Member and Global Activities
Report of Activities
BoG 2017-2, Singapore

Stefano Bregni

Vice-President for Member and Global Activities

Politecnico di Milano, Italy

bregni@elet.polimi.it

Summary

- Brief status update
  - major accomplishments in 2016-17
  - unfinished work
- More in detail
  - Membership issues
  - Student Competition 2017
  - Global Communications Newsletter
  - Regional activities
  - Tasks within the Strategic Planning Committee
  - Sister and Related Societies
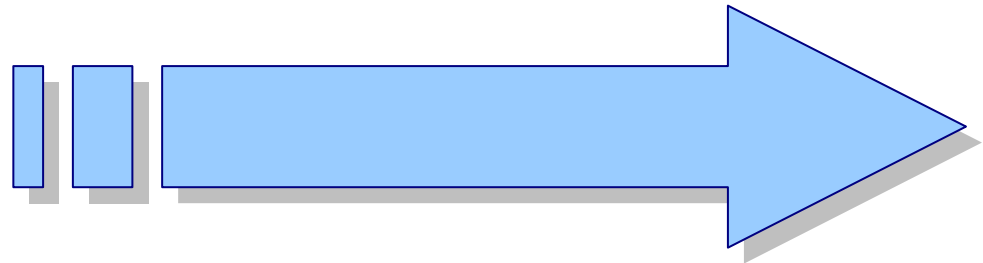 - Women in Communications Engineering

Major accomplishments in 2016-17

- Tasks within the Strategic Planning Committee
  - value proposition for students
  - facilitate interaction of students with world class technical leaders
  - better leverage our Chapters to serve the local community
- Global Communication Newsletter
  - fully revamped, more Chapters contributing, series of interviews to MGA Directors, Online GCN Forum and Blog for Chapter Chairs
- Student Competition: a well established Program and SOP
- Regional activities
  - 4 Regional Chapter Chair Congresses, DLP/DSP booming, inactive chapters recovered, IEEE LATINCOM: technically and financially consolidated
- Sister and Related Societies
- Women in Communications Engineering (WICE)

Major Issues and Unfinished Work

- Global Communication Newsletter
  - Chapter Chairs' Forum and Blog just started
- Sister Societies
  - templates, renewals, side agreements, ISOC, PTC
- Support Chapters for Membership Development
  - ComSoc Promotional Kit for Chapters and Student Branches
  - implement proposals of the Strategic Planning Committee
  - fund special initiatives (e.g., regional Summer Schools)
- Slow decline trend of ComSoc membership
  - look at the graphs: what better value for increased fees?
  - new demographic indicators to be added by IEEE (?)
    (April 2017: 42% private industry, 21% academia, 37% others)
  - survey of membership segments and needs
  - affiliate membership (Computer Society has a robust program)

