

## **2012 MGA Strategic Direction and Environmental Assessment Committee**

**Friday 11 May:** Kikai Shinko Kaikan building room 5S-1

### Japanese attendees

1. Prof. Hideki Imai (Chuo University)  
Japan Council Chair, Tokyo Section past Chair
2. President Fumio Harashima (Tokyo Metropolitan University)  
Tokyo Section past Chair Japan Council past Chair
3. Prof. Yong Jin Park (Waseda University)  
Region 10 past Director
4. Prof. Toshio Fukuda (Nagoya University)  
Region 10 Director elect
5. Prof. Hideki Hashimoto (Chuo University)  
Tokyo Section past Treasurer, Japan Council past Treasurer
6. Prof. Hiroyuki Ohsaki (the University of Tokyo)  
Tokyo Section Membership Development Committee Chair
7. Prof. Takao Onoye (Osaka University)  
Kansai Section Chapter Operations Committee Chair Region 10 Student Activities Coordinator
8. Mr. Shinji Yamashita (Fujitsu Laboratories Ltd.)  
Tokyo Section Publications Committee Secretary
9. Mr. Iwao Hyakutake (IEEE Japan Office)  
Director
10. Dr. Yoshihiro Arimoto (Fujitsu Laboratories Ltd.)  
Japan Council Secretary, Tokyo Section Secretary
11. Dr. Hirohisa Gambe (Fujitsu Laboratories Ltd.)  
Tokyo Section Vice Chair

### IEEE MGA SD&EA committee attendees

1. Dr. Okyay Kanyak  
Vice Chair MGA Strategic Management and Analysis
2. Prof. Parviz Famouri  
IEEE Region 2 Director
3. Dr. John Reinert  
Past Vice Chair MGA Strategic Management and Analysis
4. Prof. Tuptim Angkaew  
IEEE Strategic Direction and Environmental Assessment Committee Member

5. Prof. Slawo Wesolkowski  
IEEE Strategic Direction and Environmental Assessment Committee Member
6. Prof. Murty Polavarapu  
IEEE Strategic Direction and Environmental Assessment Committee Member

Other IEEE attendees

7. Prof. Lawrence Wong  
Region 10 (Asia Pacific) Director
8. Dr. Howard Michel  
Vice President, Member and Geographic Activities
9. Ms. Fanny Su  
Manager, Asia Pacific Operations
10. Mr. Jamie Moesch  
Director, Member Strategy

Agenda

9-9:30AM:	Welcome and Introductions
9:30 - 9:45 AM:	Reminder on quarterly committee objectives for 2012: Okyay Kaynak
9:45-10:15 AM:	What MGA would they like to see the committee accomplish by October 2012: Howard Michel
10:15-10:45 AM:	Discussion of objectives by the committee
10:45-11AM:	Break
11-11:15 AM:	Welcome Japan Council and Introductions (after this point, they will join us for the rest of the day)
11:15 - 11:45AM:	Open discussion from the Japan Council members: What can be done to make IEEE membership more successful in Japan? How can we grow from 13,000 members to 30,000 and beyond?
11:45AM:	Travel to lunch restaurant
Noon - 1:30 PM:	Lunch continued open discussions during lunch
1:30 - 2:30 PM:	Japan Member Segmentation data presentation and discussion of the MCI report (Jamie Moesch)
2:30-3:30 PM:	Open discussion: focus area Member Development: Questions for the group in this section, but not required or limited to: - What do we need to offer IEEE members in Japan to make them very satisfied with membership? - What do we need to offer IEEE members in Japan to get them more engaged with IEEE? - Do we need to have any unique offerings in Japan for students or graduate students?

	<ul style="list-style-type: none"> <li>- Are there any unique IEEE society considerations that should be made in Japan?</li> <li>- How can we make it easier for members in Japan to find and access benefits?</li> </ul>
3:30-3:45PM:	Break
3:45 - 4:30PM:	Open Discussion: focus area Partner Development: Who should we consider partnering with to grow membership and why? (E.G. Companies, Universities, Other Associations)
4:30 - 5:30PM:	Open Discussion: focus area Market Development How should we be selling and marketing IEEE and IEEE Society membership in Japan? <ul style="list-style-type: none"> <li>- Are there any particular industries we should target?</li> <li>- Are there any particular geographic areas we should target?</li> <li>- Do we need Japanese language brochures?</li> <li>- How can we best get our membership offer in front of potential members?</li> </ul>
6:30 PM:	Friday Night Group Dinner (with colleagues from Japan Council and Tokyo Section)