



# Member Engagement & Life Cycle

March 21, 2016 Report to the Region 3 Committee

# Member Engagement and Life Cycle

## ▶ Objective

Promote the growth of both professional and student members in Region 3 and the Institute as a whole. Encourage the professional, technical and personal growth of all members within the Region through IEEE programs that facilitate the engagement of members.

## ▶ Committee Chair: Mark Torres

- Young Professional Representative -- Laura Camburn
- Industrial Relations -- Lee Stogner
- Life Member Coordinator -- Charles Husbands
- Membership Recruiting and Recovery – Mauricio Cano
- Women in Engineering Liaison -- Takoi K. Hamrita, PhD

# Membership Recruiting and Recovery

- ▶ Emphasize Membership Development as a 2016 priority in all Sections
- ▶ Improve Member engagement by more effective use of Social Media e.g., Facebook, Twitter, LinkedIn, web sites, Newsletters, etc.
- ▶ Work with Section webmasters to promote IEEE and IEEE USA member benefits such as training, employment assistance, etc.
- ▶ Promote local Section engagement of Student Branches, WIE, Young Professional, Senior Member and Life Member events
- ▶ Encourage Sections to engage new members by contacting them and providing information on local meetings and activities (Robotics and MathCounts).

# Total Membership: 2016 Membership Year February 2016

Total Active Members by Region: February 2016										
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS			
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change	
Tri Cities Section	81	82	-1.2%	16	7	128.6%	97	89	9.0%	X
East Tennessee Section	680	682	-0.3%	151	109	38.5%	831	791	5.1%	
Richmond Section	589	590	-0.2%	93	64	45.3%	682	654	4.3%	X
Central North Carolina Section	213	217	-1.8%	35	26	34.6%	248	243	2.1%	
Florida West Coast Section	1460	1457	0.2%	154	136	13.2%	1614	1,593	1.3%	X
Louisville Section	259	262	-1.1%	72	65	10.8%	331	327	1.2%	
Eastern North Carolina Section	2136	2104	1.5%	321	328	-2.1%	2457	2,432	1.0%	X
Melbourne Section	484	473	2.3%	50	57	-12.3%	534	530	0.8%	
Charlotte Section	497	496	0.2%	121	118	2.5%	618	614	0.7%	
Central Savannah River Section	148	142	4.2%	17	22	-22.7%	165	164	0.6%	
Daytona Section	143	138	3.6%	45	50	-10.0%	188	188	0.0%	
Gainesville Section	267	281	-5.0%	97	84	15.5%	364	365	-0.3%	
Central Tennessee Section	522	527	-0.9%	129	126	2.4%	651	653	-0.3%	
Virginia Mountain Section	329	340	-3.2%	163	154	5.8%	492	494	-0.4%	
Jacksonville Section	296	284	4.2%	43	57	-24.6%	339	341	-0.6%	
Central Virginia Section	457	462	-1.1%	63	66	-4.5%	520	528	-1.5%	
Atlanta Section	2779	2766	0.5%	499	565	-11.7%	3278	3,331	-1.6%	X
Palm Beach Section	548	569	-3.7%	55	44	25.0%	603	613	-1.6%	
Chattanooga Section	262	259	1.2%	25	33	-24.2%	287	292	-1.7%	
Northwest Florida Section	227	240	-5.4%	35	27	29.6%	262	267	-1.9%	
Tallahassee Area Section	205	190	7.9%	56	76	-26.3%	261	266	-1.9%	
<b>Region 3 Total</b>	<b>19,036</b>	<b>19,246</b>	<b>-1.1%</b>	<b>3,576</b>	<b>3,951</b>	<b>-9.5%</b>	<b>22,612</b>	<b>23,197</b>	<b>-2.5%</b>	

