

IEEE Hiroshima Section

Membership Development Strategy & Plan

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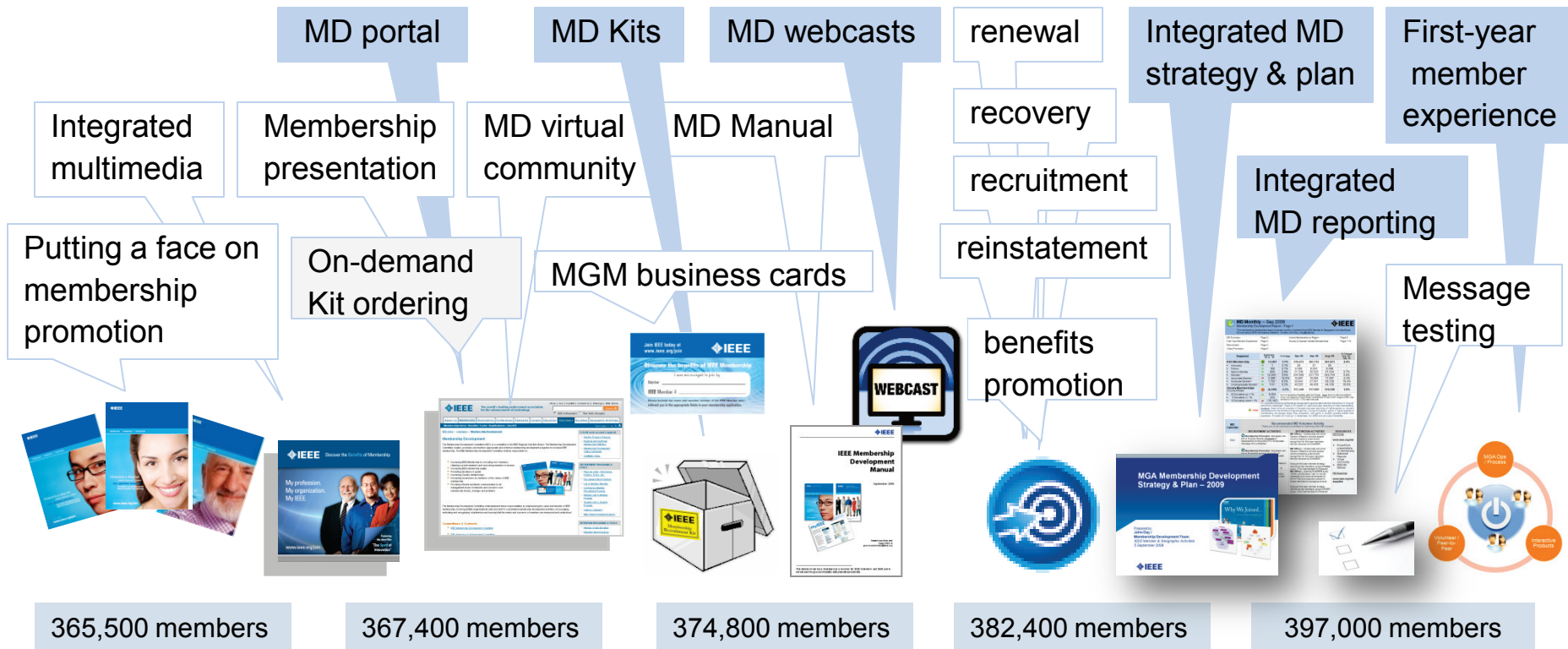
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IEEE MD Strategy

IEEE MD Support & Evolution

Remaking the Collateral > *Building a Volunteer "Field Team"* > *Optimizing the Campaigns* > *Synthesis & Engagement*



2005	2006	2007	2008	2009
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myIEEE™

ieee.tv

membernet

(renewal alerts integrated into next-gen products)

