

REPORT

M35406- 1 of 1

TO: IEEE Member and Geographic Activities Board – 18 June 2016

FROM: Sachin Seth, IEEE Potentials Editor-in-Chief

SUBJECT: Potentials Editorial Board Report

The 2016 Potentials Editorial Board will review multiple options on expanding the brand's digital presence.

Potentials first full year of digital editions sent out to students through Qmags vendor

2016 Highlights:

- New Editor in Chief Sachin Seth has begun volunteer role:
 - 2016 F2F Meeting occurred in Seattle, Washington on February 20th-21st 2016 with following outcomes for remainder of year with checkpoints in between:
 - Integration of Collabratec and improve social media presence
 - Evaluation and assessment of current digital delivery method: Qmags and open rates
 - Increased volunteer and staff representation at regional congresses and student branch events to expand the awareness and engagement of Potentials

REPORT**M29791- 1 of 1**

TO: IEEE Member and Geographic Activities Board – 21 November 2015

FROM: David Tian, IEEE Potentials Editor-in-Chief

SUBJECT: MGA Potentials Editorial Board Report

Six digital issues of *IEEE Potentials* magazine were published in 2015:

2016 Editor in Chief Sachin Seth on-boarding has begun

Planning for the 2016 face-to-face meeting will be underway, with the assistance of the IEEE Young Professionals staff (Parshva Bavishi, Christine Eldridge, and Lisa Delventhal)

The 2016 Potentials Editorial Board will review multiple options on expanding the brand's digital presence.

REPORT**M27002- 1 of 1**

TO: IEEE Member and Geographic Activities Board – 20 June 2015

FROM: David Tian, IEEE Potentials Editor-in-Chief

SUBJECT: Potentials Editorial Board Report

Six issues of *IEEE Potentials* magazine were published in 2014:

Planning for the 2015 face-to-face meeting will be underway, with the assistance of the IEEE Young Professionals staff (Parshva Bavishi, Christine Eldridge, and Lisa Delventhal)

A Corresponding Editor was appointed this year - Sharad Sinha from HKUST.

Q4 of 2014/2015 have seen the introduction of IEEE Digital Potentials. Digital Potentials is a new asset where IEEE Members will have access to digital version of the magazine that will be easily accessible in multiple mediums. Emails deliver digital copies that can be accessed through phones, tablets and desktop browsers.

REPORT**M22388- 1 of 1**

TO: IEEE Member and Geographic Activities Board – 22 November 2014

FROM: David Tian, IEEE Potentials Editor-in-Chief

SUBJECT: IEEE Potentials Editorial Board Report

The IEEE Potentials Editorial Board had a conference call and after careful discussion, submitted recommendations for Editorial Board appointments.

At the discretion of the Editor-in-Chief, Ray Floyd has been appointed Corresponding Editor.

With the help of Lisa Delventhal, progress is also being made toward finalizing the delivery, format, and content of Digital Potentials.

Associate Editor Sachin Seth is exploring article submissions and collaboration with Texas Instruments.

REPORT

M18121- 1 of 3

TO: IEEE Member and Geographic Activities Board – 15 June 2014

FROM: David Tian, IEEE Potentials Editor-in-Chief, Potentials Editorial Board Chair

SUBJECT: IEEE Potentials Editorial Board Report

The 2014 Potentials F2F meeting was held May 17-18 in Honolulu.

In attendance were: David Tian (Chair), Craig Causer (Managing Editor), Mohamed El-Hawary (Associate Editor), Geri Krolin-Taylor (Senior Managing Editor), Sachin Seth (Associate Editor), Kim Tracy (Associate Editor), Elizabeth Johnston (Associate Editor), Vaughan Clarkson (Associate Editor; Minutes), Larry Martin (Student Editor; via Skype). Parshva Bavishi with the Young Professionals program participated through a pre-recorded presentation on digital options for Potentials.

