1 General

1.1 Officers

- Chair: Eva Lang, eva.lang@ieee.org
- Student Representative: Amélie Anglade, amelie.anglade@ieee.org
- Awards & Contests: Pablo Herrero, pablo.herrero@ieee.org
- Student Branches: Muhammad Mustafa, mu.kh.mustafa@ieee.org
- Student Paper Contest: Djordje Paunovic, g.paunovic@ieee.org
- Web Activities: Jorge Soares, jorgesoares@ieee.org

1.2 Goals and Objectives

- Create more student membership benefits at all IEEE levels
- Develop student activities (including contests, awards and promotion programs)
- Foster Student Members’ awareness of IEEE activities and existing benefits
- Support students’ initiatives and inform other IEEE organizational units about them
- Represent student interests and voice student concerns
- Help with the formation of new Student Branches, Chapters, and Affinity Groups
- Help with communication between existing Branches, Chapters, and Affinity Groups
- Increase student membership and develop retention strategies
- Bring more fun to IEEE!

1.3 Membership

April 13, 2010: 18,374 Student and Graduate Student Members (7,952 StM, 10,422 GSM) in 319 Student Branches

More than 1/4 of Region 8 membership is Student or Graduate Student Member.

1.4 New Student Branches, Student Branch Chapters and Student Branch Affinity Groups

1.4.1 New Student Branches

- German Jordanian University, Jordan
- Jubail Industrial College, Egypt
- Applied Science University, Jordan
- Izmir Ekonomi Universities, Turkey
- University of Split, Croatia
- Al-Azhar University-Gaza, Palestine
- King Saud Univ College of Business Administration, Saudi Arabia
- Université Pierre et Marie Curie, France
- Lebanese University Faculty of Engineering – Roumieh, Lebanon
- King Abdullah University of Science and Technology, Western Saudi Arabia
- Technical Univ of Lodz, Poland
- Al-Ahliyyah Amman Univ College of Engineering, Jordan
- Technical University of Kosice, Czechoslovakia
- Osijek University Of Josip Juraj Strossmayer, Croatia

1.4.2 New Student Branch Chapters

- Abdelmalek Essaadi University, Computer Society SB Chapter, Morocco
- University of Cape Town Communications Society SB Chapter, South Africa
- Dokuz Eylul University Engineering in Medicine and Biology Society SB Chapter, Turkey
- Inst For Radiophysics & Electronics Electron Devices Society SB Chapter, Ukraine
- Ecole Nationale d'Ingenieurs de Sfax (ENIS) Aerospace and Electronics Systems Society SB Chapter, Tunisia
- Ecole Nationale d'Ingenieurs de Sfax (ENIS) Signal Processing Society SB Chapter, Tunisia
1.4.3 New Women in Engineering Student Branch Affinity Groups

- Princess Sumaya University for Technology SB WIE AG, Jordan
- American University of Beirut SB WIE AG, Lebanon
- Modern Science & Arts University SB WIE AG, Egypt
- Petroleum Institute SB WIE AG, Egypt
- Izmir Ekonomi Universitesi SB WIE AG, Turkey
- Ecole Nationale d'Ingenieurs de Sfax (ENIS) SB WIE AG, Tunisia

2 Awards and Contests

We ask the Section Chairs to nominate potential candidates and bring their names forward to the R8SAC.

2.1 General Awards for Active IEEE Student Members

2.1.1 IEEE Student Enterprise Award

The IEEE Student Enterprise Award, with funding from corporate partners and individuals, was created by the IEEE to support Student Branch projects. Up to US$ 1,500 in funding is available for project proposals developed by teams of IEEE Student Members from Student Branches established at over 1,400 universities and colleges around the world.

Deadline for the 2010 award is 15 November 2010.

2.1.2 IEEE MGA Larry K. Wilson Regional Student Activities Award

Annually, the student most responsible for an extraordinary accomplishment associated with IEEE student activities is recognized with this award. The value of a pattern of dedicated, ongoing service to a branch is certainly recognized. This award is designed to reward a particular event or product of IEEE activities.

Three submissions were received for 2010 and are currently under evaluation.

2.1.3 IEEE Presidents’ Change the World Competition

The award recognizes students who develop unique solutions to real-world problems using engineering, science, computing and leadership skills to benefit their community or humanity.

