



# Member Engagement & Life Cycle

June 8, 2015 Committee Report to the Region 3 ExCom

# 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

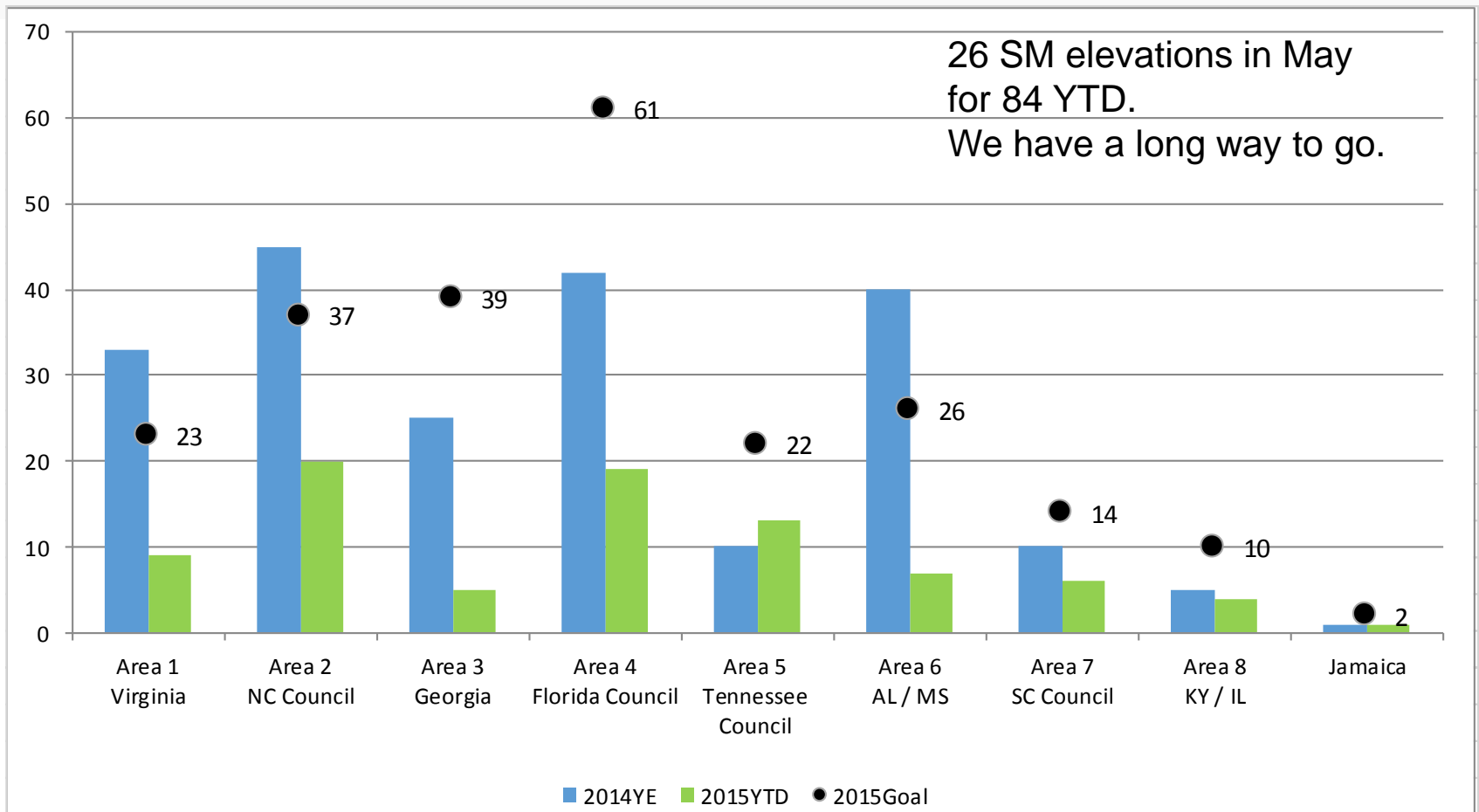
# 2015 MELC Committee Goals

- ▶ 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.

