

# R3 Member Communications Committee (MCC)

## Monthly Chair Report – March 2020 (3)

### Website / Social Media Platforms & Metrics

- IEEE R3 Website: <http://ewh.ieee.org/reg/3>  
 2019 Stats: (need to request from Eric Akerman)  
 2020 Stats:
- IEEE R3 Facebook: <https://www.facebook.com/r3ieee/>  
<https://www.facebook.com/groups/203324596353716/>  
 2020 Stats: 153 Members, 28 Requests to Join  
 (2019 Stats: 181 Followers)
- IEEE R3 Twitter: <https://twitter.com/r3ieee>  
 2020 Stats: 518 Followers, 65 Following  
 (2019 Stats: 533 Tweets, 500 Followers, 57 Following)
- IEEE R3 Instagram: <https://www.instagram.com/r3ieee/>  
 2020 Stats:  
 (2019 Stats: 89 Posts, 60 Followers, 24 Following)

### IEEE R3 Member Communications Committee (MCC) Members – 10

MCC Chair	Sonya Dillard (home)	<a href="mailto:sonya.dillard@gmail.com">sonya.dillard@gmail.com</a>
	Sonya Dillard (work)	<a href="mailto:Sonya.Dillard@nasa.gov">Sonya.Dillard@nasa.gov</a>
Advisor	Jim Howard	<a href="mailto:Jim.Howard@Lakelandelectric.com">Jim.Howard@Lakelandelectric.com</a>
Fellows Coordinator	Hulya Kirkici	<a href="mailto:hkirkici@southalabama.edu">hkirkici@southalabama.edu</a>
Newsletter Editor	Bill Labelle	<a href="mailto:w.labelle@ieee.org">w.labelle@ieee.org</a>
	William "Bill" Labelle	<a href="mailto:wmlabelle3@gmail.com">wmlabelle3@gmail.com</a>
Assistant Newsletter Editor	Evelyn Licon	<a href="mailto:eplicona@gmail.com">eplicona@gmail.com</a>
Advisor	Bill Ratcliff	<a href="mailto:w.ratcliff@ieee.org">w.ratcliff@ieee.org</a>
Advisor	Lee Stogner	<a href="mailto:l.stogner@ieee.org">l.stogner@ieee.org</a>
	Lee Stogner (work)	<a href="mailto:leestogner@vinculagroup.com">leestogner@vinculagroup.com</a>
R3 Webmaster	Lucas Sweet	<a href="mailto:lucassweet20@gmail.com">lucassweet20@gmail.com</a>
Information Coordinator	Dr. Ebonee Walker	<a href="mailto:eawalk@gmail.com">eawalk@gmail.com</a>

### Meeting Agenda:

Communications Statistics & Metrics – Sonya Dillard

We need to discuss the standardization of our metrics and what we wish to collect monthly and annually

IEEE Region 3 Facebook Site is currently a Private Group with 153 Members, and 28 Requests to Join

Discuss criteria for Joining and Group Status

Current Website & Goals for Improvement – Lucas Sweet

Any new ideas and additions/changes to the website you have made since last month?

Current Social Media Footprint & Goals for improvement – Dr. Ebonee Walker

Any new ideas and possible solutions to implement since last month?

Process Flow – Team (Suggestions on how to receive information, publish on website / social media platforms)

Timeline for Communications – Team

Newsletter Update – Bill & Evelyn

When is the next Newsletter scheduled and when do you want to receive data from MCC and R3?

Fellows Communication Strategies – Hulya Kirkici

**Attendees (5):** Bill Ratcliff, Ebonee Walker, Sonya Dillard, Lucas Sweet, and Lee Stogner.

## **Meeting Notes:**

Had a very productive meeting via WebEx with 5 members of the MCC.

Discussion on how to increase website and social media metrics (i.e. hits, clicks, likes and followers.)

The Committee Recommends to the ExCom that we would like to change the status on the Facebook Group from a Lee made Private Group to an “Open Group”, because social media is supposed to be used as a tool to reach the masses and hopefully attract people to join our technical organization. Currently, there are only 153 members. If the Group stays private, then no new people will be able to view the things we post.

Suggestions were made to use the current newsletter to gain insight on:

- How well we promote R3 event?
- How well are we doing in communications?
- Distribution metrics, # of clicks, and how many people did we reach?
- What types of things engage the members to click on and read an article or post?

Lucas is creating the new R3 Website to marry the old site to the new one. Many of the links were broken and Eric is helping to correct those links. The SoutheastCon links have been updated and other existing issues with the site are been worked. Next month, Lucas will demonstrate on WebEx the updated Menu Tabs, Front Page and other added features.

Ebonee has started posting on Twitter and Instagram, information from New Technologies and other articles that she felt would be interesting to R3 Members. The Information Coordinator from IEEE HQ reached out for possible collaborations with the regions. Currently the Social Media footprint of the Region is rather stagnant, with the exception of a few of the larger sections. We should pilot an example case for the small and medium Sections to highlight for the month, so other Sections that need ideas can use some of their examples.

Sonya will help with gathering footage from the SoutheastCon this weekend, to initiate posts to social media. Some of the highlights to be posted are: the Awards Banquet, Competitions, Paper Presentations, MOVE Truck visits, the Region 3 Meetings, and YP & WIE Tag-ups.

There was also discussion on brainstorming new ideas for Membership Awards to be given out in future SoutheastCon Awards Banquets. This

## **Action Items:**

#	Action Description	Actionee	Closure Date
001	Need to find out if we have a virtual place owned by R3 to store data?	Sonya Dillard	
002	Put the social media links and articles in the next Newsletter.	Bill Labelle	
003	Make a Recommendation to the ExCom to change the status of the Facebook Page from Private Group to “Open Group”.	Sonya Dillard	
004	Request all Sections with a Website (whether stagnant or current) to send the Section Name along with the correct/working URL to <a href="mailto:Sonya.Dillard@ieee.org">Sonya.Dillard@ieee.org</a> If you find that your Section’s website URL is broken, please assign a local member to fix the link and update your	Jill to announce at next ExCom meeting, assign an action for all Sections to submit.	

	officers and current meeting dates. This will be essential to expanding our online footprint.		
005	Update the Section's Website addresses on the R3 Website, so people searching for a local section can find a place to call home.	Lucas Sweet	
006	Possible new methodology for Section Awards (normalized by membership) for future SoutheastCon, or some other Section Award maybe with multiple metrics (i.e. small, medium and large section categories)	Team	
007	See attached outdated document that the Region has used before about membership benefits. Please review the document, and the info at the link provided in the email below about current member benefits. Then work with Lucas to find the best place to put the info on our R3 website -- should it just be the link below, should it be a separate page for and about members, that includes the link below and/or a list of benefits? What else could go on such a page? (File: IEEE_member_value_old.pdf)	Action from Jill, to Sonya and Lucas	