

## R8 Women in Engineering Subcommittee

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### Goals

#### GENERAL:

- Active and vibrant WIE AGs: Increase the vitality of Section and Student Branch Affinity Groups by getting closer to the active AGs, identifying and revitalizing dormant AGs, and creating AGs in the remaining sections with the help of Section Chairs;
- Awards: Increase the awareness about R8 WIE programs and awards, and engaging WIE members; and define clear and transparent selection criteria of awards;
- Establish WIE participation and visibility in R8 flagship events;
- Increase the WIE membership in R8 and continue the growing trend achieved in past years;
- Identify women leaders in STEM and create a new program and award to encourage leaders in Technology, and rank them as experts or models to other IEEE Women in technology; Encourage IEEE STEM conferences in R8 to have Women as organizing members, scientific members and plenary talk speakers;
- Close cooperation with the IEEE R8 Young Professionals, IEEE R8 Action For Industry and IEEE R8 Humanitarian Activities Subcommittees;
- Collaboration with MGA WIEC in the sense of active representation from WIE R8 in 2 Subcommittees of WIEC (WIEC SC Women in Industry + WIEC SC ILS)
- High visibility of the activities organized and of the initiatives planned by WIE R8 by putting special effort on ensuring a high social media presence.

#### DETAILED :

- Awards in 2021->answer to the e-mails sent by members and establish the required file structure in Google Drive
- Review and renew if necessary the criteria for awards in 2021->establish a roadmap with clear criteria and timing
- Establish an independent evaluation committee to improve the process of evaluation of the awards nominations for WIE Region 8.
- Monitoring of status of existing WIE AGs (both Section and Student Branches)
- Monitoring of status of Student Branches WIE AGs
- Monitoring of Status of Non-existing WIE AGs and contact section chairs where no Section WIE AGs exists and incentivize them to establish such AG. The ultimate dream is to have a Section WIE AG in each of the 59 sections of R8!
- Ensure a higher number of participants for 2021 and more variety in the speakers.
- Action for Industry meets WIE: the plan for 2021 is to organize events with the contacts created and to get even more relevant contacts in the industry field.
- Mentoring + Shadowing (men+women) including a call for companies
- Access of graduate & undergraduate women to companies
- Call for women speakers
- Internships/master thesis in collaboration with companies
- Write an article per month
- Take care of advertising all the relevant activities (needs cooperation with Dora Fourou- Social Media coordinator)
- Send welcome e-mails to the new AGs
- Mentor new AGs- Focus on students
- Regularly ask IEEE Staff (Paola Bringas) on the detailed list of WIE AGs in R8
- Support new AGs in making their application, specially if they were declined by WIE MAG
- Coordinate the active participation of WIE R8 in the defined events for 2021 (always with a session, presentation, workshop, etc.)
- Create a list of women keynote speakers
- Combined sessions in IEEE flagship conferences/ events between IEEE R8 WIE and YPs in 2021
- Continue the initiative together with the IEEE R8 HuAc SC to identify the reasons of lack of leadership opportunities of women engineers in the Middle East and Africa and, by this, set a program to support women engineers.
- Create a plan to improve the R8 WIE social media presence, especially on Twitter.
- Keep the IEEE R8 WIE Website updated
- Publish relevant information on our WIE R8 site on facebook
- Create necessary promotional material (posters...)
- Collaborate with the newly established Diversity and inclusion subcommittee

- Make full use of liaison members (PEASC, YP, Industry Engagement, etc.) with different other committees in order to potentialize at maximum the voice of WIE.
- Have twice a year a call - online meeting with all R8 Section WIE AGs
- Establish an efficient communication platform (e.g. via webinar, survey) to support existing WIE AGs and guide the people who would like to create a new WIE AG.
- Establish the necessary coordination between R8 and MGA, keep the team updated on news from MGA and make use of the support of MGA when needed
- Collaborate more highly with WIE AGs and Section Chairs to achieve common goals
- Collaborate actively in the definition of the strategy of WIE MGA: Get in touch with Region Coordination Leader of the WIEC in 2021.
- With a mid-term perspective, propose a new program directed to young girls to develop their technical skills during their first education life and guide their tendencies towards engineering passion and studies
- Training material (e-learning): To elaborate which material to include for WIE

#### **Progress against goals since the last report**

- There is a continuous cooperation taking place with the IEEE R8 Young Professionals, PEASC, SAC using the model of Corresponding Members.
- Collaboration with IEEE R8 Humanitarian Activities Subcommittees started in 2020 was continued.
- Stronger collaboration with MGA WIE as well as with societies via corresponding members of the team.
- Social media: actively running the R8 WIE social media platforms (Facebook, Twitter, Instagram) to keep the followers updated with the latest news of the WIE R8 Sub-Committee.
- Provision of mentorship towards members interested in WIE both, via social media and via the participation in the different IEEE events.
- Strong social media presence and digital communication in the first three months with various campaigns and special post for International Women Day 2021 (for more details see included Digital Communication presentation)
- Some new Student Branch and Section WIE AGs have been created (the most recent one was Turkey Section WIE AG created in March 2021)

