

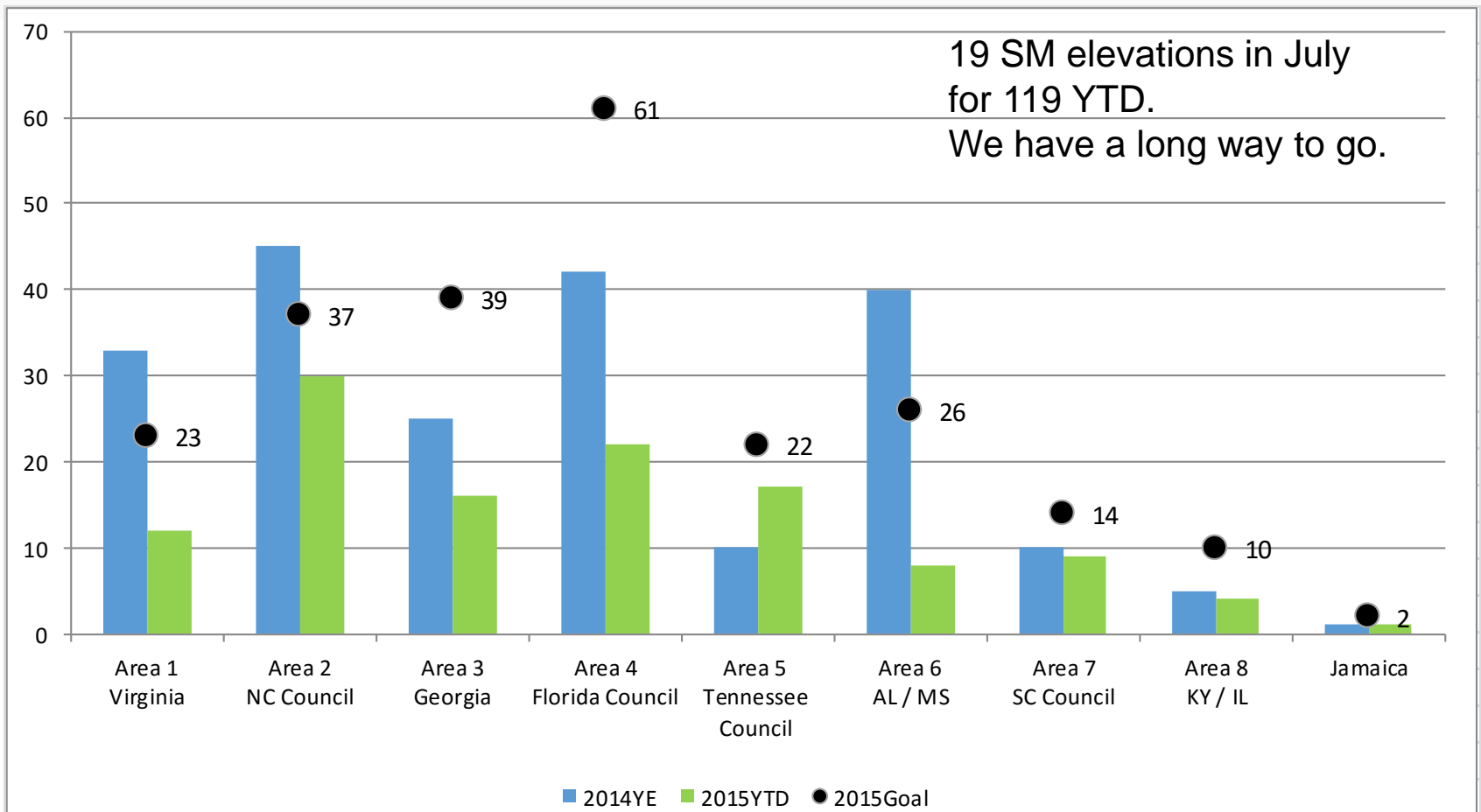


Member Engagement & Life Cycle

August 10, 2015 Report to the Region 3 ExCom

Senior Member Elevations July 2015 YTD

2015 Goal: Our Region goal is 215 Senior Member elevations.



Senior Member Elevations

July 2015 YTD

	2014YE	2015YTD	2015Goal		2014YE	2015YTD	2015Goal
Area 1	33	12	23	Area 2 / NC Council	45	30	37
CENTRAL VIRGINIA	5	1	5	CENTRAL NORTH CAROLINA	7	1	3
HAMPTON ROADS	17	2	6	CHARLOTTE	14	6	6
RICHMOND	10	5	8	EASTERN NORTH CAROLINA	22	17	24
VIRGINIA MOUNTAIN	1	4	4	WESTERN NORTH CAROLINA	2	5	2
				WINSTON-SALEM		1	2
Area 3	25	16	39				
ATLANTA	24	14	34	Area 4/Florida Council	42	22	61
CENTRAL GEORGIA		1	3	BROWARD	12	2	5
SAVANNAH	1	1	2	CANAVERAL	1		2
				DAYTONA	3	1	2
Area 5/Tennessee Council	10	17	22	FLORIDA WEST COAST	4	5	14
CENTRAL TENNESSEE	2	2	6	GAINESVILLE	4	4	3
CHATTANOOGA	2	2	3	JACKSONVILLE	2	1	4
EAST TENNESSEE	6	13	8	MELBOURNE			6
MEMPHIS			4	MIAMI	5	2	5
TRI CITIES			1	NORTHWEST FLORIDA			3
				ORLANDO	7	4	9
Area 6	40	8	26	PALM BEACH	1	2	6
ALABAMA	8	3	8	TALLAHASSEE AREA	3	1	2
HUNTSVILLE	24	2	12				
MISSISSIPPI	4	3	4	Area 8	5	4	10
MOBILE	4		2	EVANSVILLE-OWENSBORO	1		2
				LEXINGTON	2	2	4
Area 7/SC Council	10	9	14	LOUISVILLE	2	2	4
CENTRAL SAVANNAH RIVER	1		2				
COASTAL SOUTH CAROLINA	3	3	4	JAMAICA	1	1	2
COLUMBIA	3	1	4				
PIEDMONT	3	5	4				



Event Held



Event Planned



No Event Planned or no Report



Where do we stand today?

- ▶ We did not achieve our July target (19 vs 20). As of the July panel we have 119 Senior Member elevations and need 96 more to meet our 2015 Region goal of 215.
- ▶ 19 applications will be in the July panel. 34 pending applications needing references. The revised panel targets: Aug 19 & Sep 20, Oct 40 & Nov 17.
