

**IEEE SECTIONS CONGRESS 2002
RECOMMENDATIONS**

FINAL REPORT

Every three years, starting 1984, the IEEE Regional Activities Board has sponsored a Sections Congress (SC). A primary delegate from each IEEE Section throughout the world is invited to participate in this Congress, which is designed to achieve three specific goals:

- 1 Provide the grass roots leadership of the IEEE with the opportunity to network - sharing information, increasing collaboration between Sections and entities, and solving problems - during and after Congress;
- 2 Provide as many opportunities as possible for this leadership to become more familiar with the many resources available and the ways to use them, to maximize their volunteer leadership efforts;
- 3 Offer a forum at which Section Chairs and other leaders are able to voice their opinions and concerns, generating recommendations for submission to the IEEE Executive Committee to guide policy making and resource usage over the ensuing three years.

Washington, DC USA was the site of the seventh Sections Congress, which took place in October 2002. Delegate input from the various Region Caucuses resulted in 40 Recommendations that were prioritized by vote of the primary delegates of the Congress.

In October 2002, the IEEE Executive Committee reviewed the recommendations and assigned each one to a specific IEEE Organizational Unit or individual for action including:

1. Board of Directors (IEEE)
 - Admission and Advancement Committee (IEEE)
 - Individual Benefits & Services Committee (IEEE)
 - Meetings & Services Committee (IEEE)
2. Executive Committee (IEEE)
3. Finance Committee (IEEE)
4. Executive Director (IEEE)
5. Information Technology (IT)
6. Corporate Communications
7. Awards Board (IEEE)
8. Educational Activities Board (IEEE)
9. Publications, Products & Services Board (IEEE)
10. Products and Services Committee (PSPB/TAB)
11. Regional Activities Board (RAB)
 - Graduates of the Last Decade (RAB)
 - Industry Relations Committee (RAB)
 - Membership Development Committee (IEEE)
 - Student Activities Committee (RAB)
12. Technical Activities Board (IEEE)
13. Section/Chapter Support Committee (RAB/TAB)
14. Transnational Committee (RAB/TAB)
15. Standards Association (IEEE)
16. United States Activities (IEEE)

Since SC'02, the Regional Activities Board has been reviewing the progress of each of the recommendations. The attached final report is being issued by and represents the efforts of many volunteers and staff who were assigned a recommendation.

SC'05 primary delegates will again be asked to determine a new set of recommendations. All attendees are encouraged to review this document before SC'05. Considerable progress in IEEE has been made using guidance from the SC'02 Recommendations. This report can help SC'05 delegates make the new recommendations, which will then be used to refocus our efforts for the future.

Marc Apter

2005 Vice President – Regional Activities/Chair – Regional Activities Board

1. **IEEE shall facilitate accurate and complete electronic communication through:**
 - **Centralized maintenance, active verification & correction of membership data (especially email addresses);**
 - **Limited edit capability of the master membership database from the section level;**
 - **Timely updates to section officer lists.**

Response: The new version of SAMIEEE was rolled out in March of 2003. The new SAMIEEE is a web enabled query tool that allows ad-hoc querying, reporting and downloading of IEEE's membership data. The data is updated weekly, pulled directly from the IEEE's membership database, reflecting the most current information made available by members. Access to the new SAMIEEE has been expanded. Many volunteers now have access automatically based on their volunteer position. Automatic access is only available while a member is holding an active office. Below is a list of automatic access positions.

| | |
|---|-------------------------------------|
| IEEE Board of Directors | Chapter / Joint Chapter Chairs |
| Region Directors | Society Presidents |
| Region Director Elects | Society President-Elects |
| Region Past Directors | Society Past Presidents (Jr. & Sr.) |
| Region Treasurers | Society Vice Presidents |
| Region Secretaries | Society Secretaries |
| Region Secretary/Treasurers | Society Treasurers |
| Region MD Chairs | Society Secretary-Treasurers |
| Section/Council/Subsection Chairs | Society Membership Chairs |
| Section/Council/Subsection Vice Chairs | Executive Directors |
| Section/Council/Subsection Treasurers | Society Administrators |
| Section/Council/Subsection Secretaries | Society Chapter Coordinators |
| Section/Council/Subsection Secretary/Treasurers | Student Branch Chairs |
| Section/Council/Subsection MD Chairs | Student Branch Counselors |

Designated access is also available for volunteers who are appointed as SAMIEEE recipients by their unit Executive Committee.

- Over 40 training sessions held using IEEE Internet Conferencing
- Over 325 volunteers have been trained
- Training sessions are two hours in length and include hands-on instruction. Sessions are offered during morning, afternoon and evening hours to accommodate volunteers in different parts of the world.
- In 2004 the SAMIEEE Online Community was launched. There are 135 members in this community.

