

8/2/2010 Report to the IEEE Region 3 Executive Committee Member Engagement and Life Cycle Committee (MELCC)

The MELCC is comprised of several sub committees and affinity group coordinators. Presented here accomplishments for the first half of 2010 and plans for the remainder of 2010 as reported by the sub committee Chair or affinity group coordinator.

Significant effort has gone into obtaining an accurate roster of officers, with contact info, for Region 3 Sections and their Chapters. There are a number of Chapters that have not reported meetings for a significant period of time and are in danger of being deactivated by the MGAB. Effort is underway to engage the sponsoring Section leadership to establish a recovery plan, where possible.

Relatively few Sections established and executed a personal contact member recovery plan in 2010. A process is being developed for implementing such a campaign with the intent of involving Section and Chapter Membership Development Chairs in implementing this process, starting in the 4th quarter with the recruitment of several unit members to participate in a calling tree effort in 1Q2011.

Input is requested on the desirability and practicality of using the training materials from last fall's Officer Training conference calls to hold an in-person training session on the Friday of the SoutheastCon 2011 weekend.

Member Recruitment & Recovery Committee (MRRC), Jim Anderson, Chair

Here's a quick snapshot of where things stand with Region 3's membership development activities in 2Q10:

- Starting to prepare for the 2010 / 2011 MD year which starts in September and ends in August. Creating a list of MD goals for R3 MD chairs to accomplish and trying to come up with a way to both track and report on progress towards these goals.
- As of the end of June, the total IEEE membership is up by 13,597 (+3.9%), Total Society memberships are up by 16,796 (+5.6%). Total membership retention is at 76%, higher grade is at 82%, graduate students is at 71%, and undergrad students is at 35%.
- IEEE HQ is reporting that we've achieved 95.7% of our 2010 retention goal for our higher grade members, 109.3% of our student retention goals, and 96.9% of our total member retention goals.
- As is the case with all IEEE sections, our 1st year member retention numbers are quite poor: higher grade = 35.5%, graduate students = 58.8%, and undergraduate students = 38.5%. This will be an area that we'll be focusing on during the next MD year.
- In comparison to Regions 1-6, Region 3 is keeping pace. Our higher grade and undergraduate student membership numbers are a bit off, but not by much.
- IEEE HQ is currently recommending that Region 3's MD activities should be divided into 15% retention and 85% on recruitment. I believe that much of the recruitment activities should be focused on getting lapsed members to rejoin.

Industrial Relations Committee (IRC), William Harrison, Chair

The Region 3 MGA Challenge proposal - Coordinated Industry Contact & Employment Assistance Program - was among the top proposals for the 2010 Challenge. Our proposal was funded by MGA and the IEEE New Initiatives Committee. This project will become a primary focus of the region's activities for the coming year.

GOLD Representative, Wah Myint Garris

<<no input received>>

Life Member Coordinator, Charles Husbands

<<no input received>>

Women in Engineering (WIN) Liaison, Parveen Wahid

<<no input received>>

Respectfully,

John Montague

Member Engagement and Life Cycle Committee Chair