

# Region 3

## The Road Ahead

2015-2017 and beyond

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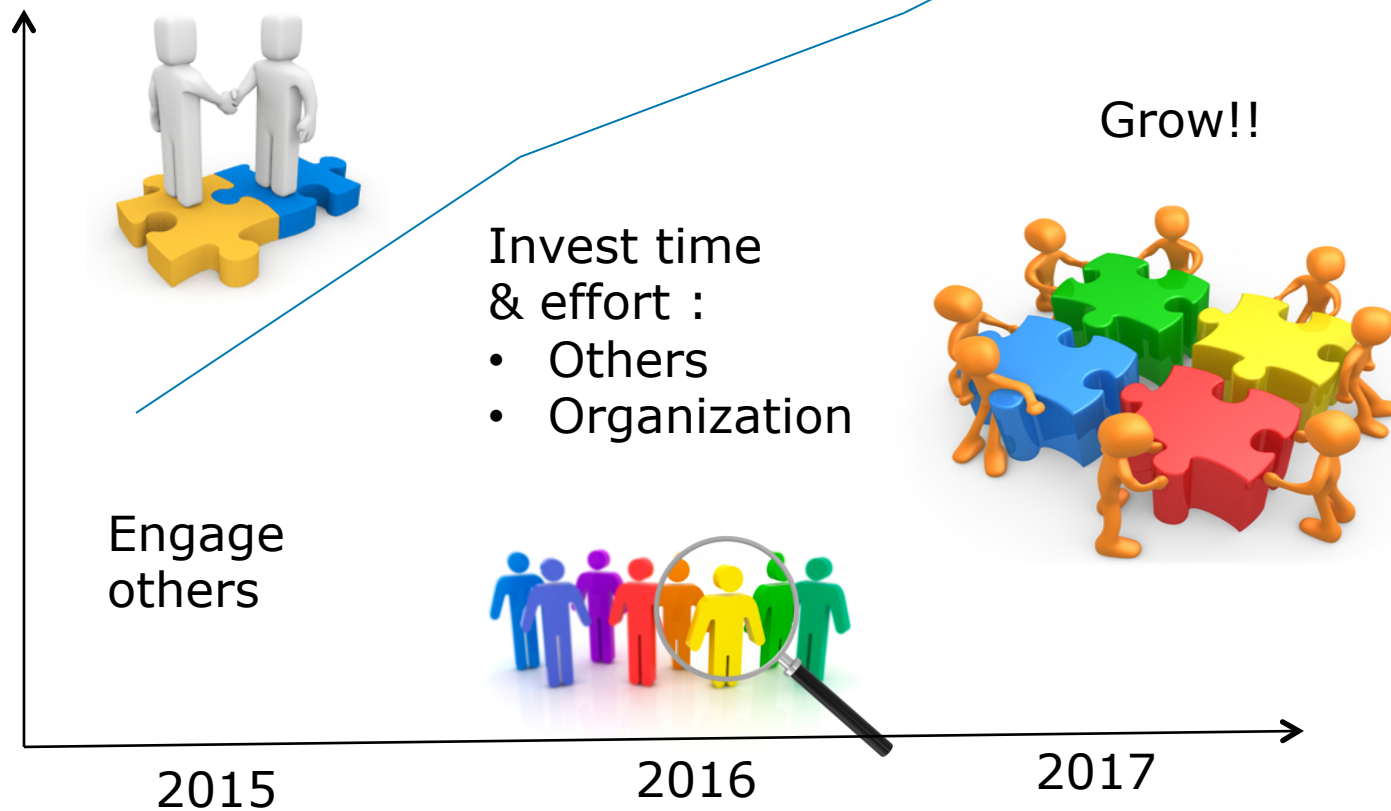
# Desired Result

“I've learned that  
people will forget what you said,  
people will forget what you did, but  
**people will never forget** how you made them **feel.**”

