

To: Region 3 ExCom
From: Andrew Seely, Region 3 Member Communications Committee Chair
Subject: MCC Monthly Report for June 2024
Date: 24 June 2024

MCC activities from previous month

- R3 web page EXCOM officer listing updated - thank you Brian and Lucas
- R3 web page suggestion box established (All: please contribute):
https://docs.google.com/spreadsheets/d/19_aq7W5ZM0wrOX6ycT1PwvxvbbdUp7iwM-1YHC2CmpE/edit?usp=sharing
- MCC communication survey:
 - Detailed report below
 - The Survey: <https://forms.gle/MAX4b4Bq2yPkYhFe9>
- Region 3 site on Linked In:
 - Detailed report below
 - The site: <https://www.linkedin.com/company/104000904/>
- Social Media Lead is interviewing 3 new social media team members
- MCC June meeting is 25 June (tomorrow)

MCC plans for coming month

- MCC meeting 23 July at 1900ET/1800CT
- MCC member communications out NLT 28 June
- Work on web tracker issues #3, #4, #5 (IEEE awards link, rolling banner, outdated links)
- Register R3 Linked In with IEEE brand experience: <https://brand-experience.ieee.org/guidelines/social-media/>
- Reclaim R3 Youtube account
- Establish first Social Media channel owner

MCC long term goals

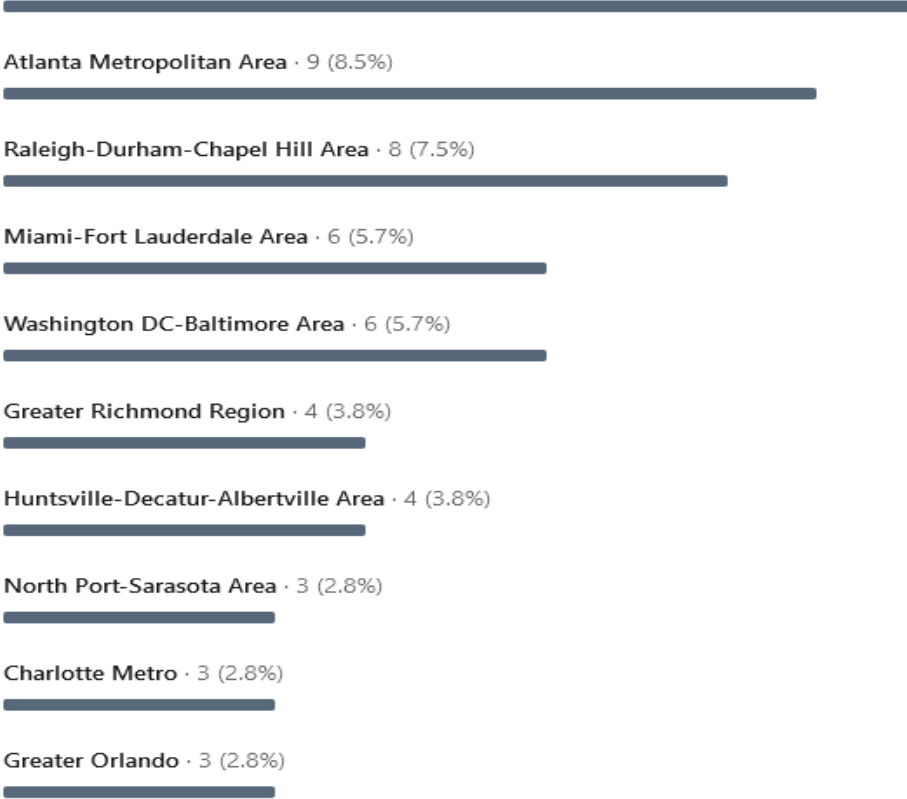
Specifics under refinement with the team. Current concepts:

- Develop a plan to instantiate a Region 3 Collaboratec presence
- Develop techniques to collect metrics for E-Notice and Newsletter readership and web site utilization
- Develop metrics for MCC functions to guide decision making to achieve outcomes for member engagement and IEEE awareness

Social Media Report

Linked in page has 106 followers. Demographics of followers:

Greater Tampa Bay Area · 16 (15.1%)



Region	Count	Percentage
Greater Tampa Bay Area	16	15.1%
Atlanta Metropolitan Area	9	8.5%
Raleigh-Durham-Chapel Hill Area	8	7.5%
Miami-Fort Lauderdale Area	6	5.7%
Washington DC-Baltimore Area	6	5.7%
Greater Richmond Region	4	3.8%
Huntsville-Decatur-Albertville Area	4	3.8%
North Port-Sarasota Area	3	2.8%
Charlotte Metro	3	2.8%
Greater Orlando	3	2.8%

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Member Communications Survey Report

