

**DRAFT Minutes**  
**SSIT Telecon**  
**8 April, 2014**

1. Welcome and Introductions (Jacob)

The meeting opened at 1903 GMT, 3:03 PM EDT by President Laura Jacob. Attendees present in person and on the phone introduced themselves (listed at end of the minutes).

2. President's Comments (Jacob)

Laura said that the meeting should be kept to an hour, as some members had another meeting to join immediately following.

3. March 2014 Telecon Minutes (Terman)

Lew noted that there was no recording of the February telecon; however, apparently nothing happened that needed to be recorded for the long term., except for the recording of the Board of Governors results:

As reported on the February 2014 SSIT Telecon: results of the SSIT BoG election for 2014- 2016 terms were Greg Adamson, Ken Foster, and Sarah Pfatteicher.

The March minutes were passed as previously distributed.

4. Treasurer's Report (Hudgins)

Laura reminded everyone that all budget item requests should have been given to Jerry by now (and, if not, that they should be sent to him immediately).

Prior to the meeting, Jerry sent a new Treasurer's report that is current through March of this year. Periodicals income and expense are above the budgeted amounts, but the YTD net is positive compared to budget. Conferences is a little ahead of budget, but money is currently coming through. Variance is just over \$17K more than budgeted three months into the year.

Jerry participated in the TAB Treasurer's Webinar on 20 March, which reviewed budgeting and planning for 2015. Several items in the Treasurer's report are highlighted, which are to be focused on this year. May 15<sup>th</sup> is the first deadline for input for the 2015 budget (Jerry needs input by May 1<sup>st</sup>) and should include high-level numbers on: member dues; member/non-member subscription pricing; number of T&S issues and total page count for the year. Other items listed that aren't highlighted are not prioritized as far as Jerry knows, but he asks for correction if he is wrong. May 1<sup>st</sup> info should be ready to go as long as there are no changes.

A recommendation was made to increase dues, since SSIT is potentially at risk of running in the red next year if other income sources are not found. A priority list of projects could be made if the 2015 actuals are positive to budget (e.g., professional logo; magazine re-design) which SSIT could be prepared to execute.

Jerry said that since there was a surplus in 2013, 3% of the reserves that could also be budgeted, as well as 50% of last year's surplus, for initiatives or projects. Harold said that the 3% addition to budget is for initiatives, which must be specifically identified in the budget.

Currently SSIT has about 1,600 members [*NOTE: that was in December; it is currently about 1,200 – LMT*] although many are Life Members who do not pay dues; estimate around 1000 members pay due). Harold was concerned about the impact on membership if dues are raised, but thought it would be raising dues by a few dollars if membership will not be lost. It was suggested to gradually raise dues a dollar or two each year to avoid losing members.

**MOTION:** a motion made to raise IEEE member dues from \$32 to \$33 for 2015. The motion passed.

Jerry asked if T&S might change from 4 issues to 6 issues or if the page count will go up. Joe indicated that the number of pages and issues will stay the same in 2015.

Member pricing was discussed. Electronic distribution of T&S is currently bundled with membership, and so will increase to \$33. The subcommittee recommended that the cost for printed T&S be kept at \$120. The number of print subscribers actually increased in 2014 over the 2013 (360 vs. 356). This was a welcome surprise: for the 2013 renewal, the print price was set relatively high at \$120, thinking there would only be a few subscribers, and we would need to make sure the print cost was recouped. Because of the way IEEE bills, the default for 2013 renewals was the \$120 print option: before the 2013 renewal year, everyone received print, and thus this was the default option for 2013, and perhaps members did not know to opt out. A few people asked for refunds. For 2014 that problem went away because the only people who were given the default option of print were those same 356 print subscribers from 2013, yet the number of print subscribers actually increased slightly to 360.

Harold said it doesn't sound right that they were not able to permit Societies to have an "opt-in" for print rather than an opt-out; however, it had been requested of IEEE and turned down by IEEE. Terri said that it went through lots of different layers of IEEE including the Pubs department, and we were told it was too complicated to make the change to the system. Terri will ask them to do it this year. (Laura said, from this point out, things should be okay because people will default to what they had before, but said this needs to be fixed on the IEEE level). Laura noted that last year SSIT had a surplus of about \$15K, primarily due to income from the print publication, that it was an important revenue stream and perceived as something members were willing to do.

MOTION: to leave the non-member and member print pricing at the 2014 levels. The motion Passed.

Initiative projects will need to be defined. Jim said he had sent several ideas for 2015 projects: e.g., an idea is to clean up videos using IEEE TV as a source (they can quote a price).

Laura asked if SSIT is projected to be in the red for 2014. She was told that the budget is in the black by about \$10K, due to a large surplus that was not budgeted from 2013. There are currently no projections for 2015; they will be developed around 1 June. Each committee has been asked to make suggestions this year, so they can be reviewed and evaluated as a group instead of serially as they come up, as has been done in the past.

5. Membership (Kun)

No report.

6. Publications (Herkert)

Publications budget request has been submitted. The requests are as follows:

**Magazine re-design (\$4,400).** Two bids were received, and the IEEE bid was selected at a one-time cost of \$4,400. This does not include an SSIT logo redesign, but will include a magazine logo” redesign.

MOTION: a motion was made to accept the \$4,400 IEEE bid. During discussion, there is a request to add consideration that any 2014 surplus be used to fund this, as well. The motion Passed.

