



# Member Engagement & Life Cycle

**IEEE Region 3 SoutheastCon 2016**

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**2016 Region 3 MELCC Chair**

# 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

# 2016 MELC Committee Goals

- ▶ Emphasize Membership Development as a 2016 priority in all Sections
- ▶ Elevation of 250 Members to Senior Member grade
- ▶ 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.
- ▶ Improve Member engagement by more effective use of Social Media e.g., Facebook, Twitter, LinkedIn, web sites, Newsletters, etc.

# The Value of Membership

- ▶ Five areas consistently rated most important by members:
  - Ability to Stay Technically Current
  - Networking
  - Continuing Education
  - Career Services
  - Discounts
- ▶ What do your Members value?
  - Deeper than the broad categories
  - Everyone's definition is different



# Key Takeaways

- ▶ Serving the needs of EVERY individual member requires multiple strategies
- ▶ Plan around the specific interest categories of your members
- ▶ Don't go it alone



**Understand and serve your members' needs so they can grow and develop in the profession.**

# 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).





# ***Strengthening the global IEEE member network***

## **IEEE Young Professionals program overview**

### **Mario Milicevic**

IEEE MGA Young Professionals Committee  
2015-2016 Chair  
[mario.milicevic@ieee.org](mailto:mario.milicevic@ieee.org)

### **Laura E. Camburn, PE**

IEEE Young Professionals  
2016 Region 3 Representative  
[lfranklin@ieee.org](mailto:lfranklin@ieee.org)