# Senior Member Elevations

## May 2015 YTD

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



# Senior Member Elevations

## May 2015 YTD

	2014YE	2015YTD	2015Goal		2014YE	2015YTD	2015Goal
<b>Area 1</b>	<b>33</b>	<b>9</b>	<b>23</b>	<b>Area 2 / NC Council</b>	<b>45</b>	<b>20</b>	<b>37</b>
CENTRAL VIRGINIA	5	1		CENTRAL NORTH CAROLINA	7	1	
HAMPTON ROADS	17	1		CHARLOTTE	14	3	
RICHMOND	10	4		EASTERN NORTH CAROLINA	22	14	
VIRGINIA MOUNTAIN	1	3		WESTERN NORTH CAROLINA	2	1	
				WINSTON-SALEM		1	
<b>Area 3</b>	<b>25</b>	<b>5</b>	<b>39</b>				
ATLANTA	24	5		<b>Area 4/Florida Council</b>	<b>42</b>	<b>19</b>	<b>61</b>
CENTRAL GEORGIA				BROWARD	12	1	
SAVANNAH	1			CANAVERAL	1		
				DAYTONA	3	1	
<b>Area 5/Tennessee Council</b>	<b>10</b>	<b>13</b>	<b>22</b>	FLORIDA WEST COAST	4	4	
CENTRAL TENNESSEE	2	2		GAINESVILLE	4	4	
CHATTANOOGA	2	2		JACKSONVILLE	2	1	
EAST TENNESSEE	6	9		MELBOURNE			
MEMPHIS				MIAMI	5	2	
TRI CITIES				NORTHWEST FLORIDA			
				ORLANDO	7	3	
<b>Area 6</b>	<b>40</b>	<b>7</b>	<b>26</b>	PALM BEACH	1	2	
ALABAMA	8	2		TALLAHASSEE AREA	3	1	
HUNTSVILLE	24	2					
MISSISSIPPI	4	3		<b>Area 8</b>	<b>5</b>	<b>4</b>	<b>10</b>
MOBILE	4			EVANSVILLE-OWENSBORO	1		
				LEXINGTON	2	2	
<b>Area 7/SC Council</b>	<b>10</b>	<b>6</b>	<b>14</b>	LOUISVILLE	2	2	
CENTRAL SAVANNAH RIVER	1						
COASTAL SOUTH CAROLINA	3	2		JAMAICA	1	1	2
COLUMBIA	3	1					
PIEDMONT	3	3					



Event Held



Event Planned



No Event Planned or no Report



# Where do we stand today?

- ▶ We did not achieve our April & May targets. As of the May panel we have 84 Senior Member elevations and need 131 more to meet our 2015 Region goal of 215.
- ▶ 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](#)
- ▶ The revised Panel targets: Jun 20, Jul 15, Aug 15 & Sep 30, Oct 40 & Nov 11.

# 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)
15 June 	27 June	London, England (R8)
6 July	18 July	Indianapolis, IN, USA (R4)
3 August	15 August	Guadalajara, Mexico (R9)
7 September	19 September	Montreal, Canada (R7)
12 October	24 October	Portland, OR, USA (R6)
9 November	21 November	New Brunswick, NJ, USA (R1)

- ▶ November is the last 2015 panel meeting.

