

**Minutes of
Publications Board
of the IEEE Computer Society**

**The Jefferson Hotel
Franklin and Adams Street
Richmond, VA 77056
Flemish Room**

**Wednesday, June 9, 1999
8:00 A - 5:00 P**

Attendees: Matt Loeb, Ben Wah, Bill Everett, Jon Butler, Brad Terry, Jake Aggarwal, Hans Hagen, Joe Urban, Mike Williams, Sorel Reisman, Farokh Bastani, Zhiwei Xu, Carl Chang, Mike Liu, Jean-Luc Gaudiot, Dick Kemmerer, Alan Clements, Ken Sakamura, Kevin Bowyer, Dan O'Leary, Munindar Singh, Anun Ranganathan, and Nancy Mead.

1. 8:33A Call to Order: **Ben Wah**, PUBs Board Chair, called the meeting to order. Introductions followed.
2. 8:37A Agenda: The agenda was adopted by a motion from **Jon Butler** and seconded by **Jake Aggarwal**.
3. 8:37A Minutes: **Mike Liu** moved and **Jon Butler** seconded a motion to accept the minutes of the PUBs Board Meeting of February 17, 1999.
4. 8:38 A **Ben Wah** gave the Vice President's Report.
 - a) MMS EIC statements have been sent out. The reported data should be viewed as tentative. People who observe discrepancies should report corrections.
 - b) There are four EIC search committees currently active - *Design & Test (D & T)*, *Multimedia*, *Annals*, and *Transactions on Software Engineering*. The report for the EIC search of *Annals* will be made at the November 1999 meeting, while the other three will be considered at this meeting.
 - c) Ben Wah reported on how PUBs Board activities comply with the Computer Society's Strategic Plan. Section 1.4 of the Strategic Plan states that PUBs must deal with policy issues, not operational issues. MOC and TOC are designated as bodies responsible for operations. Sections 1.2, 1.3, and 1.6 focus on awards. Ben Wah stated that PUBs is up to date on award nominations. He suggested that EICs nominate deserving editors for Certificate of Appreciation. He encouraged EICs to recruit new Editors. Sections 3.2, 3.3, and 3.6 deal with electronic publication. Ben Wah stated that the Circuit and Systems Society has suggested a joint electronic journal. Also, today, there will be a discussion of the Learning Technology proposal. He stated that more effort in this area is needed. Sections

2.4, 2.6, 2.7, 2.8, and 2.12 deal with relationship with other boards. He stated that more effort was needed in this area.

- d) Ben Wah then discussed subscription retention. This is measured by comparing the number of subscribers in December and April. The target retention rate for optional magazines is 75%, meaning that we attempt to achieve a number of subscribers in April that is 75% of the December number. Our actual retention rate is 69%, but this varies across publications. Three magazines have had a notable loss of subscribers; *Concurrency*, *Multimedia*, and *Internet Computing* are down 23%, 18%, and 13.7%, respectively. The target retention rate for transactions is 8.5%, while the actual is 6.8%. Two transactions have a notable loss of subscribers; *Transactions on Computers* and *Transactions on Visualization and Computer Graphics* are down 13.8% and 12.6%. Ben Wah stated that EICs have little control on this. However, things could be done; in December, just before renewal time, 1. publish good papers and good issues, 2. publish thicker issues, and 3. include surveys on emerging and important issues.
- e) Ben Wah then discussed responsibilities. EICs should define the direction of the publication, delegate responsibilities to others (the EIC should designate an Associate Editor to represent the EIC when he/she cannot attend a PUBs Board meeting), recruit good guest editors, recruit good Associate Editors, monitor all activities, and act when needed. Ben Wah stated that there should be a reasonable backlog; a short backlog increases the risk of delayed publication, while a large backlog inhibits prompt publication. Ben Wah suggested that the EIC interact with other Computer Society entities, such as conferences, technical committees, and other boards.

5. 8:51A **Ben Wah** discussed the magazine review committees, which are mandated by IEEE to occur every 5 years for every magazine. Its intent is to evaluate the scope of our products and to identify any problems. This year, three magazines are being evaluated, *Computing in Science and Engineering (CiSE)*, *Internet Computing*, and *Concurrency*.

- a) *CiSE*: This is a joint publication with the American Institute of Physics (AIP). There are 5000 individual subscribers and 530 institutional subscribers. Its financial position is good, and the editorial calendar is nearly complete through the year 2000.