- ▶ Most Sections have their Roundup events scheduled in Aug, Sep or Oct. Begin planning now to have a successful event.
- ▶ The [2015 Winter Region 3](#) newsletter provided two excellent articles to support Senior Member elevation. See the following link for the [IEEE Senior Membership Nomination Event Guide](#)

Senior Member Elevations

Life Members by Area / Section

Total of 2,694 Life Members ~ 25% of 11,304 eligible for Senior Member grade

Row Labels	Count of Member	Row Labels	Count of Member
Area 1	277	Area 2 / NC Council	367
Central Virginia Section	68	Central North Carolina Section	22
Hampton Roads Section	88	Charlotte Section	55
Richmond Section	83	Eastern North Carolina Section	219
Virginia Mountain Section	38	Western North Carolina Section	56
Area 3	297	Winston-Salem Section	15
Atlanta Section	223	Area 4/Florida Council	1107
Central Georgia Section	32	Broward Section	55
Savannah Section	42	Canaveral Section	28
Area 5/Tennessee Council	211	Daytona Section	36
Central Tennessee Section	43	Florida West Coast Section	363
Chattanooga Section	35	Gainesville Section	54
East Tennessee Section	89	Jacksonville Section	64
Memphis Section	30	Melbourne Section	92
Tri Cities Section	14	Miami Section	57
Area 6	208	Northwest Florida Section	38
Alabama Section	53	Orlando Section	138
Huntsville Section	117	Palm Beach Section	163
Mississippi Section	15	Tallahassee Area Section	19
Mobile Section	23	Area 8	77
Area 7/SC Council	147	Evansville-Owensboro Section	20
Central Savannah River Section	15	Lexington Section	25
Coastal South Carolina Section	48	Louisville Section	32
Columbia Section	35	Area 9	3
Piedmont Section	49	Jamaica Section	3



