



IEEE R10 MDC Report



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R10 Membership by 31 Dec. 2009 (*still quite high growth rate*)

Regional Snapshot	Total this Month	'09 vs. '08	% Change
Total Membership	82,361	8,699	11.8 %
• Higher-Grade	46,457	2,802	6.4 %
• Students	35,904	5,897	19.6 %
IEEE Worldwide - Total	397,001	14,601	3.8%

R10/Total=20.75%!
(first time to exceed 20%)

**More students means
more potentials**

But the retention rate of students is quite low!?

.2010 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	52.2%	33.3%	8.2%	38.4%
Region – 1 st -Year Members	22.4%	21.2%	6.1%	13.1%
IEEE – Total Members	56.9%	45.2%	16.5%	51.2%
IEEE – 1 st Year Members	22.8%	30.6%	11.9%	19.6%

**Conclusion: New members are increasing! We should
provide best services to them!**

Best Sections with Highest Retention and Recruitment (Sep.-Dec.-09 vs Sep.-Dec.-08)

Best Section Total Retention	74.1% - Sendai Section	71.4% - Fukuoka Section
	73.2% - Hiroshima Section	70.5% - Shin-Etsu Section
	72.1% - Sapporo Section	70.4% - Kansai Section

	Numeric Growth	Percentage Growth
Top Section Recruitment Year over Year (Cumulative)	820 - Bombay Section	381.8% - Indonesia Section
	551 - Madras Section	300.0% - Macau Section
	190 - Beijing Section	207.5% - Calcutta Section

Next Step: R10 MD Actions in 2010

- **MD Publicity Project Incentive** (total budget: \$2,000)
 - ✓ For each new membership development publicity project, a subsidy up to USD500 can be granted. All the proposals will be peer-reviewed by the MDC and totally 4 projects will be granted.
- **Section Growth Incentive** (total budget: \$1,000)
 - ✓ For the top 5 sections which have the highest growth rate of higher grade membership will be granted USD200 for each.
- **Senior Membership Elevating Incentive** (total budget: \$2,000)
 - ✓ For the top 10 sections which have the largest numbers of senior and fellow membership elevation, a subsidy USD200 will be granted for each.