

2017 IEEE Annual Election

Candidates for IEEE Division VIII Delegate-Elect/Director-Elect, 2018



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(Nominated by IEEE Division VIII)

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SOREL REISMAN
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<http://tinyurl.com/S-Reisman>

What do you believe are the major issues facing the IEEE?

Membership in many professional organizations is declining worldwide as increasingly members start to evaluate their value proposition. Yet an influential professional society is the hallmark of a strong profession and an individual's membership is a recognition of their valuing continued development. But the value proposition of our professional association is being disrupted, ironically by many of the technologies the IEEE has been responsible for creating and nurturing. Increasingly new publishers and for-profit conferences challenge the IEEE's financial base but also segregate our communities and weaken the quality of Computing research. The big challenge is ultimately to our brand.

What do you think is the number one goal for the IEEE leadership?

The number one goal should be to make the IEEE a household brand. This should be established by building stronger member loyalty and promoting the members' achievements to the general public.

The Computer Society and IEEE need to re-evaluate membership benefits and explore ways of better matching benefits to the needs of individuals. As we move through our careers our needs change, but also the needs and member interests across the Regions differ. I believe the first step along this path is to create more bespoke membership benefit models and explore ways to better support local technical community building.

What do you believe are the major issues facing the IEEE?

Students and Young Professionals worldwide do not perceive IEEE as being relevant to their life goals. Our programs need to be better aligned with both the kinds of content they require and with the kinds of social network-like delivery services that serve their professional and personal life styles. Despite the great technical "products" we invent, we seem to be unable to also invent the "services" needed to deliver those products in a way that is meaningful to a younger and geographically diverse demographic. Unless we figure this out, we will to see our membership and revenue continue to decline.

What do you think is the number one goal for the IEEE leadership?

We must develop volunteer leadership-recruitment programs targeted at students and Young Professionals in all regions. Young leaders are best qualified to understand the lifestyles of their peers. Our current creative focus is on 21st Century technology-based products, but our services are based on 20th Century constructs such as traditional publications and conferences. Rendering those constructs electronically is insufficient, and it may even be unnecessary. We need young volunteers to work with senior volunteers to devise innovative worldwide services for 21st Century and beyond IEEE members – both academic and practitioner.

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What motivates you and what qualifies you for the position you are seeking?

I joined the IEEE and Computer Society as a student in 1994. For the past 24 years, my membership has helped me develop my career. Volunteering for the IEEE has taught me a lot about the needs of our Regions and has helped me to develop supportive networks. Now as a VP of a University with over 45,000 students I have considerable experience of developing strategy and working with Boards internationally. Being a female in a male dominated profession is not easy but the value diversity is immeasurable. My election will create a strong role model for our profession.



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As past Computer Society president, I've acquired a broad range of experience working cooperatively with senior volunteers and staff throughout IEEE. I've served on many CS and IEEE committees and on three IEEE boards - TAB, Publications, and Education Activities, also participating extensively in the development of their strategic plans. I have hands-on operational experience in CS and IEEE publications, and in conference management as Chair of the CS signature conference, COMPSAC. Both my IEEE volunteer experience and my professional and academic careers have well-prepared me to be the best candidate to serve in this position. Please vote for me.