2015 Panel Schedule

2015 Submission		
Deadline Dates	2015 Panel Dates	Location
28 January	7 February	New Orleans, LA, USA (R5)
25 February	7 March	Charleston, SC, USA (R3)
13 April	25 April	Taipei, Taiwan (R10)
11 May	23 May	Northern Virginia, USA (R2)
12 June	27 June	London, England (R8)
8 July	18 July	Indianapolis, IN, USA (R4)
31 July	15 August	Guadalajara, Mexico (R9)
4 September	19 September	Montreal, Canada (R7)
9 October	24 October	Portland, OR, USA (R6)
6 November	21 November	New Brunswick, NJ, USA (R1)

- ▶ November is the last 2015 panel meeting.

Pending Applications Needing References

LAST_NAME	FIRST_NAME	REGION	SECTION	REFERENCE 1	REFERENCE 2
Browning	Thane	R3	Atlanta Section		
Nyffenegger	Paul	R3	Canaveral Section	R.F.	
Dallas	Joy	R3	Central Tennessee Section	M.L.	
Brindle	Edward	R3	Charlotte Section	J.C.	
Draper	Terry	R3	Charlotte Section	J.C.	
Barnett	Robert	R3	Chattanooga Section	J.N.	S.J.
Hoffmann	Vickie	R3	Coastal South Carolina Section	R.A.	G.M.
Rodriguez	Jorge	R3	Daytona Section	C.H.	
Beard	Lisa	R3	East Tennessee Section	C.F.	
Chen	Suheng	R3	East Tennessee Section	L.T.	
Coble	Jamie	R3	East Tennessee Section	E.H.	
Karnowski	Thomas	R3	East Tennessee Section	L.F.	D.K.
Maclennan	Bruce	R3	East Tennessee Section	L.P.	L.T.
Nutaro	James	R3	East Tennessee Section	G.T.	L.P.
Allan	Sharon	R3	Eastern North Carolina Section	C.F.	T.S.
Castelao	Julio	R3	Eastern North Carolina Section	U.A.	K.K.
Huber	Laszlo	R3	Eastern North Carolina Section	M.J.	Y.J.
Jiang	Xiaoning	R3	Eastern North Carolina Section	M.C.	

Pending Applications Needing References

LAST NAME	FIRST NAME	REGION	SECTION	REFERENCE 1	REFERENCE 2
Basciano	Frank	R3	Florida West Coast Section	R.H.	
Skrzypkowiak	Stephen	R3	Florida West Coast Section	T.B.	
Edmonson	William	R3	Hampton Roads Section	W.A.	A.R.
Fokum	Daniel	R3	Jamaica Section	D.D.	
Muir	Dave	R3	Jamaica Section	J.P.	J.G.
Wilson	William	R3	Lexington Section	P.S.	J.A.
Middleton	Charles	R3	Melbourne Section	A.P.	
Stoll	Renee	R3	Memphis Section		
Nicholson	Warren	R3	Mobile Section	A.S.	J.S.
Hoffman	Robert	R3	Northwest Florida Section	D.Z.	
Nichols	Ruben	R3	Northwest Florida Section	W.L.	M.K.
Nolan	James	R3	Orlando Section	X.G.	R.W.
Atkinson	Robert	R3	Richmond Section	J.D.	
Darron	Carl	R3	Richmond Section	J.D.	
Hollister	John	R3	Tallahassee Area Section	C.L.	B.H.
Green	Kent	R3	Western North Carolina Section		

