2018 : R10 EXCOM Meeting

Name:

PROFESSIONAL ACTIVITIES COMMITTEE

13 January 2018, Yangon, Myanmar

INTRODUCTION

- PAC can be categorized into 2 main themes;
  - The core activities to support professional activities,
  - The supporting activities.
- Core activities are performed by IBS, PA and SP,
- Supporting activities are provided by ECIM, EA and A&C,
- The core committees will work tightly together to offer the kind of activities that will achieve the objectives of membership retention and growth,
- The focus will be for industry members and demonstrate that IEEE is an indispensable organization for the advancement of their career.

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INDIVIDUAL BENEFITS & SERVICES

Committee Structure
1. Chair: Gwo Giun Chris Lee
2. Members: Hae Won Jung (ETRI, Korea), Emi Yano (RICOH IT Solutions, Japan), Hafizal Mohamad (MIMOS, Malaysia), Suyog Vyawahare (Industry, India), Prashant Dabholkar (YP, Australia), Yung-Hsin Peng (III, Taiwan), Andre Obeler (YP, Australia), Ai-Chun Peng (NTU, Taiwan)

Objective:
Increase retention rates within Region 10 by providing:
1. Increased values of member benefits and services
2. Support for new subsections
3. Incentives for performing sections to link industry high grade members & enlighten YP/student/WIE members

Projects / Tasks
1. Promotion of Member Benefits and Services including:
   a. health/life insurance
   b. business insurance (e.g. professional liability, Small Employer Group),
   c. Cloud, Dropbox, MATLAB, Xilinx, GRE/GMAT, IEEE courses discounts, etc.
2. Support for further discounts in new subsections & incentive for performing sections on:
   a. Benefits stipulated above
   b. Student membership fee

Budget
1. Project 1: N/A
2. Project 2: 6/7 incentives * $400/$500 per incentive = $3,000

Total Proposed Budget : $3,000

Project / Task Measurable & Metrics (2017/2018 MD Statistics)

Project 1
a. Provide health/life insurance in Pakistan Section
b. Launch discount for Cloud, etc.
c. Further promotion of health/life insurance in Region 10

Project 2
a. Enhanced MD in new subsections
b. Increased new member & retention rates in 2018 for YP/student/WIE, & high grade industry members.

Incentive funding will be decided based on:
a. Increased new & member (YP, Student, WIE & High grade or combined) retention rates for previous 3 months
b. Priority to new subsections

Application deadlines: end of March, June, & September with results announced 2 weeks after

Timeline
1. Project 1: Pakistan Section members having health/life insurance plans by 11/15/18. Provide cloud computing discounts by 12/15/18.
2. Project 2: Funded subsections & section complete report by Nov. 30th..

Professional Activities

Committee Structure

1. **Chair**: Haewon JUNG
2. **Members**:
   - Prof. Jianguo Huang (former coordinator)
   - Mr. Gitansh Anand (Delhi Section)
   - Mr. Takatoshi Minami (Japan Cousil, IEEE MGA)
   - Mr. Jong Gap Kim (President of Born2Global, Korea)

Objectives

1. Maintain and enhance members' lifelong employability and career prospects
2. Enhance the R10 PA process and leadership for professional activities
3. Supporting and upgrading of existing R10 programs : SMARTECH/ HARDTECH

Projects / Tasks

1. **IR Pitching Workshop for R10 SMEs during TENCON 2018**
   - Enhanced skills how to present core technologies in a limited time
   - Accommodate the pitching contests & IR events into R10 boundaries

☞ **We hope that many SmartTech on the following theme will be held in R10 Sections**
   - North & South Poles, Food Eng., Ocean Trench/ Dig & Mining, Ethics for AI / Robots, Arduino/ Raspberry Pi technologies

Project Measurable

1) Consistency with PA activities
2) Quality of workshops
3) Benefits to IEEE members and Number of participants
4) Organizing Group, monitoring & supporting system, homepage of the workshops / seminars, etc.
5) Return On Investment of R10

Mapping with 2018 R10 issues

✓ PA Missions
✓ Recruit new industry members
✓ Promote the IEEE entrepreneurship
✓ Enhanced the R10 Tencon for Industrial member

Budget

1. **Project 1: USD 2,000**

   Total Proposed Budget : USD 2,000

Timeline

1. **Project 1: Completion by Nov 2018**

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Strategic Planning

Committee Structure

1. Coordinator: .Rajnish Gupta, Singapore
2. Members:
    1. Nivas Ravichandran, India
    2. Huynh Thanh Binh, Vietnam
    3. Srinivasan Ravindran, India

Objectives

1. Creating an entrepreneurial community in IEEE R10
2. Support subsections to become self-sufficient

Projects / Tasks

1. Identify Entrepreneur Catalysts from 10% of the R10 Sections and encourage them to do activities
2. Create an on-line portal comprising information on various funding schemes, startups programs, networking avenues, pitching sessions
3. Support subsections to become self-sufficient

Budget
1. Project 1: -00
2. Project 2: $400
3. Project 3: $4000

Project / Task Measurable

Project 1
a. Number of Sections selected.
b.Number of events organized by these Sections.

