



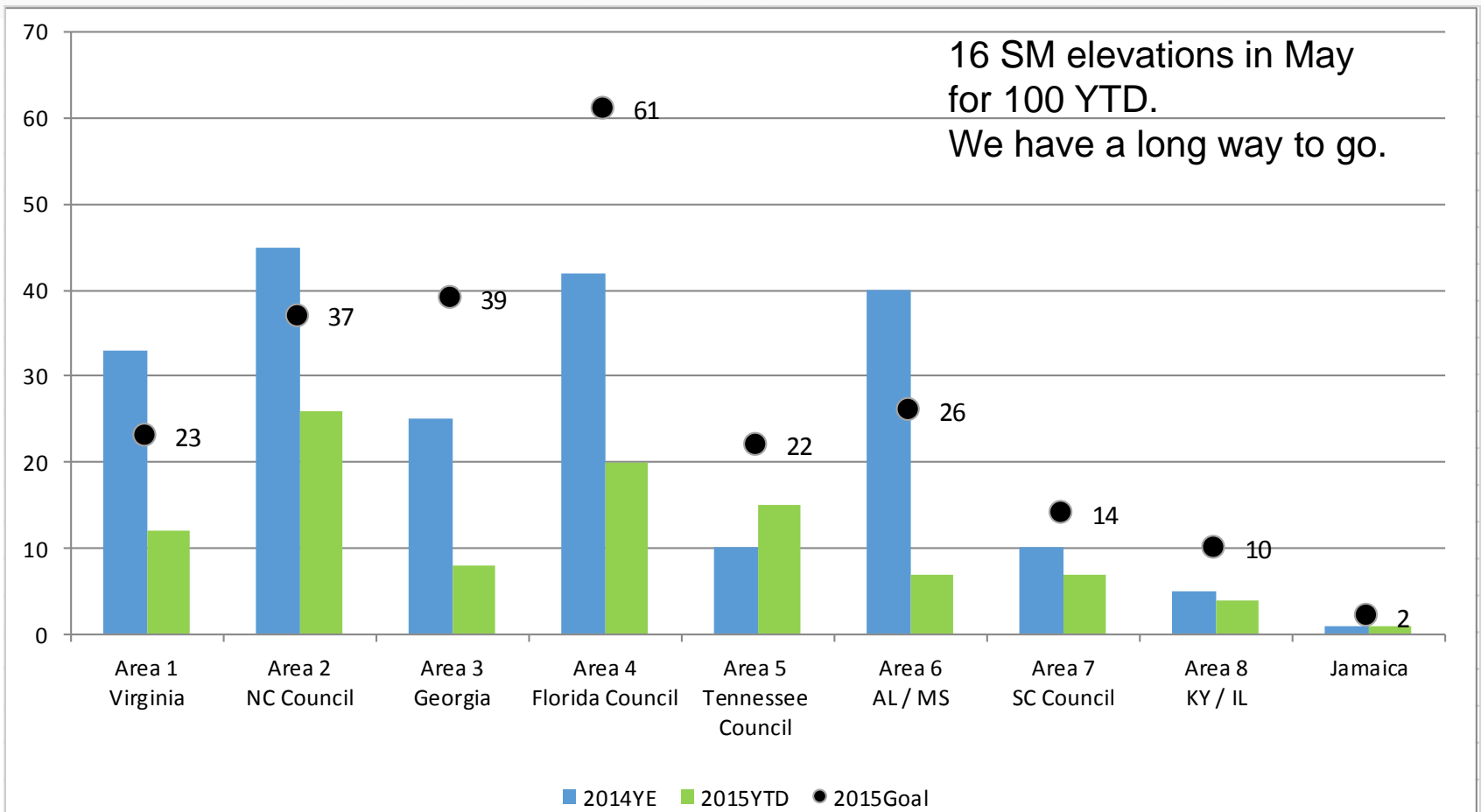
# Member Engagement & Life Cycle

July 13, 2015 Committee Report to the Region 3 ExCom

# Senior Member Elevations

## June 2015 YTD

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



# Senior Member Elevations

## June 2015 YTD

	2014YE	2015YTD	2015Goal		2014YE	2015YTD	2015Goal
<b>Area 1</b>	<b>33</b>	<b>12</b>	<b>23</b>	<b>Area 2 / NC Council</b>	<b>45</b>	<b>26</b>	<b>37</b>
CENTRAL VIRGINIA	5	1	5	CENTRAL NORTH CAROLINA	7	1	3
HAMPTON ROADS	17	2	6	CHARLOTTE	14	6	6
RICHMOND	10	5	8	EASTERN NORTH CAROLINA	22	16	24
VIRGINIA MOUNTAIN	1	4	4	WESTERN NORTH CAROLINA	2	2	2
				WINSTON-SALEM		1	2
<b>Area 3</b>	<b>25</b>	<b>8</b>	<b>39</b>				
ATLANTA	24	7	34	<b>Area 4/Florida Council</b>	<b>42</b>	<b>20</b>	<b>61</b>
CENTRAL GEORGIA			3	BROWARD	12	1	5
SAVANNAH	1	1	2	CANAVERAL	1		2
				DAYTONA	3	1	2
<b>Area 5/Tennessee Council</b>	<b>10</b>	<b>15</b>	<b>22</b>	FLORIDA WEST COAST	4	4	14
CENTRAL TENNESSEE	2	2	6	GAINESVILLE	4	4	3
CHATTANOOGA	2	2	3	JACKSONVILLE	2	1	4
EAST TENNESSEE	6	11	8	MELBOURNE			6
MEMPHIS			4	MIAMI	5	2	5
