

**From:** Lee Stogner [l.stogner@ieee.org](mailto:l.stogner@ieee.org)  
**Subject:** Fwd: [IEEE R3] Membership Development Report 3-3-14  
**Date:** April 14, 2014 at 4:40 PM  
**To:** Region 3 ExCom 2014 [r3-excom2014@IEEE.ORG](mailto:r3-excom2014@IEEE.ORG), IEEE Region 3 Section Chairs [sec-r03@IEEE.ORG](mailto:sec-r03@IEEE.ORG)

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Region 3,

I continue to meet with the IEEE-USA Board, IEEE MD Staff, IEEE MR&R Committee and local Region 3 Members to discuss membership development. The key point in all of this is to ensure that we are in sync with each other and all have access to MD resources. And as a foundation to our overall IEEE MD program, we all understand the values and benefits of membership in the IEEE. Key points of our program are,

- A new dedicated IEEE MD resource is now available to help Sections in Region 3 and 5 with their local MD programs. This is a first and I encourage all Sections to reach out and make this resource a part of your Section ExCom. The new resource is,

Christopher Wright  
Piscataway, NJ  
[wright.c@ieee.org](mailto:wright.c@ieee.org)  
732-562-3894

- Every Section should have a MD Chair or designated MD contact point. If not a Section MD Chair, then the Section Chair becomes the contact.

- Education in values and benefits to be made available to all members.

- Sections need to contact members lost because of the recent Terminator run. Region 3 and new Staff resources are available to help.

- Access to the latest SAMIEEE reports and information.

- Promote MD at meetings and special events such as EWEEK 2014. We did.

- Updated Programs are being defined for,

- First Year Member Experience (Pilot Project is being started in the Piedmont Section. All Region 3 Sections are next.)

- New and graduating Student Members

- Unemployed Members

- Members able to upgrade to Senior Grade

- Members able to qualify for Fellow Grade

- Members able to upgrade to Life Grade

- MD Incentives to join (Half price dues are available now.)

- Encourage everyone to participate in the Monthly IEEE MD Web Cast. The next one is Friday, April 18 at 10:00 AM. See below for more information.

Membership information and training is important to all of these MD activities. MD Chairs and others will be encouraged to participate in monthly MD web casts. Region 3 will deliver web casts as needed to support local MD Chairs and any particular needs of local projects and members. New SAMIEEE reports are being developed to support local membership efforts in recovery, Senior Member programs and new projects such as the First Year Member effort.

I will circulate the latest MD Reports and other statistics so we all can understand our strengths and weaknesses at the Section, Council and Area level.

Finally, communications is key to success in all of our MD efforts. Yes the "numbers" are important but more important is how we help our members understand the importance of the IEEE Network and how we all will work together to ensure everyone participates and gains from participation in the IEEE.

Thanks,

Lee Stogner  
Region 3 Membership Development Volunteer  
[l.stogner@ieee.org](mailto:l.stogner@ieee.org)  
[864-360-9415](tel:864-360-9415)

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IEEE Membership Development Team (Region 3),

Save the Date!

Join us for the MD Webcast scheduled for Friday, 18 April 2014 offered at 10:00am Eastern (New York) or 15:00:00 UTC for one hour. This session will be focusing on the IEEE Young Professionals program transition from IEEE GOLD (Graduates of the Last Decade), "Making the Switch". Timothy Wong will be our Keynote Speaker.

Please help us! To help you better communicate products and services to members in your geographic area please complete the short survey linked below. Consider your local communication channels as you respond to the questions. Your responses will help us identify and develop content to meet your needs. The survey is linked:

[http://ieeefluidsurveys.com/s/communications\\_in\\_sections/](http://ieeefluidsurveys.com/s/communications_in_sections/)

If you missed any of the webcasts from 2014, the 2014 Webcast Archive page is found at [http://www.ieee.org/about/volunteers/membership\\_development/md2014archiveguide.html](http://www.ieee.org/about/volunteers/membership_development/md2014archiveguide.html) .

We are continuing to partner with ReadyTalk to provide our technical delivery of the Monthly MD Webcast. ReadyTalk provides a registration process enabling each attendee to register for the upcoming MD Webcast. Please test your computer by going to [www.readytalk.com](http://www.readytalk.com) and clicking the "Test Your Computer" link in the "Join a Meeting" login box.

Best Regards, Cathy

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Cathy Downer  
Field Team Development Manager  
Member Market Development  
IEEE Member & Geographic Activities  
email: [c.downer@ieee.org](mailto:c.downer@ieee.org)  
[+1 732 562 5506](tel:+17325625506), phone  
[+1 732 562 6528](tel:+17325626528), fax

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