IEEE Region 3 Strategic Plan 2024

Our Mission

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.

Our Vision

The Region shall fulfill the Member and Geographic Activities (MGA) strategic objectives at the local level by ensuring the enabling of the Sections, Chapters, Affinity groups, Student Branches, and Student Branch Chapters to engage the member.

Theme

Your Professional Home in Region 3.

1. Support all Sections in holding and reporting at least 5 Section meetings, and 2 meetings for each Chapter and Affinity Group.

2. Provide all Sections the training and support they need.

3. Ensure Section operations are timely (reports, officers, website, elections) and that all sections use the new vTools-based election process.

4. Assist Sections to develop and maintain a sustainment plan.

5. Ensure Sections engage with their Student Branches and Branch Counselors at least quarterly.

6. Develop and build out the industry engagement activities.

7. Provide engaging and surplus-generating SoutheastCon and other Region 3 sponsored conferences in 2024-2025 and plan for similar success in 2026-2028.

8. Engage members through new events and (micro-)volunteering opportunities.

2023-12-21

2024 Region 3 Theme, Objective, and Goals

	Dir	DE	PD	Se	Tr	ExC	RegC	Area	ARC	Conf	FinC	MC	NA	OAC	PA	SAC	SOSC	SSC	IEC
Theme: Your Professional Home in Region 3.	P	S	S			S	S	S		S		S		R	S	S	S	S	S
Region 3 Goals 2024																			
1 Support all Sections in holding and reporting at least 5 Section meetings, and 2 meetings for each Chapter and Affinity Group.	S	P	S			T	T	P				S		R	S		T	S	S
2 Provide all Sections the training and support they need.	S	S	S	S	S	T	T	S	T	S	S	S		R	S	S	S	P	S
3 Ensure Section operations are timely (reports, officers, website, elections) and that all sections use the new vTools-based election process.	S	P	S					P						R			T	S	
4 Assist Sections to develop and maintain a sustainment plan.	S	P	S			T	T	P	T			T		R	S	S	S	S	
5 Ensure Sections engage with their Student Branches and Branch Counselors at least quarterly.	S	S	S			S	S	S	T	T		S		R	S	P	T	P	
6 Develop and build out the industry engagement activities.	S	S	S			T	T	T	T	S				R	T	T	T	T	P
7 Provide engaging and surplus-generating SoutheastCon and other Region 3 sponsored conferences in 2024-2025 and plan for similar success in 2026-2028.	S	S	S			S	S	T	S	P				R					
8 Engage members through new events and (micro-)volunteering opportunities.	S	P	S			S	S	S				S		R			T	P	

Primary - lead (or co-lead)

Secondary - supporting role

Tertiary - related role

Review - review results

Theme: Your Professional Home in Region 3.

Lead

Director Eric Grigorian

Detail

"Inspiration, passion, creativity, collaboration. Whether you are starting out or at the very height of your career, these are the stepping stones of your professional path. No matter where you are in your journey, IEEE can help you find your path." -- IEEE Web

Next quarter tasks to achieve goals

- Develop an action plan for R3
- Communicate theme and request action to all sections

Project Success - Metrics

- TBD

Progress

Milestone	Target Completion	% Complete
- Announce theme with background	1Q2024	
TBD	1Q2024	
TBD	2Q2024	
TB	3Q2024	

Risks and Recommendations

- Volunteers and members may not identify with theme without communication and action

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Goal 1 Support all Sections in holding and reporting at least 5 Section meetings, and 2 meetings for each Chapter and Affinity Group.

Lead

Director-Elect Sonya Dillard and Area Chairs

Detail

Area Chair will ask Sections to create an annual meeting plan that includes projected events over the course of the year.
Area Chair will contact Section leadership to encourage meetings and meeting reporting if monthly count is below expectations.

Next quarter tasks to achieve goals

- Meet with each section to coordinate & plan for Section and its units
- Use OU Analytics to gather meeting data for Section, Chapter, and Affinity Groups.
- Include data on monthly Area report.

