



# IEEE Region 3 Member Communication Committee

*2024 In Review*

*Andrew Seely, MCC Chair, [andrew.seely@ieee.org](mailto:andrew.seely@ieee.org)*

# Member Communications Committee

## 2024 Team

- Chair: *Andy Seely*
- Member Retention (SSC liaison): *Patrick Kung*
- Newsletter Editor: *Bill LaBelle*
- Assistant Editor: *Evelyn Licona*
- Webmaster: *Lucas Sweet*
- Metrics and KPIs: *Brian Page*
- Fellows Coordinator: *Hulya Kirkici*
- Collabratec: *Naresh Erukulla*
- Social Media Coordinator: *Megha Ben*
- Social Media Team:
  - *Angel Pinnock*
  - *Ahmed Elsayed*
  - *Sunny Arokia Swamy B*
  - *Susan Goodwin*
  - *Sree Ranjani Rajendran*
- MCC Mentor: *Sonya Dillard*



# Member Communications Committee

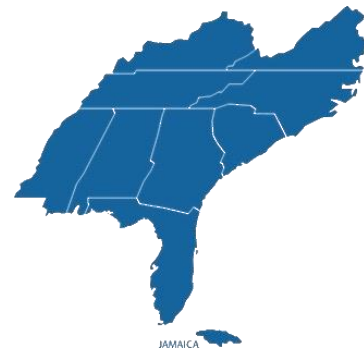
## *Overview and Purpose*

The MCC facilitates communication between the Region, Sections, and individual members.

MCC's lines of effort in 2024:

- ▶ Monthly Member E-Notice
- ▶ Triannual Region Newsletter
- ▶ Region Web Site
- ▶ Information Coordination
- ▶ Fellows Coordination

**IEEE  
Region 3**



# Member Communications Committee

## *MCC and the Region 3 Mission, Vision, and Strategy*

**R3 Mission Statement:** 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.

**R3 Vision Statement:** The Region shall fulfill the Member and Geographic Activities (MGA) strategic objectives at the local level by ensuring the enabling of the sections, chapters, and student branches to *engage the member*.

### **R3 Eight Strategic Goals:**

1. Support all Sections in holding and reporting at least 5 meetings, 2 meetings for each Chapter and Affinity Group.
2. Provide all Sections the training and support they need
3. Ensure Section operations are timely (reports, officers, website) and support the new election process with vTools.
4. Assist Sections to develop and maintain a sustainment plan
5. **Build out the industry engagement activity.**
6. Assist Sections and subunits in earning the maximum meeting rebate
7. Encourage sections to routinely engage with their Student Branches and Branch Counselors
8. Engage members through new events and (micro-)volunteering opportunities.

MCC directly or indirectly supports the R3 Mission by managing the pathways through which members stay informed about IEEE activities.

MCC supports the R3 Vision by engaging with sections and members to provide information about funding, programs, and events.

MCC supports all R3 goals through effective communication tools and processes.

**\*\* No meaningful support to IEC in 2024 \*\***

# Member Communications Committee

## 2024 in Review

Newsletter: Bill LaBelle  
E-Notice: Andy Seely

We re-structured the monthly member E-Notice message. Now “News and Opportunities in IEEE,” with sections for Top Three, Spotlight, Getting Involved, and Events.

Positive feedback on e-notice structure and content from a limited survey.