In April 2003, the IEEE e-Notice pilot was released by the Regional Activities Department. The IEEE e-Notice service is a direct result of recommendations from both Sections Congress 1999 and 2002. In 2004 e-Notice offered to all IEEE Organizational Units to facilitate email distribution of newsletters, meeting notices, conference announcements, call for papers etc.

- The list creation and maintenance is handled through the IEEE Operations Center. Members can unsubscribe from the list, new members are automatically

added, and volunteers are not faced with bounces and managing the Listserv list function.

- Over 400 organizational units are taking advantage of the e-Notice service thus far including: Regions, Sections, Subsections, Societies, Geographic Councils, numerous technical Chapters and Student Branches plus IEEE Women in Engineering, The IEEE-USA Today's Engineer and the Institute Online Alert.

Web forms are available on the IEEE website to facilitate officer reporting. An online application that would allow authorized volunteers to report officer data directly into the IEEE Membership Database will be implemented in the Business Management System in 2007. Limited edit capability of the master membership database from the section level to a member record is not being implemented.

- 2. IEEE should review the student membership dues structure taking into account regional economic differences to reverse the adverse effects in student membership growth and retention resulting from the recent steep dues increase.**

Response: Annually the Finance Committee presents a recommendation to the IEEE Board of Directors regarding the IEEE dues. IEEE Student membership growth and retention is on the rise and has rebounded from any negative impact the student dues increase may have had. No further changes to the cost structure are currently planned.

- 3. IEEE should develop industry-focused programs and incentives to attract wider participation and support from industry.**

Response: In January 2003, a letter was set to all IEEE Section Chairs asking for contact information on IEEE relevant industry in each section. As an incentive, a nominal monetary award was given to the section that responded first and the section that listed the most industries. So far from the survey to the sections, we have approximately 25 industrial firms throughout the globe. This represents only a fraction of the potential contacts.

This was also discussed at the IEEE Membership Workshop (May 2004) and a break-out group provided recommendations which was presented to RAB and the IEEE Board of Directors in June 2004. In June 2004, the BoD approved funding for the development of an industry corporate partnership program.

- 4. Technical Activities: Provide a more diverse and robust selection of web-based tutorials, including emerging technologies, as a free membership benefit.**

Response: The IEEE Educational Activities Board (EAB) has launched IEEE Expert Now. The product includes of 35 on-line learning modules. The first stage of sales of Expert Now is to corporations and universities. Thomson Learning Inc. has become a sales and marketing partner in this effort. Thomson is an \$8 billion, global corporation well entrenched in the e-learning market. A contract with Thomson has been signed beginning October 1, 2005 for 12 months to pilot sales to Fortune 500 companies. The next phase of deployment of Expert Now will be to members beginning in January 2006. Several of the modules will be made available to all IEEE members free of charge as part of a pilot member benefit. An IEEE staff team is working on a business plan to begin selling the entire library to members beginning in the third quarter of 2006. New modules

are being produced and it is expected that at the end of 2006 52 modules will be available.

Some society websites provide free tutorials. For example, an extensive set of tutorials related to oscillators and clocks can be found at the UFFC-S website, www.ieee-uffc.org/fc. IEEE Computer Society members receive free access to 350 course modules in more than 40 subjects.

5. Financial issues: In order to create a “global community” IEEE should review its cost structure to ensure affordability of membership worldwide.

Response: Annually the Finance Committee presents a recommendation to the IEEE Board of Directors regarding the IEEE dues. In order to ensure affordability of membership worldwide, a 50% reduction in all applicable IEEE dues and assessments is granted to a member or to an applicant for membership above the grade of Student, who submits satisfactory evidence annually to IEEE Headquarters that the member's annual income for the prior year did not exceed the minimum income level. No further changes to the cost structure are currently planned.

6. There is a continuing decline by industry/employers/academia in the perceived value of IEEE membership and volunteer activity. This perception must be addressed by creating value statements that would be appreciated by employers. IEEE needs to acknowledge the contributions of volunteers back to their employers.

Response: New IEEE Section Executive Officers (Chair, Vice Chair, Secretary, & Treasurer) and Chapter Chairs can request that a letter be sent to their employer. This letter is sent from the Vice President of Regional Activities describing their officer status and expressing appreciation and support of their activities.

The Membership Development Committee is in the process of implementing and evaluating a program to develop Corporate Partnerships to strengthen ties to industry. Several of these agreements are in place, and more will be developed over the next few years, which should help to bolster support from these companies for involvement of their employees in IEEE activities.

7. IEEE should realize it has a diminishing volunteer base, and in order to recruit new membership within the IEEE, we need clear policies and procedures for motivating, training, and recognizing new and prospective officer volunteers.

Response: A web-based volunteer recruitment tool kit has been developed to provide IEEE geographic units (Regions, Sections, Societies, Chapters, or Affinity Groups) with ideas for recruiting local IEEE members who may be interested in volunteering time to help lead or participate in IEEE activities. The tool kit is composed of several components that will assist in recruiting, recognizing, and identifying the responsibilities of volunteer positions. The components include: Tips for recruiting volunteers; Job descriptions for Section and Subunit officer positions; The importance of recognizing the efforts of volunteers; Customizable volunteer recruitment brochure; One-page handout or flyer (suitable for bulletin boards); Help to survey local members about volunteering; A presentation based on the recruitment tips is also available.

