

Member Communications Committee (MCC)

*IEEE Region 3 MCC Members
Executive Committee Briefing
15 June 2020*



Member Communications Committee (MCC)

Committee Member Responsibilities

- ▶ **MCC** shall identify and communicate the personal and professional benefits of active engagement with fellow IEEE members. The MCC shall contribute material, and if requested, present communications information and demonstrations to the Region leadership and members.
- ▶ **MCC Chair** shall assist the Region 3 Secretary in maintenance of various email lists used by the Region 3 Committee and the Region 3 Executive Committee.
- ▶ **Newsletter Editor** shall publish the IEEE Region 3 Newsletter, on a scheduled basis, in paper and electronic format via the Region 3 website.
- ▶ **Webmaster** shall support the creation and maintenance of web content for Region 3 and its entities to inform the members of events and activities.
- ▶ **Information Coordinator** shall support the creation and maintenance of social media content for Region 3 and its entities.
- ▶ **Fellows Coordinator** shall encourage members to seek the membership level of Fellow.



Member Communications Committee (MCC)

Making New Connections

R3 Website: <https://r3.ieee.org/>



► Types of information and photos for posting on R3 Website & Social Media:

- Technical Meetings, Conferences or Webinars
- Pre-Collegiate or K-12 Activities
- College Student Programs and Chapter events
- Women in Engineering Events
- Young Professionals Events
- Senior Member Roundups & Life Member Socials
- Professional Development Seminars / Webinars

► Sections can delegate a person at each event to snap photos and post immediately to social media.

We need YOUR help! Post event announcements and photos to R3 social media, or send an email with the link the post to the R3 Website. This keeps our info current, exciting and entices others that are following to attend a future event. Eventually, this will increase our overall member participation and some may join the IEEE.



Sonya Dillard, Chair – Current Initiatives

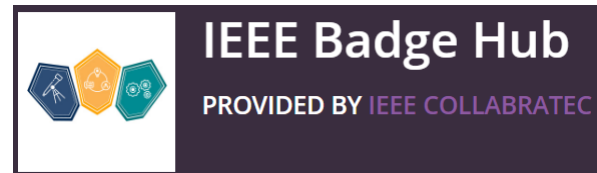
Making New Connections

- ▶ Working with Advisors to enhance the online communications within R3
- ▶ Quarterly Newsletter released and posted to the R3 Website
- ▶ Working on updating the R3 Website, and preview for ExCom in July
- ▶ Posting current topics and meeting announcements on social media
- ▶ Encourage the Sections to engage in the IEEE Badge Challenge
 - <https://ct.ieee.org/badges/>
 - Clues, Cash Prizes, Math & Engineering Brain Teasers **Fun for ALL!**
- ▶ Exciting new “Communications Challenge” for all Sections in R3
 - To enhance and increase our R3 Communications Digital Footprint
 - Making New Connections by using Local Websites & Social Media Platforms
 - Winning R3 Section will be awarded at the SoutheastCon in 2021.

R3 Director’s Theme: “Making New Connections: increasing membership and improving engagement through making new connections via new events and improved communications”



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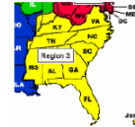


Bill LaBelle, Newsletter Editor – Initiatives

Making New Connections

- ▶ “Newest Connection” 😊 Evelyn Licona, Assistant Editor
- ▶ Current Newsletter has been released on June 1, 2020
 - Volume 34, #2
 - [Region 3 Newsletter 2020-2](#)
- ▶ Next Newsletter scheduled for release in September
 - Call for Articles/Inputs in early August
 - Deadline for article submissions due end of August
 - Email w.labelle@ieee.org or eplicona@gmail.com
- ▶ Articles that will be of interest to the Membership are highly encouraged and selected

R3 Director’s Theme: “Making New Connections: increasing membership and improving engagement through making new connections via new events and improved communications”



Region 3



<http://ewh.ieee.org/reg/3>

Volume 34 – No. 2

Spring 2020

Staying Connected during the COVID-19 Pandemic

It is with a much more somber “Hello” that I greet all of you now, compared to our last newsletter. My hope is that you and your families are staying healthy and observing appropriate precautions to protect yourselves. Much has happened since our last newsletter – our annual conference SoutheastCon was cancelled due to COVID-19. IEEE asked all units to not hold any face to face meetings. Many webex meetings have been held! In fact, the June IEEE Board Series will be entirely virtual – all 6 days of it. We are staying connected, in spite of the challenges! All of this has been and is being done to ensure the safety of our members and other attendees.

Since our last newsletter, we lost a very important person to Region 3 – one of our former Directors, Jim Howard. Later in this newsletter you’ll find an article about Jim, with memories shared by those that worked with him and/or were mentored by him. Jim will be greatly missed!

As I mentioned last time, our theme this year is Making New Connections – with other people (members or non-members), with groups within and outside of IEEE, with activities that perhaps you didn’t even know IEEE was involved in! This will involve improving communications and offering new ways to connect. We are still pursuing this theme, even with the current restrictions we are facing. In June, a series of webinars will be held to help your local Sections identify and plan a new type of meeting, to be held as soon as it is possible to do so (hopefully in 2020). Some of these new events may be virtual, others will be face to face.



