



**INTERNATIONAL UNION OF
PURE AND APPLIED PHYSICS**

Membership matters

Nithaya Chetty

Vice President – New Members

A renewed start for driving membership

- Post GA 2021
- Change-over from Singapore to Trieste
- Beginnings of coping with COVID19
- VP for Membership and Development
 - Work closely with C13, C14, WG5
- New role of physics in the 21st Century
 - New strategic plan
 - A new marketing and communications strategy
- Centenary campaign and IYBSD
 - Renewed spotlight on IUPAP

Operational versus Strategic matters

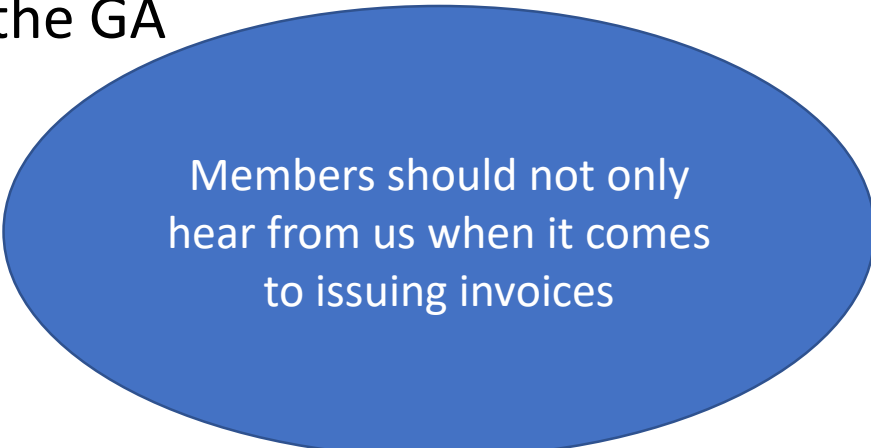
- Fondazione Internazionale Trieste (FIT)
 - Sandro Scandolo, Paola Rodari, Cecilia Cressi, Caterina Giannini

Operations

- Careful records of membership: distant past, recent past, present, and future
 - Historical record is important
- No one-size-fits-all
 - Adhering member, Liaison Committee, Physical Society
 - Nuanced arrangements for different (new) members

Operations

- Careful follow-ups with members' queries
- Scientific diplomacy
- Precise and targeted communications
- Keep our finger on the pulse of members
 - Solicit their views on particular matters from time to time
 - We should not only wait to hear from members at the GA