More in Detail

BoG 2017-2, Singapore

Stefano Bregni

Composition of the MGA Council 2016-2017

- **Chair (Vice-President for Member and Global Activities)**
  - Stefano Bregni

- **Members ex-officio**

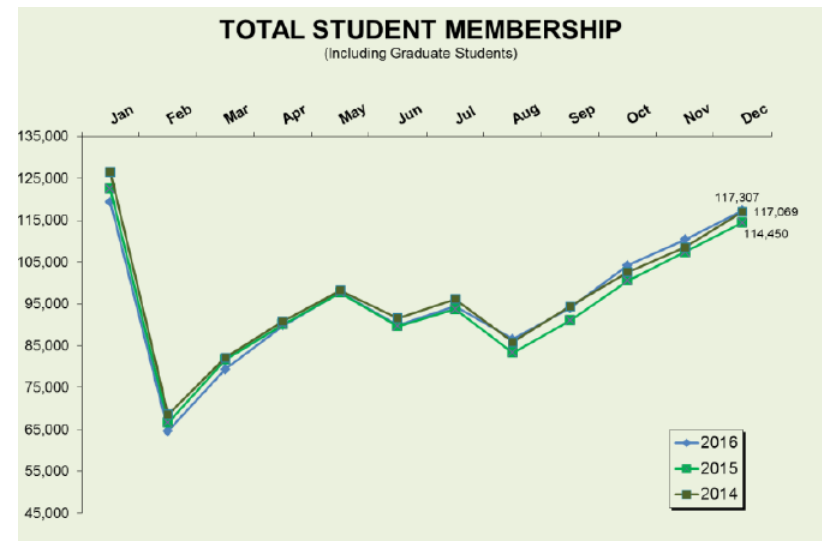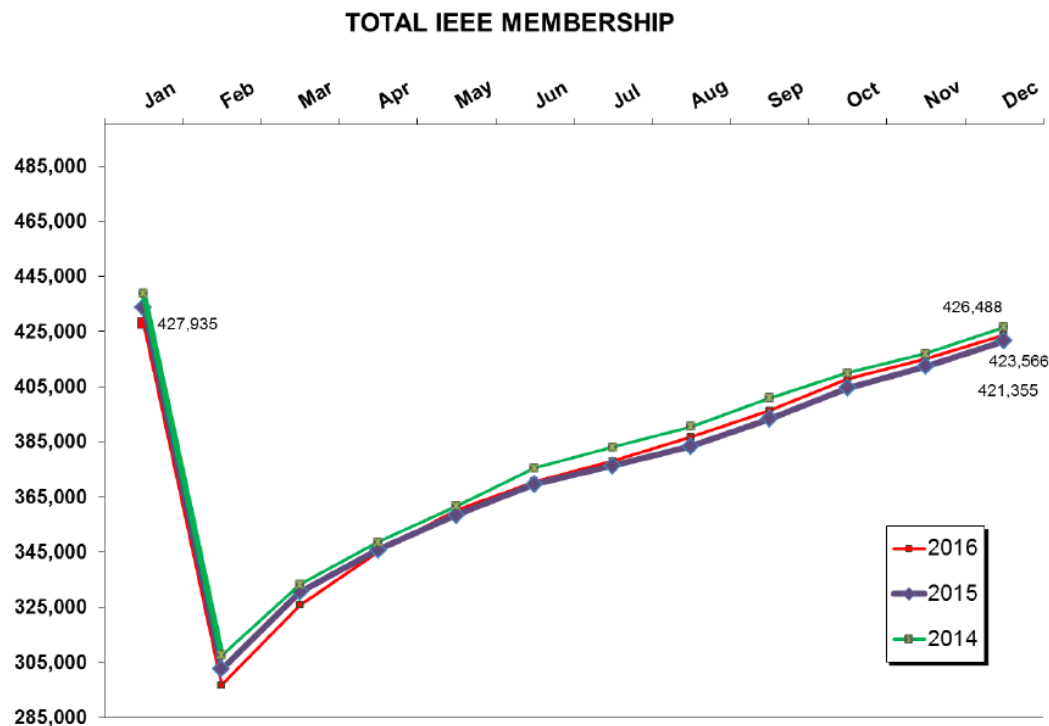 | | | |
  |---|---|---|
  | President | Harvey Freeman | (non voting) |
  | Past President | Sergio Benedetto | (non voting) |
  | Director MS | Zhensheng Zhang | (voting) |
  | Director LA | Carlos A. Lozano G. | (voting) |
  | Director AP | Takaya Yamazato | (voting) |
  | Director EMEA | Andrzej Jajszczyk | (voting) |
  | Director NA | Scott Atkinson | (voting) |
  | Director SRS | Curtis Siller | (voting) |
  | WICE Chair | Octavia Dobre | (voting) |