BMS transition

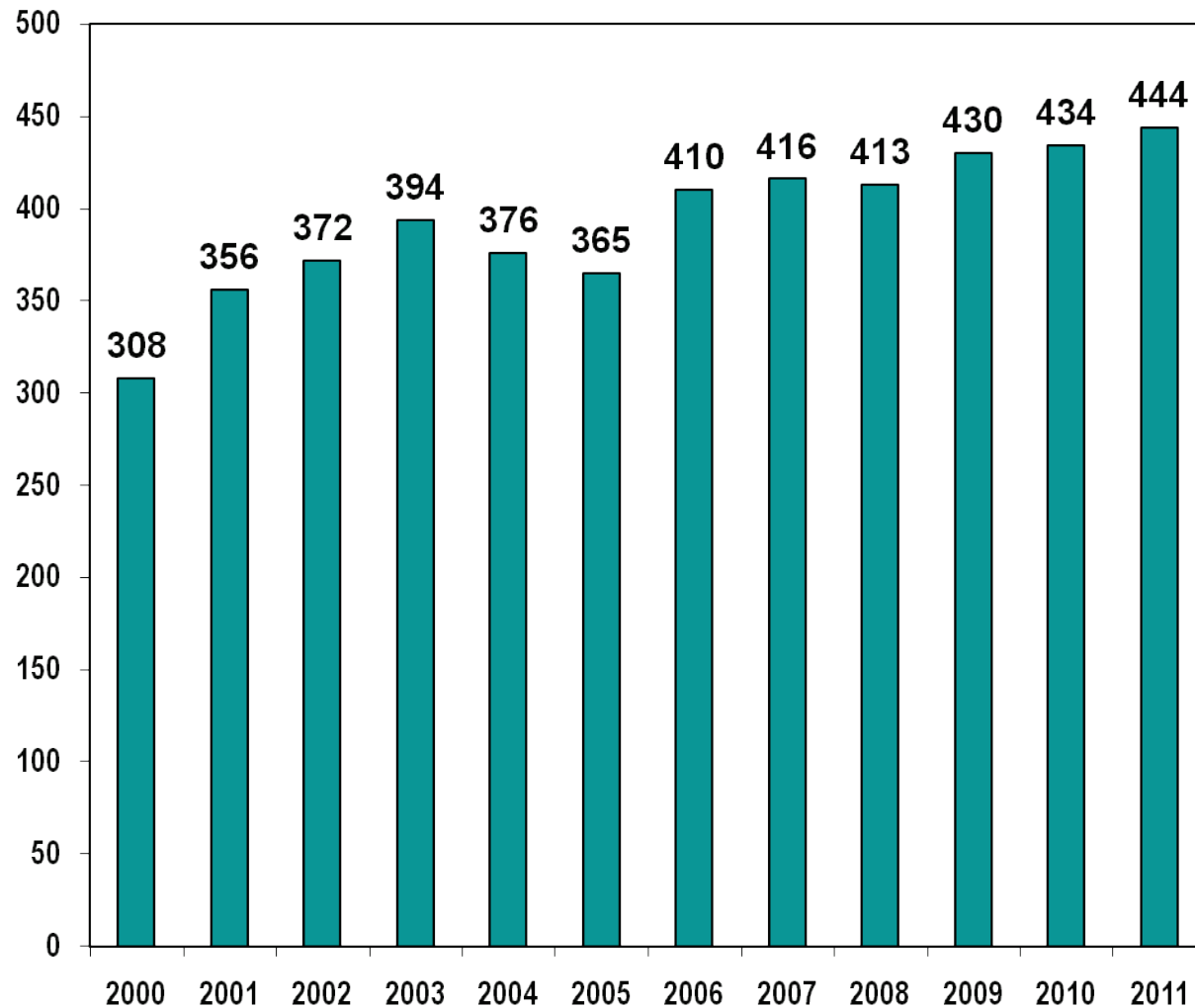
'Great Recession'

