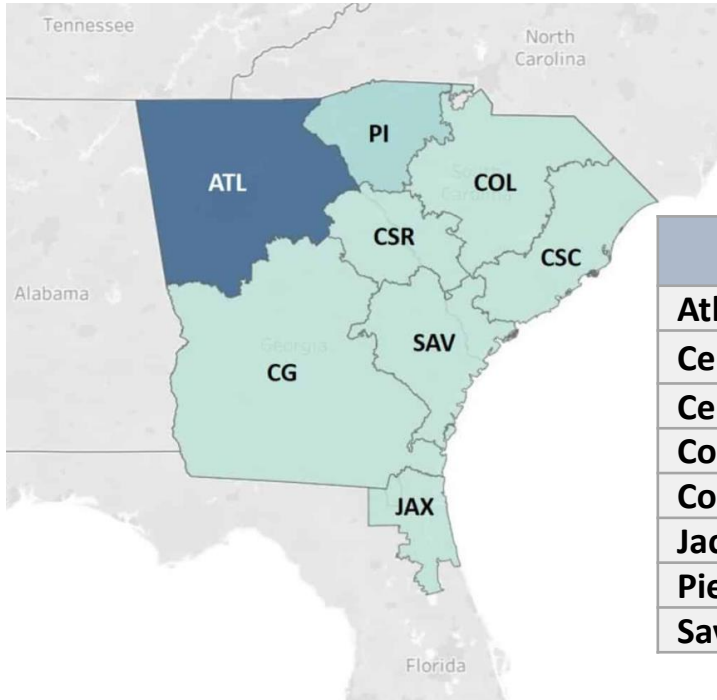# Region 3 – Area 2 SWOT Analysis

Strengths, Weaknesses, Opportunities, and Threats

Alessio Medda, Area 2 Chair

7 December 2024, Charlotte, NC

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Sections in Area 2

Area 2: Georgia & South Carolina

Area 2 Sections	Code	Number	Chair
Atlanta	ATL	R30003	Tamseel Syed
Central Georgia	CG	R30093	Jacob Hopkins
Central Savannah River	CSR	R30381	Stephanie Huguenin
Coastal South Carolina	CSC	R30383	Nancey Tsai
Columbia	COL	R30385	Angelo Ferraro
Jacksonville	JAX	R30527	Percy Shadwell
Piedmont	PI	R30387	David Fillion
Savannah	SAV	R30061	Masoud Davari

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Section's Statistics for 2024

Updated to 12/1/2024

Area 2 Sections	Members	Chapters	Affinity Groups	Meetings in 2024 Total # / Technical
Atlanta	3,800	15	LM YP WIE	123 / 44
Central Georgia	184	-	LM	7 / 6
Central Savannah River	163	-	-	4 / 0
Coastal South Carolina	384	1	LM WIE	17 / 4
Columbia	402	1	LM WIE	16 / 8
Jacksonville	436	2	LM	5 / 5
Piedmont	581	1	LM YP WIE	23 / 8
Savannah	233	-	-	17 / 6

Area 2 Elections Update

Updated to 12/1/2024

Area 2 Sections	Doing Elections in 24	Election Committee	Call for Nominations	Candidates Selected	Ballots Sent	
Atlanta	YES	YES	YES	YES	YES	Elections closed on 1 Dec
Central Georgia	YES	YES	NO	NO	NO	Election committee not active
Central Savannah River	YES	YES but still needed 2 more voting members	NO	NO	NO	Chair suggested to continue section activities keeping the same officers
Coastal South Carolina	YES	YES	YES but no responses	NO	NO	Same officers as last year
Columbia	YES	YES	?	?	?	
Jacksonville	YES	YES	YES	YES	?	
Piedmont	YES	YES	YES	YES	YES	Elections close on 12/3
Savannah	NO					Next Round Feb 26

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SWOT Action Plan

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Strengths

SECTION	Strength	Lessons Learned
ATL	• **Team of volunteers across chapters, affinity groups, etc.** • **High impact events** • **Scholarships/industry relationships and other non-profit partnerships**	• Networking events that are help in fun places help boost volunteer participation • High impact event require a lot of work but provide high rewards and boost region-wide visibility (i.e. VIC Summit, SEC24, Award Banquet) • Funding scholarships and other activities not directly related with technical chapter activities boost reputation and visibility
CSC	• **STEM outreach**	• Creating alliances with other organizations in STEM space has tangible payoffs
CG	• **Small but loyal group of members**	• Loyalty pays off (?)
SAV	• **IEEE Student Chapter's activities**	• Student chapter activities help revive section and increase recruitment
PI	• **Strong core group, YP and WIE** • **New LMAG**	• We've had good people like Hasala Dhamarwardena and Evelyn Licona (YP and WIE) that are great assets and moved into Region activities. Participation in the Region 3 Senior Member Elevation Committee.

Weaknesses

SECTION	Weakness	Concern	Possible Solutions
ATL	• **Student engagement**	• Student engagement remains low despite best efforts	Appointment of special committee focused on boosting student engagement by direct interaction with schools and colleges
CSC	• **Volunteers engagement**	• No enough volunteers to run activities (1% does 99% of the work)	Identify opportunities to engage new volunteers
CG	• **Limited communication tools to reach volunteers** • **YP only students**	• E-notices are the only way • Absent YP community and participation, no	Identify opportunities to engage new volunteers
SAV	• **Lack of volunteers**	• # of EE companies and universities/colleges is insufficient	Leverage Hyundai Motor Group Metaplant America in 2025/2026
PI	• **Not enough overall involvement**	• We haven't been able to fully utilize more people • Not reporting events.	Identify opportunities to engage new volunteers

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Opportunities

SECTION	Opportunity	Benefits	Action Plan
ATL	• **Conference Organization** • **Student Engagement** • **Senior Member recruitment**	• Boost engagement and revenue • Increases student pool and boost volunteers • Helps finds candidates for officer positions	• Host future conferences • Directly engage with schools other than GT (Georgia State, Kennesaw, Emory, UGA)
CSC	• **Build around STEM activities**	• Possibly engage new volunteers	• Regularly remind community about section STEM activities
CG	• **Engage with student sections**	• Find new volunteers	• Keep working on it / reach out to ppl by phone, find other alternatives
SAV	• **Incentives for the current companies and schools**	• Boost # of IEEE members	• Leverage Hyundai Motor Group Metaplant America in 2025/2026
PI	• **Good core team and volunteer team**	• Strong leadership	

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Threats

SECTION	Threat	Issues
ATL	• Volunteers numbers decreasing overtime	• Increasing more difficult to find volunteers for key positions
CSC	• Member engagement	• ExCom is on life support
CG	• No succession plan • Large geographical area • No new members for quite some time	• No enough new volunteers to guarantee an healthy transition to new officers and volunteers • Meetings are force to be around Macon / Warner Robins
SAV	• Decline in the number of volunteers	• Lack of volunteers for key positions
PI	• Geographical spread (I85 from the Georgia Border to the North Carolina border)	• Travel for volunteers is a challenge • 3 main population centers: Clemson, Greenville, and Spartanburg

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