The following were recognized for their past service Potentials:

- Elizabeth Johnston for service IEEE Potentials Editor-in-Chief from 2011-2013
- Mo El-Hawary for service as IEEE Potentials Associate Editor from 2011 to 2014
- Elvis Mak for service as IEEE Potentials Associate Editor from 2011 to 2014
- Larry Martin, for service as IEEE Potentials Student Editor from 2012 to 2014

Potentials will be looking for two Associate Editors and one Student Editor this year. Nominations and applications will go through the IEEE/FluidReview system coordinated by Gail Sheedy with the following timeline:

- August 1st: deadline for receipt of nominations;
- August 10th: deadline for receipt of applications;
- Soon thereafter: webex to review and select two candidates in rank order;
- August 31st: selections due to MGA.

Discussion centered on two areas: (1) developing a strategic plan to enhance reader participation and outreach through a digital and online extension of Potentials; (2) planning content and theme issues for the next year.

Related to (1), it was the consensus of the Board to retain a print edition of Potentials, supplemented by a digital and online edition. Preference was expressed for a Reddit/StackExchange/HackerNews interface wherein users can comment on stories and vote up or down. Potentials will continue to explore options for funding.

The redesign (see below) was very well received. Craig Causer used his contacts in Hollywood to obtain special permission to use Ironman on the cover. The redesign debut issue will be an Extreme Engineering theme issue featuring student-

developed technology for communication in mines, a “clean” snowmobile, compact satellites, a car with 3,300 mpg mileage, engineers who work on Hollywood blockbusters (including the set of Transformers), and a My First Job column by Vint Cerf.

Next year’s theme issues are tentatively scheduled in the following order:

- Extreme Engineering
- Biomimicry
- General issue
- Elemental Engineering
- Change the World
- Careers/Grad Ed

For next year’s F2F meeting, a number of possible locations were raised and, after three rounds of voting, the top two locations were:

1. Portland, OR, and
2. Chicago, IL.

IEEE
potentials
THE MAGAZINE FOR HIGH-TECH INNOVATORS

July/August 2014 Vol 33 No 4



Engineers
ASSEMBLE!

In this issue

- Assembling a blockbuster
- Underground engineering
- Coming clean
- Small satellite, big rewards



REPORT

M16911- 1 of 2

TO: IEEE Member and Geographic Activities Board – 15 February 2014

FROM: David Tian, IEEE Potentials Editor-in-Chief

SUBJECT: Potentials Editorial Board Report

Six issues of *IEEE Potentials* magazine were published in 2013.

The Potentials Editorial Board held its 2013 face-to-face meeting May 4th and 5th in San Diego, CA to discuss items to recommend to MGA as well as magazine content and editorials. Planning for the 2014 face-to-face meeting is currently underway, with the assistance of the IEEE Young Professionals staff (Parshva Bavishi, Christine Eldridge, and Lisa Delventhal) and Meeting Planning Services staff (Ana Navarro).

