

I E E E C S P U B B O A R D M E E T I N G  
February 18, 1998 - San Francisco, CA

A G E N D A

- 8:30 - 8:45am    1. Introduction (Wah)  
                  2. Adoption of Agenda (Wah)  
                  3. Approval of Nov'97 Minutes (All)  
8:45 - 9:15      4. Vice President's Report (Wah)  
9:15 - 9:45      5. Publisher's Report (Loeb)  
9:45 - 10:00     Break  
10:00 - 12:00    6/7. MOC/TOC Meetings  
12:00 - 1:00pm   Lunch  
1:00 - 2:00      8. MOC Report (Chang)  
1:15 - 1:30      9. TOC Report (Butler)  
1:30 - 1:45     11. TSE Status Report (Loeb) \*  
1:45 - 2:30     10. EIC Search Guidelines/Progress (Wah) \*  
2:30 - 3:00     12. Multimedia Proposals (Loeb)  
3:00 - 3:15     Break  
3:15 - 4:00     13. ITPro Proposal (Loeb/Pessel)  
4:00 -           14. New Business (Wah)  
                  Workshop  
                  15. Next Meeting (Wah)  
                  Adjournment

\* Change in agenda order during meeting

ATTENDEES: Jon Butler, Carl Chang, Alan Clements, Dante Del Corso, Richard Eckhouse, Bill Everett, Francis Lau, Ming Liu, Dave Pessel(part of time), Sorel Riesman, Ben Wah  
(names of other non-board member attendees not available)

MOTIONS ADOPTED AND ACTION ITEMS

ACTION(Loeb) Find out what information IEEE sends to the EICs, possibly have it sent to CS Pubs instead.

ACTION(MOC/TOC) Add to their agenda, discussion of MOC/TOC meetings (and EIC workshop?)

ACTION(Wah) Add discussion of EIC Workshop effectiveness to New Business in the afternoon

MOTION(from TOC) TOC moves that the paper stock for TVCG and TPAMI be improved to #60 Somerset Gloss paper. This will apply to the 1999 budget

RATIONALE: Needed to keep TVCG and TPAMI competitive with sister journals.

MOTION WAS CARRIED UNANIMOUSLY

FOLLOW-UP ACTION: EIC will send request in March time frame to publisher Loeb in order to develop necessary budget input to Finance Committee.

MOTION(Sorel/Corso) EICs be made voting members of the EIC search committees.

RATIONALE: Current EIC most likely has clearest view of what is required of new EIC.

MOTION WAS CARRIED(8-yes/1-no/1-abstentia)

MOTION(Sorel/Eckhouse) Search for newly appointed magazine EICs start and conclude 1 year in advance.

(This motion was not voted on. Wah indicated he would revise search committee procedures and recirculate for review)

MOTION(Sorel/Liu) The Pubs Board endorses the proposal for a new ITPro magazine

MOTION WAS CARRIED UNANIMOUSLY

ACTION(Loeb) Decide on EIC Workshop date and notify EICs, Pub board members.  
(candidates 8/9-10 or 8/16-17)

## MEETING NOTES

1/2/3. The meeting was convened at 8:36. Introductions were made. The agenda reviewed and adopted. The minutes from the November '97 meeting were reviewed and adopted.

4.(8:45) Wah presented the Vice President's Report (see paper attachment 1.). Publications board members were listed and Wah restated who could vote at pub board meetings. Following are highlights of the report

## Pub Board Members

Butler, Chang, Clements, Corso, Eckhouse, Everett, Lau, Liu, Pessel,  
Reisman, Wah

## 1998 Objectives

- Focus Pub Board on pub. planning & strategic direction
  - new product development
- Volunteer recruitment
- EIC appointments
- ITPro magazine and related products
- Continue integration of E-pub activity into editorial work flow

## Pubs Board Focus

- Strategic Plan
- Focus meetings on policy, strategy, and vision vs. operational issues
  - simplify reporting mechanisms and format
  - restructure meetings
  - provide systematic procedures for EICs and staff to resolve problems
- Review volunteer editorial jobs to make them more attractive
- Focus EICs on
  - technical aspects of journal
  - overlaps and future direction
- Focus staff on
  - management
  - marketing