Maya Angelou  
Author & Poet

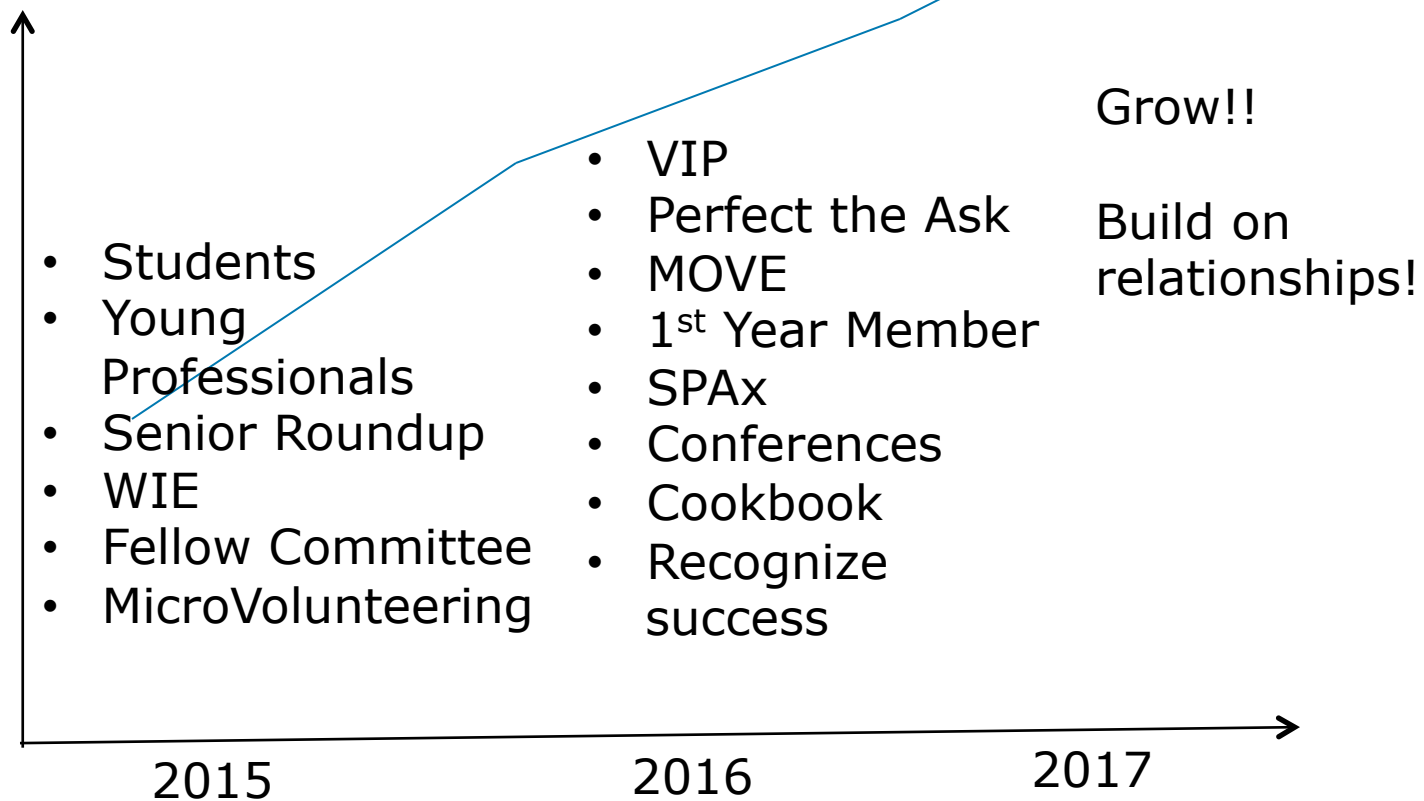
# Roadmap to Success

## Engage – Invest – Grow



# Tactics for Success

## Engage – Invest – Grow



# Tactics for the Region

- Demonstrate the Collabratec™ tool at SoutheastCon.
- Package 1 Young Professional Program for use by Sections
- Hold an WIE event at SoutheastCon
- Fellow Committee to become operational
- Train on Cookbook at SoutheastCon
- VIP
  - Provide well running infrastructure for VIP
  - Get 2 more helpers for web research
- Student Branch Initiatives
  - Conduct effective SPAX events in 2015 (8 events) with help from sections
- Conferences
  - Line up a SoutheastCon 2017 site by June 30, 2015 (Review at SoutheastCon)
  - Line up a SoutheastCon 2018 site by December 31, 2015.

# Tactics for the Region (continued)

- First Year Members
  - Introduce New Member Webinar Series at SoutheastCon
  - Develop New Member Engagement techniques for Section Leaders
  - New Member Growth Timeline
- MOVE – Secure release of funding and start build
  - Set up foundation fund
  - Get BOD approval to solicit funds
  - Secure Red Cross MOU
  - Business Plan – July 1
  - Training & Certification program in place

# Tactics for Sections

- Hold at least 1 Young Professional event in each section.
- Hold 1 Senior Roundup in each section to exceed yearly goal of new senior members in Region 3.
- Have every section contact every new member (call or email) to welcome.
- Each section utilizes or customizes at least 1 Cookbook recipe
- Increase the percentage of student branches submitting annual reports and new officer updates (50% of Region 3 student branches).
- *Have a section officer demonstrate the Collabratec™ tool at one section meeting*

# Engage-Invest-Grow



Relationships matter!