

Background: The financial state of SSIT is precarious. The Technical Activities Board (TAB) and upper level IEEE administrators expect us to take significant action to improve our financial condition. SSIT's largest expense is producing *Technology and Society* magazine. SSIT's Publication Committee (PubComm) has been working with SSIT's Board of Governors (BoG) for approximately a year to determine a means to significantly reduce publication costs while maintaining the quality and quantity of T&S articles.

At their October 2010 meeting (Boston), SSIT BoG achieved two major goals.

1. BoG quantified "significant reduction in cost": \$34,000/yr.
2. BoG recommended a means for reducing T&S publication cost: establish on-line only publication of T&S by the first issue of 2012.

On the basis of these decisions, we reached the following formulation for directing and guiding PubComm's future action.

Charge to SSIT Publications Committee from SSIT BoG / October 2010 SSIT BoG meeting (Boston):

Reduce the annual production cost of *Technology and Society* magazine by \$34,000 by the 2012 publication year. This provides a baseline reference cost for T&S publication of \$93,000/yr¹.

SSIT BoG Recommendation to SSIT PubComm(October 2010): Consider publishing T&S on-line only.

Response of SSIT Publications Committee:

Exploring the possibilities of publishing T&S on-line with IEEE Publication personnel, Ms. Terri Bookman discovered that the IEEE is planning to require all IEEE societies to publish all publications on-line for the basic society membership fee by 2012. Based on IEEE Publication information for publishing on-line², PubComm has developed three possible schemes for publishing T&S that include on-line publication as the core basic membership form of receiving the magazine.

No form of on-line publication can be implemented for zero dollars. To maintain a debt-neutral effect of these schemes, financial data has been presented as the dollar amount that the basic

¹ In this document, dollar values are rounded to convenient numbers. The \$93,000 value comes from data found in 2010 PubComm Report 2 or 2010 PubComm Report 3. This \$93,000 value assumes that publishing on-line will have zero cost; this is, of course, an approximation. As detailed in this report, the yearly cost for on-line publication is roughly \$3,000. This small cost can be covered by a modest increase of the SSIT basic membership fee as discussed in this report.

² On-line cost data was obtained *via* several emails from Peter Tuohy, Director of Periodicals Production Services, IEEE Publishing Operations.

membership fee would have to be increased to cover the cost of implementing on-line publication (the lump sum dollar cost of implementation is also provided for your information). The last scheme includes a surcharge option for an enhanced membership choice.

Scheme A: Publish on-line using IEEE's "Full Subscriber Package." This package includes a number of useful services beyond on-line publication (ABC/BPA audit, reminder email to members, reporting package, My Qmags Page display package, tracking information) for a modest fee of \$1000/year. Lump sum cost = \$3200/yr. **Required SSIT membership increase \$2.**

Scheme B: Publish on-line (scheme A) + all members receive a yearly archive CD-ROM containing the contents of all four yearly issues. Lump sum cost = \$13,000/yr (assumes 2000 members, no distinction between U.S and international members). **Required SSIT membership increase = \$7** (this number would actually produce a little "profit" – i. e., a slight reduction in our current debt beyond the stated \$34,000/yr).

Scheme C: Offer two levels of membership. *Basic membership* = Scheme A (on-line only). Thus, **required SSIT basic membership increase = \$2**. Also available would be an *enhanced membership* that would provide the yearly archive CD-ROM described in Scheme B. **Required surcharge for SSIT enhanced membership = \$10** (this surcharge would reach a break-even point when 300 members choose it; surcharge income beyond the first 300 members would contribute to reducing our current debt beyond the stated \$34,000/yr).

Comments on Scheme C:

Comment 1: One advantage to the \$10 surcharge beyond basic membership is that (presumably) many Life Members would finally have to contribute some money to SSIT (assuming that many Life Members would choose the enhanced option). I wish to call your attention to the fact that I am a Life Member.

Comment 2: One possible disadvantage to Scheme C is that the IEEE may not be able to handle any complications in IEEE memberships beyond basic membership within the time frame presented here (activating the production process by January 2012).

Comment 3: A little detail on the CD-ROM financial data. There is a fixed cost of \$1880/yr ("creating the master") and then a cost of \$4 for each CD burned and mailed.

Beyond any of the above membership schemes, all individual IEEE members may choose the "print-on-demand" option from IEEE for any electronic publication and create a paper copy. If I understand Mr. Tuohy's emails correctly, any single issue of T&S could be printed to paper and mailed in this fashion for about \$12 (I will willingly stand corrected on any of this since my understanding of his remarks are a little fuzzy in this area).

Summary Table

| Publication Scheme | Basic Membership Increase | Enhanced Membership Surcharge |
|--|----------------------------------|--------------------------------------|
| A. on-line (with support services) | \$2 | ----- |
| B. on-line (scheme A) + archive CD-ROM | \$7 | ----- |
| C. Basic = on-line (scheme A) Enhanced = add archive CD-ROM | \$2 | \$10 |

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Submitted by: Robert Whelchel, Chair SSIT Publications Committee
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