



## Council GRID Services



Paul Wesling  
SFBAC Communications Director and  
GRID Editor  
p.wesling@ieee.org



## The GRID “System”

- The GRID is a **powerful publicity utility** for Chapters in the Bay Area Sections: SCV, OEB, SF
  - As a monthly PDF – the **GRID.pdf**
  - As a twice-a-month **e-GRID** email to Members & others
  - As a **website** (events come up in Google searches)
  - As a web log (**blog**) with Google indexing within 30 minutes – **www.e-grid.net/BayAreaTech**
  - Aimed at both **Members** and **non-Members** (to encourage non-members to attend and get involved)

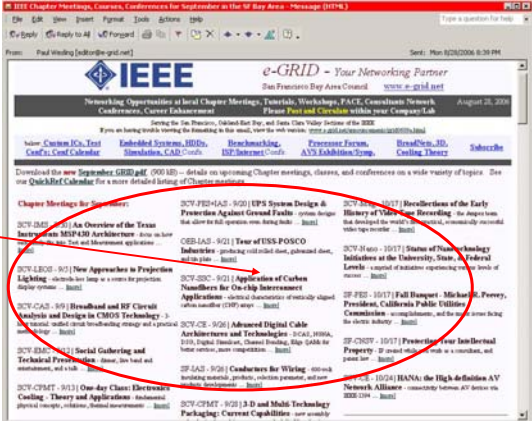




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## GRID services: the e-GRID

**“Push” Technology** – Sent as an email to all Council Members twice a month

- All future upcoming meetings, plus conferences, short courses, seminars
- Sent also to **non-Member** subscribers (ListServ)
- There is also a **text-only version**, for those who request it



• The **e-GRID** tends to be forwarded to co-workers around the company/lab

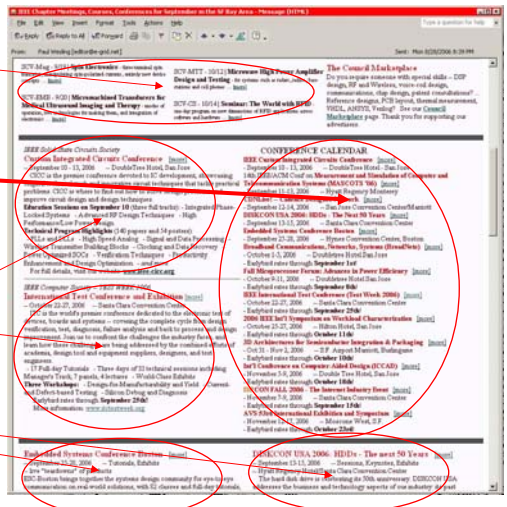


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## GRID services: the e-GRID

Upcoming Chapter meetings – summaries, links

- The **e-GRID** Conference Calendar lists upcoming conferences, workshops
- Conferences – plus Chapter-advertised seminars, classes and workshops – are profiled for 6 to 8 weeks before the event

*(demo)*



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## GRID services: the GRID Website

- Links to the **Marketplace, QuickRef Calendar, "contact us"**
- Each Chapter meeting is profiled, and linked to details on your own website
- Paid banner ads for upcoming conferences
- Banner ads for Chapter-advertised Seminars, Courses

The screenshot shows the IEEE GRID website interface with red circles and arrows highlighting:
 

- Navigation links: HOME, GRID HOME, INTERVENING CALENDAR, QUICK REF CALENDAR, MARKETPLACE, CONTACT US
- Online Grid for the week of August 29, 2004
- News and Meetings section with various event listings like SCV-EMB-9/15, SCV-ED-9/7, SCV-PEP/IAS-9/15, SCV-SSC-9/16, SCV-CPMT-9/16, SCV-ENS-9/29, and SCV-CPMT-10/13.
- A banner for SECON 2004 conference.

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## The GRID Blog and RSS Feed

Meeting Title, Details All, or "Category":  
 Eg, BioEng, Comm'ns, Computers/SW, Power, Design, Engng Mgmt, Nano, Optics, Semiconductors


- Search function

WordPress automatically creates an RSS feed ...