3 April 2016

Region 3 Meeting, Norfolk, VA



# 2015 Meetups at Global Events/ Conferences/Festivals

**GOAL:**  
At least 1 event  
per Region

## Region 8

web  
summit

DUBLIN, NOVEMBER 3-5, 2015

Where The Tech World Meets

## Region 10



IEEE Global Entrepreneurship Event

14 November 2015  
Toronto, Canada

MaRS Discovery District  
ieee-n3xt.org

IEEE N3XT

#BeN3XT

IEEE

MaRS

FOUNDER  
INSTITUTE

ShankMinds

## Region 7



## Region 5

## Region 9



IEEE IMS

## Region 6

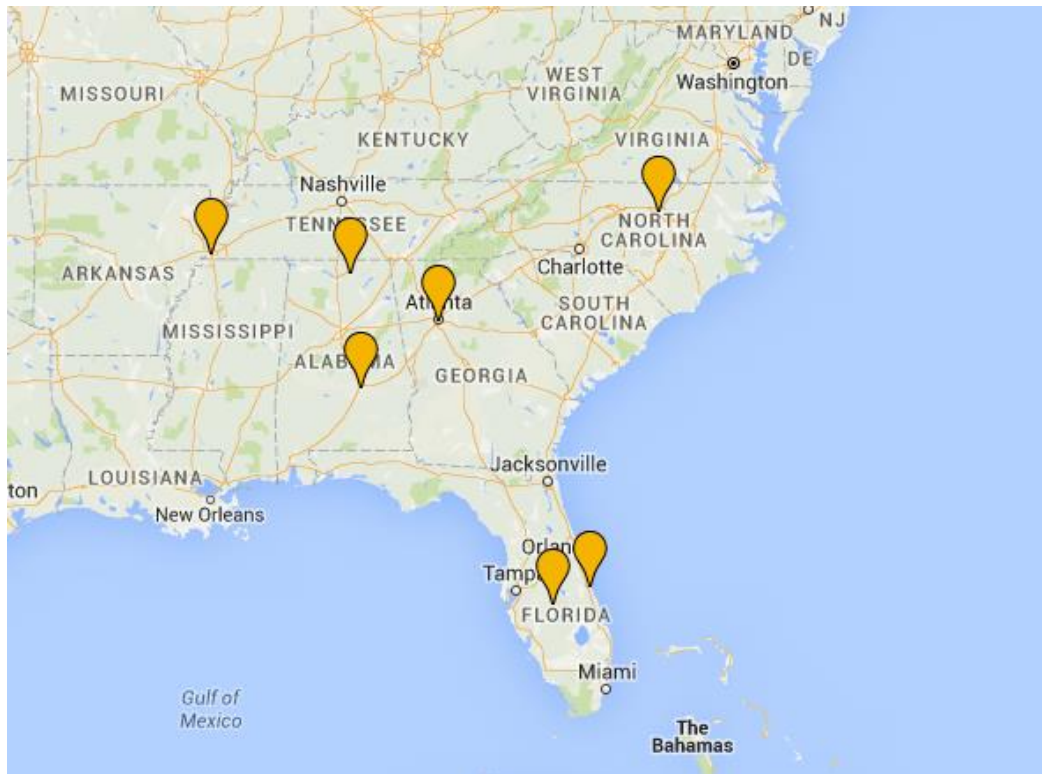




# IEEE Young Professional Affinity Groups

## Leveraging local volunteers: opportunity for global impact

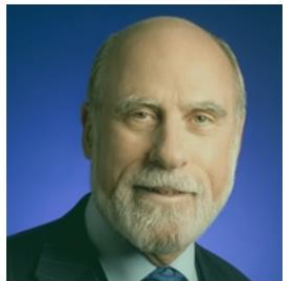
- ▶ Total number of groups worldwide: **155**
  - **Region 3: 7 affinity groups**



# FUTURE LEADERS FORUM

Presented by IEEE-USA

28-30 JULY 2016  
NEW ORLEANS, LA



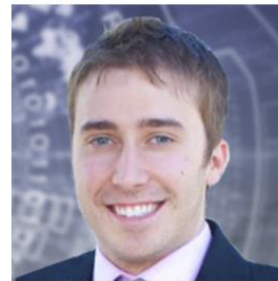
**Vinton G. Cerf**  
Chief Internet Evangelist, Google



**Sara Chipps**  
Jewelbots, Girl Develop It



**Tracy Chou**  
Software Engineer, Pinterest



**John Collins**  
Microsoft HoloLens Team



**Patricia A. Hatter**  
Intel Security Group (McAfee)



**Derk Hendriksen**  
The Coca-Cola Company

**SECTIONS CONTACT** Theresa Brunasso for Matching Funds  
[theresa.brunasso@gmail.com](mailto:theresa.brunasso@gmail.com)

## A GROUNDBREAKING OPPORTUNITY FOR LEARNING, GROWING AND NETWORKING

The Future Leaders Forum is focused on early career technology innovators and thinkers.

Meet world-renowned technology leaders and learn how to be one. Be inspired by the specially formulated leadership labs to boost your career, and enjoy the music, food, and culture of New Orleans.

To learn more about the Future Leaders Forum: <http://futureleaders.ieeeusa.org/>





# IEEE-WIE Global Women in STEM Leadership Summit

Loews Atlanta November 2-4, 2016

GET CONNECTED GET INSPIRED RETOOL RECHARGE DESIGN YOUR FUTURE



Program



Speakers



Partners



Team

# 2016 Senior Member Goals

- ▶ Elevation of 250 Members to Senior Member grade
- ▶ Senior Member Elevation Goals have been established at the Region level. Progress will be reviewed at the Region 3 ExCom meeting.
- ▶ 100% Senior Member Grade for Section leadership
- ▶ Sections should hold at least one Senior Member Roundup in 2015
- ▶ Roundup Location Ideas
  - At a University after Finals in early May
  - On Site at Major Companies such as Power, Telcom, Aerospace, etc.
  - Public Library or local restaurant

