# 2020 R3 Strategic Plan

**Vision**     Focus on the growth and development of the member throughout the life cycle of the individual. Every member is an active participant, an informed and a satisfied member.

**Mission**    The Region shall fulfill the Member and Geographic Activities (MGA) strategic objectives at the local level by ensuring the enabling of the sections, chapters, and student branches to engage the member.

**Theme**      Making New Connections

**Objective**  Increase membership and improve engagement through Making New Connections via new events and improved communications.

**Goals**

1. Increase members who are engaged in any aspect of IEEE

2. Ensure quality actionable data is provided to Region OUs

3. Encourage and enable Region OUs to provide more engagement opportunities for their members

4. Assist the Sections in focused improvement

5. Strengthen R3 communications capability and usage

6. Support SoutheastCon

7. Ensure Policies and Processes are documented, findable and useable

20200106 - Endorsed by R3 SOSC

20200127 - Endorsed by R3 ExCom

## 2020 Region 3 Theme, Objective, and Goals

| | Dir | DE | Se | Tr | ExC | RegC | Area | ARC | Conf | FinC | MC | NA | OAC | PA | SAC | SOSC | SSC |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Theme: Making New Connections** | P | S | | | S | S | S | | T | | S | | R | T | T | T | S |
| | | | | | | | | | | | | | | | | | |
| **Objective Statement: Increase membership and improve engagement through Making New Connections via new events and improved communications.** | S | S | | | S | P | S | | S | | S | | R | S | S | T | S |
| | | | | | | | | | | | | | | | | | |
| **Region 3 Goals 2020** | | | | | | | | | | | | | | | | | |
| **1 Increase members who are engaged in any aspect of IEEE** | P | T | | | T | T | T | | S | | S | | R | S | S | S | S |
| **2 Ensure quality actionable data is provided to Region OUs** | P | P | S | | T | T | T | | S | T | S | | R | T | T | S | S |
| **3 Encourage and enable Region OUs to provide more engagement opportunities for their members** | P | | | | | | | T | | | T | | R | S | S | | S |
| **4 Assist the Sections in focused improvement** | | | | | | | S | T | | | T | | R | S | | | P |
| **5 Strengthen R3 communications capability and usage** | S | T | T | T | T | T | T | T | T | T | P | | R | T | T | S | T |
| **6 Support SoutheastCon** | S | T | T | T | T | T | S | S | P | S | S | | R | T | P | T | S |
| **7 Ensure Policies and Processes are documented, findable and useable** | S | S | S | S | S | S | S | S | S | S | S | S | R | S | S | P | S |

Primary - lead (or co-lead)
Secondary - supporting role
Tertiary - related role
Review - review results