

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

1. Summary

1.1 Items Needing ExCom Action

- Web team launching a “Section Spotlight,” needs support from EXCOM to get section involvement
- Request for all EXCOM members to join the R3 Collabratec Community <https://iee-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

- MCC is exploring using the Marketto tool to conduct a Region-wide member survey. Is there interest at the EXCOM level for developing a broad-topic survey on various member-related topics?

1.3 Events or Activities Since Last ExCom Report

- Social media report:
 - Linked In follower count: 1,436, up from 1,074 last month (+362)
 - Region 3 is 3rd for total Linked-In followers for all Regions
 - Region 8 is #2 with 2195 followers
 - Instagram follower count: 142, up from 122 last month (+20)
 - Twitter follower count: 582, up from 578 last month (+4)
 - Facebook: *Metric development in progress*
- Web:
 - Number of visitors in previous month: *Metric development in progress*
 - Closed 5 requests/fix-it issues for the R3 web site in March
 - Closed 11 total YTD
 - 13 current open issues being tracked / worked
- Collabratec: 110 members, up from 80 in March (+30)
- Monthly E-Notice:
 - Released 31 March 2025

- Sent to 17685 (February was 21761)
- Delivered to 17679 (February was 21750)
- Opened by 8406 (February was 10318)
- Clicked by 198 (February was 185)
- Fellows
 - No statistics reported for this period
 - Pending potential appointment of Fellows coordinator

1.4 Planned Near Future Events or Activities

- Membership development: Expanding SSC Knowledgebase to include MCC
- 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>)

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 (Complete)
- 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 (Complete)
- 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