Professional Activities Subcommittee (PASC)   Ana Katalini'c Mucalo

Goals

The main goal of the Professional Activities Sub-committee is to expand and strengthen the PA community. Building a (strong) network of R8 PA officers is recognised as a pre-requisite for successful work on both local and regional level, which includes better awareness of PA scope and activities, more events on local level and strong role of PA community on the regional level. Another goal of PASC is establishing close cooperation with Young Professionals and Action for Industry, which is crucial since great part of activities and target audience overlap. Apart from that, it is important to further develop and promote the existing Speakers Program, to promote other appropriate IEEE programs (e.g. IEEE Metro Area Network) and tools (e.g. IEEE Collabratec) and generally increase visibility and public awareness of PA using website, social media and newsletter.

Status and Past Contributions

- With respect to the aforementioned strategic goals, the activities have been focused on revitalization of PA community in Region 8. One of PASC goals is to contact all sections without PA officer. In R8 Cyprus meeting it was reported that 28 or 50% of R8 Sections didn't have a PA officer. During July 2015, 13 Sections were contacted via e-mail. Only 5 had responded, with two appointing PA officer. All Sections without a PA officer will be contacted by the October meeting in Slovenia.
- Also, a lot of effort has been put into Speakers program, which is available for local PAs (and others). Within this program, the following workshops were organized during 2015:
    - Leadership workshop by Kurt Richter, 1 February 2015, Oman
    - Leadership workshop by Kurt Richter, 15 February 2015, Dubai
    - Body language / oral presentation by Kurt Richter, 14 April 2015, Finland
    - Body language by Kurt Richter, 22 April 2015, Vienna
    - Presentation skills by Margaretha Eriksson, 9 May 2015, Croatia

    Since this program is not well exploited, partly due to poor promotion, partly because it does not fit the needs, it is necessary to re-brand it. To that goal, PASC asked all currently speakers for a feedback regarding their own experience, in order to find a more suitable program format. It was agreed to discuss this issue during October R8 Meeting. PASC also prepared new call proposals for new speakers, which will be constantly open and available on website.
- PASC should strongly cooperate with other other IEEE entities, namely YP and Actions for Industry. While cooperation with YP is ongoing, the cooperation with industry is still in its beginning. However, PASC will help all agreed activities on R8 level.
- PASC started collaboration with IEEE Collabratec team and agreed to start a pilot project CareersConnect-Europe, a member-only communities. The pilot was scheduled in September 2015, with preliminary results expected at the R8 October meeting.
- Since March meeting, PASC had four meetings (three members only and one with corresponding members).

Outlook

The future plan includes:

- Organize R8 PA Officers Team Building and Training of the Trainers event - this event is planned for November, jointly with MD. It will definitely contribute to expanding and strengthening PA community
- Conduct pilot project CarrersConnect-Europe within IEEE Collabratec - since this is an exclusive opportunity for IEEE members only, this will highlight the benefits of membership and further contribute to building stronger and more vibrant network
- Workshops within Speakers program: several in Iran by Kurt Richter, one in Greece by Jan Vervecken
- Revitalization of PA community
- Cooperation with YP and Action for Industry
- Rebranding and promotion of Speaker program
- Promotion of activities via website and social media

Points of concern

The feedback from Sections regarding revitalization of PA was quite low. All sections without PA officer should be encouraged to appoint one. Also, more effort should be put into promotion of activities, which has been addressed through the planned activities.