8. **Membership activities: IEEE should review its current membership dues structure to identify and implement more flexible and member-tailored options, with special reference to students & low-income groups.**

Response: To recognize the different needs of undergraduate and graduate students, the student grade will be split into two grades, Student member and the new Graduate Student member (GSM) grade, which will be implemented in 2007. The GSM grade will recognize the credentials of graduate students. In addition, an electronic membership was investigated and it was determined that any cost savings, by only offering online services, would be offset by loss in advertising revenue to the different membership segments.

In order to ensure affordability of membership worldwide, a 50% reduction in all applicable IEEE dues and assessments is granted to a member or to an applicant for membership above the grade of Student, who submits satisfactory evidence annually to IEEE Headquarters that the member's annual income for the prior year did not exceed the minimum income level.

9. **In accordance with the recommendations of SC96, IEEE restore student fees to the 2001 level.**

Response: Annually the Finance Committee presents a recommendation to the IEEE Board of Directors regarding the IEEE dues. IEEE Student membership growth and retention is on the rise and has rebounded from any negative impact the student dues increase may have had. No further changes to the cost structure are currently planned.

10. **Electronic Infrastructure Improvements – Provide: – Functional alias/list for every RAB entity roster; – On-line access to submitted reports; – “cc” capability for on-line report filing; – Acknowledgement of reports filed immediately and via email with capability to modify reports based on verification of proper data received; – Capability for multiple forwarding addresses for IEEE aliases (personal and functional), i.e. “dual-homing.”**

Response: A functional Alias/list for every RAB entity roster – is being investigated. No work has been done to accomplish this as of yet. A web based meeting report has been established. Individuals have the ability to view the reports online, include additional “cc” and received confirmation via e-mail that the report has been submitted.

The IEEE Information Strategy Committee has been discussing some possible new electronic offers including dual homing – for aliases, aliases for friends and family, IEEE as an ISP and secure Internet Messaging. Cost analyses and feasibility studies are being done. No final recommendation has been given at this time.

11. **IEEE should provide additional benefits to volunteers (i.e., discount on products, limited access to electronic products).**

Response: The IEEE Membership Development Committee and the Regional Activity Board are working with other IEEE units to develop and implement this kind of program.

12. **Fiscal Responsibility -The IEEE operation budget shall be balanced yearly without using reserves or assessing operating units. Operations shall be audited to ensure**

staffing is commensurate with the budget and strategic plans. The IEEE shall change the financial auditor every 5 years.

Response: The IEEE Financial Operations Manual (FOM) requires that the operations budget shall be balanced. The IEEE Audit Committee has revised its charter to assure that audit partners are rotated off the engagement every five years. In addition, the BOD requires the Committee to consider the appointment of a new external auditor every five years.

- 13. Return to Graduated Dues Program: Support the transitional dues from student to full membership over a period of three years. • Benefits: increased retention, membership, number of volunteers, Society support. • Justification: dues are small component of overall budget**

Response: The RAB Student Activities Committee reviewed this proposal, but since there is no data available which would conclude there would be any increase in the retention of new members, there will be no change from the current one year transition period.

- 14. Students: Reduce student dues or increase services for student members.**

Response: To increase services, the electronic version of IEEE Potentials magazine will be made available in IEEE Xplore to all IEEE members, including students in Regions 8, 9 and 10. This benefit will be offered in August 2005. In 2004, RAB voted to increase the rebate and allotment amounts to Student Branches, upon SAC's request. An electronic membership was investigated and it was determined that any cost savings, by only offering online services, would be offset by loss in advertising revenue to the different membership segments. SAC and RAB are continually studying possible new student services, to better address the value of student membership for both the student and the IEEE as a whole.

- 15. IEEE be an innovator and set an example in the use of electronic services for communicating, reporting, and improving business services by: • Enhancing email services by providing member mailboxes, multiple aliases, and minimizing SPAM • Improving membership and Section/Chapter data quality and ease of use.**

Response: IEEE has developed the below services, and there will be more over the next two years.

IEEE Personal Email Alias with Virus Scanning and UCE Filtering

The IEEE Personal Email Alias service with Virus Scanning was enhanced with an anti – spam feature to limit the impact of unsolicited commercial email (UCE) on IEEE members. The enhanced anti - spam feature was introduced in November 2003 after a successful pilot. Since the introduction of the new feature, over 10,000 members have subscribed. Among the available options, subscribers can elect to block or tag suspected UCE messages based on three different sensitivity levels. Subscriber feedback has been very positive.

Internet Conferencing

IEEE successfully launched the IEEE Internet Conferencing Service to facilitate improved real-time communication amongst Volunteers, Customers, Members and Staff.

