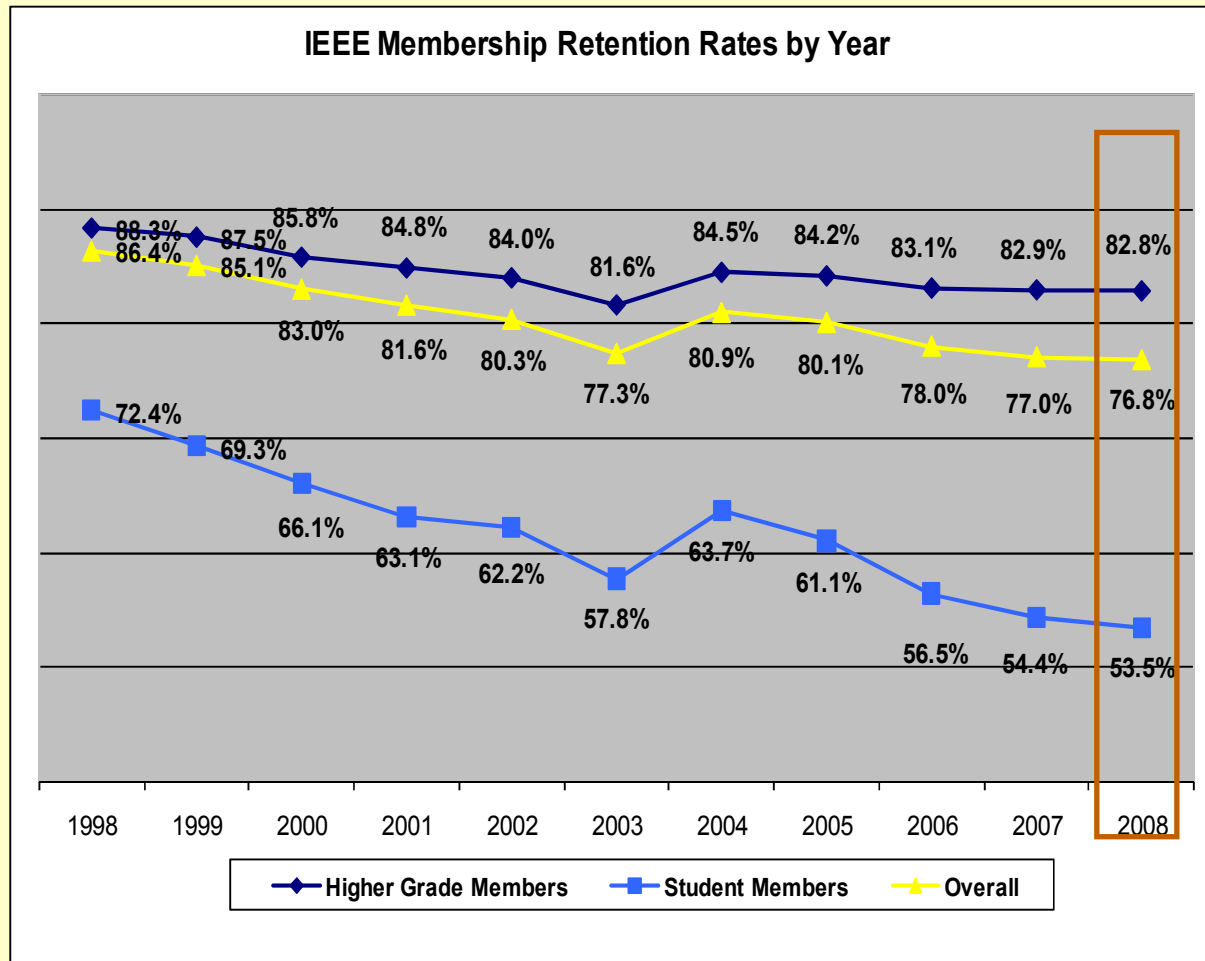


# **2009 R10 MD Report**

**Mengqi Zhou**  
**R10 MD Coordinator-2009-2010**

**Feb. 28th, 2009, Hanoi**

# 2008 Recovery / Retention



- Total retention (yellow line) down 0.2%
  - Smallest decline in 10 years
- Total retention by Region, at a glance...
  - R1 – same
  - R2 – increase
  - R3 – decline
  - R4 – increase
  - R5 – increase
  - R6 – increase
  - R7 – increase
  - R8 – decrease
  - R9 – decrease
  - **R10 – increase**



