

Region 3 Communications

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Highlights

- 2010 Comm Plan
- Audience concerns
- e-Conference Recommendations
- Other e-Conference Tools
- Listserv
- e-Notice
- Newsletter
- Ask R3
- Action Item Review

2010 Comm Plan - Vision

Region 3 **effectively**
communicates with its
organizational units and
members.

<http://tinyurl.com/yf6ooed>

2010 Comm Plan - Mission

The Region 3 communications committee **supports** the Region with leadership and training in **effective communications** techniques. The committee publishes the Region **newsletter**, maintains region **servers**, and serves as a **conduit** to the IEEE staff on matters relating to **communications** and **information technology**.

2010 Comm Plan - Goals

- **Streamline** Region 3 communications
- Support roll out of **new technology**
- Have **fun**

2010 Comm Plan - Objective 1

○ Metrics

- Publish **four newsletters** per year clearly delivering Region 3 messages
 - Use random survey to test penetration of key messages - e.g. awareness of MGA transition

<http://tinyurl.com/ygm8f3h>

2010 Comm Plan - Objective 2

○ Metrics

- Increase **public awareness** of Region 3 activities
 - Track number of press releases published in local papers - baseline?

<http://tinyurl.com/yhvyvej>

2010 Comm Plan - Objective 3

○ Metrics

- Clean up **Region 3 web site**, eliminating obsolete and incomplete information
 - Quarterly random check of web site with no error

<http://tinyurl.com/ydlj67f>

2010 Comm Plan - Objective 4

○ Metrics

- Develop **best practices** for electronic communications with members and committees
 - Publish email standard practices, endorsed by ExCom

<http://ie3col.eng.uab.edu/twiki/bin/view/R3econf/EmailStandardPractices2008>

2010 Comm Plan - Objective 5

○ Metrics

- Participate in IEEE **beta testing** of new technologies - such as Sametime, Wiki
 - Provide substantial feedback to IEEE staff, IEEE Information Technologies Strategy Committee, and Region 3 ExCom on each tool identified

2010 Comm Plan - Objective 6

○ Metrics

- Provide a practical **video conference** capability to ExCom and other Region 3 meetings
 - 100% Region 3 on-line meeting conducted using video within budget

2010 Comm Plan - Objective 7

○ Metrics

- Study methods to enhance **member engagement** on the Region 3 web site
 - Identify changes to the Region 3 web site that will personalize the member's experience

2010 Comm Plan - Objective 8

○ Metrics

- Move IEEE new production technology into Region 3 mainstream
 - New tools become fully institutionalized within Region 3 operations

2010 Comm Plan - Objective 9

- Metrics

- Identify **vice chairs** for each Communications sub-committee assignment
 - Fully functional this year

Audience Concerns



e-Conference Recommendations

- IRC
 - <http://www.ieee.org/webirc>
 - mIRC
- Doodle
 - <http://doodle.com>
- HiDef Conferencing
- DimDim

HiDef Conferencing

- Schedule: <http://tinyurl.com/yh9mc2a>
- Skype #
- Telephone # Conference #
- Moderators:
 - Bill Clayton
 - Dave Green
 - Bill Ratcliff
 - Charles Lord
 - Lee Stogner

DimDim Collaboration Tool

- Share
 - Desktop
 - Documents (ppt and pdf)
 - Web pages
- White board
- Single presenter, pass "baton"
- Integrated VoIP and video
- Free audio bridge
- Recordings

DimDim Comm Comm Experience

- Presentation plug-in
- Broadcast vice fully collaborative
- Widget invitation inconsistent
 - Invite by email more reliable
- Dial-in audio not connected to IP audio
 - Each run in separate channel
- IP audio not reliable
- URL Sharing seemed to cache web page
 - Changes required a new share
- Desktop sharing problematic

Communications Tool Summaries

- Collaboration Tool Summaries
 - <http://tinyurl.com/yah37sg>
- Collaboration Tool Survey
 - <http://tinyurl.com/yek8umj>

Other e-Conference Tools

- Google Docs
 - <http://docs.google.com/>
- Adobe Connect
 - <http://tryit.adobe.com/us/connectpro/webconference/>
- GoToMeetings
- GoToWebinars
 - <https://www1.gotomeeting.com/>

Listserv

- Small Groups
- Explicit membership
- Owner managed
- Immediate delivery
- Multi-point communications
- <http://listserv.ieee.org/>
- <http://listserv.ieee.org/lservreq/>

e-Notice

- Section Wide Comms
- SAMIEEE based
- IEEE managed
- ~ 3 day delivery
- Broadcast communications only
- www.ieee.org/organizations/vols/e-notice/
- <http://ewh.ieee.org/enotice/opt-out.php>

Newsletter Schedule 2010

| Ed | Audience | Call for Content | Publication | Media |
|----|------------|------------------|-------------|------------------------|
| 1 | All Hands | Nov 2009 | Jan 2010 | Hard copy & Electronic |
| 2 | Volunteers | Mar 2010 | Apr 2010 | Electronic |
| 3 | Volunteers | Jun 2010 | Jul 2010 | Electronic |
| 4 | Volunteers | Aug 2010 | Sep 2010 | Electronic |
| 1 | All Hands | Nov 2010 | Jan 2011 | Hard copy & Electronic |

Questioner

Email to askr3@ieee.org

Receive initial response

Receive authoritative response

Gatekeeper

Develop initial response and actions

Expert

Complete actions

Editor

Compose authoritative response

Publisher

Publish authoritative response

Ask R3

Step 1

Questioner

- Email to askr3@ieee.org
- Sent to Gatekeepers

Step 2

Gatekeeper

- Develops initial response
- Sends to questioner
- Develops actions
- Sends to experts

Step 3

Questioner

- Receives an initial response

Expert

- Completes Actions
- Replies to Gatekeeper

Step 4

Editor

- Assembles responses from Experts
- Composes authoritative response
- Delivers to Publisher

Step 5

Publisher

- Posts responses to Blog (if appropriate)
- Sends authoritative response to questioner

More Information

SOP

<http://ie3col.eng.uab.edu/twiki/bin/view/R3econ/AskR3SOP>

BLOG

<http://ask-r3.blogspot.com/>

There are 11 human faces in the picture. Can you find them all?

Normal people find 4 or 5 of them.

Action Items - Did we find everything?



If you find 9 of them, you have a sense of observation above of the average.

If you find 10 of them, you are very observer.

If you find 11 of them, you are extremely observer.

Meeting Info

<http://tinyurl.com/dxaha>

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