IEEE Region 3
Member Communications Committee

IEEE SoutheastCon 2025 – Charlotte, NC
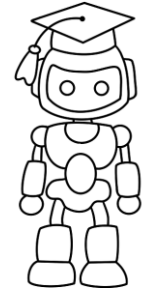
MCC Report to Region 3

Andrew Seely, MCC Chair
29 March 2025

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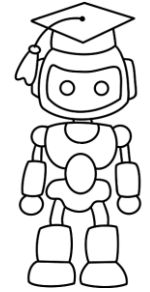
Member Communications
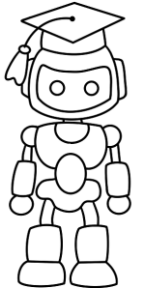
The MCC facilitates communication between the Region, Sections, Chapters, and individual members.

MCC's lines of effort in 2025:

- Monthly Member E-Notice
- Quarterly Region Newsletter
- Region Web Site
- Social Media
- Collabratec
- Metrics and Measures
- Fellows Coordination

IEEE Region 3

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Team MCC

- Chair: *Andy Seely*
- Newsletter Editor: *Bill LaBelle*
- Assistant Editor: *Evelyn Licona*
- Webmaster: *Lucas Sweet*
- Collabratec: *Naresh Erukulla*
- Social Media Coordinator: *Megha Ben*
- Social Media Team:
  - *Angel Pinnock*
  - *Ahmed Elsayed*
  - *Susan Goodwin*
  - *Sree Ranjani Rajendran*
- Metrics and KPIs: *Brian Page*
- Member Retention (SSC liaison): *Patrick Kung*
- Fellows Coordinator: *Hulya Kirkici*
- MCC Mentor: *Sonya Dillard*
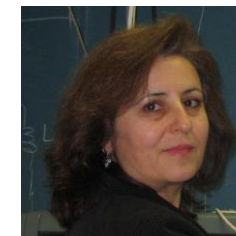
To communicate effectively, MCC needs to meet the members where they are, not expect them to come find us!

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Key Accomplishments: Social Media
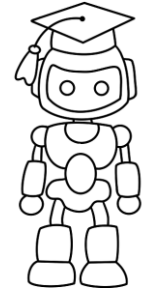
In 2024, MCC expanded the social media team from one person to 5

- Linked In 1180 followers
- XTwitter 579 followers
- Instagram 125 followers
- Facebook in progress
- Youtube in progress

| Region	Followers on 12/12	Followers on 1/14	Followers on 2/19	Followers on 3/10
Region 1	84	87	94	100
Region 2	233	261	308	314
Region 3	795	938	1037	1155
Region 4	873	904	954	960
Region 5	720	729	759	796
Region 6	453	478	587	616
Region 7	886	910	976	989
Region 8	1973	2049	2099	2114
Region 9	509	543	601	639
Region 10	2652	2690	2711	2752

"It's not a competition …"

