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Board of Governors

29 – 30 November 2000
 San Francisco, California, US

MINUTES
Attendees at the meeting were:

Voting Officers	Members-at-Large	Directors	Invited Guests
De Marca, Roberto Plevyak, Tom Bessai, Horst Gelman, Alex Siller, Curtis Zuckerman, Doug	Aoyama, Tomonori Cerchio, Laura Cimini, Len Cohen, Roberta Fettweis, Gerhard Guerin, Roch Hartmann, Paul Kincaid, Mike Lee, Byeong Gi Robinson, Bill Saracco, Roberto Tranter, Bill	Aoyama, Tomonori Clarkson, Trevor De Campos, Marcello Desmond, Celia Karol, Mark Kurose, Jim Lee, Byeong Ohta, Naohisa Robinson, Bill Saracco, Roberto	Baugh, Rick Derby, Jeff Pape, John
Non-voting Officers	Parliamentarian	Recording Secretary	Absent
Freeman, Harvey Howell, Jack	Cohen, Robbie	Swaim, Carole	Armor, Dale Cheung, Nim Silvester, John
Division III			
Rowbotham, Tom			

1. Opening Remarks - Roberto de Marca (Attachment 1)

Roberto called the Board of Governors to order at 2:00 p.m. expressing his appreciation over the manner in which our officers have been managing Society business.

The meeting agenda items and consent agenda were approved. Minutes of the BoG held June 22-23 in New Orleans, Louisiana, and minutes of the OpCom meeting held September 10-11 in London, UK, were both approved.

2. Reports and Issues
A. Fellow Evaluation Committee - Rich Baugh (Attachment 2)

Rick presented his committee's recommendation that a Fellow-Nominations subcommittee be established to "seek out" appropriate Fellow candidates from

among the ComSoc membership. (A motion is forthcoming later in the meeting.)

Rick asked the Board to suggest potential committee members from Europe and Asia.

B. USA Committee On Communications & Information Policy – Jeff Derby (Attachment 3)

Jeff reported that the Board's mandate "...to monitor the role of CCIP and report back to the BoGon its activities and status" is not doable. (see motion 00:14) He recommended that ComSoc withdraw its participation on the Committee but noted that any specific requests from CCIP could be directed to appropriate volunteers. (A motion is forthcoming later in the meeting.)

C. Society Finances – Harvey Freeman - (Attachment 4)

Harvey presented the 2000 forecast and 2001 budget, highlighting several projects (considered to be in the "best interest" of the Society) on which to target a portion of our \$2.25M net surpluses.

Board members must present drafts of their 2002 Operating Budgets to the April OpCom for BoG approval in June.

D. Marketing Report - John Pape (Attachment 5)

Statistics on the Society:

- Membership increased 6% in 2000 to 59,000.
- The forecasted value of a member for 2000 increased to \$101.75.
- Publications rated high on Institute for Scientific Information Journals Citation Report.
- The 1/2 year free membership campaign for 2000 attracted 9,500 new members.
- The 2001 membership goal is 65,000.

E. Achievements in 2000/Plans for 2001 – Doug Zuckerman, Curtis Siller, Alex Gelman, Horst Bessai (Attachments 6)

Membership Development – Doug

Achievements: Implemented Director of Marketing position; added Marketing Board and Portal Team, raised stature and responsibilities of Regional Directors; elevated and expanded Distinguished Lecturers Program.

Plans: To implement first Global Chapter Chairs Congress; target industry segments (especially the Internet); assess Membership Development and Marketing programs; increase "grassroots" interactions with chapters.

Technical Activities - Curtis

Achievements: Steady progress updating technical committee policies/procedures; appointed 30+ new distinguished lecturers; increased honoraria for career/service awards.

Plans: To provide technical committee support for portal initiative; restructure and outsource keywords project; create an optical networks TC; revitalize other TC's.

Society Relations – Alex

Achievements: Established a BoG web policy and implemented BoG web; proposed that SRC include Past-Vice President Society Relations (motion made later in meeting); two Asian Sister Society summit meetings held and agreements signed with IEICE (Japan) and IETE (India); meetings held and agreements signed with AEI (Italy) and SEE (France); Nim Cheung was appointed Vice Chair - Internet Committee to work on Internet strategy for ComSoc.

