Publications Board VP Report

Ben Wah, 1st VP, Pubs

June 9, 1999

Richmond,VA

EIC Search

Journal	Current EIC	Search Comm. Chair
IEEE Design and Test	Yervant Zorian (1st term)	Tom Williams
IEEE Annals	Michael Williams (2nd term)	Joe Urban
IEEE Multimedia	William I. Grosky (1st term)	Alberto del Bimbo
IEEE TSE	Richard Kemmerer (2nd term)	Farokh Bastani

CS Strategic Plan

- **1.4: focus Pubs on planning**
  - **Already accomplished**
- **1.2, 1.3, & 1.6: volunteer recruitment and award**
  - **All awards are up to date**
  - **Volunteer recruitment: ongoing**
- **3.2, 3.3, and 3.6: electronic publications**
  - **More efforts needed**

CS Strategic Plan (cont'd)

- **2.2 & 2.3: IT-related products**
  - **More efforts needed**
- **2.4, 2.6, 2.7, 2.8, and 2.12: relationship to other program boards**
  - **More efforts needed**

Subscription Retention

- **Optional magazines**
  - **Target: 75%, 1998 actual: 69%**
  - **April'99 report (comparing Apr'98 and Apr'99)**
    - -23.1% for Concurrency
    - -18.8% for Multimedia
    - -13.7% for Internet Computing
- **Optional transactions**
  - **Target: 85%, 1998 actual: 68%**
  - **April'99 report (comparing Apr'98 and Apr'99)**
    - -13.8% for Trans. On Computers
    - -12.6% for Trans. On VCG

How the EICs can Help

- **Membership committee requests inputs from Pubs**

- **EICs have little control on retention**

- **Recommended measures for EICs**
  - **Publishing key articles near year end**
  - **Publishing thicker issues near year end**
  - **Publishing survey articles in Transactions**
  - **Focus on emerging and important areas**

EIC Responsibilities

- **Directions of your journal**

- **Delegation of responsibilities to**
  - **Associate EICs (potential future EIC candidates) for various tasks**
  - **Guest editors for special issues**
  - **Editors for regular papers**

- **Monitor of all activities**
  - **Healthy backlog and queue**
  - **Deadlines**

EIC Responsibilities (cont'd)

- **Subscription trend and retention**
- **Identification of qualified volunteers**
  - **New editors in relevantareas**
- **Rewards to your volunteers**
- **Interactions with other CS entities**
  - **Conferences**
  - **Technical committees and councils**
  - **Other program boards**

Magazine Review Committee

Ben Wah

VP, Publications

8 June 1999

Purpose of Reviews

✔ **IEEE requires reviews of all society periodicals a minimum of once every five years**

✔ **Evaluate scope of our products**

✔ **Analyze operations**

✔ **Make recommendations for changes and improvements**

Titles Reviewed in 1999

Computers in Science & Engineering

Internet Computing

Concurrency

CiSE

- **Financial Condition is good by virtue of the joint publication with AIP**
  - *5000+ individual member subscribers*
  - *530 institutional subscribers*
- **Editorial Board is large and strong with over 30 members; very active vols & EIC**
- **Editorial calendar is scheduled through 2000 and departments are planned**

CiSE Recommendations

- **Kudos to George Cybenko, Dick Price, and staff for their work on the merger**

- **Magazine should stay on its current course**

- **A subsequent review of this title should be scheduled for 2001, which coincides with the renewal of the publishing agreement with AIP**

Internet Computing Review

- **Circulation is -13.7% from 1998 levels; represents 31% market share of IEEE-member prospects**

- **Content overlaps with other CS mags, namely *MM***

- **Content needs focus---Internet Engineering**

- ***IC Online* is a good initiative**

- **Editorial Board appears to have many vols with interests in agents**

- **Magazine outreach: IETF, W3C**

- **After slow start, target surplus for 4th year will be basically achieved (~5.3K)**

IC Recommendations

- **Continue development of Internet Engineering editorial**

- **Make content more "global"**

- **Add more editorial board members with expertise in other related areas**

- **Continue development of *IC Online***

- **Research readership potential outside IEEE**

- **Facilitate a meeting between EICs of *Multimedia* and *Internet Computing***

Concurrency Review

- **Despite new title, mag redesign, increased volunteer support, broader editorial, and outreach, retention of subscribers has not been achieved.**

- **1999 subscription decline was 22.8% (Apr99)**

- **Nonmember subscriptions are low (~160)**

- **Financially, magazine is breakeven**

- **New EIC is very active acquiring content**

- **Content overlap with other titles significant**

Concurrency Recommendations

- **Finance Committee made recommendation to cease publication at its April meeting**

- **EIC wants to continue the title for at least one additional year**

- **Problems may be indicative of bigger organizational issues**

- **MOC needs to discuss and make a reasonable recommendation to PUBS**