TRI CITIES			1	NORTHWEST FLORIDA			3
				ORLANDO	7	4	9
<b>Area 6</b>	<b>40</b>	<b>7</b>	<b>26</b>	PALM BEACH	1	2	6
ALABAMA	8	2	8	TALLAHASSEE AREA	3	1	2
HUNTSVILLE	24	2	12				
MISSISSIPPI	4	3	4	<b>Area 8</b>	<b>5</b>	<b>4</b>	<b>10</b>
MOBILE	4		2	EVANSVILLE-OWENSBORO	1		2
				LEXINGTON	2	2	4
<b>Area 7/SC Council</b>	<b>10</b>	<b>7</b>	<b>14</b>	LOUISVILLE	2	2	4
CENTRAL SAVANNAH RIVER	1		2				
COASTAL SOUTH CAROLINA	3	2	4	JAMAICA	1	1	2
COLUMBIA	3	1	4				
PIEDMONT	3	4	4				



Event Held



Event Planned



No Event Planned or no Report



# Where do we stand today?

- ▶ We did not achieve our June target (16 vs 20). As of the June panel we have 100 Senior Member elevations and need 115 more to meet our 2015 Region goal of 215.
- ▶ 20 applications will be in the July panel. 43 pending applications needing references. The revised panel targets: Jul 20, Aug 15 & Sep 30, Oct 40 & Nov 10.
- ▶ 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](#)

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

- ▶ November is the last 2015 panel meeting.

