



# Member Engagement & Life Cycle

January 18, 2016 Report to the Region 3 Committee

# 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 -- Lee Stogner
- Life Member Coordinator -- Charles Husbands
- Membership Recruiting and Recovery – Mauricio Cano
- Women in Engineering Liaison -- Takoi K. Hamrita, PhD

# Membership Recruiting and Recovery

- ▶ Emphasize Membership Development as a 2016 priority in all Sections
- ▶ Improve Member engagement by more effective use of Social Media e.g., Facebook, Twitter, LinkedIn, web sites, Newsletters, etc.
- ▶ Work with Section webmasters to promote IEEE and IEEE USA member benefits such as training, employment assistance, etc.
- ▶ Promote local Section engagement of Student Branches, WIE, Young Professional, Senior Member and Life Member events
- ▶ Encourage Sections to engage new members by contacting them and providing information on local meetings and activities (Robotics and MathCounts).

# Total Membership: 2015 Membership Year December 2015 YTD

Total Active Members by Region: December 2015										
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			Attended Training
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change	
Columbia Section	376	359	4.7%	172	152	13.2%	548	511	7.2%	X
Palm Beach Section	677	649	4.3%	70	72	-2.8%	747	721	3.6%	
Canaveral Section	173	172	0.6%	12	7	71.4%	185	179	3.4%	
Broward Section	460	460	0.0%	118	100	18.0%	578	560	3.2%	
Tri Cities Section	99	104	-4.8%	17	9	88.9%	116	113	2.7%	X
Central Savannah River Section	170	169	0.6%	27	23	17.4%	197	192	2.6%	
Jamaica Section	153	153	0.0%	58	53	9.4%	211	206	2.4%	
Gainesville Section	339	347	-2.3%	131	118	11.0%	470	465	1.1%	
Northwest Florida Section	288	301	-4.3%	53	37	43.2%	341	338	0.9%	
Charlotte Section	669	660	1.4%	182	185	-1.6%	851	845	0.7%	
Miami Section	521	530	-1.7%	235	221	6.3%	756	751	0.7%	
East Tennessee Section	819	830	-1.3%	174	163	6.7%	993	993	0.0%	
Melbourne Section	589	580	1.6%	69	79	-12.7%	658	659	-0.2%	
Florida West Coast Section	1720	1720	0.0%	235	239	-1.7%	1955	1,959	-0.2%	X
Orlando Section	1107	1077	2.8%	256	292	-12.3%	1363	1,369	-0.4%	
Central Virginia Section	537	546	-1.6%	96	90	6.7%	633	636	-0.5%	
Daytona Section	184	178	3.4%	65	73	-11.0%	249	251	-0.8%	
Jacksonville Section	357	354	0.8%	73	80	-8.8%	430	434	-0.9%	
Eastern North Carolina Section	2589	2591	-0.1%	435	472	-7.8%	3024	3,063	-1.3%	X
Louisville Section	327	341	-4.1%	106	99	7.1%	433	440	-1.6%	
Huntsville Section	1011	1028	-1.7%	123	130	-5.4%	1134	1,158	-2.1%	
Richmond Section	684	720	-5.0%	120	103	16.5%	804	823	-2.3%	X
Tallahassee Area Section	272	258	5.4%	95	119	-20.2%	367	377	-2.7%	
<b>Region 3 Total</b>	<b>23,859</b>	<b>24,227</b>	<b>-1.5%</b>	<b>5,420</b>	<b>5,971</b>	<b>-9.2%</b>	<b>29,279</b>	<b>30,198</b>	<b>-3.0%</b>	


