IEEE ComSoc
Member and Global Activities
North-America Region Chapter Chair Congress 2016
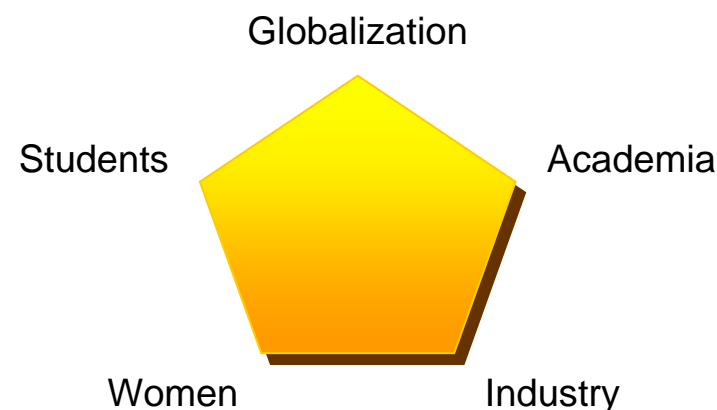## Washington, DC, USA

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Summary

- Overview on Member and Global Activities

- Global Communications Newsletter

- Student Competition 2016

- Regional activities
  - Chapter Awards
  - recertification of Chapters?
  - promotional kits

- Membership issues

- Value proposition for students

- 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!!!

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

Global Communications Newsletter

- 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

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*

Actions to Revamp GCN: Now Also Online

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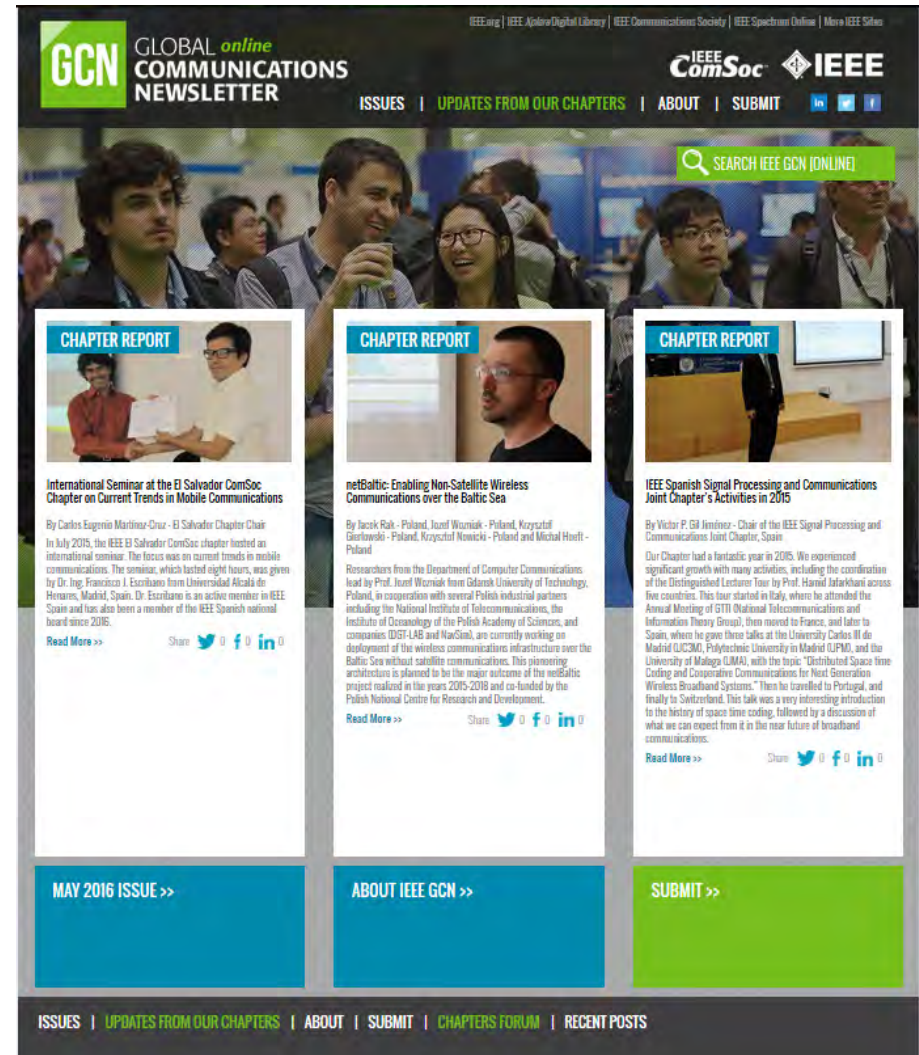
- **Online GCN released in November 2015!**

