



2024 IEEE R10 Annual General Meeting

Date: 2-3 March 2024

2024 R10 Newsletter Committee Plan

Akila Wijethunge
R10 Newsletter Committee Chair

2024 R10 Newsletter Committee Plan

Committee Structure

- 1. Chair:** Akila Wijethunge
- 2. Members:** Kevin Huang, Prashant Nair, Takefumi Yamada, Anu Sabu, Sajani Mayadunne, Akarsh Ashok, Kavinda Attapattu, Charindu Abeysekara, Umaya Ballagalla

Objectives

- 1. To inform the IEEE members, the leadership of Region 10 and the volunteers of OUs, and IEEE staff of newsworthy Region 10 activities in a timely and frequent manner.**
- 2. To report on appropriate IEEE matters.**
- 3. To provide a platform for relevant content creation and sharing for IEEE R10**
- 4. Enhance engagement and create awareness of IEEE to R10 membership and beyond**

Projects / Tasks

- Project 1: Publish Newsletter Issues and Media Handling**
- Project 2: Prepare Special Issues and Digital Content**
- Project 3: Enhance Reader Interactions**

Project / Task Measurable

- Project 1: Number of reaches (Members/Non-Members)**
- Project 2: Number and importance of shared and archived content**
- Project 3: Coverage of R10 Events, Promoting newsletter in IEEE activities**

Major Milestones & Timeline

- Project 1: March/June/ September/ December**
- Project 2: January/ May/ October**
- Project 3: Throughout the year**

Details of Project 1- Publish Quarterly Newsletter and Media Handling



Project objectives

- To inform the IEEE members, the leadership of Region 10 and the volunteers of OUs, and IEEE staff of newsworthy Region 10 activities in a timely and frequent manner.
- To report on appropriate IEEE matters.

Project measurable deliverables

- Newsletter issues and other social media content related to articles
- Quality of the news article content
- Operation of website and other communications
- Statistics of reaches and downloads



Budget breakdown

- Grammarly
- Web plugins
- Special templates



Details of Project 2-: Prepare Special Issues and Digital Content

Project objectives

- **To provide a platform for relevant content creation and sharing for IEEE R10**
- **Enhance engagement and create awareness of IEEE to R10 membership and beyond**
- **Support region realignment**

Project measurable deliverables

- **Special Issues (Timely relevant Themes)**
- **Contribution to region realignment**
- **Special news on IEEE Flagship Events- Ex: TENSYP, R10 HTC, TENCON, R10 Robotics Competition)**
- **Video interviews, Flyers on R10 News**
- **Statistics of reaches and download**

Budget breakdown, Expenses

- **Web plugins**
- **Video recording and editing tools**
- **Special templates**



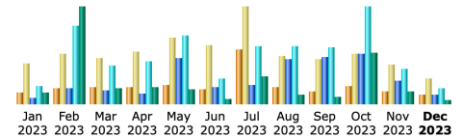
Details of Project 3-Enhance Reader Interactions

Project objectives

- To inform the IEEE members, the leadership of Region 10 and the volunteers of OUs, and IEEE staff of newsworthy Region 10 activities in a timely and frequent manner
- To provide a platform for relevant content creation and sharing for IEEE R10
- Enhance engagement and create awareness of IEEE to R10 membership and beyond

Project measurable deliverables

- Special news from R10/MGA committees, technical
- Coverage of special R10 events- Live streaming
- Online Competitions/ Interactive sessions at R10 ev
- Statistics of reaches and downloads



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2023	2,948	10,020	19,724	55,391	4.17 GB
Feb 2023	3,970	12,456	48,345	240,325	36.79 GB
Mar 2023	4,228	11,302	41,734	118,434	6.31 GB
Apr 2023	4,056	12,935	30,036	130,707	6.31 GB
May 2023	4,749	16,377	140,909	210,998	5.43 GB
Jun 2023	3,730	14,599	50,442	76,962	1.85 GB
Jul 2023	13,640	24,128	58,181	176,999	10.59 GB
Aug 2023	4,146	11,945	137,187	178,539	3.44 GB
Sep 2023	3,170	11,142	144,858	174,692	2.62 GB
Oct 2023	4,371	12,579	154,221	298,723	19.59 GB
Nov 2023	3,023	9,889	70,231	108,635	4.62 GB
Dec 2023	2,217	6,402	28,605	49,205	1.59 GB
Total	54,248	153,774	924,473	1,819,610	103.09 GB

Budget breakdown, Expenses

- Software and hardware Tools for live streaming
- Promotional Material for Interactive sessions
- Social media campaigns