Recommendations: Congratulations to EIC George Cybenko for a good job. The magazine should stay on its current course.. A subsequent review should be done in the year 2001.

- b) *Internet Computing*: There has been a 13.7% drop in subscriptions. The current subscription total represents a 31% share of the IEEE market.. It was observed that the content of *Internet Computing* overlaps considerably with *Multimedia*. In addition, it was observed that the Editorial Board has many people with interest in agents. After a slow start from its inception, it now operates with a \$5300 surplus.

Recommendations: Continue developing internet engineering. Make the content global (outside U.S.). Add more editorial board members, diversifying the technical areas covered. Attempt to encourage subscribers from outside IEEE. Consider combining with *Multimedia* (later this summer, there will be a meeting of the EICs to consider this).

- c) **Concurrency:** Despite the addition of new subjects, redesign, and added volunteer support, an acceptable retention of subscribers has not been achieved. 1999 subscriptions are down 22.8%. Ben Wah mentioned that the number of nonmember subscribers is small about 160. At this point, they will break even, and there is the prospect of a loss. Ben Wah reported that the CS Finance Committee recommended in their April meeting to cease publication of *Concurrency*. He also stated that the EIC wants to continue for at least one more year. Today, MOC will discuss this. To cease publishing *Concurrency*, PUBs must agree, as must the Board of Governors.
 - d) Ben Wah discussed the magazine review process. The committee consists of Ben Wah, Matt Loeb, Mike Williams, Sorel Riseman, Gul Agha, the EIC, and the ME. Next year, the review will include transactions. That is, next year, five titles will be reviewed - *Computer Graphics and Applications (CG&A)*, *Multimedia*, *Transactions on Visualization & Computer Graphics*, *Transactions on Computers*, and *Software*.
6. 9:05A **Matt Loeb** gave the Publisher's report. He discussed staff reorganization. Both Dick Price and Nancy Hays now serve as Group Managing Editors. Dick Price supervises a staff of 9, which handles *Software*, *Concurrency*, *Intelligent Systems*, and *CiSE*. Nancy Hays supervises a staff of 9, which handles *CG&A*, *Multimedia*, *Micro*, *D&T*, and *Annals* (moved from transactions operations). Matt Loeb discussed the Computer Society's E-News, which describes issues of general interest, including awards, upcoming articles, etc.. Initially, it is a basic service, which IEEE Computer Society members can reject or accept, but it is expected to evolve in the future as an electronic newsletter. Two issues have been sent out. After the third issue, it will not be sent to all members, only to those who accept. Matt Loeb reported that *Internet Computing* just finished a joint issue with *Internet Telephony* of the Communications Society. There were some problems, mostly associated with the fact that the Computer Society adds more value to the articles than does the Communications Society. Matt Loeb reported that advertising sales are down 13%, which he believes is due to the Internet. He stated that he expects more decreases. Matt Loeb stated that MOC and TOC will vote on page budgets and prices today. He also described 3B2 system for producing transactions. With this new system, a paper can be posted on-line as soon as it is finished; SGML is available as soon as the issue is sent to the printer. Alicia Barrett and Kathy Santa Maria developed and facilitated staff training on this. Matt Loeb thinks that we can achieve an increase of 40% in production, with a cost savings of about \$250,000/year. This is in a large part because now we do the SGML. A next step will be to evaluate the prospect of applying 3B2 to the magazines.

Next, Matt Loeb discussed a telephone survey of 100 transactions subscribers. Of those surveyed, 18% said keep it the same as now, 25% said they wanted electronic copy, and the rest felt that the present situation is fine, but they would be willing to change to adapt to electronic copy. There was an endorsement of a post-as-you-go, in which E-mail notification occurs when a new article is posted. There was indifference on the frequency.

Next, Matt Loeb discussed market penetration. He stated that we have not been able to penetrate the market outside of IEEE, and that this may be due to the fact that there may not be much of a market there; i.e. our best market is within IEEE. He stated that the market penetration appears to be something like

<i>Software:</i>	25%
<i>Internet Computing:</i>	31%
<i>Intelligent Systems:</i>	10%
<i>Micro:</i>	19%
<i>IT Professional:</i>	37%

These values are computed by comparing our IEEE subscribers with IEEE members who declared the topic to be within their areas of interest (as indicated on their membership form). He stated that anytime you penetrate the market to 20%, you are doing well. The survey revealed that 94% - 96% plan to renew *Computer* (i.e. their Computer Society membership). Before this value was 80%, and he feels that *Computer* is a retention tool.

