



# Region 2 S-PAC Activity Report

*Prepared by Sundi Myint*

# SPAx 2016

## *Year in Review*

- ▶ New R2 S-PAC Coordinator - Sundi Myint
- ▶ Support Coordinator(s) - Jim Watson & TBD
- ▶ Form Development for Student Applications
- ▶ 2016, R2 held 20 SPaX events
- ▶ 2017, R2 at 7 events so far

# SPAx Marketing Plan

## *Student Professional Awareness Experience*

- ▶ Encourage students to host an “Experience” vs the traditional *conference*.
  - ▶ Engages the students to think outside of the box
  - ▶ Makes hosting an IEEE-USA SPaX more appealing to students
- ▶ Major pain points: students already host these events but do not report them back (they have funding, don't know to report it, etc)
  - ▶ Plan to reach out to the schools that haven't held events in several years (in our records)

# SPAx Marketing Plan

*...continued*

- ▶ New forms
  - ▶ Old excel document that students apply with is outdated and dysfunctional
  - ▶ Attractive branding that invites students to plan an event
- ▶ Updated website
  - ▶ Relevant information (speakers, recent events) on website to act as resource for students