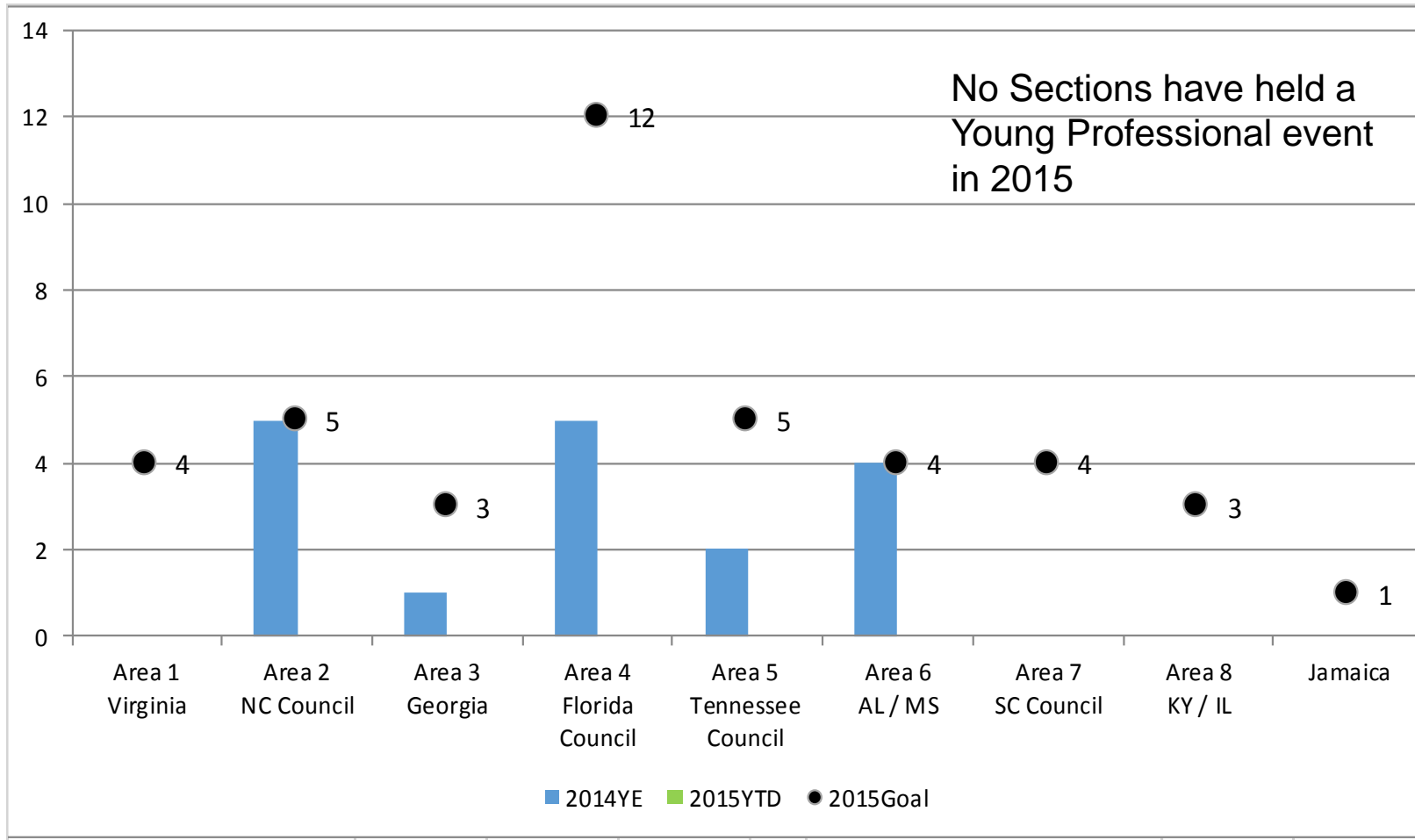
# 2015 MELC Sub-Committee Goals

- ▶ 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 25<sup>th</sup>. 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.