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Atlanta Section	3484	3552	-1.9%	798	873	-8.6%	4282	4,425	-3.2%	X
Piedmont Section	501	496	1.0%	128	156	-17.9%	629	652	-3.5%	X
Winston-Salem Section	141	133	6.0%	22	37	-40.5%	163	170	-4.1%	
Central Tennessee Section	674	683	-1.3%	164	192	-14.6%	838	875	-4.2%	
Chattanooga Section	305	309	-1.3%	39	51	-23.5%	344	360	-4.4%	
Alabama Section	794	820	-3.2%	234	259	-9.7%	1028	1,079	-4.7%	
Coastal South Carolina Section	391	388	0.8%	71	100	-29.0%	462	488	-5.3%	
Central North Carolina Section	263	283	-7.1%	39	37	5.4%	302	320	-5.6%	
Evansville-Owensboro Section	167	180	-7.2%	41	41	0.0%	208	221	-5.9%	
Lexington Section	330	353	-6.5%	114	121	-5.8%	444	474	-6.3%	
Western North Carolina Section	282	298	-5.4%	85	95	-10.5%	367	393	-6.6%	
Memphis Section	401	419	-4.3%	150	173	-13.3%	551	592	-6.9%	
Central Georgia Section	235	246	-4.5%	37	50	-26.0%	272	296	-8.1%	
Hampton Roads Section	622	669	-7.0%	126	149	-15.4%	748	818	-8.6%	
Virginia Mountain Section	423	449	-5.8%	210	248	-15.3%	633	697	-9.2%	
Savannah Section	178	193	-7.8%	41	54	-24.1%	219	247	-11.3%	X
Mobile Section	165	169	-2.4%	51	89	-42.7%	216	258	-16.3%	
Mississippi Section	382	460	-17.0%	148	330	-55.2%	530	790	-32.9%	

# Senior Member Elevation

- ▶ 2016 Region Goals have not been set
- ▶ 21 applications currently will be in the Feb 13, 2016 panel.
- ▶ 43 pending applications needing references. Please continue to work on these application so that these members will be reviewed in the Feb 13, 2016 panel.
- ▶ 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](#)

# 2016 Panel Schedule

2016 Submission Deadline Dates	2016 Panel Dates	Location
3 February 	13 February	San Diego, CA, USA (R6)
4 March	19 March	Bombay, India (R10)
13 April	23 April	Atlanta, GA (R3)
6 May	21 May	Paris, France (R8)
15 June	25 June	Philadelphia, PA, USA (R2)
13 July	23 July	Ottawa, Canada (R7)
26 August	10 September	Hong Kong (R10)
9 September	19 September	New Brunswick, NJ, USA (R1)
	October	TBD, USA
	November	TBD, USA

- ▶ November is the last 2016 panel meeting.

# Pending Applications Needing References

Area	SECTION	LAST NAME	FIRST NAME	REF #1	REF #2
Area 1	Central Virginia Section	Elks	Carl	J.D.	
Area 1	Hampton Roads Section	Edmonson	William	W.A.	A.R.
Area 1	Richmond Section	Darron	Carl	J.D.	
Area 1	Virginia Mountain Section	Salado	Alejandro	W.R.	
Area 2 / NC Council	Charlotte Section	Brindle	Edward	J.C.	
Area 2 / NC Council	Eastern North Carolina Section	AELOIZA	EDDY	P.E.	
Area 2 / NC Council	Eastern North Carolina Section	Castelao	Julio	U.A.	K.K.
Area 2 / NC Council	Eastern North Carolina Section	Elizondo	David	D.M.	L.L.
Area 2 / NC Council	Eastern North Carolina Section	GAJEWSKI	DONALD	S.R.	S.S.
Area 2 / NC Council	Eastern North Carolina Section	Jiang	Xiaoning	M.C.	
Area 2 / NC Council	Eastern North Carolina Section	MANDIC	GORAN	E.M.	A.N.
Area 2 / NC Council	Eastern North Carolina Section	Pong	Muy Long	P.L.	J.V.
Area 3	Atlanta Section	Clark	William	T.H.	W.B.
Area 3	Atlanta Section	Zhou	Enlu	M.F.	S.R.
Area 4/Florida Council	Canaveral Section	Nyffenegger	Paul	R.F.	
Area 4/Florida Council	Florida West Coast Section	Kelly	Kenneth	K.D.	K.A.
Area 4/Florida Council	Jacksonville Section	Denman	Richard	W.S.	P.S.
Area 4/Florida Council	Jacksonville Section	Kopp	Brian	W.S.	
Area 4/Florida Council	Jacksonville Section	Kreidl	O	P.S.	W.S.
Area 4/Florida Council	Jacksonville Section	Trivedi	Yagnesh	P.S.	S.P.
Area 4/Florida Council	Melbourne Section	Middleton	Charles	R.D.	A.P.
Area 4/Florida Council	Northwest Florida Section	Hoffman	Robert	J.H.	D.Z.
Area 4/Florida Council	Northwest Florida Section	Snider	Dallas		
Area 4/Florida Council	Palm Beach Section	Leifer	James		
Area 4/Florida Council	Palm Beach Section	Watson	Joe		
Area 4/Florida Council	Tallahassee Area Section	Hollister	John	C.L.	B.H.
Area 4/Florida Council	Tallahassee Area Section	Weijers	Hubertus	P.L.	

