2018 : 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

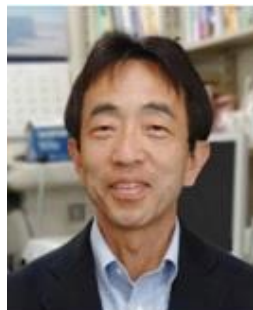**Nivas Ravichandran**
Young Professionals Coordinator

Tomonori Aoyama
Life Members Coordinator

Pasan Pethiyagode
Student Representative

Jing Dong
WIE Coordinator

Hidenori Nakazato
Section/Chapter Coordinator

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Outline

- Major Concern

- Sharing of some membership data on recruitment and retention

- Identification of issues related to Region 10

- Focus Area

- Strategy

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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

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Membership Trends at a glance (Overall)

Region Snapshot	Jan'18	'18 vs. '17		% Change
Total Membership	129,726	⌃	963	+0.7%
Higher-Grade	67,264	⌄	- 3,116	-4.4%
Students	62,462	⌃	4,079	+7.0%
IEEE Worldwide	426,098	⌄	- 5,300	-1.2%

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Membership Trends at a glance
(Membership Summary – January 2018)

	Total Members		
	2017	**2018**	**% Change**
Region 1	31,722	30,545	-3.7%
Region 2	27,254	26,087	-4.3%
Region 3	28,827	27,996	-2.9%
Region 4	20,917	20,335	-2.8%
Region 5	27,238	26,045	-4.4%
Region 6	53,533	52,693	-1.6%
Region 7	16,502	16,568	-0.4%
Region 8	78,175	77,488	-0.9%
Region 9	18,401	18,681	1.5%
Region 10	**128,763**	**129,726**	**0.7%**
T O T A L	431,398	426,098	-1.2%

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Membership Trends at a glance (Recruitment)

Recruitment	Cumulative – Through Jan 2018			
	Higher Grade	Student	Total YoY Chg	2018 Goal YoY Chg
Region 10	2,522 +9.2%	15,336 +5.9%	17,858 +6.4%	46,337 +2.1%
IEEE Overall	6,792 +4.3%	31,399 +2.5%	38,191 +2.9%	96,668 +2.9%

Recruitment by Section :
2018 Membership Year Jan 2018

31

27
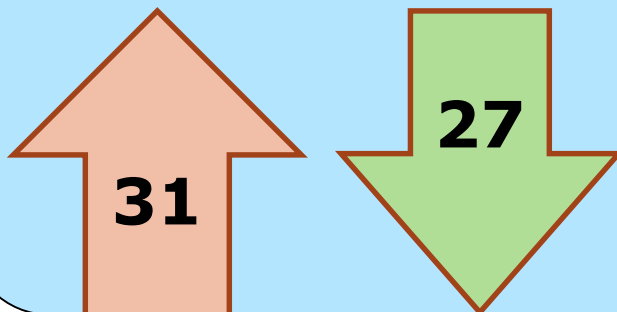
54% of sections are contributing to the positive growth in the Region.

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Membership Trends at a glance (Retention)

Retention	Cumulative – Through Jan 2018			
	Higher Grade	**Student**	**Total** %, #	**2018 Goal** %, #
Region 10	**57.4%** 36,198	**15.9%** 7,213	**40.1%** 43,411	**55.5%** **60,834**
IEEE Overall	**66.5%** 190,923	**19.9%** 17,918	**55.3%** 208,841	**70.4%** **271,552**

Renewal (50%) by Section :
2018 Membership Year Jan 2018

21

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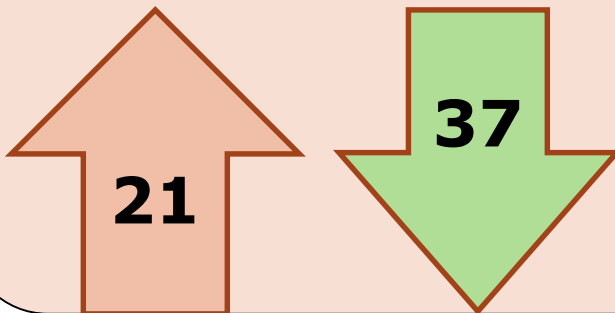
Only 36% of sections have shown 50% Renewals in the Region

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First-Year Member Renewal / Retention
(January 2018)

	Higher Grade (%)		GSM (%)		Student (%)		Total (%)	
	2018	2017	2018	2017	2018	2017	2018	2017
Region**10**	21.1	23.2	16.3	15.5	9.1	6.2	13.2	13.4
IEEE	23.3	23.4	19.7	19.5	10.0	8.8	16.2	16.4

2018 Student Member Renewal (<15%)

(15 Sections)

Bangalore Section	11.8
Changwon Section	11.4
Delhi Section	11.2
Gujarat Section	10.8
Harbin Section	10.4
Hyderabad Section	6.2
Indonesia Section	9.3
Karachi Section	4.0
Kerala Section	8.8
Lahore Section	10.0
Madras Section	6.2
New Zealand South section	14.6
Pune Section	3.3
Philippines Section	14.6
Sri Lanka Section	9.3

2018 Student Member Renewal
(>15% but <30%)(25 Sections)

Bangladesh Section	18.1	Queensland Section	29.4
Beijing Section	17.5	Seoul Section	17.2
Chengdu Section	23.8	Shanghai Section	19.4
Daejeon Section	17.1	Shikoku Section	22.4
Islamabad Section	15.5	Taegu Section	21.3
Kolkata Section	19.9	Tainan Section	27.9
Gwangju Section	16.7	Taipei Section	18.9
Malaysia Section	22.9	Thailand Section	20.3
Nanjing Section	22.2	Tokyo Section	29.9
NSW Section	27.6	UP Section	17.6
New Zealand North Section	26.1	Western Australia Section	25.0
Victoria Section	23.0	Wuhan Section	25.5
		Xian Section	27.7

Membership Trends at a glance

Top 3 Sections
(by Recruitment %)

Wuhan Section (174%)
Indonesia Section (108%)
Harbin Section (102%)

Top 3 Sections
(by Recruitment Number)

Bombay Section (885)
Madras Section (600)
Indonesia Section (174)

Top 3 Sections
(by Retention %)

Sendai Section (78.4%)
Nagoya Section (78.4%)
Tokyo Section (78.3%)

Top 3 Sections
(by Retention Number)

Tokyo Section (5862)
Beijing Section (3318)
Seoul Section (3017)

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 three prong approach

- **Recruitment of new members**
- **Retention of existing members**
- **Retention of first year members**

Section Level

Region Level

IEEE Level

Countries with major retention/recruitment concern

	Retention	Recruitment
Student	Bangladesh, Pakistan, India, Sri Lanka, China, Philippines, Indonesia	Pakistan, Philippines, Japan
Member	India, Pakistan, Bangladesh, Hong Kong	Pakistan, Bangladesh

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2018 Strategy : Membership Activities

There is a need to develop country specific program(s) addressing specific issue(s) apart from regular R10 activities of Membership Activities.

We have to follow collaborative approach jointly with SAC/YP/WIE and MDC to address current issue

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**

- **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

- Encouraging sections to invite noted women engineers/ experts/leaders in conferences, seminars and other section events to motivate WIE members

- **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

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

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