# Young Professional Events May 2015 YTD

2015 Goal: Hold at least 1 Young Professional event in each section



# Young Professional Events

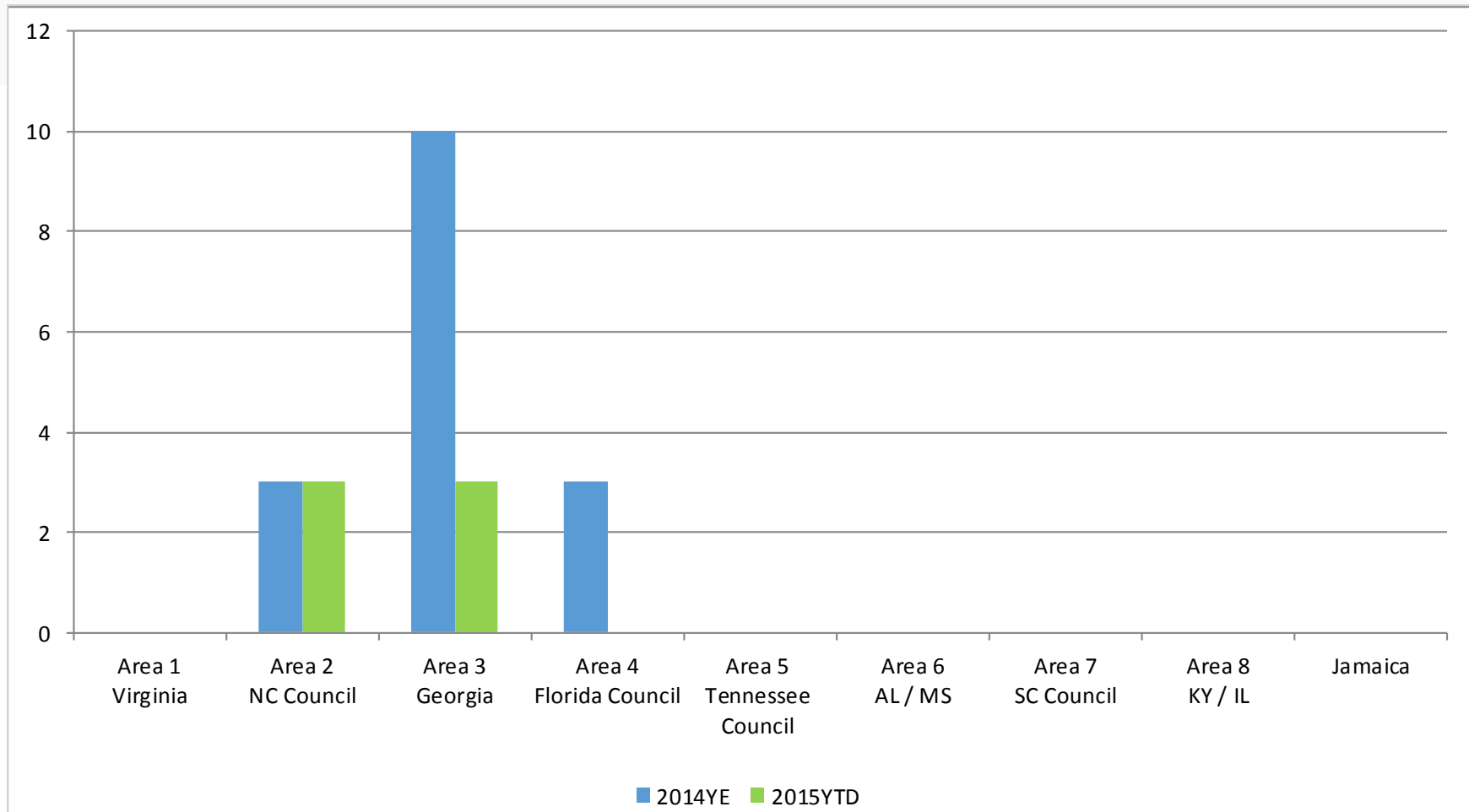
## May 2015 YTD

2015 Goal: Hold at least 1 Young Professional event in each section

	2014YE	2015YTD	2015Goal		2014YE	2015YTD	2015Goal	
<b>Area 1</b>	<b>0</b>	<b>0</b>	<b>4</b>		<b>Area 2 / NC Council</b>	<b>5</b>	<b>0</b>	<b>5</b>
CENTRAL VIRGINIA			1		CENTRAL NORTH CAROLINA			1
HAMPTON ROADS			1		CHARLOTTE			1
RICHMOND			1		EASTERN NORTH CAROLINA	5		1
VIRGINIA MOUNTAIN			1		WESTERN NORTH CAROLINA			1
					WINSTON-SALEM			1
<b>Area 3</b>	<b>1</b>	<b>0</b>	<b>3</b>		<b>Area 4/Florida Council</b>	<b>5</b>	<b>0</b>	<b>12</b>
ATLANTA	1		1		BROWARD			1
CENTRAL GEORGIA			1		CANAVERAL			1
SAVANNAH			1		DAYTONA			1
<b>Area 5/Tennessee Council</b>	<b>2</b>	<b>0</b>	<b>5</b>		FLORIDA WEST COAST	2		1
CENTRAL TENNESSEE			1		GAINESVILLE			1
CHATTANOOGA			1		JACKSONVILLE			1
EAST TENNESSEE			1		MELBOURNE	3		1
MEMPHIS	2		1		MIAMI			1
TRI CITIES			1		NORTHWEST FLORIDA			1
					ORLANDO			1
<b>Area 6</b>	<b>4</b>	<b>0</b>	<b>4</b>		PALM BEACH			1
ALABAMA			1		TALLAHASSEE AREA			1
HUNTSVILLE	4		1					
MISSISSIPPI			1		<b>Area 8</b>	<b>0</b>	<b>0</b>	<b>3</b>
MOBILE			1		EVANSVILLE-OWENSBORO			1
					LEXINGTON			1
<b>Area 7/SC Council</b>	<b>0</b>	<b>0</b>	<b>4</b>		LOUISVILLE			1
CENTRAL SAVANNAH RIVER			1					
COASTAL SOUTH CAROLINA			1		<b>JAMAICA</b>	<b>0</b>	<b>0</b>	<b>1</b>
COLUMBIA			1					
PIEDMONT			1					

