A Global Engineering Education Conference  
Presented by the IEEE Education Society  

EDUCON  

SUMMARY  

We are proposing that the IEEE Education Society financially sponsor a new global engineering education conference. This conference will be located at a central location within IEEE Region 8 (Europe, Middle East, and Africa). The EDUCON conference will provide a forum for academic, research and industrial collaboration on global engineering education. The IEEE Education Society’s Fields of Interest will guide the program committee and the call-for-papers.  

The conference will use advances in technology to streamline the conference process ranging from reception of video abstracts for selection and peer-review to providing on-line and recorded Internet broadcasting of the Plenary sessions, and if possible, the author presentations.  

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.  

AUDIENCE  

Although the majority of the expected 300 conference participants and attendees will reside within IEEE Region 8, we also expect to attract approximately 100 attendees from elsewhere in the world. We hope that a successful conference will lead to a broader global participant roster. 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.
INITIAL VENUES

The first three EDCON 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

- 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. For example, the IEEE Spain Section and the IEEE Spanish EdSoc Chapter will also support EDUCON 2010.

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 conference 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 could include meetings rooms and event spaces on the campus of the host University. Audio-visual support will be provided for conference participants. 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

The IEEE Education Society leadership reviewed an initial version of this proposal at the June 2008 Education Society Administrative Committee meeting. The AdCom supported the motion in principle as serving one of the strategic goals of the Society – establishing a global engineering education conference held outside of the United States.

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 10% co-sponsoring universities (UNED, UPM, and Carinthia Tech Institute) for EDUCON 2010 to be held during 2010 in Madrid, Spain. The IEEE Education Society will provide a loan of $10,000US as startup funds that will be repaid to the society as a conference expense.

Information supporting the motion: The EDUCON 2010 General Chairs will be Manuel Castro (UNED), Edmundo Tovar (UPM) and Michael Auer (CTI). The EDUCON structure outlined in this document will be implemented. All IEEE rules and procedures for sponsored conferences and meetings will be followed.
IEEE EDUCON 2010

Education Engineering 2010 – The Future of Global Learning Engineering Education

Madrid, Spain

Dates proposed: 14, 15 and 16 of April, 2010.

The dates selected are in the work week following the Spanish Holy Week, when major activities are stopped from 26 of March to 12 of April.

The conference will be organized jointly with the local TAEE 2010 conference (Learning Technologies applied to Electronics Education). TAEE was technically co-sponsored by the IEEE Education Society in 2006 and 2008, and TAEE 2010 will ask for technical co-sponsorship at the October 2008 AdCom meeting. This conference regularly attracts 150 participants from Spain and South America to discuss Applied Technologies in Electronics Teaching. The proposed joined conference will be held on 13, 14 and 15 of April.

EDUCON Steering Committee: Manuel Castro, Edmundo Tovar, Michael Auer, Abdallah Al-Zoubi, Mohamed Jemni, Rob Reilly, Russ Meier (IEEE Education Society Meetings Committee Chair) and Francisco Sandoval (IEEE Region 8 Conference Coordinator). Michael Auer will act as Chair. The IEEE Education Society and IEEE Region 8 could change proposed members if desired.

EDUCON International Advisory Board: Rob Reilly, Dan Budny, Martin Llamas, Paloma Diaz, Aleksandar Szabo, Kinshuk, Akinori Nishihara, Howie Southworth, Rafael Calvo, Paul Lefrere, Trond Clausen and Susan Lord. Rob Reilly will act as Chair.

EDUCON Program Committee: Dan Budny and Martin Llamas will act as co-Chairs (20-30 people is the convenient number for this Committee).

EDUCON Local Committee: Antonio Colmenar will act as co-Chair together with one person from UPM (10-15 people is the convenient number for this Committee).

Management services.

1. Web services and information management: EDUCON Steering Committee will manage it and will provide support for the servers and information. First version of server and web pages design will cost around 3,000 € ($US 4,600). Yearly
maintenance will cost around 1,200 € ($US 1,900) including loading of conference proceedings. The website will be located at http://educon-conference.org/.