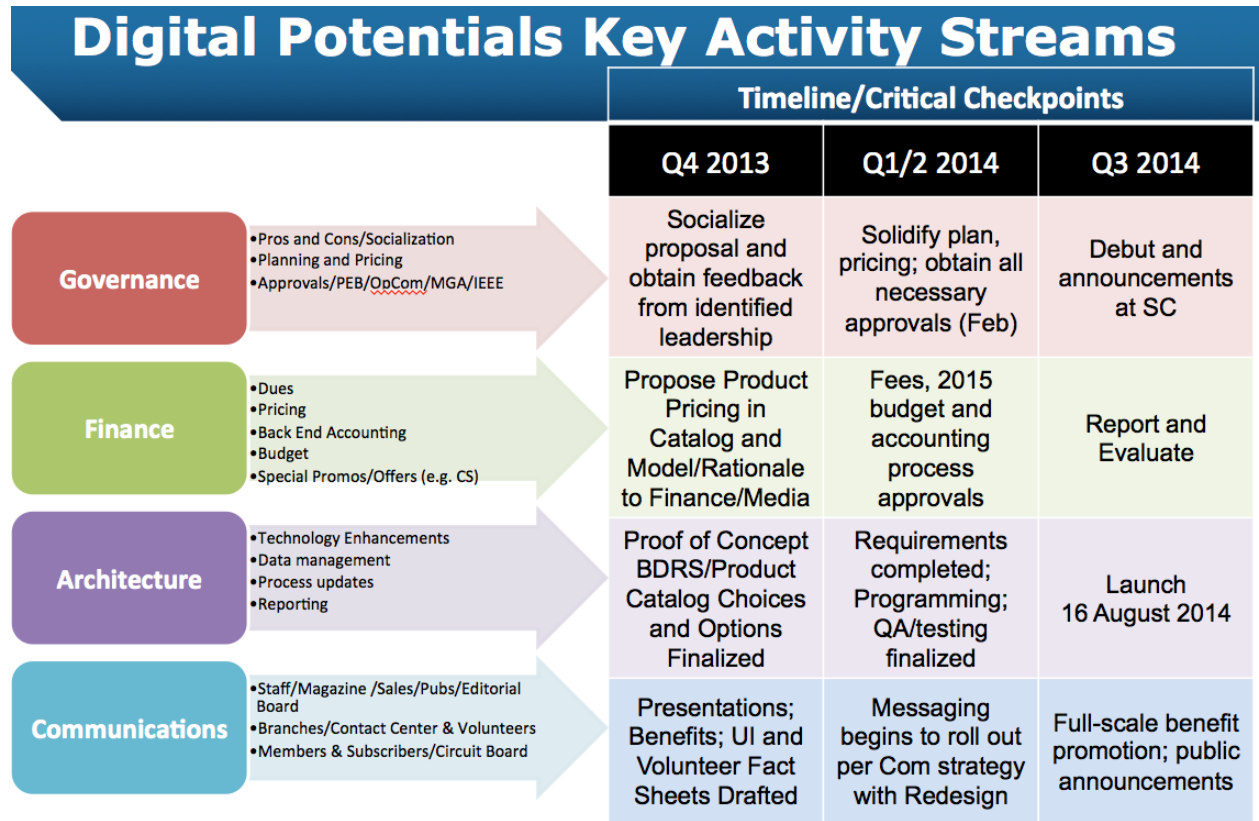
A teleconference was conducted on August 29th, 2013 to discuss Associate Editor applications. Fifteen applications were received from five continents (North America, Europe, Asia, Africa, Australia), eight countries, six IEEE regions, and member grades ranging from Graduate Student Member to Life Member. After discussion, the board recommended the appointment of two Associate Editors:

1. Elizabeth Johnston (Anchorage, Alaska)
2. Vaughan Clarkson (Queensland, Australia)

The first redesign in the thirty-year history of *IEEE Potentials* magazine is currently underway. Janet Dudar (Senior Art Director, IEEE) and Gail Schritzer (Assistant Art Director, IEEE) are handling the redesign, with input from David Tian (EIC, Potentials) Elizabeth Johnson (past EIC, Potentials), Craig Causer (Managing Editor, IEEE) and Geri Krolin-Taylor (Senior Managing Editor, IEEE).

Gail Sheedy (MGA Board Administrator, IEEE) has helped Potentials develop a new Associate Editor Call for Editors and Nominations process that offers improved application handling and a timeline that is better aligned with the IEEE Nominations and Appointments Committee schedule.

Lisa Delventhal (Manager, IEEE Young Professionals Program) has developed a timeline for the debut of Digital Potentials, scheduled for Q3 2014 (see attached).



