

# Society Relations

**Douglas N. Zuckerman**

VP Society Relations

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Email: [d.zuckerman@ieee.org](mailto:d.zuckerman@ieee.org)

# Once Upon A Time...

*...before "Divestiture" and "The Bubble,"*

- Industry and ComSoc were simpler than today
  - Bell System – "One System – It Works!"
  - ComSoc – the "Simple Society"
    - Few conferences (ICC and NTC) and publications
    - Simple organization (VP Tech Activities and VP Intl Affairs)
- ComSoc was "US-centric"

# Time Marched On...

- Telecom “Divestiture” hit in 1984
- ComSoc leaders had vision of a “**Global** Communications Society – embrace diversity
- Created Regional Directors (AP, EAME, LA, NA) – chapters important
- First Sister Society agreement signed in 1994 between ComSoc and AEIT (Italy)

## ...and on

- ComSoc grew in leaps and bounds – colleagues signing up from all over the world
- Many sister society agreements signed and more ComSoc chapters established
- But also increasing competition for ComSoc from other professional organizations (even in IEEE) and “for profit” companies
- ComSoc was no longer “simple” – restructured with VPs for Technical Activities, Membership Services, Membership Development ***and Society Relations***

# Society Relations Team

- VP Soc Rel: **Doug Zuckerman**, Telcordia, USA
- Dir-Sister Societies, **Roberto Saracco**, Telecom Italia, Italy
- Dir-Related Societies, **Raouf Boutaba**, Univ of Waterloo, Canada
- Past President, **Curtis Siller**, Rivulet, USA
- IEEE Div III Director, **Mark Karol**, Avaya, USA
- Comm Certif Cmte Chair, **Pierre Perra**, USA
- Staff, **Carole Swaim**, IEEE ComSoc, USA

# Sister Societies

<b>BRAZIL</b>	Sociedade Brasileira de Telecomunicações (SBrT)
<b>CHINA</b>	China Institute of Communications (CIC)
<b>CHINA</b>	The Chinese Institute of Electronics (CIE)
<b>CROATIA</b>	Communications and Information Society, Croatia (CCIS)
<b>CZECH REPUBLIC/SLOVAKIA</b>	Czech and Slovak Society for Radioengineering (SR)
<b>FRANCE</b>	Société de l'Electricité, de l'Electronique et des Technologies de l'Information et de la Communication (SEE)
<b>GERMANY</b>	Verband der Elektrotechnik Elektronik Informationstechnik (VDE)
<b>HUNGARY</b>	The Scientific Association for Infocommunications (HTE)
<b>INDIA</b>	The Institution of Electronics & Telecommunications Engineers (IETE)
<b>ISRAEL</b>	Society of Electrical & Electronics Engineers in Israel (SEEEI)
<b>ITALY</b>	Federazione Italiana di Elettrotecnica, Elettronica, Automazione, Informatica e Telecomunicazioni (AEIT)
<b>JAPAN</b>	The Institute of Electronics, Information & Communication Engineers (IEICE)
<b>KOREA</b>	The Korean Institute of Communication Sciences (KICS)
<b>LATVIA</b>	Latvijas Informācijas Un Komunikācijas Tehnoloģijas Asociācija (LIKTA)
<b>RUSSIA</b>	The Russian Popov Society for Radio Engineering, Electronics, & Communications (Popov)
<b>SLOVENIA</b>	The Electrotechnical Association of Slovenia (EVS)
<b>TAIWAN</b>	Chinese Institute of Electrical Engineering (CIEE)
<b>VIETNAM</b>	The Radio & Electronics Association of Vietnam (REV)

# Signing Ceremony



Nikola Rozic (left) and Curtis Siller signing the agreement between the sister society in Croatia (CCIS) and the IEEE Communications Society (ComSoc) during a ceremony at ICC 2005 in Seoul.

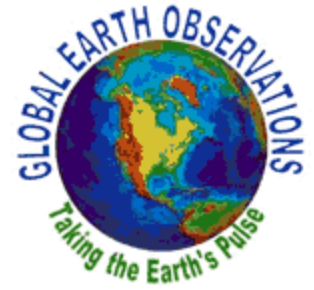
# Sister Societies - Highlights

- Benefits include
  - Member conference registration fees
  - Easier access to publications
  - Presence on society's web pages
- Enhances sense of community for colleagues around the world
  - See Sister Society pages at [www.comsoc.org](http://www.comsoc.org)
  - "Piazza" (a "public square") being explored by Sister Society Board for information sharing by Sister Society members



# Related Societies - Highlights

- Not as mature as Sister Society program
- Related societies (broad definition) may be
  - IEEE societies, e.g., Computer Society
  - Non-IEEE professional societies, e.g., ACM
  - Industry associations, e.g., CTIA
  - Etc.
- Example: Global Earth Observation System of Systems (GEOSS)
  - ComSoc participates in IEEE cross-Society support of international program to monitor the Earth
  - Has potential for directly improving life on our planet
  - See <http://www.grss-ieee.org/managedfiles/PDF/GEOSSIntro.pdf>



# Related Societies – More Examples

- Examples
  - Consumer Electronics, Communications and Networking
    - ICCE and CCNC conferences, Consumer Electronics Show
    - IEEE Consumer Electronics Society (CES) and Consumer Electronics Association (CEA)
  - What about the hams?
    - It's not just "those guys fighting BPL"
    - Approximately 500,000 worldwide → "volume"-based association model
    - Ham radio inspired at least some – maybe many - of us to become electrical engineers
    - Advance communications technology and provide disaster communications
    - Time to explore potential collaborations? → Note top ARRL officials participated at ComSoc Conference on Dynamic Spectrum Allocation (DySpan)

# Communications Certification

- Surveys have indicated a community need for certification
- “Ad hoc” ComSoc Communications Certification Committee (CCC...)
  - Evaluating applications and scope
  - Working with IEEE on possible collaborative effort
- Potential markets
  - Possibly more interest outside North America
  - Large communications unions may have substantial interest in industry-neutral entity such as IEEE/ComSoc doing training and providing certification
- Work in progress

# New “Member Relations” Area

- ComSoc restructure in 2008
- Consolidate “Membership Development” and “Society Relations” VP areas into new one on “Member Relations” with directors for
  - Membership Programs Development
  - Sister and Related Societies
  - Regional Directors (4)
  - Marketing and Industry Relations
- Will facilitate chapters, sister societies and related societies working more closely together
  - E.g., person may be active in Germany chapter, VDE sister society and a non-ComSoc body such as the TMF

# Closing

- ComSoc has progressed from NA-centric, relatively simple organization to one that embraces global diversity to provide greater value to our community in a more complex and changing world economy
- From Maurizio Decina (ComSoc President 1994-5):

*“Early recognition of diversity in the constituent parts of ComSoc and empowering those parts so as to best serve their needs are key mechanisms to speed the globalization process. Flexibility and decentralization are indeed the spicy ingredients needed to sustain the internationalization movement undertaken by the IEEE Global Communications Society.”*

# References

- [1] *“The IEEE Communications Society: A Fifty Year Foundation for the Future, 1952-2002,” IEEE History Center,*  
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- [6] *Nim Cheung, Douglas Zuckerman, “Society Relations: A Family Grows”, Message from the President, IEEE Communications Magazine, June 2006, vol. 424 no.36, pp. 6-8.*