IEEE
Advancing Technology
for Humanity

Membership Situation Hiroshima Section

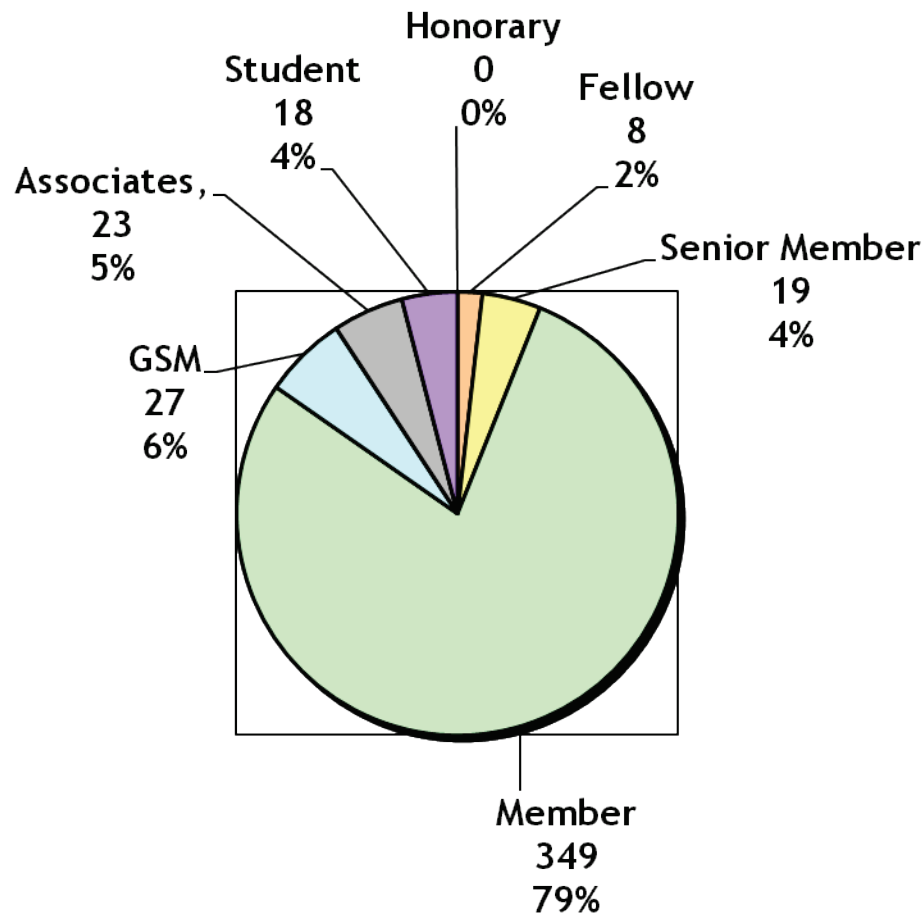
Hiroshima Section Total Members Since Year 2000

Formation Date: 14 November 1998



IEEE Hiroshima Section Membership

31 December 2011



Note 1: Members from...

Academia: 84.33 %

Industry: 15.66 %

Note 2: Retention

Higher Grade Member: 92.70 %

Student Grade Member: 45.90 %

SWOT – Section's Member Growth Program

Strengths

- High retention rate for higher grade members
- Local network as a steering committee of HISS (IEEE Hiroshima Student Symposium)
- At the HISS, many students get together and they have experienced the way to steer and organize the Symposium.
- IEEE branding as worldwide professional technical society
- Conferences, Standards, Educational products, webinars, many products and services

Weaknesses

- A small number of student members
- Low retention rate for student members
- There are few research and development section of large companies in the Hiroshima section area.
- Student members tend to move out to large cities after graduation.

Opportunities

- Technical and Educational Lectures
- HISS (IEEE Hiroshima Student Symposium)
- We have support systems for student members.

Threats

- Decreasing birthrate and aging population
- Global Economy Crisis
- Declining interest in engineering

Section MD Plan

Timing is Everything – Know the Membership Calendar

Membership Year Begins

Full-year dues enacted
Renewal opens
Key month for launching new or upgraded benefits
From Sep thru Dec, revenue deferred to next year

