



# 2018 R10 Membership Development

Michael Ong

3-4 March 2018, Langkawi, Malaysia

# Membership Development Committee

## Committee Structure

1. Chair: Michael Ong
2. Members: Arokiaswami Alphones, Anthony Lobo, Ruwan Ranaweera, Elmer Dadios, Eddie Fong, Dong Jing, Huynh Thi Thanh Binh

## Objectives

1. Communications to Section Leaderships.
2. Growth and retention of members, and elevation to Senior Members and Young Professionals.
3. MD track and joint promotions at conferences.

## Projects / Tasks

1. Update Sections of their membership profiles; and effective communications down to members.
2. To spur growth and retention in Region 10 by enhancing the value of the IEEE reputation with valued services and activities; and promote Senior Member grade elevation and transitions from Student to Young Professional with a greater sense of belonging to IEEE.
3. Promotions of IEEE membership to attract new members and students; and outreach to slow growth countries at R10 conferences/seminars.

## Budget

Project 1: NIL  
 Project 2: \$2400  
 Project 3: \$1500  
 Total Proposed Budget: \$3900

## Project / Task Measurable

### Project 1 – Communications with Section Leaderships

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

### Project 2 – Increase and retain memberships, and elevation to Senior Members & Young Professionals

- a. Incentive grants to be awarded to the top 3 Sections with the highest percentages in recruitment, retention, and Senior Member and Young Professional elevations.
- b. Must meet the goals set by HQ at the end of the 2018 membership cycle.
- c. Value of IEEE memberships and prestige of SM titles.
- d. Valued services and better benefits by IEEE.

### Project 3 – MD Track and Joint Promotions at Conferences

- a. Visibility of R10 at conferences and seminars; leveraging local Sections and conference organisers to attract new members.
- b. Synergise with WIE, YP, Student and Life Member coordinators.
- c. Value of IEEE memberships.

## Timeline & Metrics

Project 1: Completion by Dec 2018 – 1.5% growth in total membership.  
 Project 2: Completion by Sep 2018 - Achieving membership targets set by HQ.  
 Project 3: Completion by Nov 2018 - Increased membership.

# Appendices: Project 1 Communications

- **Communications to Section Chairs and Membership Development Officers**
  - Monthly R10 Membership Development report
  - Reminders to Sections
    1. Welcome message to new members
    2. Remind members for renewal
    3. Recruitment of student members
  - Membership promotions and schemes
  - R10 Membership Development Collabratec outreach (created Sep 2015)
  - Trends of Section memberships for membership and calendar years
  - Encouragement at the  $\frac{1}{2}$  and  $\frac{3}{4}$  stages of membership year
  - Commendations to Sections achieving recruitment and retention goals
- Objectives - To encourage membership recruitments and retentions, and promotions of Student Members to Young Professionals
- Deliverables – 1.5% growth in total membership for 2018
- No budget needed
- Project Milestones leading to completion
  - Tracking at  $\frac{1}{2}$  and  $\frac{3}{4}$  stages of membership year
  - Membership year (1 Sep 17 - 31 Aug 18) and calendar year

## Appendices: Project 1 Communications (cont'd)

- Sent monthly R10 MD reports to the Section Chairs and MD officers with the following messages:
  - a. Updates on Sections recruitment and retention efforts to goal
  - b. Congratulatory message to Sections who attain the goal
  - c. Encourage Sections to put in more effort towards the goal
  - d. Provide information on membership promotions
  - e. Suggest activities to achieve the recruitment and retention goals
    - i. to have MD activities reaching out to new members and engage current members
    - ii. to have MD sub-committee catering to Members, YP, GSM and student grades separately
    - iii. to strongly encourage Senior Member elevations and Young Professional promotions
    - iv. Section industry officer to engage the companies to give more recognition to Young Professionals and make their memberships more relevant
    - v. to encourage the members to renew membership and remind Section Chairs and MD Officers to take advantage of the membership promotions
    - vi. to allow members to help in activities and contribute towards the IEEE mission of advancing technology for the benefit of humanity
    - vii. to remind MD officers to get the MD kit for new members
    - ix. to work hard at reversing the trend for student grade which seems to fluctuate significantly
    - x. Collaborate for Section Chairs and MD Officers to discuss and share R10 MD plans and activities

## Appendices: Project 2 Increase and Retain Memberships, Elevation to Senior Members and Young Professionals

- **Section MD officer to propose strategies and activities for:**
  - Membership recruitment
  - Membership retention
  - Elevation to Senior members
  - Promotion to Young Professionals
- Objectives - To encourage Sections to rollout meaningful MD activities to promote membership recruitments and retentions, and support the promotion of Student Members to Young Professionals
- Deliverables - Measurements based on percentage of Student Members transferring to Members and the recruitment and retention targets set by HQ in the R10 Membership Development report
- **Budget breakdown - Expenses (Total - \$600x4; 1st - \$250x4, 2nd - \$200x4, 3rd - \$150x4)**
- Project Milestones leading to completion
  - Measure of growth and retention at the end of membership cycle 31<sup>st</sup> Aug 2018
  - Measure of growth in Members elevating to Senior Member grades at 31<sup>st</sup> Aug 2018
  - Measure of growth in Student Members elevating to Young Professionals at 31<sup>st</sup> Aug 2018

## Appendices: Project 3

# MD Track and Joint Promotions at R10 Conferences

- **Joint promotions and road shows to attract new members**
  - MD track at conferences/seminars to be jointly organized with conference organisers
  - Synergize with WIE, YP and Student coordinators to target membership growth in their grants and activities
    1. Distribute IEEE membership flyers to new members when they have seminars/workshops
    2. Meetings and make presentations on behalf of other R10 coordinators to Section Leaderships
    3. Make IEEE more visible (with IEEE membership recruitment banners and flyers) and thereby increase member awareness to its benefits
    4. Strengthen the networking capabilities of IEEE members
- Objectives - To promote and attract new memberships in conferences/seminars, and outreach to Section Leaderships to make sure they understand the membership cycle and the available resources they can use to target membership
- Deliverables - Increase IEEE visibility to attract new members
- Budget breakdown for MD seminar at Tencon or Tensym
  - **Travel, accommodation, meals - \$1500**
  - Registration, seminar room - To be provided by conference
- Project Milestones leading to completion
  - Growth in total membership for 2018