

IEEE ComSoc

Member and Global Activities

EMEA Region Chapter Chair Congress 2017
Paris, France

Stefano Bregni

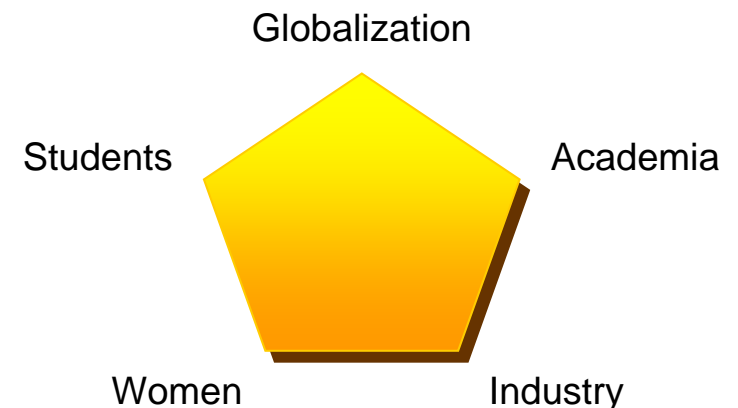
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Summary

- Overview on Member and Global Activities
- Global Communications Newsletter
- Student Competition 2017
- Regional activities
- Membership data
- Strategic Planning Committee
- 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

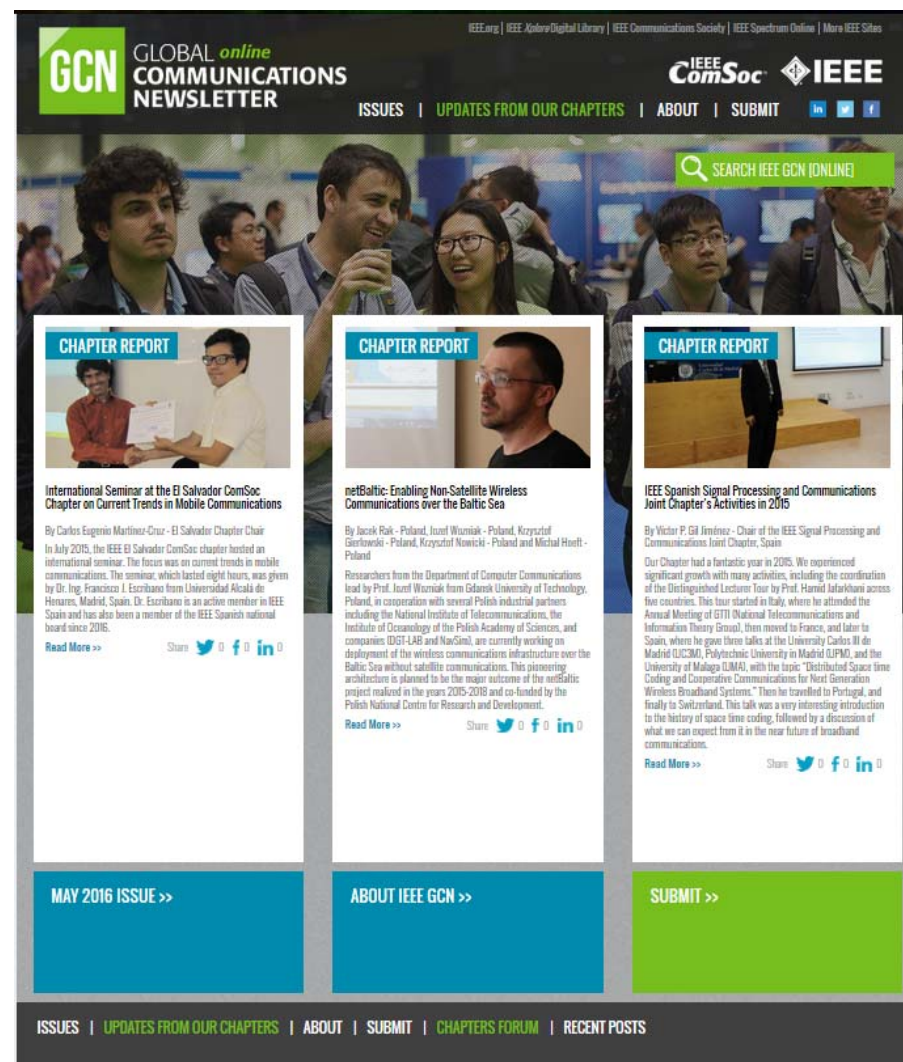


- **Online GCN released in November 2015!**



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
 - need of an online discussion venue (better than WhatsApp groups)
 - currently over IEEE Collabratec