Plans: ISOC Chapters and ComSoc chapters to contact one another; arrange European Sister-Societies summit. Asia/Pacific Sister Societies will continue annual summits, rotating hosts.

Membership Services – Horst

Achievements: New publications with focus on wireless; reduced backlogs (with electronic dissemination); new projects – information portal, archival media, expert information retrieval.

Plans: Recognition of reviewers and editors; feedback mechanism to gauge quality of service; Internet forums – open discussions on commentaries, education, etc.

F. Strategic Planning Committee – Larry Milstein

Larry addressed SPC concerns about ComSoc's relevance to internet, proposing experimental projects, that (although financially risky) could be implemented quickly:

- Rapidly launched magazines including online magazines on wireless internet and optical internet.
- Research demos at conferences to provide exposure for companies.
- ComSoc short courses using outside sources.
- Market Surveys – a market survey on "reasons people do not join ComSoc".

A motion to endorse "the concept of moving forward on recommendations to pursue experimental projects with financial risk" was tabled. Roberto referred suggestions to appropriate directors (Mark, Bill, John) for consideration. **(action 00:25)**

G. Consent Agenda and Motions (approved prior to BoG meeting) – Roberto de Marca (Attachment 7) (Approved via e-mail or OpCom – reference September 2000 OpCom Minutes for backup)

00:33 "that OpCom approve renaming IEEE Personal Communications to IEEE Wireless Communications magazine as soon as possible." (OpCom)

00:34 "Having considered alternate options such as:

- a "virtual wireless transactions" (e.g., an on-line-only site indexing all ComSoc magazine/journal articles on wireless),
- subtling the Transactions on Communications to include "wireless" in the subtitle,
- discussions with the IEEE Computer and IT societies on a new joint journal on mobility,

It is the sense of OpCom that, because of customer demand and pressure from

within IEEE, development of a new transactions in the area of wireless communications is warranted. Therefore, OpCom moves that, by 1 November 2000, a specific plan be put in place to transition JSAC-WCS to a Transactions on Wireless Communications, with the plan to include a transition schedule and an assessment of the impact of the proposed journal on existing ComSoc publications. Further, it will be noted that this Transactions will continue to ensure that the IEEE Communications Society maintains its leading role in the rapidly growing and changing field of communications." (OpCom and e-mail)

00:35 "that OpCom approve ComSoc's entering into an agreement with Discover Magazine to co-sponsor roundtables on 'the future of wireless communications' in 2001 and 'the future of communications technology' in 2002, held in conjunction with the Discover Magazine Science Innovation Awards. This agreement will contain provisions for our sponsorship fee to range from \$0-\$50K depending on the availability of additional sponsors." (OpCom)

00:48 "That the BoG authorize the signing of a contract with MainSpring, Inc., to develop a portal strategy for the Society, subject to approval by the appropriate IEEE Corporate Officer." (e-mail)

H. New Motions Proposed – Roberto de Marca (Attachment 8)

Doug moved "that the Board approve the Nominations & Elections Committee policies and procedures as presented by Steve Weinstein." (**motion 00:49**) All approved. This provides a means to ensure global balance on the Board and covers electronic balloting.

Bill Robinson moved "that ComSoc withdraw completely from USA Committee on Communications & Information Policy activities." (**motion: 00:50**) Approved; (11 in favor, 3 opposed).

Harvey moved "that the Society's Operating Budget for 2001 be approved as presented, with an additional \$75K (place holder) for a possible Keywords project." (**motion 00:51**) All approved.

Budget includes the following motions approved at OpCom:

00:37 "that OpCom approve the Membership Development budget of \$1,419,800 as presented, which includes John Pape's Marketing budget of \$560,000."

00:38 "that OpCom approve the Technical Activities budget of \$70,100 as presented."

00:42 "that OpCom approve the CIO budget for \$42,300 as presented."

00:44 "that OpCom approve the Society Relations budget of \$58,500 as presented."

