IEEE ComSoc NA RCCC 2007 Session 2

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Membership Program Development

What makes our Chapters tick: Success Drivers and Challenges?

- ## Distinguished Lectures Tours
  - Dinesh Rajan
- ## A Panel: Experiences in Chapter Success
  - Jose David Cely (CoY winner), Yigang Cai (CAA-, Gabe Jakobson, Bob Shapiro, Byeong Gi Lee and the participating attendees

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MPD Objectives

- Reverse the membership shrinking trend:
    - need most help from this region
- 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.

Discussions and Q&A

Success Drivers

- Support Professional Development
- Value activities for our members
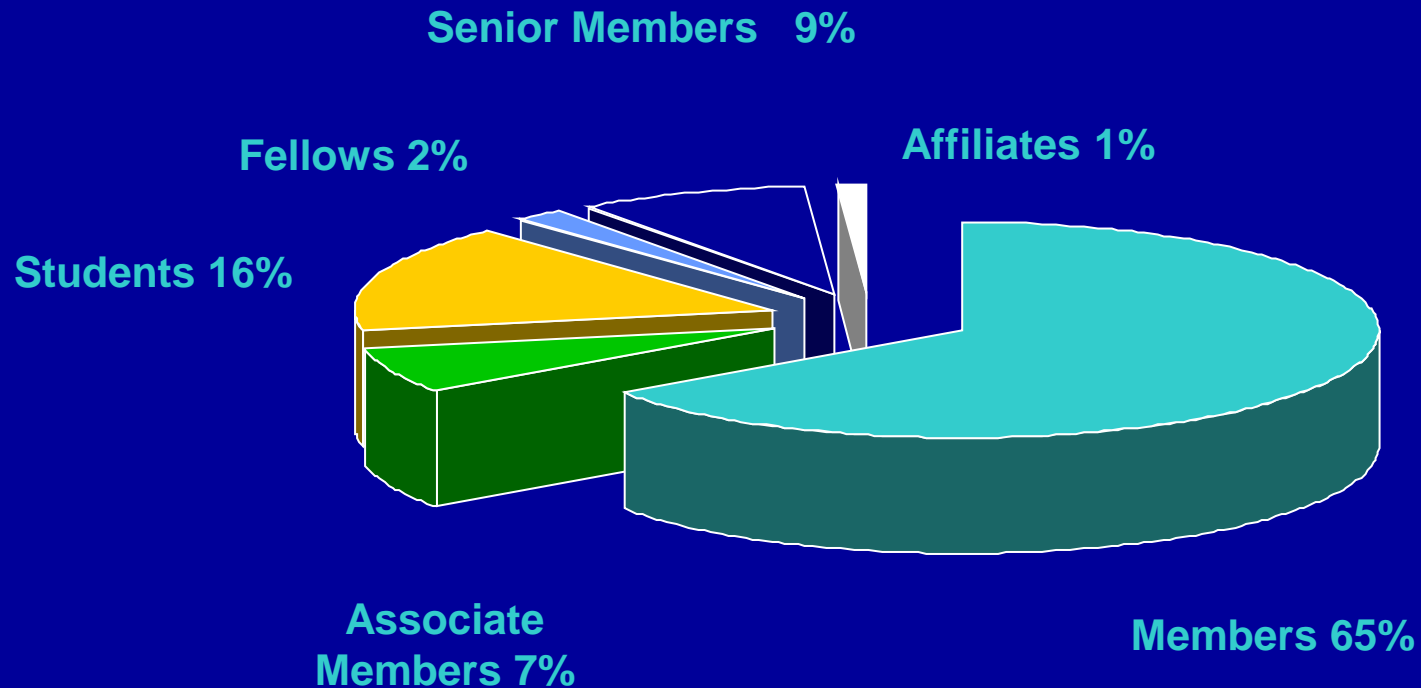- Support Value added Services

Need Chapters and Regional Initiatives

Challenges

- Increase Membership base
- Enhance Retention
- Foster Global Growth

Thank You for your participation

Members by Grade

Senior Members   9%

Fellows 2%

Affiliates 1%

Students 16%

Associate
Members 7%

Members 65%

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