Project Success - Metrics

- Metric #1 – Number of Section meetings held and reported each month.

- Metric #2 – Number of Chapter/Affinity Group (if applicable) meetings held and reported each month.

Progress

Milestone	Target Completion	% Complete
Email requesting annual meeting plan.	1Q2024	0
Email encouraging report completion.	1Q2024	
Continued emails to sections not in compliance.	2Q2024	
Continued emails to sections not in compliance.	3Q2024	

Risks and Recommendations

- Potential frustration of Section leadership from excessive emails.

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Goal 2: Provide all sections the training and support they need.

Lead

SSC Chair Kristin Bing

Detail

Leverage 2023 SSC survey to determine 9 virtual training events to hold

Next quarter tasks to achieve goals

- Create ideas for at least 9 virtual training event ideas
- Plan for 3 virtual events per quarter for quarters 2 through 4
  - It may be best to pick a certain day and time that is repeated each month so folks know training is available

Project Success - Metrics

- Complete milestones
- Get at least the number of people who indicated a need for the type of training in the survey to attend each event

Progress

Milestone	Target Completion	% Complete
9 Virtual Event Ideas and initial planning	1Q2024	
3 Virtual Events	2Q2024	
3 Virtual Events	3Q2024	
3 Virtual Events	4Q2024	

Risks and Recommendations

- Communication of the event details must get to everyone who may be interested. Due to how people configure their IEEE preferences, time should be allotted for the communications committee to promote each event on multiple platforms

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Goal 3 Ensure Section operations are timely (reports, officers, website, elections) and that all sections use the new vTools-based election process.

Lead

Director-Elect Sonya Dillard and Area Chairs

Detail

Area Chair will review report submission regularly and contact Section leadership if anomalies are observed.
Area Chair will view websites quarterly and, where needed, will discuss improvements with Section leadership.
Area Chair will encourage vTools use for elections, via emails to Section leadership in Q3.

Next quarter tasks to achieve goals

- Task #1 - Use OU Analytics to gather report data.
- Task #2 – Manually review Section web sites.
- Task #3 – Email Sections regarding vTools for elections.

Project Success - Metrics

- Metric #1 – Number of Sections with Officer Report complete.
- Metric #2 – Number of sections with good websites.
- Metric #3 – Number of Sections using vTools for elections.

Progress

Milestone	Target Completion	% Complete
Review report/officer submissions.	1Q2024	0
Review web sites.	1Q2024	
Review report submissions; discuss web sites w/Sections.	2Q2024	
Remind Sections of vTools for elections.	3Q2024	

Risks and Recommendations

- Potential frustration of Section leadership from excessive emails.

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Goal 4 Assist Sections to develop and maintain a sustainment plan.

Lead

Director-Elect Sonya Dillard and Area Chairs

Detail

Area Chair will encourage creation of a Section Sustainment Plan and provide an example plan as a starting point.

Next quarter tasks to achieve goals

- Plan and execute extended contact (in-person visit or remote visit)
- Discuss at SoutheastCon
- Create additional metrics

Progress

Milestone	Target Completion	% Complete
Email Sections to encourage Sustainment Plan.	1Q2024	
Send example sustainment plan to Sections.	1Q2024	
Gather sustainment plans from Sections.	2Q2024	
Provide data on sustainment plan completion.	3Q2024	

Project Success - Metrics

- Metric #1 – Number of Sections that submit a sustainment plan.

Risks and Recommendations

- Potential frustration of Section leadership from excessive emails.

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Goal 5 Ensure Sections engage with their Student Branches and Branch Counselors at least quarterly.

Lead

SSC Chair Kristin Bing and SAC Chair Bailey Heyman

Detail

Most students are unaware of what an IEEE Professional Section is or how to contact their local IEEE Professional Section. Students are passionate about IEEE but if information is not quick and easy for them to find, then they stop trying to find it. To best address this issue there needs to be a single place where students can look and easily find their section.