The 2010 competition is currently in evaluation phase.

2.2 Student Branch Awards

2.2.1 IEEE Regional Exemplary Student Branch Award

To qualify for the award, a branch must conform to IEEE Bylaws, have an active program and support IEEE goals.

Submissions for 2010 were received from 10 Student Branches in 7 Sections.

2.2.2 Outstanding Branch Counselor and Advisor Recognition Programme

Aware of the unusual and dedicated efforts of Student Branch Counselors and Branch Chapter Advisors, the MGA and TA Boards sponsor a cash award to each of approximately ten outstanding Counselors and
Advisors throughout the world. Winners will be those individuals who, through their work as Counselors and Advisors, exemplify the Institute's commitment to the educational, personal, professional, and technical development of students in IEEE related fields of interest.

2.2.3 IEEE Darrel Chong Student Activity Award

This award serves to change the mind set of our student groups from being number-driven to become value-driven and acknowledge exemplary student activities around the world. The goal is to improve the quality of student activities and foster exchange of expertise and knowledge among students. This will encourage and motivate students to continue to innovate and implement meaningful ideas.

Submissions are welcome throughout the entire year; decisions are made once a year during the MGA SC meeting. Activities submitted after 30 September will be judged the following year.

2.2.4 MGA Student Branch Membership Growth Award

Each year a Student Branch in each region is recognized as having achieved the highest rate of growth. The greatest level of growth is based on a composite rating, considering the highest increase in membership and highest increase in new elections relative to other Student Branches in each Region.

2.3 Contests

2.3.1 IEEE Region 8 Student Paper Contest

31 papers were submitted (28 accepted, according to SPC rules) within the SPC 2010. Contestants were from 19 Sections (out of 56) and from 26 Institutions/Student Branches. Achieved responses were higher than previous years.

Austria, Univ of Graz
Benelux, Technical Univ, Eindhoven
Benelux, Univ of Gent
Benelux, KU Leuven
Benelux, Catholique Univ of Louvain
Germany, Karlsruhe Univ
Greece, Univ of Central Greece
Iran, Bu Ali Sina Univ, Hamedan
Iran, Univ of Kurdistan, Sanandaj
Kuwait, Kuwait Univ
Lebanon, American Univ of Beirut
Lithuania, Vilnius Gediminas Tech Univ
Malta, Univ of Malta
Qatar, Qatar Univ, Doha
Rep. Of Macedonia, Univ of Skopje (UKIM)
Slovenia, Univ of Ljubljana
South Africa, Univ. of Pretoria
South Africa, Univ of Witwatersrand, Johannesburg
South Africa, Univ of Cape Town
Spain, Univ Nacional De Educacion A Distancia
Tunisia, Ecole Nationale d'Ingéneurs de Sfax (ENIS)
Turkey, Suleyman Demirel Univ, Isparta
UKRI, Queen Mary, Univ of London
UKRI, City Univ London
United Arab Emirates, Bits, Pilani-Dubai
Western Saudi Arabia, King Abdulaziz Univ

The SPC 2010 international jury:

- Chair Prof George Paunovic, Serbia,
- Prof Carlos Lopez-Barrio, Spain,
- Prof Andrzej Pacut, Poland,
- Prof Ali El-Mousa, Jordan,
- Prof Simon Fabri, Malta,

has selected six entries for the oral finals coming from

- University of Pretoria SB, South Africa Section
- Kuwait Univ SB, Kuwait Section
- KU Leuven SB, Benelux Section
- Catholique Univ Of Louvain (Jt. CAS-004/ED-015) Sb, Benelux Section
- Karlsruhe Univ SB, Germany Section
- Queen Mary, Univ Of London SB, UKRI Section.

Oral finals will be organized at MELECON 2010, Monday, April 26, 2010, starting 16:00h (Session A5L-C).
2.3.2 **IEEE Xtreme 24 hour Programming Challenge**

This 24-hour programming contest has proven to be a good instrument for membership drive and member satisfaction. In 2009 more than 170 teams from Region 8 participated, 9 Region 8 teams ranked in the top 25!

The 2010 Contest will be held in October 2010. More information is available at [http://ieee.org/xtreme](http://ieee.org/xtreme).

