

Request to Form 802 Public Outreach Standing Committee

John D'Ambrosia
Futurewei, U.S. Subsidiary of Huawei

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Background

- IEEE 802 has undertaken public outreach effort in conjunction with the 40th Anniversary of 802
 - Includes investment of ≈ \$100K IEEE 802 funds
- 802 Public Outreach program has been successful
- Part of program included development of 802 Twitter account
 - Established 2/12
 - 130 Followers
 - ≈ 30K impressions (to date)
 - Setup of Twitter account (@IEEE802)
- 802 social media –
 - Need to continue to build on success
 - “No cost” approach to continuing social outreach & expansion (LinkedIn)

802 WG / TAG Activities & Social Media Ready Content

- Significant content already approved by 802 can be leveraged
 - Meeting information (Plenaries / WGs)
 - Tutorials
 - PARs / CSDs to be considered
 - Formation of Study Groups
 - White papers
 - Press releases
 - IEEE 802 Positions
- Other Content
 - Start of Projects (i.e. PAR Approvals, pending NesCom approval)
 - Approval of standards (pending RevCom approval)
 - Publication of standards

Proposed Standing Committee Scope

- To raise industry awareness in timely fashion of IEEE 802 WG / TAG activities
- Develop social media content based on IEEE 802 WG / TAG activities for distribution on approved IEEE 802 social media channels
 - Twitter
 - LinkedIn (to be developed)

Proposed Standing Committee Activities

- Meeting announcements
- Review Pre 802 Plenary meetings for social media messaging
 - PARs to be considered
 - Tutorials
 - [802.3] Call-for-Interests
 - New Task Force formations
- Review Post 802 Plenary meetings for social media messaging
 - Study Group formations
 - IEEE 802 Position Approvals
- Other 802 related material for social media messaging
 - Press Releases
 - White Paper publications
 - Standards Approval
 - Standards Publication
 - Other 802 approved news

Prospective Standing Committee Members

- Seeking members from each of 802 WGs and TAGs
- Volunteers so far
 - Roger Marks (802 / 802.1)
 - John D'Ambrosia (802 / 802.3)
 - TBD (802.11)
 - Phil Beecher (802.15)
 - TBD (802.18)
 - Benjamin Rolfe (802.19)
 - TBD (802.24)
 - Others in discussion

Motion

- Approve formation of IEEE 802 “Public Outreach” Standing Committee

- M: D’Ambrosia
- S: Rosdahl