

IEEE ComSoc

Member and Global Activities

Latin America Region Chapter Chair Congress 2016
Medellin, Colombia

Stefano Bregni

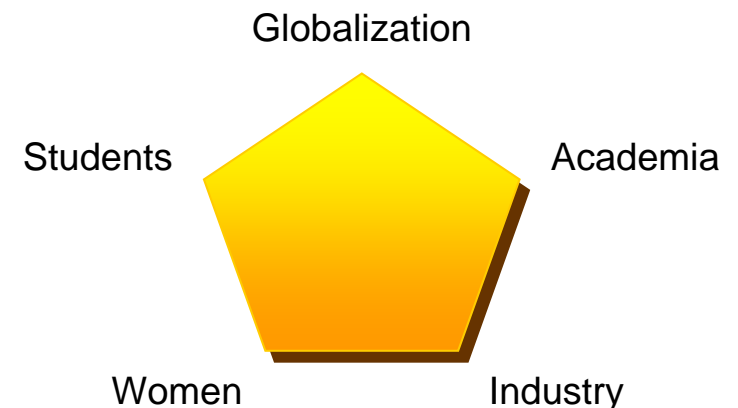
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Summary

- Overview on Member and Global Activities
- Global Communications Newsletter
- Student Competition 2016
- Regional activities
 - ◆ Chapter Awards
 - ◆ Regional Conferences
 - ◆ promotional kits
- Membership issues
- Value proposition for students
- Women in Communications Engineering



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) |



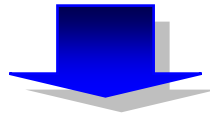
**Thank
You!!!**

From the P&Ps

Overview on MGA

- Scope
 - ◆ all Society activities and programs related to members, chapters, membership development, sister and related societies, and regions
- Member activities and programs
 - ◆ Chapter Achievement Awards
 - ◆ Chapter Funding
 - ◆ Distinguished Lecturer and Distinguished Speaker Programs (DLP/DSP)
 - ◆ Membership Development Support Grant
 - ◆ Global Communications Newsletter
 - ◆ Student Competition
 - ◆ Regional & Global Chapter Chair Congresses

- In 2014, it was recognized the need to revamp GCN
 - ◆ improve awareness among Chapters
 - ◆ make it more
 - interesting (better content)
 - appealing (new graphical design)
 - widespread (wider distribution)



- Three lines of actions were carried out in 2014-2015 to revamp GCN and make it the

Voice of the Chapters



Global Communications Newsletter Actions to Revamp GCN: New Design

- Accolades to Joe Milizzo and Jennifer Porcello!
- Max Loskutnikov designed the logo and provided several suggestions
- Process started in August and completed in Sept. 2014
- Design compliant with the *IEEE Visual Identity Guidelines*



- Since the origins, the GCN
 - has been printed in the IEEE Communications Magazine (insert)
 - has been posted on www.comsoc.org as PDF with public access



- Since July 2014, the GCN
 - is also **emailed** (PDF) to all Chapter Chairs (*push*, not *pull*)
 - has been assigned two **ISSN** numbers
 - **Print**: ISSN 2374-1082 **Online**: ISSN 2374-1090

