SUMMARY

The IEEE Education Society Meetings Chair, acting with the members of the conference steering committee, proposes that the Society continue to financially sponsor the IEEE International Global Engineering Education Conference (EDUCON) in the year 2011.

In 2008, the IEEE Education Society Administrative Committee approved a concept presented by members from IEEE Region 8 to locate a sponsored conference annually at a central location within the region (Europe, Middle East, and Africa). The conference provides a forum for academic, research and industrial collaboration on global engineering education. The Society’s Fields of Interest guide the conference steering committee, program committee and the call-for-papers.

The IEEE Education Society is an organizational unit of the IEEE. Thus, the conference will follow all rules and procedures expected of IEEE sponsored conferences and meetings. Examples include year-end conference accounting and auditing, legal memorandums-of-understanding between co-sponsors, shared liability and insurance responsibilities between parties, and shared revenue or loss between co-sponsors.

The rest of this document contains conference structure and management sections for review by all members of the Administrative Committee. A motion for approval of financial support follows these sections. The motion is brought before the voting members of the Administrative Committee eighteen months ahead of the conference date in order to meet the requirements of the standard IEEE timeline for sponsored conference management. Finally, some specific information about EDUCON 2011 is attached as an appendix.

AUDIENCE

Although the majority of the expected 300 conference participants and attendees will reside within IEEE Region 8, the conference expects to attract attendees from elsewhere in the world. The EDUCON conference may co-locate with existing top quality regional conferences (e.g., Interactive Computer aided Learning Conference (ICL), Interactive Mobile and Computer aided Learning Conference (IMCL), Learning Technologies Applied to Electronics Education (TAAE), etc.) to increase interest and attendance.

TIMELINE

The EDUCON conference would be held during the last two weeks in March or the first two weeks in April. This date does not conflict with the annual Frontiers in Education conference, which is also co-sponsored by the IEEE Education Society. Similarly, it does not conflict with other major events in IEEE Region 8. This time frame is also desirable as
the local weather conditions would best support this event (leaving winter and coming into spring). The three-day conference will begin on either a Monday or a Wednesday.

VENUES

The upcoming EDUCON conferences will be held at:

- IEEE EDUCON 2010: Madrid, Spain
  General Chairs: Manuel Castro, Edmundo Tovar and Michael Auer
  Theme: Education Engineering 2010 – The Future of Global Engineering Education
  The 2010 EDUCON conference received a tremendous response to the call-for-papers. A separate EDUCON 2010 report will be read into the record during the same Administrative Committee meeting as this proposal.

- EDUCON 2011, Amman, Jordan
  General Chairs: Abdallah Al-Zoubi, Edmundo Tovar and Michael Auer

- EDUCON 2012, Tunis, Tunisia
  General Chairs: Mohamed Jemni, Martin Llamas and Michael Auer

FINANCIAL SUPPORT AND REGISTRATION FEES

The IEEE Education Society will be the principle sponsor. The IEEE and IEEE Education Society logos will be prominently displayed on all conference marketing and publication items. Other IEEE entities, such as IEEE Region 8 and the local IEEE section, will also support EDUCON.

The proposed conference individual registration fee will be approximately 300-350 € (US 450-550). The exchange rate between Euros and U.S dollars is extremely volatile but the idea is to maintain the cost attractiveness for Region 8 participants. Special prices for students and IEEE members will be set according to the IEEE rules and procedures for IEEE sponsored conferences and meetings.

The conference income will be provided by:

- an IEEE Education Society loan itemized on the conference budget and repaid from surpluses at the post-conference banking account closure,
- attendee registrations fees,
- and money from exhibitors and local supporters (City Hall, Banks, Telephony companies, Education service providers, Research projects, etc.).

The final conference budget surplus will be divided among the co-sponsors according to the sponsorship ratio. In the event of a budget deficit, each co-sponsor is expected to bear financial responsibility at the same sponsorship percentage.
CONFERENCE FACILITIES

Conference facilities include meetings rooms and event spaces on the campus of the host University or in a conference facility located in the host city. Conference facilities in a location near to the host city can also be utilized provided appropriate transportation is provided. Audio-visual support will be provided for paper and panel presentations. An exposition will be held in conjunction with EDUCON in order to attract investors, support part of the expenses, and to provide better services to the attendees.