2. Paper submission, reviewing, acceptance, copyrights, and preparation for publication on CD-ROM and in IEEE Explore. A paper management company will be contracted to provide the management service. Costs will be (for 200 papers) around 8,000 € ($US 11,000).

3. Registration, hotel, exhibition, travel and economic management. Economic services will be managed in the UNED Services.
   - 5-10% will be the cost of the service.
   - Logistics. Conference will be organized in the UNED’s and UPM’s Universities facilities inside the University City of Madrid, changing from main Plenary rooms to conference technical rooms and exhibition, and providing lunch and coffee break services. A trip to Avila (medieval city located one hour car drive from Madrid) with technical sessions, lunch banquet and visit will be provided.
   - Exhibition in the area of main technical sessions and social area.
   - Hotel management.
     - Direct reservation with the main hotels selected and blocked. Prospective of prices of hotels in the downtown Madrid near the University City in a fashion and nice living area includes a 5* hotel (Husa Princesa) with 260 rooms and 12 suites in the range of 200 €/night (double room for 2 people and breakfast buffet, US$ 270/night), a 4* hotel (Husa Moncloa) with 150 rooms and 2 suites in the range of 150 €/night (double room for 2 people and breakfast buffet, US$ 200), and in the vicinity there will be 3* and 2* locations in the range of 80 to 120 €/night (US$ 110-160/night). Places in a University residence could be provided for students (approx. 60 €/night (US$ 80/night).
     - Travel management.
       - A travel agency will be arranged for the pre- and post- conference tours to give support to conference attendees.

The incomes of the conference will be:
   - a $US 10,000 loan from the IEEE Education Society to be used as start up funds
   - an additional $US 5,000 in funds provided by the Partners for the conference.
   - participant registrations
     - 350 € is the regular IEEE member conference registration cost (as well as the non-European Region 8 participants), being 400 € the regular non-IEEE member registration. 300 € is the author and advance IEEE member registration cost (as well as the non-European Region 8 advance participants) and 100 € is the IEEE student member registration cost being 150 € the non-IEEE student member. 100 € will be the accompanying person registration including services and trip to Avila and lunches and banquet.
     - As an income registration budget we estimate 300 attendees being 200 authors (50% of IEEE members and 10% of students) and 50 accompanying people. This will be around 100,000 € ($US 155,000) depending the number of IEEE members and students.
   - Exhibitors and local supporters.
     - 15,000 € ($US 23,000) could be obtained for the different sources as budget.
   - A rough estimate of total income is 110,000 € (US$ 150,000).
The expenses for the conference will include:
- Web services and information management will cost around 3,000 €.
- Paper submission, reviewing, acceptance, copyrights, and preparation for publication will cost 8,000 €.
- IEEE CD-ROM publication (400 final programs and CD-ROM) with IEEE ISBN and IEEE Xplorer indexing will cost 5,000 €.
- Second edition DVD-ROM with video Plenary sessions will cost 1,000 €.
- Registration, hotel, exhibition, travel and economic management. Costs will be around 11,000 €.
- Bag, shirt and promotional items will cost 3,000 €.
- Exhibition environment preparation will cost around 3,000 €.
- Communications such as web and technical support will be provided by volunteers and contracted technical people and will cost 2,000 €.
- Buses joining the hotels to the Universities location and trip to Avila will cost around 3,000 €.
- Tourist guides and included excursions will cost 3,000 €.
- Coffee breaks, lunches and banquet lunch during the conference will cost 50,000 €.
- Flowers, complements, gifts to main people involved, will cost 3,000 €.
- Hotel, trip, registration and fees for three Plenary session speakers will cost 6,000 €.
- A repayment of the $10000US IEEE Education Society loan
- A rough estimate of total expenses is 101,000 € ($US 137,000).

Using the rough estimates of income and expenses, there will be a surplus of approximately 9,000 € ($US 12,000). Under the stated co-sponsorship percentages, the IEEE Education Society will receive 6,300 € ($US 8,400), UNED will receive 900 € ($US 1,200), UPM will receive 900 € ($US 1,200), CTI will receive 900 € ($US 1,200).