REPORT

M11189- 1 of 2

TO: IEEE Member and Geographic Activities Board – 29 June 2013

FROM: Elizabeth T. Johnston, IEEE Potentials Editor-in-Chief

SUBJECT: Potentials Editorial Board Report

IEEE Potentials Editorial Board Meeting 4-5 May 2012 – La Jolla, CA

Attendance

Editor-in-Chief:

Lise Johnston

Student Editor:

Larry Martin

Associate Editors:

Regina Hannemann, Mo El-Hawary, Sachin Seth, David Tian, Kim Tracy

Corresponding Editor:

Suzanne Rivoire (proxy for Associate Editor Elvis Mak)

IEEE staff:

Craig Causer

Main outcomes of meeting:

1. The *Potentials* editorial board recommends that a digital edition be made available to all subscribers including Regions 8-10 (who presently only have access through Xplore) by Section's Congress 2014. The board is back planning to achieve that goal.
2. The *Potentials* editorial board recommends that the default subscription model for Regions 1-7 students be paper, with an option for digital, in 2015.
 - a. Implications include redesign to support digital delivery, need to ensure global appeal of content, and budgetary constraints.
 - b. Because it would require a 20% take-rate of students currently getting print to switch to digital to offset the additional costs of offering digital to Region 8-10 students, sources of bridge funding will need to be sought during that time and a campaign to let students know that they have the choice of digital will need to be planned.
 - c. Discussion was vigorous for the need to get the publication in good shape before going entirely digital and to use data gathered from actual student preferences in determining content and formatting.
3. Interactive content and social media are areas we are just beginning to work in, but the response has been positive, with many students asking for more. It could be that we need to expand the Potentials brand to include those mediums and additional editorial efforts would be required to do this. We

could envision a time that the Potentials platform is a venue for Member Development for all of student activities in IEEE.

- a. Currently the *Potentials* Facebook page has most of its subscribers from Regions 8-10, exciting that they follow-us even without receiving print.
4. Editorial discussion of theme issues and proposed content for 2013/2014.
- a. May/June 2013 – careers, grad ed
 - b. July/Aug 2013 – machine learning
 - c. Sept/Oct 2013 – entrepreneurship
 - d. Nov/Dec 2013 – security

2014 issue slots:

- a. Jan/Feb (1st redesigned issue): humanitarian / sustainability / medicine
- b. Mar/Apr: Gaming
- c. May/June: Careers/grad ed
- d. July/August (1st digital issue): Extreme engineering
Clean snow machines (Alaska, Idaho)
Robotic skateboard
Electric motocross bike (Cal State-Long Beach)
Squirrel suit
Jet-powered surfboard
- e. Sept/Oct: Biomimicry
- f. Nov/Dec: catchall

Potentials will meet as a board via teleconference during the rest of 2013. We look forward to reporting to the board our progress towards the creation of the first issue of *Potentials* to truly reach all of the IEEE Student Members.

REPORT

M5616- 1 of 3

TO: IEEE Member and Geographic Activities Board - 30 June 2012
FROM: Elizabeth Johnston, IEEE Potentials Editor-in-Chief
SUBJECT: Potentials Editorial Board Report

IEEE Potentials Editorial Board Meeting was held 6 May 2012 in Anchorage, AK.

Attendance

EIC: Lise Johnston
Student Editor: Sachin Seth
Associate Editors: Regina Hannemann, Mo El-Hawary, Suzanne Rivoire, David Tian, Kim Tracy
IEEE staff: Larry Bolsch (MGA finance), Geri Krolin-Taylor, Craig Causer (phone), Laura Durrett (phone)

Electronic Delivery of Potentials Cost-Benefit Info (Larry Bolsch)

Currently: students in regions 1-7 (US/Canada) currently get Potentials in print, and students in regions 8-10 get it through Xplore, but not as a magazine, as individual articles.

Question: should we move to digital delivery and charge extra for print? If so, what should the charges be? Spectrum is considering this now for students – will take action in a teleconference May 24. Would take effect in 2013 or 2014.