Project 2
a. Number of podcast sessions over the portal.
b. Number of Sections with entrepreneurship vibrancy.

Project 3
a. Support 4 subsections to become self-sufficient.

Timeline & Metrics

1. Project 1: Completion by Apr 2018
2. Project 2: Completion by Nov 2018
3. Project 3: Completion by Nov 2018

SUPPORTING COMMITTEES

Educational Activities

Committee Structure

1. Coordinator: Zuhaina Zakaria, Malaysia
2. Members: Rajesh Ingle - Pre Universities
   1. Vijayalatha Yellasiri- Universities & Continuing Education
   2. Celia Shahnaz - Section Outreach: South Asia (Bangladesh)
   3. Usman Munawwar - Section Outreach: South Asia (Pakistan)
   4. Inkyu Lee- Section Outreach: East Asia
   5. Nirmal Nair - Section Outreach: AUS/NZ
   6. Gitansh Anand – Graphic Designer

Objectives

1. Promotion and support for the implementation of supporting EA activity,
2. Encourage Sections to appoint dedicated EA Section Chair as key contact between R10 EA and sections
3. Recognize EAs outstanding volunteer group and Sections.

Projects / Tasks

1. R10 EA Challenge - Discover creative programs which provide values to IEEE members and align with MGA goals.
2. Support EA activities in R10 flagship conferences
3. Solicit nomination for EA award.

Budget

1. Project 1: $1600
2. Project 2: $1500
3. Project 3: -

Project / Task Measurable

Project 1
a. Number of EA activities submitted.
b.Number of events organized by these Sections.
Project 2
a. Number of Sections with EA chair
b. Number of EA activities in R10 flagship conferences.
Project 3
a. Number of suitable nominations.

Timeline & Metrics

1. Project 1: Completion by Nov. 2018
2. Project 2: Completion by Nov. 2018

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Electronic Communications and Information Management (ECIM)

Committee Structure

1. Chair: Nia Kurnianingsih (Indonesia)
2. Members:
   - RS Nithin (Webmaster | Kerala)
   - Mohd Naim (Deputy Webmaster | Malaysia)
   - Mehak Saeed (Creative Content | Islamabad)
   - John Benedict (Creative Content | Hyderabad)
   - Vijay Srinivas (Apps Admin | Madras)
   - Ewell Tan (Staff Support | Singapore)

Objectives

1. Improve communications with stakeholders to increase awareness of IEEE's contributions and activities – *make the IEEE a top of mind awareness*
2. Broaden and diversify membership and increase participation of member in IEEE – *boost member engagement*
3. Make the IEEE R10 website a more effective tool – *traffic acquisition*
4. Reflect broad perspectives and interests when designing events and communications – *market engagement*

Project / Task Measurable

Project 1
a. Renew R10 web host
b. User-friendly platform (theme revamp, functionality revamp)
c. Creative content management tool (collaborate with Multi-Coordinators/Multi-Affinity Groups)
d. Fix problems with features & plugins
e. Fix some security issues and enhance system performance

Project 2
a. A new Mobile Apps as a website companion

Project 3
a. Digital Marketing: Search Engine Optimization (SEO), Google AdWords, Social Media Marketing.
b. Increasing visitors (numbers of users) to site
c. Increasing active followers on each social media platform and percentage who are actively engaged.

Projects / Tasks

1. Project 1: Internal Improvement - **IEEE Goes Rejuvenate (IGR)**
2. Project 2: External Companion - **IEEE Goes Mobile (IGM)**
3. Project 3: Online Campaign - **IEEE Goes Digital (IGD)**

Mapping with 2018 R10 issues

1. Boost member engagement and encourage member participation – to address inactive members
2. Collaborate with Multi-Coordinators/Multi-Affinity Groups – to address inactive members

Budget

1. Project 1 : **$241**
2. Project 2 : **$374**
3. Project 3 : **$1800**

Total Proposed Budget: $2415

Mapping with 2018 R10 issues

1. Market engagement – to recruit new membership
2. Driving targeted traffic to grab potential people through Digital Marketing – to recruit new membership

Awards and Recognition

Committee Structure

1. Chair: Elmer P. Dadios
2. Members: Borhanuddin Mohd Ali, Hedenori Nakazato, Michael Ong, Zuhaina Zakaria, Laurence Gan Lim, Shaikh Fattah, All concerned R10 coordinators.

