

Committee: R8WB

Reporting Officer: Nick Wainwright, Chair

Goals

To propose the content structure of a new R8 website that fully promotes the activities of R8 to all stakeholders in a contemporary, engaging, and easy to access way.

1. Identify the stakeholders and the purpose of the website.
2. Propose a well-planned information architecture.
3. Design a structure to accommodate well-formatted content that is easy to scan.
4. Include an effective navigation system.

Progress against goals since the last report

R8WB is a new ad hoc committee formed in 2023 and the suggested committee consists of:

- Nick Wainwright* (UK)
- Anish Mohanan Sudhamani* (Germany)
- Periklis Chatzimisios (Greece)
- Murat Yazici (Turkey)
- Reem Turkey (Saudi Arabia)

Those with an * next to their name were members of a short-lived ad-hoc committee chaired by Vincent Piuri in 2022 that also considered the R8 website structure. It has been agreed that whilst the output of this ex-committee may be considered as part of the on-going work, the members of R8WB should retain full control over the final proposals.

A significant amount of preparatory work has been done by the Chair to better understand how to align the goals of this ad hoc working group with the reality of the current situation, the needs of stakeholders and how we might embed this into a future solution. This has highlighted several strategic issues which are summarised below. The result is that a consultative overarching report is to be produced by the Chair, following feedback from various stakeholders as well as other observations regarding the management of published information and the overall editorial control of the website.

R8WB Specific Issues

This is a newly formed committee. The main high-level issues to address are:

- Establish the management and control of information published on the website.
- Define the purpose of the website and the primary message.
- Identify the content available to publish, split between dynamic and static content.
- Arrange the content into a well-structured information architecture.
- Identify the brand elements.

Points of Concern

- Recent work by the Chair has shown that there is a lack of overall governance over what is published on the website and by who. This constitutes a significant corporate risk to the IEEE brand as well as how the content appears and its impact on how the Region is perceived. This aspect needs to be fully reviewed as a matter of urgency before any new website structure is implemented.
- There is clearly no overall agreed structure to the current website, and everything is vying for prominence on the homepage. The current purpose of the website is unclear and appears to range from promoting events in the region to acting as a server for storing documents, sometimes from 10+ years ago.
- This ad hoc committee can define a structure for a new website, but without robust management of the information, the content, style and appearance will diverge in exactly the same way as has happened previously.
- The constituent parts of an overall website design; the structure, the content and the visual design are closely inter-linked. At present there is no link between R8WB's mandate and those responsible for the visual design; this will need to be established at an early stage.
- Process of agreeing the overall purpose of the website.
- Editorial control. The downside of a website written by different people is that it looks like a website written by different people leading to inconsistencies in content style, language, messaging, length etc.

Proposals for improvements/Other Issues to report

Having taken soundings from various stakeholders, everyone is agreed that the current website poorly reflects the IEEE generally and the Region specifically. However, whilst there is total agreement that the current situation needs to change, there is less unanimity about what should replace it and more significantly how the information should be managed and who should have access to it. **This is a significant issue.**

We could provide a new website structure using a new template but if we don't manage the information then we will unintentionally recreate the current situation with different content, styles etc within a short period of time.

This new initiative provides an excellent opportunity to develop a state-of-the-art website that allows the promotion of R8 activities to all stakeholders in an engaging and easily accessible manner.

Given the strategic issues to be addressed, the ensuing report will recommend that the status of the website working group should be elevated within the R8 structure.