# Women in Engineering Events

## May 2015 YTD



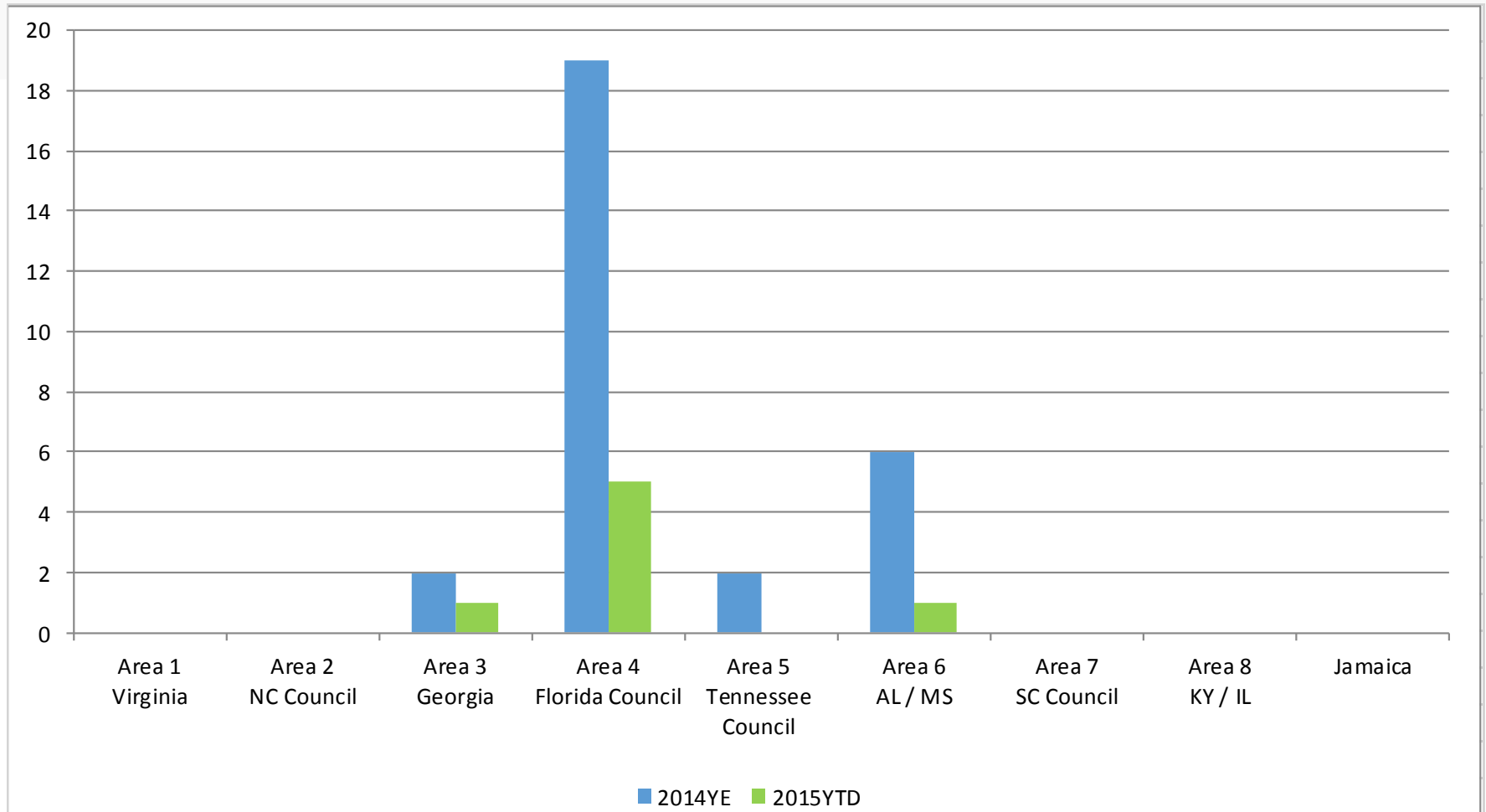
# Women in Engineering Events

## May 2015 YTD

	2014YE	2015YTD	2015Goal		2014YE	2015YTD	2015Goal
<b>Area 1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>Area 2 / NC Council</b>	<b>3</b>	<b>3</b>	<b>0</b>
CENTRAL VIRGINIA				CENTRAL NORTH CAROLINA			
HAMPTON ROADS				CHARLOTTE		1	
RICHMOND				EASTERN NORTH CAROLINA	3	2	
VIRGINIA MOUNTAIN				WESTERN NORTH CAROLINA			
				WINSTON-SALEM			
<b>Area 3</b>	<b>10</b>	<b>3</b>	<b>0</b>	<b>Area 4/Florida Council</b>	<b>3</b>	<b>0</b>	<b>0</b>
ATLANTA	10	3		BROWARD			
CENTRAL GEORGIA				CANAVERAL			
SAVANNAH				DAYTONA			
<b>Area 5/Tennessee Council</b>	<b>0</b>	<b>0</b>	<b>0</b>	FLORIDA WEST COAST	1		
CENTRAL TENNESSEE				GAINESVILLE			
CHATTANOOGA				JACKSONVILLE			
EAST TENNESSEE				MELBOURNE			
MEMPHIS				MIAMI			
TRI CITIES				NORTHWEST FLORIDA			
<b>Area 6</b>	<b>0</b>	<b>0</b>	<b>0</b>	ORLANDO	2		
ALABAMA				PALM BEACH			
HUNTSVILLE				TALLAHASSEE AREA			
MISSISSIPPI				<b>Area 8</b>	<b>0</b>	<b>0</b>	<b>0</b>
MOBILE				EVANSVILLE-OWENSBORO			
<b>Area 7/SC Council</b>	<b>0</b>	<b>0</b>	<b>0</b>	LEXINGTON			
CENTRAL SAVANNAH RIVER				LOUISVILLE			
COASTAL SOUTH CAROLINA				<b>JAMAICA</b>	<b>0</b>	<b>0</b>	<b>1</b>
COLUMBIA							
PIEDMONT							

