

2017 IEEE Annual Election

Candidates for IEEE Technical Activities Vice President-Elect, 2018



K. J. RAY LIU
(Nominated by IEEE Technical Activities)

Christine Kim Eminent Professor of Information Technology,
and Distinguished Scholar-Teacher,
University of Maryland
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www.cspl.umd.edu/kjrliu/IEEE

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

In a single phrase, Increase Value to Members! We must reinvent ourselves to adapt to and exceed changing expectations of industry members, publication readers/subscribers, conference attendees, young professionals, and those under-represented, while leveraging the capabilities and diversities of our dedicated members, it will define IEEE's success over the next decade.

IEEE needs to have new strategic thinking about its membership model and services to meet the demands of increasing diversity, develop global strategy for continuing internationalization, keep members informed when technology is changing rapidly, and address the needs of industry and young professionals.

A new era needs new outsized thinking.

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

There are many major issues, however, the most daunting issue facing IEEE is the high overhead/infrastructure cost built over the years. It has resulted in higher membership fees, larger conference fees, and limited society operation resources. Compounded by the paradigm shift of Open Access and mandates of open publications by funding agencies, IEEE's publication revenues are predicted/foreseen to be much reduced, shaking the foundation of sustainability. Operational costs are becoming a life and death issue for IEEE. IEEE excels in the quality of its content, but it must come with the right cost and price as markets/technology change.



DOUGLAS N. ZUCKERMAN
(Nominated by IEEE Technical Activities)

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

IEEE must quickly adapt and respond to a rapidly changing world. Globalization-driven changes (over half our members reside outside the USA), and constantly evolving technologies, drive Publications and Conferences, IEEE's two major revenue sources. This presents new opportunities for embracing global diversity in all activities including our leadership, establishing new and sustainable high-value publication models reflecting member needs, getting more industry participation, improving standards coordination, leveraging competences to grow Education into a major activity like Conferences and Publications, and introducing more openness and inclusiveness building on IEEE's membership base. We must attract and retain more young professionals and women.

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

Member empowerment is key to IEEE's future and its number one goal. Changes in industry and world economy, together with "open access" trends, are presenting major challenges and opportunities for IEEE, its leadership and its members. Through our thinking, actions, and results, we must embrace our members as valued contributors, not just numbers. IEEE *Global (Society) and Local (Chapter)* Technical Activities are IEEE's foundation for growing individual careers, while also serving humanity. We must work together to build and maintain communities that keep IEEE and its constituency at the forefront of technology thought leadership.

Balloting starts on 15 August 2017
Visit IEEE Annual Election at www.ieee.org/elections

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

I started as a member of many societies, served as technical committee chair, built SP Magazine to top citation impact as Editor-in-Chief, ran a 2000+ flagship conference by setting new standards, developed systematic processes for SPS journals as VP-Publications, started a Membership Board and created many initiatives to develop more value and benefits for members as SPS President, and led S/C presidents to call for IEEE financial transparency as Division Director.

I understand the critical issues Societies/Councils and members are facing and my broad experiences keep me in touch with them. Most importantly, I care for the future of IEEE!



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

I truly believe in and care about IEEE and its members, i.e., my second family. Helping colleagues - family members - is immensely satisfying. My diverse industry background and professional/technical contributions uniquely qualify me to create opportunities and deal with challenges. For 20+ years, I initiated/led IEEE activities benefitting members worldwide. As ComSoc President, I successfully addressed similar challenges/opportunities now facing IEEE. Further, I've held key positions: IEEE Board of Directors and Technical Activities Board as Division III Director, TAB Management Committee, TAB Society Review Committee, career and industry-focused ad hoc committees, plus "grassroots" experience organizing/steering major conferences and publications.