2024 IEEE R10 Annual Meeting
Date: 2-3 March 2024

2024 R10 Information Management Committee (IMC) Plan

Vijay S Paul
2023 R10 IMC Chair

2024 R10 Information Management Committee Plan

Committee Structure

1. Chair: Vijay S Paul (Victorian Section)
2. Members:
- *Akarsh Ashok (Madras) – Vice Chair*
- *Dani Gunawan (Indonesia) – Webmaster*
- *Yutaro Ishigaki (Tokyo) – Webmaster*
- *Vyasan J (Kerala) – Webmaster*
- *Abishlal NS (Madras) - Webmaster*
- *Rohan Abizeck (Madras) – Designer*
- *Deepak Doopati (Hyderabad) – Designer*
- *Divya Chhabaria (Gujarat) – Social Media*
- *Suryanarayan Menon A (Kerala) – Social Media*
- *Devang Pingle (Pune) – Social Media*
- *Neha Jasmin (Kerala) – Content*
- *Surabhi Rajesh (Kerala) - Content*

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: R10/10 Design Contest + R10 SYWLC Branding/Social Media Contest
Project 2: IEEE R10 Brand Champions (For Sections)
Project 3: R10 Director's Dialogue
Project 4: Increase web accessibility score of R10 website
Project 5: IMC Workshops

Budget

Project 1: USD 600 + USD 500
Project 2: USD 900
Project 3: NA
Project 4: NA
Project 5: NA
BAU Work: USD 1500
Total Proposed Budget: USD 3500

Project / Task Measurable

Project 1: At least 30 high-quality submissions for R10/10 Contest + ~20 for R10 SYWLC Contest
Project 2: ~30 submissions from Sections, and ~5 rebrand to correct guidelines
Project 3: 2 with 2023/24 Director & 1 with 2025/26 Director
Project 4: Improve R10 website's accessibility score closer to 70. Present score is 56.
Project 5: Workshops on IEEE Brand Guidelines, using R10 Event Funding Portal, WordPress basics, UX writing for website, etc.

Major Milestones & Timeline

Project 1: March-May
Project 2: May - July
Project 3: April, November
Project 4: Year-round
Project 5: February-November

Details of Project 1

R10/10 Design Contest

- Idea based on Prof Lance Fung's R10/10 vision, and additional suggestions by Dr Preeti Bajaj.
- Design competition where participants submit a poster/graphic design/artwork on the theme "R10 10 out of 10"
- Not a logo contest.
- Two separate categories within the same contest:
  1. *For individuals across the Region* – a Region-wide contest where participants directly submit their entries to R10. 1st, 2nd and 3rd prizes will be awarded, with certificates for each winner plus cash prize of USD 200, 100 and 50 respectively.
  2. *For Sections across the Region* – Each Section will be asked to submit their official entry. 1st, 2nd and 3rd prizes will be awarded, with plaques for each Section.
- Judging will be done by a panel of judges, with at least 50% of the panel having a design background, to enable critical evaluation of the results.

R10 SYWLC Branding/ Social Media Contest

- Final plan to be confirmed based on discussions with R10 SYWLC organizing team
- In-line with the Congress's theme this would either be an IEEE Branding/ social media/ photography contest during the 2024 R10 SYWL Congress.

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Details of Project 2
IEEE R10 Brand Champions

- Unfortunately, a lot of IEEE Sections in Region 10 do not adhere to the correct IEEE Brand Guidelines – not just in the general usage of the IEEE Masterbrand, but also in their own Section logos.

- Through this initiative, the intention is to increase awareness about IEEE Branding across Sections, and enable consistency with how the IEEE brand is showcased externally.

- In this initiative, Sections will be asked to formally submit their website URLs, social media URLs, officially used Section and Section Chapter logos, etc. The IMC team, with guidance from IEEE HQ's Branding Team, will evaluate the submissions based on their adherence to IEEE Brand Guidelines, and provide feedback to Sections, where needed.

- Based on the level of adherence to the guidelines, 1st, 2nd and 3rd prizes will be awarded to Sections, with plaque plus cash prize of USD 250, 150 and 100 respectively.
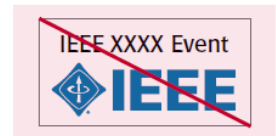
CORRECT USAGE

IEEE XXXX Section

IEEE
XXXX Event

◈IEEE
IEEE XXXX Event

INCORRECT USAGE

◈IEEE
XXXX Section

◈IEEE
XXXX Event

IEEE XXXX Event
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Details of Project 3
R10 Director's Dialogue

- This is a revamp of the 2020 initiative "R10 Director's Dialogue".

- Similar to a AMA (Ask Me Anything) format. This is an opportunity for members across the Region to post their questions directly to the R10 Director.

- Questions will be collected in advance, so that the IMC team is able to filter the most important queries from our members, as well as club questions together where possible.

- A moderator will ask these questions to the R10 Director, who will then answer them via livestream. This will also be recorded, and posted on YouTube, to be shared with members across the Region.

- 2 sessions planned for 2024
  - April – with 2023/24 Director
  - November - with both 2023/24 Director & 2025/26 Director

R10 Director's Dialogue in 2020

Details of Project 4
Increase accessibility for R10 website

- This is continuation of the 2023 project.

- [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 56, which is better than the score of 45 at the start of 2023. However, the minimum score required to consider it **Good**, is 70.

Details of Project 5
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 2024:
  - ▪ 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.

- ▶ This too, is continuation of our 2023 project.

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.

- There is an additional initiative to add on plugins that enable higher security for the R10 website and its sub-domains. This will be a work-in-progress initiative.

- The website's CSS needs revamping, which will also be done in 2024.

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