

IEEE Japan Strategy - Enhancing Member Value and Membership Growth

Lawrence Wong

Vice Chair, IEEE-MGA Strategic Management & Analysis

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Agenda

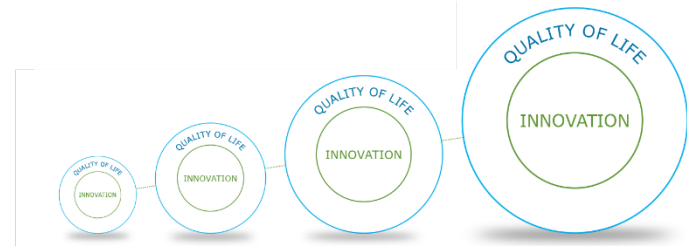
- IEEE Background
- IEEE Japan Statistics
- IEEE Japan Industry Promotion Committee
- Japan based Metro Area Workshop
- Coordination of Young Professionals /Practising Engineers program and activities (e.g. networking sessions)
- IEEE Japan Council Young Professionals/Practising Engineers Awards Program

IEEE Mission

Advance technological innovation and excellence for the benefit of humanity.

Advancing Technology

- 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 information
is more than just
electrical engineering
and computer science

IEEE TECHNICAL AREAS:

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

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

1,300 Annual Conferences



➤ IEEE Publications:

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

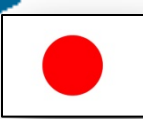
➤ IEEE *Xplore*[®] Digital Library

- Powerful search tools
- Over 3 million full-text articles and papers
- More than 8 million downloads per month



