

# IEEE Region 3 Strategic Plan 2025

URL: <https://r3.ieee.org/about>

## Our Mission

Focus on the growth and development of the member throughout the life cycle of the individual. Every member is an active participant, an informed and a satisfied member.

## Our Vision

The Region shall fulfill the Member and Geographic Activities (MGA) strategic objectives at the local level by ensuring the enabling of the Sections, Chapters, Affinity groups, Student Branches, and Student Branch Chapters to engage the member.

## Theme

Engaging New Leadership



1. Improve Section Vitality across the region by focusing on sections that need vitality support.



2. Provide all Sections the training and support they need.



3. Ensure Sections use the vTools election process.



4. Consolidate reporting (Concur approvals, Conflict of Interest forms, etc.) with assistance from IEEE staff.



5. Assist Sections in developing and maintaining a Section Succession Plan.



6. Develop metrics for Section engagement with Student Branches.



7. Develop and prototype industry engagement activities



8. Provide an engaging and surplus-generating SoutheastCon 2025 and other Region/Section sponsored conferences and plan for similar success in 2026-29.



9. Engage members through new events and (micro-)volunteering opportunities.