# 2016 Senior Member Elevation

- ▶ The 2016 Region 3 Goal is 250 Senior Member elevations. In the February panel we got off to a great start with 35 Senior Member elevations.
- ▶ As of March 24<sup>th</sup> >> 21 applications are complete and currently 15 were in the March 19<sup>th</sup> panel with 45 pending applications needing references. Please work on these application so that these members will be reviewed in the April 13<sup>th</sup> panel in Atlanta.
- ▶ The panel targets are: Apr 25, May 30, Jun – Sep 20 each, Oct 40 & Nov 30. Please schedule Section Roundups now. Lets start strong this spring and finish strong in the fall.
- ▶ 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](#)



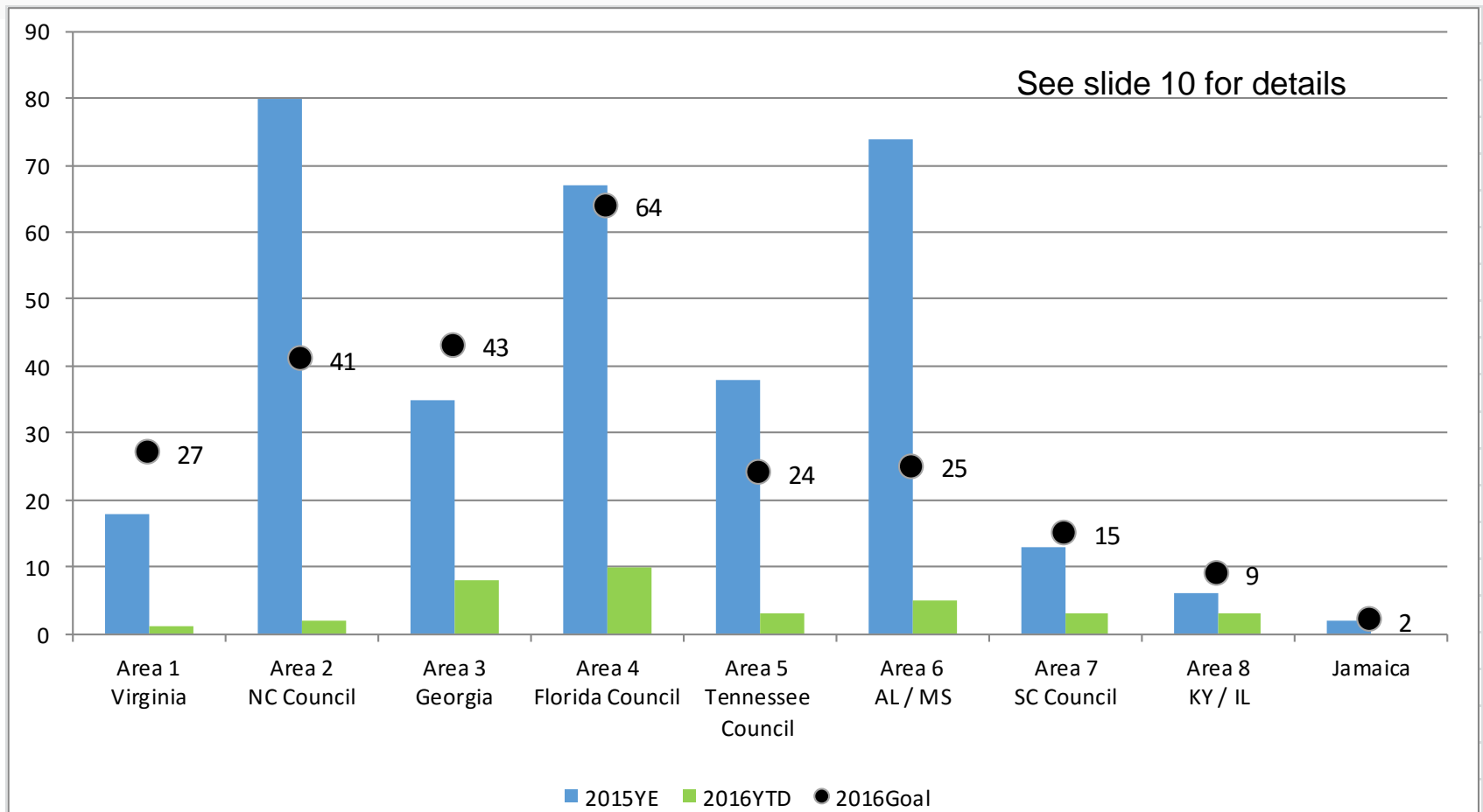
# 2016 Panel Schedule

2016 Submission Deadline Dates	2016 Panel Dates	Location
3 February	13 February	San Diego, CA, USA (R6)
1 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.