00:45 "that OpCom approve the Office of President budget of \$199,020 as presented."

00:46 "that OpCom approve the Membership Services budget with modifications presented this meeting totaling \$321,000."

00:47 "that OpCom approve the Administration budget at \$3,054,400 as presented."

Harvey moved "that the BoG approve ComSoc's membership/subscription pricing structure for Year 2002 as presented, but include a reduction in the JSAC price to

coincide with the reduced number of issues (12 to 9) in 2002." **(motion 00:52)** All approved.

Curtis moved "that the BoG approve a Distinguished Lecturer Selection standing committee (chaired by TAC Secretary and reporting to VP-TA) to establish selection criteria, appoint new DLs, and affirm reappointment of existing DLs. This committee shall have as its members the VP-TA, TAC Secretary, VP-MD, and Chair of Membership Programs Development Board." **(motion 00:53)** All approved; (2/3 majority required to change Bylaws).

Curtis moved "that the BoG elevate the existing ad hoc Emerging Technologies Committee to a standing committee reporting to the Chair of Strategic Planning." **(motion 00:54)** All approved; (2/3 majority needed to change Bylaws). The Chair will be appointed by and serve concurrently with the President. Curtis will present a committee charter to OpCom. **(action 00:26)**

A motion to establish a Distinguished Industry Leader Search Committee to nominate candidates for the Distinguished Industry Leader Award was tabled.

Curtis moved "that the BoG establish a Recognition Facilitators Committee to help identify and facilitate the nomination of candidates for IEEE Fellow, IEEE awards/medals, and ComSoc career/service awards." Not approved (2 in favor, 11 opposed). Roberto and Curtis will determine how to increase the pool of applicants for these awards. **(action 00:27)**

Byeong moved "that the BoG approve the new ComSoc Experts Lecture Program (CELP) as presented, with a change in the lecturers' qualifications from 'Senior member or higher' to 'Senior member or equivalent experience'." **(motion 00:55)** All approved.

To improve continuity in the Society Relations Council, Alex moved "that the Bylaws be amended to include the immediate past Vice President – Society Relations on the Society Relations Council." **(motion 00:56)** All approved (2/3 majority needed). The Bylaws (Section 4.6.1) will read as follows: "This Council will also include the President-Elect, Past-President, Past Vice-President Society Relations, and Division III Director to assure a well defined and coordinated position in IEEE matters supporting Society interests and goals."

Doug moved "that the BoG approve establishing a committee to evaluate whether a new director position (Director Corporate Relations) reporting to the Vice President - Society Relations is warranted." **(motion 00:57)** All approved. This committee (Alex, Doug, and Curtis) will present their recommendation to the BoG in June. **(action 00:28)**

After evaluating member benefits derived from our use of the Brussels Regional Office, Trevor moved "that the Communications Society withdraw its yearly funding (\$25K) of the IEEE Brussels Office at the earliest opportunity." **(motion 00:58)** Approved; 12 in favor; 1 opposed. It is the consensus of the Board that Jack discuss with Fanny Su (Office Manager, Singapore Regional Office) the possibility of that office assuming responsibility for the Middle-East section of IEEE Region 8. **(action 00:29)**

I. Education – John Silvester

John was unable to propose whether ComSoc should pursue educational services (reference action 00:19). Curtis recommended evaluating "education" and the Director - Education position during the Management Retreat in February and deciding how to proceed at that time. Roberto will follow up on this action.

J. Information Portal - Laura Cerchio (Attachment 9)

Laura reviewed the portal project timeline including the BoG decision to contract with MainSpring for development of a portal strategy. MainSpring is to submit a strategy document to ComSoc on December 20; MainSpring and the Portal Working Group will present the final strategy at the Management Retreat. A prototype is targeted for April OpCom and a first release in June.

ComSoc needs an organized approach to keywords; and a proposal to accomplish this will be interrelated with portal project.

K. Meetings & Conferences Goals – Bill Robinson (Attachment 10)

GICC (Globecom/ICC Conference Committee) is investigating the addition of an exposition focus for Globecom/ICC (in efforts to strengthen links with industry); the first exposition is targeted for ICC '02 in conjunction with ComSoc's 50th Anniversary.