# Total Membership: 2016 Membership Year February 2016

Total Active Members by Region: February 2016									
REGION 3	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
<b>Region 3 Total</b>	<b>19,036</b>	<b>19,246</b>	<b>-1.1%</b>	<b>3,576</b>	<b>3,951</b>	<b>-9.5%</b>	<b>22,612</b>	<b>23,197</b>	<b>-2.5%</b>
Mississippi Section	295	297	-0.7%	93	105	-11.4%	388	402	-3.5%
Memphis Section	302	304	-0.7%	99	112	-11.6%	401	416	-3.6%
Broward Section	354	364	-2.7%	67	74	-9.5%	421	438	-3.9%
Jamaica Section	88	92	-4.3%	34	36	-5.6%	122	128	-4.7%
Canaveral Section	144	145	-0.7%	5	12	-58.3%	149	157	-5.1%
Miami Section	373	373	0.0%	129	156	-17.3%	502	529	-5.1%
Orlando Section	827	840	-1.5%	163	204	-20.1%	990	1,044	-5.2%
Hampton Roads Section	499	520	-4.0%	82	98	-16.3%	581	618	-6.0%
Evansville-Owensboro Section	141	141	0.0%	26	38	-31.6%	167	179	-6.7%
Huntsville Section	834	867	-3.8%	54	93	-41.9%	888	960	-7.5%
Coastal South Carolina Section	306	313	-2.2%	40	63	-36.5%	346	376	-8.0%
Winston-Salem Section	108	111	-2.7%	14	22	-36.4%	122	133	-8.3%
Lexington Section	248	265	-6.4%	72	84	-14.3%	320	349	-8.3%
Central Georgia Section	182	197	-7.6%	24	28	-14.3%	206	225	-8.4%
Alabama Section	613	638	-3.9%	142	200	-29.0%	755	838	-9.9%
Piedmont Section	378	399	-5.3%	85	119	-28.6%	463	518	-10.6%
Savannah Section	140	147	-4.8%	27	42	-35.7%	167	189	-11.6%
Columbia Section	285	300	-5.0%	90	125	-28.0%	375	425	-11.8%
Western North Carolina Section	225	250	-10.0%	50	70	-28.6%	275	320	-14.1%
Mobile Section	112	122	-8.2%	40	56	-28.6%	152	178	-14.6%

X  
X  
X

# 2016 Senior Member Elevation

- ▶ The 2016 Region 3 Goal is 250 Senior Member elevations. In the February panel we got off to a great start with 35 Senior Member elevations.
- ▶ As of March 18<sup>th</sup> >> 19 applications are complete and currently 15 will be in the March 19<sup>th</sup> panel with 43 pending applications needing references. Please work on these application so that these members will be reviewed in the April 13<sup>th</sup> panel in Atlanta.
- ▶ The panel targets are: Apr 25, May 30, Jun – Sep 20 each, Oct 40 & Nov 30. Please schedule Section Roundups now. Lets start strong this spring and finish strong in the fall.
- ▶ The [2015 Winter Region 3](#) newsletter provided two excellent articles to support Senior Member elevation. See the following link for the [IEEE Senior Membership Nomination Event Guide](#)

# 2016 Panel Schedule

2016 Submission Deadline Dates	2016 Panel Dates	Location
3 February	13 February	San Diego, CA, USA (R6)
1 March	19 March	Bombay, India (R10)
13 April	23 April	Atlanta, GA (R3)
6 May	21 May	Paris, France (R8)
15 June	25 June	Philadelphia, PA, USA (R2)
13 July	23 July	Ottawa, Canada (R7)
26 August	10 September	Hong Kong (R10)
9 September	19 September	New Brunswick, NJ, USA (R1)
	October	TBD, USA
	November	TBD, USA



- ▶ November is the last 2016 panel meeting.



# Pending Applications Needing References

Area	SECTION	LAST NAME	FIRST NAME	REF #1	REF #2
Area 1	Central Virginia Section	Elks	Carl	J.D.	
Area 1	Central Virginia Section	Wooters	Stuart	R.W.	
Area 1	Richmond Section	Darron	Carl	J.D.	
Area 1	Richmond Section	Walia	Sukhdev	D.W.	
Area 2 / NC Council	Charlotte Section	Brindle	Edward	J.C.	
Area 2 / NC Council	Eastern North Carolina Section	GAJEWSKI	DONALD	S.R.	S.S.
Area 2 / NC Council	Eastern North Carolina Section	Jahanbakhsh	Farbod	D.N.	
Area 2 / NC Council	Eastern North Carolina Section	Jiang	Xiaoning	M.C.	
Area 2 / NC Council	Eastern North Carolina Section	Pong	Muy Long	P.L.	J.V.
Area 2 / NC Council	Eastern North Carolina Section	Shen	Xipeng	R.G.	M.S.
Area 3	Atlanta Section	Bloch	Matthieu	A.Y.	J.K.
Area 3	Atlanta Section	Clark	William	T.H.	W.B.
Area 3	Atlanta Section	Davenport	Mark	A.P.	J.M.
Area 3	Atlanta Section	Fujimoto	Richard	D.B.	
Area 3	Atlanta Section	Smith	Robert	B.U.	K.M.
Area 4/Florida Council	Canaveral Section	Nyffenegger	Paul	R.F.	
Area 4/Florida Council	Florida West Coast Section	Kelly	Kenneth	K.D.	K.A.
Area 4/Florida Council	Jacksonville Section	Denman	Richard	W.S.	P.S.
Area 4/Florida Council	Jacksonville Section	Kopp	Brian	W.S.	
Area 4/Florida Council	Jacksonville Section	Kreidl	O	P.S.	W.S.
Area 4/Florida Council	Melbourne Section	Middleton	Charles	R.D.	A.P.
Area 4/Florida Council	Northwest Florida Section	Hoffman	Robert	J.H.	D.Z.
Area 4/Florida Council	Palm Beach Section	Leifer	James		
Area 4/Florida Council	Palm Beach Section	Watson	Joe	G.H.	
Area 4/Florida Council	Tallahassee Area Section	Hollister	John	C.L.	B.H.

