



This report is issued monthly on behalf of your Region and the IEEE Member & Geographic Activities Board.



Hello Region 3, I hope you are having a great spring so far. We have some good membership recruitment news to report. For the second month in a row, all U.S. Regions are reporting positive in the area of recruitment. That means you have been doing a great job of getting new members in your Sections. The next goal would be to have our volunteers plan and implement awesome social and technical events to retain our long term and newest members. Increase IEEE awareness by publicizing things your Section has been doing. Post photos and brief summaries on your local website and share!

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Region Snapshot	This Month	'18 vs. '17		% Change	To view your Section's total membership, renewal and recruitment stats, visit the Region 3 Membership Stats folder on Google Drive.
Total Membership	23,080	▼	(432)	-1.8%	
Higher-Grade	19,146	▼	(332)	-1.7%	
Students	3,934	▼	(100)	-2.5%	
IEEE Worldwide	323,752	▲	3,158	1.0%	

A Newtonian Approach to Member Engagement

WHAT?! Is that possible? Why yes it is. [Check out this article](#) from Associations Now where a member-engagement expert applies three of the most famous scientific laws to everyone's favorite topic.

IEEE Students has a new look!

In order to maintain a unified and consistent visual identity and to demonstrate the connection of our Branches to the larger IEEE, IEEE Students now has a recognizable look and messaging that can be used in a variety of ways.

Volunteers now have access to the [IEEE Students Visual Identity Toolkit](#). With this new resource, your Branch story can be told and recognized by so many other members just like you by use of the available resources. There are graphics and editable templates for all your branch-related collateral needs, geared towards communicating the IEEE core values, brand personality and style as well as IEEE Students diversity, areas of study, and historical legacies.

[Be sure to share this valuable resource with your student branches today.](#)

REMINDER: The General Data Protection Regulation (GDPR) takes effect on 25 May 2018.

This regulation will affect how **ALL** IEEE constituents conduct business especially in communicating with our members. ALL IEEE volunteers must become knowledgeable on how to comply with the regulation. Training will be made available in early May. Until then, visit these links for more details to get yourself acquainted with the regulation:

- [How New Regulation to Protect Your Privacy Will Affect You](#)
- [GPDR FAQs for Member and Volunteers](#)

Select Articles from IEEE's *The Institute*

Included below is a small selection of recent articles that may be of interest to you and your members:

- [Want to Get the Most Out of Your IEEE Membership? Join a Group](#)
Getting involved at the local level can boost your overall happiness
- [How I Discovered IEEE While Stuck on a Bus in Rush-Hour Traffic](#)
A casual conversation with two volunteers led to my involvement in the organization
- [What's the Dress Code for Job Interviews These Days?](#)
Your outfit could show employers whether you fit in
- [Five Ways IT Workers Can Stay Professionally Fit](#)
Practical advice on keeping abreast of changes and making career progress

Please visit the MD resources page - here you will find a list of the most valuable resources to help you in your volunteer efforts along with your membership planning. The site is: www.ieee.org/md