Full outbrief report:

https://docs.google.com/presentation/d/1Docj6QxVbY8b12Jd_eZEWxxhs0Nxxh2Nj/edit?usp=sharing&ouid=117973331092600273019&rtpof=true&sd=true

Survey metrics:

- Sent to 18159 addresses
- Delivered to 18066 (assuming that the delta are dead addresses)
- Opened by 7120 (40%)
- Clicked by 75 (1% of total opened; 0.4% of total delivered)
- Responses by 28 (37% of total clicked; 0.4% of total opened; 0.15% of total delivered)

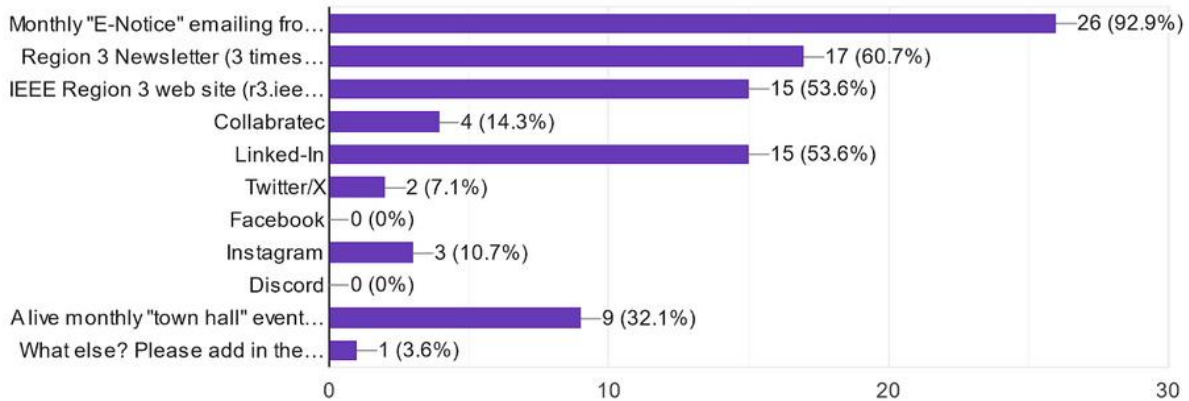
Response demographics:

- 10 members, 7 senior members, 6 life senior members, and one each student, grad student, life member, fellow, and life fellow.
- 14 sections represented (30%) in the survey responses. Atlanta and Central Savannah River sections had the highest number of responses.

Response detail for effective communication channel:

Which of the following are effective ways to communicate IEEE information to you?

28 responses

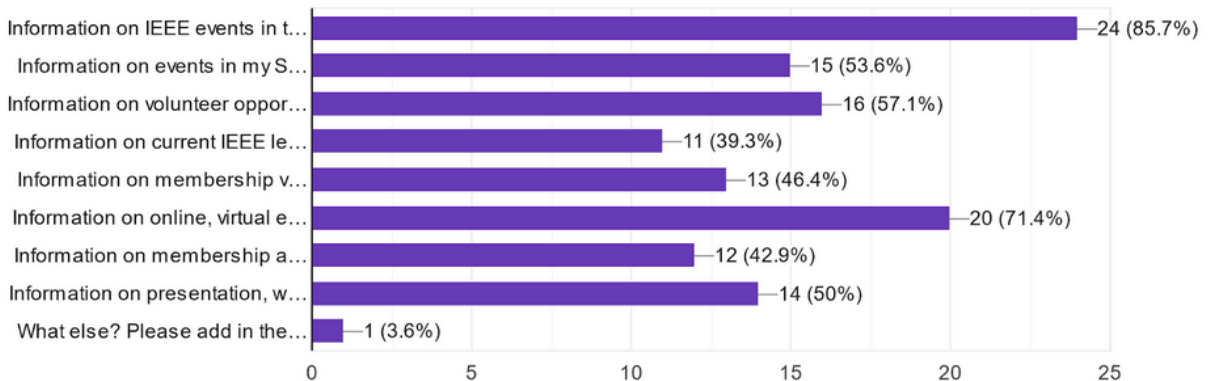


Note: Majority said that E-Notice is the most effective communication. Believe this is an observer bias ... 93% of the people who opened the E-Notice email and clicked the link and took the survey responded to this. The "real" metric is more like 60% of members vote NO to E-Notice by nature of simply not even opening the email, or 99.6% of members vote NO to E-Notice by nature of either not receiving or not engaging.

Response detail for topic importance:

Which of the following are important to include in our Region 3 messaging?

28 responses



Region 3 Information Management Coordinator Notes

- NSTR

Problems and challenges

- NSTR

Andrew Seely

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Region 3 Member Communications Committee Chair

Region 3 Florida West Coast Section Vice Chair