

To: IEEE Region 3 ExCom
From: IEEE Region 3 Member Communications Committee
Date: February 2025
By: Andy Seely

1. Summary

1.1 Items Needing ExCom Action

- Request for all EXCOM members to join the R3 Collabratec Community <https://ieee-collabratec.ieee.org/app/community/1379/activities>
- Request for all EXCOM members to follow the R3 Linked In page <https://www.linkedin.com/company/104000904/>
- Request for all EXCOM members to follow the R3 Facebook page <https://www.facebook.com/profile.php?id=61571162334278>
- 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

- Web team launching a “Section Spotlight,” needs support from EXCOM to get section involvement

1.3 Events or Activities Since Last ExCom Report

- Social media as of 18 February:
 - Linked In follower count: 1,074, up from 953 last month (+121)
 - Instagram follower count: 122
 - Twitter follower count: 578
- Web: Closed 5 total requests/fix-it notes for the R3 web site in 2025, 14 open issues
- Monthly E-Notice:
 - Released February e-notice on 23 February
 - January sent to 21273, delivered to 21257, opened by 9888, clicked by 287
- Collabratec launched: 25 Members joined in February

1.4 Planned Near Future Events or Activities

- Membership development: Expanding SSC Knowledgebase to include MCC
- Web team launching a “Section Spotlight”
- 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
- Develop a new member communications survey for 2025

2 Announcements

- NSTR

3 Committee Report Detail

- MCC meetings are the third Tuesday 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: Call for input in progress
- 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>)
- Linked-in status: Met goal to increase followers to 1000 by end of January
- Facebook status: Facebook page re-launched
- Youtube status: Actively seeking a Youtube channel lead
- TwitterX status: Actively seeking a TwitterX channel lead
- Instagram status: Actively seeking an Instagram channel lead
- Collabratec status: Soft 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

- NSTR

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.

3.5 Goals

- High-level goals for MCC 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

Specific 2025 goals

Q1

- Launch Collabratec community (Complete)
- Initiate Sections Spotlights on R3 web site; link back to all section web sites (In progress)
- Establish presence and processes for remaining Social Media channels (In progress)
- Establish and baseline communications metrics and KPIs (In progress)
- Complete Sections 1:1 report (In progress)
- Explore an interdisciplinary tiger-team approach: Solving the MCC Knowledge Management problem with AI (Pending)

Q2

- Create social media best practices/getting started checklist for sections; support all sections standing up localized social media activities to reach more members
- Cleaning up dead/reject member email addresses
- Implement a ticketing system for web page updates, possibly also for social media requests
- Develop MCC consolidated, curated calendar in response to Sections 1:1

Q3

- Re-survey members for communications issues
- Standardize on a persistent chat for regional communications, add a volunteer leader (Discord, etc)

Q4

- Develop MCC process documentation by end of the year