Minutes of a meeting between Marc Apter, Leah Jamieson, Moshe Kam and John Vig held at Newark Liberty Airport Marriot Hotel on 21 May 2005

1. IEEE website

The state of the IEEE web site was described and the consensus was that we face an emergency. The web site is disorganized and very difficult to navigate. The process of joining IEEE is particularly onerous, and it is almost impossible to add a society once you became a member.

MDC planned actions were described – MDC will develop a much simplified application form, designed to have a person join quickly and "in stages". First the candidate provides details to become an Associate Member, then upgrades to Member and joins societies. [There is no mention of the upcoming TAB Web Meeting in late July, and MDC's input to that meeting.]

There will be a report on the web during the June 2005 Meeting Series (including web usability).

Questions were raised as to whether there is money in the "Matt/Sony Barber budget" for web upgrade activity, whether we have a plan, and whether we will be able to implement a modified web site in reasonable time. It is not clear we have even stated the mission of our website, with respect to the public, the membership and the staff. It is not clear we have assigned the web issue to the most appropriate in-house staff.

Outsourcing was discussed. Should we outsource the web operation or do it in-house? Probably we need a web manager on staff with most of the actual work being done by outside firms.

It was decided to have a conference call with Sally Waeslik to discuss these matters.

ACTION: arrange a conference call between Marc, Leah, Moshe, John, and Sally.
COMMENT: the call was arranged for 9 June 2005.

2. Meetings in the summer

ACTION: A question should be raised about plans for ExCom/BoD summer meetings (special meeting of the BoD to approve by-law changes? Face to face meeting of ExCom on 13 August?)

COMMENT: the question was sent to IEEE Corporate Activities. Answer: there will be no special by-law BoD meeting; the ExComm meeting issue is still unresolved. [This could change if we need a meeting to approve a new ED.]

3. China and India

There was a short discussion. In spite of the great interest in taking action to advance IEEE standing in Chin and India, it is not clear there is a plan. The topic will be discussed during the plenary session and there is a need to understand whether it leads to concrete action. We appear to be moving very slowly.

 COMMENT: no action item was developed. [Subsequent to our meeting there have been some e-mails that make the need for a strategic approach even more critical.]

4. Executive Director (ED) issues

There was a general discussion of ED-related issues. An ED job description exists (as part of the by-laws) but probably needs more elaboration.

The most important element concerning the ED and the Board is relevant and honest reports by the ED on the state of the organization, with recommendations and warnings on potential problems and difficulties. The new ED should know that we expect candor. One way to achieve this is by specifying a template for the ED's presentations to the Board which would include specifically dangers, negative trends, and recommendations for change.   The new ED should be giving frequent reports to the coordinated circle of the 3Ps. Some presentations of the ED to the Board should probably be done in executive session without staff present.

Will the new ED have a contract? (COMMENT: this question was presented to Arthur Winston and he answered that there will be a contract; it will be brought to the BoD's approval in June).

One of the challenges facing the ED will be to assess the organization and administration of IEEE Staff. S/he may need outside help in accomplishing this review (using Mercer is probably *not* a good idea).

If we do not get a permanent ED by July we will need an Interim ED.

COMMENT: no action items were developed and no plans were made for follow-up. [I have asked Cleon for a copy iof the Job Description for the new ED.]

5. Staff issues

Major units should have a "no. 1" as well as "no. 2" leader. Quite often we have units that are unable to operate if the "no. 1" leader is not available.

COMMENT: no action items were developed. [Suggest we discuss this at our next meeting that includes our Staff Directors.]

6.   Strategic Planning

ACTION: Send to Ben Johnson the action item for the Board designating ExCom as the SPC (COMMENT: Done).

ACTION: Prepare a PowerPoint presentation to the Board (Moshe will do that).

If discussion with the Board is positive, a motion to accept the change in principle needs to be made from the floor by one of us .

The *New Initiatives Committee* should become *Strategic Initiatives Committee* under ExCom (this will be made part of our PowerPoint presentation).

7.   Affiliate Pilot

The planned Affiliate Pilot was discussed. There is a concern about possible defection of existing Members to the Affiliate designation and about new potential Members opting to become Affiliates.

COMMENT: No action items were developed. [This Pilot needs to be presented to MDC for vetting, oversight, and reporting to TAB & RAB. Need some kind of description for presentation to RAB in June.]

8.   Overhead

There is a need to track and assign overhead to our budgets. We need to investigate overhead on proposals. Every activity requires overhead charge.

ACTION: Investigate overhead on proposals (COMMENT: Moshe discussed with Karen Galuchie and sent the summary to FINCOM)

ACTION: bring issue to audit committee (COMMENT: this will be done in June).

9.   Governance

ACTION: Suggest a presentation of Wallace Read's committee report, during the plenary session in November 2005. Ask Mike Lightner if he wants to tackle.

COMMENT: this action item was not yet assigned to anyone for follow-up. [Since I was on the last Wally Read AdHoc Committee, I'll take the lead and ask Mike.]

10. Expert Directory

The proposed Directory was discussed. It is based on data mining of XPLORE information. Comments were made about potential invasion of privacy of authors, and potential disagreement of authors with the way they are presented by the Directory.

ACTION: Leah will carry comments to the group developing the Directory.

11. Virtual Museum

A request was made for VPs review our Virtual Museum and provide feedback to Moshe.

12. Transnational Committee

The scorecard was reviewed.

ACTION: Propose that high level message goes to N&A committee with information and request to balance nominations.

COMMENT: this item was not assigned to anyone for follow-up. [I've asked for the percentages of US vs non-US members, who aren't students. This will better help the N&A Committees.]

13. Benefits to members outside the US

The practicality of trying to develop credit card/insurance benefits for members outside the United States was discussed. No action item was developed. The VPs may want to discuss this item again in August. [I'll talk to Brian Lee about this at the OU Series.]

14. IEEE name change

ACTION: we will propose a constitutional change for November making the name of the organization IEEE (eliminating "the Institute of…")

15. Life members

ACTION: Approach the Life Member Committee and propose an assessment of the long term effects of Life Member benefits and possible modifications.

COMMENT: this item was not assigned to anyone for follow-up. [I have asked the Chair of the LM Committee for thoughts on the problem caused by increasing LM's and decreasing full-pays.]

16. Job site

There was a discussion of the future of the job site. A committee under PSPB runs it. It is doing better than a year ago but the number of jobs is still small. Where does the job site go? We discussed intern and co-op jobs for students, posting of research opportunities, optimization for a region. Consensus was that this is a member service and we will make money off companies, not members.

COMMENT: no action items were developed. [Current Job Site Committee should address this and send us a report via Leah.]

Minutes summarized by Moshe Kam 2 June 2005.