■ 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 (Fabrizio Granelli) with responsibility of the Online GCN to fully develop its potential
- ◆ staff requested to adopt a well-established forum platform (vBulletin)

■ What to do next

- ◆ compare platforms and select one (staff insisted with IEEE Collabratec)
- ◆ work on the Online GCN problems with the Ass. Ed.
- ◆ 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
- ◆ Scott, NA Apr 2017
- ◆ Octavia, WICE May 2017
- ◆ Lola, YP Jun 2017
- ◆ Carlos, LA Jul 2017

5th Student Competition 2017

"Communications Technology Changing the World"

- A well-established and smooth-running MGA Program
 - ◆ large committee (~50 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 initially on Aug.15, will be extended to Sep. 15
 - ◆ October: two-rounds review and selection
 - ◆ November: winner announcement (presented at GC 2017)
- Declining number of submissions?
 - ◆ 69 in 2013, 72 in 2014, 53 in 2015, 36 in 2016, ?? in 2017?
 - ◆ 0.8% of SMs in 2014, 1.8% in 2015, 4.4% in 2016, ?? in 2017?
- Ongoing discussion about having a final show-down
 - ◆ best 3 are given 10 minutes to present their works to a VIP Jury
 - ◆ captivating but plenty of pitfalls to make something go wrong



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

- 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

Europe, Middle-East, Africa

- Iraq Chapter: serving IEEE Members in a country at war



Visit to a primary school for displaced students, serving more than 150 displaced kids from different cities in North of Iraq, occupied by ISIS/DAESH since 2014. These families lived in Babylon City.



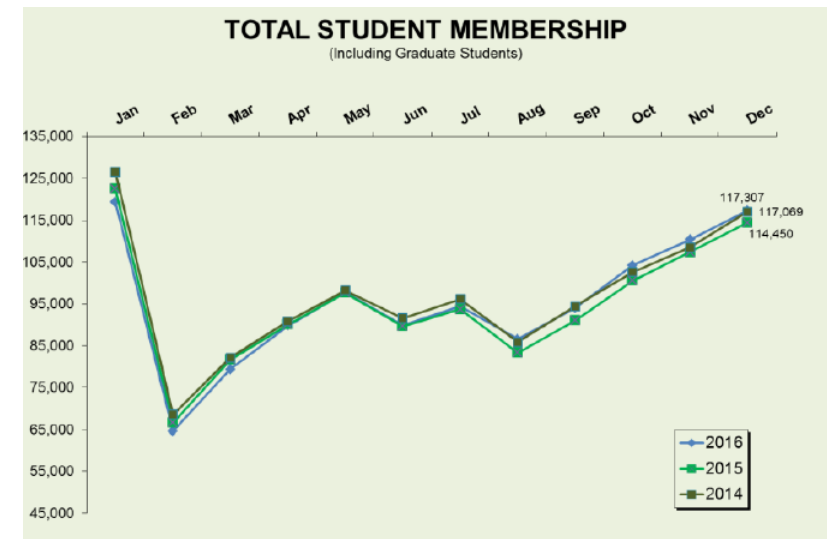
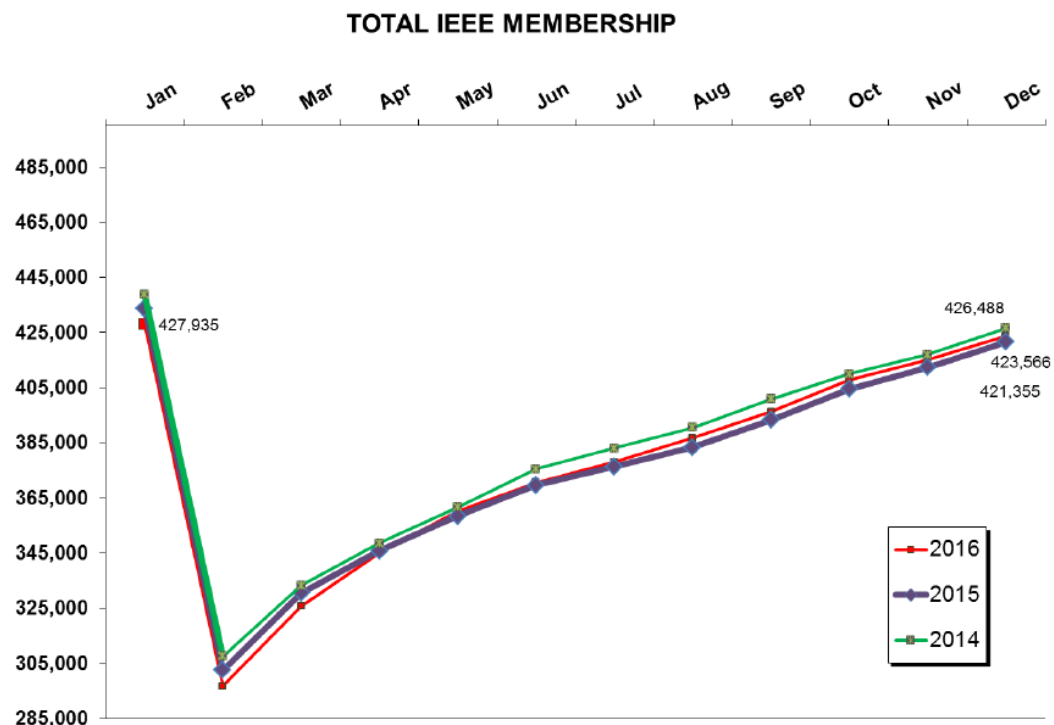
- First proposed by Carlos Lozano, LA Director
- We should have a **standard ComSoc Promotional Kit**
 - ◆ intended for free distribution at Chapter events for members and potential members
 - ◆ IEEE PES has a standard Promotional Kit
- ComSoc Staff was requested to
 - ◆ compare the composition of ComSoc current promotional kits (if any) with the Promotional Kit of PES
 - ◆ design a ComSoc Promotional Kit for Chapters and Student Branches
 - ◆ staff is at work

