

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

1. Summary

1.1 Items Needing ExCom Action

- MCC requests guidance for gaining access to funding to support social media campaigns

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? No answers from last two months, remains an open question.

1.3 Events or Activities Since Last ExCom Report

- Social media report:
 - Linked In follower count: 1,550 up from 1,505 last month (+45)
 - Instagram follower count: 145, +3 from last month
 - Twitter follower count: 580, -2 from last month (** Top IEEE org in globally **)
 - Facebook: 30 followers, up from 0 last month (** New Facebook page launched **)
- Web: No update
 - Number of visitors in previous month: *Metric development in progress*
 - Closed 1 new requests/fix-it issues for the R3 web site in March
 - Closed 12 total YTD
 - 13 current open issues being tracked / worked
- Collabratec: 127 members, up from 117 in April (+10)
- Monthly E-Notice:
 - Released 29 May 2025
 - Sent to 19135 (April: 18502, March: 17685)
 - Delivered to 19101 (April: 18489, March: 17679)
 - Opened by 8822 (April: 8837, March: 8406)
 - Clicked by 157 (April: 141, March: 198)
- Fellows
 - No statistics reported for this period

1.4 Planned Near Future Events or Activities

- No change since last report

2 Announcements

- 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

3 Committee Report Detail

- MCC May meeting held as virtual/asynchronous due to schedule conflicts
- 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: Published for June!
- Metrics and KPI status: Working with IEEE IT to develop meaningful data collection. No update.
- 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/1eQf0HM4fMhvXEMmJd9IxoIBoxryuUh7HQlqCLGjkmbg/edit?gid=1843922481#gid=1843922481>)
 - Patrick reported that a majority of non-deliveries appear to be to senior members and to life members, where the error is a user not found or no such domain.
 - Discussed how this is a great opportunity to engage section chairs and get them to engage their members; most members have a home phone number or address in the member record, so section chairs could take action to reach out to their members to update with new email addresses.
 - While this came up as a MCC issue, we discussed that it might be a SSC solution. Patrick will discuss with SSC and let us know if SSC wants to run with it, or give it back to MCC.

3.1 Items Needing ExCom Action

- See section 1.1 above.

3.2 Items Needing ExCom Discussion

- No change since last report

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/1OUMESlpmMN5PWqke9AAhbQFtdg0dTkh?usp=drive_link

3.4 Planned Future Events or Activities

- MCC has requested three updates to the R3 Ops Manual
 - Change Information Coordinator to Social Media Coordinator and update responsibilities
 - Add a Collabratec Coordinator
 - Update MCC chair responsibilities
- 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 (In progress)
- Cleaning up dead/reject member email addresses (In progress)

- Implement a ticketing system for web page updates, possibly also for social media requests (Pending)
- Develop MCC consolidated, curated calendar in response to Sections 1:1 (Pending)

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