[www.e-grid.net/BayAreaTech](http://www.e-grid.net/BayAreaTech)

The screenshot shows the BayAreaTech blog page with red circles and arrows highlighting:
 

- Meeting details for "Facilitated Networking, aka 'Offshore' Panel Discussion by evening @ e-Grid and the IEEE Bay Area Council".
- A search bar on the right side of the page.
- An RSS feed icon at the bottom left.



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## The GRID RSS Feed

eg, SAGE in Firefox browser (sidebar)

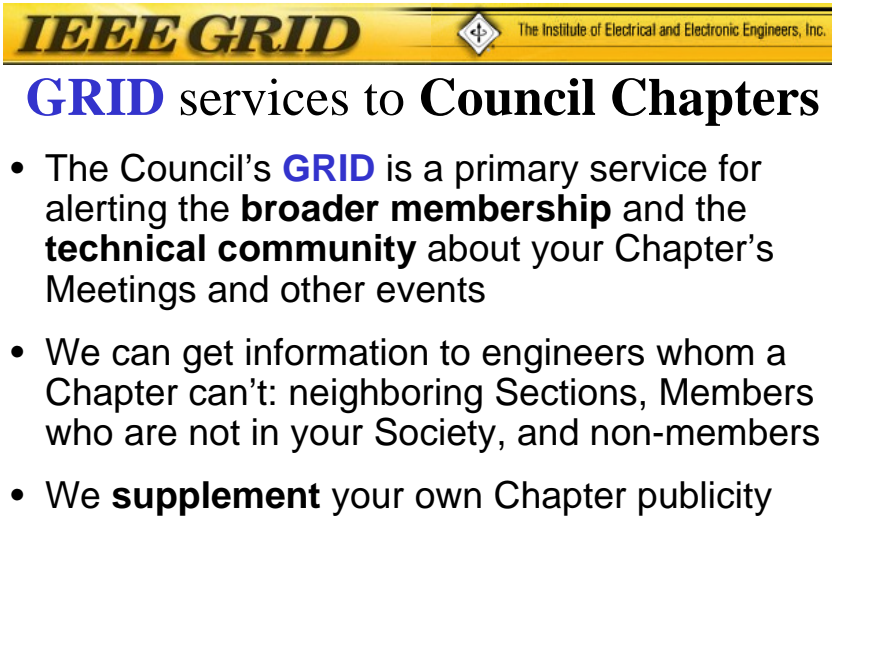
Various Subscriptions (CNN, NYTimes, CNET, etc)

Most recent 10 "Stories" in blog

Story Summaries

[www.e-grid.net/rss](http://www.e-grid.net/rss)

The screenshot shows the IEEE GRID RSS Feed website. At the top is the IEEE GRID logo and the text 'The Institute of Electrical and Electronic Engineers, Inc.'. Below this is the title 'The GRID RSS Feed' and an RSS icon. The main content area displays a list of recent stories, with the most recent one highlighted. A sidebar on the left shows various subscriptions, including CNN, NYTimes, and CNET. A detailed view of a story is shown on the right, with a red circle highlighting the text 'Today's engineering managers need to be able to manage projects where some, or even all, of the engineers are located offshore...'. The URL 'www.e-grid.net/rss' is provided at the bottom.



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## GRID services to Council Chapters

- The Council's **GRID** is a primary service for alerting the **broader membership** and the **technical community** about your Chapter's Meetings and other events
- We can get information to engineers whom a Chapter can't: neighboring Sections, Members who are not in your Society, and non-members
- We **supplement** your own Chapter publicity

The slide features the IEEE GRID logo at the top. Below the logo is the title 'GRID services to Council Chapters'. A bulleted list of three points describes the services provided by the Council's GRID. The first point states that the Council's GRID is a primary service for alerting the broader membership and the technical community about Chapter meetings and other events. The second point states that the Council can get information to engineers whom a Chapter cannot reach, including neighboring Sections, Members who are not in the Chapter's Society, and non-members. The third point states that the Council's GRID supplements the Chapter's own publicity.