Members should not only
hear from us when it comes
to issuing invoices

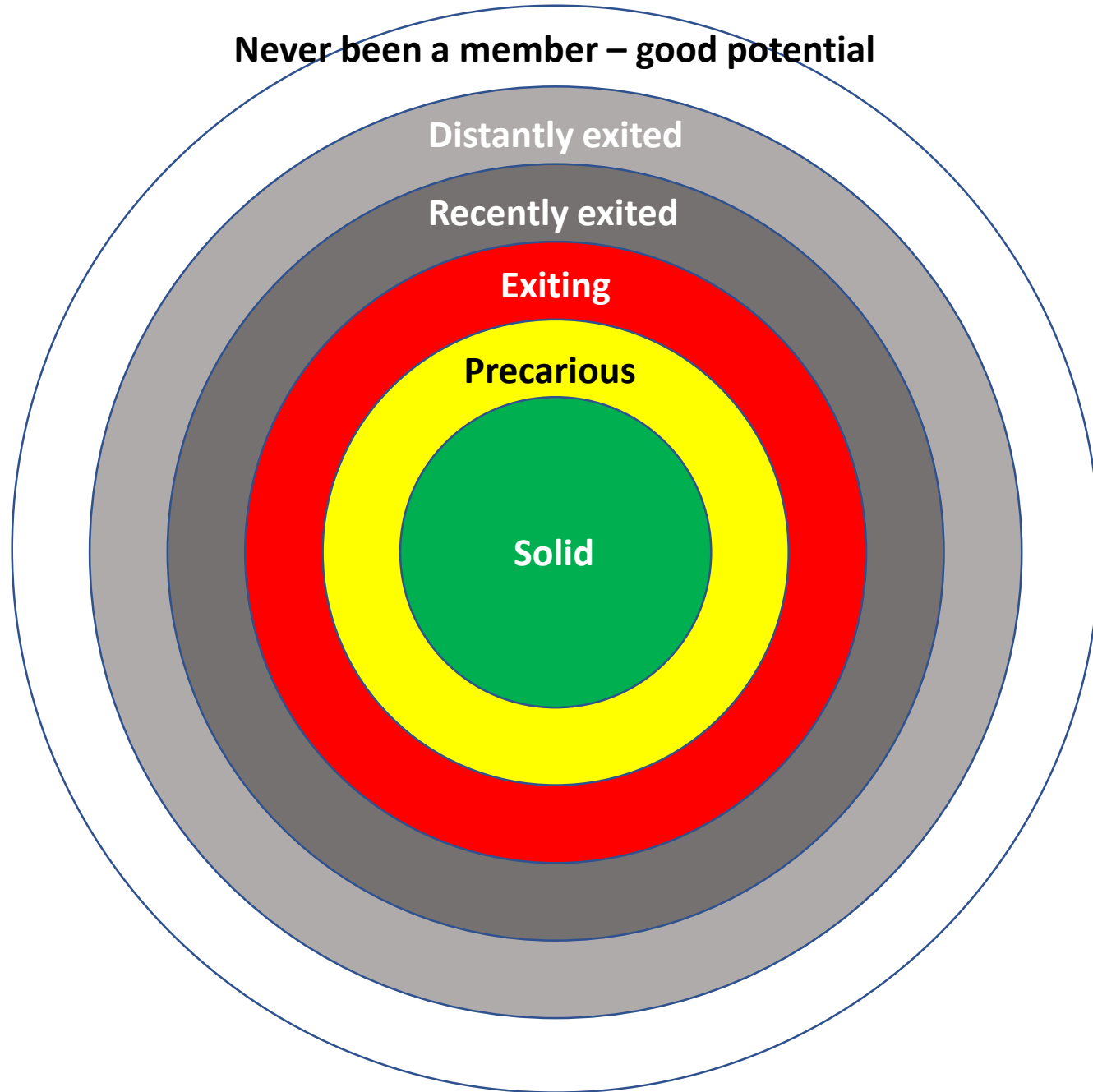
Decadal strategy

- A decadal strategy for attracting new members and retaining old members was presented at previous C&CC meeting
 - Forms basis of agenda for *New Members* portfolio
 - Various action items are continuously being acted upon
 - A *Memorandum of Understanding* template has been drafted

Strategic goal

- As a minimum, maintain our current membership of 60 (of about 200 in the world)
 - Current Membership satisfaction and commitments are important
- Grow our membership by about 10%
 - About 6 new members in the next cycle is laudable

Never been a member – good potential



Never been a member – no potential

Membership Target Map

Membership categories

- National, territories
 - We need to get this just right
- Regional
- Corporate
- Individual (Commission chairs)

Approach to new members

- No blue-print on how to approach new members
 - Use every chance you have, accidental and non-accidental
 - Follow up on every possibility
 - Make your own inquiries
 - Consider most physics-productive countries who are not currently members
 - Use IUPAP conferences to advertise importance of IUPAP
 - Everyone's responsibility, Executive Council and Commissions, Secretariat


Approach to new members

- Engage with Embassies, physical societies, lead scientists
- Decide who you are talking with (politicians vs scientists)
 - Target your conversations accordingly
- Distinguish between membership for national self-interest versus membership for the international good
- Create incentives (e.g. 50% membership dues for one share for first 3 years)

- What are the benefits for individual (Commission chairs) membership?
- Why does IUPAP wish to expand its membership? (global perspective)

Support new members

- Benefits should be immediate
 - Appoint as associate members to commissions without delay
- Assist and nurture
 - Nominations to commissions
 - Participation in GA



Internal communications
within member countries are
often complicated

Recently exited members & Potentially new members

- Involve them in the affairs of the Union
 - Appoint as Associate Members to Commissions
- Circulate IUPAP newsletters and other communications
- Involve in IUPAP Centenary Celebrations and IYBSD
 - All countries should be invited to participate!
- Involve more young people in the affairs of the Union
 - Our future depends on it

Role and function of IUPAP

- Continue to act boldly in furthering the aims of physics
 - Enduring principles of foundation
 - New challenges of the time
 - New opportunities for physics

Strategy versus Operations

- Recommend a meeting with Secretariat once every two months to advance IUPAP membership matters
- Review Membership Decadal Plan

