

R8 Publications & Communications (PnC) SubCommittee

Adeel Sultan, Chair/PnC

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 Region 8 Publications and Communications (P&C) Committee is appointed by the region's Director and is headed by the Chair of the committee and reported through the Director-Elect. 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 4 unique streams: Each channel having its own dedicated EiC (Editor-in-Chief) and associated team to assist regional members, in not only promoting their IEEE message but also in sharing their activities/stories/achievements. While each of the 4 channels would disseminate information in its own distinctive manner, they are all meant to converge and synchronize to a consolidated regional platform. The first 3 mentioned below, belong to the "online" portfolio while the last one is Region8's flagship hard publication.

- **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.
 - ✓ Addition of another AE greatly helped in pushing out more content.
 - ✓ Newer posts and stories are updated very quickly now
 - ✓ Increased viewership since last report.
- **SM (Social Media)**
 - Real-time stories & events announcements & discussions.
 - Multiple platforms (FB/TW/IG/SC)
 - Fast quick information – with various mechanisms to avoid duplication and contradictions.
 - All SM handles are being updated regularly
 - Since last update and revamps, traffic and feedback contribution has increased manifolds.
 - Efforts to Integrate other handles to consolidate regional platforms.
- **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 since last year and provided very valuable information
 - Also added pathmotion capability on the website.
- **R8N (Region8 News)**
 - 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 of quarterly editions since last year and we successfully kept the momentum going with the appointment of our new EiC and addition of 2 new AE's for the team.
 - Latest september2022 edition was recently distributed across the region and have received very positive feedback from the regional sections and members.
 - Work is now underway for december edition which will be aligned with Spectrum distribution

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 pull/push processes
- Committee outlook seem very promising with numerous benefits including:
- Coordinated/Coherent message from Region 8
- Uniformity of information provided
- Clear communication & Feedback channels for our members
- Support in receiving ideas & planning new initiatives for the Region
- Publicity of our members and their due appreciation
- Member Engagement, Satisfaction & Retention

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/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 and all sections is required and will be greatly appreciated.

Proposals for improvements/Other Issues to report

There continues to be a need for a larger team of editors/volunteers to help plan, manage and cascade content seamlessly. Volunteer/committee members were added to the team throughout 2022 and will continue to be augmented as necessary.