

## IEEE Region 8 News

Vinko Lesic

### Goals

1. To establish the presence of IEEE Region 8 News with a fresh outlook, and provide a concise newsletter of key relevant events, news and milestones of IEEE members in Region 8 and upcoming events. Present success stories from members for various focus groups. Present programs, announcements and success stories of R8 Committees. Be the “voice of the Region”.
2. Aiming for 4 issues (March, June, September, December) in 2022. First 3 issues regularly published in 2022 so far.
3. Have at least 50% (aiming for 75%) of content coming from members directly and being managed by the Editors of the Publications and Communications Subcommittee in tandem for publishing.
4. Establish continuous increase in quality of content and design, tailored approach for focus groups, achieve more visual approach.

### Progress against goals since the last report

- June 2022 issue (16 pages) published, distributed in print + electronic distribution. Design collaboration from Social Media EiC and IEEE Publishing. Fulfilled KPI with 50% of content from sections, 85% out of R8 News editorial team.
- September 2022 issue (16 pages) sent to print. Refreshed approach and design, significant focus on R8 SYP Congress. Achieved 50% of content from sections, 80% out of R8 News editorial team. A delay of two weeks in the electronic distribution caused by summer period delays.
- New 2022 EiC (Vinko Lešić) appointed in late February 2022. Smooth transfer completed with Cátia & Vinko coordinated the June 2022 issue, followed by independent coordination of September 2022 issue.
- Region 8 Sigma is aimed to be included from December 2022.

### Points of Concern

Low number of member content submissions for September 2022 issue caused by summer period resulted in large focus on R8 SYP Congress 2022 and high contribution from R8 Committee, significantly engaged by R8 News editorial team. Summer period additionally caused design delays. Based on the same experience in 2021, when the issue was skipped for the same reasons, it is evident that it will always require a special attention. The risk is planned to be mitigated by preparing articles or topics in advance and careful planning of the content while relying more on the editorial team together with volunteers from R8 subcommittees.

### Proposals for improvements/Other Issues to report

- Use eNotice content, at least for conferences and upcoming events. Have R8News more publicized at the R8 Meeting and among section chairs.
- Active search of stories by the editorial team. Monitoring of other IEEE communication channels and subcommittees activities. With increased external content submissions, focus on improving the quality of the content.
- Difference in British / European and American English style – decision to respect or unify.
- Assign tasks and roles within team for more effective proofreading during the design process of the Newsletter.
- Attempt continuous proofreading as articles arrive to be aligned with volunteering time and availability of editors.
- Have design managed by IEEE Publishing to reduce the burden on volunteers for design tasks, starting with December 2022. Instead, focus on continuous design refresh of newsletter covers to increase attractiveness.