



IEEE R10 EXCOM

2nd -3rd March 2019, Melbourne

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Newsletter Committee Chair 2019
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Newsletter Committee 2019 Plan

Committee Structure

- 1.Chair: Mohammad Faizal Ahmad Fauzi
- 2.Members: Shaikh Fattah, Redwan Ferdous Farhan, Tan Ting Feng, Sachini Ekanayake

Objectives

1. To communicate Region and Section activities to all members of R10 in a timely and frequent manner.
2. To publish news of Region 10 personalities, appointments, awards, institute matters etc.
3. To raise profile of IEEE OUs at international level

Projects / Tasks

1. Release Newsletter in Mar/June/Sep/Dec.
2. Web version of Newsletter on top of the PDF.
3. Generate revenues with advertisements.
4. Social media marketing to increase visibility.

Budget

1. Project 1: \$3000 (allocated) & \$ 0 (income)
2. Project 2: \$ 0 (allocated) & \$ 0 (income)
3. Project 3: \$500 (allocated) & \$ 1000 (income)
4. Project 4: \$500 (allocated) & \$ 0 (income)

Total Proposed Budget : \$4000 USD

Project / Task Measurable

Project 1 : Regular release of Newsletter

- a.Source content across OUs in R10.
- b.Exclusive report and interviews on flagship R10 events (TENCON/TENSYMP/HTC/SYWL)
- c.R10 personalities of the month, R10 award winners, humanitarian projects, outside articles, etc.

Project 2 : Web version of Newsletter

- a. Collaborate with IM Committee
- b. For easier and more interactive content navigation
- c. Increase traffic to R10 website

Project 3 : Generate revenues with advertisements

- a. Provide advertisement space in the newsletter.
- b. Promote the advertisements on newsletter

Project 4 : Email and social media marketing

- a. Use of social media to create buzz on Newsletter
- b. Possible circulation to non-members to attract membership

Timeline & Metrics

- 1.Project 1: Dec 2019 / 4 Editions
- 2.Project 2: 1st or 2nd Edition of 2019 / Web version
- 3.Project 2: Dec 2019 / Revenue generation
- 4.Project 3: Dec 2019 / 10000 views of the newsletter

Details of Project 1

Regular Release of Newsletter

- ▶ Team structure:
 - Content Management
 - Creative
 - Information coordination
 - Social media & Webmaster
- ▶ Source content across OUs in R10.
- ▶ Identify Sections/Subsections with poor visibility and encourage them to submit articles.
- ▶ To consider important dates for R10 conferences and events, funding and awards etc.

Contents:

- ▶ Section Activities
- ▶ Student Activities
- ▶ Affinity Groups Activities
- ▶ Humanitarian Activities
- ▶ Conferences
- ▶ Awards & Funding
- ▶ Membership Development
- ▶ Conference CFP Digest
- ▶ R10 Personalities of the Month
- ▶ R10 OU of the Month
- ▶ PhD/Master/Postdoctoral Opportunities
- ▶ Upcoming Events
- ▶ Special Report

Details of Project 3

Generate Revenues with Advertisements

- ▶ IEEE R10 Newsletter – **R10 Today** has generated good visibility with in IEEE audience in Asia
 - Email reach to all IEEE members
 - Facebook audience of over 1400 members and R10 audience of 11000+
- ▶ Every edition covers over 50+ articles across Region 10
- ▶ Advertisements on Newsletter will generate revenues
- ▶ Can also include Conference CFP
 - Currently e-Notice for CFP to R10 members is charged at USD500.
- **Introduce Advertisements** on newsletter as option for **conferences CFPs**
 - Full page : \$ 200
 - Half page : \$ 100
 - To be made as option when the request reaches Secretary
- **Advertisement from external companies**
 - If it fits in to IEEE policies
 - Full page : \$ 500
 - Half page : \$ 300
- **Online Banner Advertisements**
 - If it fits in to IEEE policies
 - 1 month Banner : \$100
 - 1 year Banner : \$ 1000
- **Open Questions**
 - Approval of the proposed rates
 - Approval of the process for payment (through treasurer)



3. MEMBERSHIP DEVELOPMENT

IEEE Attracts Industry Engineers

Sudashan Dahal

IEEE Queensland Section

IEEE Queensland section conducted an industry membership development seminar at Powerlink Queensland, which is a state owned electricity transmission utility in Australia. The seminar had two parts; the first part was to elaborate about IEEE, its membership and benefits. IEEE Queensland Section membership Development Chair Dr. Sudashan Dahal explained how IEEE is spread worldwide and how the aspiring engineers could get benefit from IEEE membership. He also focused on how industries could get benefit by engaging with IEEE technical communities especially in developing appropriate technical standards and human capacity development. The second part of the seminar was on Electrical Design Consideration of renewable energy connection into high voltage network. Experts from utilities Mr. David Pita and Mr Tian Yu Zhang presented how a connection requirement of renewables especially solar farms necessitates utilities to think outside the box of the usual design practices.



4. CONFERENCES, CONGRESSES & SYMPOSIUMS

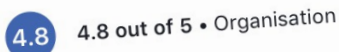
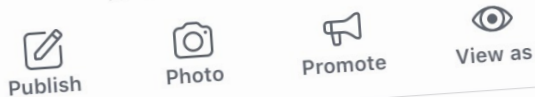
Nucleus 2018 - Annual Technical Symposium

Jeet Dugha, Chair

IEEE Student Branch of Shah & Anchor Kutchhi Engineering College (SAKEC)

Nucleus is a 2 day Annual Technical Symposium of Shah & Anchor Kutchhi Engineering College (SAKEC), Mumbai conducted every year by IEEE Student Branch of SAKEC. Nucleus 2018 was conducted on 7th & 8th March, 2018. It consisted of various intercollegiate events like Robo Soccer, L2 Grandprix, Cable Crane, Cam-o-bot, Confused Bot, Aqua Bot, Drone, Line Follower, Rings Rings, Technical Exposition, Mr. & Ms. Nucleus, LAN Gaming events, Code-a-Thon, LASER Tag, Minute To Win It, AR Treasure Hunt, O'ring Scene Investigation, Engineering Marathon, Component Explosion, etc. There were various National Level events like Robo Wars, Robo Sumo and Technokapz, Technical Paper Presentation Competition. Students from various states of India







*thank
you!*



Terima
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