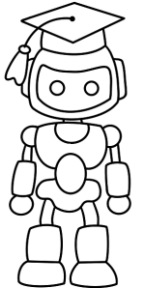


Area 5 Report

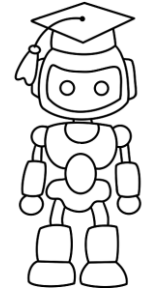
IEEE Region 3 Meeting

Area-5 Chair: Rajeev Agrawal

Area 5 Overview



Section	Membership Count (Jan 2025)
Alabama	835
Gainesville	542
Huntsville	839
Jamaica	171
Mississippi	422
Mobile	192
Northwest Florida	333
Tallahassee	329
Total	3663



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 5 - Strengths

- ▶ All the sections have active volunteers and there are 133 positions listed in OU.
- ▶ All the sections in the area have companies or universities that have SMEs who can give technical talks.
- ▶ In 2024, only 3 sections had less than 20 events, all the other sections had more than 30 events. This shows that all the sections are engaged actively with the membership.

Area 5 - Weaknesses

- ▶ Sections are lacking in understanding the needs of the membership to engage diverse membership.
- ▶ Though each section has several volunteers but lacking the engagement with them.
- ▶ Sections are lacking in a good plan to recruit new members. (Need Succession Plan)

Area 5 - Opportunities

- ▶ Sections can offer one time 50% membership discount to new student members.
- ▶ Sections can invite student branch leadership to section EXCOM.
- ▶ Sections can collaborate with other area sections to invite distinguished speakers from various societies.
- ▶ Sections should conduct hybrid events to engage membership outside of the host city.
- ▶ Broaden volunteer base using fields of interest. Ask professional friends who are not in EE fields to join IEEE. Show them how they are important to our technical organization!

Area 5 - Threats

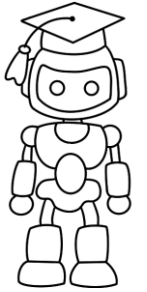
- ▶ Economic downturn in the area or individual sections
- ▶ Companies not considering IEEE as a viable technical organization
- ▶ Companies exiting the area
- ▶ Member Complacency
- ▶ Volunteer Complacency

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	Meet with each section to help plan more activities	Engagement	Area Chair / Section chairs
May 2025	Section Vitality Meetings as needed	Reinvigorate	Area Chair/Region-3 Director-Elect
August 2025	Train each section on Vtools/voting/ballot process	Engagement	Area Chair / Section chairs
September 2025	Volunteer Training	Retention	Area Chair/Region-3 officers
October 2025	Identify volunteers to run for 2026 officer positions	Recruitment	Area Chair/Region-3 officers

Conclusion and Action Plan



- Area chair will follow up with each section chair and support as needed, with Section Vitality Meetings (SVM).
- Area Chair will make sure the activities planned based on SWOT analysis are monitored.
- Area Chair will specifically plan volunteer training and engage section chair for recruitment efforts.
- Area Chair will ensure that all Sections create a Succession Plan.