Jill Gastin
Director, Region 3



Webmaster – Current Initiatives

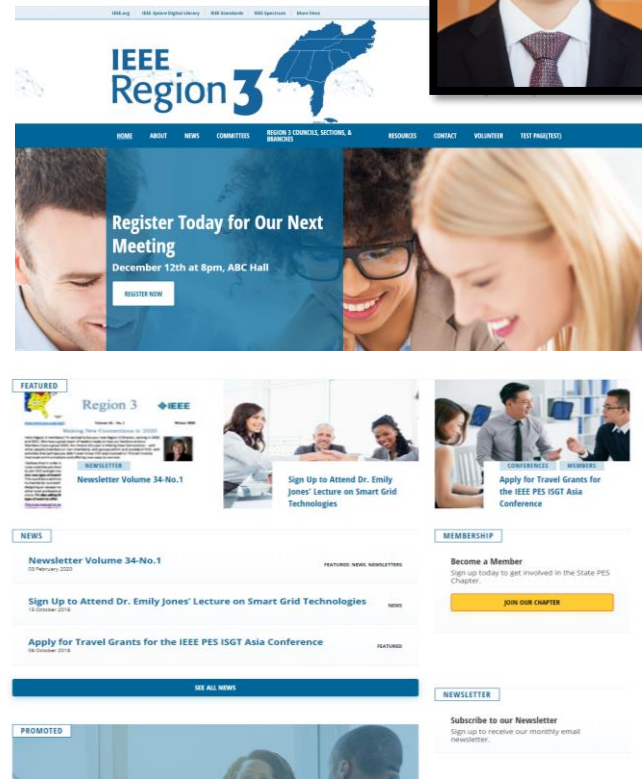
Making New Connections

R3 Website: <https://r3.ieee.org/>



- ▶ Currently creating a new website that will replace the ewh site
- ▶ New site has a new and fresh look to it
- ▶ Mobile friendly capability
- ▶ Plan is to have it finished early in the summer
- ▶ Working to create new sections on the site to increase the usefulness to members of R3
- ▶ Constructed list for Sections websites as listed on the HQ site
- ▶ Recording any new URLs that need to be updated with IEEE HQ so they can be corrected online and updated
- ▶ Email R3 website corrections to: lucassweet20@gmail.com

R3 Director's Theme: "Making New Connections: increasing membership and improving engagement through making new connections via new events and improved communications"



Information Coordinator – Current Initiatives

Making New Connections

- ▶ Publicize desired content for Social Media
 - Section/Student Branch events, i.e. technical meetings, outreach activities
 - Member highlights, i.e. awards, promotions, community recognition
 - Technical highlights from universities
- ▶ Creating guidelines for social media submissions for the Region accounts
 - Title of Event or Name
 - Date/Time/Location
 - Photo (.jpeg)
 - Summary (140 characters)
- ▶ Contact Hampton Roads Section for Pilot Program participation
- ▶ Support/Implement the Communications Challenge
 - Develop Judging Criteria for Challenge
 - Based on the theme “Making New Connections”
 - Help Select Winning Section and Nominate for Award

R3 Director’s Theme: “Making New Connections: increasing membership and improving engagement through making new connections via new events and improved communications”



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facebook



Hulya Kirkici, Fellows Coordinator – Initiatives

Making New Connections



- ▶ To encourage members to seek nominations to be elevated to IEEE Fellow member level.
- ▶ IEEE Fellow is a distinction reserved for select IEEE members whose extraordinary accomplishments in any of the IEEE fields of interest are deemed fitting of this prestigious grade elevation.
- ▶ Nominations are evaluated by the relevant technical society as well as IEEE Fellows committee.
- ▶ Region 3 Fellows coordinator provides guidance to IEEE Senior Members on the history of the IEEE Fellow grade, the elevation process and procedures, and how the program evolved to become what is it today.

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R3 Director's Theme: "Making New Connections: increasing membership and improving engagement through making new connections via new events and improved communications"



Bill Ratcliff & Lee Stogner, MCC Advisors

Making New Connections

- ▶ Ensures that this committee is guided in accordance with the overall IEEE vision of advancing technology for the benefit of humanity.
- ▶ Steering the committee to stay compliant with the Region 3 Strategic Plan and current goals.
- ▶ Offers suggestions during committee discussions on solutions for current communication challenges.
- ▶ Lends past perspective on issues that arise to give committee members the background history for clarification and to help develop innovative solutions.

R3 Director's Theme: "Making New Connections: increasing membership and improving engagement through making new connections via new events and improved communications"



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Member Communications Committee

Challenges to Overcome

- ▶ Keeping the R3 Section Websites current at least quarterly
 - Biggest challenge is people sending in the information/photos to post.
 - Updating sites are difficult for the Sections with low # of volunteers
 - MCC is working alongside the Sections Support Committee (SCC) to help
- ▶ Reaching out to Sections to ensure Members needs are met
 - Helping Sections get information needed to support our Member Communications in all forms (i.e. website, social media platforms, etc.)
 - Supporting all forms of IEEE Membership (i.e. Students Members, YP, WIE, Senior Members and Life Members, and Fellows)
- ▶ Engaging members to share their IEEE experience with others
 - MCC has all the resources to support Sections on the benefits of IEEE and with Communications guidance.



Sections should also support our IEEE Member-Get-A-Member (MGM) Referral Program.

This is your opportunity to share the value of IEEE membership with friends and colleagues.

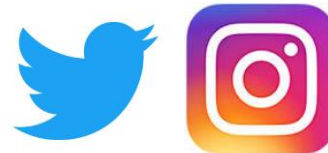
<https://www.ieee.org/membership/join/member-get-a-member.html>



Member Communications Committee

Do you Want to see more of the IEEE Experience?

- ▶ Check out Member Communication on the following sites:
- ▶ [IEEE.tv Membership Experience Channel](#)
- ▶ <https://ieeetv.ieee.org/channels/ieee-experience>
- ▶ <http://www.ewh.ieee.org/reg/3/>
- ▶ <https://www.instagram.com/r3ieee/>
- ▶ <https://www.facebook.com/r3ieee/>
- ▶ <https://www.facebook.com/IEEEStudentsRegion3/>
- ▶ <https://twitter.com/r3ieee?lang=en>



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IEEE Membership



Thank you!

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