The service was introduced in 2002 and since that time over 500 conferences has been successfully delivered including Volunteer committee meetings, IEEE product demonstrations and staff communications among others. The Internet allows meeting participant to collaborate and share information via the internet while discussing topics across traditional voice communication methods. The service is economical, efficient, has no geographic limits and it can accommodate large audiences.

Regional Activities is encouraging the use of the IEEE Internet Conferencing Service by organizational units for meetings, presentations and information sharing. In 2004 Regional Activities organized 2 pilots. A technical presentation on Wind Generation was given by Dennis Woodford, and a presentation on Volunteerism was give by Dr. Jung-Uck Seo. Four additional meetings have been conducted and at least one more will take place before the end of 2005.

Email List Management

IEEE has successfully migrated all active Majordomo Email lists to a leading commercial list management product. The commercial product features an easy to use graphical interface that simplifies email list management. It allows list administrators to take full advantage of the most comprehensive feature set in the industry. Over 2000 IEEE email lists were successfully migrated.

Webi - Business Objects and Change of Profile

With the Change of Profile application, members can make changes to their profile information online and be effective immediately. The single repository of authoritative data source avoids duplication and issue of having stale data. Webi allows volunteers from any where in the world to access that information on a canned report basis or via ad hoc queries. Online rosters provide access to more structured roster information at the volunteer's finger tips which provide more current and accurate information. The tool also allows downloading the relevant member data in to Excel or text format for further usage.

SAMIEEE

SAMIEEE is a web enabled query tool that allows ad-hoc querying, reporting and downloading of IEEE's membership data. The data is updated weekly, pulled directly from the IEEE's membership database, reflecting the most current information made available by members.

e-Notice

IEEE e-Notice is an electronic newsletter subscription service that was created for IEEE organizational units to facilitate email distribution of newsletters, meeting notices and conference announcements.

Entity Web Hosting (EWH)

IEEE currently hosts almost 1200 web sites through Entity Web Hosting (EWH). Posting units are responsible for site content, its maintenance and its conformance to IEEE policy. Organizational units are expected to choose a single Webmaster who is skilled in managing web content. This Webmaster will be the entity contact and the only one authorized to post content to the web site. The Webmaster will be expected to work with IEEE staff to insure that site security measures are effective.

- 16. Increase Term of IEEE Presidency: The IEEE Presidency shall be extended to a 2 year term to allow the President to effect appropriate changes in the organization.**

Response: This has been discussed and there no plans to change the Presidents term.

17. **IEEE should modify and extend the existing Financial Advantage, Professional Development & Lifelong Learning Programs for use globally in order to increase the value of membership to all members.**

Response: There have been attempts to expand the Financial Advantage Program outside North America, but they have been unsuccessful. The current plan is to develop a procedure for local IEEE entities to develop programs in their own countries.

The Education Partners Program is being reinvigorated. This program offers members 10% discount on continuing education courses offered by universities and private providers. Many of these courses are offered on-line and are accessible to members worldwide. Stevens Institute of Technology, a partner for three years offers both continuing ed and graduate degree programs and has reported that more than 50% of all IEEE members for their courses through the EAB program are from outside of the U.S. IEEE will continue deploying Professional Development and Lifelong Learning Programs globally.

18. **Expand scope of proposed data access application to simplify creation and maintenance of email distribution lists and support generation of “traditional” mailing labels. Application shall allow for initial creation of email lists and subsequent maintenance. Maintain integrity of address information by continual synchronization with membership databases**

Response: The IEEE e-Notice service allows Sections to distribute their newsletter via email without any maintenance of the email list. The email maintenance is handled through the IEEE Operations Center. Members can unsubscribe from the list, new members are automatically added, and volunteers are not faced with bounces and managing the majordomo list function.

Email lists generated by e-Notice are extracted from the IEEE Membership Database so are always synchronized.

Data to produce traditional mailing lists can now be easily retrieved by volunteers. Refreshes of the data are done every week.

Label generating has been created as a “predefined” report in SAMIEEE and a MS Word label generating template is available on the SAMIEEE website. <http://www.ieee.org/samieee>

19. **Financial issues: IEEE should strive for equal benefits worldwide, where cost effective for members.**

Response: All benefits for members that are supported by dues are available equally worldwide. In addition to existing affinity programs, such as the Non-US Investment Program, Insight (hardware/software sales) and Global Med Net that are available outside the U.S., IEEE is looking to develop new programs with the help of our local Sections. These Programs must be developed on a Country by Country basis.

20. IEEE must implement a new low-cost student membership, with on-line services only.

Response: SAC and RAB has specifically studied all aspects of Student Membership to include membership grades, dues, global dues differentiation, and student services, both existing and new, to better address the value of student membership for both the student and the IEEE as a whole. An electronic only membership was not recommended.