CONFERENCE INFORMATION CLEARINGHOUSE

The Web site for archival and management purposes will be located at:

http://educon-conference.org/

This site will host the EDUCON information clearinghouse: conference information, location history, the archive of papers, as well as steering committee minutes and conference corporate history.

CONFERENCE MANAGEMENT TEAM

An EDUCON Steering Committee will manage the conference. This committee will be composed of: the immediate past General Chairs, the current General Chairs, the IEEE Education Society AdCom Meetings Committee Chair, and the IEEE Region 8 Conference Coordinator. An EDUCON Steering Committee Chair will coordinate. This Steering Committee will coordinate EDUCON interaction between the IEEE Education Society, the current FIE conference, other IEEE Education Society related conference activities, and IEEE Region 8 to assure synergies and the most positive evolution.

The main issues of the EDUCON Steering Committee will be (this is not a closed list):

• guiding the types of activities and focus of EDUCON conferences,
• establishing the functions, objectives and composition of the committees inside the EDUCON organization,
• advising the local organizers on the annual EDUCON activities (such as keynote speakers, focus of the calls for papers, guidance in financial, sponsorship and exhibition issues, site selection, etcetera),
• providing as needed assistance to the local organizers on issues related to publications (calls, proceedings, etc.),
• deciding the future conference locations and dates (at least two years in advance),
• transferring corporate history between conference years, and
• interfacing with the IEEE Education Society AdCom and the FIE Steering Committee.

The conference will also have an International Advisory Board with experts not only from within IEEE Region 8, but also from other IEEE Regions. This will provide a broader view of global issues to assist the EDUCON Steering Committee. An International Advisory Board Chair will coordinate.
The Program Committee and Local Committee will plan and execute each conference. The Program Committee will consist of all reviewers and a Chair. The Local Committee will consist of all local people at the host university that are involved with the conference. These committees will be responsible for five levels of management:

1. Level of web services and information management including a general web page for dissemination and information, as well as for archiving, (EDUCON Clearing House), with scheduling and info of present conference (organization, hotel information and travel information), as well as info and papers from past conferences and future conferences announcement. This will be located at http://educon-conference.org/.
2. Level of paper submission, reviewing, acceptance, copyrights, and preparation for publication. The results of the conference will be electronically available and indexed by IEEE in IEEE Explore. Additionally, the conference plans to have a CD-ROM proceedings.
3. Level of registration related services
4. Economic management and Exhibition. The money management must be managed in the location of the conference but will follow all related IEEE financial rules and procedures for IEEE sponsored conferences including value added tax (VAT) and signature authorities. Local bank accounts are allowed by IEEE rules.
5. Hotel management and travel management.

MOTION FOR APPROVAL

Now, a motion is placed on the table that the IEEE Education Society Administrative Committee approve a 70% financial co-sponsorship in cooperation with three co-sponsoring universities (Universidad Polytechnica de Madrid, Carinthia Tech Institute, and Princess Sumaya University for Technology). EDUCON 2011 will be held 11-13 April, 2011 in Amman, Jordan. The IEEE Education Society will provide a loan of $20,000US as startup funds that will be repaid to the Society as a conference expense. All IEEE rules and procedures for sponsored conferences and meetings will be followed.
The EDUCON conference aims at providing a forum for interchanges and collaborations on global education engineering activities as defined by the IEEE Education Society, and will be very similar to the highly successful USA-based Frontiers in Education (FIE) conference. This conference will rotate among central locations in IEEE Region 8 where it is proposed to hold the 2nd IEEE EDUCON in Jordan. Princess Sumaya University for Technology will organize EDUCON2011 in the period 11-13 April 2011 as this time frame is desirable because the local weather conditions would best support this event (leaving winter and coming into spring). The venue of the conference will be Princess Sumaya University for Technology. This world-class centre contains conference facilities which include meetings room and an exposition area that could attract investors to support part of the expenses and to provide better services to the attendees.

The conference will be financially supported by IEEE Education Society, and supported by IEEE Region 8 as well as the local Jordan IEEE section and probably the Ministry of Higher Education and Scientific Research. About 200 researchers and educators are expected to attend the conference.

The EDUCON 2011 general chairs will be Abdallah Al-Zoubi, Michael Auer and Edmundo Tovar.