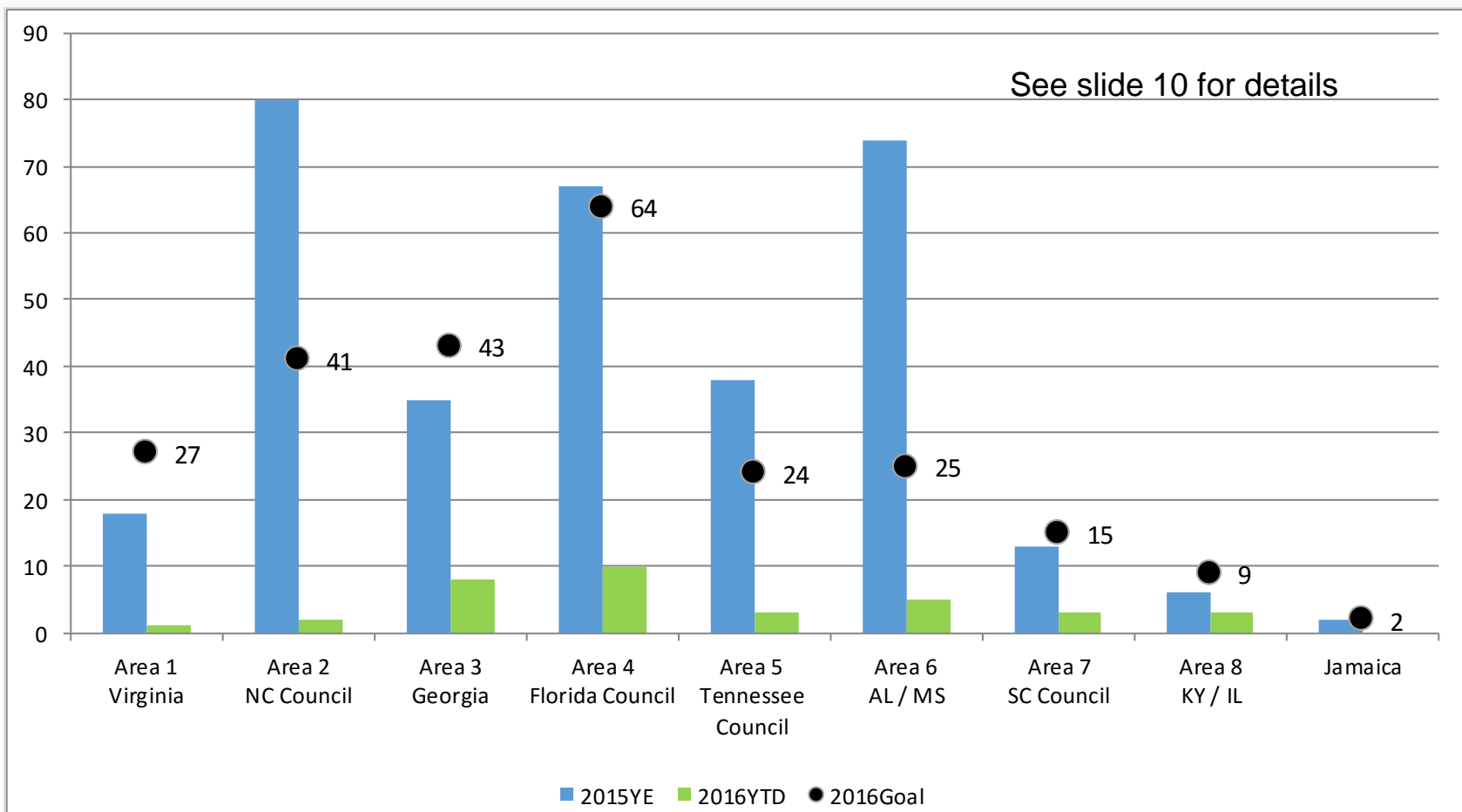


# Pending Applications Needing References

Area	SECTION	LAST NAME	FIRST NAME	REF #1	REF #2
Area 5/Tennessee Council	Central Tennessee Section	Dallas	Joy	M.L.	
Area 5/Tennessee Council	Central Tennessee Section	Mizrah	Len	R.B.	M.P.
Area 5/Tennessee Council	Chattanooga Section	Barnett	Robert	J.N.	S.J.
Area 5/Tennessee Council	East Tennessee Section	Barker	Alan	T.B.	D.C.
Area 5/Tennessee Council	East Tennessee Section	Beard	Lisa	C.F.	D.N.
Area 5/Tennessee Council	East Tennessee Section	Chen	Suheng	L.T.	
Area 5/Tennessee Council	East Tennessee Section	Maclennan	Bruce	L.P.	L.T.
Area 5/Tennessee Council	East Tennessee Section	Vetter	Kurt	I.B.	
Area 5/Tennessee Council	Memphis Section	Masum	Salahuddin Mohammad		
Area 5/Tennessee Council	Tri Cities Section	Bennett	Brian	W.B.	M.H.
Area 6	Alabama Section	Mewes	Tim	T.S.	S.D.
Area 6	Alabama Section	Sauls	Roderick	T.B.	R.H.
Area 6	Huntsville Section	Casteel Jr.	Curtis	G.P.	
Area 6	Huntsville Section	West	Joseph	L.B.	
Area 7/SC Council	Columbia Section	MARSH	ALLISON	E.T.	L.F.
Area 7/SC Council	Piedmont Section	Sinnett	Jay	A.C.	T.H.
Area 8	Lexington Section	Wolf	Robert	J.G.	M.F.
Area 9	Jamaica Section	Fokum	Daniel	D.D.	

# Senior Member Elevations 2016 Total

2016 Goal: With the February Panel we have 35 new Senior Members this represents 14% of our 2016 Region goal of 250.