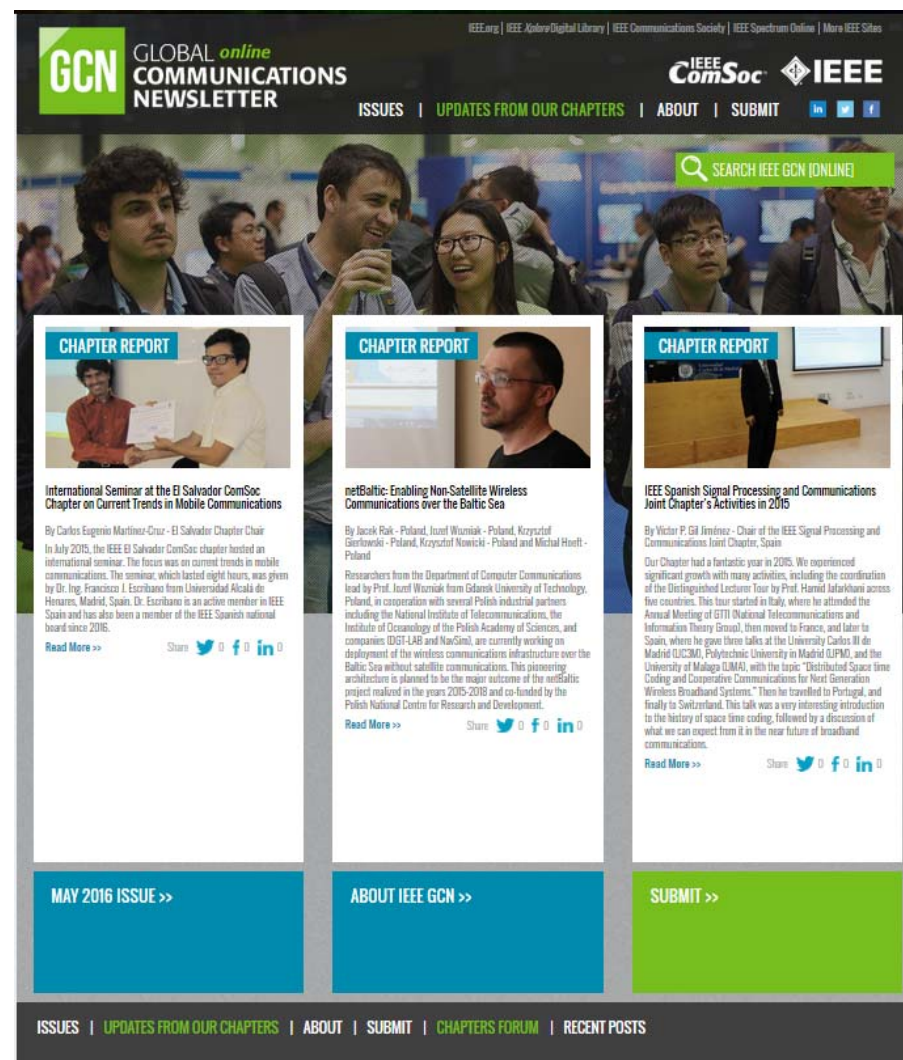


- **Online GCN released in November 2015!**



Global Communications Newsletter 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
 - provided over the IEEE Collabratec platform



■ Problems

- ◆ the Online GCN Blog and Forum are dead
- ◆ the IEEE Collabratec platform is not well suited to a forum (no threads)
- ◆ still not enough contributions from Chapters

■ Action

- ◆ new Associate Editor appointed ([Periklis Chatzimisios](#)) dedicated to the Online GCN to fully develop its potential

■ What to do next

- ◆ adopt a well-established forum platform (e.g., vBulletin)
- ◆ work on the Online GCN problems with the Associate Editor
- ◆ series of interviews to MGA Directors in 2016-17
- ◆ bring to life the GCN Forum and Blog
- ◆ find volunteers to solicit contributions from Chapters in all Regions (kudos to Mrs. Ewell Tan, Singapore!)



■ Time plan of interviews

- ◆ Curtis, SRS Nov 2016
- ◆ Zhensheng, MS Dec 2016
- ◆ Andrzej, EMEA Jan 2017
- ◆ Takaya, AP Feb 2017
- ◆ Carlos, LA Mar 2017
- ◆ Scott, NA Apr 2017
- ◆ Octavia, WICE May 2017
- ◆ Lola, YP Jun 2017

4th Student Competition 2016

"Communications Technology Changing the World"

- A well-established and smooth-running MGA Program
 - ◆ large committee (45 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 extended to Sep. 16
 - ◆ 36 valid submissions
 - ◆ October: two-rounds review and selection
 - ◆ November: winner announcement (presented at GC 2016)
- Declining number of submissions?
 - ◆ 69 in 2013, 72 in 2014, 53 in 2015, 36 in 2016
 - ◆ 0.8% of SMs in 2014, 1.8% in 2015, 4.4% in 2016
 - ◆ strong increase vs. the number of Student Members (now <1000)
 - ◆ time to revamp the Competition by introducing some new idea



Student Competition

Standard Operation Procedure

- 45 committee members evaluated 36 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

Student Competition

The Winners in 2016

■ First Prize (*ex aequo*)

- *Cooperative Networks for Ubiquitous Localization and Navigation*
Wenhan Dai, Massachusetts Institute of Technology, USA
- *RIM: Resilient Information Management System in Network-Isolated Environment after Disasters*
Kazuya Anazawa, the University of Aizu, Japan

■ 7 Honorary Certificates

- *Massive MIMO for Future 5G Wireless Systems*, Paul Harris, Steffen Malkowsky, Univ. of Bristol, UK
- *LoRa Congo: low-power, long-range monitoring technology for development projects in Congo*, Gowri Sankar Ramachandran iMinds-DistriNet, KU Leuven, Belgium
- *Pervasive Brace Monitoring System for Patients with Scoliosis*, Mehdi Mohammadi, Univ. of Michigan, USA
- *ASUCIC: an Air-Surface-Underwater Collaborative Information Collection System*, Yunfei Li, Shanghai Jiao Tong University, P.R. China
- *Engaging the User in Preserving Her Privacy On the Web*, Hassan Metwalley, Politenico di Torino , Italy
- *Vehicle Enabled Big Data Platform*, Yik Him Ho, The Hong Kong Polytechnic University
- *GreenMeter: Energy Efficient Core Networks*, Leonard Nonde, University of Leeds, UK

- Winners of the *2016 Chapter Achievement Awards*

- ♦ Asia/Pacific: **Malaysia**
- ♦ EMEA: **Romania**
- ♦ Latin America: **Panama**
- ♦ North America: **Ottawa**