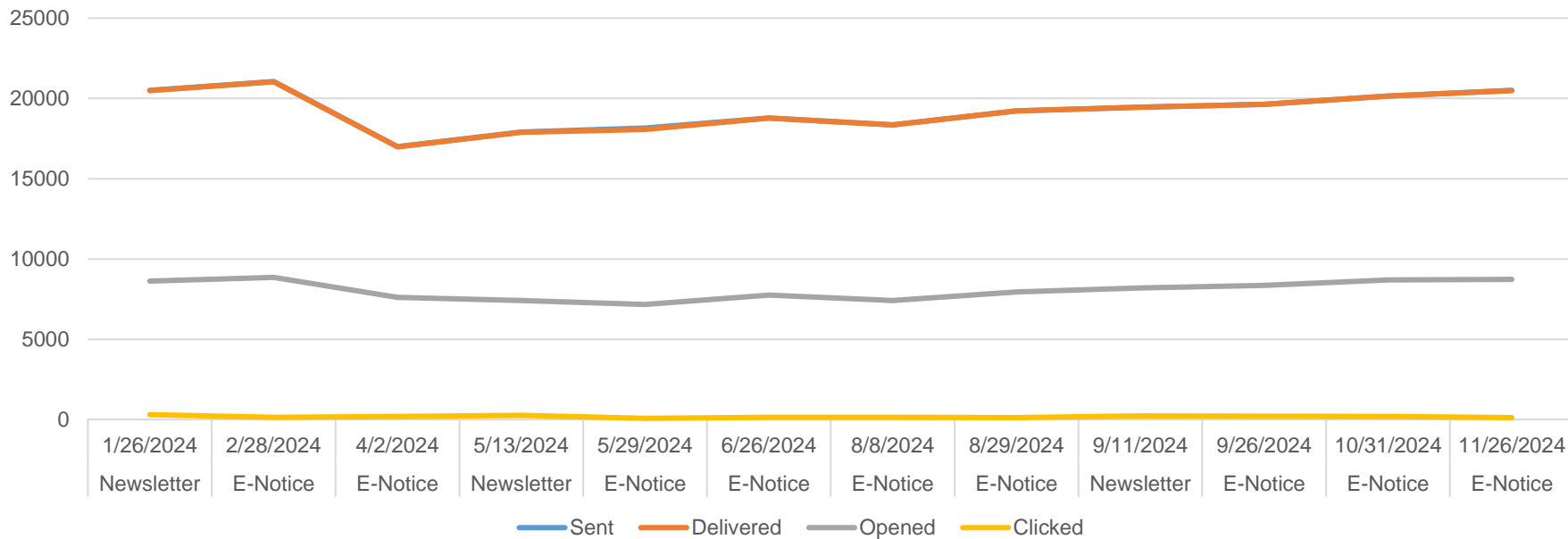
For 2025: Need to improve on consistent timing of delivery.

Activity	Date sent	Sent	Delivered	Opened	Clicked
R3 Newsletter	1/26/2024	20497	20486	8618	303
E-Notice	2/28/2024	21054	21038	8854	144
E-Notice	4/2/2024	16997	16987	7617	200
R3 Newsletter	5/13/2024	17911	17896	7421	268
E-Notice	5/29/2024	18159	18066	7167	75
E-Notice	6/26/2024	18789	18782	7743	141
E-Notice	8/8/2024	18362	18356	7414	144
E-Notice	8/29/2024	19226	19220	7952	125
R3 Newsletter	9/11/2024	19462	19449	8189	232
E-Notice	9/26/2024	19642	19630	8361	206
E-Notice	10/31/2024	20152	20143	8689	184
E-Notice	11/26/2024	20497	20483	8731	125

# Member Communications Committee

2024 in Review

## Member Communications 2024



Note: Sent and Delivered are overlapping in this chart



# Member Communications Committee

## 2024 in Review

Patrick Kung:  
Member email  
rejections project to  
address in 2025.