21. Encourage Society/Regional Entity Conferences on shared sponsorship basis: Societies shall be required to notify Regions and Sections, at the very beginning of their Conference planning, of their intention to hold a conference in the local area and solicit the collaboration of that Region and Section.

Response: This is a consistent recommendation from Geographic OU's. IEEE Policy 10.1.4 General Approvals, Endorsement, & Notifications recommends that cross-endorsement be sought early in the planning stage and that notification is to be reciprocal - Geographic Units should also seek cross-endorsement when they are involved in a conference that falls with the field of interest of a Society. An email notification from Conference Services is sent to Geographic Units as soon as conference information is received & confirmed. This procedure works well except where the information is not received in a timely manner.

22. Public Awareness: IEEE should develop a comprehensive set of programs to promote public awareness of engineering, starting at the grade school level.

Response: EAB has established the Center for Pre-University Education. One of the main goals of the center is to raise the level of awareness of engineering through resources and programs IEEE offers to pre-university teachers.

IEEE-USA has various efforts for the U.S. Regions 1-6 that include:

Sponsoring with AAAS, a Science & Engineering Mass Media Fellow. The program places a science or engineering student in a newsroom to prepare stories on science, engineering and technology (SET) and serves to educate the media and the public on SET.

Participating in the AAES Council on Public Awareness (COPAE), which has spearheaded mass media campaigns to promote engineers and engineering, including awareness campaigns targeted to medium-sized newspapers and to public and private radio stations. "Voices of Innovation" is a recent AAES-sponsored radio program, which includes two-minute segments on engineers and engineering broadcast to hundreds of radio stations nationwide.

Collaborating with AAES on its diversity initiative to increase participation of underrepresented groups in the engineering profession. IEEE-USA joined the collaborative effort in the fall of 2003 and continues to participate through a volunteer leader, Nahid Khazenie, and a staff person, Pender McCarter.

The IEEE-USA Precollege Education Committee continues to sponsor a special award for "Best Communications System" at the Future City Competition during EWEEK, first initiated in 2001.

IEEE-USA Precollege Education Committee continues to distribute Career Brochures to precollege (K-12) students, schools and IEEE members who visit classrooms. These Career Brochures provide information on Electronic and Electrical Engineers including types of courses that the K-12 student will need in order to follow the engineering track. IEEE-USA EWeek funds were provided to increase the print run on these brochures and were also distributed during EWeek Family Day.

IEEE-USA presented its annual award for Distinguished Literary Contributions Furthering Public Understanding of the Profession to Ben W. Stearns for his book on ARTHUR COLLINS: RADIO WIZARD.

IEEE-USA and the IEEE Aerospace & Electronic Systems Society helped to celebrate the 100th anniversary of powered flight at technical conferences in Dayton, Ohio (July 2003), Indianapolis (Oct. 2003) and Monterey, Calif., (April 2004).

IEEE-USA's Precollege Education Committee (PEC) collaborated with the National Science & Technology Education Partnership (NStep) on the mentoring program TechXplore. This program allows the IEEE member to mentor a team of precollege students on their engineering project. As a result of this collaboration, IEEE-USA PEC co-presented an NStep Award for the "Best Electro-Technology" TechXplore project.

The IEEE-USA continues to represent the IEEE in EWeek Programs, including:

Further, in connection with EWeek's "Introduce a Girl to Engineering Day," the IEEE spearheaded a United Nations briefing with the UN Department of Public Information on "Girls and Technology: New Educational Opportunities." Dr. Sylvia Wilson-Thomas represented the IEEE at the event and appeared on a panel with the counselor from the permanent mission of the Republic of Guinea and the chief of the education section of the United Nation's Children's Fund. At the 25 March 2004 briefing, UN DPI-NGO Head Paul Hoeffel cited the IEEE as "the leading NGO in 175 countries advancing the technology skills of girls."

EWeek's Introduce a Girl to Engineering Day included IEEE Women in Engineering activities in IEEE Sections in Egypt, India, Canada, Colombia and the United Arab Emirates.

23. IEEE should develop teaching materials to teach problem solving skills and critical thinking to K-12 students, to prepare more students to pursue engineering.

Response: EAB has several programs that address this issue. The Teacher In-Service Training Program (TISP) provides Sections and Chapters with training and materials to hold hands-on workshops with teachers worldwide. The goal of these workshops is to help teachers understand engineering concepts and give them the "tools" to teach these concepts to their students of all ages. A website is set up with specific lesson plans that teachers can go back and use in their classrooms. Several of the lesson plans are translated into Spanish. Another project that is in the planning stages is to produce "kits" that engineers can use to go into local classrooms and demonstrate "fun" engineering projects that emphasizes problem solving skills and critical thinking. There is an initiative currently being considered by the NIC which would fund the development and deployment of these kits. They will be sent to Sections and Chapters to be shared among the members.

