

IEEE Communication Society Strategic Planning Retreat Report

12-13 January 2009

Doug Zuckerman – Jack Howell

Collocated with CCNC 09

Attendance

Doug Zuckerman – Chair Stewart Personick – Co Chair

Mark Karol	Byeong G. Lee	Andrzej Jajszczyk
Harvey Freeman	Curtis Siller	Stan Moyer
Alex Gelman	John Pape	Jack Howell

By Phone for portions of the meeting

Shri Goyal	Roberto Saracco
Eric Levine	Robert Shapiro

Key Strategic Questions

- What are industry needs and create compelling value proposition?
- What is return on investment for globalization – monetary and non-monetary?
- What is impact of conference and publication proliferation on quality and value?
- What is plan for tele-presence?
- Should there be regional ComSoc's?
- Do we have resources to accomplish our goals?

Approach

- Retreat participants to work solutions under Stu, with additional participants from anywhere – include “customers” (e.g., small, medium, large companies; different countries)
- Focus on industry, globalization, resources
- Outputs
 - Philosophy and goals
 - Action plan
- Use ComSoc community forums (moderated and restricted)- ComSoc Strategic Evolution Forum (CSEF)
- Stu will distill Retreat discussion as starting point
- Solicit industry leaders’ advice (for starters)
- First readout due February 28

Ideas

- Do more conference collocations with trade shows (can be a different ComSoc event fm yr to yr.)
- Engage newer engineers in our major activities and leadership roles
- Boost use of ComSoc Forum (community site)
- Do “Future Leaders” sessions at conferences
- Evolve into next generation – plus some re-invention
- Get annotated lists from TC Chairs, etc.
- Use career paths via TCs, conferences, publications and chapters
- Use a “resource management system” to match skills with jobs

Leveraging Traditional Products & Services

- Conferences
- Publications
- Education
- Volunteer Leadership

Conferences

* Applies to all.

<p>>50% Financial Stake</p>	<ul style="list-style-type: none"> • Collocate specialized or even flagship conferences with industry events • Collocate standards meetings with relevant ComSoc conferences • Invited Industry/ComSoc discussions • Tele-presence (sell some sessions) • Leverage sites to support goals – consider regional events • Maintain quality standards and not , a priori, limit number of events*
<p>1% up to 50%</p>	<ul style="list-style-type: none"> • Couple us with communities outside of ComSoc • Consider getting more of these – but aim for equal ownership and clear and enabling charters • Focus on those that bring in money or evolve to majority stake or into a future “MILCOM” • Consider impact on resources* • Create “fast track” events or summits (VP-C, VP-TA, President approve)
<p>0%</p>	<ul style="list-style-type: none"> • Starts path towards financial (co)sponsorship • Look for other revenue opportunities • Expands ComSoc into new areas with limited staff support required • Get benefits from non-IEEE partners, e.g., download revenue, new members, marketing intelligence, goodwill • Within IEEE, goodwill, build relationships

Publications

* Applies to more than one.

Magazines	<ul style="list-style-type: none"> • Digital delivery as a membership enabler • Builds bridges with industry authors and readers • Appeals to those who value less technical detail (e.g., applications, tutorials) • Engages industry and global colleagues in editorial boards, special issues, etc.* • Promotes volunteerism and recognition* • May cosponsor with sister societies to enhance global relations and increase revenues*
Journals	<ul style="list-style-type: none"> • Appeals to those who value more technical detail (e.g., leading edge research) • Increase value proposition by more timely publication, paper review process, etc. • Positive feedback for good reviewers to help with their careers* • Encourages newer reviewers* • Use open review process (trial) to promote community involvement • Understand “open access” impacts on our value proposition*
Conference Proceedings	<ul style="list-style-type: none"> • Assured quality differentiates ComSoc events • Serve different purpose than magazines or journals • Provide timely report of technical innovation
Internet-based (not listed above)	<ul style="list-style-type: none"> • Reduces costs, larger audience and quicker dissemination • Basis for ongoing discussions within community • Potential for advertising revenue • Offers new community services for members • Leverage indexing of on-line only publications to increase value proposition • Interactive publications (“click here for info on whatever”, blogs, etc.)
Other (e.g., Kleinrock video, DVD set, etc.)	<ul style="list-style-type: none"> • These help membership development (e.g., Kleinrock at chapters) • Brings in new revenue • Expands community (on line), brings in revenue, engages industry sponsors and participants • Can do WEBOK-like books in multiple areas

Publications (continued)

VP Publications	Experiment in ComSoc Digital Library new <i>certification services</i>: <ul style="list-style-type: none">• Identify fields of expertise.• Through TCs volunteers, compile bimonthly categories of papers (recommended, highly recommended, must read, hidden jewels) picked from worldwide available literature (as aspect of the CommOntology?)• Prepare and periodically distribute review papers pointing at and commenting on key results in hot areas.
VP Publications	Reduce the peak delay to six months in the next two years for all ComSoc journals Tactical items: <i>EiCs to closely monitor the status of papers on manuscript central, and act immediately toward Editors with late review papers.</i>

Education

* Applies to more than one.

Traditional	<ul style="list-style-type: none">• Conference tutorials attract industry - and industry presents tutorials• Short courses at major cities to get revenue and spread IEEE brand• Leverage free on line tutorials to increase value to ComSoc members• Career growth tutorials, e.g., getting a job, doing presentations, project management, professional development, how to review papers, etc.*
Students and Academia	<ul style="list-style-type: none">• Student contests and competitions*• Helping educators get up to speed on newest technologies
On-Line Interactive	<ul style="list-style-type: none">• Webinars engage industry speakers, participants, sponsors• Short courses with interaction
Other	<ul style="list-style-type: none">• Relations with IEEE EAB products – use to save resources and generate more revenue• Gateway to tutorials that our members want to give away – be an aggregator and provide a rating system

Institute Leaders

* Applies to more than one.

ComSoc Volunteer Leadership	<ul style="list-style-type: none">• Facilitate active and qualified ComSoc volunteers gaining meaningful IEEE positions• Develop a matrix of potential positions and candidates (Jack, Curtis, Byeong to do)• Develop strategies to position these people• Provide adequate funding to support participation• Remain responsive to the IEEE leadership