- Most recent ComSoc member segment data (from IEEE, Dec 2016)
 - ◆ **42% private industry, 21% academia, 37% all others**
 - ◆ not in disagreement with the more generic data presented with past MGA reports (49% professional, 24% academic, 24% unspecified)
- New demographic indicators will be added by IEEE from March 2017
- Remarks:
 - ◆ ComSoc membership is largely unbalanced towards industry
 - ◆ larger growth potential in industry (more engineers than in academia)
 - ◆ a small part of industry communications engineers really need to be up to date with latest technical developments (R&D has shrunk)
 - ◆ our goal should be to **improve our value proposed to industry/professional members** (our largest share), **yet not disregarding to meet well the needs of Academia and Students** (our main source of revenues)
 - main sources of revenues for ComSoc: **dues, publications, conferences**

Membership Data

Yearly Trend of Member Count

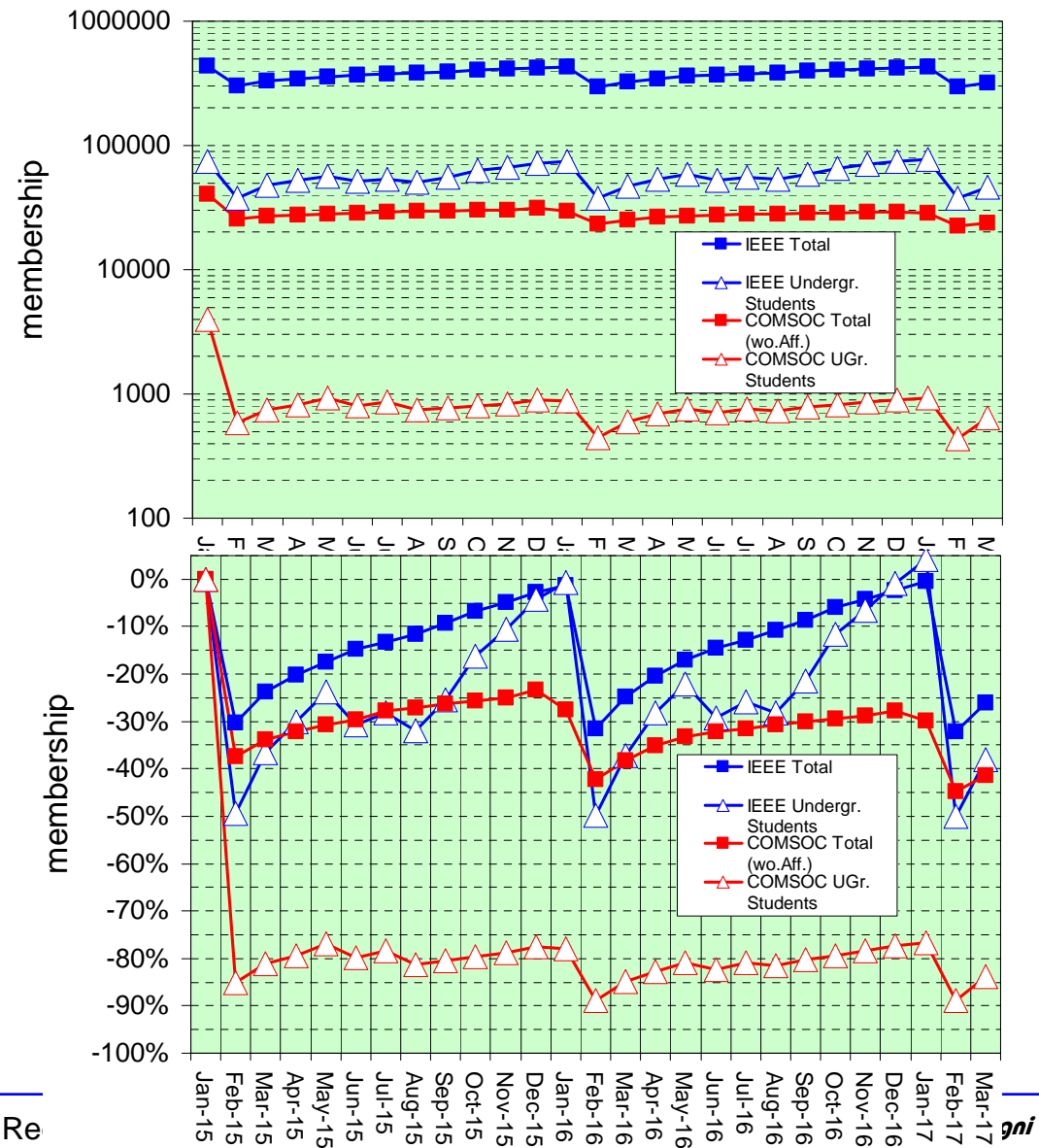
- Yearly drop on February (-30%) due to non renewals (2-months grace period), which has to be recovered in next months
- The only way to look at membership growth or decrease is to compare numbers on the same month, year after year



