

To: IEEE Region 3 Executive Committee or IEEE Region 3 Committee
From: Member Communications Committee (MCC)
Date: September 2025
By: Andy Seely, MCC Chair

Activities Since Last Report

August report of the MCC was not submitted due to clerical error. Details from August and September are included in this report.

Welcomed new Youtube social media channel lead, Raj.

Planned Activities

New podcasting concept being developed.

Continuing work on addressing rejection/wrong emails in e-notice.

Reviewing MCC 2025 goals and planning for end of year close-out.

MCC meets at 1900ET/1800CT on the third Tuesday of every month. Meeting minutes and MCC artifacts are in the MCC collaboration site at

https://drive.google.com/drive/folders/1OUMESlpmMN5PWqke9AAhbQFtcdg0dTkh?usp=drive_link

Unit Goals and Current Status

Include the complete set of unit goals for the year and provide the current status for each goal.

MCC metrics for the current period:

- Linked In: 1776 followers
- Instagram: 156 followers
- Twitter/X: 582 followers
- Facebook: 36 followers
- Youtube: Under development
- Collabratec: 139
- Web page hits: Under development
- Web page updates/pending changes stats: 14 completed YTD/13 pending
- Section spotlights: 3
- Member spotlights: Under development
- Newsletter stats:
 - Published: 17 March
 - Published: 17 June
 - Published: 11 September
 - Planned for: 19 December
- E-notice stats:

Date Sent	Number Sent	Delivered	Opened	Clicked
30-Jan-25	21273	21257	9979	291
23-Feb-25	21761	21750	10329	185
31-Mar-25	17685	17679	8444	199
28-Apr-25	18502	18489	8886	147
29-May-25	19135	19101	8870	160
2-Jul-25	19665	19643	9716	140
7-Sep-25	20694	20621	6199	163

MCC Goals for 2025

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	Presence complete, processes under development.
Establish and baseline communications metrics and KPIs (Brian)	In progress
Complete Sections 1:1 report	Complete
Explore an interdisciplinary tiger-team approach: Solving the MCC Knowledge Management problem with AI	Canceled
Create social media best practices/getting started checklist for sections; support all sections standing up localized social media activities to reach more members (Megha)	In progress
Cleaning up dead/reject member email addresses (Patrick)	In progress
Implement a ticketing system for web page updates, possibly also for social media requests	Complete
Develop MCC consolidated, curated calendar in response to Sections 1:1	Under consideration
Re-survey members for communications issues (Brian)	In progress
Standardize on a persistent chat for regional communications, add a volunteer leader (Discord, etc)	Under consideration
Develop MCC process documentation by end of the year (Andy and functional leads)	In progress

Action Items

NSTR

Discussion Items

NSTR

Appendix

NSTR