R3 Member Communications Committee (MCC)
Monthly Chair Report – Oct 19, 2020 (10)

Meeting Agenda:

Member Communications Committee (MCC) Presentation Charts for October ExCom Meeting – Sonya Dillard
Recurring Meeting Time Change 6:00pm – 7:00pm CST
      1st Tuesdays of the Month, recurring until December 1, 2020.
Member Communications eNotice Initiative
      Member Development Training Initiative

Website Update – Lucas Sweet
      Promote and encourage all Sections in the Region to update their IEEE Section Websites
      Finish edits/updates on comments that were submitted by website reviewers
Social Media Update – Dr. Ebonee Walker
      Social Media Template/Guidelines
      Hampton Roads Pilot Program (Website & Social Media Footprint Strategies for Sections)
Newsletter Update – Bill Labelle & Evelyn Licona
      Next Newsletter was released in September
      Next Newsletter scheduled during the holiday season
Fellows Application Session for November – Hulya Kirkici

Meeting Notes:

The MCC had an informational meeting via WebEx on October 13th, 2020. We discussed two main topics for implementation.

1) The Member Communications eNotice Initiative – This Monthly Email Blast will invite all members of Region 3 to participate in virtual meetings that are hosted by any Sections in our Region. An email will be sent out to all Section Chairs each month during the 3rd week, requesting that Section's submit the meetings/links for registration to sessions that they welcome other R3 attendees to participate. In the midst of Covid-19 and Zoom environment, it would be advantageous to let all members to attend any of the meetings that they wish to attend. This is a win-win for knowledge sharing and professional development for our members. During the 4th week, or end of each month, another email will be sent to all R3 Members letting them know about the upcoming meetings for the following month. This eNotice initiative will remain in effect throughout Covid-19 and possibly beyond, if it is effective and has successful participation.

Currently, there are 2 virtual meetings that will be available for R3 in November, links to both will be forthcoming.
Senior Member Elevation (Atlanta Section) on November 5th, 2020 from 5:30pm – 7:00pm.
Hulya Kirkici will be hosting a Fellows Application Instructional Meeting in mid-November, TBD.

2) The Member Development Training Initiative – During the months of October and November, IEEE Member Development will be hosting several virtual sessions to train members in several areas (in several 1 hour sessions): Member Value and benefits, OU Analytica Tutorial, IEEE Collabratec, VTools Tutorial, Recruitment and Engagement Programs and Tools, Member Discount Programs and a Closing Session with Q/A and Section Member Development Plans. Emails announcing these sessions have been emailed out to all Section Chairs and MD Chairs, sent by Elyn Perez, Senior Manager of Member Market Development and Andrejs Romanovs, Member Recruitment and Recovery Committee Chair.

Dear MD Community - As has been communicated, we will hold virtual Membership Development training in October. The theme of the training will be 'Defining Member Value in the Current Climate'. We have a very challenging year ahead of us, and it will be critical for 100% participation from Sections to help overcome the current membership losses.

We need to prove to our members at the local level why they should be renewing their membership this year, or why a prospective member should join.

Please take a look at these Tutorials and register for as many as you think are necessary to enhance your local section. All Sections are highly encouraged to submit a Member Development Plan, which will hopefully grow your local section as well as increase the knowledge base of your current members.

- The deadline to submit your Section's action plan is on 31 October to give ample time to the Regions to hold their meetings and complete plans.
- As such, the closing sessions will be postponed until 12 November. Anyone already registered for the original sessions for 22 October will receive a reschedule notification from Webex. You can adjust your registration if needed, using the same links below.
- The top 5 plans will be announced and presented at the next day's Membership Development webcast, on 13 November. A separate invite will be sent for the webcast.
- Please register for the new closing session date, as well as the other sessions below, if you have not done so already.
- Recordings for the sessions that already occurred are now posted in the MD portal. Additional sessions will be added as they occur.
- The Section Action Plan template (PPT) is also posted there.

Kickoff - Defining Member Value in the Current Climate - Recording available

OU Analytics Tutorial - Find and Use Your Section's Member Data - Recording available
Friday, October 16, 2020 7:00 pm

IEEE Collabratec - Leverage the Platform for Member Engagement - Recording available

VTools Tutorial - Event Scheduling, eNotice, Officer Reporting, Voting Tools
Thursday, October 15, 2020 7:00 pm
Friday, October 16, 2020 10:00 am

Recruitment and Engagement Programs and Tools - Best Practices for Recruitment and Retention
Tuesday, October 20, 2020 10:00 am
Tuesday, October 20, 2020 7:00 pm

Member Discounts Program - Learn about group insurance and other discount programs for members in the US and Canada (R1-7 only)
Wednesday, October 21, 2020 10:00 am
Wednesday, October 21, 2020 7:00 pm

Closing Session and Plan Review - Share your newly developed plans and key takeaways from the sessions. They will be voted on and the best plans will earn IEEE merchandise!
Thursday, November 12, 2020 10:00 am
Thursday, November 12, 2020 7:00 pm

We look forward to your participation and appreciate your volunteer efforts!

The R3 Member Communication Committee meeting was adjourned after 30 minutes of discussion.

The next IEEE R3 MCC meeting will be held on Tuesday, November 10th, 2020 at 6:00pm (due to the 1st Tuesday being election day.