ComSoc Membership Segments

- Most recent ComSoc member segment data (from IEEE, April 2017)
  - **42% private industry, 21% academia, 37% all others**
  - not in disagreement with the more generic data presented with past MGA reports (49% professional, 24% academic, 24% unspecified)
  - new demographic indicators reported to be added by IEEE? (03/2017)
- Remarks:
  - we still lack detailed and up-to-date membership segment data
    - strategy should be based on *facts* and not on *rumors* and *perceptions*
  - ComSoc membership is largely unbalanced towards industry
    - larger growth potential in industry (more engineers than in academia), but today few industry engineers really need to follow latest technical advances
  - **main revenue sources for ComSoc: dues, publications, conferences**
  - what better value for industry/professional members (our largest share)?
  - meet the needs of Academia and Students (our main source of revenues)
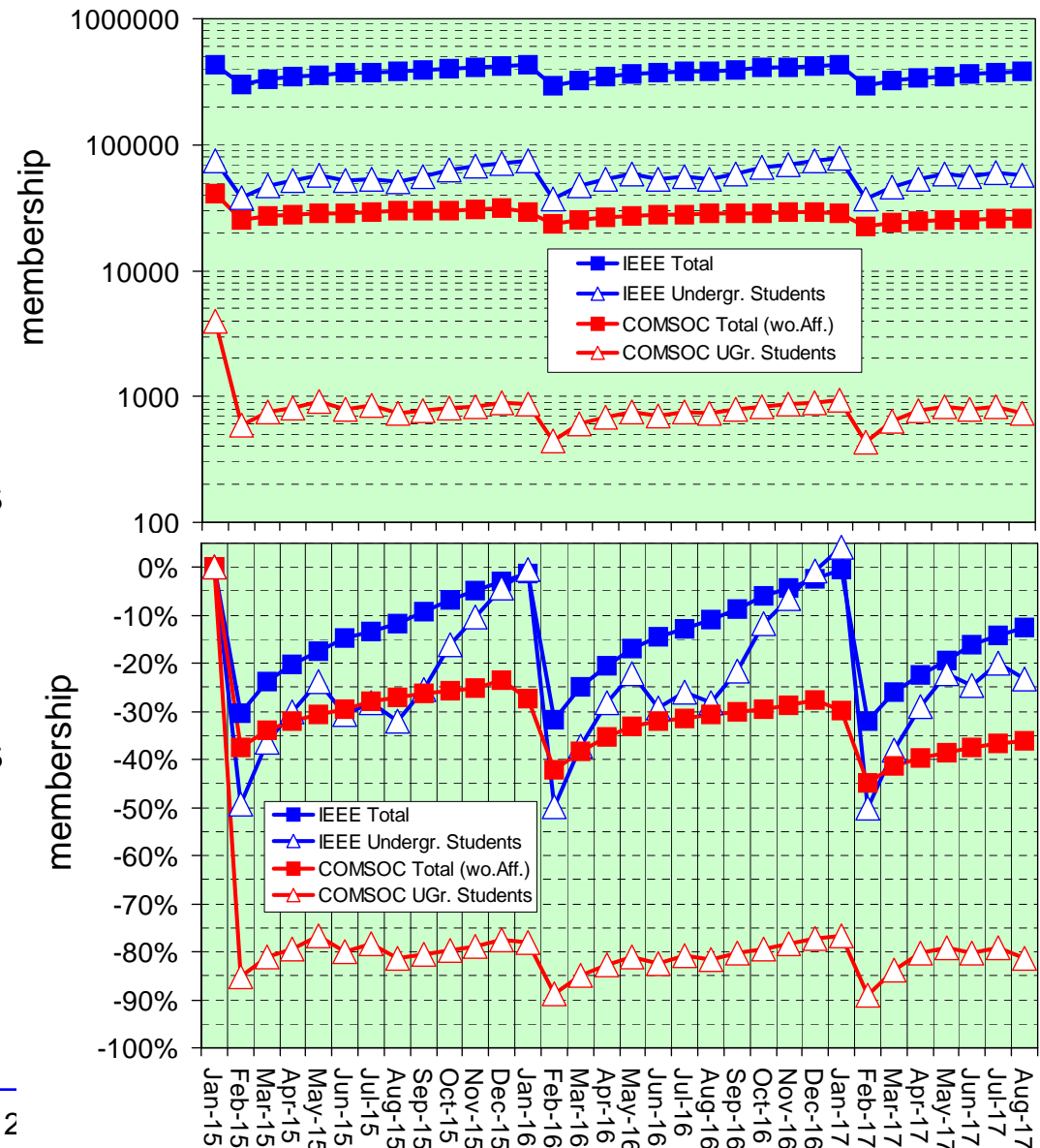 - in some key ICT areas ComSoc is not the beacon anymore

