

## **GEORGE MCCLURE**

George McClure is a member of the Career & Workforce Policy Committee, the Career Services Committee, and the Life Member Committee. He is an IEEE Life Fellow and a past director of Region 3.

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## **HOW TO RECRUIT AND KEEP MEMBERS**

Available tools and best practices will be examined to convert non-members to IEEE members and to acquaint them with IEEE resources for careers, employment, benefits, and continuing education. Turning members into active volunteers is the best way to retain them. Techniques for accomplishing this will be examined, with contributions from attendees.