


**From:** Lee Stogner l.stogner@ieee.org   
**Subject:** IEEE Region 3 Member Engagement Report - December, 2015  
**Date:** December 14, 2015 at 1:27 PM  
**To:** Lee Stogner l.stogner@ieee.org  
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IEEE Region 3,

Tonight is a special ExCom meeting that will allow us to discuss the status of our Membership Development activities and in return receive the feedback and guidance of the Region 3 ExCom. To support tonight's meeting, I have attached the latest IEEE and Region 3 Member Engagement Report with your Sections.

In particular we will highlight our First Year Member Experience Project and share the results from our Pilot Sections in improving the Retention of their new members.

#### The FYME 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 have started their FYME projects and will be available to share what they learn with the rest of the Region 3 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 can 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 answer questions from everyone regarding the execution phase of the FYME Project. This is not an exercise where we throw documentation "over your head" in the future. This project will continue to be supported until we are retaining our First Year Members and this process is a ongoing part of our Section activities. If anyone wants to a 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 in this together and we will work together to grow our membership beyond our previous high of over 30,000 members.

We still have other Member 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

It takes a variety of activities to encourage, motivate and grow a organization of thousands of members here in the Southeast. Each of us joined the IEEE for our own reasons. A big part of that is to find out what members new and old need from the IEEE and establish ways in which those needs can be met.

Don't forget that we have the December 18 MD Webcast coming up. Registration details are included below. Please make sure that your Section is well represented.

Sincerely,

Lee Stogner, PMP  
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Elyn Perez

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Hello IEEE Membership Development Team,

Please register for the next Membership Development Webcast, scheduled for Friday, 18 December 2015 at 10:00AM Eastern (New York) or 15:00:00 UTC.

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

- 2016 Membership Year October Statistics
- Region and Section MD goals for 2016
- **Best Practices Case Studies: Columbia Section (Region 3) and Sri Lanka Section (Region 10)**

Register online now at: <https://cc.readytalk.com/r/2j7t1b7grifg&eom>

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).

Have 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



R3 ExCom - FYME  
Training - 7-13-15.pptx



IEEE MD Monthly - Oct  
2015.pdf



Region 3 MD Report -  
Oct 2015.pdf