- Yearly drop on February (-30%) due to non renewals (2-months grace period), which has to be recovered in next months

- The only way to look at membership growth or decrease is to compare numbers on the same month, year after year

TOTAL IEEE MEMBERSHIP

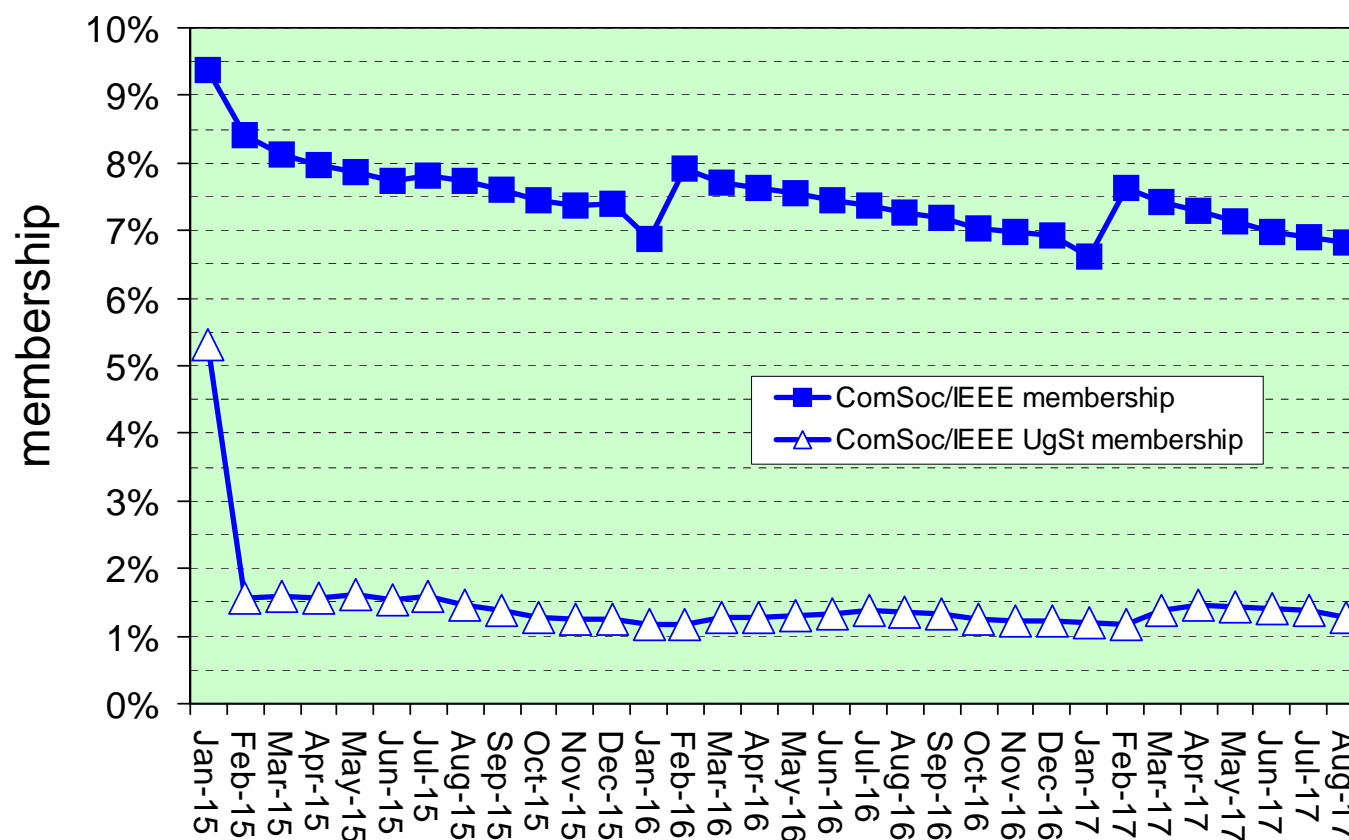TOTAL STUDENT MEMBERSHIP
(Including Graduate Students)

IEEE and ComSoc Membership

- Membership data
  - total member count
  - relative variation to Jan 2015
- IEEE membership is stable
- ComSoc stopped marketing free-membership with 2015
  - impact especially on students
- ComSoc membership
  - slow decline trend of total membership (now 25k-26k)
  - the number of UGS members now 700-800
- Data updated until Aug 2017
  - MD reports are not emailed anymore, but available only on Collabratec!