# Senior Member Elevations 2016 February YTD

2016 Goal: With the February Panel we have 35 new Senior Members this represents 14% of our 2016 Region goal of 250.



# Senior Member Elevations 2016 Total

	2015YE	2016YTD	2016Goal		2015YE	2016YTD	2016Goal
<b>Area 1</b>	<b>18</b>	<b>1</b>	<b>27</b>	<b>Area 2 / NC Council</b>	<b>80</b>	<b>2</b>	<b>41</b>
CENTRAL VIRGINIA	2		6	CENTRAL NORTH CAROLINA	4		3
HAMPTON ROADS	3	1	7	CHARLOTTE	11		7
RICHMOND	8		9	EASTERN NORTH CAROLINA	49	1	28
VIRGINIA MOUNTAIN	5		5	WESTERN NORTH CAROLINA	15	1	2
				WINSTON-SALEM	1		1
<b>Area 3</b>	<b>35</b>	<b>8</b>	<b>43</b>				
ATLANTA	32	8	40	<b>Area 4/Florida Council</b>	<b>67</b>	<b>10</b>	<b>64</b>
CENTRAL GEORGIA	1		2	BROWARD	3		5
SAVANNAH	2		1	CANAVERAL	0		2
				DAYTONA	3		1
<b>Area 5/Tennessee Council</b>	<b>38</b>	<b>3</b>	<b>24</b>	FLORIDA WEST COAST	11	5	14
CENTRAL TENNESSEE	11	1	7	GAINESVILLE	5	2	3
CHATTANOOGA	4		3	JACKSONVILLE	9		4
EAST TENNESSEE	19	2	9	MELBOURNE	17		7
MEMPHIS	3		4	MIAMI	2	1	5
TRI CITIES	1		1	NORTHWEST FLORIDA	1	1	3
				ORLANDO	10	1	11
<b>Area 6</b>	<b>74</b>	<b>5</b>	<b>25</b>	PALM BEACH	3		6
ALABAMA	12	1	8	TALLAHASSEE AREA	3		3
HUNTSVILLE	56	2	12				
MISSISSIPPI	5	2	4	<b>Area 8</b>	<b>6</b>	<b>3</b>	<b>9</b>
MOBILE	1		1	EVANSVILLE-OWENSBORO	0	1	2
				LEXINGTON	4		3
<b>Area 7/SC Council</b>	<b>13</b>	<b>3</b>	<b>15</b>	LOUISVILLE	2	2	4
CENTRAL SAVANNAH RIVER	0		2				
COASTAL SOUTH CAROLINA	6		5	JAMAICA	<b>2</b>		<b>2</b>
COLUMBIA	2	1	4				
PIEDMONT	5	2	4				



