Membership Development Committee (2019-2020)

1. Communications with Section Leadership
   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 Professionals.

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 2019 membership cycle.
   c. Value of IEEE memberships and prestige of SM titles.
   d. Valued services and better benefits by IEEE.

3. MD Track and Joint Promotions at Conferences and IEEE events
   a. Visibility of R10 at conferences and seminars; leveraging local Sections and conference organizers to attract new members.
   b. Synergies with WIE, YP, Student and Life Member coordinators.
   c. Awareness of Value of IEEE memberships for retention and attraction of new members.

4. IBS
   a. Awareness of membership benefits and encourage sections to arrange or provide the local benefits

Committee Structure
1. Chair: Parkash Lohana

Objectives
1. Communications to Section Leadership and EXCOM for MD and IBS.
2. Growth and retention of members, and elevation to Senior Members and Young Professionals.
3. 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