Calendar Year Concludes

Year-end membership statistics determined

Active-Status Terminator

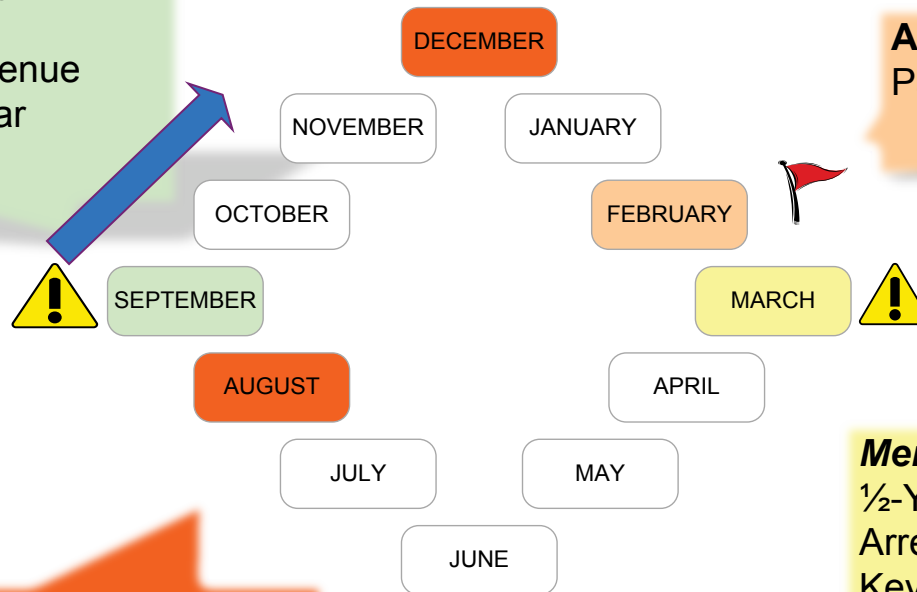
Past-due members placed into arrears

Membership Mid-Year

½-Year Dues-Cycle Begins
Arrears-Recovery Begins
Key month for launching new or upgraded benefits

Membership Year Concludes

Member retention rates determined
Business fiscal performance determined
½-year dues cycle concludes



Opportunities for Engaging Existing Members

IEEE Entity	Communications	Events	Recognition	Evaluation Considerations
Hiroshima Section	• Welcome message to new members • e-mail contact with the pre-arrears members • e-mail contact with the arrears members	• Holding of HISS (IEEE Hiroshima student Symposium)	• Membership upgrade	• Event Participation • Volunteer Recruitment • Student Branch Vitality • Member Retention

Opportunities for Engaging *Prospective* Members

IEEE Entity	Communications	Events	Recognition	Evaluation Considerations
Hiroshima Section	• Recruitment e-mail to the HISS steering committee members.	• Recruitment of the student member at the HISS steering committee. • Recruitment of the student and regular members at the HISS.	• Prize and award at the HISS	• Diversity and frequency of opportunities for member recruitment • Follow-up with interested individuals • First-year member engagement

Status Update

Engagement Venues & Frequency	Goals & Progress
Communications	
Welcome e-mail to new members	Only one member replied to the welcome e-mail. He is interested in the local activity of Hiroshima section.
e-mail contact with the pre-arrears members	After the e-mail contact, twenty-six members renewed their membership.
e-mail contact with the arrears member	After the e-mail contact, eight members renewed their membership. Unfortunately thirty-five members are still in arrears.
Events	
Holding of HISS (IEEE Hiroshima student Symposium)	Our section is planning to hold HISS on Nov. 17 and 18.
Recruitment of the student member at the HISS steering committee	We encouraged the HISS steering committee members (students) to join IEEE.
Recruitment of the student and regular members at the HISS.	We will recruit new members using Membership Development kit at the HISS.
Recognition	
Membership upgrade	Hiroshima section nominated two regular members for senior member grade last year. Our section is now planning to promote membership upgrade.
Prize and award at the HISS	We will award good research prizes to the excellent students.

In Summary...

- Section's Membership Situation
 - High retention rate for higher grade members
 - A small number of Student members
 - Low retention rate for student members
 - Forty-one members are now in arrears

- Section MD Plan
 - Contact with arrears members
 - Encouragement of the HISS steering committee members to join IEEE
 - Recruitment of new members using Membership Development kit at the HISS