- 24. Industry relations: IEEE should provide funding to deploy experienced IEEE volunteers as ambassadors to promote IEEE products, services & benefits in order to establish partnerships with industry.**

Response: The Membership Development Committee has established the Corporate Partnership initiative to address this issue. The initiative is working closely and intensively with SPG Inc. of Boston, MA to interview corporate executives, analyze data, prepare draft Corporate Partnership Agreements (MOU/MOA), and evaluate potential partners. The research is designed to evaluate the value that companies would place on various IEEE offerings – from a strategic, operational, and community perspective – and how to package these items into a partnership. It will also investigate those areas in which IEEE currently has no offering, but might be in a good position to develop programs that companies would find value in.

In the first quarter of 2005 a MOU was signed with the AREEVA Group in France, and another with Boeing Co. in the U.S. Based on the MOU, discussions are underway with AREEVA to finalize an MOA that will outline specific agreements and actions for both parties.

This initiative will remain active throughout 2005 and continue in 2006.

- 25. IEEE must hire top level corporate staff executives from outside North America, incorporating multicultural expertise (need for global staff to respond to needs of a global IEEE).**

Response: The IEEE Executive Committee specifically requested that the new Executive Director candidates have prior experience and involvement outside the U.S.

- 26. Rationalization of Institutional Fee Structure - The IEEE shall create a fee structure for IEL services to universities and industries to encourage and reward IEEE membership within those institutions and to provide affordability for small institutions.**

Response: IEEE has an exceptionally effective program for developing consortium of universities and organizations to provide IEL, an excellent value for institutions in many parts of the world where both general economic resources are low and where single individual organizations are too small to afford our product.

Members are not required to provide their place of employment when joining the IEEE so we have no comprehensive record of who works at different institutions. Further, there seems to be no clear value proposition that we can define for any reasonable reduction in IEL prices based on the number of members at a given organization.

Thus IEEE has acted aggressively on forming consortia to bring IEL to many smaller organizations. We have also defined the Enterprise product which is much more affordable and may satisfy the needs of many smaller organizations.

There have been experiments with providing various access/print products to a student organization when the university has a major product. However, we do not see an effective value proposition in providing any significant reduction of pricing of IEL based on the IEEE membership in that organization.

The joint TAB/PSPB Products and Services Committee (PSC) has been working since the last Sections Congress to rationalize the many separate fee structures that IEEE and its individual Societies have created for their digital libraries. This had to be done carefully so as not to confuse customers or to hurt IEEE's revenues by having a low-priced subscription package compete with a full-priced IEL. The result is that we now offer a broad range of package options that give IEEE Members and Institutional customers the flexibility to buy as much of IEEE's information as they need: from a single article, to a bundle of articles, to unlimited access to the entire IEL.

These options are:

- 1 Unlimited Access to Everything For Large Universities and Corporations: The flagship IEEE/IEE Electronic Library (IEL) contains all the periodicals and conferences published by IEEE and IEE, plus all IEEE Standards -- a collection of more than 1.2 million documents. The annual subscription price of \$111,200 (2006 price) gives everyone at a subscribing institution's site access to an unlimited number of articles from all the content.
 - 2 Focused Access for anyone: For those that don't need the broad range of access to everything contained in IEL, we offer more focused packages. The All Society Periodicals Package (ASPP) provides access to 124 transactions, journals and magazines sponsored by IEEE's Societies and Councils -- subscribers can only access these publications, but can retrieve an unlimited number of articles for \$37,995 a year. Similarly, we offer the Proceedings Order Plan (POP) that provides access to the conference proceedings for \$44,995 a year for unlimited articles. Other options are the Computer Society Library Subscription Plan (CSLSP) for \$14,795 a year to get an unlimited number of articles from just the publications of that society.
 - 3 For small companies: They can buy single articles for \$35 each, or they can subscribe to IEEE Enterprise that lets all the employees in a small company or project teams have access to bundles of articles from IEEE periodicals or conferences. Bundles are: 350 articles for \$4,995; 800 articles for \$9,995; or 1,750 articles for \$17,500. Customers have two years to download the articles and can renew at any time if they use all the articles in their bundle sooner. (IEEE Standards are sold separately.)
 - 4 For small colleges and universities: The IEEE now offers tiered pricing for US universities that provides access to IEL on a sliding price scale that is based on the number of full time faculty and whether the institution offers graduate degrees . Outside the US, we offer consortia pricing for universities that offers discounts on IEL when several schools purchase a subscription together on a single contract. Institutions that are interested in either of these programs should contact the IEEE Marketing and Sales Department for a custom price quote.
 - 5 For individual IEEE Members: Can search the entire content of IEEE Xplore and buy full text of single articles for \$13, or they can subscribe to the IEEE Member Digital Library for \$35 month to get a bundle of 25 articles per month from IEEE periodicals and conferences.
- 27. IEEE shall execute a formal process to determine what the vision and mission of the IEEE must be to demonstrate its relevancy to the government, industry, future and current members, and the public. It should be approved by the delegates at the next Sections Congress.**

Response: The IEEE Mission and Vision statements will be reviewed during the coming year, as part of an effort by the Board of Directors to develop a set of strategic goals that address members/- membership, publications, and conferences. This will then be introduced in The Institute, so that comments from Members can be solicited.

