


From: Mary Ellen Randall mer1@ASCOTTECHNOLOGIES.COM 
Subject: Directors Report December 2015
Date: December 14, 2015 at 5:53 PM
To: Region Excom r3-excom2015@IEEE.ORG, sec-r03@IEEE.ORG

ME

Dear Region 3 Leadership Team;

It has been a real joy to serve as your Region Director for the past 2 years. You are a very dedicated team and do so very much for our members. Please never forget: when you reach out to a member and help them connect with IEEE, you are changing their professional life.

Your contribution is appreciated. And I look forward to serving with you in the past director capacity.

Thank you! Thank you! Thank you for all you do!

2015 YEAR END Summary

One of our key initiatives, the **MOVE** Business Plan was approved by the IEEE-USA Board of Directors on August 3, 2015. The **Foundation approved** the MOVE fund in June. With these Board actions, the approved funds have started flowing into the Foundation fund for this project.

Working with multiple specialty vehicle vendors, the MOVE team selected vehicle design which meets the needs for Disaster Response as well as STEM education and Public visibility. The MOVE Oversight Committee approved this vehicle on November 9, 2015 and we are working with strategic sourcing on final negotiations.

We are also preparing marketing materials, seeking industry sponsors, firming up STEM materials, etc.

To **learn more, donate, or volunteer**, visit www.ieeeusa.org/volunteers/outreach

Last year Region 3 reached 121% of its **Senior Member elevation** goal, the **top region** in the **world**. As of November 2015, **Region 3** has achieved **155% of 2015 goal**, as again was the **top region for senior member elevations** in the **world**. **THANK YOU!**

Several Sections reported that the Senior Member Roundups were attended by members who do not traditionally attend meetings, enabling us to reach new potential volunteers and personally invite them to come back to participate in other IEEE events. Members were grateful for the help in completing their Senior Member application. In many cases, this recognition was well past due.

This year, we sent a special invitation to **Life Members** to see if they would like Senior application assistance and the assistance was appreciated. Some have become active again in their local sections.

Our 3 region special projects continue to progress. These are:

1. **Volunteer Integration Process** (VIP) led by Jill Gostin: This has been piloted with a select number of sections. Further, Jill is working with MGA to see if the materials and processes we are developing would be useful across the Institute. Implementation continues.
2. **First Year member experience** led by Lee Stogner: Lee and team have developed recommendations for reaching out to first year members. Work is underway to enlist local help in supporting the implementation of these recommendations by the sections. This initiative will be rolled into our Member Engagement and Life Cycle efforts in 2016.
3. **MOVE** (Mobile Vehicle for disaster relief) led by John Montague. Reported above.

SoutheastCon was held April 9-12, 2015 in Fort Lauderdale, Florida. It was well and enthusiastically attended. It was well and enthusiastically attended. Special thanks to Eric Ackerman and Carlos Cabrera and team for all their efforts in chairing SoutheastCon. It is a big job to pull off a big event like this.

The Region meeting at SoutheastCon was held April 9-12, 2015 in Fort Lauderdale, Florida. It, too, was well and enthusiastically attended. We are lucky to have so many dedicated volunteers in region 3!

At our Region meeting at SoutheastCon, we adopted the region goals and suggested how the section may contribute to those goals. These are **member engagement oriented goals**.

At our June region webex, we rolled out a new series of metrics which measure how our member engagement goals are being met month by month. This is a new way to look at member engagement and membership. We are seeing more commitment by sections to hold more diverse events and the focus on membership goals helped us to get broader support for Senior Member goals.

Respectfully submitted,

Mary Ellen Randall
IEEE Director
Region 3
merandall@ieee.org

Region 3 Addresses
R3 Web Site: <http://ewh.ieee.org/reg/3>
Facebook: Search for "IEEE Region 3"
Blog: <http://ieeer3.blogspot.com>
Twitter: r3ieee

Twitter: @IEEE

Calendar: r3ieee@gmail.com (Region 3 planned meetings)

Calendar: <https://meetings.vtools.ieee.org/meetings/ical/0/90/asc/3>

(all meetings in Region 3 in vTools)

R3 Online Community: <https://region3.oc.ieee.org> (uses IEEE Credentials)

Respectfully submitted,

Mary Ellen Randall

(919) 388-1776

IEEE Director 2014-2015

Region 3

merandall@ieee.org



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