# Senior Member Elevations 2016 Total

	2015YE	2016YTD	2016Goal		2015YE	2016YTD	2016Goal
<b>Area 1</b>	<b>18</b>	<b>1</b>	<b>27</b>	<b>Area 2 / NC Council</b>	<b>80</b>	<b>2</b>	<b>41</b>
CENTRAL VIRGINIA	2		6	CENTRAL NORTH CAROLINA	4		3
HAMPTON ROADS	3	1	7	CHARLOTTE	11		7
RICHMOND	8		9	EASTERN NORTH CAROLINA	49	1	28
VIRGINIA MOUNTAIN	5		5	WESTERN NORTH CAROLINA	15	1	2
				WINSTON-SALEM	1		1
<b>Area 3</b>	<b>35</b>	<b>8</b>	<b>43</b>				
ATLANTA	32	8	40	<b>Area 4/Florida Council</b>	<b>67</b>	<b>10</b>	<b>64</b>
CENTRAL GEORGIA	1		2	BROWARD	3		5
SAVANNAH	2		1	CANAVERAL	0		2
				DAYTONA	3		1
<b>Area 5/Tennessee Council</b>	<b>38</b>	<b>3</b>	<b>24</b>	FLORIDA WEST COAST	11	5	14
CENTRAL TENNESSEE	11	1	7	GAINESVILLE	5	2	3
CHATTANOOGA	4		3	JACKSONVILLE	9		4
EAST TENNESSEE	19	2	9	MELBOURNE	17		7
MEMPHIS	3		4	MIAMI	2	1	5
TRI CITIES	1		1	NORTHWEST FLORIDA	1	1	3
				ORLANDO	10	1	11
<b>Area 6</b>	<b>74</b>	<b>5</b>	<b>25</b>	PALM BEACH	3		6
ALABAMA	12	1	8	TALLAHASSEE AREA	3		3
HUNTSVILLE	56	2	12				
MISSISSIPPI	5	2	4	<b>Area 8</b>	<b>6</b>	<b>3</b>	<b>9</b>
MOBILE	1		1	EVANSVILLE-OWENSBORO	0	1	2
				LEXINGTON	4		3
<b>Area 7/SC Council</b>	<b>13</b>	<b>3</b>	<b>15</b>	LOUISVILLE	2	2	4
CENTRAL SAVANNAH RIVER	0		2				
COASTAL SOUTH CAROLINA	6		5	JAMAICA	<b>2</b>		<b>2</b>
COLUMBIA	2	1	4				
PIEDMONT	5	2	4				



