

# REGION 3 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.

## STRATEGIC GOALS

### a. Align Region with new MGA Model

- Align the Region 3 Committee charters with the Mission and Vision.

Remember the Region is enabling the local volunteer infrastructure to engage the member.

### b. Review for missing elements to support new MGA Model

- Review Region 3 Structure to ensure that there are no missing elements.

Concerns:

- Life cycle of member coverage (needs of member, engagement)
- Life cycle of member continuum (data collection & tracking)

### c. Begin operating in the new MGA Model

- All ExCom and Region Committee members will propose and execute an effort to enable engagement of the member in their area of responsibility.

Notes:

- The Region is enabling the local volunteer infrastructure to engage the member.
- The relationship with the member is changing from a customer to a partner.
- In the new MGA model, it is important to collect data on interactions with the member both for the present need and for future initiatives.

(Add sub goals as defined by ExCom and Region Committee members as tactical plan attached to this plan as appendix)

### d. Review Region Conference Involvement

- Review and decide on level of Region involvement in conferences including SoutheastCon.
- Decide if the Region should provide expertise, financing and consistency working with local units to provide excellent conferences.

### e. Share achievements and ideas with other areas of IEEE

- Pursue tools available from HQ for sharing and working together.
- Continue to promote Section participation at Sections Congress.
- Investigate opportunities for sharing with other regions the new tools and methods developed in Region 3.