# Recruitment by Region – Jan through Dec 2008

	REGION	# Difference	% Difference	2008	2007
+	R-10 ↑	+ 7,258	+ 33.3%	29,061	21,803
+	R-9	+ 812	+ 11.8%	7,692	6,880
-	R-4	- 49	- 1.5%	3,242	3,291
-	R-7	- 107	- 3.9%	2,632	2,739
-	R-3	- 127	- 2.9%	4,296	4,423
-	R-8	- 162	- 1.0%	16,105	16,267
-	R-2	- 179	- 4.8%	3,578	3,757
-	R-5	- 351	- 8.9%	3,585	3,936
-	R-1	- 553	- 13.0%	6,339	7,032
-	R-6	- 693	- 9.9%	6,339	7,032
	<i>Total</i>	<i>+ 5,849</i>	<i>+ 7.9%</i>	<i>80,227</i>	<i>74,378</i>

**Membership by Region – January 2009**

REGION	PROFESSIONALS				GRADUATE STUDENTS				UNDERGRADUATE STUDENTS				TOTAL MEMBERS			
	2009	2008	Change		2009	2008	Change		2009	2008	Change		2009	2008	Change	
			#	%			#	%			#	%			#	%
<b>1</b>	33,403	34,018	-525	-1.5%	1,883	1,802	-9	-0.5%	2,150	2,425	-200	-11.1%	37,532	38,335	-803	-2.1%
<b>2</b>	28,735	28,840	-111	-0.4%	1,740	1,680	63	3.7%	2,113	2,111	2	0.1%	32,507	32,643	-46	-0.1%
<b>3</b>	25,081	26,080	-108	-0.4%	2,212	2,048	164	8.0%	2,025	3,080	-101	-5.2%	31,118	31,223	-105	-0.3%
<b>4</b>	19,502	20,021	-420	-2.1%	1,712	1,578	134	8.5%	2,214	2,220	-6	-0.3%	23,518	23,810	-301	-1.3%
<b>5</b>	25,405	25,400	-55	-0.2%	1,607	1,450	157	10.8%	2,218	2,484	-266	-10.7%	29,230	29,304	-76	-0.3%
<b>6</b>	52,763	53,404	-731	-1.4%	3,040	2,852	197	6.9%	3,328	3,505	-207	-7.4%	59,140	59,941	-801	-1.3%
<b>R 1-6</b>	185,909	187,028	-1,059	-0.6%	12,212	11,500	700	6.1%	14,054	15,021	-907	-6.1%	213,135	215,355	-2,220	-1.0%
<b>7</b>	13,110	12,750	357	2.8%	1,761	1,623	138	8.5%	1,650	1,810	-154	-8.5%	16,533	16,101	441	2.7%
<b>8</b>	49,378	47,714	1,664	3.5%	9,364	8,240	1,115	13.5%	10,307	10,264	43	0.4%	69,049	66,227	2,822	4.3%
<b>9</b>	7,480	7,637	-148	-1.9%	1,320	1,330	-1	-0.1%	6,840	6,652	194	2.9%	15,664	15,610	45	0.3%
<b>10</b>	44,408	42,757	1,711	4.0%	9,252	7,120	2,123	29.8%	23,450	20,403	2,960	14.5%	77,170	70,370	6,800	9.7%
<b>R 7-10</b>	114,451	110,867	3,584	3.2%	21,706	18,331	3,375	18.4%	42,208	39,210	3,040	7.8%	178,425	168,416	10,000	5.9%
<b>TOTAL</b>	300,420	298,795	1,625	0.5%	33,918	28,837	4,081	13.7%	57,222	55,140	2,082	3.8%	391,560	383,771	7,788	2.0%

**Student Membership Differentiation & Membership Development**

Beginning in January 2009, charting for active membership by Region will break out the student membership counts to show our graduate and undergraduate student members separately. Trending this data separately helps us better understand the impact of IEEE's introducing the graduate-student member (GSM) grade a couple years ago, and provides a data point for consideration when developing new benefits and membership development initiatives.

