

To: IEEE Region 3 ExCom
From: IEEE Region 3 Member Communications Committee
Date: October 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 all EXCOM members to volunteer for 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
- Request for all EXCOM members input to December R3 Newsletter, theme: Looking forward to 2025 and building on accomplishments of 2024 – contact Bill LaBell w.labelle@ieee.org
- Request for Awards cycle details to be provided to social media team

1.2 Items Needing ExCom Discussion

- Tracking deceased members, tracking members with inoperative email addresses

1.3 Events or Activities Since Last ExCom Report

- Social media: Linked In follower count: 522 (as of 24 October), up from 471 last month (+51)
- Web: Closed 12 total requests/fix-it notes for the R3 web site (YTD), adjudicated 1 request as closed/no feedback from requestor
- Monthly E-Notice: Released September member communications E-Notice: Sent to 19642, delivered to 19630, opened by 8326, clicked by 204 (see #3 below)
- Created new roles in MCC: Metrics and KPI (Brian), Collabratec (Naresh (new committee member))
- Launched development Collabratec Community for Region 3

1.4 Planned Near Future Events or Activities

- Membership development: Expanding SSC Knowledgebase to include MCC
- Web team currently working on 12 open requests/fix-it notes for the R3 web site
- Web team launching a “Section Spotlight” following the general style of the Social media team’s “Humans of IEEE” spotlights.
- Web team developing a comprehensive list of R3 section web sites and web masters, with goal of helping all sections level-up and maintain their sites

- Web and Newsletter teams working with SAC to develop a comprehensive list of R3 Student Branch web sites
- Newsletter team developing a “Student Branch spotlight” engagement plan, currently working with SAC and Virginia Tech.
- Social media team launching “R3 Chronicles” campaign and continuing “Humans of IEEE”
- Social media team supporting SoutheastCon
- Social media team reconstituting our Youtube channel and TwitterX

2 Announcements

- Plan to launch R3 Collabratec Community in first quarter 2025

3 Committee Report Detail

- MCC meetings are the fourth Wednesday of each month at 1900ET/1800CT via Google Meet – anyone is welcome to join.
- MCC collaboration site, including meeting minutes and rosters, is on Google Drive at https://drive.google.com/drive/folders/1OUMESlpmMN5PWqke9AAhbQFtcdg0dTkH?usp=drive_link
- Newsletter status: Newsletter theme established; call for content going out this week. Planned publication date on or around 2 December.
- Web page status: Closed 12 total requests/fix-it notes for the R3 web site (YTD), adjudicated 1 request as closed/no feedback from requestor
- Fellow status: No update
- Metrics and KPI status: Working with IEEE IT to develop meaningful data collection.
- Membership development status: Working with Patrick and Vera on bounced-email list: Approximately 600 R3 member profile emails bounce back for a variety of reasons. Developing a plan for 2025 to do a housekeeping sweep of this list (see: <https://docs.google.com/spreadsheets/d/1eQf0HM4fMhvXEMmJd9IxolBoxryUUh7HQlqCLGjkmbg/edit?gid=1843922481#gid=1843922481>)
- E-notice status: September e-notice sent to 19642, delivered to 19630, opened by 8326, clicked by 204; We believe “sent to” is members with “OK to Contact”, “delivered to” is those members with valid email addresses (the delta being accounted for in the above chart), “opened by” represents the number of messages opened and allowed graphics to load in the message (we believe this number is actually low, as many people may read the message without loading graphics), and “clicked by” is the number of people who clicked a link in the message (which may not be a meaningful number, as there’s not actually a lot to click on in it).
- Linked-in status: Current priority for Social media team is to increase followers to 650 by November
- Facebook status: Channel lead working with Social media team lead for content development
- Youtube status: Channel lead identified
- TwitterX status: Actively seeking a TwitterX channel lead
- Instagram status: Actively seeking an Instagram channel lead
- Collabratec status: Private development site launched in Community mode; collaborating with MCC to develop structure, goals, and value proposition for the Collabratec community

3.1 Items Needing ExCom Action

See section 1.1 above.

3.2 Items Needing ExCom Discussion

MCC is discussing ideas to track members who die. A practical reason is to clean up the member database, but also there's a potential opportunity for us to recognize members posthumously.

3.3 Events or Activities Since Last ExCom Report

See section 1.3 above.

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.
- Develop a new member communications survey for 2025

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
 - Document sustainable and repeatable business processes
 - Collect member feedback for continuous improvement