2.3.3 **IEEE Student Branch Web Site Contest**

This contest encourages SB volunteers to go public and work on their web presence. The first three winning websites per Region will enter the global contest.

Submissions in 2010 were received from 16 Student Branches in Region 8. Evaluations are ongoing.

2.3.4 **IEEE Region 8 Student Promotional Multimedia Contest**

The goal of the contest is to generate student promotional material for IEEE. The videos will display content about IEEE benefits seen by the students, not only products and services but also the impact that IEEE made in their communities, life as engineering students and the world in general. The videos will be shown in a plenary session of the SBC.

Three prizes will be given in total: US$ 500 for 1st place, US$ 250 for 2nd place, and US$ 125 for 3rd place.

The deliverable for the contest will be a 3-min. long video and winners will be chosen by all attendants to the R8 Student Branch Congress 2010 in a plenary session using a regular ballot voting system after watching all competing videos.

2.3.5 **IEEE Student Ethics Competition**

The IEEE Ethics and Member Conduct Committee (EMCC) wants to raise the ethics awareness of IEEE members while they are still in school. To this end, the committee is launching the IEEE Student Ethics Competition, which is designed to provide student members with experience in applying ethical concepts to situations that might arise in the workplace. The competition also wants to increase the visibility of the IEEE Code of Ethics.

The next Region 8 Student Ethics Competition will be held during SBC 2010 in Leuven.

**Congratulations to all award winners!**

Information on these and other contests is available on R8 SAC web site ([www.ieee.org/r8sac](http://www.ieee.org/r8sac)) as well as on the IEEE Students page ([www.ieee.org/students](http://www.ieee.org/students)).

3 **Coordinating Student Branches**

3.1 **Twin Student Branch Program**

Launched in April 2009, the Twin Student Branch Program has aimed at creating links between Student Branches in different Sections of Region 8. Pairs of Student Branches become partners and exchange best practices.

So far 14 Student Branches coming from 10 Sections have registered for this program. We believe this number will be highly increased during and after the Region 8 SBC 2010 since it will be easier for Student Branch officers to meet and agree on a partnership than remotely.

The efficiency of this program will be shown through the twin student branches reporting and statistics (starting from 2010).
3.2 (Re-)Defining the Section Student Representative role and responsibilities

Following the April Region 8 meeting in Venice during which we encouraged the Section Chairs to nominate a Section Student Representative (SSR), we have decided to clarify and redefine the role and responsibilities of the SSR for the benefits of Student Branches, Sections and SSRs themselves. We have been working on this project with a few SSRs in Region 8. This is still ongoing work and our results will be published in our next report.

3.3 Communication

Since the beginning of 2010, we have renewed the focus on our online presence, as the best way to get to our members. As such, we have undergone a major restructuring of our web activities. We have also strived to further connect with our members, both by making better use of the existing mechanisms and by introducing new ones.

3.3.1 Region 8 SAC Website Changes

The Region 8 SAC website has, once again, undergone some changes. The core was updated, as were many of the modules used. Its structure has also suffered some changes to improve visibility and usability. Here are some of the highlights:

- Search Engine Friendly (SEF) URLs are now default, although, for backwards compatibility, the previous URLs are still valid. The page titles and metadata were reworked to improve search result ranking.
- The obsolete “site moved” notice was removed and replaced with a clean redirect.
- The site header and footer were redesigned. The right sidebar was removed, providing a more streamlined user experience.
- Google Analytics is now used to obtain website statistics. During February and March, we served 10,564 pages to 2,466 visitors from 95 countries.

Several new features were added, with the main goal of making the site more interactive, and, in turn, increase visit frequency:

- A public forum is now available, featuring different boards for question to the SAC, inter-branch discussion and activities advertising, as well as general discussion.
- A multi-room chat component can be used by members to discuss in real-time any subject.
- A news aggregator fetches RSS feeds from student branches (10, at the moment) and publishes them on our website, providing more exposure for branch activities.
- The website now features user profiles, integrated with the remaining features.

3.3.2 Social Web presence

- We created a Facebook page, having more than 500 fans, and responsible for about 10% of our website visits. Not only are our website news items automatically linked here, but we frequently post additional content. On the past week alone, there were 37 fan interactions (e.g. comments or “likes” on our posts).
- We also set up a Twitter feed, currently having 39 followers and mirroring our website/facebook updates.