# Pending Applications Needing References

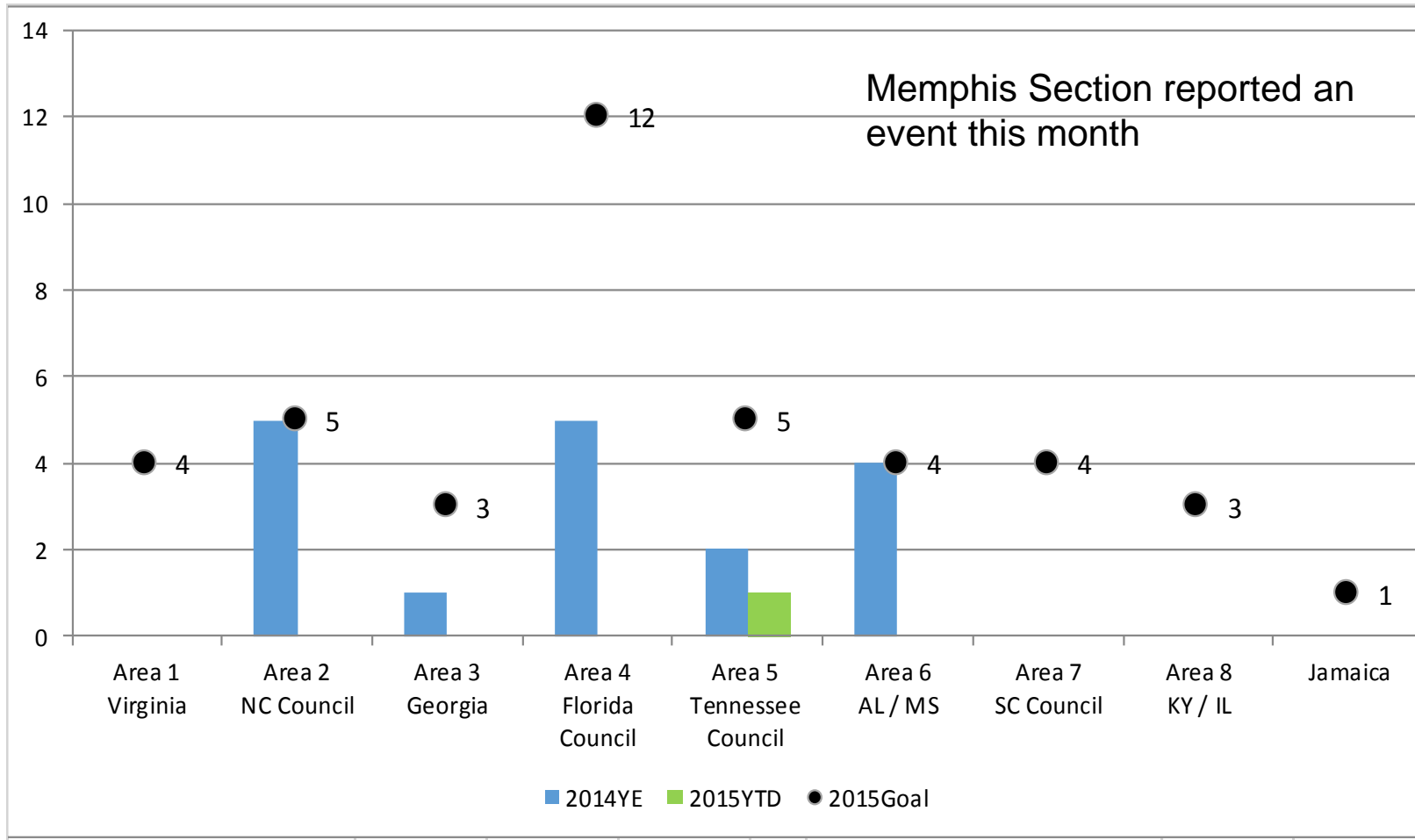
LAST_NAME	FIRST_NAME	REGION	SECTION	REFERENCE 1	REFERENCE 2
Marenco	Alvaro	R3	Atlanta Section	D.M.	C.D.
Marks	James	R3	Atlanta Section	R.R.	M.L.
Medda	Alessio	R3	Atlanta Section	J.G.	K.B.
Nevarez	Rafael	R3	Atlanta Section	A.R.	M.L.
Wood	Charles	R3	Atlanta Section	T.H.	W.M.
Nyffenegger	Paul	R3	Canaveral Section	R.F.	
Depee	Vernon	R3	Central North Carolina Section	R.A.	
Dallas	Joy	R3	Central Tennessee Section	M.L.	
Brindle	Edward	R3	Charlotte Section	J.C.	
Draper	Terry	R3	Charlotte Section	J.C.	
Barnett	Robert	R3	Chattanooga Section	J.N.	S.J.
Reising	Donald	R3	Chattanooga Section	R.M.	M.M.
Rodriguez	Jorge	R3	Daytona Section	C.H.	
Beard	Lisa	R3	East Tennessee Section		
Chen	Suheng	R3	East Tennessee Section	L.T.	
Karnowski	Thomas	R3	East Tennessee Section	L.F.	D.K.
Kiger	Chad	R3	East Tennessee Section	H.H.	B.U.
Maclennan	Bruce	R3	East Tennessee Section	L.P.	L.T.
Nutaro	James	R3	East Tennessee Section	G.T.	L.P.
Acharya	Mithun P.	R3	Eastern North Carolina Section	T.X.	B.R.
Allan	Sharon	R3	Eastern North Carolina Section	T.S.	
Castelao	Julio	R3	Eastern North Carolina Section	U.A.	K.K.
Huber	Laszlo	R3	Eastern North Carolina Section	M.J.	Y.J.
Jiang	Xiaoning	R3	Eastern North Carolina Section	M.C.	

