

To: IEEE Region 3 ExCom
From: IEEE Region 3 Member Communications Committee
Date: September 2024
By: Andy Seely

1. Summary

1.1 Items Needing ExCom Action

- Request for all EXCOM members to follow the R3 Linked In page
<https://www.linkedin.com/company/104000904/>
- Request for volunteers to take part in our social media volunteer spotlights – Contact Megha Ben
megha.ben.in@ieee.org
- Request for input for monthly e-notice communications – Contact Andy Seely
andrew.seely@ieee.org
- Request for suggestions and fix-it notes for the web site
https://docs.google.com/spreadsheets/d/19_aq7W5ZM0wrOX6ycT1PwvxvbbdUp7iwM-1YHC2CmpE/edit?usp=sharing

1.2 Items Needing ExCom Discussion

- None

1.3 Events or Activities Since Last ExCom Report

- Launched Linked In “Humans of IEEE Region 3” campaign
- Launched social media #WhyIEEE campaign
- Exceeded Linked In follower goal of 400: Currently at 462 followers
- Closed 9 total requests/fix-it notes for the R3 web site, adjudicated 1 request as not feasible
- Released August member communications E-Notice

1.4 Planned Near Future Events or Activities

- Currently working on 13 open requests/fix-it notes for the R3 web site
- Social media team launching “R3 Chronicles” campaign
- Social media team supporting SoutheastCon
- Reconstituting our Youtube channel and TwitterX

2 Announcements

- New MCC member Naresh Erukulla from Atlanta Section will lead our Collabratec engagement

3 Committee Report Detail

- MCC meetings are the fourth Wednesday of each month at 1900ET/1800CT via Google Meet
- MCC collaboration site, including meeting minutes and rosters, is on Google Drive at https://drive.google.com/drive/folders/1OUMESlpmMN5PWqke9AAhbQFtcdg0dTkx?usp=drive_link

3.1 Items Needing ExCom Action

None

3.2 Items Needing ExCom Discussion

None

3.3 Events or Activities Since Last ExCom Report

- MCC minutes are in the MCC collaboration site for reference https://drive.google.com/drive/folders/1OUMESlpmMN5PWqke9AAhbQFtcdg0dTkx?usp=drive_link

3.4 Planned Future Events or Activities

- Develop metrics for MCC functions to guide decision making to achieve outcomes for member engagement and IEEE awareness
- Create formalized documentation for MCC business processes

3.5 Goals

- Goals for MCC through 2025 include
 - Support R3 mission, vision, and goals
 - Establish robust metrics for effectiveness
 - Diversified communications paths to best support different types of members
 - Create sustainable and repeatable business processes
 - Collect member feedback for continuous improvement