Event Held



Event Planned



No Event Planned or no Report



# Pending Applications Needing References

Area	SECTION	LAST NAME	FIRST NAME	REF #1	REF #2
Area 1	Central Virginia Section	MAHARJAN	LAXMAN	J.D.	
Area 1	Central Virginia Section	Maiwald	Frank	R.W.	M.S.
Area 1	Richmond Section	Md Kamal	Mahanijah	J.D.	
Area 1	Richmond Section	Mehrotra	Monica	D.W.	
Area 2 / NC Council	Central North Carolina Section	Madrigal	Marcelino	G.M.	
Area 2 / NC Council	Charlotte Section	Malan	Katherine	J.C.	
Area 2 / NC Council	Eastern North Carolina Section	Manase	Emmanuel	S.R.	S.S.
Area 2 / NC Council	Eastern North Carolina Section	Manick	Tara	D.N.	
Area 2 / NC Council	Eastern North Carolina Section	Manoharan	Arumugam	M.C.	
Area 2 / NC Council	Eastern North Carolina Section	Manousakas	Ioannis	P.L.	J.V.
Area 2 / NC Council	Eastern North Carolina Section	Manza	Ramesh	R.G.	M.S.
Area 3	Atlanta Section	Lun	Desmond	A.Y.	J.K.
Area 3	Atlanta Section	Ma	Richard	R.H.	
Area 3	Atlanta Section	Ma	Zhongjing	T.H.	W.B.
Area 3	Atlanta Section	Maceachren	Alan	A.P.	J.M.
Area 3	Atlanta Section	Macia-Perez	Francisco	D.B.	
Area 3	Atlanta Section	Maclennan	Bruce	B.U.	K.M.
Area 4/Florida Council	Canaveral Section	Madiman	Mokshay	R.F.	
Area 4/Florida Council	Florida West Coast Section	Marai	Georgeta-Elisabeta	K.D.	K.A.
Area 4/Florida Council	Jacksonville Section	Marini	Anthony	W.S.	P.S.
Area 4/Florida Council	Jacksonville Section	Marinoni	Andrea	W.S.	
Area 4/Florida Council	Jacksonville Section	Markandan	Ramakrishnan	P.S.	W.S.
Area 4/Florida Council	Melbourne Section	Marsh	John	R.D.	A.P.
Area 4/Florida Council	Northwest Florida Section	Marx	David	J.H.	D.Z.
Area 4/Florida Council	Palm Beach Section	Masum	Salahuddin Mohammad	E.A.	
Area 4/Florida Council	Palm Beach Section	Mathoor	Aswatha		
Area 4/Florida Council	Palm Beach Section	Matuvi	George	G.H.	P.H.
Area 4/Florida Council	Tallahassee Area Section	Meiners	Steven	C.L.	B.H.

# Pending Applications Needing References

Area	SECTION	LAST NAME	FIRST NAME	REF #1	REF #2
Area 5/Tennessee Council	Central Tennessee Section	Maganti	sushanth	M.L.	
Area 5/Tennessee Council	Central Tennessee Section	Mahabir	Sham	R.B.	M.P.
Area 5/Tennessee Council	Chattanooga Section	Malanowski	Mateusz	J.N.	S.J.
Area 5/Tennessee Council	East Tennessee Section	malik	Abdul	T.B.	D.C.
Area 5/Tennessee Council	East Tennessee Section	Maljkovic	Zlatko	C.F.	D.N.
Area 5/Tennessee Council	East Tennessee Section	Mallick	Debasish	L.T.	
Area 5/Tennessee Council	East Tennessee Section	Mallikarjun	Kittur	L.P.	L.T.
Area 5/Tennessee Council	East Tennessee Section	Maltoni	Davide	I.B.	
Area 5/Tennessee Council	Memphis Section	Martyniuk	Mariusz	A.D.	
Area 5/Tennessee Council	Tri Cities Section	Mejia Silva	Jesus	W.B.	M.H.
Area 6	Alabama Section	Lucani	Daniel	T.S.	S.D.
Area 6	Huntsville Section	Marashdeh	Qussai	G.P.	
Area 6	Huntsville Section	Marco-Alba	Jose Carlos	L.B.	
Area 7/SC Council	Columbia Section	MALAPAKA	VIJAYA	E.T.	L.F.
Area 7/SC Council	Piedmont Section	Mavis	Neil	A.C.	T.H.
Area 8	Lexington Section	MARSH	ALLISON	J.G.	M.F.
Area 9	Jamaica Section	Marmora	Guillermo	D.D.	



# 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