

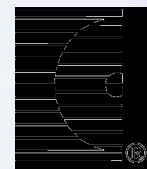


ComSoc: The Next Two Years

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President-Elect

IEEE Communications Society





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*

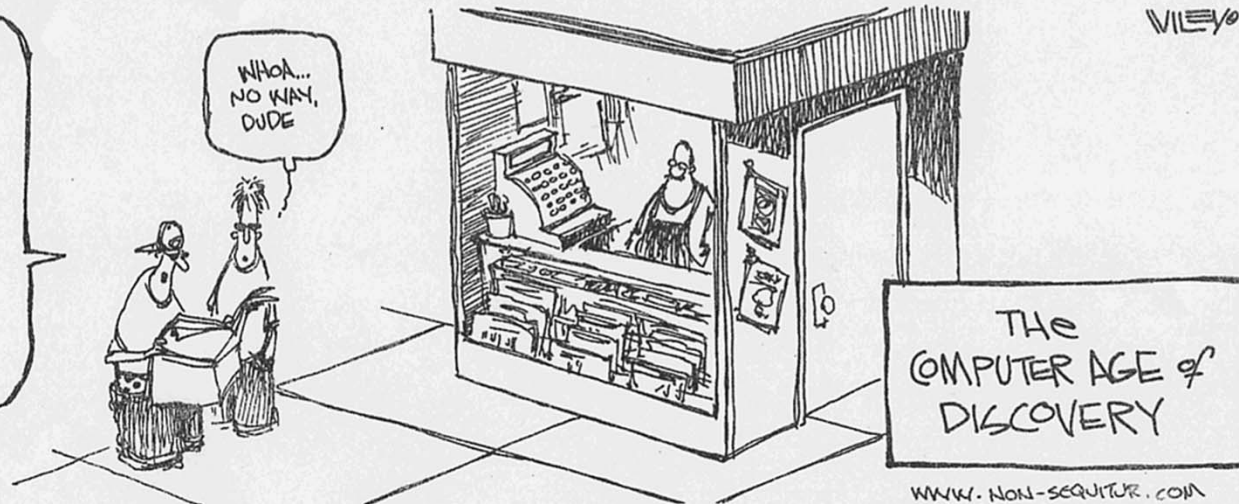
One Perspective on Electronic Publishing

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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*
 - *1st 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*
 - *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