



This report is issued monthly on behalf of your Region and the IEEE Member & Geographic Activities Board.



It's a great new start for 2018. I hope you are ready to dive in and get involved in Member Development in 3 ways. Develop individually as a professional, leadership skills within your Section, and networking relationships within your local community with our technical, institutional and corporate entities. Program and schedule planning is the best way to accomplish all these target areas. It will take all members to do just a little in these areas that combined will enhance and advance our Region's technical capabilities. Looking forward to seeing what Region 3 has planned for this year. Browse the links below and email me fresh ideas you come up with.

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Region Snapshot	This Month	'17 vs. '16		% Change	To view your Section's total membership, renewal and recruitment stats, visit the Region 3 Membership Stats folder on Google Drive.
Total Membership	27,587	▼	(915)	-3.2%	
Higher-Grade	22,867	▼	(465)	-2.0%	
Students	4,720	▼	(450)	-8.7%	
IEEE Worldwide	417,429	▼	(6,137)	-1.4%	

Update Your Officer Reporting

The end of the membership year typically signals a change in the volunteers for many Sections. Please be update your Officer Reporting so that we can ensure your incoming officers receive the communications they need to do their jobs effectively:

officers.vtools.ieee.org/

Need IEEE Branded Materials?

We've received many inquiries on how to obtain IEEE branded tablecloths, banners, giveaways, etc. The IEEE Strategic Marketing team has been busy pulling together all of the relevant resources so that you can easily order your own materials. Here is a quick list of links:

- [IEEE Brand Experience](#): This hyperlink contains the IEEE Branding guidelines, templates, logos files, etc. to create print and digital collateral. For all things branding visit: brand-experience.ieee.org
- [Consumer Graphics](#) is an IEEE approved vendor for the creation of print materials, tablecloths, etc.
- Specialties, Inc. is an IEEE preferred supplier of promotional items. Please contact Julie Barr, IEEE's vendor representative for details. jbarr@specialtiesinc.biz // 301-948-5775

Have a Fireside Chat with Your Members

My team is signed up for a great email newsletter from the ASAE, the Center for Association Leadership, called AssociationsNow. Each issue has articles packed with tips and tools to help their subscribers build better relationships with their members.

In their latest edition, there is an article about having a fireside chat with your members. They suggest that Associations and their chapters are like families: You occasionally need to gather from near and far for face time and open dialogue. [Be sure to check out the full article for ideas on to host a successful chapter summit](#)

Select Articles from IEEE's *The Institute*

Included below is a small selection of recent articles that may be of interest to you and your members:

- [What to Expect When You Make the Transition from Engineer to Manager](#)
Read insights from the IEEE Technology and Engineering Management Society
- [Mentor a Child to Help Shape the Next Generation of STEM Workers](#)
New online program connects technical professionals with students
- [Young Professionals: Here's How to Succeed in Today's Workplace](#)
IEEE-USA e-book provides practical advice on getting yourself noticed
- [Five Traits of Highly Effective Engineers](#)
Many engineers possess unique traits such as initiative and eagerness to learn that help make them more successful in their careers.

Please visit the MD resources page - here you will find a list of the most valuable resources to help you in your volunteer efforts along with your membership planning. The site is: www.ieee.org/md