Background:

- Student membership has increased dramatically in last decade – now makes up 26% of IEEE members. However, student retention rates are much lower than those for professional members and decreasing rapidly – may correlate with increase in students from R8-10. Graduate Student Member retention is much higher than undergrad.
- Incremental cost of student membership exceeds their dues by \$3.50/ student in North America and \$2.50/student outside North America (note: dues are \$5/student lower outside NA). Incremental costs: Potentials and Spectrum printing and delivery, Section fees, promotional materials, credit card fees...
- Potentials revenue: \$192K (advertising, Xplore, etc.) plus \$162K from the \$5 dues fee. Costs: \$325K (\$138 can be addressed with digital delivery)
- Option for consideration: delivering a fixed # of hard copies to student branches
- Current incremental cost of printed delivery: \$4.13/student/year. Digital: \$0.41/student/year

Editorial board decisions for delivery options:

- Regions 8-10: digital by default, pay for print (need to research suggested costs)

- Regions 1-7: most committee members want to make digital default work, need some more data
- Larry Bolsch to investigate packing Potentials with Spectrum in print

Timeline:

- Put entire PDF on Xplore as intermediate step in 2013. This would bring the online experience up to par with the print experience.
- Roll out digital delivery to Regions 8-10 in the 2014 membership cycle after Spectrum for students has had a chance to work out kinks.

There's an argument for waiting until 2014 for this so that we can budget better and have a unified digital package with Spectrum.

Note: 1,780 Xplore downloads of Potentials articles in 2011

Editorial Calendar and Content

Has Potentials become too technical? Comparison with inaugural 1982 issue which was totally nontechnical. Are we straying from our mission?

Current process of accepting lots of unsolicited submissions leads to overly technical articles and unhappy authors ("My manuscript was accepted a year ago – when will it be published?")

Solution: more theme issues and editorial oversight/solicitation. Unsolicited articles can be gathered into one catch-all issue per year.

As we go digital we want more corresponding editors from R8-10, more IEEE news and more student news.

Theme issues/editorial calendar for 2013:

- Human-computer interaction / mobile and ubiquitous computing / machine learning
- Power and energy
- Entrepreneurship
- Humanitarian
- Security and Privacy
- Careers / Grad ed / GOLD

Articles to Solicit for content diversification:

- Society profiles
- Student branch best practices
- GOLD content

Editorial Board composition

- No official position on board for past EIC
- Should we solicit Contributing Editors to represent regions that the Editorial Board doesn't have?

Next Meeting

San Diego – May or June 2013, possibly co-located with June Board Series

Motions to MGA

2013 advertising and subscription rates -- approved and forwarded to MGA

REPORT

M2169- 1 of 1

TO: IEEE Member and Geographic Activities Board - 18 February 2012

FROM: Elizabeth Johnston, Potentials Editor-In-Chief

SUBJECT: Potentials Editorial Board Report

Potentials themed issues in 2011:

1. January 2011 – Cloud Computing
2. May 2011 – Careers Issue
3. July 2011 – Graduate Education Issue
4. September 2011 – Gaming Issue
5. November 2011 – Potentials 30th Anniversary Issue
6. January 2012 – Sustainability Issue

Upcoming themed issues in 2012:

1. May 2012 – Careers Issue
2. July 2012 – Graduate Education Issue

New appointments to the Editorial Board:

1. Dr. Pui-In Mak (Macau, China) – Associate Editor
2. Dr. M. E. El-Hawary (Nova Scotia, Canada) – Associate Editor

Plagiarism cases:

5 offending authors have been flagged using the EnPreS system.

- Potentials Editorial Board formed an ad-hoc committee on the first case, which agreed with the EnPreS recommendation. That recommendation was forwarded to and approved by the PSPB. The offending author is now banned. The process saved about 40 hours of the EIC's time.
- A second case was not flagrant plagiarism, but involved a review article that leaned too heavily on original sources. EnPreS sent a strongly worded rejection letter to the author for free.
- For other flagged cases, IPR wants the Managing Editor to do an initial check before sending them on. If the problem is excessive quotation rather than true plagiarism, it saves time and money to just reject the article without going through EnPreS.

Potentials N&A Process:

- Position of Associate Editors/Student Editor now goes through N&A process
- Mismatch in cycles: N&A nominations deadline in September, Potentials Associate Editors application deadline in October
- Mismatch in process: N&A wants resumes and recommendations, Potentials demands essays/articles ideas in addition
- Going forward, Potentials appointments will line up with N&A schedule

Questions:

Additional page allotment for Potentials magazine?