Membership Data

IEEE and ComSoc Membership

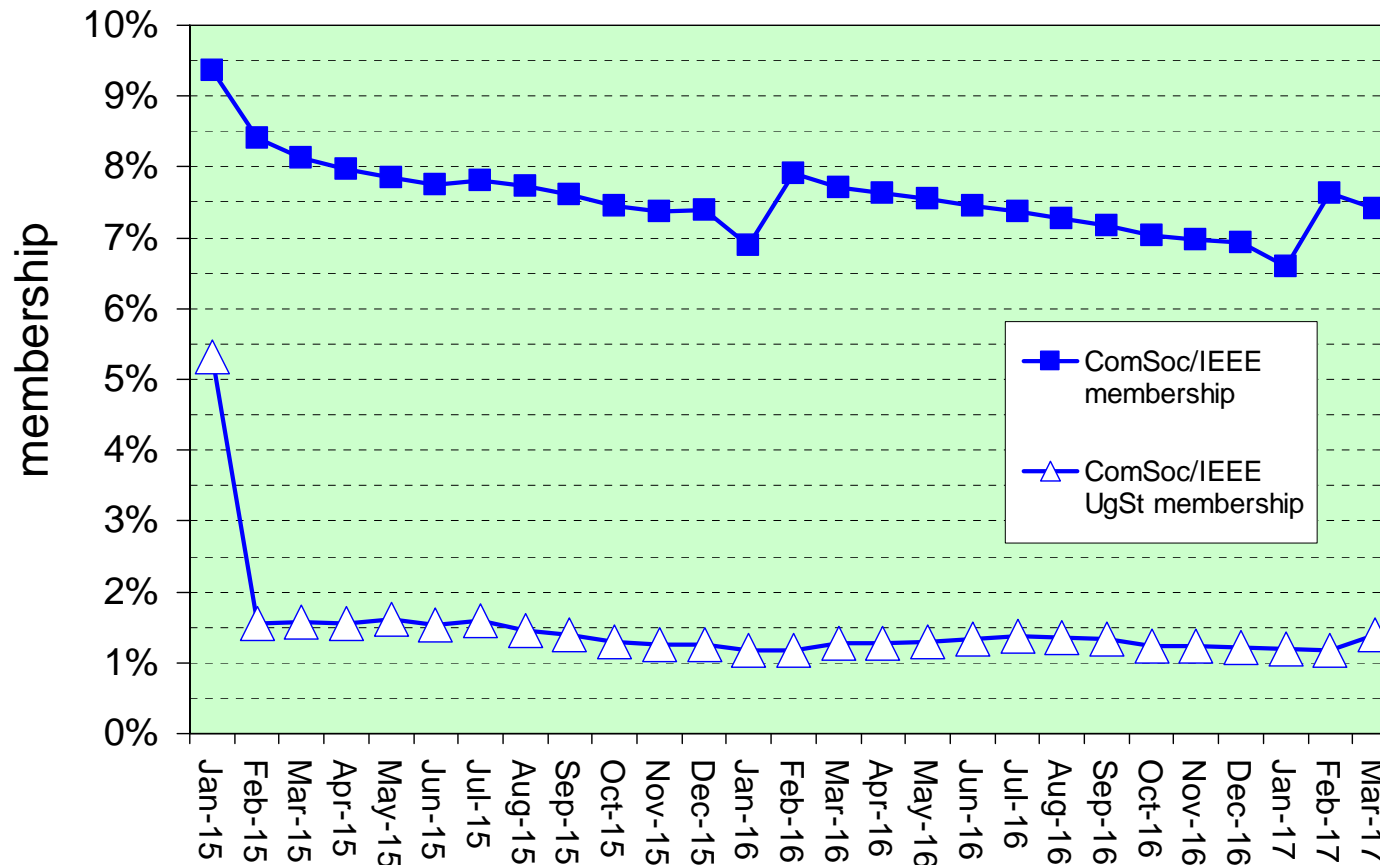
- Membership data
 - ◆ total member count
 - ◆ relative variation to Jan 2015
- IEEE membership is stable
- ComSoc stopped marketing free-membership with 2015
 - ◆ impact especially on students
- ComSoc membership
 - ◆ slow decline trend of total membership
 - ◆ the number of our UGS members ranges in 400-900!



Membership Data

ComSoc Share of IEEE Members

- Slow decline trend of the ComSoc share of members over the total IEEE membership



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

Strategic Planning Committee

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*

■ Background

- ♦ one of the best values of ComSoc Membership is the *reputation of being ComSoc member* and participate to such a *well-reputed community*
- ♦ how to make this value something tangible?

■ Foreground

- ♦ ComSoc flagship conferences feature world-class VIPs in various ways

■ Underground

- ♦ young students attend conferences for paper presentations, but they seldom attend industry panels (perceived as for big bosses)
- ♦ they attend the keynotes, but are too shy to try to ask a question

■ Explore **outground** and move ahead

- ♦ set up a special "**Meet the VIP**" event at flagship conferences
 - not a lecture, but a *meeting*, with drinks and snacks (not to get a free dinner)
 - informal interaction: the VIP must be an easy-goer
 - open only to ComSoc Student Members (MgM gifts?)

- Develop a program to better leverage our Chapters to provide services to the local community (students and professionals)
- Workgroup requested to provide feedback
 - ◆ what is wrong now? what is missing? obstacles? specific issues?
 - ◆ what to improve in Chapter organization and ComSoc support?
 - ◆ hints for new initiatives or programs at Chapter level?
- Limited feedback so far
 - ◆ what is wrong or missing now?
 - motivation, funding, lack of feedback from leaders, academic chairs are not tuned on industry needs
 - ◆ what to improve?
 - cooperation with SRS, request an "Industry Relation Officer" in Chapters
 - ◆ hints for new initiatives?
 - collect and share "best practices", set up periodic conference calls with Chairs, yearly webinars for Chairs

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
- ◆ Shalinee Kishore
- ◆ Sarah Kate Wilson
- ◆ Urbashi Mitra

Women in Communications Engineering

Major Accomplishments in 2016-17

- 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
 - ◆ panel and workshop at ICC 2017 and GLOBECOM 2017
- 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 and 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
 - ◆ 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 ComSoc 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

