ComSoc Industry Communities Board  Meeting -- Monday, 5/22/17 at ICC

Attendees: Ian Wong, Narisa Chu, David Alvarez, Yang Yang, Peter Mueller, Sumei Sun, Karen Pannullo, Daphne Lee, Roberto Di Pietro, Deep Medhi, RaoufBoutaba, Mehmet Ulema, Rob Fish, Geng Wu, Amitave Ghosh, Scott Atkinson, Alex Gelman, Prosper Chemouil, Celia Desmond, Hendrik Berndt, Chris Mayer, Ed Peterman, Andreas Muller, Adam Greenberg

Discussion on how to get better membership statistics.

* David Alvarez talked about the Member Relation Management system, which is based on Salesforce.
* Currently in the midst of the project and getting toward data imports; challenges around customizing Salesforce and bringing in data from different sources (CVENT for conferences, Oracle, training.)
* Goal is to analyze who is a member and for how long, use data as basis of marketing campaigns.
* IEEE has a field asking about affiliation but this is optional, so this data is inconsistent. May be able to set up an alternative for ComSoc members by making this question mandatory in conference registration.
* Expect to be live early- to mid-June. Next step would be to start training staff and eventually volunteers.
* challenges we have is with data -- IEEE has a field asking about affiliation but this is optional so inconsistent.

Rob Fish followed up on the discussion about member affiliation by floating the idea of surveying the membership using statistical sampling.

* He noted that the VP of membership also is interested, and suggested the Industry Communities Board make a request to the marketing committee to get started.
* The question of who the survey should come from and who designs the questions would be decided between marketing and membership.
* It's been a several years since a member survey was last done and the group was unsure what was asked.

Discussion of content that ComSoc currently produces and its value to industry.

* Challenge is there is too much content, hard to filter.
* Common belief that the content of ComSoc magazines does not always address expectations and needs of practitioners.
* Ideas for improvement include making changes to current magazines to attract more industry content or make a new publication dedicated to industry practitioners.
* Although this direction remains TBD, Industry Communities Board took the action to start proposing topics
* Discussion of an SDN newsletter geared toward industry; motion in front of ComSoc board to absorb the majority of the SDN initiative into ComSoceffective 1/1/18. (Note: this motion was approved by the BoG at its May 24 meeting.)
* Alex Gelman discussed the new Communications Standards magazine; leverage this board to publicize (first issue March, next in June.)
* Talked about content, what to make free, what to limit to members. A "member wall," is coming that would limit certain content only to those with a ComSoc membership;  still need to decide what we make available to whom and how to curate it.
* Just making content available is not enough; need to make sure we are effectively marketing it. Bundle publications for practitioners at a special price?
* Talked about sponsored content (want to make available to a large audience; viewer has to provide information to sponsor in order to consume.)
* Attach CEUs to more of our content?
  + ComSoc has an Educational Services board that is looking for new course ideas; CEUs are given for those courses. Those who are interested in proposing a course can contact tara.gallus@comsoc.org.
  + Any other content that can have CEUs attached?
* Question about who oversees panels, along with a suggestion about asking panel organizers whether or not their panel is public and if content can be re-used. Alan Kaplan oversees as chair of GIMS; Luis took the lead on reaching out.
* Deep shared recommended components for IF&E Forums with the group via email.

Daphne Lee talked about the ComSoc website redesign, which is currently in progress. Need to get recommendations around what should go behind the member wall; Ian volunteered to be POC for these recommendations and to ensure material is accurate as it is rewritten during the redesign.

Industry Communities Website update (http://icb.boards.comsoc.org/)

* Per Chris, charter updated to reflect new industry communities name.
* Discussion of where the Industry Communities site belongs in relation to the larger ComSoc site. Decision to keep separate because the Board's site does not have deep content and the setup provides an easy way for Board members to make content updates via self service.

Status of Industry Awards

* ICC 2017 Industry Forum Award -- Plaque for most attended industry panel.
* Need to promote as an “official” award.
* There is a full schedule of panels including 4:30-6 on Wednesday, so the challenge is award timing. Need to announce award after conference is finished.
* As part of Luis's input to Alan Kaplan, ask for this award to be added to the GIMS handbook.
* Discussion of putting past Industry Forum Award winners on Industry Communities Board website.

IF&E Program update (ICC 2017)

* 18 timeslots (including CTO Forum, tutorials), a couple not accepted (overlapping topics, quality issues were main reasons for rejection.)
* Got broad range of representation from industry (manufacturers, carriers.) Also had podium presentations at coffee breaks, which were geared toward exhibitors and sponsors.
* Two industry tutorials were proposed and accepted; 60% paper acceptance rate from industry.

Industry Forum for GLOBECOM

* Have about 15 submissions with more to come.
* Feedback was that too much time elapses between submission deadline and conference; the deadline comes too early to commit to coming to conference. Should have early submission deadline but leave some flexibility without making it too late.
* Waive reg fee for invited panelists? Pay travel expenses? Luis says this is where guidelines will be useful; in general free one-day registration for day of panel can be given, travel expenses not. Good to communicate in advance.
* Luis recommended asking for contact information for speakers when people propose a panel give contact info for speakers. This will help ensure anyone coordinating the program can circulate info directly to speakers without relying on the organizer to pass it on.

Input to ComMag for Industry

* General consensus is that it is good, but could be better. Perhaps give quick overview of what's inside at the beginning of each issue.
* Each board member who gave an opinion on this reviewed their feedback as condensed on page 7 of the meeting handout.

Rob Fish encouraged members to propose one or more summit ideas. These one-day topical events are a good way for communities to express themselves. More discussion to be had within the individual communities.

Next face-to-face meeting of the entire board will be at GLOBECOM (December, date TBD, Singapore.) Phone meetings to be scheduled monthly for board officers.