

CIGRE  
PROPOSED NEW TASK FORCE  
TERMS OF REFERENCE

Task Force Marketing 1-2013	Name of Convenor : Chris Jones
Title of the Group: Student membership	
<p>Background : Growth in CIGRE membership continues and in particular recent efforts have been made to establish additional Young Member groups within many National Committees.</p> <p>The Steering Committee of CIGRE has been reviewing possible further measures to expand the reach of CIGRE and decided at the China meeting in May 2013 to establish a Task Force on the new category of Student Membership.</p> <p>Aims: The vision is to make CIGRE well known and established in the student community from Baccalaureate through Masters and PhD, introducing students to CIGRE, providing a useful resource for their studies and to ultimately increase CIGRE membership and provide members who will improve the sustainability of the organisation.</p> <p>It is envisaged that a new category of membership be established which should be easy for students to obtain and relatively inexpensive. Delivery of benefits, access to reports and papers as well as e-CIGRE would be entirely electronic and hopefully have a minimal net cost of Zero to CIGRE.</p> <p>Proposals should be prepared for the new category of membership to the Administrative Council at their September meeting along with the details of how the membership would be implemented.</p> <p>Work and scope:</p> <p>The scope of the new Task force will be to prepare proposals to:</p> <ol style="list-style-type: none"> <li>a) Define the new category of Student member, including <ol style="list-style-type: none"> <li>I. Qualifying criteria</li> <li>II. Verification of qualifying criteria</li> <li>III. Membership equivalence for national Committee</li> </ol> </li> <li>b) Specify Membership benefits <ol style="list-style-type: none"> <li>I. E-Cigre</li> <li>II. Electra</li> <li>III. Session and Events Registration</li> <li>IV. Publication discount</li> <li>V. Working group participation</li> <li>VI. Other potential benefits that could be added</li> </ol> </li> <li>c) Define membership application process</li> <li>d) Consideration of Marketing of the Student Membership category</li> <li>e) Recommend Membership fee</li> <li>f) Outline transfer from Student membership to Young Member/Member status</li> <li>g) Identify issues for Central Office and a list of advantages/disadvantages associated with the implementation of the new membership category including impacts on Young Members and Collective II members</li> <li>h) Estimate potential impacts on other membership categories</li> <li>i) Estimate potential number of Student Members</li> <li>j) Estimate financial impact on CIGRE in the short, medium and long term</li> </ol> <p><b>Deliverables:</b></p> <p>Prepare a proposal document for the Marketing Subcommittee of the CIGRE Steering Committee which will be presented at the CIGRE Administrative Council Meeting in September 2014.</p> <p>Therefore the proposal document needs to be finalised by the 2014 Meeting of the Steering Committee in May 2014.</p> <p><b>Task Force members:</b></p> <p>The Task Force will comprise of a Chair and four/five other members from the Administrative Council/CIGRE global membership with relevant experience and interest in the category of Student Membership. The Task Force Chair will provide an update to the Chair of the Marketing</p>	

subcommittee on a four weekly basis.

**Meetings:**

It is proposed that the Task Force will not meet in-person but will hold two or three conference call amongst members and communicate between meetings by email.

**Time schedule:**

Initiation of the Task Force November 2014 and deliverable to Marketing Committee by 23 April 2014 with possible refinements in time for the Administrative Council meeting in September 2014.

Comments from CIGRE Steering Committee :

Approval by CIGRE President (Klaus Fröhlich) :

Date :