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!

Sonya Dillard, Membership Development Chair, Region 3
sonya.dillard@ieee.org

<table>
<thead>
<tr>
<th>Region Snapshot</th>
<th>This Month</th>
<th>‘18 vs. ‘17</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Membership</td>
<td>23,080</td>
<td>(432)</td>
<td>-1.8%</td>
</tr>
<tr>
<td>Higher-Grade</td>
<td>19,146</td>
<td>(332)</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Students</td>
<td>3,934</td>
<td>(100)</td>
<td>-2.5%</td>
</tr>
<tr>
<td>IEEE Worldwide</td>
<td>323,752</td>
<td>3,158</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

To view your Section’s total membership, renewal and recruitment stats, visit the Region 3 Membership Stats folder on Google Drive.

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.

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
- GDPR 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