← *Follow Region 3 on Linked In Now!*

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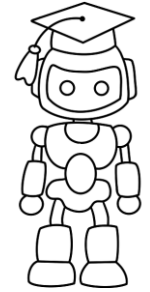
Key Accomplishments: Collabratec
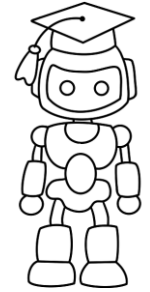
- Region 3 joined Regions 2 and 5 in launching a Collabratec Community in 2024
- Supports IEEE's investment
- Provides a collaborative platform for member communication
- Engages members for whom Collabratec is their primary platform
- 81 members and counting
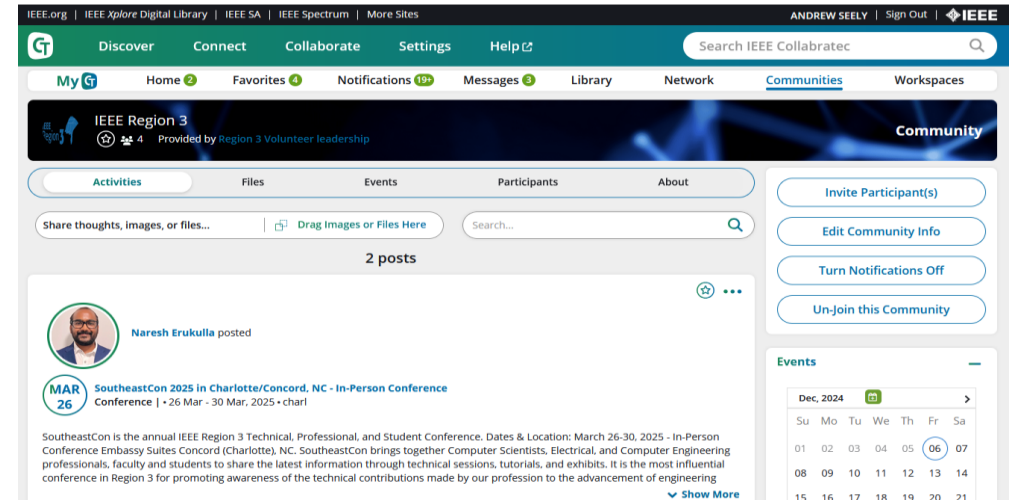
Join the Collabratec Region 3 Community Now! →

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Key Accomplishments: Web Modernization

- Implemented an issue tracking system
- Trackable issues allow for prioritization and metrics
- Cleanup of static and outdated content
- Outreach to 41 sections to support section web page maintenance
- Launched Sections Spotlights

IEEE Region 3 Section Spotlight Submission

This form is for sections to submit their information to be featured in the IEEE Region 3 section spotlight. Please answer as many of the questions as you can. If you have any questions please reach out the Lucas Sweet at lucassweet20@gmail.com

Sign up for a Section Spotlight Now! →

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Key Accomplishments: Sections 1:1
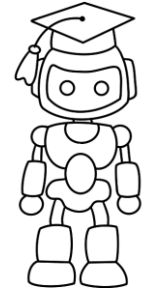
Region 3 has 41 sections: Goal to have a personal conversation with every section
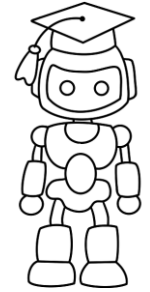- In November and December, 26 accomplished ~ 50%

Key Findings:
- The quantity of communications, especially email, is unmanageable and overwhelming for section leaders
- It's also overwhelming for section members, so members are not engaged
- Social media and local member engagement lacks common approach, volunteers, skillsets
- There is inconsistent awareness of awards cycle and process, newsletter cycle and process
- Volunteers are "recycled" constantly, many sections struggle with growing new volunteers
- Section web page maintenance is frequently a casualty of lack of volunteers and lack of skills
- Discovery of meaningful information is challenging to many
- Section leaders feel that Google Apps up-charge should be paid for by the Region
- Meaningful industry engagement is a common challenge
- Common need for a consolidated, federated calendar; not everything is in vtools

Actions
- Tempering amount of email sent from MCC – 1x/month in a tight, navigable format
- Supporting development of web and social media skills – See Megha's workshop, Lucas's webmaster outreach
- Continuing the one-on-one conversation in 2025, helping with OU Analytics, member engagement, volunteer development one section at a time

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MCC Goals for 2025

Q1
- ❑ Launch Collabratec community
- ❑ Initiate Sections Spotlights on R3 web site; link back to all section web sites
- ❑ Establish presence and processes for remaining Social Media channels
- ❑ Establish and baseline communications metrics and KPIs
- ❑ Complete Sections 1:1 report
- ❑ Explore an interdisciplinary tiger-team approach: Solving the MCC Knowledge Management problem with AI

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
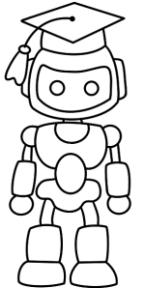
Thank you

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