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
    - provided over the IEEE Collabratec platform

Problems and Action Plan

- ● Problems
  - ◆ the Online GCN Blog and Forum are dead
  - ◆ the IEEE Collabratec platform is not well suited to a forum (no threads)
  - ◆ not enough contributions from NA Chapters
- ● Action
  - ◆ new Associate Editor appointed (Periklis Chatzimisios) dedicated to the Online GCN to fully develop its potential
- ● What to do next
  - ◆ adopt a well-established forum platform (e.g., vBulletin)
  - ◆ work on the Online GCN problems with the Associate Editor
  - ◆ series of interviews to MGA Directors in 2016-17
  - ◆ bring to life the GCN Forum and Blog
  - ◆ find volunteers to solicit contributions from NA Chapters (kudos to Mrs. Ewell Tan, Singapore!)

New Series of Interviews to MGA Directors

- Time plan of interviews
  - Curtis Siller, SRS   Nov 2016
  - Zhensheng Zhang, MS   Dec 2016
  - Andrzej Jajszczyk, EMEA   Jan 2017
  - Takaya Yamazato, AP   Feb 2017
  - Carlos Lozano, LA   Mar 2017
  - Scott Atkinson, NA   Apr 2017
  - Octavia Dobre, WICE   May 2017
  - Lola Awoniyi-Oteri, YP   Jun 2017

4th Student Competition 2016
"Communications Technology Changing the World"

- A well-established and smooth-running MGA Program
  - large committee (45 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 extended to Sep. 16
  - 36 valid submissions
  - October: two-rounds review and selection
  - November: winner announcement (presented at GC 2016)
- Declining number of submissions?
  - 69 in 2013, 72 in 2014, 53 in 2015, 36 in 2016
  - 0.8% of SMs in 2014, 1.8% in 2015, 4.4% in 2016
  - strong increase vs. the number of Student Members (now <1000)
  - time to revamp the Competition by introducing some new ideas

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

- ## First Prize (*ex aequo*)

  - *Cooperative Networks for Ubiquitous Localization and Navigation*
    Wenhan Dai, Massachusetts Institute of Technology, USA

  - *RIM: Resilient Information Management System in Network-Isolated Environment after Disasters*
    Kazuya Anazawa, the University of Aizu, Japan

- ## 7 Honorary Certificates

  - *Massive MIMO for Future 5G Wireless Systems*, Paul Harris, Steffen Malkowsky, Univ. of Bristol, UK
  - *LoRa Congo: low-power, long-range monitoring technology for development projects in Congo,* Gowri Sankar Ramachandran iMinds-DistriNet, KU Leuven, Belgium
  - *Pervasive Brace Monitoring System for Patients with Scoliosis*, Mehdi Mohammadi, Univ. of Michigan, USA
  - *ASUCIC: an Air-Surface-Underwater Collaborative Information Collection System,* Yunfei Li, Shanghai Jiao Tong University, P.R. China
  - *Engaging the User in Preserving Her Privacy On the Web*, Hassan Metwalley, Politenico di Torino , Italy
  - *Vehicle Enabled Big Data Platform*, Yik Him Ho, The Hong Kong Polytechnic University
  - *GreenMeter: Energy Efficient Core Networks*, Leonard Nonde, University of Leeds, UK

2016 IEEE ComSoc Chapter Awards

- 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**

Recertification of Chapters?

