To: Region 3 ExCom   August 29, 2018
Subject: Member Activities Committee (MAC)
CC: Region 3 Committee Report
From: Sonya Dillard, R3 MAC Chair

The committee did not meet as a group. We have communicated via email. As MAC, I submitted communications to our volunteers through Chris Wright via a monthly newsletter.

Steve Jackson, Information Coordinator started the initiative to develop a better R3 logo to be used in all our electronic advertising and social media. Once we asked IEEE HQ about our proposed designs, they informed us that they were already currently creating graphics for each region and for us to wait for the final versions. Steve also has been given access to the R3 Facebook and Twitter accounts, and will being updating when the logo has been officially approved, and he receives information for posts from the R3 Sections.

Below is the result of IEEE USA graphic artwork that was delivered to us on October 12th, 2018. Files include vector eps formats for the map and text logo combination, along with transparent pngs, and with the abbreviated graphic for "IEEE R3," which is saved as a blue wedge block icon:

I requested within my newsletter sent out to the Region 3 Membership on 10/26/2018, for Sections and Chapters to send me photos and brief summaries of events to post on our social media platforms.

Low resolution screen shots of these 2 logos are below. The links to these social sites are below as well.

- Region Website: www.ewh.ieee.org/reg/3/
- Twitter: http://twitter.com/r3ieee
- R3's Student Facebook: www.facebook.com/IEEEStudentsRegion3/
- R3's General Facebook: www.facebook.com/r3ieee/
- Instagram: www.instagram.com/r3ieee/

In order to get your activities posted, each Section and Chapter needs to send me at least one activity per quarter (summary along with photos) so we can highlight them on the R3 social media platforms.

A big problem is that our volunteers think they only have time to plan/implement the event. They totally drop the ball on posting event pics (myself included). Once the event has occurred, the organizer so tired and spent, that he/she may just want to fall off the grid for a while, to recuperate.

Maybe if the organizers can add a social media posting person to the event committee, they can do it all that same day during the event and it's already done when the event is complete. Hopefully, when interested professionals and students see these amazing posts, they will want to join the IEEE which will ultimately boost our membership totals.

_____ (For Informational Purposes Only)_____

Two Mentors for this committee were assigned by the SOSC and they are: Bill Ratcliff w.ratcliff@ieee.org and Lee Stogner l.stogner@ieee.org. We will be utilizing their advice for our goals and future planning.

The following MAC Roster has been distributed to all members for easier communication.

Member	Section	Volunteer Title	Email Address	Phone(s)
Sonya Dillard	Huntsville	Member Activities Committee Chair (MAC)	Sonya.Dillard@ieee.org sonyaldillard@gmail.com	256-665-4433 (cell) 256-544-3312 (wk)
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Steve Jackson	Savannah	Information Coordinator	jackson.steve.j@ieee.org	843-422-9306 (cell) 912-306-1222 (wk)
Bill Ratcliff		Advisor/Mentor #1	w.ratcliff@ieee.org	
Lee Stogner		Advisor/Mentor #2	l.stogner@ieee.org	

This report was submitted for informational purposes only.

Sincerely,

Sonya Dillard, Past Chair – IEEE Huntsville Section
R3 Member Activities Committee (MAC), Chair