28. IEEE should create a repository/database of previous meeting topics and speakers populated with data from the L31 reports that are WEB accessible by Sections.

Response: A web-to-Access database has been established that enables Section officers to confirm which subunits have already reported, and also allows volunteers to review speaker names & topics. Present functionality only permits searching by geo unit or Society. Additional functions will be added based upon feedback to the existing program.

29. IEEE re-implement ROOT and improve introductory packages for all Section and Chapter officers (like the core training CD).

Response: This recommendation has been achieved. The Core Training CD content from 2002 Sections Congress was published on the web, and is updated regularly. This information will be updated and distributed at SC'05. Additionally, a Chapter Officers Reference Guide was published on the web in January 2005. New Geographic Unit officers receive a "Welcome" e-mail directing them to a web site with this information.

30. IEEE needs to enhance membership value by providing a free Society membership as part of membership dues.

Response: Experience has shown that giving away memberships, e.g., as part of conference registration fees, doesn't work. Most of those who receive the "free" membership don't renew, so, the practice just results in extra administrative costs. Also, different societies have different membership dues and benefits, so, including a free membership in IEEE membership would be difficult to administer. In addition, many members now receive "free" access to publications via their employers' IEL and Enterprise subscriptions, so, the traditional reasons for joining a society no longer exist for some members. Giving "free" publications to members who get the publications for free anyway would be a waste.

31. IEEE must provide specific additional products and services to members from industry /consultancy/ government (practicing engineers).

Response: The IEEE Individual Benefits & Services Committee and Financial Advantage staff agreed to contact the Independent Consultants Network to help identify their members' specific program needs. The Financial Advantage Program has started to introduce these kinds of benefits in North America.

32. IEEE should expand the Institute wide awards and recognition in the following areas:

- Outstanding communication with members (electronic print, or other media) to a large section and a small section;
- Industry executive for outstanding support of IEEE activities to a large section and a small section

Response: The Regional Activities Board has established Outstanding Large and Small Section Awards. Included in the criteria for this award is their communication to members. The Friend of IEEE Regional Activities Award was created to specifically recognize support provided to the IEEE and its members in support of its goals by firms, divisions of firms or individuals. Additionally, the RAB Awards & Recognition Committee is discussing the establishment of another RAB Industry Recognition Award.

33. SPECTRUM “Opt-Out” - The IEEE shall add an “Opt Out” for paper subscriptions to SPECTRUM.

Response: There are two reasons we are reluctant to offer members the choice to not receive IEEE Spectrum at all. First, it is the one tangible reminder of their IEEE Membership that arrives every month. And our annual Member satisfaction survey indicates that Members by and large like it: they rank it highest among all the IEEE products. Second, the current member dues allocation to Spectrum does not cover all the costs of creating the editorial content, printing the magazine and mailing it to members around the world. This requires us to try and balance the Spectrum books by selling advertising. Advertisers base the value of a media placement in a magazine on the number of subscribers. Thus, an ability to "opt out" of receiving Spectrum would erode the number of subscribers and reduce our ad revenues which would require more dues to be allocated to cover its costs. PSPB is currently evaluating new electronic delivery options that would let Members the choice of getting their copies online instead of in print, and yet still be counted for advertising purposes. We will report on the results of that evaluation once it is complete.

34. Career Viability: The IEEE should engage industry, academia and governments to promote the life-long career through commensurate compensation, continuing education & professionalism of the engineer.

Response:

- 1) The IEEE Educational Activities Board held two conferences bringing together Deans of Engineering and industry leaders to discuss how to best teach and prepare engineers for successful careers. In 2003 EAB established Public Awareness Committee which is focusing on partnering with industry, government and other entities to address the engineering pipeline, continuing education and public awareness issues.
- 2) EAB also works very closely with ABET – the Accreditation Board of Engineering and Technology – to ensure the quality of undergraduate engineering education and the EC 2000 criteria which emphasizes life-long learning. IEEE is currently participating in a study funded by NSF to determine the viability of the new criteria from the viewpoint of industrial engineers. Are they being prepared adequately by their university programs to sustain long, productive careers? Additionally, EAB has held several Accreditation workshops in non US regions. In two cases, Peru and Mexico, an accreditation model has been established based on IEEE help and in-kind support.
- 3) The Expert Now IEEE (formerly XELL) project develops and produces on-line learning modules which provide high-quality, relevant and cutting-edge technical continuing education materials for all members to access anytime, anywhere. It is

being beta tested with Boeing and GM to ensure the usefulness and compliance with corporate training and education strategic planning.