# Life Member Events

## May 2015 YTD



# Life Member Events

## May 2015 YTD

	2014YE	2015YTD	2015Goal		2014YE	2015YTD	2015Goal
<b>Area 1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>Area 2 / NC Council</b>	<b>0</b>	<b>0</b>	<b>0</b>
CENTRAL VIRGINIA				CENTRAL NORTH CAROLINA			
HAMPTON ROADS				CHARLOTTE			
RICHMOND				EASTERN NORTH CAROLINA			
VIRGINIA MOUNTAIN				WESTERN NORTH CAROLINA			
				WINSTON-SALEM			
<b>Area 3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>Area 4/Florida Council</b>	<b>17</b>	<b>6</b>	<b>0</b>
ATLANTA	2	1		BROWARD			
CENTRAL GEORGIA				CANAVERAL			
SAVANNAH				DAYTONA	2	2	
<b>Area 5/Tennessee Council</b>	<b>2</b>	<b>0</b>	<b>0</b>	FLORIDA WEST COAST	3		
CENTRAL TENNESSEE				GAINESVILLE			
CHATTANOOGA				JACKSONVILLE			
EAST TENNESSEE	2			MELBOURNE	2		
MEMPHIS				MIAMI			
TRI CITIES				NORTHWEST FLORIDA	10	4	
				ORLANDO			
<b>Area 6</b>	<b>6</b>	<b>1</b>	<b>0</b>	PALM BEACH			
ALABAMA	6	1		TALLAHASSEE AREA			
HUNTSVILLE							
MISSISSIPPI				<b>Area 8</b>	<b>0</b>	<b>0</b>	<b>0</b>
MOBILE				EVANSVILLE-OWENSBORO			
				LEXINGTON			
<b>Area 7/SC Council</b>	<b>0</b>	<b>0</b>	<b>0</b>	LOUISVILLE			
CENTRAL SAVANNAH RIVER							
COASTAL SOUTH CAROLINA				<b>JAMAICA</b>	<b>0</b>	<b>0</b>	<b>1</b>
COLUMBIA							
PIEDMONT							



This membership development report is issued on behalf of your IEEE Region, and the IEEE Member & Geographic Activities Board.