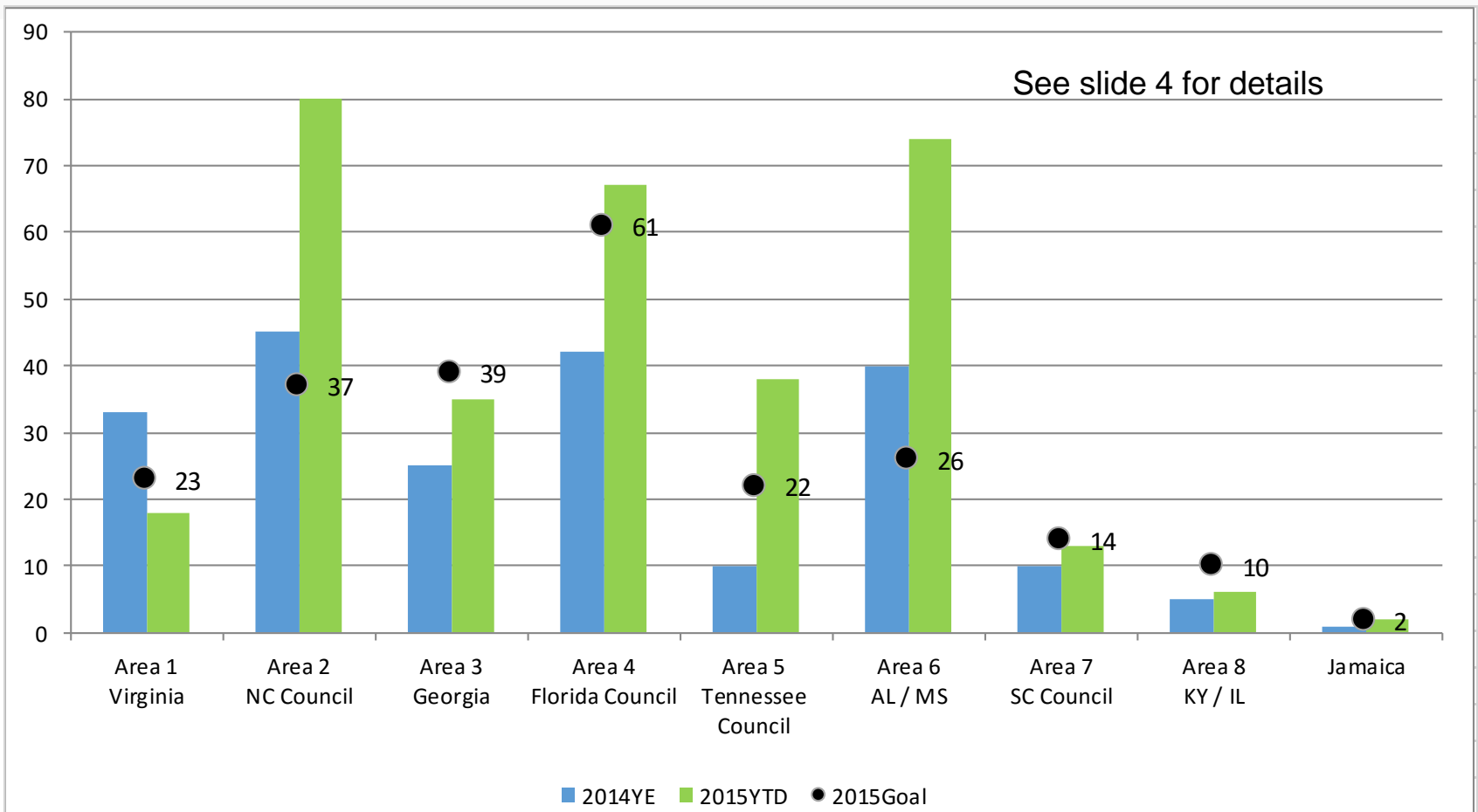


# Pending Applications Needing References

Area	SECTION	LAST NAME	FIRST NAME	REF #1	REF #2
Area 5/Tennessee Council	Central Tennessee Section	Dallas	Joy	M.L.	
Area 5/Tennessee Council	Central Tennessee Section	Mizrah	Len	R.B.	
Area 5/Tennessee Council	Chattanooga Section	Barnett	Robert	J.N.	S.J.
Area 5/Tennessee Council	East Tennessee Section	Beard	Lisa	C.F.	D.N.
Area 5/Tennessee Council	East Tennessee Section	Chen	Suheng	L.T.	
Area 5/Tennessee Council	East Tennessee Section	Coble	Jamie	E.H.	
Area 5/Tennessee Council	East Tennessee Section	Maclennan	Bruce	L.P.	L.T.
Area 5/Tennessee Council	East Tennessee Section	patlolla	dilip	L.F.	M.G.
Area 5/Tennessee Council	East Tennessee Section	Sen	Satyabrata	M.R.	
Area 6	Alabama Section	Mewes	Tim	T.S.	S.D.
Area 6	Huntsville Section	West	Joseph	L.B.	
Area 7/SC Council	Columbia Section	Ginn	Herbert	S.D.	L.C.
Area 7/SC Council	Piedmont Section	Sinnett	Jay	T.H.	
Area 8	Evansville-Owensboro Section	Rawlings	Charles	J.C.	
Area 8	Lexington Section	Wolf	Robert	J.G.	M.F.
Area 9	Jamaica Section	Fokum	Daniel	D.D.	

# Senior Member Elevations 2015 Total

2015 Goal: With the November Panel we now have 333 new Senior Members this represents 155% of our 2015 Region goal.



# Senior Member Elevations 2015 Total

	2014YE	2015YTD	2015Goal		2014YE	2015YTD	2015Goal
