



2021 IEEE R10 EXCOM Virtual Meeting

Date: 10 January 2021

2020 Membership Development R10 Committee Report

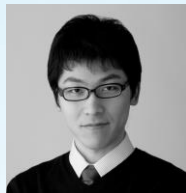
Name

2019-2020 R10 Parkash Lohana Committee Chair

R10 MDC Members for 2019-20



Prof. Huynh Thi Thanh Binh
Chair R10 SAC
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Mr. Takuo Suzuki, Member
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Ms. Emi Yano,
Chair R10 WIE
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2020 R10 MD Committee Report

Committee Structure

1. Chair: Parkash Lohana
2. Members:
Huynh Thi Thanh Binh, Tasnim Binte Shawkat, John Benedicto, Dilrukhi Gamage, 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: Total 17 sections/councils/chapters/Affinity groups provided the details of their MD coordinators

Project 2: To achieve the objectives of this project, the proposals from OUs have been divided into four different categories (Professional Members, SAC, YP, Students). Total 9 proposals were funded for different categories. Out of USD 2400.00, only USD 2050.00 have been utilized against this project.

Project 3: Due to the COVID-19 pandemic, committee outreached virtually slow growth countries through following R10 conferences/seminars: TENSYP 2020, Webinars organized by Hyderabad, Karachi, Bangladesh, Bombay Sections

Project 4: Out of 5, only 3 sections have secured the first, second, and third place against the IBS competition (Hong Kong, Pune, and Karachi Sections)

Finance

1. Project 1: NIL
2. Project 2: USD 2050.00
3. Project 3: NIL
4. Project 4: USD 1550.00

Total Finance : USD 3600.00 utilized out of approved USD 6000.00 (USD 1600.00, not utilized due to travel restriction during COVID-19)

Details of Project 1 Communication

Communications to Section Chairs and Membership Development Officers

Following are the MD coordinator's of the R10 OUs with their email address

Tatsuya Kashiwa	lx@mail.kitami-it.ac.jp
Muhammad Usman Zafar	uzc007@gmail.com
Samad Kolahi	sam_kolahi@ieee.org
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Prof. Dr. Muhammad Shahab Siddiqui	shahab.siddiqui@ieee.org
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Details of Project 2

Growth and retention with valued services and activities

Following announcement were made to get the proposals

Category	Awards	Targeted Bodies
Project A (See Annexure – A)	USD 300.00, 250.00, 250.00, and 200.00 for the top four SBs/AGs/Chapters' activities for the increment of memberships.	SBs/AGs/Chapters
Project B (See Annexure – B)	USD 200.00, and 200.00 for the top two Section SAC/SSR/AGs activities for retention of memberships.	SAC/SSR/AGs
Project C (See Annexure – C)	USD 250.00, 200.00, and 100.00 for the top three Section MD activities for the increment of memberships.	Section MD
Project D (See Annexure – D)	USD 250.00, and 200.00 for the top two Section activities for the increment of memberships.	Section Secretary

Project A	IEEE RUET Student Branch
	IEEE CIET SB
	IEEE IUB SB
Project B	Kerala Section(SSR)
	Delhi Section (SSR)
Project C	Delhi Section
	Victoria Section
Project D	Western Australia Section
	Vizag Bay Section

Project	Total Award Amount in USD
Project A:	750
Project B:	400
Project C:	450
Project D:	450
Total Amount	2050

Details of Project 3

Outreach to slow growth countries at R10 conferences/seminars.

MD Track and joint promotions at R10 Conferences

- ▣ This year due to the COVID-19 pandemic, the committee has participated in the following R10 conference and other events for the membership development.
 - TENSYP 2020 held on June 7, 2020 via online organized by IEEE Bangladesh Section, title of talk: “Role of IEEE membership Development”
 - IEEE Hyderabad Section organized an event title of the “talk the value of IEEE membership”, held on July 20, 2020, via online
 - IEEE Karachi Section SAC organized an event, VoLT and SPA, on July 26, 2020, Title of the talk: “Professional Ethics”
 - IEEE Bangladesh Section organized event Student Membership and Leadership Summit held on August 10, 2020, via online. Title of the talk: The Value of IEEE Membership”
 - IEEE Bombay Section SAC in collaboration with R10 SAC organized the event Membership Development and Leadership Training Initiative on September 26, 2020, via online. The title of the talk: Best Practices of Leadership in IEEE”.

Details of Project 4

Individual Benefits & Services for the promotion of IEEE membership

- ▶ Out of 5, only 3 sections have secured the first, second, and third place against the IBS competition (Hong Kong, Pune, and Karachi Sections).
- ▶ After the evaluation from the committee, following sections have secured the ranks from first to third:
 - IEEE Hong Kong Section – Rank 1
 - IEEE Karachi Section – Rank 2
 - IEEE Pune Section – Rank 3

Recommendations / Suggestion

- ▶ I have following suggestions / recommendations based on my experience as R10 MDC Chair during 2019-20
 - R10 MDC may include at least one representative of every R10 committee for linking the R10 sponsored events with MD
 - ToR may be prepared for the IBS, so R10 OUs understand the true spirit of individual benefits and differentiate with member retention and recruitment objectives.
 - Before circulating the CFPs for IBS, MDC Chair may arrange couple of virtual sessions with all R10 OUs
 - R10 MDC may offer some incentives to OUs for the appointment of their MD coordinators
 - Instead of cash awards, R10 may introduce to sponsor the IEEE membership for one year (Student and Professional membership)
 - Monthly webinar series may begin to introduce every MD coordinator with their MD plans for the sections/councils/chapters/affinity groups
 - A four year discounted package of student membership may be introduced, this will help in retaining and transition from student to Young Professionals