Objectives

1. Award/Recognize the organizational units (OUs) and volunteers on their contributions to IEEE
2. Highlight excellent OUs and volunteers to set examples for others to follow.
3. Give due emphasis on members retention and membership growth as one of the foremost criteria for excellent Sections.

Projects / Tasks

1. Consolidate all IEEE R10 awards and recognition including membership retention and growth as important criteria in evaluating the candidates.
2. Monitor the activities of OUs and Volunteers, evaluate the applications of AR nominees, and allocate funds for the AR winners.

Budget

Project 2 : US$ 5,500.00 (Funds to be given to award winners)
US$ 3,000.00 – 1K each for Small/Medium/Large section award winners
US$ 2,500.00 - Membership fee for 15 individual award winners
TOTAL BUDGET = US$ 5,500.00

Project / Task Measurables

Project 1
a. Number of awards and recognitions (AR) distributed.
b. Number of AR centralized information disseminated.
Project 2
a. Number and quality of AR nominated.
b. Number of AR nominees evaluated.
c. Number and quality of OU's activities conducted.

Timeline

1. Project 1: March 30, 2018
2. Project 2: September 30, 2018

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SUMMARY OF PAC

NO	COMMITTEE	NO OF PROJECTS	BUDGET (USD)
1	IBS	2	3,000
2	PA	1	2,000
3	SP	3	4,400
4	ECIM	3	2,415
5	EA	3	3,100
6	A&R	2	5,500
	TOTAL	14	20,415

BACK UP SLIDES

SMARTECH: The New Paradigm Shift in Technology

Industry 1.0: Energy   **Industry 2.0: Electricity**

Industry 3.0: Information   **Industry 4.0/AI**
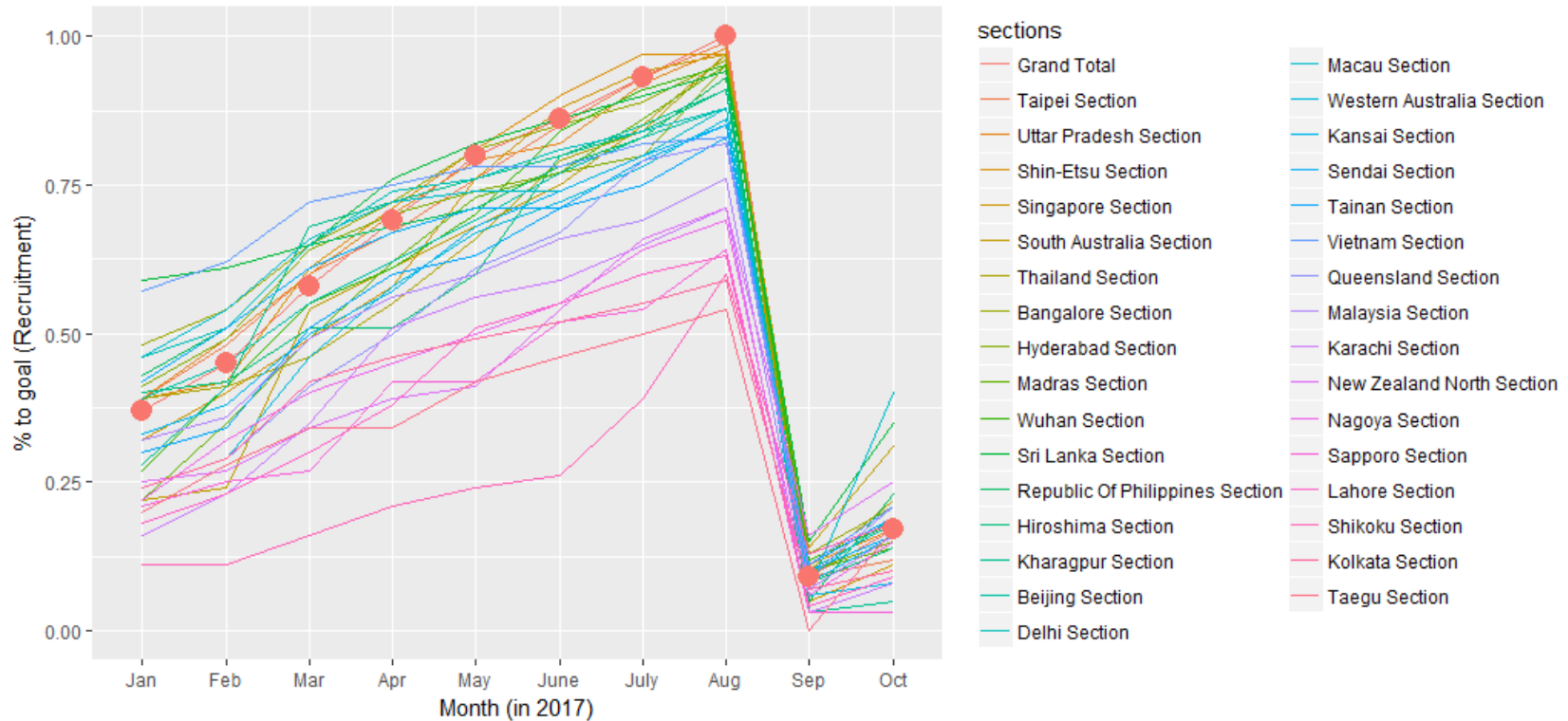