<b>Area 1</b>	<b>33</b>	<b>18</b>	<b>23</b>	<b>Area 2 / NC Council</b>	<b>45</b>	<b>80</b>	<b>37</b>
CENTRAL VIRGINIA	5	2	5	CENTRAL NORTH CAROLINA	7	4	3
HAMPTON ROADS	17	3	6	CHARLOTTE	14	11	6
RICHMOND	10	8	8	EASTERN NORTH CAROLINA	22	49	24
VIRGINIA MOUNTAIN	1	5	4	WESTERN NORTH CAROLINA	2	15	2
				WINSTON-SALEM		1	2
<b>Area 3</b>	<b>25</b>	<b>35</b>	<b>39</b>				
ATLANTA	24	32	34	<b>Area 4/Florida Council</b>	<b>42</b>	<b>67</b>	<b>61</b>
CENTRAL GEORGIA		1	3	BROWARD	12	3	5
SAVANNAH	1	2	2	CANAVERAL	1		2
				DAYTONA	3	3	2
<b>Area 5/Tennessee Council</b>	<b>10</b>	<b>38</b>	<b>22</b>	FLORIDA WEST COAST	4	11	14
CENTRAL TENNESSEE	2	11	6	GAINESVILLE	4	5	3
CHATTANOOGA	2	4	3	JACKSONVILLE	2	9	4
EAST TENNESSEE	6	19	8	MELBOURNE		17	6
MEMPHIS		3	4	MIAMI	5	2	5
TRI CITIES		1	1	NORTHWEST FLORIDA		1	3
				ORLANDO	7	10	9
<b>Area 6</b>	<b>40</b>	<b>74</b>	<b>26</b>	PALM BEACH	1	3	6
ALABAMA	8	12	8	TALLAHASSEE AREA	3	3	2
HUNTSVILLE	24	56	12				
MISSISSIPPI	4	5	4	<b>Area 8</b>	<b>5</b>	<b>6</b>	<b>10</b>
MOBILE	4	1	2	EVANSVILLE-OWENSBORO	1		2
				LEXINGTON	2	4	4
<b>Area 7/SC Council</b>	<b>10</b>	<b>13</b>	<b>14</b>	LOUISVILLE	2	2	4
CENTRAL SAVANNAH RIVER	1		2				
COASTAL SOUTH CAROLINA	3	6	4	JAMAICA	1	2	2
COLUMBIA	3	2	4				
PIEDMONT	3	5	4				

# Appendix

# 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