Steering Committee
The conference will be managed by a Steering Committee, as follows:
• A.Y. Al-Zoubi, IEEE, Princess Sumaya University for Technology, Amman, Jordan
• Michael E. Auer, Chair, Senior Member IEEE, President and CEO IAOE, Carinthia Tech Institute Villach, Austria
• Rachida Ajhoun, IEEE, ENSIAS MohammedV-Souissi University, Rabat, Morocco
• Manuel Castro, IEEE Fellow, IEEE Education Society AdCom, Universidad Nacional de Educación a Distancia, Madrid, Spain
• Mohamed Jenni, IEEE, University of Tunis, Tunisia
• Russ Meier, IEEE Education Society Meetings Committee Chair, Milwaukee School of Engineering, USA
• Rob Reilly, Senior Member IEEE, Secretary IEEE Education Society, MIT Media Lab, USA
• Marian Kazmierkowski, IEEE Region 8 Conference Coordinator, Warsaw University of Technology, Poland
• Edmundo Tovar, Senior Member IEEE, IEEE Education Society AdCom, Universidad Politécnica de Madrid, Spain

Michael Auer will act as Chair.

International Advisory Board
The conference should have also an “International Advisory Board” as follows:
• Rob Reilly, Chair, Secretary IEEE Education Society, MIT Media Lab, USA
• Nicolas Beute, Cape Peninsula University of Technology, South Africa
• Rafael Calvo, The University of Sydney, Australia
• Melany Ciampi, Council of Researchers in Education and Sciences, Brazil
Few more names will be added from Jordan, the Middle East and North Africa. The next level of the conference management will include the “Program Committee”, including all reviewers and a Chair coordinating. 20-30 people is the convenient number for this Committee. Finally, “Local Committee”, including all local involved people in the conference. 10 people is a convenient number for this Committee.

Management of the conference will generally follow the FIE and previous EDUCONs as follows:
1. Web services and information management including a general web page for dissemination and information, as well as for archiving, (EDUCON Clearing House), with scheduling and info of present conference (organization, hotel information and travel information), as well as info and papers form past conferences and future conferences announcement. This will be in http://educon-conference.org. EDUCON Steering Committee will manage it and will provide support for the servers and information. Yearly maintenance will cost around 1,200 € including loading of conference proceedings.
2. Level of paper submission, reviewing, acceptance, copyrights, and preparation for publication. The results of the conference will be printed and indexed by IEEE, having CD-ROM from IEEE and papers indexation inside IEEE Xplore, and formatted to be hosted in the EDUCON Clearing House.
3. Registration and services, hotel and travel providing support. One open application will be selected as ConfTool.
4. Economic management and exhibition will be managed by PSUT services with 5% will cost. Logistics will be organized by PSUT including technical sessions, lunch banquet and trips. The conference will include all kind of technology applications to all the conference process, ranging from reception of video abstracts for selection and peer-review to provide on-line and recorded Internet broadcasting of the Plenary sessions.
5. Hotel management. Direct reservation with the main hotels selected and blocked. Prospective of prices of hotels.
6. Travel management. A travel agency will be arranged for the pre- and post-conference tours to give support to conference attendees.

The income of the conference will be the provided by:
- IEEE Education Society, 14000 € ($US 20000).
- Registrations fees of 70000 €, for an estimated 200 participants at an average of 350 €.
- Possible sponsorships of 10000 € from ministry of higher education, Amman municipality, banks, telephony companies. Outcomes of the conference will be the services provided to the attendees and expenses of the conference management. The rough total income should be 94000 €.

**Costs of the conference should be:**
- Web services and information management, 3000 €.
- Paper submission, reviewing, acceptance, copyrights, and preparation for publication, 5000 €.
- Second edition DVD-ROM with video plenary sessions, 1000 €.
- Registration and services, hotel and travel providing support, 3000 €.
- Economic management and exhibition, 3000 €.
- Bag, shirt and promotional topics, 3000 €.
- Printed material and consumables, 3000 €.
- Communications, web and technical support provided by volunteers and technical people, 2000 €.
- Shuttle buses between hotels and PSUT, 3000 €.
- Coffee breaks, lunches and banquet lunch, 25000 €.
- Flowers, complements, gifts to main people involved, 3000 €.
- Hotel, airport pickup, trips, registration and fees for keynote speakers and committee members, 7000 €.
- IEEE loan reimbursement 14000 €

The rough total cost should be 83000 €.