590 Region 3 email  
addresses rejected in  
October 2024.

214 Spam complaints.  
*Why do our members  
report our  
communications as spam?*

206 User not found,  
87 are Life status –  
*welfare check-in?*

<b>Associate Member</b>	<b>6</b>	<b>Life Senior</b>	<b>61</b>
Bad Domain	1	Bad Domain	1
SPAM Complaint	1	Generic Soft	17
User Not Found	4	SPAM Complaint	27
<b>Fellow</b>	<b>1</b>	User Not Found	16
SPAM Complaint	1	<b>Member</b>	<b>223</b>
<b>Graduate Student Member</b>	<b>23</b>	Bad Domain	6
Bad Domain	2	Generic Hard	1
Generic Soft	4	Generic Soft	71
SPAM Complaint	5	SPAM Complaint	62
Unsub From All Link	1	Unsub From All Link	4
User Not Found	11	User Not Found	79
<b>Life Fellow</b>	<b>13</b>	<b>Senior Member</b>	<b>43</b>
SPAM Complaint	8	Bad Domain	2
User Not Found	5	Generic Soft	13
<b>Life Member</b>	<b>206</b>	SPAM Complaint	10
Bad Domain	11	User Not Found	18
Generic Hard	1	<b>Student Member</b>	<b>14</b>
Generic Soft	29	Bad Domain	1
Previous	1	Generic Soft	3
SPAM Complaint	97	SPAM Complaint	3
Unsub From All Link	1	User Not Found	7
User Not Found	66		

# Member Communications Committee

## *2024 in Review*

Region 3 Web Page: Lucas Sweat

Implemented [Web Page Suggestion Box](#) issue tracker

- 15 issues closed or adjudicated in 2024
- 11 issues pending in backlog, to be addressed in 2025

[Website Review Initiative](#) to collect all web site links and webmaster contacts for R3 sections

- Identifying live and healthy, live and outdated, and missing web sites
- Making positive contact with every section to offer help and guidance
- Linking back to R3 home site

Section Spotlights

- New initiative for 2025 to collect details on each section and “spotlight” a section every week or two on the R3 web page in a rotator

Metrics and KPIs

- Working with IEEE IT to gain access to Google Analytics
- Goal to quantify value and utility of Region 3 web site efforts in 2025



# Member Communications Committee

## *2024 in Review*

### Metrics and KPIs: Brian Page

- Established a new MCC role for Metrics and KPIs in 2024
- Working with IEEE IT for Google Analytics
- Considering meaningful measurements for quantitative and qualitative evaluation of MCC efforts in 2025

### Member Communications Survey: Andy Seely

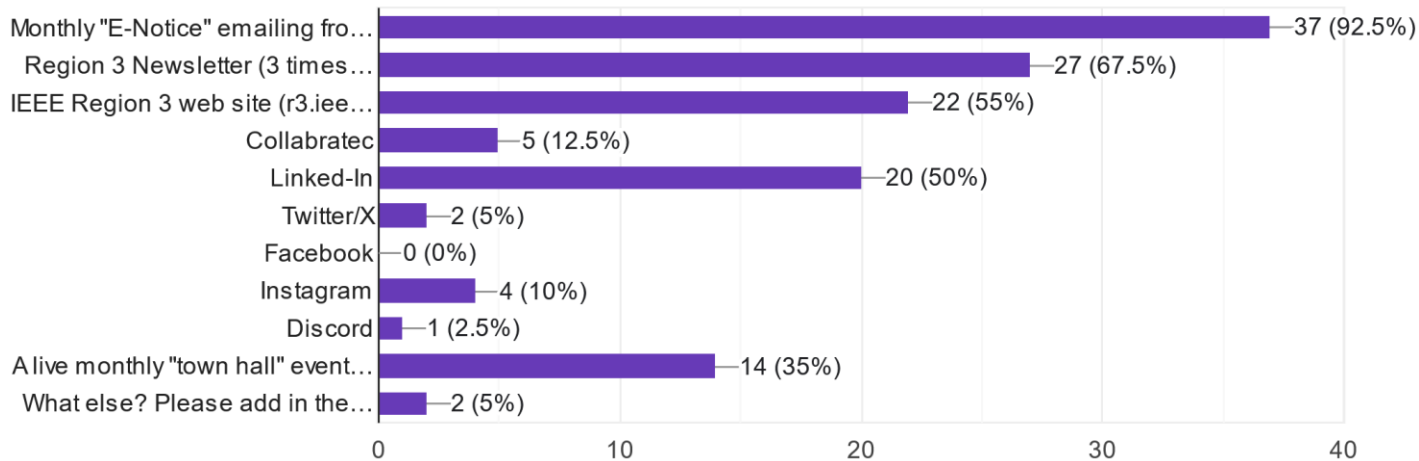
- Initiated a Region 3 Member Communications Survey in 2024
- Survey shared via E-Notice to 22,000 members
- Overwhelming majority of respondents said E-Notice is the most effective communication in IEEE, in a textbook case of selection bias
  - *Only 40 people (0.18%) responded to the survey (did you?)*

