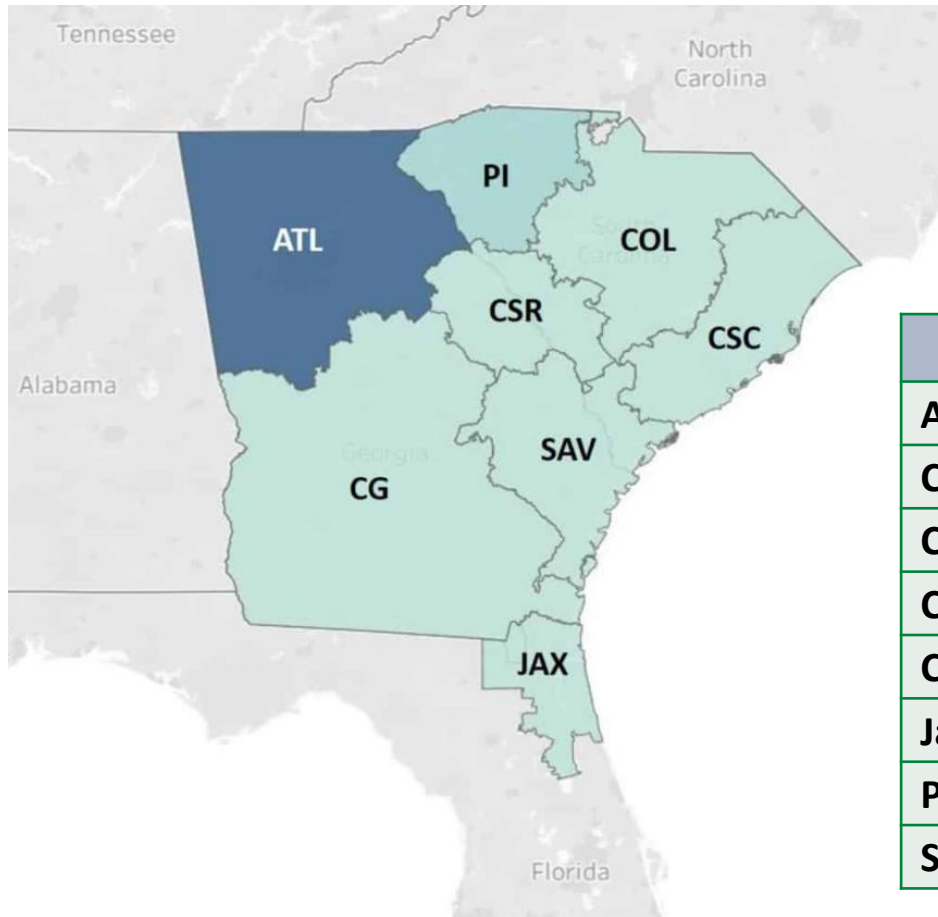
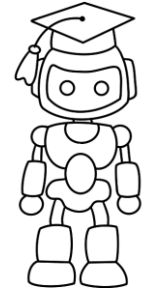


Area 2 Report

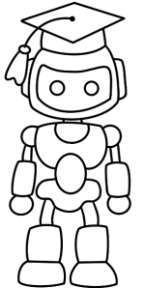
IEEE Region 3 Meeting

Area 2 Overview



Area 2: Georgia & South Carolina

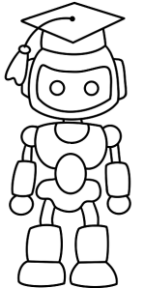
<u>Area 2 Sections</u>	<u>Code</u>	<u>Number</u>	<u>Chair</u>
Atlanta	ATL	R30003	Tamseel Syed
Central Georgia	CG	R30093	Jacob Hopkins
Central Savannah River	CSR	R30381	Stephanie Huguenin*
Coastal South Carolina	CSC	R30383	Nancey Tsai
Columbia	COL	R30385	Angelo Ferraro
Jacksonville	JAX	R30527	Percy Shadwell
Piedmont	PI	R30387	Hassan Raza
Savannah	SAV	R30061	Masoud Davari



Sections in Area 2 by the Numbers

Updated to 03/26/2024

<u>Area 2 Sections</u>	<u>Members</u>	<u>Chapters</u>	<u>Affinity Groups</u>	<u>Meetings in 2024</u>	<u>Meetings in 2025</u>
Atlanta	3,202	16	LM YP WIE	148	32
Central Georgia	163	-	LM	7	1
Central Savannah River	147	-	-	4	-
Coastal South Carolina	315	1	LM WIE	17	6
Columbia	347	1	LM WIE	17	2
Jacksonville	436	2	LM	7	-
Piedmont	501	1	LM YP WIE	23	3
Savannah	193	-	-	13	-
TOTAL	5,304	20	12	236	44



SWOT Analysis

A study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats. Once completed, the goal is to create achievable objectives/activities based on these factors.

Area 2 - Strengths

- **Volunteers engaged around technical society chapters**
- **Several sections had high impact events (.i.e. IEEE Awards, SoutheastCon 2024, Distinguished Lectures)**
- **Active scholarships/industry relationships and other non-profit partnerships**
- **Strong STEM outreach**
- **Small but loyal group of volunteers around smaller sections**
- **IEEE Student Chapter's activities increased since COVID**
- **Strong affinity group involvement, i.e. YP and WIE**
- **Established LMAG presence**

Area 2 – Weaknesses

- **New officer pool is very limited – few people volunteer during elections!**
- **Student engagement is low across all sections**
- **New volunteers recruitment is challenging**
- **Limited communication tools to reach volunteers (how do we solve uncheck for “Local IEEE Communications”)**
- **YP in some sections only have students**
- **Lack of volunteers for smaller sections**

Area 2 – Opportunities

- **Conference Organization**
- **Student Engagement**
- **Senior Member recruitment**
- **Build around STEM activities**
- **Engage with student sections**
- **Incentives for the current companies and schools**
- **Good core team and volunteer team**

Area 2 – Threats

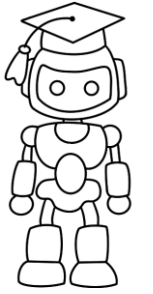
- **Volunteers numbers decreasing overtime**
- **Lacking of member engagement**
- **No succession plan**
- **Geographical spread and population density for some sections**
- **Lack of new officers / officers long terms**
- **Lack of cross-section collaboration**

2025 Activities

Based on the SWOT Analysis and your sections' data, what are your plans for the year?

Date	Activity	Goal (be specific – Recruitment, Retention, Engagement and quantify)	Responsible/Accountable/Contributor
May 2025	Reach out with sections to help plan more activities	Engagement	Area Chair / Section chairs
Jun 2025	Facilitate discussion and collaboration across Area 2 to empower struggling sections	Engagement	Area Chair / Section Chairs
Sept 2025	Target opportunities for selected sections and technology areas (small workshops, seminars, etc.)	Recruitment	Section Chairs
Ongoing	Attend target virtual meetings to promote IEEE core values, engage volunteers and find new officers	Engagement & Recruiting	Area Chair
TBD	Drive selected in-person events to empower smaller and struggling sections	Engagement & Recruiting	Area Chair / Section Chairs/R3

Conclusion and Action Plan



- **Continue with 2024/25 goals to revive dormant and struggling sections**
- **Encourage cross-section networking**
- **Support targeted in-person events to attract new volunteers**
- **Facilitate election process**