From a membership development perspective, student membership is a primary "feeder channel" into our ranks of professional members, with about 25,000 student members elevating annually. Improving student member retention increases the likelihood of eventual elevation. Within the student membership, last year's data showed that GSMs renewed their membership at a rate of 2-to-1 compared to undergraduate student members. Consequently, Regions that have a *lower proportion* of GSMs are likely to experience lower retention rates in their total student membership. Regions 9 and 10 are most impacted by this phenomenon.

# 2009 MD Situation

Many members not renewed  
yet– Average 40%  
by the end of Jan

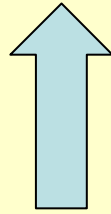
# Higher grade membership

- R10 Membership--Highest
- Fellow + Senior -- 13.4 %
- World Average -- 15.5 %

## Sections are encouraged to do

- In order to achieve higher membership increase in 2009/2010, It is strongly encouraged that all Section chairs in Region 10 to make full use of MD resources
- Invite Section MDC chairs to be a member of R10 MD Committee, forming a working team to make full use of all Section resources
- Form Section **Senior membership elevating committee** in promoting the incentive program

# Section / MDC Chairs



**Key-Person**

**to keep the MD growth**

# 2009 incentive program / Budget

✗ **1, Student Branch incentive (existed-\$2,000), shifted to SAC/ fund from MGA**  
\$50 per new student branch formed X 20 branches = \$1,000  
\$50 per student branch annual report submitted X 20 = \$1,000

**2, Section incentive (existed)- \$2,000 > \$1,000**  
\$250 > \$200 per section with overall membership growth X  
5 Top sections = \$ 1,000

**3, MDC project (existed)- \$2,000**  
\$500 per Membership publicity project X 4 = \$2000

**4, SMEC (New)- Senior membership elevating committee - \$10,000 > \$2,000**  
\$200 per SMEC new formed with top 10 sections  
In M elevating percentage

**Total: \$5,000 (\$ 24,000-2008)**

# Confucius saying

When more people add firewood,  
the flames will rise higher

\* \* \* \* \*

R10 Biggest populations  $\implies$  Largest Membership  
\* \* \* \* \*

Let's work together and try to  
Keep R10 at the top of IEEE community

Section chair—68  
Student Branches— 535  
Chapter Chairs—329  
2000 leading persons working team

Welcome to contact MD at :

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**IEEE Members Reserve the future for IEEE**

***THANK YOU***



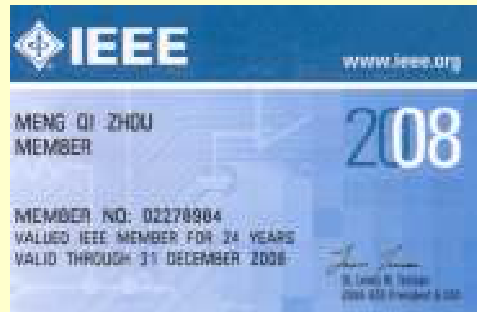
**Celebrating 125 Years**  
*of Engineering the Future*

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**IEEE Members Reserve the future for IEEE**

***THANK YOU***

## 2009 MD Focus

Try to Keep R10 at the top of IEEE

- ⑩ Retention of existing members
- ⑩ Student Membership Strategy
- ⑩ MD at Conferences
- ⑩ Promoting Regional MD training
- ⑩ Monthly MD web casts