


From: Lee Stogner l.stogner@ieee.org 
Subject: IEEE Region 3 Member Engagement Report - March, 2015
Date: March 23, 2015 at 5:42 PM
To: IEEE Region 3 ExCom 2015 r3-excom2015@IEEE.ORG, IEEE Region 3 Section Chairs 2015 sec-r03@IEEE.ORG, Christopher Wright wright.c@IEEE.ORG
Cc: Elyn Perez elyn.perez@IEEE.ORG, Antonio Luque aluque@IEEE.ORG, Mauricio Cano Galvis mcano@IEEE.ORG, Cathy Freeman c.freeman@IEEE.ORG, Bill H. Williams billwill@TRIAD.RR.COM, Jim Howard j.howard@IEEE.ORG, William Ratcliff w.ratcliff@IEEE.ORG

LS

Region 3,

Attached are the IEEE and Region 3 Member Engagement Reports for January and February, 2015. Please print both reports and compare them as a two month snapshot of your efforts to engage our members and help us grow Region 3.

Also please note that you have both the IEEE world wide report and the Region 3 report. The Region 3 report has information down to the Section level.

And, the program that I am not supposed to call the Terminator has run. I have attached a Table that details how many Members were removed from each of our Sections. We still have their Contact Information, they are just not counted as Members. And the Region and the Sections benefits of their part of the Rebates.

Message 1

A total of 8222 members (higher grade and student) have been removed from Region 3. The attached table indicates how many and where. We will be working with every Region 3 Section to give you information regarding who was removed. Staff will be helping by contacting everyone messaging campaign. This activity will return a number of Members back to Active status. Yes, some Members moved to another Regions. For the remaining missing members, we will need local help in contacting those Members. We will provide a list to each Section as soon as the ends.

Message 2

Every year we lose contact with a number of our Life Members because they are no longer with us. Life Members have a special status. They have reached the level where because of age and years of service, they no longer have to pay yearly dues. But they still need to tell the IEEE Life Members. We will try a messaging campaign to determine their status. If you already know of Members that are no longer with us, please let us know and we will update the database. At the end of the messaging, we will need the Sections to help make local contact with the remaining members.

Message 3

Over the past year we have been sharing information with all of you to ask for your support for the **Region 3 First Year Member Experience Project**. This is a project where we engage the member when they first join to find out what they expect of IEEE membership and find ways will fulfill those needs. It is the expectation that a new member that is "engaged" in a local Section / Chapter will be more willing to renew because they see the benefits of IEEE membership. For those that joined because of IEEE products / services, we want to make sure that they know how to use them.

To provide additional Region 3 wide support for this project, we have increased the size of our project committee to give you a more local set of resources. The full committee list is,

Bill Ratcliff w.ratcliff@ieee.org
Mauricio Cano Galvis mcano@ieee.org
Cathy Freeman c.freeman@ieee.org
Jim Howard j.howard@ieee.org
Bill Williams billwill@triad.rr.com
Lee Stogner l.stogner@ieee.org
Christopher Wright - IEEE Staff wright.c@ieee.org

We will make available to every Region 3 Section / Chapter a set of tools to explain and execute their local portion of the project. A new SAMIEEE query is already available to generate reports of new members in your Section.

Finally, I have attached the Reminder of the March 24 IEEE MD Webcast. There is still time to register for this award winning monthly webcast. Please participate and learn what other volunteers are doing to engage their fellow members. Also, let's plan our own Region 3 webcasts to give you a variety of MD tools and resources. Sometimes the Section MD Chair feels that they are alone in providing support, if needed, we can provide conference calls to re-enforce the Region 3 MD network and exchange ideas. We also encourage every Section to create a MD Committee instead of work on a single MD person.

Don't forget, the main IEEE MD resource page is at,

www.ieee.org/md

When all of the Messaging ends, I will need the help of the Sections to correct all of our information and stabilize our foundation so I can work with all of you to grow Region 3. I have also attached the growth goals that the IEEE would like for us to reach for this year. Don't forget there is a benefit to your Section and Region 3.

Sincerely,

Lee Stogner, PMP
Region 3 Member Engagement Chair
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864-360-9415

Elyn Perez

Mar 19 (4 days)

to md-alert-all

Hello IEEE Membership Development Team,

Join us for the March MD Webcast, scheduled for **Tuesday, 24 March 2015** at 10:00AM Eastern (New York) or 14:00:00 UTC. Note the change this month from the usual Friday.

If you have already registered, no further action is needed.

The topics we will discuss in this month's webcast include:

- Membership statistics and trends
- Region and Section MD goals
- 2015 Service Deactivation
- First year Experience: Guest speaker Lee Stogner will present some tactics you can put into practice in your Section to welcome and engage new members.

Register online now at:

<https://cc.readytalk.com/r/cizkmmzyhfaj&eom>

Click on the "Register Now" bar and then complete the form with your name and email address, IEEE Region, Section or Society.

ReadyTalk provides the technical delivery of the Monthly MD Webcast. Please test your computer by going to www.readytalk.com and clicking the "Test Your Computer" link in the "Join a Meeting" login box. This link will give you confirmation and reminder emails that will be sent to you after your registration is completed.

If you missed any of the previous webcasts, the Webcast Archive page is found at http://www.ieee.org/about/volunteers/membership_development/md2015archiveguide.html.

Questions or suggestions for a future webcast? Please let me know!

Regards,

Elyn Perez

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