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## GRID services: Council Chapters

- The **GRID** publicizes **free** Chapter events (such as lunch or evening meetings) **without cost**.
- A **low-cost** course, workshop or seminar is publicized at no cost. If the **non-member fee** is less than **\$70/day** (\$80, if lunch is included), or **\$40/half-day**, then the event is not considered to be a fund-raising event, and **GRID publicity is free**. (half-page ad, e-GRID, etc)

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## Rates for Council Chapters

**e-GRID** (to 25,000 IEEE Members, guests) and **GRID.pdf** (monthly PDF Magazine, posted on first day of month)

One <b>e-GRID</b> profile and three appearances in <b>e-GRID</b>	\$600
Same, plus half page ad in <b>GRID.pdf</b>	\$800
Same, but for 2 months in <b>Calendar</b> , two <b>GRID.pdf</b> half-pages	\$1000
Same, but with full-page <b>GRID.pdf</b> ads for two months	\$1250

**Bundled Packages** (intended for Conferences)

Three <b>GRID.pdf</b> pages, rotating banner ad, 2X/mo in <b>e-GRID</b> email	\$1700
Two <b>GRID.pdf</b> pages, rotating banner ad, 2X/mo in <b>e-GRID</b> email	\$1250
Same, except two <b>half-page GRID.pdf</b> ads	\$1000

**Must be financially sponsored by the Chapter or Section to qualify for these 50% "B" rates**



## Where the Fees Go

- **Income** from the ads sold by the **GRID** are used to cover the cost of providing the free/subsidized **GRID** publicity services to our Chapters
- The **surplus** generated goes to the Council budget, which then can be used by Sections for Chapter rebates, grants for educational programs, etc.
- For 2008, the **GRID** should generate about **\$30,000** above all expenses, to be divided between the three Sections



## When do we need your inputs?

- **Deadlines** are usually around the 10<sup>th</sup> and 22<sup>nd</sup> of each month, for the mid-month and month-end **e-GRID** and the next month's **GRID.pdf**.
- But **earlier is better!!** We usually get it posted within a day (sometimes with the hour)
- The **Blog** entry goes up when we first post the event, and then it is reposted the Friday before the meeting.
- We will publicize events up to three months in advance.
- An email goes out to all Chapter officers twice a month, with actual deadlines – be sure you're seeing it.



## Our Tools

- Adobe **Dreamweaver** for HTML code editing and website updating (FTP)
- Adobe **FireWorks** for creating graphical ads and progressive-GIF animations
- Open-Source **WordPress**, for blogging/RSS (installed on our server)
- Intuit's **Quicken Home & Business** for billing
- A CGI PERLscript for serving up the ads
- **1and1** web hosting (ISP)



## GRID services: More Information

*Download from our website:*

Single-Sheet "Chapter Advertisements" Flyer

[www.e-grid.net/docs/chap-flyer.pdf](http://www.e-grid.net/docs/chap-flyer.pdf)

Six-Page "Conference Advertisements" Flyer

[www.e-grid.net/docs/conf-flyer.pdf](http://www.e-grid.net/docs/conf-flyer.pdf) *(demo)*

Five-Page "Marketplace Advertisements" Flyer

[www.e-grid.net/docs/marketplace-flyer.pdf](http://www.e-grid.net/docs/marketplace-flyer.pdf)

Two-Page "Web Page Sponsor" Flyer

[www.e-grid.net/docs/sponsor-flyer.pdf](http://www.e-grid.net/docs/sponsor-flyer.pdf)



## Your Chapter's Networking Partner

- Each of you should already be on my [e-grid-input@ieee.org](mailto:e-grid-input@ieee.org) Dlist, to hear about deadlines for monthly **GRID** input
- Questions, Answers, Discussion

Paul Wesling  
SFBAC Communications Director and GRID Editor  
[p.wesling@ieee.org](mailto:p.wesling@ieee.org) or [editor@e-grid.net](mailto:editor@e-grid.net)  
SCV: 408-331-0114 OEB: 510-500-0106 SF: 415-367-7323