# Pending Applications Needing References

LAST_NAME	FIRST_NAME	REGION	SECTION	REFERENCE 1	REFERENCE 2
Edmonson	William	R3	Hampton Roads Section	W.A.	A.R.
Ji	Shuiwang	R3	Hampton Roads Section	D.S.	J.Y.
Fokum	Daniel	R3	Jamaica Section	D.D.	
Muir	Dave	R3	Jamaica Section	J.P.	
Wilson	William	R3	Lexington Section	P.S.	J.A.
Middleton	Charles	R3	Melbourne Section	A.P.	
Nicholson	Warren	R3	Mobile Section	A.S.	J.S.
Hoffman	Robert	R3	Northwest Florida Section	D.Z.	
Nichols	Ruben	R3	Northwest Florida Section	W.L.	M.K.
Nolan	James	R3	Orlando Section	X.G.	R.W.
Darron	Carl	R3	Richmond Section	J.D.	
Hollister	John	R3	Tallahassee Area Section	C.L.	B.H.
Bevan	Jeffrey	R3	Western North Carolina Section		
BURNETTE	CHRISTOPHER	R3	Western North Carolina Section	W.H.	
Edenfield	Bryan	R3	Western North Carolina Section	R.Y.	
Green	Kent	R3	Western North Carolina Section		
Hevener	Ann Cary	R3	Western North Carolina Section		
Mahadeva	Kabir	R3	Western North Carolina Section		
Vaden	Sterling	R3	Western North Carolina Section		

