

IEEE Region 3 Director's Report – Jim Conrad 2017-04-02

It is my honor to serve as the IEEE Region 3 Director for the second year of my term in 2017. I would like to report to you the accomplishments of our region, and let you know about our future goals.

First of all, I should remind you that IEEE has divided the world membership into 10 Regions. The US has six of these regions, and our region comprises the Southeast US which stretches from Virginia to Florida, and west to the Mississippi River. Region 3 consists of 41 geographic Sections which have from 150 to almost 5000 members.

- Our membership on December 31, 2016 was 28,502 members. Unfortunately, this was a drop of 777 members from 2015. IEEE is experiencing tremendous growth in Region 10 (Asia), which is offsetting the drop in membership in the US. Region 3 is the best performing region in the US.
- The sections worked hard and submitted Senior Member applications to recognize our member accomplishments. As a region we elevated 277 Members to Senior Member status. Congratulations, new Senior Members!
- We held our Region 3 conference, SoutheastCon 2016, in Norfolk, VA. About 700 students, researchers, and IEEE volunteers attended.
- The IEEE MOVE Disaster Relief and Outreach Project has been a resounding success. The MOVE Vehicle has responded to several floods, hurricanes, and Red Cross events. The vehicle has also traveled all over the Region for outreach activities. This effort has been recognized by IEEE and Mary Ellen Randall, Director of the MOVE Project, has received an IEEE award for her work.

As we look at activities in 2017, several come to mind:

- **Region/Section Goals:** Please refer to the 2017 Region 3 and Section Goals, below. Please use these to plan your section activities. Remember, we best serve our members by engaging them in IEEE technical and professional development activities.
- **SoutheastCon 2017:** SoutheastCon 2017, held from March 31 to April 2, in Charlotte/Concord, NC, Embassy Suites, was a big success by all measurements. Over 820 people registered, we had over 60 additional volunteers, and we hosted the IEEE-USA awards ceremony. Great job by all those involved!
- **SoutheastCon 2020 and beyond:** We still do not have a section/Area host or site for SoutheastCon 2020 and beyond. If you are interested, please work with Sean Haynes (s.a.haynes@ieee.org) to develop a proposal.
- **Sections Congress:** Sections Congress 2017 will be held in Sydney, Australia from Friday, August 11, 2:00 pm to Sunday, August 13, 5:00 pm. One representative ("Primary Delegate") from each section will be fully funded by IEEE's Member and Geographic Activities group. IEEE MGA covers registration, flight, hotel for four nights, meals, and ground transportation. Region 3 will hold a meeting on Friday between 1:00 and 4:30 pm. If a section wishes to send more people, you should budget \$3500-\$4000 for all expenses. More detail on Sections Congress 2017 will come in future emails, but is also posted at: https://www.ieee.org/societies_communities/geo_activities/sections_congress/2017/sc2017.html
- **IEEE Vision, Innovation, and Challenges Summit** - It will feature talks and a panel by entrepreneurs and cutting-edge technologists on engineering topics of the day - <http://ieee-vics.org/>

Engage – Invest – Grow - IEEE Region 3 Goals for 2017

Section Goals to Engage Members:

1. Hold at least 1 Young Professional event in each section.
2. Hold 1 Senior Roundup in each section to exceed yearly goal of new senior members in Region 3.
3. Have every section contact every new member (call, email, or networking event) to welcome.
4. Each section utilizes or customizes at least 1 Cookbook recipe.
5. Increase the percentage of student branches submitting annual reports and new officer updates (50% of Region 3 student branches).
6. Publish their 2017 section goals online by February 1.

Region Goals:

1. Maintain the Section and Region membership levels by engaging members.
2. Expand the use of Collabratec™ in the region.
3. Expand section/student branch interaction.
4. Expand outreach to underserved communities.
5. Expand interaction with technical societies and society chapters.

Region 3 Activities to Engage Members:

1. Demonstrate the Collabratec™ tool at SoutheastCon with Use Cases. Measure: Session held.
2. Use the Collabratec™ tool for some Region ExCom business. Measure: ExCom is using Collabratec™ for at least one activity.
3. Package 1 Young Professional Program for use by Sections. Measure: Assign a volunteer, publish a cookbook process.
4. Hold a WIE/YP activity at SoutheastCon. Measure: activity held.
5. Recognize MOVE participants.
6. Operationalize VIP. Measure: tools implemented by region by December 31, 2017.
7. Hold two joint section/student leadership training sessions by December 31, 2017.
8. Line up a SoutheastCon 2020 site by April 2, 2017.
9. Define social media strategy. Approved by Excom by December 31, 2017.
10. Establish innovative ways to recognize Section successes.