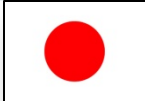
160+ top-cited periodicals



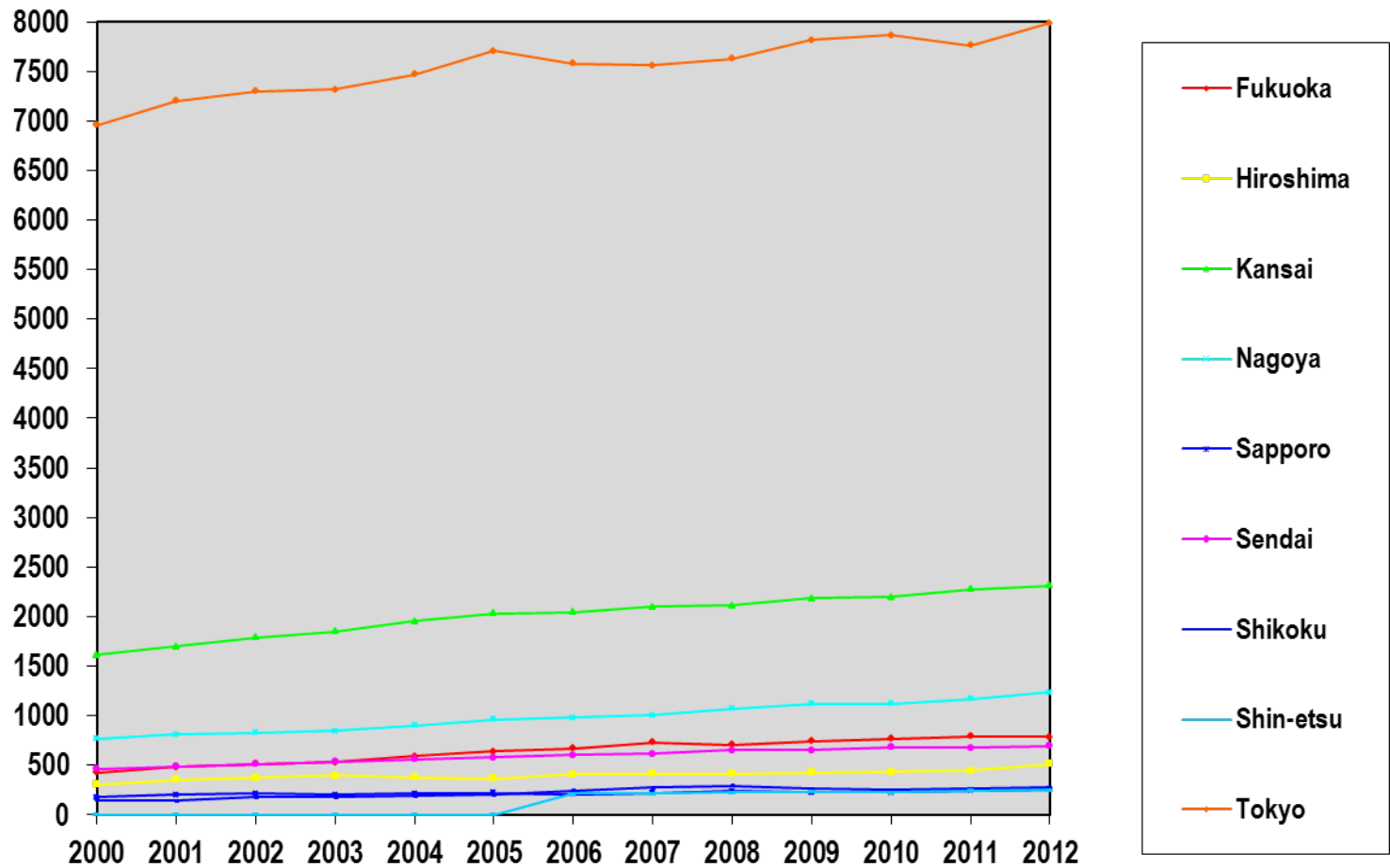


Sections & Council Formation Dates In Japan

	Sections	Geo Code	Formation Date
1	Japan Council	R0 09	25-Jun-99
2	Fukuoka	R0 09 89	14-Nov-98
3	Hiroshima	R0 09 85	14-Nov-98
4	Kansai	R0 09 83	14-Nov-98
5	Nagoya	R0 09 81	14-Nov-98
6	Sapporo	R0 09 77	14-Nov-98
7	Sendai	R0 09 79	14-Nov-98
8	Shikoku	R0 09 87	14-Nov-98
9	Shin-etsu	R0 09 04	26-Jun-06
10	Tokyo	R0 09 13	5-Dec-55



