



Ad Hoc Membership Development Committee

Bob Brooks – 4-22-2017

Ad Hoc Membership Development Committee

Charter

The IEEE Region 2 Ad Hoc Committee on Membership will work to increase membership and attract diverse members (students, YPs, WIE, Industry and members of all areas of interest of IEEE) by developing strategies to develop unconventional activities to increase the overall membership, participation and attract new volunteers at both the section and region level. Once the committee has recognized a potential event, a smaller group shall be formed to implement the activities identified.

To accomplish this, the committee will identify/outline activities, assign a chair for individual activity, identify members to assist in planning and implementing. This committee will be very agile in the sense that the members of the committee shall not be permanent as the committee develops activities the committee members have the potential to break off to run the project.

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Areas of Interest

Diversity

- WIE
- Student Membership
- YP
- Consultants

Advancement

- Student to Full Membership
- Senior Membership
- Associate & Society Affiliate to Full Membership

Unconventional Disciplines

- Engineering
- Computer Sciences and Information Technology
- Physical Sciences
- Biological and Medical Sciences
- Mathematics
- Technical Communications
- Education
- Management
- Law and Policy

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Thoughts on Project Approach – Stolen Shamelessly from the VOLT Program

- ▶ Consider the Problem / Opportunity
- ▶ Consider your Market
- ▶ Productize
- ▶ Marketing Strategy
- ▶ Distribution
- ▶ Financial Considerations
- ▶ Implementation

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The Process



Idea:

- Starts in Brainstorming – very basic

Plan:

- Build a case using the VOLT process.
- Define market, budget, and implementation
- Timeline

Involve:

- Incorporate MGA, Sections, Area chairs
- Form your team

Implement

- Break off and get it done

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Projects Currently Stewing (Planning stage)

- ▶ Student Membership Enhancement
 - Identifies weak student branches and provides support
 - Defines the role of a student representative & their role at the section meetings
 - Get students active early to ease the transition to full IEEE
- ▶ IEEE Designated Fields Information Campaign
 - Provide information to members of designated fields in their own settings
 - WIE conference a possible pilot?

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Opportunities still awaiting champions

- ▶ Senior Membership growth
- ▶ Industry consortium partnerships
- ▶ Society Affiliate and Associate Member upgrade programs

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The Team

- ▶ Bob Brooks – Chair
- ▶ Jeffery Eker – Young Professionals Chair Region 2
- ▶ Vicky Drury – Women in Engineering Chair Region 2
- ▶ Zoe Toigo – Pitt Student Branch Chair
- ▶ Aaron Yangello
- ▶ Jake Cullenly – Regional Student Representative Region 2

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Any Questions – Any Volunteers??

