IEEE Japan Strategy
- Enhancing Member Value and Membership Growth

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Agenda

- IEEE Background
- IEEE Japan Statistics
- IEEE Japan Industry Promotion Committee
- Japan based Metro Area Workshop
- Coordination of Young Professionals /Practising Engineers program and activities (e.g. networking sessions)
- IEEE Japan Council Young Professionals/Practising Engineers Awards Program
IEEE Mission

Advance technological innovation and excellence for the benefit of humanity.
IEEE is behind the technology that drives innovation and better living.

Technology drives innovation

Technology drives higher quality of life — people can live better

IEEE facilitates the cross-pollination of ideas, giving people access to ideas developed in other disciplines.

IEEE TECHNICAL AREAS:
- Aerospace
- Biomedical Engineering
- Circuits
- Cloud Computing
- Communications
- Electronics
- Imaging
- Information Technology
- LTE Wireless
- Broadband
- Nanotechnology
- Optics
- Renewable Energy
- Semiconductors
- Smart Grid
- And more...

IEEE information is more than just electrical engineering and computer science
Over the past 125 years, great thinkers have relied on IEEE research to develop breakthrough ideas that have altered our lives.
How IEEE Impacts:
IEEE drives the technologies that improve the quality of life

- IEEE Standards:
  - IEEE nurtures, develops, and advances building global technologies.

- IEEE Conferences:
  - Bright minds share the latest research at IEEE sponsored and co-sponsored conferences around the world

- IEEE Publications:
  - IEEE advances author ideas by publishing research for delivery to key technical audiences

- IEEE Xplore® Digital Library
  - Powerful search tools
  - Over 3 million full-text articles and papers
  - More than 8 million downloads per month
## Sections & Council Formation Dates In Japan

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<th>Sections</th>
<th>Geo Code</th>
<th>Formation Date</th>
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Japan Sections Total Members since Year 2000

Section / Council Total Members

- Fukuoka
- Hiroshima
- Kansai
- Nagoya
- Sapporo
- Sendai
- Shikoku
- Shin-etsu
- Tokyo
Japan Council Total Members Since Year 2000
Formation Date: 25 June 1999
IEEE Japan Council Membership
31 December 2012

- Member, 10,449, 73%
- Fellow, 528, 4%
- Senior Member, 875, 6%
- Associates, 617, 4%
- Student, 453, 3%
- Honorary, 4, 0%

[Diagram showing membership distribution]
Japan Membership Revitalization SWOT Summary

**Strengths**
- Member retention of 90%+ in every section
- IEEE Publications & Conferences
- Currently Japan Council is sponsored (via human resource) by 8 companies Toshiba, Fujitsu, Mitsubishi, NEC, NTT, Hitachi, Sumitomo, KDDI
- Currently have staff presence in Japan
- Strong brand awareness with academics
- Existing relationships with Academia, National Societies & Corporations
- Many researchers in academia/companies

**Weaknesses**
- Poor Industry penetration outside Tokyo & other than 8 sponsoring companies
- Low Member Recruitment esp. student members
- Low value proposition for local membership
- Few OUs: Student Branches, Chapters, AGs
- Lack of young volunteers/local activities
- Could be seen as too theoretical because over 70% of members have PhD
- Many potential members may not speak/read English
- Low brand awareness outside academia
- Professors do not understand IEEE value beyond publications

**Opportunities**
- Further the collaborations of existing NSA and SSA
- IEEE has global branding/connections
- Strong influence of professors
- Need for more information in Japanese (e.g. Website, Publications)
- Attract more industry practitioners
- Potential for more volunteers (but must be invited), more OUs
- Leverage on the strong influence of Japan Council volunteers
- Leverage on the 8 major supporting corporations
- Expand relationships and sponsorship beyond the 8 companies, involve more from emerging fields
- Up-grading the English proficiency of Engineers
- Japanese government “G30” plans to globalize
- Global Career resources for young researchers/students

**Threats**
- Japanese associations providing more relevant benefits
- Open Access may result in less members joining who are here for society journals
- Demographic imbalance (aging population without offsetting new members)
- # of Students entering and graduating from engineering programs
- Economy in recession/stagnation, budget cuts and less support from Industry
Recommended Strategies - Japan

