

Subject: IEEE R3 - Member Communications Committee (MCC) January 2020 Report
To: Region 3 ExCom
CC: Region 3 Sections, R3 Secretary

Greetings Region 3,

Introductions:

The Membership Communications Committee is comprised of the following people:

MCC Chair: Sonya Dillard

- Newsletter Editor: Bill LaBelle,
 - Newsletter Assistant: Evelyn Licona
- Webmaster: Lucas Sweet
- Fellows Coordinator: Hulya Kirkici
- Information Coordinator/Social Media: Dr. Ebonee Walker
- R3 Advisor/Mentor: Bill Ratcliff
- R3 Advisor/Mentor: Lee Stogner

Our committee will be meeting monthly during the first week of each month, so that we will have the appropriate information to disseminate during our ExCom Meeting each month. We will be having Webinars to that our team can view / review the Website, Social Media Platforms and make any necessary changes. Our Webmaster has already gained access to the R3 Website and has been making some changes. We want to thank Eric Ackerman for helping us to bridge the gap and get Lucas acclimated to the R3 Website. He will be helping us out during a transitional period.

Dr. Ebonee Walker, our Information Coordinator has already begun brainstorming on how to disseminate information on our social platforms, so next month we will let everyone know how to get the information to her. Hopefully, through the many successful programs the Sections are already doing, we will be able to share that information along with photos, to spread the awareness of the IEEE R3 and ultimately increase our Membership.

Our Newsletter Editor and Assistant have been collecting articles for the first issue to be released so please keep those articles coming.

Membership Plans:

The Membership Chair will attend the Sections Support Committee (SSC) Monthly meetings, Chaired by William "Bill" Marshall, to ensure that we are in line with the overall goals of the SSC. We will also leverage the insight from our advisors Bill Ratcliff and Lee Stogner to help us increase Membership, Retain Members and enhance our Member Development. We need to increase our overall Membership, while staying in tune with each individual member and their professional growth. We will do this by making new connections and staying connected with the Sections.

In keeping with the Theme for this Year – "Making New Connections: increasing membership and improving engagement through making new connections via new events and improved communications".

For our next ExCom Report for February, we plan to let our Sections know how we would like to gather, maintain and disseminate the information on our Website and Social Media Platforms. We plan to layout a timeline for receiving announcements or posting recent photos to our sites as well. We plan to increase our online footprint and measure our success each month. We have had discussions on the value of having a YouTube site to host larger videos, from conferences, etc.

Our Fellows Coordinator will also share important announcements to the membership about how to become an IEEE Fellow and the Application Process.

We are indeed excited to help launch our 2020 theme in Region 3 and hope that you will share your photos and announcements to engage and challenge our Sections and Members to Make New Connections in 2020!

Sincerely,

Sonya Dillard, Region 3
Regional Education Activities Committee (REAC)
Member Communications Committee (MCC)
sonya.dillard@ieee.org
256-665-4433 cell



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