# Young Professional Events June 2015 YTD

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





# Young Professional Events

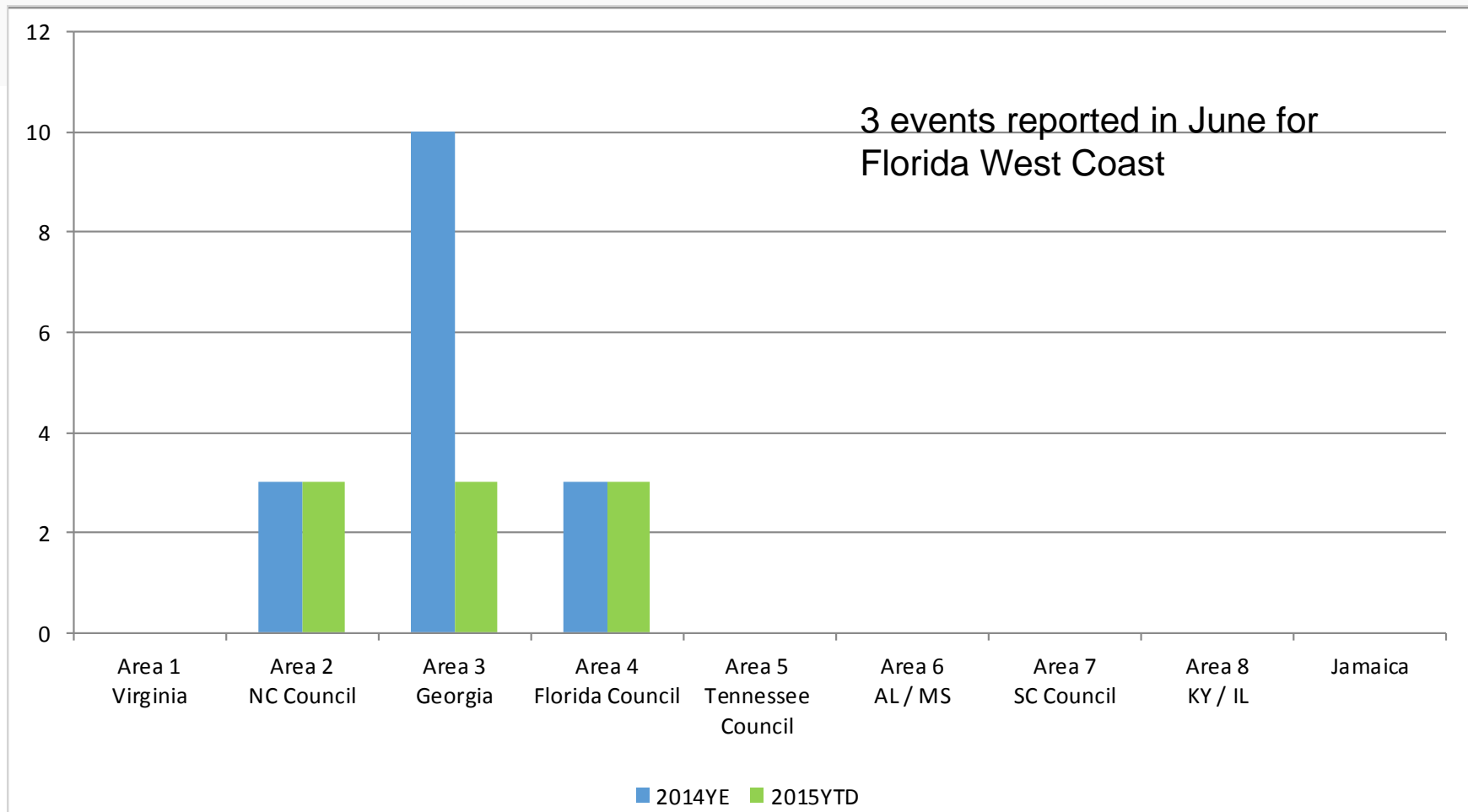
## June 2015 YTD

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>1</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	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