Top Strategic Priority:
- Better Collaboration with Industry – within and outside of the 8 sponsoring companies
- Conduct more relevant technical events and conferences for practitioners & young professionals

Strategic Priority: Other High
- Facilitate awareness of Japanese technology professionals in the global marketplace
- Better incorporation of Japanese language in IEEE materials
- Programs to improve “English for Engineers” proficiency

Strategic Priority: Medium
- Develop specific Membership Market Development plan in conjunction with Japan Volunteers & Staff
- Better collaboration with technology and economic development associations in Japan
- Grow volunteer base
- Grow student membership (via programs outside of standard membership development) e.g. expand student branches, more student volunteers

Notes: More detail, and initial tactics for consideration on next two pages
We will not have the resources to implement every strategy
### Strategic Action Items

#### Strategy: Better collaboration with Industry
- Establish IEEE Japan Industry Promotion Committee
- Develop co-marketing industry recruitment campaign with relevant IEEE Societies (RAS, Computer, ComSoc, PES, etc.)
- Japan based Metro Area Workshop
- Participate in key practicing professionals conferences and events to extend visibility with Industry

#### Strategy: Conduct more relevant Technical Events, Conferences, & Workshops for practising engineers and Young Professionals
- Establish a Japan Young Professional Awards program that recognizes young professionals from Industry with significant accomplishments
- Establish leader for improving Young Professionals program in Japan
- Conduct 4 Young Professional Networking events in 2014
- Establish 3 new Young Professionals groups
- Ensure Tokyo Metro Area Workshop has Young Professionals component
IEEE Japan Industry Promotion Committee
- Proposal

- **Scope:**
  - Enhance cooperation between IEEE JC and companies
  - Identify joint programs and activities of relevance and value to practicing engineers and members
  - Joint membership promotion

- **Structure:**
  - Invited company reps, IEEE JC Chair, *IEEE JC Industry Coordinator*
  - Report to IEEE JC Exco
Japan Metro Area Workshop (MAW) - Proposed Concept

- Modeled after MAW held in Regions 1-6
- Large **Practising Professional Focused**, multi-day, multi-track event
  - Professional training
  - Continuing Education Units available
  - Career Assistance for tech professionals transitioning to new emerging markets
- Under-represented markets & growth sectors
- Hosted by Regions, Sections and Chapters
- Sponsored by IEEE Board and MGA
- Technical content provided by Communications Society, Computer Society, IEEE-USA, PES and local sections
Japan Metro Area Workshop (MAW) - Proposed Theme

- **Goal of Metro Area Workshops:**
  - Increased member engagement
  - Member recruitment opportunity
  - Provide value to IEEE members and community through:
    - Professional networking
    - Education on technology change
    - Providing career assistance

- **Content shall address emerging technologies that are in demand within local area**
  - Example topics include, but not limited to, Cloud Computing, Robotics, Smart Grid, Software Engineering, Mobile Application Development, Electric Vehicle Technology, etc.

- **Target audience is practising engineers and professionals who are innovators, have a desire to learn more, and/or are in career transition or considering a career change.**
MAW Value Proposition Specifications

- CONTENT AND SPEAKERS FOR PRACTICING ENGINEERS
- Price at break even
  - Charge low of attendee price and still remain financially responsible
    - No Student Discounts Recommended
- Same format as past MAW: multi track, include 30 minute Network breaks and reception. IEEE oriented General Session
- Experienced/expert level presenters – distinguished lecturer level, Doctor or respected in field...this requirement can be a challenge
- In order to facilitate MAW Marketing, IEEE MAW Website and the online registration tool – must meet firm deadline for Bio and Course description submissions on all content
- Content track is monitored and facilitated by an IEEE volunteer
- MAW Marketing materials/themes should be used to “brand” the event
Coordination of Young Professionals / Practising Engineers program and activities

- Establish IEEE JC YP/PE Committee
- Develop annual workplan
  - YP/PE networking sessions
  - Professional Talks and seminars
  - Professional development activities
- Assist in formation of new YP AGs in other Japan sections
IEEE JC Young Professionals/Practising Engineers Awards Program

- Establish IEEE JC YP/PE Awards Committee
- Establish criteria of awards
- Call for nominations
- Adjucation of nominations
- Industry sponsors?
- Identify suitable awards ceremony venue
END OF PRESENTATION