



*ComSoc: The Next Two Years*

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# *Vision... and Mission*

- *“To be the Organization of Choice for Communications and Related Professionals Throughout the World”*
- *Promote the Advancement of Science, Technology and Its Applications in Communications...*
- *Foster the Presentation and Exchange of Information Among a Global Community*
- *Maintain the Highest Standards of Professional and Technical Competency*

# *Long-Held Strategic Elements*

- *Be agile and innovative in response to member needs*
- *Apply electronic processes*
  - *Web, electronic publishing, search tools, e-commerce*
    - *Changing the way we do business and accommodate member needs*
- *Serve as an information gateway*
- *Continue globalization*
- *Partner with industry*
- *Collaborate with sister and related societies*
- *Bolster the financial well-being of IEEE and ComSoc*

*Tom Plevyak, "Perspectives on the Society", Message from the President, IEEE Communications Magazine, January 1998.*



# *Expectations Must be Tempered by Reality...*

- ***Profession, Institute and Society Are Going Through a Period of Exceptional Difficulty***
  - *The bloom is off the rose: the Communications industry is going through a very difficult period with both capital investment and employment down*
  - *Reflecting this, membership in the Society has decreased in recent years*
  - *A dismal investment climate has exacerbated both the Institute and Society's financial status*
- ***Still, ComSoc must adhere to long-held aspirations...***



# *A Road Map for 2004-2005 Initiatives*

- *Membership Services*
- *Technical Activities*
- *Society Relations*
- *Membership Development*

# *Membership Services*

- ***ComSoc Publications Are Already Best in the World!***
  - ***Broaden editorial coverage into new areas and launch new publications, when appropriate***
    - ***Power line communications, consumer networking, special supplements to Communications Magazine (Radio, Optics...), new transactions (e.g., Trans on Wireless Communications)***
  - ***Expand CommOntolgy (Communications Ontology) to embrace additional intellectual properties***
    - ***Tutorials, Patents, “keyword” link to Meetings and Conferences and Advertisers***
  - ***Launch a “Virtual Publication”***
    - ***Invite subscribers to create their own interest profile...***
    - ***Tagged to CommOntology indexing, deliver only those articles and papers that reflect reader’s interest***
  - ***Continue the trend toward “printless” (all-electronic) publications***

# One Perspective on Electronic Publishing

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HAS ALREADY BEEN  
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# *Membership Services (Cont'd)*

## ■ *Meeting and Conferences*

- *ComSoc annually offers more than 50 meetings and conferences, many in collaboration with sister and related societies!*
- *Opportunity for new M&C initiatives:*
  - *Already underway - joint sessions with Pacific Telecommunications Council in conjunction with GLOBECOM '03 and PTC '04*
  - *1<sup>st</sup> Annual IEEE CCNC, Jan 2004*
    - *Carrier to Enterprise to Consumer*
  - *Executive Roundtable Program (patterned after Conference Board)*
- *And strengthen existing ones*
  - *Emphasize WCNC (wireless) and INFOCOM (internet)*
- *Continue to encourage a greater industry presence*
  - *Most of our members are drawn from industry, yet many ComSoc services seem tailored for academia*

# *Membership Services (Cont'd)*

## ■ *Resurrect the “Portal” Initiative*

- *A case where a fast-running, imaginative child (ComSoc) outpaced its parent (IEEE)*
  - *The opportunity is “now” for a renewed initiative, following on IEEE Computer Society progress in this area*

## ■ *Bold Progress in Education Modules*

- *Developing “Voice-over-PowerPoint” educational modules*
  - *A largely untapped opportunity for ComSoc*
- *A major element in meeting ComSoc’s revenue short-fall*

# *Technical Activities*

- *ComSoc Supports Over 20 Technical Committees*
  - *TC volunteers support M&C program development*
  - *Committees come and go as technology changes*
  - *Expect to see new TCs, perhaps in:*
    - *Consumer networking*
    - *Applications of nanotechnology to communications*
- *“Standards” is Largely an Unfulfilled Opportunity for ComSoc*
  - *Some standards bodies have “usurped” ComSoc’s opportunity, e.g. IEEE 802 LMSC*
    - *Will strive for a distinct ComSoc standards initiative*



# *Society Relations*

- *ComSoc Maintains Extensive Sister Society and Related Society Relationships*
  - *Related Society relationships seems to arise by serendipity and are largely very effectual*
    - *Especially in publications and M&Cs*
  - *Sister Society agreements are an important foundation for validating ComSoc as a global professional organization*
    - *Expect to see greater vitality in existing relations, and the creation of new ones*

# *Membership Development*

- *Need to Stem Declining ComSoc Membership*
  - *Several ideas already socialized with ComSoc staff and volunteers*
    - *Target the large number of individuals who publish in our journals and attend M&Cs under ComSoc aegis – but are not members!*
    - *Use ComSoc e-News to proactively seek more members*
- *Develop a Cohesive Forward-looking Marketing Plan*
  - *Coherent Integration of:*
    - *Strategic Planning*
    - *Emerging Technologies*
    - *Meetings and Conferences, Publications, and Education*
  - *Of the ideas that emerge, execute on “the best/the few”*

# *Membership Development (Cont'd)*

- *As ComSoc's Finances Improve, Restore Important Programs to Prior Levels*
  - *Distinguished Lecturer Tours*
  - *Chapter Funding*
  - *Conference Travel Grants – Student and Professional*
- *Chapters, along with Publications and M&Cs, Provide the Best Opportunity to Meet ComSoc's Constituency*

# *Closing Sentiments*

- *IEEE Recently Observed its 40th Anniversary; ComSoc it's 50th*
  - *With excellent volunteer leadership and staff support, we are acknowledged experts in what we do!*
  - *That preeminence will not – can not be lost!*
- *There are Innumerable Opportunities for New Initiatives – Yet ComSoc Must Sustain What's Already Working*
- *Our Vision and Mission Provide Guidelines for the Future*
  - *We can speculate on programs and initiatives for 2004-2005, but...*
- *In 2005 We'll Look Back on Unimagined Successes – and Confronted with Unexpected Challenges.*



Thank You