Next quarter tasks to achieve goals

- Decide on a set space for students to be able to go to and find who to contact from their section with only one click.
- Create a list that is easy to navigate and shows all sections, the student branches under that section, and the POCs for the section.
- Release the list to the students.

Project Success - Metrics

- Metric #1 – Amount of time it takes a branch to find a POC from their section with the new list/platform.

Progress

Milestone	Target Completion	% Complete
Have a list of all active sections and branches	1Q2024	
Have a place to post the final list	1Q2024	
Have a list of all active section and branches POCs	2Q2024	
Release the list to all sections and branches	3Q2024	

Risks and Recommendations

There is a risk in setting up something that is well maintained and updated. If students have a single experience where the information was out of date then it will deter them in the future.
To mitigate this risk, set up a feedback/issue collector on the list/platform

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Goal 6 Develop and build out the industry engagement activities.

Lead

IEC Chan Wong and John McDonald

Detail

Bridging the gap of industry, academia and IEEE

Next quarter tasks to achieve goals

- Establish a charter and phased strategy
- Assist SoutheastCon Chair - local sponsors list
- With Area Chairs recruit volunteers to launch activities to raise awareness
- With Area Chairs build a centralized POC database (Industry and academia)

Project Success - Metrics

- Number of SoutheastCon sponsors
- Number of POCs per Area
- Number of engaged companies
- Number of engaged volunteers

Progress

Milestone	Target Completion	% Complete
R3 Industry Engagement Charter	1Q2024	
Initial strategy developed	1Q2024	
Ind. Engagement Event	2Q2024	
Ind. Engagement Event	3Q2024	
Ind. Engagement Event	4Q2024	
Update strategy	4Q2024	

Risks and Recommendations

- New activity, make take more time
- May need funding – not budgeted
- Volunteers may need training

Goal 7: Provide engaging and surplus-generating SoutheastCon and other Region 3 sponsored conferences in 2024-2025 and plan for similar success in 2026-2028.

Lead

Joe Juisai, Chair, Conference Committee

Detail

- Successfully hold SoutheastCon 2024 in Atlanta
- Prepare Charlotte and Huntsville for success in 2025 and 2026
- Announce and complete selections of 2027, 2028, and 2029 host sections

Next quarter tasks to achieve goals

- Review Huntsville proposal at FinCom and offline R3 Committee in 1Q 2024
- Complete Atlanta 2024 conference

Project Success - Metrics

- Positive Surplus of $15k for 2024
- Approval of Huntsville proposal at FinCom in February and R3 committee shortly afterwards

Progress

Milestone	Target Completion	% Complete
Complete Atlanta 2024	1Q2024	00%
Formalize Huntsville 2026 Bid	1Q2024	25%
Select 2027 Host Section	2Q224	0%
Select 2028 and 2029 Host Sections	3Q2024	0%

Risks and Recommendations

- Lack of qualified proposals for 2027, 2028, and 2029
- Less than target surplus for Atlanta 2024

Goal 8 Engage members through new events and (micro-) volunteering opportunities.

Lead

SSC Chair Kristin Bing

Detail

Who our members are influences what they will enjoy. By creating events based on newly elevated senior member panelists' expertise, we will engage those members and organically hit upon areas practiced by members in our region

Next quarter tasks to achieve goals

- Use 2023 senior member spreadsheet to develop ideas for event themes
- Invite appropriate senior member panelists to participate in the first themed event

Project Success - Metrics

- Meeting milestones
- Having at least 20 participants per event

Progress

Milestone	Target Completion	% Complete
Develop event themes and invite first panelists	1Q2024	
Hold at least one themed event	2Q2024	
Hold at least one themed event	3Q2024	
Hold at least one themed event	4Q2024	

Risks and Recommendations

- Risk that this will stop at the Region-level. Recommend sharing section-specific lists of newly elevated senior member grouped by technical specialties with section chairs

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IEEE Region 3 Strategic Plan 2024

URL: https://r3.ieee.org/about

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Motion

- Region 3 approves the 2024-5 Strategic Plan as presented.

Note: The SOSC voted to recommend the plan be approved by the ExCom.