Total Membership: 2015 Membership Year Results through July 2015

Total Active Members by Region: July 2015										
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change	
Columbia Section	354	332	6.6%	133	83	60.2%	487	415	17.3%	↓
Central Savannah River Section	164	158	3.8%	23	18	27.8%	187	176	6.3%	←
Jamaica Section	138	131	5.3%	45	42	7.1%	183	173	5.8%	↓
Brow ard Section	415	421	-1.4%	98	77	27.3%	513	498	3.0%	↓
Gainesville Section	319	322	-0.9%	106	98	8.2%	425	420	1.2%	↓
Canaveral Section	160	164	-2.4%	14	8	75.0%	174	172	1.2%	←
Orlando Section	1015	987	2.8%	233	251	-7.2%	1248	1,238	0.8%	↑
Miami Section	455	481	-5.4%	219	189	15.9%	674	670	0.6%	↓
Central Virginia Section	508	517	-1.7%	79	68	16.2%	587	585	0.3%	↓
Daytona Section	171	161	6.2%	43	53	-18.9%	214	214	0.0%	↓
Palm Beach Section	614	615	-0.2%	64	63	1.6%	678	678	0.0%	↓
Northw est Florida Section	271	275	-1.5%	39	36	8.3%	310	311	-0.3%	↑
Piedmont Section	472	482	-2.1%	121	115	5.2%	593	597	-0.7%	↑
Charlotte Section	611	618	-1.1%	146	146	0.0%	757	764	-0.9%	↓
Savannah Section	175	176	-0.6%	38	39	-2.6%	213	215	-0.9%	↓
Evansville-Ow ensboro Section	162	174	-6.9%	31	22	40.9%	193	196	-1.5%	↓
Western North Carolina Section	282	296	-4.7%	74	66	12.1%	356	362	-1.7%	↑
Eastern North Carolina Section	2415	2443	-1.1%	368	389	-5.4%	2783	2,832	-1.7%	↓
Huntsville Section	964	990	-2.6%	103	96	7.3%	1067	1,086	-1.7%	←
Winston-Salem Section	131	120	9.2%	18	32	-43.8%	149	152	-2.0%	↑
East Tennessee Section	780	773	0.9%	127	155	-18.1%	907	928	-2.3%	↓
Florida West Coast Section	1585	1624	-2.4%	198	207	-4.3%	1783	1,831	-2.6%	↓
Alabama Section	751	790	-4.9%	201	193	4.1%	952	983	-3.2%	↑
Region Total	22,318	22,814	-2.2%	4,465	4,907	-9.0%	26,783	27,721	-3.4%	↓

Total Membership: 2015 Membership Year Results through July 2015

REGION 3	Total Active Members by Region: July 2015									
	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change	
Region Total	22,318	22,814	-2.2%	4,465	4,907	-9.0%	26,783	27,721	-3.4%	↓
Richmond Section	656	693	-5.3%	85	75	13.3%	741	768	-3.5%	↑
Coastal South Carolina Section	372	364	2.2%	53	77	-31.2%	425	441	-3.6%	↑
Melbourne Section	550	580	-5.2%	58	51	13.7%	608	631	-3.6%	↓
Central North Carolina Section	255	258	-1.2%	35	44	-20.5%	290	302	-4.0%	↓
Chattanooga Section	295	298	-1.0%	38	49	-22.4%	333	347	-4.0%	↑
Tallahassee Area Section	252	244	3.3%	81	103	-21.4%	333	347	-4.0%	↑
Central Tennessee Section	629	625	0.6%	133	172	-22.7%	762	797	-4.4%	↑
Jacksonville Section	329	333	-1.2%	53	68	-22.1%	382	401	-4.7%	↑
Atlanta Section	3237	3350	-3.4%	674	767	-12.1%	3911	4,117	-5.0%	↓
Louisville Section	316	321	-1.6%	69	85	-18.8%	385	406	-5.2%	↑
Hampton Roads Section	591	625	-5.4%	106	118	-10.2%	697	743	-6.2%	↓
Lexington Section	310	339	-8.6%	83	80	3.8%	393	419	-6.2%	↑
Central Georgia Section	222	230	-3.5%	33	43	-23.3%	255	273	-6.6%	↓
Memphis Section	370	387	-4.4%	119	141	-15.6%	489	528	-7.4%	↓
Tri Cities Section	89	100	-11.0%	10	7	42.9%	99	107	-7.5%	↓
Mobile Section	150	161	-6.8%	45	54	-16.7%	195	215	-9.3%	↓
Virginia Mountain Section	419	434	-3.5%	164	213	-23.0%	583	647	-9.9%	↓
Mississippi Section	364	422	-13.7%	105	314	-66.6%	469	736	-36.3%	↑