ComSoc Share of IEEE Members

- Slow decline trend of the ComSoc share of members over the total IEEE membership

Affiliate Membership

- **Official definition**
  - *A Society Affiliate is a member of an IEEE Society. Society affiliates are not IEEE members and are not entitled to any IEEE benefits or services that are reserved solely for IEEE members. All affiliate benefits and services come directly from the individual IEEE Society offering affiliation. For each Society one is affiliated with, the applicant pays a separate annual affiliate fee plus that IEEE Society's annual membership dues. Affiliate applications are provided by individual IEEE Societies offering affiliation.*

- **Topics for discussion and further analysis**
  - what are the benefits offered by ComSoc to Affiliate Members?
  - is ComSoc Affiliate Membership attractive?
    - dues, fees, benefits
    - what is a ComSoc Affiliate Member missing without IEEE Membership?
  - from a business perspective, should ComSoc promote AM or not?
    - dues
    - fees for publications and conference registrations
    - potential market
    - suitable or not for SRS members?
  - Computer Society has a robust Affiliate Membership program

5th Student Competition 2017
"Communications Technology Changing the World"

- A well-established and smooth-running MGA Program
  - large committee (~50 members) chaired by Bregni & Fonseca
  - significant workload for staff, committee and chairs!
  - precisely defined smooth two-rounds review process
  - ComSoc Marketing Dept. runs the advertising campaign
- Submission deadline initially on Aug.15, extended to Sep. 15
  - October: two-rounds review and selection
  - November: winner announcement (presented at Globecom 2017)
- Declining number of submissions?
  - eligible submissions relative to (SM+GSM)

2013	2014	2015	2016	2017	
30	42	34	36	23	*eligible submissions*
10.280	9.429	2.717	2.289	2.212	*SM+GSM*
0,29%	0,45%	1,25%	1,57%	1,04%	*eligible/(SM+GSM)*

Standard Operation Procedure

- 43 committee members evaluated 23 submissions

- **Phase I:** members evaluate the projects (3 subsets) by scoring
    - social impact
    - technical content
    - originality
    - practical applicability and results
    - quality of presentation

- Projects are ranked

- **Phase II**: committee members vote for the best 1st and 2nd among the top 9 projects ranked out of Phase I

- The Chairs Stefano and Nelson examine the top 9 projects out of Phase II and confirm the winners (social impact and relevance)