## June 2015 YTD



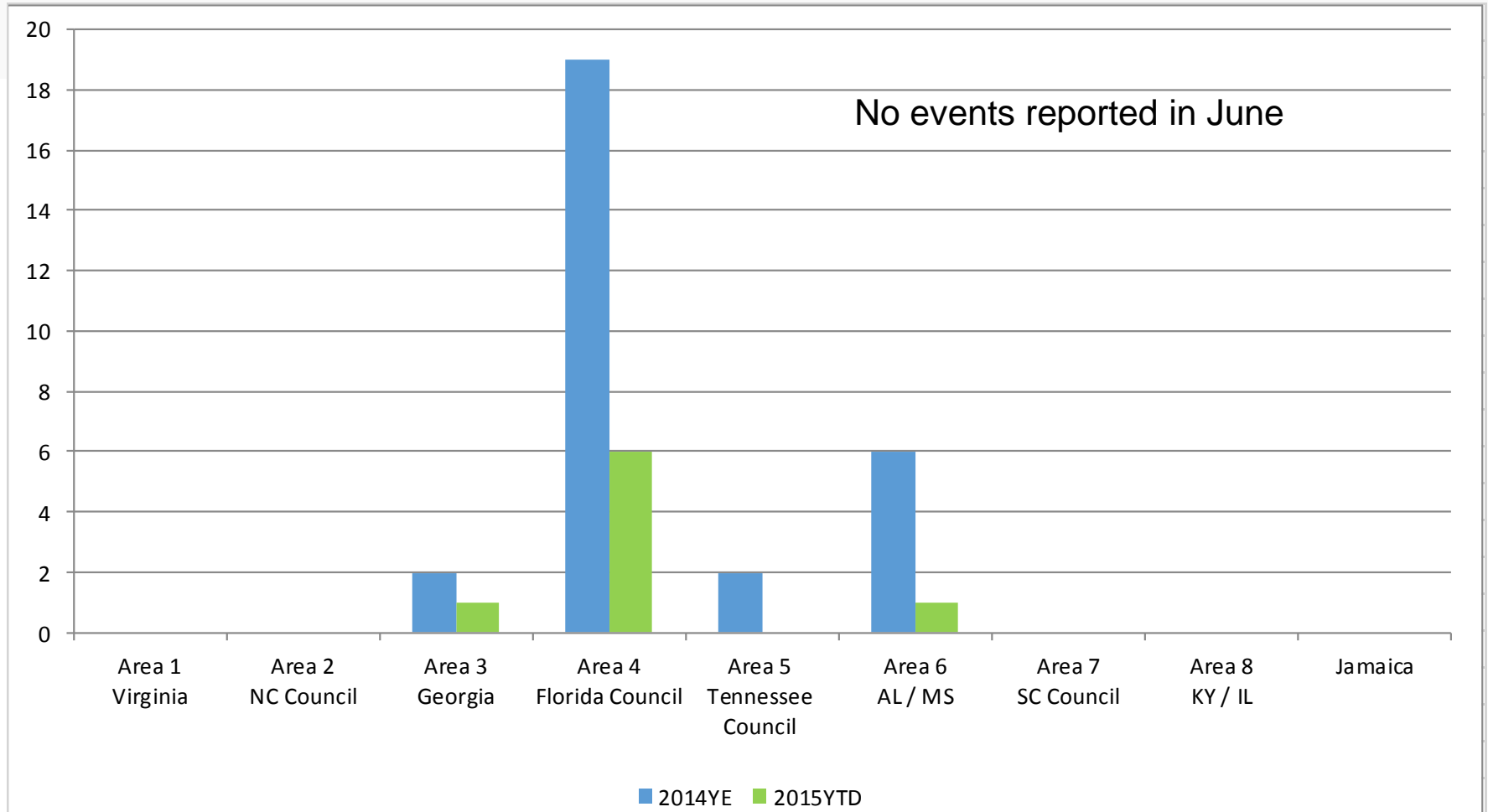
# Women in Engineering Events

## June 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>3</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	3	
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