## Pubs Planning and Direction

- Encourage rel'nship building with TCs, Conferences, ....
- Evaluate how current periodicals serve our markets
  - TSE
  - Multimedia
- Evaluate allocation of staff resources

## Volunteer Recruitment

- VP Pubs is req'd to recruit at least one new volunteer
- Editorial Boards and EICs must be encouraged to recruit new blood
- Publisher & staff must participate in identifying recruitment cand.
- Continue award process

## EIC Searches

- Search Guidelines
  - 12 searches in 1998, 9 new appointments
  - 5 searches next year
- Announcement of EIC positions early in CS home page

## EIC Searches

(summary of new and reappointments)

## IT Professional

- Products to recruit IT professionals
  - goal - 150K by year 2000
  - no single journal/magazine to serve this market
  - right market at the right time

## Continue E-Pub Integration

- Create ownership, responsibility, and accountability for e-pub activities within editorial process
  - review process & MMS
  - DLI process - archiving, abstracts & contents
  - maintaining periodical web sites
  - mind set change - the best way to deliver acquired information is .....??

1998 will be a busy, challenging and exciting year!!

5.(8:56) Loeb presented the publisher's report. Below are highlights of the report

#### OPERATIONS

- for xacts, currently hiring manuscript coor and trans assist, electronic files
- mms dev for phase 1 completed
- bldg renovations in LA continue
- ieee timeliness-to-publish initiative
  - Policy: not publish anything more than 2 years old
  - Does this apply to Annals?
  - Do I need to pay att'n to stuff from IEEE Pub (Piscataway)?
    - (loeb) Generally no! Pay att'n to CS stuff.
  - Loeb has copy of IEEE panel of editors mtg minutes if anyone is interested in a copy, Nothing of purport to CS Pubs board.

#### PERIODICAL ISSUES

- transactions staff eval new platform using an SGML-based application called 3b2
- will smooth things for EICs, possibly headache for staff
  - (diamond) Will SGML solve delay in getting HTML?
  - (loeb) Need to wait to handle
  - (liu) How will Equations be handled?
    - 80% materials received in latex. latex materials will be kept intact (no editing of embedded equations).
    - There is still a problem of consistent eq'n handling.
    - Defer to TOC mtg.
  - How will graphics be handled?
    - We now convert graphics to tiff files. Defer to TOC/MOC mtg.
- Finance Committee recommends TSE move to bimonthly
- CS&E/CIP partnership or merger?
  - From American Inst of Physics society, tried with SIAM nothing materialized.
  - Question of cross membership.
- Concurrency has laid groundwork to develop relationship with USENIX

#### MAGAZINE E-SUBS

- Options offered
  - E-subs
  - Combo
  - Student
- Very low take on e-subs/combo on renewals
  - Of 5911 new subs taken by 5799 new members
    - 58% paper
    - 19% electronic
    - 23% combo
- Do you send out email on avail of new electronic issue?
  - Not yet.
- Web introduces concept of renting rather than buying a product.
  - Members loose access when don't subscribe.
- Email-Accounts (?)
  - 15,000

#### WORKFORCE OF FUTURE

- positioning campaign for corp, academia, and members/students
- market segments
  - computer engineering
  - software engineering
  - information systems
- aggressive membership growth: 150,000 members by 2000

#### DISCUSSION ITEMS

- MOC/TOC mtg effectiveness, format, and freq.
  - add agenda item, effectiveness of MOC/TOC mtgs, alternatives?
- summer pubs work shop review
  - need fdbk on wkshp
- 2 IEEE Multimedia proposals introduced at meetings in LA
  - are meeting to resolve.

Adjourned at 9:45 for MOC/TOC Meetings

Reconvened at 1:10 pm. Loeb made an announcement that EICs will be given access to digital library in March time-frame. That may possibly be extended to editorial board members but is reluctant because some are not active participants/contributors.

8. (1:18) MOC Meeting Report.