# Member Communications Committee

## 2024 in Review

Which of the following are effective ways to communicate IEEE information to you?

40 responses



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2024 in Review

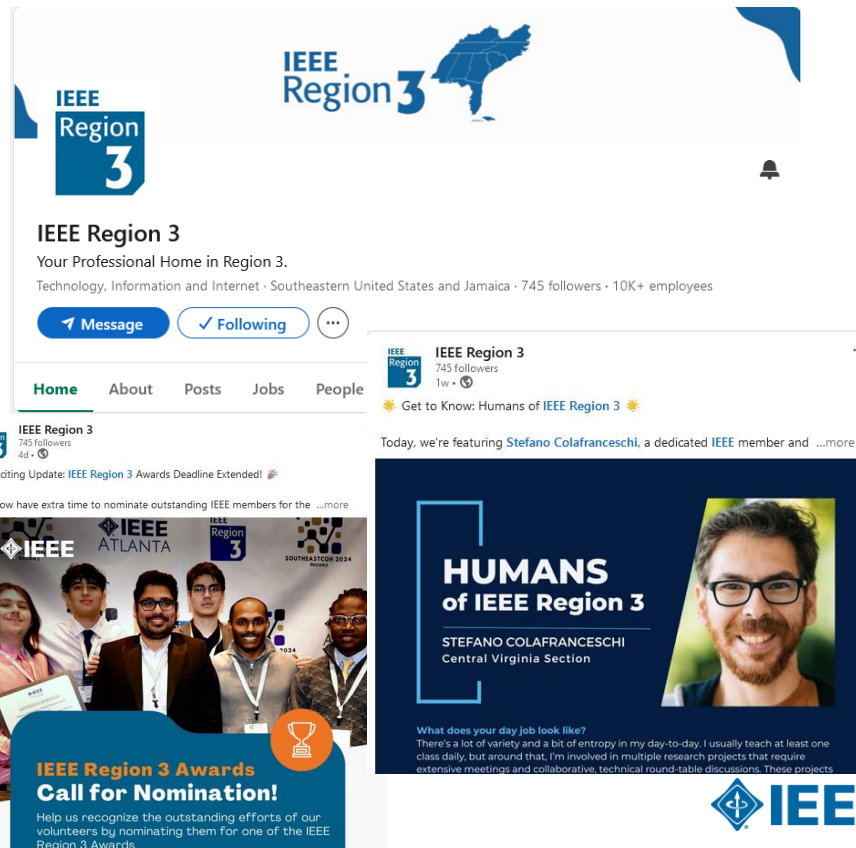
Social Media Team: Megha Ben

In 2024, MCC expanded the social media team from one person to 5

- Linked-In Page launched in summer – up to 745 followers
- Facebook account transferred, lead assigned
- Youtube account transferred, lead assigned
- Instagram, Twitter are on plan for 2025