Event Held



Event Planned

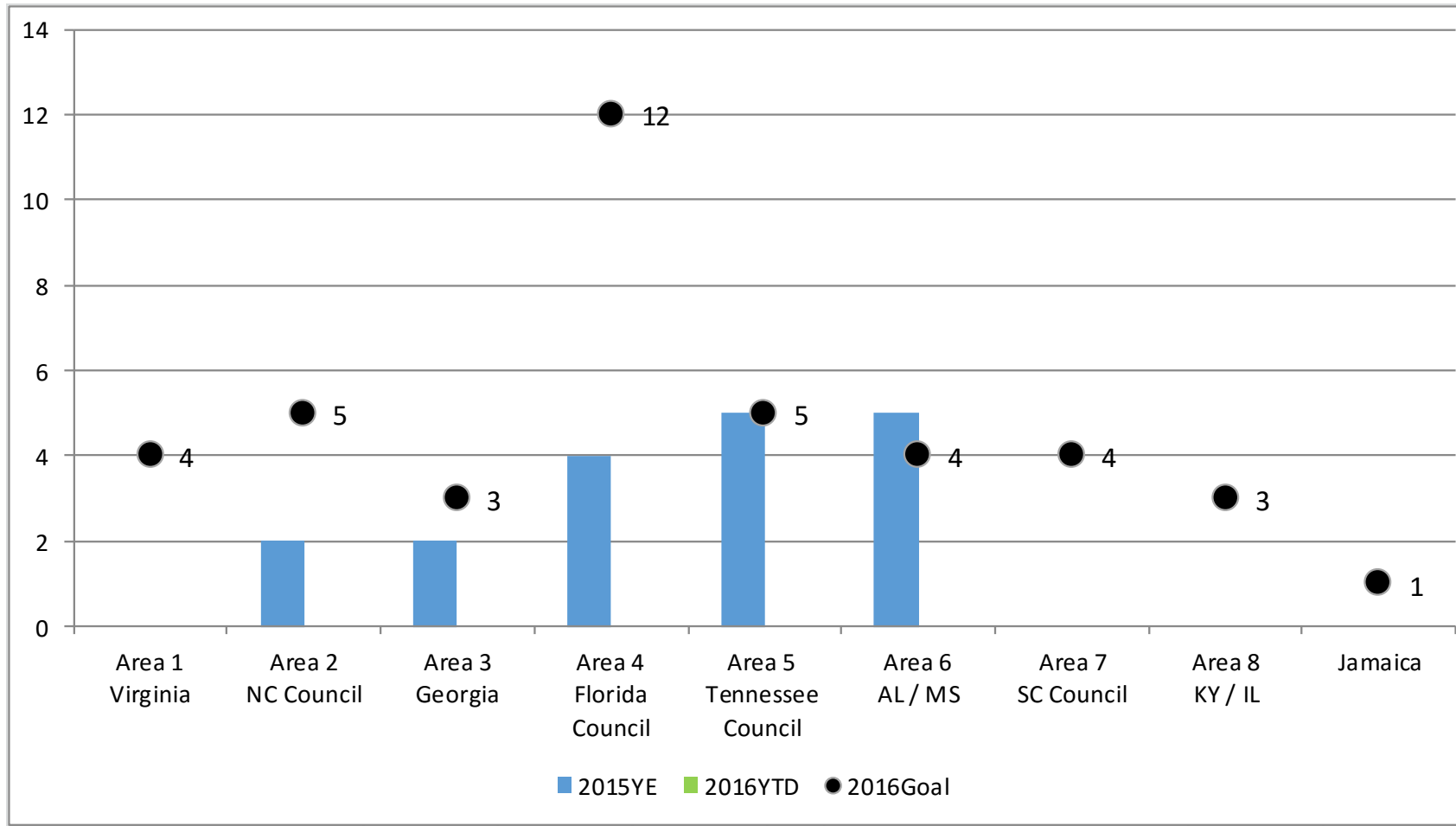


No Event Planned or no Report



# Young Professional Events February 2016 YTD

2016 Goal: Hold at least 1 Young Professional event in each section

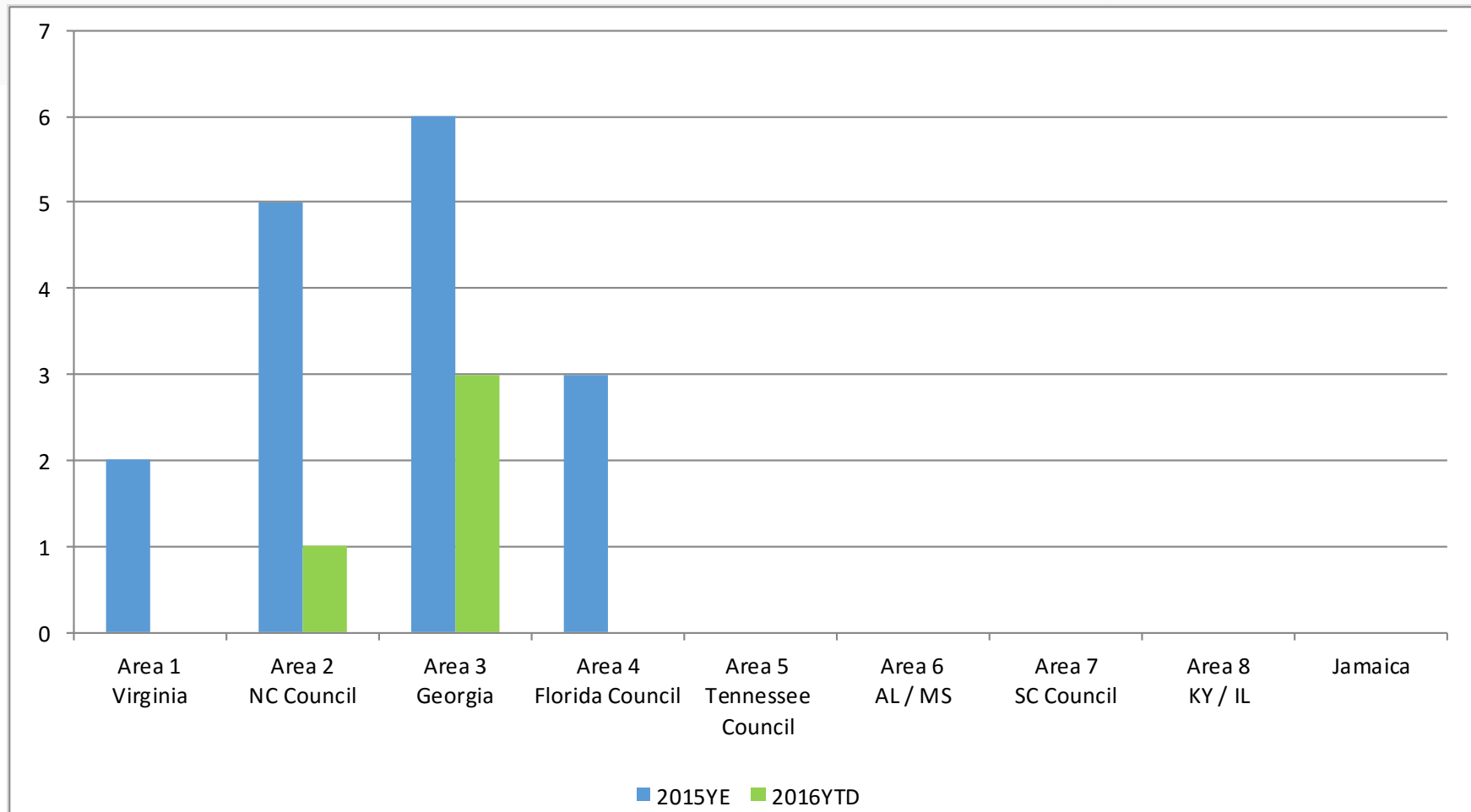


# Young Professional Events February 2016 YTD

2016 Goal: Hold at least 1 Young Professional event in each section

	2015YE	2016YTD	2016Goal		2015YE	2016YTD	2016Goal	
<b>Area 1</b>	<b>0</b>	<b>0</b>	<b>4</b>		<b>Area 2 / NC Council</b>	<b>2</b>	<b>0</b>	<b>5</b>
CENTRAL VIRGINIA			1		CENTRAL NORTH CAROLINA			1
HAMPTON ROADS			1		CHARLOTTE	1		1
RICHMOND			1		EASTERN NORTH CAROLINA	1		1
VIRGINIA MOUNTAIN			1		WESTERN NORTH CAROLINA			1
					WINSTON-SALEM			1
<b>Area 3</b>	<b>2</b>	<b>0</b>	<b>3</b>		<b>Area 4/Florida Council</b>	<b>4</b>	<b>0</b>	<b>12</b>
