

*IEEE ComSoc  
AP RCCC 2007*

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**Membership Program Development**  
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# MPD Objectives

- Reverse the membership shrinking trend:
- Improve retention
- Increase global industry participation
  - Engage high potential regions
  - Bring in corporations as Patron members
  - Develop Corporate Membership Reimbursement Program

# Membership Development Program

- A re-defined Membership Development Support (MDSG) Grant
- Expanded-DLT with Local Lecturer Tour (LLT) option
- Support for Chapter Initiatives
- Chapter funding and Awards (CAA and CoY)

# Membership Development Support (MDSG) Grant

Instituted to encourage ComSoc members to participate in regional, national and international ComSoc activities for membership and services development.

The MDSG program will support initiatives that:

- Provide assistance to members for professional development;
- Support ComSoc members/chapters to develop and retain professional and student membership;
- Offer services to its' members;
- Promote member grade-level enhancement;
- Support Chapter growth worldwide.

# Supported activities

**MDSG program will encourage and support the following membership development activities by Chapters and individuals**

- Organization of special events to promote:
  - Membership development and retention;
  - Membership level upgrade;
  - Connecting with industry;
  - Establishment of new chapters
- Travel of members to meetings and conferences, deemed of value to the Communications Society, including:
  - Local/ regional chapter lectures, seminars and workshops;
  - MDC, MPD, RCCC meetings and other conferences to support the membership development initiatives;
  - Outreach to industry, professional, and other societies' meetings/ conferences to promote membership growth.

**Thank You for your participation**

# **Discussions and Q&A**