A market study (costing \$25K) will be conducted to determine the potential value-added/effectiveness to Globecom/ICCs having such an exposition focus; Bill will bring the recommendation of GICC to OpCom.

3Way Street was selected for the ComSoc conference paper processing service and will be first used for Globecom 2001.

M&C is initiating a cooperative relationship between ICC (ComSoc) and INET (Internet Society) in 2004 to expand our "presence" in the Internet area. It was the "sense of the Board" that tying ICC's and Globecom's to predefined sites would allow little flexibility in ComSoc choosing conference locations and should be considered before coming back to the BoG with a final recommendation.

L. Wireless Publications - IEEE TAB Meetings – Roberto de Marca/Jim Kurose- (Attachment 11)

Based on the decision at OpCom to proceed with a wireless publication, Jim submitted a proposal to IEEE TAB (Technical Activities Board) to launch a Journal on Wireless Communications beginning January 2002 with 4 issues a year. Society Presidents have been notified; the proposal goes for formal approval by TAB in February.

IEEE TAB approved renaming *IEEE Personal Communications Magazine* to *IEEE Wireless Communications*. The marketing campaign will commence in March and the name change will take effect in 2002 with the January/February issue.

M. New Internet Industry Membership Campaign – Roberto Saracco (Attachment 12)

The Internet Challenge (to tap the market of Internet engineers and bring them to ComSoc membership) may necessitate "repositioning" our Society in the marketplace. Creating a value proposition ("IEEE Communications Society.... where Wireless, Optical and the Internet come together") to Internet engineers will require changes to our products/offerings in publications, conferences, and marketing strategies.

Strategies include electronic trial membership and completely online-with-limited-free-access to pubs; marketing will include direct mail and e-mail campaigns, approaching key companies with "value proposition", revising the 2001 member

survey to cover Internet questions, supporting portal development, investigating the feasibility of using PDA devices, and increasing the ComSoc presence at Internet-related expositions.

Roberto plans to present an enhanced proposal with estimated cost and strategic implications during the Management Retreat.

N. 50th Anniversary– Jack Howell- (Attachment 13)

50th Anniversary will focus on two main projects - a "Grand Reunion" (of a Grand Reunion Banquet replacing the usual Conference Banquet) and publication of a special 13th issue of IEEE Communications Magazine and a Transactions supplement). Mark and Jim will appoint the Editors-in-Chief for each publication. The digital archive project remains on track.

O. Staff & Facilities– Jack Howell - (Attachment 14)

Jack moved "that the BoG authorize an additional fulltime staff position in the Information Systems Department. **(motion 00:59)** Approved. Project Manager will provide IT support and follow through for the new web functionality.

Additional staff (part time) will be required for the Publications Department when staff responsibilities are realigned to support the www.EIC/Production Editor (needed for the portal project plan). Additional staff is also needed in Marketing.

3. New Business - Roberto de Marca

Roberto appointed Alex to fill in at IEEE TAB meetings when Roberto or Celia are unavailable. Jack will notify TAB.

Roberto plans to appoint a task force to review ComSoc Bylaws.

4. Future Meetings - Roberto de Marca

Management Retreat, Thursday/Friday, 8 – 9 February 2001, Cancun, Mexico.

OpCom, Thursday/Friday, 19 – 20 April 2001, Banff, Canada (before INFOCOM).

BoG, Wednesday/Thursday, 13 – 14 June 2001 Helsinki, Finland (tentative).

OpCom, Thursday/Friday, 13 – 14 September 2001, Venice, Italy.

BoG, Tuesday/Wednesday, 27 – 28 November 2001, San Antonio, Texas (tentative).

5. Closing Remarks - Roberto de Marca

Roberto expressed his appreciation to outgoing Members-at-Large (Gerhard, Mike, Bill, and Paul) for the help/direction that they provided during their terms on the BoG.

Roberto thanked officers and guests for their active participation during this meeting. BoG adjourned at 12:00 noon.

Respectfully submitted,

Carole Swaim