**iPad app for magazine (\$340 first year; \$240 per year thereafter)** that will be incorporated into the IEEE newsstand app. The quote is \$340 for the first year includes set-up expense. There is an ongoing expense of \$240 a year. This doesn't include a backlog. Questions: will they get around to an Android version? Could people buy issues this way who are not otherwise subscribers? Terri said it's \$10 more a month to include a store, and that she will look into it (and that this was built into the cost).

MOTION: A Motion to accept the iPad app was made and Passed.

ACTION ITEM: Terri to look into including a store in the iPad app.

**Request for travel for editor to 2015 IEEE Panel of Editors (POE) meeting (\$2,700).** Katina has not been able to attend previous IEEE POE meetings, since she is in Australia; it is felt it would be very valuable for her to be able do so, and something she should do at least once.

MOTION: A motion to support travel of Katina to the POE meeting was made. The motion Passed.

**Online paper submission system.** This will be considered at the next telecon, because cost data is not currently available.

**ACTION ITEM:** Discussion of the on-line paper submission on future Telecon

7. Conferences (Joffe)

No report

8. Other Standing Committees

a. Chapters (Hall)

- i. Phil sent out a written report, and encouraged people to have a quick look at the Chapters page on the Web site, noting that some Chapters have “child” pages to the parent pages on the site. Only several have their own stand-alone pages. Some are broken, and many haven’t been updated in some time. Phil is currently developing an Australian page as a template and will encourage the other Chapter Chairs to look at it.

He has also created a LinkedIn group, with 7 of 20 Chairs currently signed up. He wants to focus on using these tools to get the Chapters working together and communicating.

- ii. Phil submitted a budget request for 2015 to fund a Chapters Chair summit meeting at the ISTAS conference. The Chairs will travel at their own expense. It will cost approximately \$1,000/\$1,200 to cover equipment, refreshments, etc. The recommendation is to include this as a line item on the 2015 budget, but be sure it is practical later.

**MOTION:** to fund a Chapter Chairs Summit in 2015, with the understanding that the funding of this item will be contingent upon being able to fit the expense into the final 2015 budget. The motion Passed.

- iii. Phil will engage Chapters in a discussion of having a budget line to support some Chapter activities.  
(ACTION ITEM)

b. Distinguished Lectures (Arkin)

- i. No report

c. Fellows (Foster)

- i. No report

d. Awards (Kjell)

- i. No report

e. Nominations (Engel)

- i. President and Vice President for the 2015 term must be identified soon; Laura and Jerry will work out which recommendations to bring to the Board. Laura said she will contact Jerry later today to learn more about the Nominations position and to discuss potential candidates.

(ACTION ITEM)

- ii. Board of Governors positions: if anybody has ideas for candidates, please contact. The BoG election is a vote of the full SSIT membership.

Jerry and the Board of Governors congratulated Laura on her elevation to Senior Member of the IEEE.

f. Web

- i. Laura gave a quick report on the web status. Jim Isaak will soon be the point person on the web. The new site is ready to go, but things need to be sorted to point to the new site.

ACTION ITEM: Needs to be resolved by the next meeting.

Both sites are currently live, though a lot of content needs to be updated. The old one must be taken down fairly quickly to avoid confusion as to which one should be looked at, as both now show up in search engines. The DNS management activity needs to be transferred to IEEE, who can switch so that it is transferred to the correct URL.

9. Long Range Planning Committee / Strategy Committee (Adamson)

Jim and Lew have distributed thoughts on a Governance structure revision. Jim reviewed the proposal:

2-year term as President: with a President-Elect -> President -> Past President cycle, similar to other Societies;

some titled positions for should be Chairs (possibly re-titled as Vice Presidents - if so, this must be reflected in the SSIT governance documents). Publications and Conferences are two that could possibly be re-titled.

Hal suggested that the PE should chair the N&A committee (since his/her next position is determined), and the PP should chair the Long-Range Planning Committee (taking advantage of the insight developed as President). The full presidential cycle would then be six years. He also suggested more clarity of what each of the Chairs and their respective committees are responsible for.

There are concerns about the proposed VP/President-Elect/Past-President structure due to the longevity of the position commitment.

The proposal includes two new Board level positions (Technical Topics, eChannels). There was discussion about whether those should be titles, functions, board level positions, etc. Discussion will continue on-line and in future meetings.

(ACTION ITEM)

It was noted that the BoG needs to reach a decision on future conferences.

(ACTION ITEM)

## 10. Old Business

From the last meeting – the action item about establishing a Media Subcommittee: Laura discussed this with Jim. The idea coming forward is to create the position of Electronic Communications Chair, who will be in charge of social media outlets such as YouTube and other types of web presence, and encourage chapters to bring people into a variety of roles there, and also be a commenter on various social media outlets so there is constant SSIT communication and interaction.

## 11. New Business

Laura welcomed Sarah Pfatteicher as a newly elected Board member, and Rakesh Kumar as the newly appointed Rep from Division I. Also, John Impagliazzo has also been appointed as the Rep from Division IV. [All three positions are voting members of the BoG]

## 12. Next Meeting / Adjournment

The meeting adjourned at 2013 GMT, 16:13 EDT. The next telecon will be held 13 May at 1900 GMT, 3 PM EDT. It is likely be very short due to the in-person meeting at the ISTAS meeting later in May. Terri needs input for the Magazine by May 9<sup>th</sup>.

Attendees: Laura Jacob, Jerry Hudgins, Lew Terman, Terri Bookman, Harold Flescher, Kimball Williams, Phil Hall, Joe Herkert, Jim Isaak, Greg Adamson, Jerry Engel, Rakesh Kumar, Sarah Pfatteicher