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.
Project 3: Workshops on IEEE Brand Guidelines, using R10 Event Funding Portal, WordPress basics, UX writing for website, Tools for IM & Project Management, etc.

Major Milestones & Timeline

Project 1: February 2023 – December 2023
Project 2: March – December 2023
Project 3: March – November 2023

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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.

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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.

Page *
https://www.ieeer10.org/

Test

🐞 Violations Identified   26
✅ Automated Tests Run   267
⬜ Additional Tests Available   76

45%

Health Score

WCAG 2.2

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Details of Project 3
IMC Workshops

- ▶ 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.

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BAU (Business As Usual) work

▶ 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.