Appendix

Member Engagement and Life Cycle

▶ Objective

Promote the growth of both professional and student members in Region 3 and the Institute as a whole. Encourage the professional, technical and personal growth of all members within the Region through IEEE programs that facilitate the engagement of members.

▶ Committee Chair: Mark Torres

- Young Professional Representative -- Laura Camburn
- Industrial Relations -- Bill Williams
- Life Member Coordinator -- Charles Husbands
- Membership Recruiting and Recovery -- Lee Stogner
- 1st Year Member Experience Project -- Lee Stogner
- Women in Engineering Liaison -- Cathy Freeman

2015 MELC Committee Goals

- ▶ Elevation of 215 Members to Senior Member grade
- ▶ 100% Senior Member Grade for Section leadership
- ▶ Sections should hold at least one Senior Member Roundup in 2015
- ▶ Area and Section Chairs will identify each month members who need additional references to complete their Senior Member application.
- ▶ Senior Member Elevation Goals have been established at the Region level. Progress will be reviewed at the Region 3 ExCom meeting.

2015 MELC Sub-Committee Goals

- ▶ The Young Professional Sub-Committee will Package 1 Program for use by Sections
- ▶ Women in Engineering Sub-Committee will hold a WIE event at SoutheastCon
- ▶ Each Section will hold at least 1 Young Professional event in 2015
- ▶ Each Sub-Committee Chair will contact their local Section counterparts. This will be completed on or before May 25th. The goal of the contact is to find out if they have all the resources they need, and obstacles they are having in fulfilling their roles.
- ▶ Women in Engineering and Young Professional Affinity groups will be using social media to communicate activities and ideas within the Region.

Glossary

- Arrears – members who have not paid the current year dues, services will end
- Inactive – members who have not paid dues from the past year and receive no services
- Deactivation – All IEEE members who have not paid dues for the current membership year by the deactivation service date (23 February in 2013) have their member status changed to Arrears
- MD – Membership Development
- MGA – Member & Geographic Activities
- TA – Technical Activities
- MRRC – Membership Recruitment & Recovery Committee
- MGM – Member-Get-A-Member program
- A&A – Admission & Advancement program
- SM – Senior Member grade
- Young Professionals (YP) – used to be IEEE GOLD
- HG – Higher-grade member (Member, Senior Member, Fellow. Life Member)
- RSR – Region Student Representative
- RSAC – Region Student Activities Chair
- SAMIEEE – Section/Society Access to Membership Information

Glossary (Cont'd.)

- ▶ (GEO) – Geographic Predefined Queries Folder, (MD) – Membership Development Predefined Queries Folder, (SOC) – Society Predefined Queries Folder
- ▶ OU – Organization Unit within IEEE (region, section, affinity group, student branch, etc.)
- ▶ OBIEE – Oracle Business Intelligence Enterprise Edition
- ▶ SCOOP – Newsletter from MGA
- ▶ MMD – Member Market Development
- ▶ ACK Pac– Acknowledgement Package sent to new members
- ▶ ExCom – IEEE unit’s Executive Committee composed of officers
- ▶ YOY – Year over Year – usually for comparing yearly statistics
- ▶ YOS – Years of Service – for number of membership years
- ▶ MLP – Member Loyalty Program