The Winners in 2017

- ## First Prize
  - *3D Air Pollution Monitoring System in Urban Areas using Unmanned Aerial Vehicles*, Yuzhe Yang, Peking University, P. R. China
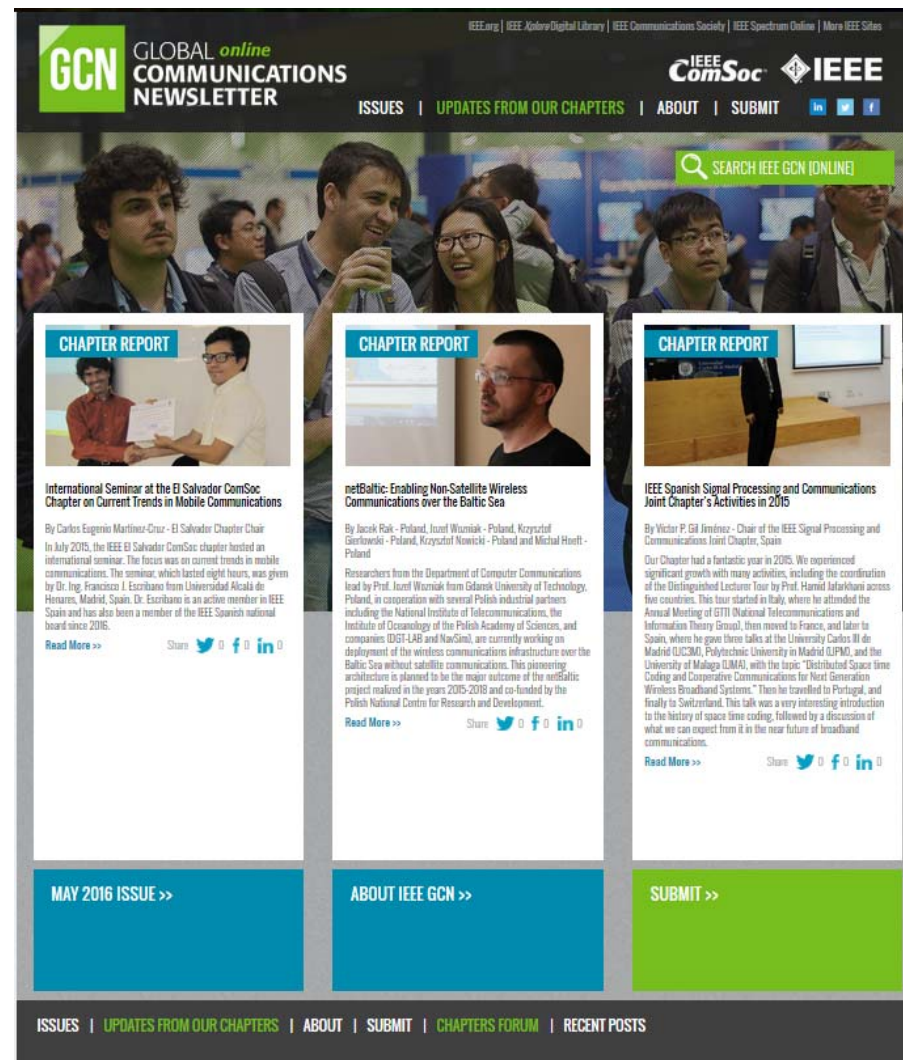
- ## Second Prize
  - *An Adaptive Physiology-Aware Communication Framework* Mohammad Hosseini, Univ. of Illinois at U.C. (UIUC), USA

- ## 7 Honorary Certificates
  - *I-SEA an Integrated Unmanned Autonomous System with Electromagnetic and Acoustic Communications*, Qi Dong Shanghai Jiao Tong University, P. R. China
  - *Alice and Bob in Wonderland: PHY Authentication in WiFi Networks*, Liangcheng Yu, KTH R.I.T. Sweden
  - *Instant Accident Reporting and Crowdsourced Road Condition Analytics for Smart Cities*, Ashkan Yousefpour, University of Texas at Dallas, USA
  - *On contact-free vital sign measurement in healthcare Internet of Things,* Xuyu Wang, Auburn Univ., USA
  - *Development of a Mobile Application for Animal Welfare,* Francisco Carpio, TU Braunschweig, Germany
  - *Low-Cost Zero-Configuration Localization of RF Devices Assisted by Mobile Anchors,* Zijun Gong Memorial University of Newfoundland, Canada
  - *SDN-based Network Address Translation for Precise Flow Management in Large-Scaled Networks*, An-Dee Lin National Taiwan University

Features of the Online GCN

- ### Contemporary graphic layout

- ### Contents
  - ◆ **official monthly issue of GCN**
    - – same content as the monthly printed issue, but HTML layout
  - ◆ **GCN Blog** with public fresh content supplied by Chapters Chairs
    - – e.g., announcements, calls, etc.
  - ◆ **GCN Forum** accessible only by Chapter Officers
    - – to provide an online venue where Chapter Officers can freely discuss experiences and opinions
    - – unmoderated because private
    - – need of an online discussion venue (better than WhatsApp groups)

2017 IEEE ComSoc Chapter Awards

- Winners of the *2017 Chapter Achievement Awards*
  - Asia/Pacific: **Kolkata (India)**
  - EMEA: **Lebanon**
  - Latin America: **Colombia**
  - North America: **Austin, TX**
- Winner of the *2017 Chapter-of-The-Year Award*

  - **Austin, TX**

ComSoc Has Also a Social Mission

- Iraq Chapter: serving IEEE Members in a country at war

Visit to a primary school for displaced students, serving more than 150 displaced kids from different cities in North of Iraq, occupied by ISIS since 2014.
These families lived in Babylon City.

