

To: Region 3 Committee
Fr: David Green, IEEE Director, Region 3
Cc: Region 3 ExCom
Sb: Director's report to Region 3 Committee
Dt: 15 March 2012

As a change management note, this is a second report (to the Region 3 Committee) — the earlier report was addressed to the ExCom. I hope we can have 100% reporting by the Region committee chairs and section chairs before the Region meeting. Please submit your reports now! On the web site for this meeting (<http://ewh.ieee.org/reg/3/excom/meetings/2012-03/>) there are suggested topics for Section and ExCom reports under the heading "Administrative Items".

The Orlando Section team led by Conference Chair Donghui and Co-Chair George McClure along with the Region 3 Conference Committee members led by Sean Haynes have worked hard to put together a conference for our members and our volunteers that looks like it will be an engaging and enjoyable experience. We should begin to look outward and begin planning our future SoutheastCons.

We had a successful "Introduction to IEEE and Region 3" meeting on 12 March 2012 with 25 participants. I thank everyone for your attendance and the good discussion. The .pdf of the slides used in this meeting are located next to this report on the Region agenda. Additionally, a URL to a recording of this event with sound synced to slides has been sent to all attendees, ExCom members, and Section Chairs.

Planning is underway by the George McClure and John Montague for the IEEE-USA annual meeting. Your PACE chair should have received information about this meeting and the need to apply for the limited funding that is available. We will have a short R3 meeting of the volunteers who are attending the meeting and invite them to a group dinner.

Since the R3 ExCom meeting, I have attended the IEEE vTools Committee meeting. The committee, chaired by Eugene Ressler is trying to balance requests for new products against features for the existing products.

As a reminder, we will be using the teleconferencing mechanism built into WebEx this meeting (and all future 2012 meetings). Based on most feedback, the tool is working well for us and as we learn how to use it and where the traps are (like not being able to stop the elevator music!), we should become more and more effective. I expect that our ExCom committee chairs will be using this tool to host meetings with section volunteers where there are cross section interest areas especially related to improving our ability to engage the member at the local level.

Thanks in advance to Bill Ratcliff, Mary Ellen Randall, and those who have agreed to facilitate our breakout sections on member engagement. We hope that the participants will leave having been engaged, with an understanding of how to hunt for the right

opportunities to do things that can be successfully used to engage their section's members. We are going to work hard to provide support to the sections in addition to our providing representation and communication. We have made a personal commitment to do this as well as a commitment to the MGA Board. The MGA commitment was structured as a project and the slide overviewing the project is attached to this report.

How many of you are using LinkedIn? I am there — please let's link up. I think everyone should be here as it provides a linkage between our volunteer efforts and our professional efforts. The Region 3 meetings are posted on the public Google calendar R3IEEE. The Secretary can items of interest to the Region to this calendar. Our webmaster has added a copy of the calendar to the Region 3 website as part of its recent makeover. Check it out! The Region also is R3IEEE on Twitter and has a simple page on Facebook so that folks looking for IEEE can find us. The present strategy is to provide breadcrumbs to the Region and Section websites from this Facebook page.

I am pleased that the two IEEE-USA President-Elect Candidates, Gary Blank and Lee Stogner, will be joining us. They will introduce themselves to the conference during our Saturday lunch and take a few questions in that forum. Both should be around for all of Saturday and Sunday so you should be able to chat with them one-on-one at some point during the weekend.

I also thank MGA VP Howard Michel for agreeing to attend our meeting. He is a past region director and an early vTools member. He will be sharing the MGA direction and plans with us as well as talking about MGA and Geo-unit finances.

We also have several members of the IEEE professional staff from the Piscataway Operations Center joining us:

- Matt Loeb, Staff Executive
- Stella Oduyela, IEEE Controller
- Vera Sharoff, MGA Information Management Director
- John Day, Director Membership Development

Please give them a taste of Region 3 hospitality as well as taking the opportunity to understand the many contributions of our fine staff.

We will be looking into our ability to host a Fall meeting soon after SoutheastCon. Please help out by promptly submitting your expense reports as well as feedback on this meeting.

Finally, thank you for your willingness to volunteer and share in the process of guiding and working for our organization, its goals, and its members. I know that most of you have made tremendous investments of time, energy, and focus for the benefit of IEEE and please know it is appreciated.

Project: Bring Member Engagement function to R3 sections

Goal

Focus Region on helping Sections improve member engagement.

Member Experience Improvement

- Section leaders will have an understanding of the concepts of member engagement, a collection of tools, techniques, and project ideas to use for member engagement
- Section members will have an increased number (in quantity and type) of engagement opportunities

Project Success - Metrics

- # sections participating in committees
- # members participating in section (npm)
- Volunteer satisfaction
- MIKE score
- Volunteers satisfaction with Region

Progress

Milestone	Target Completion	% Complete
Vision, Move MELC to ExCom	1/1/2012	100%
ExCom members agree to expectations during appointment	1/15/2012	100%
Vision Presentation to ExCom	1/23/2012	100%
Section/Council Training	12/31/2012	5%
Define data (and first data drops for chairs)	4/1/2012	25%
Engagement Workshop	3/17/2012	5%
Initial function meetings with Chairs	4/15/2012	
Function committees task lists	5/15/2012	
Status report	9/10/2012	
Final Report, Plans for 2013	11/10/2012	
Decision to change ByLaws	4/1/2013	

Budget

Project expected to be done using regular R3 Budget and reallocating time, expenses, and effort.



Region 3 Project as presented to MGA Feb 2012