

2020 MD COMMITTEE PLAN

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PROJECT 1: COMMUNICATION WITH SECTION LEADERSHIP

1.5% GROWTH IN TOTAL MEMBERSHIPS

Deadline: November 2020



PROJECT 2 – INCREASE AND RETAIN MEMBERSHIPS, AND ELEVATION TO SENIOR MEMBERS & YOUNG PROFESSIONALS

Plan: Encourage Sections with financial incentives to roll-out meaningful MD activities

Deliverable: Increased number of Sections in R10 conducting MD activities

Performance Indicator: Membership growth figures based on percentage of student members transferring to members

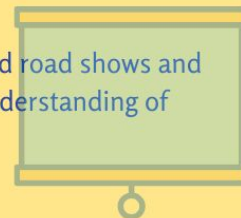
Completion by Oct 2020 - Achieving membership targets set by HQ



PROJECT 3: MD TRACK AND JOINT PROMOTIONS AT R10 CONFERENCES

Project Aims:

- (a) Attract new members via joint promotions and road shows and
 - (b) Outreach Section leaderships for ensuring understanding of membership cycle and the available resources
- (Meet Objective# 1 & 2)



PROJECT 4: INDIVIDUAL BENEFITS & SERVICES FOR PROMOTING THE MEMBER BENEFIT & SERVICES

Project aims for highlighting IEEE memberships benefits and encourage Section to arrange local benefits for their members
(Meet Objective# 3)

Plan: Approach all Sections and Councils to allocate some budget and plan activities for promoting individual benefit & services (IBS)

Budget breakdown: USD 2000.00 (USD 700.00, 500.00, 350.00, 250.00, and 200.00 for the top five Section IBS activities resulting in tangible benefits for members)

Performance Indicator: Increased awareness of IEEE membership benefits and number of new tangible local benefits



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).