Distinguished Lecturer / Speaker Programs

- DLP and DSP are booming

- nearly full allocation of the 100k budget approached in August
  - requirements made tighter for the last DLTs proposed for Sept.-Dec.

- Financial summary
  - 43 DLTs: $86,120
    - AP   16 DLTs $35,880
    - EMEA   11 DLTs $22,305
    - LA   8 DLTs $19,315
    - NA   8 DLTs $8,620
  - 2 MDSGs in NA: $2,000
  - 8 DSTs: $4,000
    - 3 AP, 1 EMEA, 5 NA
  - Total spent so far: $92,120

IEEE LATINCOM 2017

- 9th IEEE Latin-American Conference on Communications
  - 8-10 November 2017, Ciudad de Guatemala
  - international TPC
  - first-class keynote speakers

- Series of Conferences IEEE LATINCOM
  - financially cosponsored by ComSoc
  - consolidated as the reference conference on communications in LA
  - acceptance rate <50%
  - GITC review process
  - formal process for bidding and site selection

ComSoc Promotional Kit for Chapters

- Intended for free distribution at Chapter events for members and potential members
    - other IEEE Societies have a standard Promotional Kit (IEEE PES)
- ComSoc Staff was requested to
    - compare the composition of ComSoc current promotional kits (if any) with the Promotional Kit of PES
    - design a ComSoc Promotional Kit for Chapters and Student Branches
- ComSoc staff has prepared a proposal
    - free or not free? what is the budget for this?

Value Proposition for Students

- The **reputation** of being ComSoc member and participate to such a well-reputed community. How to make this *tangible?*
  - *ComSoc membership facilitates the interactions with VIPs* (e.g., by making VIPs to meet people at ComSoc main conferences)
  - encourage more Chapters *to organize DLTs and invite DLs to speak*
  - a student would *pay the modest fee just to access the best forums* where real experts post and discuss technical advances

- **Significant discount** granted to ComSoc members to access ComSoc conferences and publications (the best of the best)

- **Exclusive content** accessible only by ComSoc members
  - e.g., Best Readings, old-fashion Tutorials Now by ComSoc's best speakers, CTN, webinars, impromptu events, …)
  - the key here is that such exclusive content is *updated every month*

- Special initiatives **open only to ComSoc Student Members**

Facilitate Interaction with Technical Leaders

- **Background**
  - one of the best values of ComSoc Membership is the *reputation of being ComSoc member* and participate to such a *well-reputed community*
  - how to make this value something tangible?

- **Foreground**
  - ComSoc flagship conferences feature world-class VIPs in various ways

- **Underground**
  - young students attend conferences for paper presentations, but they seldom attend industry panels (perceived as for big bosses)
  - they attend the keynotes, but are too shy to try to ask a question

- **Explore outground** and move ahead
  - set up a special "Meet the VIP" event at flagship conferences
    - not a lecture, but a *meeting,* with drinks and snacks (not to get a free dinner)
    - informal interaction: the VIP must be an easy-goer
    - open <u>only</u> to ComSoc Student Members (MgM gifts?)

Leverage Chapters to Serve Local Members

- Develop a program to better leverage our Chapters to provide services to the local community (students and professionals)

- Selected volunteers provided contributions along the following
  - what is wrong or missing now?
  - what to improve in Chapter organization and support from ComSoc?
  - what hints and new initiatives are suggested for Chapters?

What is Wrong or Missing Now?

- **Incentives and motivation** of volunteers, lack of new volunteers for leadership renewal
  - some Chapters are led by a small group of volunteers
  - "Old Boys Club" mentality or lack of new capable volunteers?

- **Funding** problems
  - regular funding is not sufficient to support high-impact initiatives, e.g. large events involving multiple Chapters and a Sister Society

- Targeting **industry and practitioners**
  - lack of localized Chapter initiatives aimed at practitioners and industry
  - many are anxious to keep professional skills up to date, but our current offering on professional training is not adequate

- Targeting **new generations**
  - lack of localized ComSoc Student Competitions
  - lack of localized ComSoc initiatives aimed at Young Professionals

What to Improve in Organization?