- 4) The on-line employment listing services known as IEEE's eRecruiter www.ieee.org/jobs is for all members. This service is already on line and all IEEE members can presently register their profiles to be matched with employment openings. Having said that most of the jobs at present are located within the U.S. As part of the eRecruiter IEEE members can upload their resumes and have employers run searches to find employees.
- 5) The Career Asset Manager found at: www.ieeeusa.org/careers/CAM is a tool to assist all members with documenting their career, employment and professional development history. This service provides members with forms to use to fill out such information. Eventually, we plan to compliment this service with resume writing software. The software would be linked with CAM so that once you input your data a resume can be automatically generated. This function has not been implemented yet but should be in the next year or so.

35. IEEE should improve service to members by reducing the cost to employers for posting jobs on the IEEE job site.

Response: The goal of the IEEE job site is to provide an excellent environment where IEEE members can be matched with a large number of appropriate and qualified potential employers. At the same time, we want to operate in a manner that ensures that the employers that benefit from having access to the pool of highly qualified IEEE candidates are paying a sufficient amount to cover the operating costs of the service. We believe our current pricing policies achieve that goal.

Our current retail rate is \$195 to post a single job for 30 days, but employers who sign a multi-posting contract get discounts that lower their cost per post to as little as \$30 - \$40 per post depending on volume. That is very favorable to the prices charged by other web recruitment sites such as Monster.com (which charges \$365 per posting) or CareerBuilders.com (which charges \$300 per posting). High quality employers such as those posting on the Job Site tell us they consider these fees a modest cost per posting and a small part of the several thousand dollars they spend to hire a qualified engineer or IT professional -- especially given that candidates from the IEEE job site are more focused and better qualified than the average response they get from any other web job site.

In addition to attractive pricing, we've taken other steps to attract more employers. First we upgraded the web site by switching vendors to CareerCast. This vendor had features to make it easier for smaller companies to post 1 or 2 jobs online and pay by credit card. Second, we launched a promotion campaign to increase exposure among employers. Part of this campaign was a special offer to IEEE members where they could obtain the first ad for their company for free.

In the one-year period since May of 2003, the number of postings on the Job Site has almost tripled to reach a new high of 505 jobs during the month of May 2004.

In addition to the growing number of jobs on our own IEEE web site, we now provide IEEE members with access to jobs posted elsewhere on the CareerCast National

Network. Starting this May, all IEEE members who are registered with the Job Site can now use their personal search profiles to find jobs on both our own site and the recruitment sites of more than 100 other newspapers such as the Boston Globe and the San Jose Mercury News. They only need to check the box that says, "include National Network results", and they will get alerts on thousands of other technology jobs. We could only afford to secure the services of a vendor as versatile as CareerCast as long as we have a paid online recruitment site.

36. Chapters should be jointly accountable to Sections and Societies in order to enhance section-chapter relationship.

Response: Chapters are already jointly accountable to Sections and Societies. TAB is currently working on improvements to the Distinguished Lecturers Program that can improve the relationship between Chapters and Societies.

37. In order to achieve increased senior membership, create a collaborative web process to allow section nominations, addition of data by candidates and coordination of references. Allow non-IEEE members who are scientific professionals to serve as references

Response: Currently, IEEE members are able to apply for Senior Membership and check the status of their application and references via the web. Non IEEE members who are familiar with candidate's qualifications may serve as a reference for a candidate for Senior Membership. More information is available at the following URL:
<http://www.ieee.org/organizations/rab/md/smelev.htm>

38. Establish an IEEE Congress: Evolve Sections Congress into an all IEEE Congress including Society Leadership with the same basic goals as Sections Congress, namely: • To understand the fundamental issues and to recommend solutions and opportunities to guide the future of IEEE. • To train Section and Society leaders. • To facilitate a dialog among Section and Society leaders.

Response: There are no plans at this time to develop such an activity.

39. IEEE to implement member services in all six official United Nations languages by: • Completing recommendation #38 SC99*; • Promoting language support on forms and services; • Sourcing funds from PSPB and/or RAB

Response: EAB has taken action to translate educational 11 pre-engineering lesson plans for pre-college students into Spanish. These are available on the EAB website, for use by IEEE volunteers working with local school districts and for teachers. Information about this resource was formally communicated to Region 9 members at the Region 9 Annual meeting in March 2004 in Buenos Aires.

The Standards activities ongoing, with regards to this recommendation, are their Geographic Portals, StandardsAmericas, StandardsAsia, StandardsEurope, and StandardsAfrica. They have translated certain press releases for the communities (countries) on the portals. They also have an agreement and are working with the IEEE Brazil Section to have two IEEE Relay Standards translated into Portuguese.

- 40. Member Services: The use of IEEE Debit/Credit card should be offered with concentration banking accounts.**

Response: It is expected that IEEE will launch on 1 January 2006, a Concentration banking card will be provided by IEEE as a financial tool to help Geographic Units purchase goods and services. The charges are automatically posted against the units Concentration Bank account on a daily basis.