ATLANTA	2		1		BROWARD			1
CENTRAL GEORGIA			1		CANAVERAL			1
SAVANNAH			1		DAYTONA			1
<b>Area 5/Tennessee Council</b>	<b>5</b>	<b>0</b>	<b>5</b>		FLORIDA WEST COAST	2		1
CENTRAL TENNESSEE			1		GAINESVILLE			1
CHATTANOOGA			1		JACKSONVILLE			1
EAST TENNESSEE			1		MELBOURNE	2		1
MEMPHIS	5		1		MIAMI			1
TRI CITIES			1		NORTHWEST FLORIDA			1
					ORLANDO			1
<b>Area 6</b>	<b>5</b>	<b>0</b>	<b>4</b>		PALM BEACH			1
ALABAMA	2		1		TALLAHASSEE AREA			1
HUNTSVILLE	3		1					
MISSISSIPPI			1		<b>Area 8</b>	<b>0</b>	<b>0</b>	<b>3</b>
MOBILE			1		EVANSVILLE-OWENSBORO			1
					LEXINGTON			1
<b>Area 7/SC Council</b>	<b>0</b>	<b>0</b>	<b>4</b>		LOUISVILLE			1
CENTRAL SAVANNAH RIVER			1					
COASTAL SOUTH CAROLINA			1		<b>JAMAICA</b>	<b>0</b>	<b>0</b>	<b>1</b>
COLUMBIA			1					
PIEDMONT			1					