7. 9:45A Break
8. 10:00 A The PUBS Board meeting broke into two meetings, one for MOC, Magazines Operations Committee, and one for TOC, Transactions Operations Committee.
7. 12:00 noon - 1:00P Lunch
9. 1:10P **Jon Butler** presented the report of TOC. He stated that the sentiment from TOC for a journal on Learning Technology was to discourage the submission of a full proposal. There were two main objections. It was felt that a broader proposal involving the use of distance learning, multimedia, etc. would be appropriate for the Education Society, but the present narrowly focused proposal would have too small a reader base to warrant publication. Second, the proposal itself was not well-written; there were few details and the proposed EIC was a junior person. There was a discussion in TOC about the generation of EIC reports, which were late this meeting. Jon Butler reported that Brad Terry, Matt Loeb, and Ben Wah will coordinate this process, so that data will be generated from the MMS, given to the EIC for their additions (special issues, new appointments, etc.), and then sent to Ben Wah for distribution. Jon Butler reported that there was discussion in TOC about the review form in the MMS Phase II all digital review. It was TOC's sentiment that this review should be different from the magazine review form because of questions related to the original contribution of the paper, appropriateness for expert audiences, etc.. Jon Butler reported that now EIC expenses will be handled by Brad Terry in Los Alamitos rather than through the Washington office. Jon Butler reported that TOC approved the proposed page budget and prices. Finally, Jon Butler reported that Transactions EICs were having problems with the staff regarding the processing of manuscripts. This included turnover and lack of response.
10. 1:27P **Matt Loeb** presented the report of MOC. He reported that MOC moved and passed unanimously the motion

"MOC recommends that Concurrency be terminated by the end of the year 2000."

This being a motion from committee, there was no second. After discussion, the motion was passed unanimously. Matt Loeb reported that MOC approved the proposed page budget for 2000. MOC also recommended an increase of 16 pages for CiSe for 1999 to be spread over two issues. Matt Loeb reported that MOC also did not support the pre-proposal for a journal on Learning Technology. The concerns expressed were the same as those expressed by TOC.

9. 1:36P It was agreed to combine the two motions of MOC and TOC regarding page budgets and prices.

"The proposed page budgets and prices for PUB Board magazines and transactions are approved.."

There was no second, the motion having come from committee. It passed with all yes votes, except for one abstention.

11. 1:38P **Mike Williams** discussed the conversion of *Annals* to electronic form. This required the scanning of all back issues of *Annals*. He discussed problems with the process, including "bleedthrough", in which figures from the back of the scanned page would appear on the scanned page. He stated that the process provided two forms, the actual scanned image and the electronic text which appeared approximately in the same position on the page. The latter allows for searching the text. He reported that it took 2 hours per issue and that, at this point, it appears that they will be done in September. He offered to discuss in more detail his experience to EIC contemplating the same project.
12. 1:46 **Zhiwei Xu** reported that the Beijing office is fully operational. They are starting to get applications, and a hard copy library is opened to the public. In addition, a digital library is operational. There are plans for a promotion through the news media. A three month trial period to attract new members is being implemented. An opening ceremony is planned for July, with a formal opening ceremony in August or September.
13. 1:50P **Ben Wah** discussed a process in which CS Press will be brought under PUBs. There will be a MOC, a TOC, and a POC (Press Operations Committee). This committee will consist of a Chair, the EIC, and three to five members at large. It will require a rewriting of the Computer Society's by-laws.
14. 2:05P **Ben Wah** declared PUBs to be executive session for the purpose of discussing EIC candidates for *Annals*, *D&T*, and *Transactions on Software Engineering*.
15. 3:22P **Ben Wah** reopened the PUBs Board meeting for normal business.
16. 3:23P **Sorel Riseman** moved and **Joe Urban** seconded

"PUBs accepts of the recommendations of all three search committees."

This motion was passed by a vote of 6 Yes, 1 No, and 0 Abstentions.

17. 3:24P **Ben Wah** called for any New Business. There being none, he called for any Old Business. There was none.

18. 3:25P The meeting was adjourned.

Respectfully submitted,
Jon T. Butler,
Secretary, PUBs Board