

R8 Publications & Communications (PnC) Committee

Adeel Sultan, Chair/P&C

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 Chair/EiC 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 their own distinctive manner, they are all meant to converge and synchronize to a consolidated regional platform. The four distinct channels, comprising a hard publication (R8News) and 3 online platforms are as follows:

1. [R8N] Region 8 News: Our flagship newsletter, published quarterly to keep IEEE regional members, updated on programs, initiatives, events and activities. For 2023 this channel will be led by **Maja Matijasevic**.
2. [R8T] Region8 Today: Our online Portal of Region 8 with the main aim to quickly share current stories and the excellent work being done by our members. In addition to that, it also provides a good networking opportunity for newcomers to better understand IEEE. For 2023 this channel will be led by **Fatma Al-Zamil**.
3. [R8EC] Region 8 Electronic Communications: Overall Electronic Communications are at the core of our operations and our website is a main repository of knowledge & news about the regional activities - suitable for posting information & resources available in the region. For 2023 this channel will be led by **George Michael**.
4. [R8SM] Region 8 Social Media: This channel is to ensure better engagement with our members and to provide quick real-time information and messages to our online followers using traditional social media methods (Facebook, Twitter, LinkedIn, Instagram). For 2023 this channel will be led by **Mohamed Hossein**.

Moreover, as we grow and demand for newer technologies/processes increases, some other ad-hoc committees are created to cater for such requirements and to ensure that our communications remain efficient & effective. Accordingly, in our effort to connect with young and other aspiring followers who prefer latest modes of communication, R8 New Social Media Ad-hoc Committee [R8NSM] will help to analyze & plan our positioning in those areas. **Kassiani Nikolopoulou** will be leading this effort. Similarly, to ensure the rejuvenation of our web-based footprint, R8 Web Ad-hoc Committee [R8WB] will assist in studying & proposing required improvements to our internet portals. **Nick Wainwright** will be leading this initiative.

Subcommittee Specifics & Outlook

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

- Publicity of our members and their due appreciation
- Member Engagement, Satisfaction & Retention
- Standardized our contents look & feel across platforms
- Coordinated & Collaborated amongst various groups to ensure coherent messaging
- Successfully implemented the process for sourcing information from the region using pull/push processes
- Minimized unnecessary duplications & contradictions in information
- Generated newer ways to keep our members informed/engaged
- 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

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

Communications on more recent platforms are quickly evolving. Moreover, web interfaces are also becoming crucial to broadcast messages efficiently. In both these regards, we have initiated two separate adhoc committees to analyze and offer solutions for the same. Furthermore, as continuity of content 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. Of course, as we put such growth mechanisms in place, we want to solicit continuous support from all members of our region and hence we plan to put more liaisons in place to gather more content & quality data.

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. As the PnC committee aims to further enhance all regional information flow, though new members are continuously being added to support the team in handling the increased volume of activities, we can definitely use added support. Hence, more willing and aspiring volunteers are required for augmenting the team in 2023. Anyone interested, please write either to editors@ieeer8.org or to Chair/P&C at adeelsultan.ieee@gmail.com.

Adeel Sultan

Chair/P&C IEEE Region8