- Chapter funding
  - plan extra funding to few Chapters for specific high-impact initiatives
    - workshops and Summer Schools involving several Chapters in the Region
    - local conferences organized jointly by a Chapter and a Sister Society
    - such local events are a strong opportunity for membership development

- Support from ComSoc and organization issues on ComSoc side
  - cooperation of Chapters with local Sister and Related Societies should be improved and may help to recruit new members
    - the Asia-Pacific Conference on Communications (APCC) is jointly founded by 3 ComSoc Sister Societies (IEICE-CS, KICS, and CIC), but it was TCSed by ComSoc only 5 times over 23 editions
  - offer incentives to Chapter Chairs to motivate them

- Chapter organization
  - encourage Chapters to appoint an "Industry Relation Officer"

What Hints and New Initiatives? (1/2)

- **Professional training for members**
  - revamp our training program aiming also at practitioners
    - more titles and new training approaches
  - engage selected local trainers to teach with ComSoc material
    - international experts prepare the training material (cf. WEBOK and WCET)
    - instructors selected from the local community give the training classes

- Interaction with local members and information sharing
  - encourage Chapters to set up and maintain local blogs and forums

- **Training, guiding and motivating Chapter Chairs** and volunteers
  - enhance Chapter volunteer training
  - collect "best practices" from good Chapters and share them among all
  - Regional Chapter Chair Congresses (RCCCs)
  - periodic conference calls of Regional Boards with Chapter Chairs
  - private online Forum for Chapter Chairs and Officers in each Region

What Hints and New Initiatives? (2/2)

- Local initiatives organized by Chapters for their members
  - Summer Schools
  - localized ComSoc Student Competitions
  - localized initiatives aimed at Young Professionals
  - encourage Chapters to organize a workshop and international conference on their small scale (trial for hosting large ComSoc conferences in the future)
  - develop a Regional Distinguished Lecture Program
    - may be more cost-effective and complement the existing DLP

Main Accomplishments in 2017

- Six Sister Societies up for renewal before end of 2017
  - China, Hungary, India (IETE), Israel, Japan, Latvia
  - limited progress due to changing the 3 agreement templates to 1
- Related Societies: PTC and ISOC renewals?
  - Susan Brooks will be managing these relationships
  - still a "work in progress"
- Susan Brooks will undertake update of templates for main and side agreements
  - concerns precipitated on renewing the agreement with Japan IEICE-CS
- Special acknowledgement to the outstanding job of Curtis in 2014-17
  - brought up-to-date all existing agreements, evolved the prior templates, developed a systematic approach to monitoring the SRS status, proactively reached out to SRS

Major Accomplishments in 2017

- Active online presence and networking
  - web site, LinkedIn and Facebook
  - e-mail list including >4,200 members
- Organization of workshops and panels
  - WICE panels at ICC 2016 and PIMRC 2016
  - WICE Workshop at GLOBECOM 2016, Washington DC, USA
  - YP/WIE/WICE Panel at GLOBECOM 2017, Singapore
- Relations with similar groups
- Other activities
  - WICE Awards assigned every year to women for outstanding achievements and service in IEEE ComSoc
  - a representative in the 2017 Student Competition Committee
  - Student Travel Grants
  - Childcare Program started at IEEE GLOBECOM 2016

Childcare Program at Conferences

- First trial at GLOBECOM 2016
  - led by Maite Brandt-Pearce with support by ComSoc Staff
  - confirmed at ICC2017 and GLOBECOM 2017

- Highlights
  - set aside a small budget for childcare grants at ICC/GLOBECOM
    - to support onsite childcare at conference location
    - to support childcare at home, if parents come to attend the conference
  - parents are responsible for making own arrangements
  - applications are selected by a committee
  - grant is provided upon submission of relevant expense receipts
  - kids admitted at Exhibit Hall if a Minor Release Form is signed

- In the MGA budget: $300/grant, max total $4000/year