2023 IEEE R10 Annual General Meeting
Date: 4-5 March 2023

2023 R10 Information Management Committee (IMC) Plan

Vijay S Paul
2023 R10 IMC Chair
2023 R10 Information Management Committee Plan

Committee Structure
1. Chair: Vijay S Paul - Victorian Section
2. Members:
   • Akarsh Ashok - Kerala Section (Vice Chair)
   • Dani Gunawan - Indonesia Section
   • Juhi Dwivedi - Uttar Pradesh Section
   • Divya Chhabaria - Gujarat Section
   • Thimira Chandrasekara – Sri Lanka Section
   • Rema Jothi - Kerala Section
   • Rohan Antony - Madras Section
   • Dikshita Aladakatti - Bangalore Section
   • Yutaro Ishigaki - Tokyo Section
   • Naeema Ziyad - Kerala Section
   • Ridham Chitre - Gujarat Section
   • Dr Nia Kurnianingsih (Advisor) - Indonesia Section

Objectives
1. Continuously improve R10’s online presence
2. Create & maintain a IM strategy for R10 website
3. Advocate use of MGA IM tools by volunteers & OUs
4. Create consistent IEEE brand experience across R10

Projects / Tasks
Project 1: Start and maintain an active Instagram channel for Region 10
Project 2: Increase web accessibility score of R10 website
Project 3: IMC Workshops

Budget
Project 1: USD 300 for initial Ads
Project 2: USD 500
Project 3: USD 200
Web hosting expenses : ~128 EUR + ~USD 50
Miscellaneous expenses for web tools – USD 500
Total Proposed Budge: USD 1550 + EUR 128

Project / Task Measurable
Project 1: At least 50 content updates and 300 followers by EOY 2023
Project 2: Improve R10 website’s accessibility score to at least 70. Present score is 45.

Major Milestones & Timeline
Project 1: February 2023 – December 2023
Project 2: March – December 2023
Project 3: March – November 2023
Details of Project 1
Instagram channel for Region 10

- Instagram is one of the fastest growing social media platforms now.
- Instagram is the platform with second highest ROI after Facebook, for organizations (Hubspot 2021).
- Asia-Pacific region has about 640 million Instagram users. 77.7% of Instagram users fall in the age group of 18-44.
- Hence, we definitely need to ensure that R10 is on Instagram to better reach our members.
Details of Project 2
Increase accessibility for R10 website

- Data suggests that 8.2% of people in Asia and 3.8% of people in Oceania region use some kind of accessibility tool to view website content.
- Considering that we represent one of the most diverse Regions in IEEE, especially in terms of ethnicity/race, we also have to be mindful of the inclusivity of ensuring we present our website content in the most accessible manner possible.
- Current R10 website has a web accessibility score of 45, whereas the minimum score required to consider it Good, is 70.
The goal of R10 IMC is also to ensure support for volunteers working in IM related roles in Sections and other OUs.

To educate, inform and train volunteers with relevant skills in IM, the committee plans to conduct a series of few workshops in 2023:

- IEEE Brand Guidelines
- IEEE EWH services
- Using R10 Event Funding Portal
- Information Management Framework
- WordPress basics
- UX writing for website
- Tools for IM & Project Management, etc.
The committee will continue with its BAU work of continuous improvement and optimization of R10’s online presence, including, but not limited to:

- Content updates on website
- Web Hosting renewal
- Daily backups of website
- Social media management – LinkedIn, Facebook, Twitter & Instagram.