



Section 5 - 5.11: Electronic Communications Coordinator

CONTENTS

1. Introduction.....	1
2. Making the Best use of the Internet.....	1
3. making your Web Page stand out.....	2
4. IEEE Entity Web Hosting	2
5. Electronic mail	3
6. Mailing Lists	3
7. IEEE Internet web conferencing	4
8. Other Useful Information	4

1. INTRODUCTION

This operations guide aims to help new and existing Electronic Communications Coordinators (ECCs) in Sections, Councils, Chapters and Student branches as well as Region 10 ECC in discharging their volunteer services to facilitate electronic dissemination of information and collaboration with IEEE volunteers and members.

The common activities of an ECC 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 electronic communications

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

2. MAKING THE BEST USE OF THE INTERNET

As ECC, 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 recognise 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. 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 ECC is to actively solicit and maintain e-mail addresses so that effective dissemination of information can be achieved.

3. MAKING YOUR WEB PAGE STAND OUT

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. There are some recommended best practices in terms of the types of content to be included. Do check out the following IEEE web site which provides guidelines on building your web site. Follow the link to

http://www.ieee.org/web/geo_activities/units/Resources/top_web.html.

4. 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 Electronic Communication Coordinator](#) or the EWH coordinator ewh@ieee.org (or currently k.n.luu@ieee.org).

You should follow the steps below:

- a) Register with the IEEE EWH host to obtain an account and directory/folder to deposit your web content.

[Check out <http://www.ewh.ieee.org/>]

- b) Create or modify your web content on your local PC/workstation.
- c) Transfer your newly created or modified web content to the EWH host using an *ftp* (file transfer protocol) utility.
- d) Inform ewh@ieee.org (or k.n.luu@ieee.org) to hyperlink to your web home page (which you have deposited in the EWH server). (Note: The IEEE EWH host is maintained centrally at IEEE headquarters and hence it is necessary for you to request the EWH webmaster to provide such a hyperlink.)

Other useful and relevant documentation include:

- a) List of Resource for your electronic communications needs
[\[http://www.ieee.org/web/geo_activities/units/Resources/Electronic_Communications.html\]](http://www.ieee.org/web/geo_activities/units/Resources/Electronic_Communications.html)
- b) *IEEE Web Page Template* provides useful styles and logos to give your web page the IEEE look.
[Choose {Publishing Tools} > {Templates} from <http://www.ewh.ieee.org/>]
- c) *IEEE Copyright Information* provides guidelines on copyright issues.
[\[http://www.ieee.org/web/publications/rights/index.html\]](http://www.ieee.org/web/publications/rights/index.html)
- d) *IEEE Web Hosting Policy* provides policy guidelines related to the use of the IEEE EWH system.
[Choose {Policy} from <http://www.ewh.ieee.org/>]
- e) List of IEEE Region 10 entities with websites can be found at
<http://ewh.ieee.org/ieee/apo/Region10/r10councils§ions.html>

5. ELECTRONIC MAIL

Electronic mail (e-mail) communication is quick, convenient, cost effective and efficient. Every IEEE department, Region Director, many Sections, Councils, Chapters, IEEE Boards and other units are accessible via e-mail.

While IEEE is not an Internet Service Provider, as an IEEE member, you are eligible to obtain an IEEE e-mail alias - your own IEEE e-mail address that automatically forwards e-mail to your actual account. IEEE members can register or update a personal alias of their choice (subject to availability and on a "first come, first serve" basis). The IEEE e-mail alias service also includes free virus scanning of attachments sent to your IEEE e-mail alias.

Details regarding e-mail alias and registering and maintenance of such an alias can be found at <http://elecomm.ieee.org/>

6. MAILING LISTS

As a key volunteer within your IEEE entity, it may be very useful to set up an IEEE e-mail distribution list to disseminate information to a group of recipients or volunteers. IEEE provides a service called *majordomo* that automates the sending of e-mail messages to people who are on a specific list.

Details on setting up and maintaining an e-mail list can be found at <http://eleccomm.ieee.org/maillist.shtml>.

7. IEEE INTERNET WEB CONFERENCING

A new service that enables you to create live interactive meetings with anyone at anytime through the use of Internet Conferencing. The technology works by allowing you to share information over the Internet incorporating:

- PowerPoint Presentations
- Live software demos
- Application Sharing
- Website Tours
- Polling

Attendees listen in to the audio portion of the meeting via telephone. Details can be found at <http://www.ieee.org/web/volunteers/webconf>.

8. OTHER USEFUL INFORMATION

Other useful information can be found here:

- a) General resources for IEEE volunteers
http://www.ieee.org/web/geo_activities/units/Resources/index_.html
- b) IEEE Unit Officer Training - It provides new (and experienced) officers with guidance, instructions and reference material at the touch of a PC button.
http://www.ieee.org/web/geo_activities/units/Resources/Officer_Training/index.html
- c) IEEE Conference Search facility - IEEE Conference Database includes all meetings run by, or in association with, the IEEE. Sponsors include Technical Societies, geographic Regions, and specialized Boards/Committees. The conference database will identify a specific meeting or group of meetings.
<http://www.ieee.org/web/conferences/search/index.html>
- d) IEEE Web Account - IEEE Web Accounts provide IEEE Members, Society Members, and other valued customers with access to online services.
http://www.ieee.org/web/aboutus/help/task/my_account/web_account.html