MOC Agenda

1. Feedback on workshop
2. MOC/Pubs-Board Meeting format/frequency
3. EIC Search principles, practices
4. Can-do volunteer vs can-do staff
5. ITPro Proposal
6. MMS

Most of MOC meeting spent discussing effectiveness of current format/frequency of MOC meetings and EIC workshop. General Consensus is that both are effective as stands. There were a number of specific suggestions which are summarized in the detail MOC report. Breakout of morning into Pubs Board meeting first followed by MOC meeting perceived to be good. MOC heard the ITPro proposal. The MOC adopted the motion "The MOC supports the ITPro Proposal in concept but feels the name should be changed."

9. (1:25) TOC Meeting Report

TOC Agenda

1. Discussion of 3b2 Production Tool
2. Status of MMS
3. EIC Summary Reports
4. Effectiveness of TOC meetings and EIC Workshop
  - consensus is that they are effective

TOC introduced a motion to improve the quality of the paper for TVGC and TAMPI which was carried by the Pubs Board. (see paper attachment 2. for rationale).

12. (1:55) TSE status report (Loeb)

- Finance committee recommended to reduce from 12 to 6 issues per year with page budget of 900 pages
- agreed on need to work closer with EICs in developing page budget

10. (2:10) EIC Search Guidelines (Wah)

EIC positions

- recommended by pubs board
- with advise & consent of board of governors
- appointed by president of CS for 2 years

Search Committee

- chair non-voting except in tie
- current EIC (if not seeking reappt, non-voting)
- editorial board
- several outside members
- pubs board liaison (non-voting)
- managing editor(ex-officio, non-voting)

Search Sched

- jan 1 announcement published in computer mag
- jan 31 form search comm
  - ann pub in CS home page
- feb 15 status rept to pub brd
- mar 31 deadline for appl
- apr 15 deadline for vision statements
- may 15 final report on search,
  - candidates evaluation to VP Pubs
  - (suggestion, move up search one-year, overlap with EIC elect)

Identify Candidate

personal contacts

wkng experience with past present EB members  
CS managing editors  
past EIC  
Vision Statement  
    for new appointment  
        state experience  
        reasons for qualified  
        future directions for journal  
        current issues  
        ways to improve readability  
    methods to shorten reviewing time  
    other plans for improvement  
For current EIC seeking reappt  
    accomplishments  
....  
Eval criteria  
    tech achievements  
    experience  
    vision  
    exp with CS  
    conflicts of interest  
    org/leadership skill  
    personality amenable  
    institutional support  
    job stability during term  
    networking with peers and industry  
    EICs interactions with authors  
    EICs interactions with staff/reviewers  
Eval summary  

search comm report
may 15
search
cand
vision
resumes
inst letters of supp
comm votes
comm comments

  
guidelines will provide continuity in search process  
    Why current EIC non-voting member?

BREAK (3:05)

11. (3:22) EIC Search Progress (Wah)
  - 12 Searches underway
13. (3:25) MultiMedia Proposals (Loeb)
  - Two proposals for Multimedia mags in other societies
  - Investigated overlap
  - Expressed concerned to sister societies, they will evaluate and give feedback
  - We offered sponsorship and Ed Board talk to avoid overlaps
14. (3:28) ITPro Discussion (pessel/loeb) - (see paper attachment 3.)
  - Think there is a nice market, will address a segment of market not addressed in past

Committee members  
Objectives  
    mag used to recruit, bimonthly, 1999 472 pages  
    16,290 subs 15,000 new members  
Target readers  
    designers, ...

Scope

....

Topics

....

Source of manuscripts

conf, wkshps, mtgs

joint academic-industry sponsored projects

staff facilitated acquisitions and org contrib

based on model for computer and internet

Marketing

aggressive plan, invest \$400K

bundle periodical with membership

...

Serving the IT market

IT Pro, Conferences, Books, Standards, Curriculum, Certification

Task Force activity, Chapters

Next steps

board approval, EIC search and appt, build editorial board,  
recruit staff , editorial planning & article acquistion, ??

Marketing

(Discussion)

- concern about IT professional is not an engineer
- where are circuit breakers
- risk management

(A motion was made to adopt the proposal)

15. (4:02) New Business

EIC Workshop

- + there was consensus that it was needed and should be separate  
form MOC/TOC meetings
- + need to set the date soon so it is on peoples calendars

16. (4:18) Next meeting is June 3rd in Quebec Canada

Meeting was adjourned at 4:20pm