Japan Sections Total Members since Year 2000

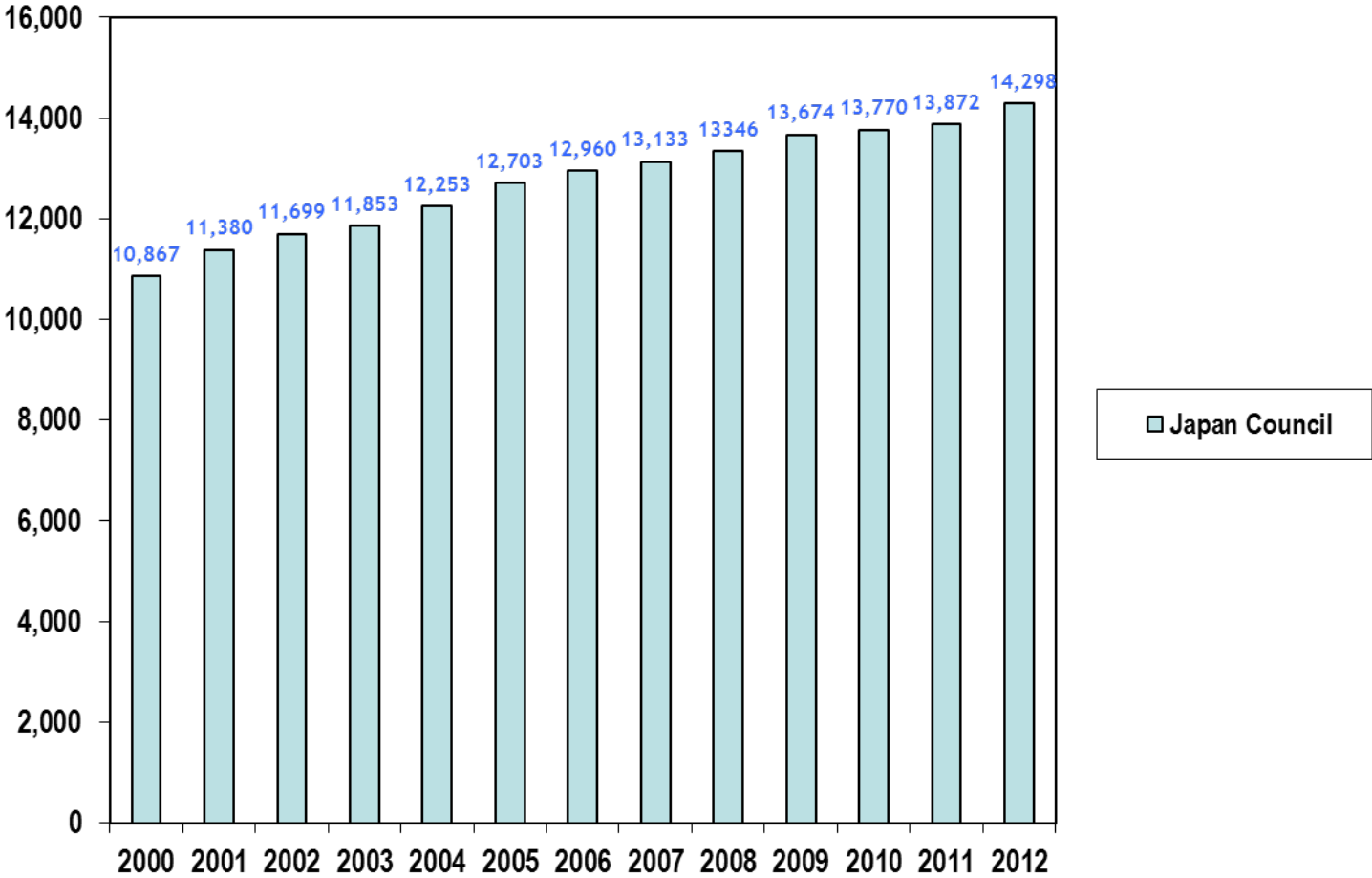


Section / Council Total Members



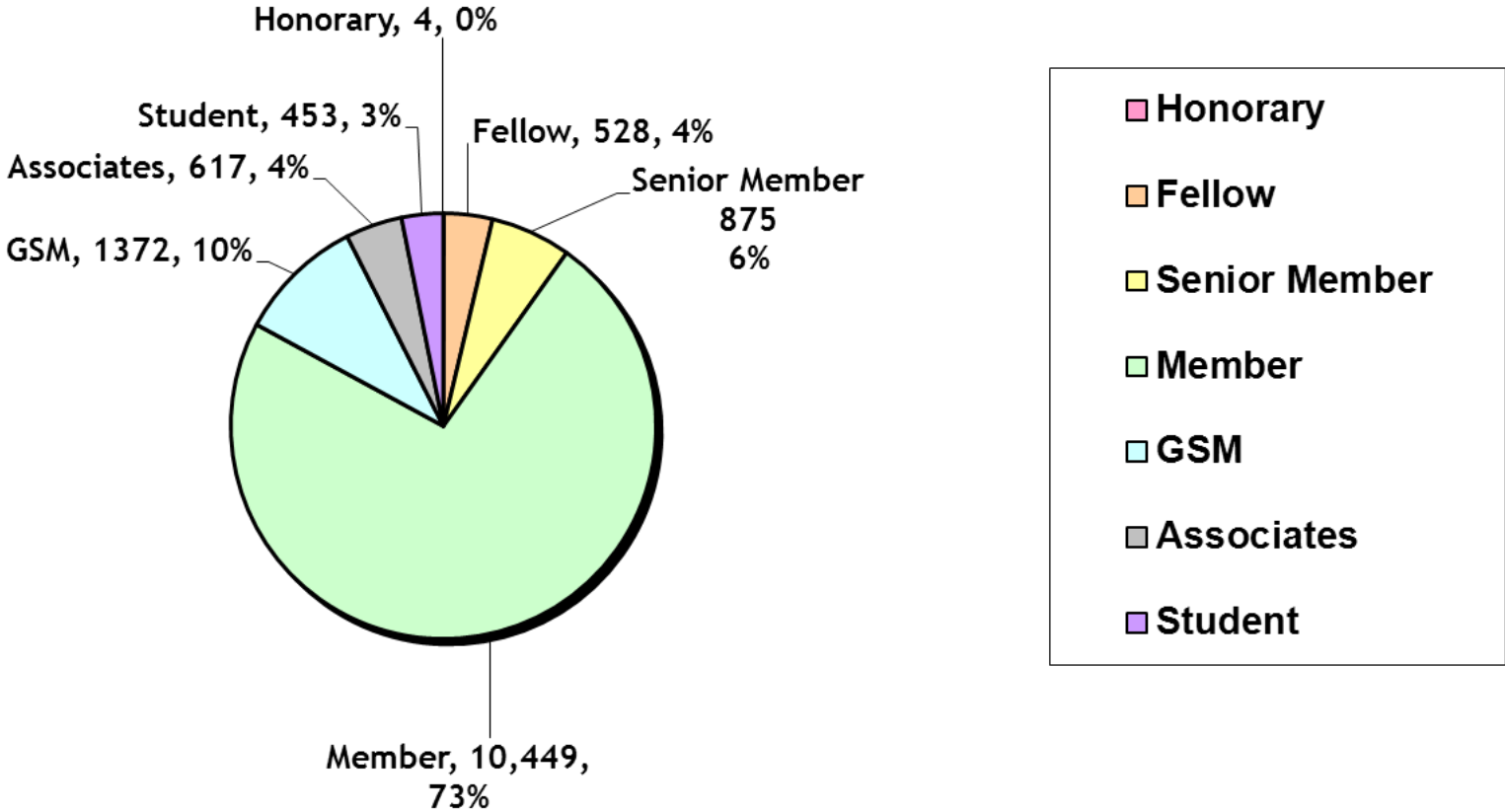
Japan Council Total Members Since Year 2000

Formation Date: 25 June 1999

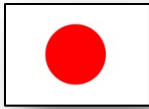




IEEE Japan Council Membership 31 December 2012



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

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

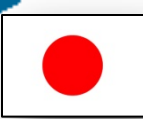
Weaknesses

- 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

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

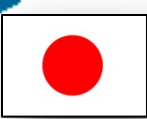
Strategic Priority: Other High

- 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



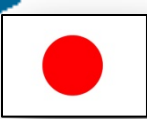
Strategic Action Items

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

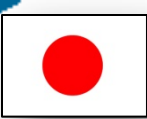
Strategy: Conduct more relevant Technical Events, Conferences, & Workshops for practising engineers and Young Professionals

- 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

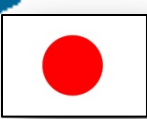
- ❑ Modeled after MAW held in Regions 1-6
- ❑ Large **Practising Professional Focused**, multi-day, multi-track event
 - ❑ Professional training
 - ❑ Continuing Education Units available
 - ❑ Career Assistance for tech professionals transitioning to new emerging markets
- ❑ Under-represented markets & 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)

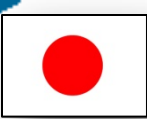
- Proposed Theme

- ❑ 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.



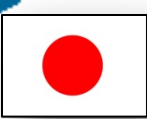
MAW Value Proposition Specifications

- ❑ 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
- Adjudication of nominations
- Industry sponsors?
- Identify suitable awards ceremony venue

END OF PRESENTATION