- Winner of the *2016 Chapter-of-The-Year Award*

- ♦ **Malaysia**



Regional Activities

IEEE LATINCOM

- LATINCOM 2016 hosted by UPB, Medellin, Colombia
 - ◆ 130 papers submitted
- Financially cosponsored by ComSoc
- Formal process for bidding and site selection under discussion



- First proposed by the LA Director
- We should have a **standard ComSoc Promotional Kit**
 - ◆ intended for free distribution at Chapter events for members and potential members
 - ◆ IEEE PES has a standard Promotional Kit
- 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
 - ◆ waiting for feedback

- Some shift of membership segments

	<i>total</i>	<i>professional</i>	<i>academic</i>	<i>unspecified</i>
2011	50,958	47%	16%	36%
2014	49,163	42%	21%	34%
2015	32,203	48.8%	23.6%	23,7%

- ComSoc membership is largely unbalanced towards industry
 - argument: *"Who are "professionals"? "Professionals" are not "Industry"*
 - what is "industry"? however, **75%-80% of members is not academic**



- Need to serve better Industry members and offer value to them
 - large industry stopped research or changed focus on communications
 - we need to re-focus on new industry interests
- Yet, do not disregard to meet the needs of Academia and Students
 - why only 20%-25% of our members comes from Academia?**

Students are Leaving (...oops they left already!)

- Free-of-Charge membership inflated artificially our numbers
- Sharp decrease of ComSoc membership Sep. 2014 to Sep. 2015
 - ◆ Members: -32.3%
 - ◆ Graduate Student Members: -58.4% ; Student Members: -83.7%
 - ◆ stopping ComSoc FOC membership explains the -32.3% for members, but it is not the only reason for Students
 - students pay highly reduced IEEE and ComSoc dues: \$33 + \$17
 - professionals pay: \$162 + \$33 (from www.comsoc.org)
- October 2016
 - ◆ only 821 ComSoc Student Members (excl. GSMs) (stable vs. 2015?)
 - ◆ 28,658 members in total (-5% vs. 2015)



- **Student Members do not consider the value provided by ComSoc worth the \$17 fee** *(and we increased it...)* 

Strategic Planning Committee

Value Proposition for Students

- The Problem
 - ◆ *we lack to provide value for students, or (mere evidence of facts)*
 - ◆ *they do not understand the value we provide*
- The Challenge
 - ◆ to convince people (students) that *there is some exclusive content or service (i.e., value), which is obtainable only by ComSoc members*
- The Opinion of Leaders
 - ◆ BoG Opinion Poll: what are the 3 most important values you see in being ComSoc member? what is the reason why you pay the annual fee?
- ComSoc Values for Students?
 - ◆ some values identified also reflecting on the replies to the opinion poll
 - ◆ issue discussed in the Strategic Planning Committee

Most Important Values in Being Member?

- ◆ Belong to a Community and networking (9)
- ◆ Reduced fees for conferences and publications (7)
- ◆ Communications Magazine (print and online) and other included publications (5)
- ◆ Volunteer service to the Community (incl. TCs) (4)
- ◆ Status recognition and association with a brand of excellence (4)
- ◆ ComSoc Publications and Conferences (excellence) (4)
- ◆ Stay up to date and get exposed to new research areas (4)
- ◆ Contribute actively to technical activities and advance (2)
- ◆ Awards (2)
- ◆ Online content (CTN, BR, DL) (2)
- ◆ Professional training (1)
- ◆ Support to nurture juniors (1)

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**

Standing Committee

Women in Communications Engineering

■ Chair

- ◆ Octavia Dobre

■ Members

- ◆ Publicity Chair: Sinem Coleri Ergen
- ◆ Secretary: Ana Garcia Armada
- ◆ Industry Relation Coordinator: Nada Philip
- ◆ Student Activity Coordinator: Meryem Simsek
- ◆ IEEE WIE Committee Society Coordinator: Mari Carmen Aguayo-Torres
- ◆ Maite Brandt-Pearce
- ◆ Meixia Tao
- ◆ Shaline Kishore
- ◆ Sarah Kate Wilson
- ◆ Urbashi Mitra

Women in Communications Engineering

Major Accomplishments in 2016

- Active online presence and networking
 - ◆ web site, LinkedIn and Facebook
 - ◆ e-mail list including >4,200 members
- Organization of events
 - ◆ N2Women-WICE Event at ICC 2016
 - ◆ WICE Workshop at GLOBECOM 2016
- Relations with similar groups
 - ◆ N2Women (Computer Society)
 - ◆ Women in instrumentation and Measurement (I&M Society)
 - ◆ WITHITS (Information Theory Society)
- Other activities in progress
 - ◆ Call for WICE Awards nominations
 - ◆ Call for DL nominations
 - ◆ Childcare Program at IEEE ComSoc conferences

Women in Communications Engineering Childcare Program at Conferences

- First trial at GLOBECOM 2016
 - ◆ led by Maite Brandt-Pearce with support by ComSoc Staff
- 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**
 - ◆ Magnetics Society: 10 grants × \$300 for conferences ~1500 attendees
 - ◆ Nuclear & Plasma Sciences Society: pilot program, up to \$400 per family

