

To: IEEE Region 3 ExCom
From: IEEE Region 3 Member Communications Committee
Date: November 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

1.2 Items Needing ExCom Discussion

- Sections one-on-one engagement findings

1.3 Events or Activities Since Last ExCom Report

- Social media: Linked In follower count: 716 (as of 26 November), up from 522 last month (+194)
- Web: Closed 15 total requests/fix-it notes for the R3 web site (YTD)
- Monthly E-Notice: Released October member communications E-Notice: Sent to 20152 (Oct: 19642), delivered to 20143 (Oct: 19630), opened by 8863 (Oct: 8326), clicked by 182 (Oct: 204)
- Initiated sections one-on-one discussions
- Initiated data call for participation for R3 Newsletter
- Initiated data call for Section Spotlights on R3 web site

1.4 Planned Near Future Events or Activities

- Note that there will be no MCC meeting in December 2024
- Membership development: Expanding SSC Knowledgebase to include MCC
- Web team currently working on 11 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, planned for launch in 2025
- 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 expanding processes for multi-channel communications

- Social media team supporting SoutheastCon
- Plan to launch R3 Collabratec Community in first quarter 2025

2 Announcements

- NSTR

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/1OUMESlpmMN5PWqke9AAhbQFtcdg0dTkx?usp=drive_link
- Newsletter status: Planned publication date on or around 2 December.
- Web page status: Closed 15 total requests/fix-it notes for the R3 web site (YTD).
- 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/1eQf0HM4fMhvXEMmJd9IxoIBoxryUUh7HQlqCLGjkmbg/edit?gid=1843922481#gid=1843922481>)
- Linked-in status: Current priority for Social media team is to increase followers to 1000 by end of January
- 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 contacting every section chair one-on-one to discuss member communications. There is a resounding consensus that chairs, and members, are inundated and overwhelmed by IEEE communications via email.

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

- See 1.4 above.
- 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