3.3.3 Emailing

The SAC team has sent two email newsletters announcing upcoming events and deadlines:

- A personalized email newsletter was sent on the 26th February 2010 to Student and Graduate Student Members in Region 8 containing:
  - Extended deadline for IEEE Student Awards
  - Announcing new website features
  - SBC is around the corner
  - Any other input?
- A personalized email newsletter was sent on the 25th November 2009 to Student, Graduate Student and GOLD Members in Region 8 containing:
  - Get active in the Humanitarian Technology Challenge!
  - Call for papers for the IEEE R8 Student Paper Contest
  - STEP - get funding for transiting from student to GOLD.
• 2010 Region 8 Student Branch and GOLD Congress (SBC) underway
• Further congresses and competitions.

3.3.4 New series of R8 News articles on Student Branch Management

We have started a series of articles for Student Branch officers in the Region 8 News. We called it “Student Branch Cookbook” and it focuses on practical and useful tips for student branch officers. The first article of this series has been published in the November 2009 issue of the Region 8 News and dealt with Student Branch fund-raising.

3.3.5 Future Plans

We intend to keep on improving our web presence over the coming months. Presently, we are working on the migration of our download management system. The next big step will be the deployment of a wiki, freely editable by any registered member, which we hope will grow to become an important knowledge base for student activities. We are also assessing the possibility of allowing direct news submissions.

3.4 Membership campaigns

Since September/October (which is also the start of the academic year) is the best time of the year to join the IEEE, R8 SAC and participating Student Branches continue to organize membership campaigns in these months. In January/February, our focus changed toward membership retention, we started both local and online campaigns to raise the awareness for inactive members about the end of their membership and remind them about the rewards of the membership. In March/April, we focused on the subject of Joining as a student member for the second half year benefits.

3.5 Monitoring SB vitality

Launching new branches is a good tool to start activities in places where there is no IEEE presence. The number of new branches has been increasing constantly in the last weeks and months.

Dormant branches with no or only few members are be re-established by giving presentations by instruments of monitoring and mentoring. The Twin SB programme where two branches partner up to bring their activities to the next level seems to be a good tool for measuring vitality and increasing activities.

3.6 Student Branch support

R8 SAC supports its Student Branches with expertise and support for their major activities. This is a successful program with increasingly more requests than we can handle. Budget in 2010 allows no financial support from R8SAC.

3.7 Counselor support program

On Region 8 initiative there was a first ever conference call for Student Branch Counsellors on operational issues, SB officer roles and expectations, SAMIEEE training and further useful tools for easing the Counsellor’s job in January 2010.

4 Student Activities on Section and Cross-Section level

Sectional student branch congresses should also be supported in some way by the section. These events add a motivation plus to branches and highly prepared volunteers which can increase not only the number of student events in your sections, but also the membership. In addition, it is suggested the section officers attend the event or some part of them, and use it as a look-up for future section volunteers. Regional SAC will only fund this events if and only if the section also provides some funding.

In addition leadership training has been lectured there, where the students are encouraged to think about new member benefits that they could suit them but still don't exist. These will be compiled and forwarded to global SAC.
4.1 Student Congresses

Cross-Section congress organizers are asked to shift their activities to odd years taking the financial support for SBC and its attractiveness in even years into account.

4.2 2010 Region 8 Student Branch and GOLD Congress (SBC)

The next R8 Student Branch and GOLD Congress will take place in Leuven August 4-8, 2010. Details about the venue and the program of the congress are updated frequently on the congress website at www.sbcleuven.org.

The congress allows student branches and GOLD affinity groups in Region 8 to interact, increase their leadership and project experiences and share best practices, ideas and issues with senior IEEE officers such as the IEEE presidents and IEEE Region 8 Director.

As in previous years, Region 8 SAC funds one representative for each Region 8 Student Branch ‘in good standing’ to attend the congress: local costs will be covered by R8SAC, travel expenses are expected to be covered by the respective Sections.

Due to the overall financial situation, support for students in remote Sections was cut down from US$ 20,000 to US$ 8,000.

4.3 MGA SAC Meeting

The next MGA SAC face-to-face meeting will be held in New Brunswick, New Jersey in May 2010. Attendees from Region 8 will be Amélie (RSR), Jorge and Pablo (MGA SAC Rep to Society).