Section 5.10: Information Management Committee Chair

Contents

1. Introduction

This operations guide aims to help new Information Management (IM) Committee Chair, previously Electronic Communications and Information Management (ECIM) Coordinator in Sections, Councils, Chapters and Student branches as well as Region 10 IM in discharging their volunteer services to facilitate electronic dissemination of information and collaboration with IEEE volunteers and members.

The common activities of an IM Committee Chair include:

a) Acting as an IEEE entity webmaster and web content manager

b) Facilitating and publicising IEEE entity activities

c) Cooperating with IEEE entity newsletter editor, particularly in electronic newsletter production and publication

d) Establishing and maintaining electronic mail (email) distribution lists

e) Providing support and advice to IEEE sub-entities on matters relating to information management

f) Cooperating with IEEE entity committee chairs to provide support for event funding management to all R10 Committee Chairs

g) Cooperating with IEEE entity multi-geo units particularly in online journalism to provide creative contents for increasing awareness of members.

h) Cooperating with IEEE entity committee chairs as well as multi-geo units to provide webinar.

In order to execute these tasks effectively, this operations manual will provide valuable information as a resource reference.

2. Making the IEEE Region 10 Website a More Effective Tool

Your IEEE entity web page is your electronic channel to your members in your locality and a window to the rest of the world. When used effectively it can provide useful and timely information that is of value to IEEE members in your locality.

As IM Coordinator, you play an important role in assisting your team of volunteers in your IEEE entity to reach out to your membership in a potentially cost–effective and timely manner. You should recognize that there two primary approaches to reach out to your membership, namely:

a) *Pull* mechanism – This is often carried out through publishing information through your IEEE entity web site. Members and parties visit your web site to gather relevant information of interest to them.   Update and add creative contents on the website should be conducted frequently. Digital marketing should be conducted to increase participation of member in IEEE. However, one should note that updates and changes to one's web site remain unknown to members at large unless the interested member has taken the initiative to visit one's web site. This is a potential shortcoming of web publishing. As such for urgent information notification, the *Pull* mechanism via a web site is not so effective.

b) *Push* mechanism – This approach should complement the *Pull* mechanism.   This is often carried out via either direct electronic mail (e–mail) or through e–mail

distribution lists. Unfortunately, a major challenge is the availability of reliable and up–to–date e–mail addresses or e–mail distribution lists of the intended recipients. Hence, one of the roles of an IM Committee Chair is to actively solicit and maintain e-mail addresses so that effective dissemination of information can be achieved.

3. IEEE Entity Web Hosting

IEEE entity web hosting service is available to Regions, Sections, Councils, Societies, Chapters, and Student Branches.

This service is intended to meet the needs of IEEE entities who want to develop, create and maintain their own web sites on the IEEE Entity Web Hosting (EWH) server that is centrally located and managed at IEEE headquarters.

The general philosophy is that posting entities will be responsible for their content, its maintenance and its conformance to IEEE policy.

Entities are expected to choose a single webmaster who is skilled in managing web content. This webmaster will be the entity contact and the only one authorized to post content to the web site. The webmaster will be expected to work with IEEE staff to insure that site security measures are effective.

If you need assistance, please contact your Regional Information Management Committee Chair or the EWH webmaster at: ewh-webmaster@ieee.org

Other useful and relevant documentation include:

a) *IEEE Copyright Information* provides guidelines on copyright issues.

https://www.ieee.org/publications_standards/publications/rights/copyrightpolicy.html

b) *IEEE Web Hosting Policy* provides policy guidelines related to the use of the IEEE EWH system.

http://sites.ieee.org/hosting/policy/

4. Region 10 Website: http://www.ieeer10.org/

In compliance to the General Data Protection Regulation (GDPR) which will be in effect on 25 May 2018, a Cookie Banner needs to be inserted to all IEEE websites.

5. Social Media Guidelines

It is important for every IEEE Entity to have a Social Media Presence through IEEE Collabratec https://ieee-collabratec.ieee.org, or Facebook or Twitter or LinkedIn.

- IEEE R10 Facebook can be found at https://www.facebook.com/IEEEregion10/
- IEEE R10 Twitter can be found at https://twitter.com/IEEER10

It is important to drive interactions and discussions on Social Media across different platforms.

6. IEEE Mobile App

IM Committee Chair should support and promote the IEEE Mobile App developed by IEEE Headquarter in your respective Region. The IEEE Mobile App is the new platform for IEEE members to meet and connect based on geo-location (either locally or while traveling), and also helps members stay up-to-date with the latest news from multiple IEEE sources, e.g. Spectrum, The Institute, Transmitter, etc.

Promotions may include, but are not limited to, the Region website, Region newsletters, and Region meetings. IEEE HQ has prepared a Marketing Toolkit that provides promotional content for the IEEE Mobile App. The toolkit includes several PowerPoint presentation options, as well as copy, images, and ads for print and web promotions.

7. WebEx

IEEE MGA provides a Web Conferencing service to Geographic Organizational Units for online meetings, webinars, training, demos and presentations. The service is available to MGA Board members and MGA Board Committees as well as Region and Section EXCOM officers. To register WebEx for your next IEEE event, please visit:

http://sites.ieee.org/vtools/tools-ok/webex/webex-registration/

* WebEx information will be sent to you within 3 business days.

5.10 – IM – Reviewed & updated by Dr. Kurnianingsih in April 2019.
Reviewed and updated by Dr. Hidenori Nakazato in 2009; by Nitin Keshav, Farish CV, Nivas Ravichandran in 2015 and Dr. Thavatchai Tayjasanant in 2017.
Authors: Prof. Lawrence Wong & Prof. Kae Dal Kwack in 2002

8. IEEE vTools: http://sites.ieee.org/vtools/

This IEEE volunteer tools (vtools) site provides information on a wide range of tools developed by volunteers for IEEE members and IEEE volunteers. Most of these tools have been developed by IEEE volunteers. The toolbox simplifies organizational efforts and administration by offering web-based software in order to reduce time spent on managing activities and to assist in member development.