# Women in Engineering Events February 2016 YTD



# Women in Engineering Events

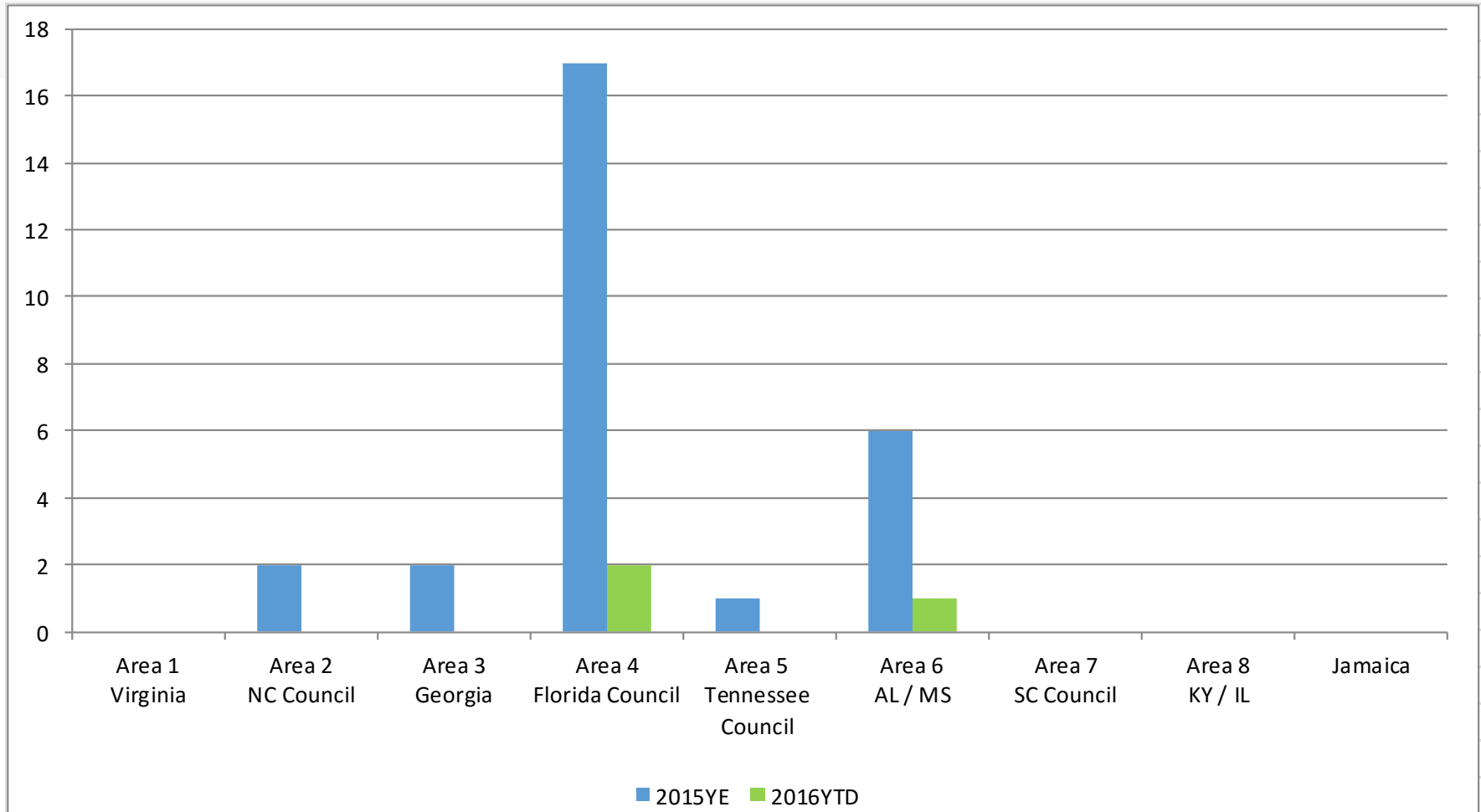
## February 2016 YTD

	2015YE	2016YTD	2016Goal
<b>Area 1</b>	<b>2</b>	<b>0</b>	<b>0</b>
CENTRAL VIRGINIA			
HAMPTON ROADS			
RICHMOND	2		
VIRGINIA MOUNTAIN			
<b>Area 3</b>	<b>6</b>	<b>3</b>	<b>0</b>
ATLANTA	6	3	
CENTRAL GEORGIA			
SAVANNAH			
<b>Area 5/Tennessee Council</b>	<b>2</b>	<b>0</b>	<b>0</b>
CENTRAL TENNESSEE			
CHATTANOOGA			
EAST TENNESSEE			
MEMPHIS	2		
TRI CITIES			
<b>Area 6</b>	<b>0</b>	<b>0</b>	<b>0</b>
ALABAMA			
HUNTSVILLE			
MISSISSIPPI			
MOBILE			
<b>Area 7/SC Council</b>	<b>0</b>	<b>0</b>	<b>0</b>
CENTRAL SAVANNAH RIVER			
COASTAL SOUTH CAROLINA			
COLUMBIA			
PIEDMONT			