#### **WIE activities/initiatives planned**

- Participation in MGA WIE F2F meeting
- Participation in EUROCON 2021, 6-8 July 2021, Lviv, Ukraine /hybrid
- Participation in AFRICON 2021, 13-15 September 2021, Arusha, Tanzania
- Participation in Gulf Cooperation Council SYP
- Participation in Central European SYP
- Participation in West European SYP
- Participation in Nordic SYP
- Participation in Hellenic SYP
- Participation in African SYP
- Participation in Middle East SYP
- Participation in WIE ILS 2021
- Propose a Diversity award, supported by WIE, but provided by Diversity Subcommittee

#### **Subcommittee Specific Issues**

- Attract more IEEE members to have a WIE membership
- Support more IEEE female members to become Senior member
- Assure that our encouraging voice is heard in many environments

#### **Points of Concern**

- We would like to be able to justify the fees for Women in Engineering membership to the people asking us those questions (contrary to Young professional who do not charge any fee).
- The number of IEEE WIE members is low even in high revenues countries.
- Continue to propose attractive events and activities for our members despite the ongoing pandemic

#### **Proposals for improvements/Other Issues to report**

- Coordination with the IEEE R8 Awards Committee to ensure that WIE R8 Awards are aligned with the general R8 process (unification of dates and platform with general awards of IEEE has been already performed)
- Establish an independent evaluation committee to improve the process of evaluation of the awards nominations for WIE Region 8.

# IEEE Region 8



## R8 Subcommittee Reports

Deadline: March 10!



# Women in Engineering — Digital Communication



## Women in Engineering – Digital Communication Team

Dora Fourou



SOCIAL MEDIA  
COORDINATOR

Seif Elhajjem



SOCIAL MEDIA  
COORDINATOR (BACK-  
UP)



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## Women in Engineering – Digital Communication

**Website:** [wie.ieeer8.org](http://wie.ieeer8.org)

- Team information updated

**Social Media:**

Created a new e-mail: [socialmedia-wie@ieeer8.org](mailto:socialmedia-wie@ieeer8.org) for Social Media tools.

Celebrated women related international days:

- International Day of Women and Girls in Science
- Introduce a Girl to Engineering Day.
- International Women's Day

Run 2 Social Media Campaigns:

- February: Black Month History
  - Featuring black women engineers with important achievements
- March: International Women's Day
  - Featuring IEEE Region 8 members (women and men) answering "Why WiE?"



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## Women in Engineering – Digital Communication

### Social Media:

Set an average frequency (x2) of content publishing per week

Twitter: Reactivated

- +15 followers since its reactivation (59 total)

- Instagram:

- Switched account into business account (to have insights)
- Start using a bio link tool
  - ☐ Growth: Overall, +33 followers (586 total)

- Facebook:

- Connected with Instagram (managed directly from Creator Studio)
- Content creation about IEEE and WiE recourses



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## Women in Engineering – Digital Communication

### Next Step:

- Create New IEEE Region 8 Logo following the new IEEE Region 8 Digital Identity
- Collaborate with R8 WiE Affinity Groups for cross-communication
- Encourage R8 WiE Affinity Groups to enhance their digital presence



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## Women in Engineering – Digital Communication Post Examples : IEEE Resources

IEEE Learning Network  
WIE region8

ILN is an online platform designed for the discovery of continuing education across IEEE.

IEEE WIE is an ILN Partner

IEEE Learning Network  
WIE region8

ILN is an online platform designed for the discovery of continuing education across IEEE.

IEEE WIE is an ILN Partner

IEEE Learning Network  
WIE region8

IEEE Learning Network  
Special Offer -20%

Dive into vehicle technology this month!

## Women in Engineering – Digital Communication Post Examples : Black Month History

An American engineer, physician and NASA astronaut. She became the first black woman to travel in space when she served as an astronaut aboard the Space Shuttle Endeavour

MAE CAROL JEMISON (BORN OCTOBER 17, 1954)

region8 WIE

#BlackHistoryMonth #wielead #Bwie

The first African-American woman and first Native-American to hold a pilot license. Her goal was to encourage women and African Americans to reach their dreams.

BESSIE COLEMAN (JANUARY 26, 1892 – APRIL 30, 1926)

region8 WIE

#BlackHistoryMonth #wielead #Bwie

NASA mathematician Katherine Johnson, one of the "hidden figures", made history as one of the first Black women to work as a NASA scientist.

KATHERINE JOHNSON (AUGUST 26, 1918 - FEBRUARY 24, 2020)

region8 WIE

#BlackHistoryMonth #wielead #Bwie

Portrait of Katherine Johnson  
Credits: NASA

The first African-American woman to have earned a doctorate as the Massachusetts Institute of Technology (MIT). Her telecommunications research while working at Bell Laboratories, enabled others to invent the portable fax, touch tone telephone, solar cells, fiber optic cables, and the technology behind caller ID and call waiting.

SHIRLEY ANN JACKSON (BORN AUGUST 5, 1946)

region8 WIE

#BlackHistoryMonth #wielead #Bwie

## Women in Engineering – Digital Communication Post Examples : Introduce a Girl to Engineering Day



## Women in Engineering – Digital Communication Post Examples : International Women’s Day



## Women in Engineering – Digital Communication



  
**FOLLOW**  
US ON INSTAGRAM  
—  
@R8WIE  




  
**FOLLOW**  
US ON FACEBOOK  
—  
@R8WIE  




  
**FOLLOW**  
US ON TWITTER  
—  
@R8WIE  
