

**From:** Lee Stogner l.stogner@IEEE.ORG   
**Subject:** IEEE Region 3 Member Engagement Report - June, 2015  
**Date:** June 8, 2015 at 1:55 PM  
**To:** Lee Stogner l.stogner@ieee.org  
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LS

IEEE Region 3,

**Today is A Great Day** as we say in South Carolina. After a number of Monday nights spent discussing how to retain our new members, the Region 3 First Year Member Experience Project, FYME, is moving from development to execution. With the help of several Pilot Projects and our Chairs, we will be working closely with all of our Sections to give them support in engaging their own First Year Members. With all of this close hand engagement, we expect to show a lot of success this year as the Renewal Letters are sent out this Fall.

#### The Pilot Sections

Eastern North Carolina Section - Mentors, Mauricio Cano Galvis, Mary Ellen Randall  
Florida West Coast Section - Mentor, Jim Howard  
Piedmont Section - Mentors, Allen Thomas, Lee Stogner  
Savannah Section - Mentors, Rami J Haddad, Bill Ratcliff

These Sections are starting their FYME projects now and will be available to share what they learn with the rest of the Region team.

#### The Area / Council Support Team

Area 1 Chair - Sean Haynes

Area 2 Chair - Paul Goodson

Area 3 Chair - William Marshall

Area 4 Chair - James Anderson

Area 5 Chair - Timothy S Bigelow

Area 6 Chair - Eric Grigorian

Area 7 Chair - Jacquelyn D N Cunningham

Area 8 Chair - Anthony M Richardson

Area 9 Chair - Daniel T Tulloch-Reid

These members are particularly important to this project in that they have senior experience with the IEEE and they are geographically close to a small manageable number of Sections that they support. Many thanks to Mary Ellen for volunteering the time of these IEEE Leaders for this project.

#### Path Forward

At tonight's Region 3 Excom Meeting, we will formally launch the execution phase of the FYME Project. This is not an exercise where we throw documentation "over the wall" and wish you luck. This project will continue to be supported until we are retaining our First Year Members. All of the Area Chairs are encouraged to participate in the Monday night meetings that the FYME team is having. If anyone wants to add new detail to our documentation, you are welcome. If you require web casts to engage your entire Sections as a FYME team, not a problem. Bottom line, we are all together and we will work together to grow back to and exceed our previous high of over 35,000 members.

We still have other Membership Engagement activities,

- Student Members
- Company Outreach
- Renewal / Retention
- Senior Member Upgrades
- Life Members
- Our various Committees that deliver Educational, Career and other Professional support

One activity does not replace another, it does take a range of targeted campaigns to ensure that our members are engaged to the point that Region 3 can reach a goal of 50,000 members.

#### Summary

This project is but one of the activities that it takes to encourage, motivate and grow a organization of thousands of members here in the Southeast. Each of us joined the IEEE for our own reason of this project is to find out what these new members need from the IEEE and establish ways in which those needs can be met. We should also review our current, long standing members and how the IEEE do to engage and support them as well.

I have attached several documents that will help you launch and execute your local FYME Project. Please let me know what else you need.

Don't forget that we have the June MD Webcast coming up. Registration details are included below.

Sincerely,

Lee Stogner, PMP  
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Elyn Perez

Jun 5

to md-alert-all

Hello IEEE Membership Development Team,

Join us for the next MD Webcast, scheduled for Friday, 26 June 2015 at 10:00AM Eastern (New York) or 14:00:00 UTC.

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

- Membership statistics and trends
- Section MD goals
- Arrears recovery progress
- VTools Meetings - How to create and manage a meeting invite

Register online now at: <https://cc.readytalk.com/r/97551dydlbu&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](http://www.readytalk.com) and clicking the "Test Your Computer" link in the "Join a Meeting" login box. This link will : 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](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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IEEE R3 FYME Process  
- 6-4-15.pdf



Region 3 FYME Project  
4-10-15.ppt



Section Introduction  
Letter.docx