R3 Member Communications Committee (MCC)
Monthly Chair Report – May 5, 2020 (5)

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
> Changed the status to Public Group Facebook

Current Website & Goals for Improvement – Lucas Sweet
> Promote and encourage all Sections in the Region to update their IEEE Section Websites
> 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 Labelle & Evelyn Licona
> When is the next Newsletter scheduled and when do you want to receive data from MCC and R3?
> *Special Newsletter* Distribution during these Covid-days, innovative ideas, WebEx

Fellows Communication Strategies – Hulya Kirkici

Attendees (6): Sonya Dillard, Lucas Sweet, Lee Stogner, Hulya Kirkici, Evelyn and Bill Radcliff.

Meeting Notes:

The MCC had a very productive meeting via WebEx with 6 members on May 5th, 2020.
Discussion on how to increase website and social media metrics (i.e. hits, clicks, likes and followers.)

Last month, the Committee decided to change the status on the Facebook Group from a Private Group status.
It was mentioned that going from a 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 201 members, so we are steadily growing. We have grown at least 50 members from last month, since our Facebook site was made public. We have also posted a few announcements on meeting in Region 3 and others have posted meeting announcements as well.

Special Newsletter – Distributed soon to reach people during the Covid season.
Suggestions for Communication Tools, WebEx Accounts, Google Meets, and Engaging.
This committee submitted 3 articles to the upcoming May Newsletter. Newsletter is to be released in late May 2020.

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. Lucas started compiling a list of all Region 3 Section website URLs to submit to IEEE HQ, so that they are easily accessible to those browsing the IEEE HQ website, as well as locally. It is highly recommended for all R3 Sections to update the local Section website and update your officers and contact information. It was found that many had outdated information as well as links were broken or no longer existing. Each Section needs to ensure the links to their Websites are updated and works properly.

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.

Dr. Ebonee Walker has proposed to use the Hampton Roads Section as a pilot Section to use their website and social media as a template. Other Sections can customize these sites to meet their needs. We will reach out to Hampton Roads to see if this can be done. We will give some feedback by the June ExCom meeting.

Sharlene Brown, from the Jamaica Section wanted us to collaborate on helping the Sections update their websites, by giving tutorial on different website platforms. The Region could come up with at least 4 different website hosting platforms in which to facilitate "Website 101 Sessions". We could select the 4 most user-friendly, and easiest platforms that many of the Sections are using, and 1 Section Guru could host a WebEx Tutorial for others interested to view. Come up with topics like, "How to Upgrade and Make New Attractive Websites that are Easy to Maintain".

Our Fellows Coordinator said that there will be a report and recommendations for Fellows to be disseminated next month.

Our next MCC Monthly Meeting will be held on Tuesday, June 2nd, 2020.

Sincerely,

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