




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 (circulation of about 25,000)
 - As a **website** (events come up in Google searches)
 - As a web log (**blog**) and RSS feed - Google indexing in <30 minutes – **www.e-grid.net/BayAreaTech**
 - As a **Google Calendar** that people can integrate into their own Calendar
 - Aimed at both **Members** and **non-Members** (to encourage non-members to attend and get involved)



The Institute of Electrical and Electronic Engineers, Inc.


GRID services: the GRID.pdf

Front cover of the **GRID.pdf** is a **hyperlinked index** to the issue (like SJ Merc, Wall St Journal, etc)

- Each Chapter mtg is profiled, linked to the full details inside
- Conferences are profiled and linked to internal ads
- Your Chapter Seminars, Courses are highlighted, linked to internal descriptions


(demo)





The Institute of Electrical and Electronic Engineers, Inc.



GRID services: the GRID.pdf

- Each **Chapter meeting** has its own feature page with overview of talk, details, bio sketch, and space for our advertisers
- These **can be "extracted"** from the full PDF to provide a Chapter with a small document (~60 kB) that can be circulated separately to Members





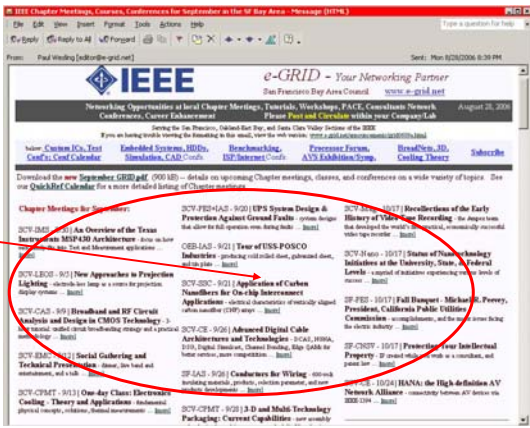
October 2004 Visit us at www.e-grid.net Page 19



The Institute of Electrical and Electronic Engineers, Inc.



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

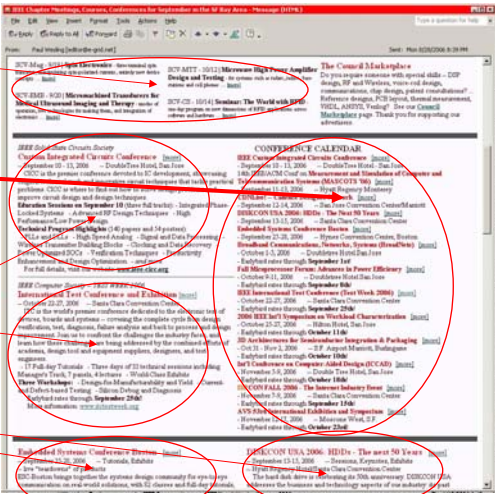


The Institute of Electrical and Electronic Engineers, Inc.

GRID services: the e-GRID (cont.)

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)



IEEE GRID The Institute of Electrical and Electronic Engineers, Inc.

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 **Chapter 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 pointing to various features: the navigation menu (Marketplace, QuickRef Calendar, Contact Us), the 'Online Grid for the week of August 29, 2004' section, the 'News and Meetings' section listing various technical events, and a 'SECON 2004' banner advertisement.

IEEE GRID The Institute of Electrical and Electronic Engineers, Inc.

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

The screenshot shows the IEEE S.F. Bay Area Council e-GRID's BayAreaTech blog page. It features a calendar for February 2008, a list of upcoming meetings, a search bar, and an RSS feed icon. Red circles and arrows highlight the search function and the RSS feed.

IEEE GRID The Institute of Electrical and Electronic Engineers, Inc.

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

IEEE GRID The Institute of Electrical and Electronic Engineers, Inc.

IEEE Transactions example: Issue of Trans-CPT

Titles of 37 papers

Abstracts of all papers in the December issue

Easy to do a quick browse of a journal's contents and select papers of interest

All IEEE Transactions have an RSS feed; select from within XPLORE
 Look for an orange "RSS" or "XML" → **RSS FEED**



Blog Posts / RSS Stories

- For the **GRID**:
 - I average about **80 Posts per month**
 - Google “camps on” our RSS feed; response is about 30 minutes from “post” to a Google “notify”
- An RSS Feed for your **Chapter**?
 - Subscribers expect news at least a few times a week
 - A Chapter may generate two Posts a month
 - Perhaps post your meetings/events to **an existing blog in your specialty**



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
- About 35% of IEEE Members have NOT joined any Society – your Chapter can’t get to them.
- 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

IEEE GRID
The Institute of Electrical and Electronic Engineers, Inc.

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)

IEEE GRID
The Institute of Electrical and Electronic Engineers, Inc.

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

Bundled Packages (intended for Conferences)

Three GRID.pdf pages, rotating banner ad, 2X/mo in e-GRID email	\$1700
Two GRID.pdf pages, rotating banner ad, 2X/mo in e-GRID email	\$1250
Same, except two half-page GRID.pdf 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** generated about **\$40,000** above all expenses, to be divided between the three Sections or for tri-Section events (eg: picnic)



When do we need your inputs?

- **Deadlines** are usually around the 10th and 22nd 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 to our website 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

Six-Page "Conference Advertisements" Flyer

www.e-grid.net/docs/conf-flyer.pdf *(demo)*

Five-Page "Marketplace Advertisements" Flyer

www.e-grid.net/docs/marketplace-flyer.pdf

Two-Page "Web Page Sponsor" Flyer

www.e-grid.net/docs/sponsor-flyer.pdf



Other Resources

- How to set up and configure an IEEE ListServ email list:
 - www.e-grid.net/docs/listserv-setup-06.zip
- Other suggested tools for Chapter support:
 - Online Spreadsheet, Word Processing, Collaboration: [Google Docs](#)
 - Calendar: [Google Calendar](#)
 - Discussion Groups: [NING](#), [IEEE Communities](#), [Yahoo Groups](#), [LinkedIn](#)



Your Chapter's Networking Partner

- Each of you should already be on my 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 or editor@e-grid.net
SCV: 408-331-0114 OEB: 510-500-0106 SF: 415-367-7323