- Ongoing discussion on a process of recertification of Chapter vitality
  - IEEE recommends a *vitality checklist for successful Sections/Chapters*
  - ComSoc might request all Chapters to complete a mandatory checklist
    - Questionnaires would be still filled by Chapters who wish to receive funds and be considered for Awards

- ComSoc has already various incentives for active Chapters
  - funds upon completion of Questionnaires
  - Chapter Awards
  - chapters rewarded based on the number of members registered to ComSoc conferences (trial in NA Region)

- IEEE process in force for dissolving Chapters/Sections (vtools)

- Anything better we can do?
  - in some cases, there is only the chair with few volunteers around
  - dissolve or thank them for their effort in the desert?

ComSoc Promotional Kit for Chapters

- 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

Industry vs. Academia Membership

- Some shift of membership segments

	total	professional	academic	unspecified
2011	50,958	**47%**	**16%**	**36%**
2014	49,163	**42%**	**21%**	**34%**
2015	32,203	**48.8%**	**23.6%**	**23,7%**

- ComSoc membership is largely unbalanced towards non-academic
    - argument: *"Who are "professionals"? "Professionals" are not "Industry"*
    - what is "industry"? however, **75%-80% of members is not academic**

- Need to serve better Industry members and offer value to them
    - large industry stopped research or changed focus on communications
    - we need to re-focus on new industry interests

- Yet, do not disregard to meet the needs of Academia and Students
    - why only 20%-25% of our members comes from Academia?

Students are Leaving (*...ooops they left already!*)

- Free-of-Charge membership inflated artificially our numbers
- Sharp decrease of ComSoc membership Sep. 2014 to Sep. 2015
  - Members: -32.3%
  - Graduate Student Members: -58.4% ; Student Members: -83.7%
  - stopping ComSoc FOC membership explains the -32.3% for members, but it is not the only reason for Students
    - students pay highly reduced IEEE and ComSoc dues: $33 + $17
    - professionals pay: $162 + $33 (from www.comsoc.org)
- October 2016
  - only 821 ComSoc Student Members (excl. GSMs) (stable vs. 2015?)
  - 28,658 members in total (-5% vs. 2015)

- **Student Members do not consider the value provided by ComSoc worth the $17 fee**   *(increased by BoG 2016...!)*

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

Most Important Values in Being Member?

- ◆ Belong to a Community and networking (9)
- ◆ Reduced fees for conferences and publications (7)
- ◆ Communications Magazine (print and online) and other included publications (5)
- ◆ Volunteer service to the Community (incl. TCs) (4)
- ◆ Status recognition and association with a brand of excellence (4)
- ◆ ComSoc Publications and Conferences (excellence) (4)
- ◆ Stay up to date and get exposed to new research areas (4)
- ◆ Contribute actively to technical activities and advance (2)
- ◆ Awards (2)
- ◆ Online content (CTN, BR, DL) (2)
- ◆ Professional training (1)
- ◆ Support to nurture juniors (1)

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*

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

Major Accomplishments in 2016

- 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
- Relations with similar groups
  - N2Women (Computer Society)
  - Women in instrumentation and Measurement (I&M Society)
  - WITHITS (Information Theory Society)
- Other activities
  - panels at conferences (ICC, PIMRC)
  - representative in the 2016 Student Competition Committee
  - first trial of the Childcare Program at IEEE GLOBECOM 2016

Women in Communications Engineering
Childcare Program at Conferences

- Highlights
  - grants to support childcare at conference location or at home
  - parents are responsible for making own arrangements
  - applications are selected by a committee
  - grant is provided upon submission of expense receipts
  - kids admitted at Exhibit if a Minor Release Form is signed

- In the MGA budget: $300/grant, max total $4000/year
  - Magnetics Society: 10 grants × $300 for conferences ~1500 attendees
  - Nuclear & Plasma Sciences Society: up to $400 per family

- First trial at GLOBECOM 2016 led by Maite Brandt-Pearce
  - announced to all Globecom attendees early November
  - received 5 independent and complete applications (eligibility checked)
  - the actual cost will be ≤$1500 (receipts not received yet)
  - plan to repeat at ICC2017, but with earlier announcement