

## **1% Membership Growth in IEEE Region 6 in 2016**

That is our prime imperative this year. As we discussed in the January blog and at the Region 6 Operating Committee (OpCom) meeting in January, we want to get our members to help us grow overall IEEE membership in our Region (the Western United States). Last year we lost 1.2% of our members compared to the prior year. The goal of 1.0% membership growth is achievable. What this means is that we need 545 more members in Region 6 at the end of 2016 than we had at the end of 2015. We can do that!

We are going to repeat in a bigger way our micro-volunteering project from 2015 where we asked section volunteers to contact 10 people in their section or near-by sections who didn't renew to talk with them to find out why and help them renew their membership if they wanted to do so. You can sign up for this and other volunteer activities in Region 6 discussed below at: <http://ieee-region6.org/volunteer/>

We need to create value for our existing members by making associate members into full IEEE members and elevating deserving members to be senior members (in a recent SAMIEEE database search it appears that we have over 20,000 members that probably qualify as senior members). We also need to let members know about the Region 6 Career Expo that is a growing resource for learning about future career opportunities at leading companies (you can register and participate here: <http://sites.ieee.org/r6careerexpo/>)

We need to raise awareness of the value for industry in Region 6 to have IEEE members as employees. IEEE members are more likely to be more up to date on technology, better at soft skills and more proactive than employees who are not members. We want to get this message out and work with corporations in our region to support more IEEE membership and activities. In 2016 we plan to establish a Region 6 Corporate Advisory Board to help us help our industrial partners and our members and promote the value of the IEEE.

We also need to create greater value for our student members to become full members and for newer members to continue their membership. To help us accomplish this we have doubled the money that the region is making available to match with IEEE local sections in order to carry on career development activities, STEM events and other activities that we hope will attract and keep younger members in our community. We have also established a MentorNet account where student members and full members of the IEEE can establish mentor and mentee relationships—see MentorNet paragraph later in this enotice.

We also plan various important STEM and Humanitarian activities in the Region. We plan to have a major presence at the May 2016 Maker Faire in Menlo Park, CA and also to work with Make Media to create more Maker events in Region 6. We also want to get more involved in FIRST Robotics, Future Cities and other activities

that will help create the next generation of technologists to solve tomorrow's problems. We want to create more active Special Interest Group on Humanitarian Technology (SIGHT) chapters in our local sections and connect our student and full members on useful humanitarian projects around the world. In addition we will have a focus on the Global Humanitarian Technology Conference (GHTC) that we will host in Seattle in October 2016. We will also make our Sustainable Technology (SusTech) conference a much bigger event in 2016 than it has been to date.

There is much for us to do and we need the help of our members to achieve this goal. We will grow our Region IEEE membership by being the best that we can be and by creating a strong community that helps its members keep current with their profession, find out about new and emerging opportunities and providing companies, schools and our members with a way to make a positive difference in the world around us!

Sign up to participate in our campaign to make a stronger IEEE Region 6 using this link: <http://ieee-region6.org/volunteer/>

Tom Coughlin, Region 6 Director