Initiated Region 3 Member Spotlights

Supported SoutheastCon, R3 Awards, MOVE, and others



# Member Communications Committee

## 2024 in Review

### Highlights

Data for 12/6/2023 - 12/4/2024

26,859

Impressions

822

Reactions

80

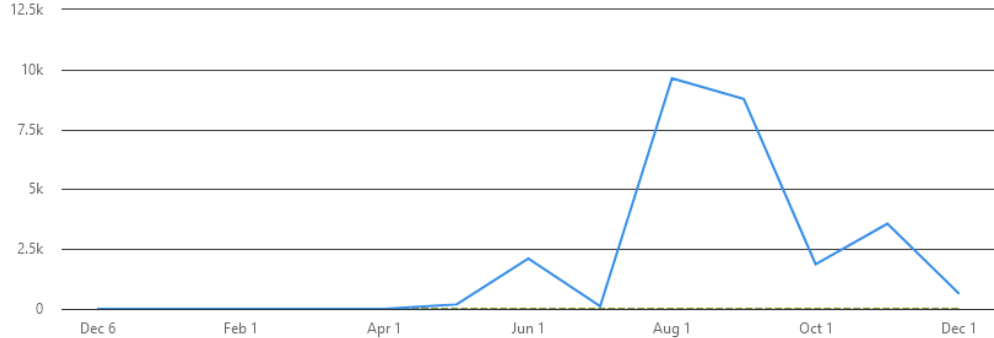
Comments

27

Reposts

### Metrics

Impressions ▾



Organic

26,859



# Member Communications Committee

2024 in Review

Collabratec: Naresh Erukulla

Created Region 3 community space - beta

Developing charter, goals, playbook

Plan for phased roll-out to Region 3 in 2025

IEEE.org | IEEE Xplore Digital Library | IEEE SA | IEEE Spectrum | More Sites

ANDREW SEELY | Sign Out | IEEE

Discover Connect Collaborate Settings Help

Search IEEE Collabratec

My IEEE Home 2 Favorites 4 Notifications 19+ Messages 3 Library Network Communities Workspaces

## IEEE Region 3 Community

Provided by Region 3 Volunteer leadership

Activities Files Events Participants About

Share thoughts, images, or files... Drag Images or Files Here Search...

2 posts

Naresh Erukulla posted

**MAR 26** SoutheastCon 2025 in Charlotte/Concord, NC - In-Person Conference  
Conference | • 26 Mar - 30 Mar, 2025 • charl

SoutheastCon is the annual IEEE Region 3 Technical, Professional, and Student Conference. Dates & Location: March 26-30, 2025 - In-Person Conference Embassy Suites Concord (Charlotte), NC. SoutheastCon brings together Computer Scientists, Electrical, and Computer Engineering professionals, faculty and students to share the latest information through technical sessions, tutorials, and exhibits. It is the most influential conference in Region 3 for promoting awareness of the technical contributions made by our profession to the advancement of engineering

Show More

Events

Dec, 2024

Su	Mo	Tu	We	Th	Fr	Sa
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21

# Member Communications Committee

## *2024 in Review*

Member Communications One-On-One Section Interviews: Andy Seely

26 section leaders contacted to-date - Individual conversations include:

- Call for participation for R3 newsletter, R3 awards
- Support for Section Spotlights, Member Spotlights
- Collect details on section web sites, webmasters
- Advice and recommendations from sections for MCC

Findings include:

- Generally positive reception, people really appreciated being talked to one on one
- Everyone reported an *astonishing, comical, amazing, incredible, artillery-fire* amount of email every day; the noise to signal is unbearable
- **Quick win suggestion:** R3 EXCOM, stop sending every separate report every month to everyone – establish a common repository and send one message with location of the reports
- **Medium-term request:** Establish a Region-wide consolidated, curated calendar that combines elements such as vtools events and due-dates for awards and newsletters
- **Longer-term recommendation:** For elected leaders of sections, IEEE should pay for the increased Google Apps storage space to facilitate effective downstream communications
- A roll-up report of this effort will be completed in 2025

# Member Communications Committee

## 2025 Goals

### Q1

- Launch Collabratec community
- Initiate Sections Spotlights on R3 web site; link back to all section web sites
- Establish presence and processes for remaining Social Media channels
- Establish and baseline communications metrics and KPIs
- Complete Sections 1:1 report
- Explore an interdisciplinary tiger-team approach: Solving the MCC Knowledge Management problem with AI

### 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

**Thank you**