2020 IEEE R10 EXCOM MEET
11 January 2020, Queenstown, New Zealand

Parkash Lohana
2019-2020 R10 MD Committee Chair
2019 MD Committee Report
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Committee Structure
1. Chair: Parkash Lohana
2. Members: Huynh Thi Thanh Binh, John Benedicto, Dilrukhi Gamage, Tasnim Binte Shawkat, Chengbing He, Takuo Suzuki, Emi Yano

Objectives
1. Communications to Section Leaderships and EXCOM for MD and IBS.
2. Growth and retention of members, and elevation to higher grade membership
3. Enhance membership IBS (awareness & new membership benefits).

Projects / Tasks
1. Updates membership profiles; effective communications down to members.
2. Growth and retention with valued services and activities
3. Outreach to slow growth countries at R10 conferences/seminars.
4. Individual Benefits & Services for the promotion of IEEE membership

Outcomes
Project 1: Communication mechanism has been initiated by MD Committee from Student Branch MD to Section MD officer

Project 2: 30 Sections have surpassed the recruitment goals set, while retention rates have increased but the majority of sections have not met the goals set.

Project 3: MD Committee in collaboration with IEEE Staff gave the presentations during the R10 HTC 2019 in Depok City, Indonesia. (A Detailed Report Submitted to R10 Secretary)

Project 4: Five sections have secured the top positions in IBS proposals

Finance
1. Project 1: NIL
2. Project 2: Awards to three best recruitment (Large, medium, and small) sections, same for retentions.
3. Project 3: USD 385.72
4. Project 4: USD 2000.00 (Only three sections submitted the final report). 950.00

Total Finance: 385.72 + 950.00 = 1335.72
Project 1
Communication

- Goals: To encourage membership recruitments and retentions, and promotions of higher membership grades (Meet Objective# 1 & 2)

  - Sent monthly R10 MD reports to the Section Chairs and MD officers and other MD Coordinators with:
    - Updates on Sections recruitment and retention goals
    - Congratulatory message to Sections who attained the goal
    - Encouraged Sections to put in more effort towards the goal
    - Suggested following actions to achieve the recruitment and retention goals
      - MD activities reaching out to new members and engage current members
      - MD sub-committee catering to Members, YP, GSM and students grade separately
      - To strongly encourage Senior Member elevations and Young Professional promotions
      - To allow members to help in activities and contribute towards the IEEE mission of advancing technology for the benefit of humanity whether at section level or at any chapter or at affinity group level
Project 1
Communication (Cont..)

► Goals: To encourage membership recruitments and retentions, and promotions of higher membership grades (Meet Objective# 1 & 2)

▪ 2019 Membership Development Goal Achievement
  ▪ Six Sections have met their recruitment and retention goals and have earned the Gold recognition status

▪ 2019 Recruitment Performance to Goals
  ▪ 28 Sections met Goals (48.3%)

▪ 2019 Retention Performance to Goals
  ▪ 16 Sections met Goals (28.1%)

▪ 2019 Elevation to Higher Grade Membership
  ▪ 3.9% higher membership raised
Project 2
Increase and Retain Memberships, Elevation to Senior Members and Young Professionals

Goal: To promote activities in Sections for membership growth (Meet Objective# 1 & 2)

Based on the June 2019, MD Report, following Sections won the best membership recruitment and retention awards

Membership Development - Recruitment

- R10 Best Membership Growth Large Section Award
  Guangzhou Section
- R10 Best Membership Growth Medium Section Award
  Pune Section
- R10 Best Membership Growth Small Section Award
  Gwangju Section

Membership Development – Retention

- R10 Best Membership Retention Large Section Award
  Victorian Section
- R10 Best Membership Retention Medium Section Award
  Sendai Section
- R10 Best Membership Retention Small Section Award
  Macau Section
Project 3
Outreach - MD Track at R10 HTC 2019

Joint promotions and road shows to attract new members

– The travel grant was sponsored jointly by IEEE HAC and IEEE R10
– A SIGHT sponsored case study in Karachi Section presented during the conference to signify the IEEE visibility and highlighted its benefits among local students, young professionals.
– This session strengthen the networking capabilities of IEEE members
– MD Committee in collaboration with IEEE Staff conducted a joint session during the R10 HTC 2019 in Depok City, Indonesia.
– (A Detailed Report Submitted to R10 Secretary)
– Very interactive session, students and YP were very enthusiastic and keen in initiating such activities
– (Some pics – next slides)
Q&A During IEEE R10 HTC 2019, in University Indonesia, Depok City, Indonesia on Nov 14, 2019.
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Project 4
Individual Benefits & Services for the promotion of IEEE membership

Goals: For highlighting IEEE memberships benefits and encourage Section to arrange local benefits for their members (Meet Objective# 3)

• IEEE Region 10 MD Committee invites sections and councils to submit proposals for Individual Benefit Services for IEEE R10 members.

• The cash prizes and token of appreciation announced for the top 5 sections/councils for their best proposals

USD 700.00, 500.00, 350.00, 250.00, and 200.00 for the top five Sections IBS activities resulting in tangible benefits for members
Individual Benefits & Services for the promotion of IEEE membership

Evaluation Criteria

• The Benefits are in line with IEEE Membership categories
• Alignment with IEEE goals
• The cost of the benefits/services are economical and sustainable
• The value of the benefits/services are comparable with IEEE membership fees

Based on the evaluation criteria, following five Sections secured the funds against the submitted IBS proposal

1. IEEE Kerala Section - USD 700.00 (Detail proposal not submitted)
2. IEEE NSW Section - USD 500.00
3. IEEE Hyderabad Section - USD 350.00 (Detail proposal not submitted)
4. IEEE Bangladesh Section - USD 250.00
5. IEEE Karachi Section - USD 200.00