## June 2015 YTD



# Life Member Events

## June 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							

# Total Membership: 2015 Membership Year Results through June 2015

Total Active Members by Region: June 2015									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
Columbia Section	355	332	6.9%	133	81	64.2%	488	413	18.2%
Jamaica Section	137	129	6.2%	45	42	7.1%	182	171	6.4%
Central Savannah River Section	162	158	2.5%	23	16	43.8%	185	174	6.3%
Brow ard Section	415	415	0.0%	94	73	28.8%	509	488	4.3%
Gainesville Section	320	320	0.0%	104	97	7.2%	424	417	1.7%
Miami Section	455	475	-4.2%	209	180	16.1%	664	655	1.4%
Canaveral Section	159	164	-3.0%	14	7	100.0%	173	171	1.2%
Evansville-Ow ensboro Section	162	170	-4.7%	31	21	47.6%	193	191	1.0%
Daytona Section	171	162	5.6%	43	50	-14.0%	214	212	0.9%
Central Virginia Section	503	514	-2.1%	79	64	23.4%	582	578	0.7%
Palm Beach Section	613	609	0.7%	60	61	-1.6%	673	670	0.4%
Orlando Section	999	980	1.9%	222	238	-6.7%	1,221	1,218	0.2%
Savannah Section	174	175	-0.6%	38	37	2.7%	212	212	0.0%
Charlotte Section	607	612	-0.8%	143	142	0.7%	750	754	-0.5%
Northw est Florida Section	266	272	-2.2%	38	35	8.6%	304	307	-1.0%
Eastern North Carolina Section	2,390	2,411	-0.9%	358	372	-3.8%	2,748	2,783	-1.3%
East Tennessee Section	774	762	1.6%	125	151	-17.2%	899	913	-1.5%
Huntsville Section	956	983	-2.7%	103	94	9.6%	1,059	1,077	-1.7%
Piedmont Section	463	477	-2.9%	114	113	0.9%	577	590	-2.2%
Florida West Coast Section	1,576	1,609	-2.1%	190	200	-5.0%	1,766	1,809	-2.4%
Winston-Salem Section	129	120	7.5%	18	31	-41.9%	147	151	-2.6%
Central North Carolina Section	255	257	-0.8%	33	39	-15.4%	288	296	-2.7%
Melbourne Section	548	576	-4.9%	57	48	18.8%	605	624	-3.0%
<b>Region Total</b>	<b>22,145</b>	<b>22,623</b>	<b>-2.1%</b>	<b>4,336</b>	<b>4,750</b>	<b>-8.7%</b>	<b>26,481</b>	<b>27,373</b>	<b>-3.3%</b>

# Total Membership: 2015 Membership Year Results through June 2015

Total Active Members by Region: June 2015									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
<b>Region Total</b>	<b>22,145</b>	<b>22,623</b>	<b>-2.1%</b>	<b>4,336</b>	<b>4,750</b>	<b>-8.7%</b>	<b>26,481</b>	<b>27,373</b>	<b>-3.3%</b>
Western North Carolina Section	277	297	-6.7%	73	65	12.3%	350	362	-3.3%
Alabama Section	749	786	-4.7%	195	194	0.5%	944	980	-3.7%
Chattanooga Section	294	298	-1.3%	37	47	-21.3%	331	345	-4.1%
Richmond Section	653	688	-5.1%	77	75	2.7%	730	763	-4.3%
Coastal South Carolina Section	366	359	1.9%	51	77	-33.8%	417	436	-4.4%
Central Tennessee Section	620	619	0.2%	130	166	-21.7%	750	785	-4.5%
Atlanta Section	3,215	3,328	-3.4%	658	738	-10.8%	3,873	4,066	-4.7%
Jacksonville Section	324	329	-1.5%	52	66	-21.2%	376	395	-4.8%
Louisville Section	309	321	-3.7%	69	79	-12.7%	378	400	-5.5%
Central Georgia Section	221	227	-2.6%	33	42	-21.4%	254	269	-5.6%
Tri Cities Section	89	98	-9.2%	9	6	50.0%	98	104	-5.8%
Tallahassee Area Section	248	243	2.1%	76	101	-24.8%	324	344	-5.8%
Hampton Roads Section	588	621	-5.3%	101	113	-10.6%	689	734	-6.1%
Lexington Section	308	337	-8.6%	81	80	1.3%	389	417	-6.7%
Memphis Section	368	384	-4.2%	118	138	-14.5%	486	522	-6.9%
Mobile Section	151	159	-5.0%	43	53	-18.9%	194	212	-8.5%
Virginia Mountain Section	416	429	-3.0%	157	206	-23.8%	573	635	-9.8%
Mississippi Section	360	418	-13.9%	102	312	-67.3%	462	730	-36.7%

# Appendix



# 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.

# 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.

# 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