>18,813</td>
<td>18,401</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Region 10</td>
<td><strong>116,307</strong></td>
<td><strong>128,763</strong></td>
<td><strong>10.7%</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>427,935</td>
<td>431,398</td>
<td>0.8%</td>
</tr>
</tbody>
</table>
## Membership Trends at a glance (Retention)

### Cumulative – Through Jan 2017

<table>
<thead>
<tr>
<th>Retention</th>
<th>Higher Grade</th>
<th>Student</th>
<th>Total %, #</th>
<th>2017 Goal %, #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 10</td>
<td>55.5%</td>
<td>12.8%</td>
<td>38.9%</td>
<td>57.2%</td>
</tr>
<tr>
<td></td>
<td>37,135</td>
<td>5,478</td>
<td>42,613</td>
<td>62,698</td>
</tr>
<tr>
<td>IEEE Overall</td>
<td>66.0%</td>
<td>19.9%</td>
<td>55.5%</td>
<td>71.6%</td>
</tr>
<tr>
<td></td>
<td>196,104</td>
<td>17,529</td>
<td>213,633</td>
<td>276,050</td>
</tr>
</tbody>
</table>

Renewal (50%) by Section:
2017 Membership Year Jan 2017

- Only 45% of sections have shown 50% Renewals in the Region

- 26 sections
- 32 sections
Membership Trends at a glance (Recruitment)

<table>
<thead>
<tr>
<th>Recruitment</th>
<th>Cumulative – Through Jan 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Higher Grade</td>
</tr>
<tr>
<td>Region 10</td>
<td>2,310</td>
</tr>
<tr>
<td></td>
<td>-19.9%</td>
</tr>
<tr>
<td>IEEE Overall</td>
<td>6,513</td>
</tr>
<tr>
<td></td>
<td>-9.5%</td>
</tr>
</tbody>
</table>

Recruitment by Section: 2017 Membership Year Jan 2017

- Total Sections: 27
- Sections with growth: 29
- Only 47% of sections have shown positive growth in the Region. 2 Sections have no growth yet.
### Membership Trends at a glance

#### Top 3 Sections (by growth %)
- **Northern Australia Section (1143%)**
- **Chengdu Section (106%)**
- **Victorian Section (89%)**

#### Top 3 Sections (by Number %)
- **Kerala Section (2142)**
- **Bangalore Section (1730)**
- **Madras Section (1612)**

#### Top 3 Sections (by Retention %)
- **Sendai Section (81%)**
- **Shin-Etsu Section (80%)**
- **Tokyo Section (79%)**

#### Top 3 Sections (by Retention Number)
- **Tokyo Section (5991)**
- **Hong Kong Section (3416)**
- **Beijing Section (3104)**
Strategy of the Group

- Programs and activities to add value to membership
- Member recruitment plans during the conferences and workshops
- **Engaging students into technical societies and formation of student chapters**
- More technical programs for Students & Young Professionals vis-à-vis Congresses
- Encouraging sections to invite noted women engineers/experts/leaders in conferences, seminars and other section events to motivate WIE members
- Identify potential chapter opportunities and encourage formation of sustainable chapters
- Identify opportunities for the formation of YP, WIE, LM affinity groups
- Subsection formation in emerging countries
- **Need to connect Students and YPs**
- Collaboration with industry especially for students/YPs/WIE in sections
- Elevation of members
- Engaging Life Members in Section Activities
Salient points of Workplan Vs Strategy

**Membership Development:**
- Communication with Section Chairs and MDC of Sections as follow-up.
- Planning an incentive grant for efforts of sections in retaining members.
- Coordinated efforts with SAC, YP, WIE, Section/Chapter, LM coordinators for membership growth.

**Budget:** $5400

**Student Activities:**
- Re-activating Student Branches
- Enhance counselors participation.

**Budget:** $16000

**Section/Chapter:**
- Formation of new Sections and Subsections in new countries
- Vitalizing Section, Subsection, and Chapter activities

**Budget:** $3000
Salient points of Workplan Vs Strategy

**Women in Engineering:**
- Promote women involvement in science and engineering
- Facilitate the development of supporting program and activities of WIE
- Recognize WIE’s outstanding achievement in R10 and promote nominations for MGA awards from R10

**Budget:** $16100

**Young Professionals:**
- Increase visibility and awareness of YP among members especially student members
- Encourage formation of new YP AG and sustain existing YP AG
- Focus on more technical programs for YP

**Budget:** $16700
The plan of the committees of Membership Activities will be presented by respective coordinators. They will also be available for discussion and questions during the poster session.

Thank you