Request to Form
802 Public Outreach
Standing Committee

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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