- **Before Industrial Revolution:**

  ▪ Innovations in **ENERGY** and **ELECTRICITY** brought forth automation resulting in revolutionary changes to traditional Artisan craftsmanship from the social, political, and economical perspectives.

  ▪ Artisan workers took a few decades to be re-educated so as to re-enter the new working environment.

- **Today:**

  ▪ After **INFORMATION** explosion resulting in **BIG DATA**, McKinsey Management Company in US has forecasted on changes brought forth by **ARTIFICIAL INTELLIGENCE (AI)** to be 10 times faster and 300 times larger in scale as compared to former Industrial Revolution!

  ▪ In the 21st century, big corporate style on-the-job- training is reducing and the overall ecosystem with more startups and self-employment places more requirements on self-learning and metacognitive skills.

IEEE has been the center of ALL these technologies from the very beginning!

Statistics of sections which did not meet the 2017 MD goal:

Cumulative percentage of monthly achieved goals by sections

09-Mar-18

EDUCATIONAL ACTIVITIES

- R10EA CHALLENGE

- to discover creative programs which provide values to IEEE members and align with MGA goals.

- Open call for Sections to propose educational programs focusing on Pre-University and University Education.

- The proposals will be judged based on :

  - the educational outcomes of the idea;

  - alignment with MGA goals; ·

  - scalability and sustainability of the idea.

- Award: $500 winner; $300 runner-up

  - For both levels of entry.

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ECIM - 1

➢ Our website is <u>our identity online</u>.

➢ Good content and quality are important, but it also needs to rank high on search engine result pages (SERPs) if we want to <u>reach a wider audience</u> with it.

OBJECTIVES

1. Improve communications with stakeholders to increase awareness of IEEE's contributions and activities – *make the IEEE a top of mind awareness*
2. Broaden and diversify membership and increase participation of member in IEEE – *boost member engagement*
3. Make the IEEE R10 website a more effective *tool – traffic acquisition*
4. Reflect broad perspectives and interests when designing events and communications – *market engagement*

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ECIM - 2

PROGRAM PLANS

1. Internal Improvement - IEEE Goes Rejuvenate (IGR)

    User-friendly platform or content management tool.

    ECIM will collaborate with **Multi-Coordinators / Multi-Affinity Groups** to provide creative contents for increasing awareness for Students, YP, WIE, and Industry.

2. External Companion - IEEE Goes Mobile (IGM)

    A new **Mobile Apps** as a website companion.

3. Online Campaign - IEEE Goes Digital (IGD)

    Driving targeted traffic to grab potential people through **Digital Marketing**: Search Engine Optimization (SEO), Google AdWords, Social Media Marketing.

How to keep members engaged and participating involves?

a. Alerting members to fresh or new content
- Regular updates in our newsletter
- Every Section and Coordinator can be a content writer for Newsletter and Online Forum feature under controlled ECIM Committee.
- Via social media

b. Enabling two-way communication
- Opening channels for members to communicate with our leaders (Coordinators).
- Online forums: ECIM will provide an online discussion where people can hold conversations in the form of posted message. ECIM will send notification to the related Coordinators to respond.
- Online journalism and news from members in **Multi-Geo Units**.
- Online communication: ask questions and listen to member's comments.