

## 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. 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, to ensure the rejuvenation of our web-based footprint, R8 Web Ad-hoc Committee [R8WB] was initiated to assist in studying & proposing required improvements to our internet portals. **Nick Wainwright** has been leading this initiative. Similarly, in our effort to connect with young followers who prefer latest modes of communication, R8 New Social Media Ad-hoc Committee [R8NSM] was also formulated to analyze/plan our positioning within those emerging areas. While each of the 4 primary channels disseminate information in their own distinctive manner, they are all meant to converge and synchronize to a consolidated regional platform. The four distinct primary channels are as follows:

- [R8N] Region 8 News: Our flagship newsletter, published quarterly to keep IEEE regional members, updated on programs, initiatives, events and activities. This channel is being led by **Maja Matijasevic**.
- [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. This channel is being led by **Fatma Al-Zamil**.
- [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. This channel is being led by **George Michael**.
- [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). This channel is being led by **Mohamed Hossein**.

#### Subcommittee Specifics & Outlook

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

- 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
- Successful roll-out of 3 full editions of Region8 News last year, continuation of work with 4 issues planned for 2024
- Publicity of our members and their due appreciation
- Successfully implemented the process for sourcing information from the region using pull/push processes
- Minimized unnecessary duplications & contradictions in information
- Coordinated & Collaborated amongst various groups to ensure coherent messaging
- Generated newer ways to keep our members informed/engaged

Note that the Chair/PnC can be reached at [adeelsultan.ieee@gmail.com](mailto:adeelsultan.ieee@gmail.com), the entire PnC team may be reached at [pnc@ieeer8.org](mailto:pnc@ieeer8.org) and the Chair/Editor-in-chief's may be reached at [editors@ieeer8.org](mailto:editors@ieeer8.org)

### **Points of Concern**

Though, we have been very successful in generating and soliciting vast amounts of content, we still 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. As we put such growth mechanisms in place, we want to solicit continuous support from all members of our region and hence we deployed more liaisons in place to gather more content & quality data. Although, communication on more recent platforms are quickly evolving, however stringent privacy rules, especially within EU, calls for better vigilance and control, thereby impeding quick deploy initiatives.

### **Proposals for improvements/Other Issues to report**

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. There continues to be a need for a larger team of editors/volunteers to help plan, manage and cascade content seamlessly. Hence, more willing and aspiring volunteers are required for augmenting the team. Anyone interested may write either to [editors@ieeer8.org](mailto:editors@ieeer8.org) or to Chair/P&C at [adeelsultan.ieee@gmail.com](mailto:adeelsultan.ieee@gmail.com).

## **Adeel Sultan**

**Chair/P&C IEEE Region8**