	2015YE	2016YTD	2016Goal
<b>Area 2 / NC Council</b>	<b>5</b>	<b>1</b>	<b>0</b>
CENTRAL NORTH CAROLINA			
CHARLOTTE	2	1	
EASTERN NORTH CAROLINA	3		
WESTERN NORTH CAROLINA			
WINSTON-SALEM			
<b>Area 4/Florida Council</b>	<b>3</b>	<b>0</b>	<b>0</b>
BROWARD			
CANAVERAL			
DAYTONA			
FLORIDA WEST COAST	3		
GAINESVILLE			
JACKSONVILLE			
MELBOURNE			
MIAMI			
NORTHWEST FLORIDA			
ORLANDO			
PALM BEACH			
TALLAHASSEE AREA			
<b>Area 8</b>	<b>0</b>	<b>0</b>	<b>0</b>
EVANSVILLE-OWENSBORO			
LEXINGTON			
LOUISVILLE			
<b>JAMAICA</b>	<b>0</b>	<b>0</b>	<b>1</b>



# Life Member Events February 2016 YTD



# Life Member Events

## February 2016 YTD

	2015YE	2016YTD	2016Goal		2015YE	2016YTD	2016Goal
<b>Area 1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>Area 2 / NC Council</b>	<b>2</b>	<b>0</b>	<b>0</b>
CENTRAL VIRGINIA				CENTRAL NORTH CAROLINA			
HAMPTON ROADS				CHARLOTTE			
RICHMOND				EASTERN NORTH CAROLINA			
VIRGINIA MOUNTAIN				WESTERN NORTH CAROLINA			
				WINSTON-SALEM	2		
<b>Area 3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>Area 4/Florida Council</b>	<b>17</b>	<b>2</b>	<b>0</b>
ATLANTA	2			BROWARD			
CENTRAL GEORGIA				CANAVERAL			
SAVANNAH				DAYTONA	2	1	
<b>Area 5/Tennessee Council</b>	<b>1</b>	<b>0</b>	<b>0</b>	FLORIDA WEST COAST	2		
CENTRAL TENNESSEE				GAINESVILLE			
CHATTANOOGA				JACKSONVILLE			
EAST TENNESSEE	1			MELBOURNE	4		
MEMPHIS				MIAMI			
TRI CITIES				NORTHWEST FLORIDA	9	1	
				ORLANDO			
<b>Area 6</b>	<b>6</b>	<b>1</b>	<b>0</b>	PALM BEACH			
ALABAMA	6	1		TALLAHASSEE AREA			
HUNTSVILLE							
MISSISSIPPI				<b>Area 8</b>	<b>0</b>	<b>0</b>	<b>0</b>
MOBILE				EVANSVILLE-OWENSBORO			
				LEXINGTON			
<b>Area 7/SC Council</b>	<b>0</b>	<b>0</b>	<b>0</b>	LOUISVILLE			
CENTRAL SAVANNAH RIVER							
COASTAL SOUTH CAROLINA				<b>JAMAICA</b>	<b>0</b>	<b>0</b>	<b>1</b>
COLUMBIA							
PIEDMONT							

# Appendix

# Glossary

- Arrears – members who have not paid the current year dues, services will end
- Inactive – members who have not paid dues from the past year and receive no services
- Deactivation – All IEEE members who have not paid dues for the current membership year by the deactivation service date (23 February in 2013) have their member status changed to Arrears
- MD – Membership Development
- MGA – Member & Geographic Activities
- TA – Technical Activities
- MRRC – Membership Recruitment & Recovery Committee
- MGM – Member-Get-A-Member program
- A&A – Admission & Advancement program
- SM – Senior Member grade
- Young Professionals (YP) – used to be IEEE GOLD
- HG – Higher-grade member (Member, Senior Member, Fellow. Life Member)
- RSR – Region Student Representative
- RSAC – Region Student Activities Chair
- SAMIEEE – Section/Society Access to Membership Information

# Glossary (Cont'd.)

- ▶ (GEO) – Geographic Predefined Queries Folder, (MD) – Membership Development Predefined Queries Folder, (SOC) – Society Predefined Queries Folder
- ▶ OU – Organization Unit within IEEE (region, section, affinity group, student branch, etc.)
- ▶ OBIEE – Oracle Business Intelligence Enterprise Edition
- ▶ SCOOP – Newsletter from MGA
- ▶ MMD – Member Market Development
- ▶ ACK Pac– Acknowledgement Package sent to new members
- ▶ ExCom – IEEE unit’s Executive Committee composed of officers
- ▶ YOY – Year over Year – usually for comparing yearly statistics
- ▶ YOS – Years of Service – for number of membership years
- ▶ MLP – Member Loyalty Program