

R8 Publications & Communications (PnC) SubCommittee

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Goals

To effectively, accurately & synchronously disseminate information & related content for the benefit of our Region 8 members (and beyond)

Progress against goals since the last report

SC Composition:

The purpose and inception for this committee (PnC) is based upon the fact that our main interface to the region (& to the World) are the various **communication platforms** (both online & Offline), which need to represent our Region accurately and in a synchronized manner and provide up to date information to the masses, while encouraging member engagement and appreciation. Accordingly, the most vital achievement so far has been the consolidation, synchronization & convergence of all regional communications and publications under one umbrella. The committee consists of 5 unique streams - three are online, while two are published media (hardcopies as and when appropriate).

- **In the Online channels, we have the following which comprises of:**
 - **R8T (Region8 Today)**
 - ✓ Current and real-time stories & events
 - ✓ Web based so quicker turn-around time
 - ✓ Medium to promote current activities and for publicity of upcoming events.
 - ✓ Revamped the associated page & streamline content presentation.
 - ✓ Newer posts and stories are updated very quickly now.
 - ✓ Increased viewership since last report.
 - ✓ Calls for contribution received excellent feedback
 - **SM (Social Media)**
 - Real-time stories & events announcements & discussions.
 - Multiple platforms (FB/TW/IG/SC)
 - Fast quick information – but need to be controlled to avoid duplication and contradictions.
 - After establishing the synchronized process, all SM handles are being updated regularly
 - Since last update and revamps, traffic and feedback contribution has increased manifolds.
 - **EC (Website)**
 - Mostly for R8 related information
 - Also, relevant announcements and links
 - Revamped many aspects of the website
 - Contributed to the effective running of many online events.
 - Highly increased activity in the last few months.
- **In the Offline (Hard publications) channels, we have the following which comprises of:**
 - **R8N**
 - This publication is to showcase events, achievements & news items from across region.
 - As this is produced with specific deadlines throughout the year it is an ideal medium for reporting on past events, meetings or stories – with the ability to promote future events.
 - Great effort was done to expedite the publication/distribution and to roll-out our first issue of 2021. Very positive feedback received from the regional sections and members.
 - Work is now underway for december edition which will be aligned with Spectrum distribution
 - **Sigma**
 - This was introduced as a concept and was anticipated as a medium to highlight and showcase R8 people, projects, technology etc. It was envisioned to be more suited to longer, more in-depth stories celebrating achievements within our region.
 - Target was to create a paper version (and corresponding e-version) to be circulated with IEEE Spectrum – quarterly in the long term, however, due to the lack of contributors, for now, technical articles will be embedded within the R8N package.

Subcommittee Specifics & Outlook

The new strategy to fulfill above goals & objectives was successfully deployed using the pre-established key aspects with the following achievements:

- Standardized our contents look & feel across platforms
- Minimized unnecessary duplications & contradictions in information
- Generated newer ways to keep our members informed/engaged
- Coordinated & Collaborated amongst various groups to ensure coherent messaging
- Successfully implemented the process for sourcing information from the region using 2 processes:
 - Pull process: Sourcing content from R8 OUs (sections, chapters, committees and subcommittees, student branches) etc.
 - Push process: The regional members will be sending info/content to the PnC channels using the editors@ieeer8.org alias, online forms to all EiCs. This has been extremely successful and beneficial.

Since most of the ground work has now been done, outlook seem very promising with numerous benefits including:

- Clear communication & Feedback channels for our members
- Support in receiving ideas & planning new initiatives for the Region
- Coordinated/Coherent message from Region 8
- Uniformity of information provided
- Publicity of our members and their due appreciation
- Value-Added hard publications
- Member Engagement, Satisfaction & Retention

Please note that the Chair/PnC can be reached at adeelsultan.ieee@gmail.com, the entire PnC team may be reached at pnc@ieeer8.org and the Chair/5 Editor-in-chief's may be reached at editors@ieeer8.org

Points of Concern

Since, the continuity of contributions is vital, we need more inputs and regular stories in order to sustain the consistent information flow - hence active participation from everyone is required and will be greatly appreciated.

Proposals for improvements/Other Issues to report

As the consolidation efforts are executed, there would eventually be a need for a larger team of editors/volunteers to help plan, manage and cascade content seamlessly. Calls for nominations were sent out to the relevant volunteers and committee members and accordingly the team base will be augmented soon.