

IEEE Section Value and Communications through Web 2.0

IT services and the future

Sept. 20, 2008

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Context and Topics

- Diverse range of IT/Web based services
 - From many sources inside (& outside) IEEE
- 360 degree view of the member is the key
- Role of online collaboration & community

- Discussion, ideas, leads, requirements...

IT & Web development

- IEEE IT – ideally with a clear champion
 - Defining requirements & business model
- Publications – Xplore based tools
- Societies, Standards
- MGA, Regions, Sections, Chapters
- Developing new tools
- Leveraging web tools
 - 1581 Yahoo Groups for example

IT services you should know about

- Entity Web Hosting (<http://ewh.ieee.org>)
- Email aliases, lists, etc.
- Vtools (booth 26 – Sun 10:45 rm 204A)
- Ecollaboration (booth 44)
- IEEEtv (booth 22)
- SamIEEE (booth 25)
- 360 degree view (myIEEE+) Sun 13:30 rm 202
- Web Conferencing (booth 14)

- Test drive – Collaboration & vTools

eCollaboration Activity

- Online group/community – topic or geo focus
- 'instant' creation – agile response to opportunity
- WebAccount Based (not just “members”)
- Suite of Apps:
 - Calendar, blog, wiki, document share
 - Threaded discussion – 'email list' (archive)
 - Flexible moderation options (open, closed)
 - RSS feeds, links to relevant content, etc.

Current “Strawman”

- Open source Content Management System
- Based on Liferay
 - Computer Society test bed
 - Used as part of www2.computer.org
 - Test set up here at sections congress
- (follows a number of alternate prototype runs)

The “360” Opportunity

- If we really know who you are
 - We can connect you with best-fit resources
 - Over a million technical articles are published per year – growing exponentially (not just IEEE)
 - Over a million individuals accessing Xplore per month (and growing)
 - 1000's of conferences & technical meetings
 - New fields of work emerging every year
 - Use your past selections, explicit options, “people like you”, and related communities
To identify relevant content & recommendations

Let's see where this might go

- This is not real, and may not become real

C:\Users\Jim\Videos\IEEE Make an Impact FINAL.wmv

360 View - Key to engagement

- Knows your needs – potential articles, events
- Knows your schedule - “connect you with”
- Watches out for your interests
 - News Flash

- Could incorporate product placements
 - Or suggest sponsored content (transparent)
 - Revenue stream to hold down/reduce member costs
 - IEEE “public mandate” - vs shareholder profit is an opportunity to assure privacy

Questions and Suggestions

- Some questions for you
- IEEE as a focus vs Employer, school,
 - But also Facebook, LinkedIn, etc.
- Value of social networking – online
 - With related professionals
- Advertising revenue opportunity – Pros/Cons
- What are the “Killer Application” opportunities?

What's next?

- What do you and your colleagues want?
- Distinguishing characteristics
- Please don't stop the dialog here
 - Go to Booth 44 and provide feedback
 - And see the demo, add your ideas

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