## Total Membership: 2015 Membership Year – Results through April 2015

<b>Total Active Members by Region: April 2015</b>									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Columbia Section	326	310	5.2%	149	83	79.5%	475	393	20.9%
Jamaica Section	126	110	14.5%	50	40	25.0%	176	150	17.3%
Central Savannah River Section	154	150	2.7%	24	15	60.0%	178	165	7.9%
Evansville-Owensboro Section	148	152	-2.6%	42	29	44.8%	190	181	5.0%
Broward Section	383	381	0.5%	107	88	21.6%	490	469	4.5%
Mani Section	404	413	-2.2%	226	193	17.1%	630	606	4.0%
Savannah Section	163	164	-0.6%	49	40	22.5%	212	204	3.9%
Central Virginia Section	490	474	3.4%	78	81	-3.7%	568	555	2.3%
Gainesville Section	297	279	6.5%	111	122	-9.0%	408	401	1.7%
Palm Beach Section	587	591	-0.7%	73	60	21.7%	660	651	1.4%
Northwest Florida Section	250	254	-1.6%	45	37	21.6%	295	291	1.4%
Charlotte Section	546	546	0.0%	170	165	3.0%	716	711	0.7%
Canaveral Section	151	153	-1.3%	14	11	27.3%	165	164	0.6%
Daytona Section	151	152	-0.7%	59	57	3.5%	210	209	0.5%
Orlando Section	917	887	3.4%	252	281	-10.3%	1169	1,168	0.1%
Winston-Salem Section	118	112	5.4%	26	32	-18.8%	144	144	0.0%
Alabama Section	664	692	-4.0%	252	228	10.5%	916	920	-0.4%
Eastern North Carolina Section	2244	2262	-0.8%	413	407	1.5%	2657	2,669	-0.4%
Piedmont Section	420	428	-1.9%	143	139	2.9%	563	567	-0.7%
Jacksonville Section	305	298	2.3%	64	76	-15.8%	369	374	-1.3%
Huntsville Section	901	938	-3.9%	133	111	19.8%	1034	1,049	-1.4%



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**Total Membership: 2015 Membership Year – Results through April 2015 (continued)**

<b>Total Active Members by Region: April 2015</b>									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Western North Carolina Section	254	261	-2.7%	88	86	2.3%	342	347	-1.4%
Central Tennessee Section	560	540	3.7%	164	198	-17.2%	724	738	-1.9%
East Tennessee Section	718	722	-0.6%	145	159	-8.8%	863	881	-2.0%
Coastal South Carolina Section	334	334	0.0%	77	87	-11.5%	411	421	-2.4%
Florida West Coast Section	1513	1521	-0.5%	193	230	-16.1%	1706	1,751	-2.6%
Richmond Section	622	627	-0.8%	81	98	-17.3%	703	725	-3.0%
Central North Carolina Section	241	238	1.3%	40	52	-23.1%	281	290	-3.1%
Melbourne Section	510	532	-4.1%	75	72	4.2%	585	604	-3.1%
Louisville Section	276	275	0.4%	81	97	-16.5%	357	372	-4.0%
Hampton Roads Section	541	558	-3.0%	118	132	-10.6%	659	690	-4.5%
Memphis Section	326	337	-3.3%	153	165	-7.3%	479	502	-4.6%
Atlanta Section	2963	3034	-2.3%	711	817	-13.0%	3674	3,851	-4.6%
Lexington Section	273	298	-8.4%	98	94	4.3%	371	392	-5.4%
Central Georgia Section	202	216	-6.5%	42	46	-8.7%	244	262	-6.9%
Tallahassee Area Section	212	206	2.9%	89	120	-25.8%	301	326	-7.7%
Tri Cities Section	86	96	-10.4%	9	7	28.6%	95	103	-7.8%
Mobile Section	127	132	-3.8%	63	76	-17.1%	190	208	-8.7%
Chattanooga Section	274	284	-3.5%	39	60	-35.0%	313	344	-9.0%
Virginia Mountain Section	360	358	0.6%	189	251	-24.7%	549	609	-9.9%
Mississippi Section	319	323	-1.2%	127	391	-67.5%	446	714	-37.5%
<b>Grand Total</b>	<b>20,456</b>	<b>20,638</b>	<b>-0.9%</b>	<b>5,062</b>	<b>5,533</b>	<b>-8.5%</b>	<b>25518</b>	<b>26,171</b>	<b>-2.5%</b>



# 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