

# IEEE Collabratec™ PILOT

## Volunteer Leadership Orientation

**Dave Green, Past Region 3 Director  
Member of Collabratec Steering Committee**

**Thanks for the slide deck to start from:**

**IEEE Member & Geographic Activities Team**

**Updated: 8 April 2015**



# Briefing Outline

- ▶ Overview
- ▶ Features highlights
- ▶ Communities

# Overview



# What is IEEE Collabratec™ ?

- ▶ IEEE's professional networking / collaboration platform
- ▶ Open network, with exclusive member privileges
- ▶ Facilitates interactive communities and collaborative research
- ▶ **Competitively positions IEEE for the future of professional networking, publishing, and career development...**



**Specialized service with a scope and depth of expertise in engineering and technology not found in general social networks**

# Motivation: Member and Author Satisfaction

- ▶ **Need to meet member expectations with a 21<sup>st</sup>-century, professional networking experience**

- 25% gap between importance and satisfaction with IEEE opportunities for professional networking

- ▶ **Need for IEEE to maintain its position as a world-class publisher**

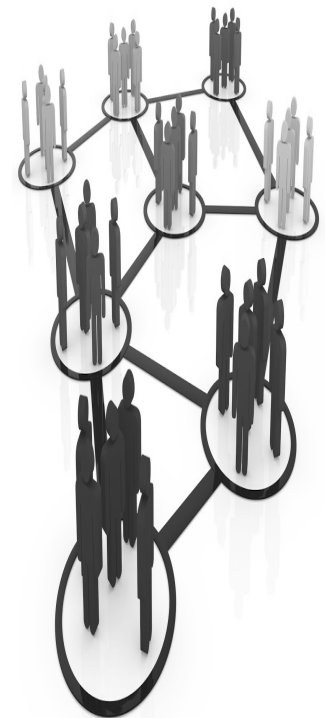
- Increasing number of mergers and integrations by publishers with collaborative authoring platforms

2011 IEEE Member Segmentation Study	Importance	Satisfaction
Opportunities for Professional Networking	71%	46%
<b>Gap in Service</b>	<b>25%</b>	

# Objectives

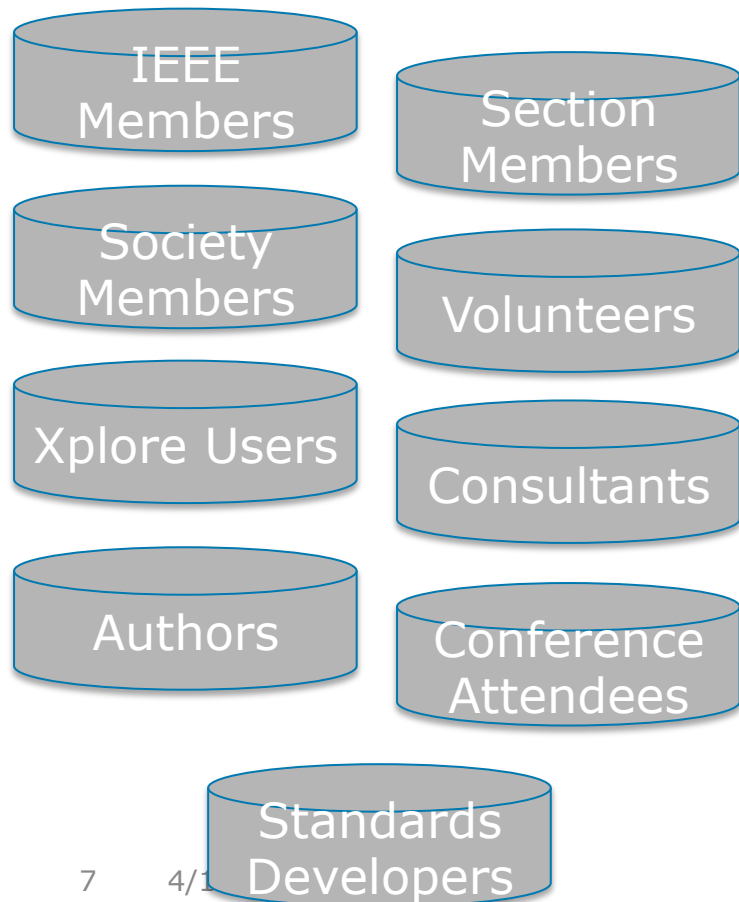
Serving the professional needs of IEEE audiences to:

- ▶ strengthen connections with the global community of technology professionals
- ▶ facilitate professional development and networking
- ▶ remotely collaborate in a seamless way
- ▶ access and manage the information they need in their profession in an efficient way
- ▶ accelerate research and publication with improved tools

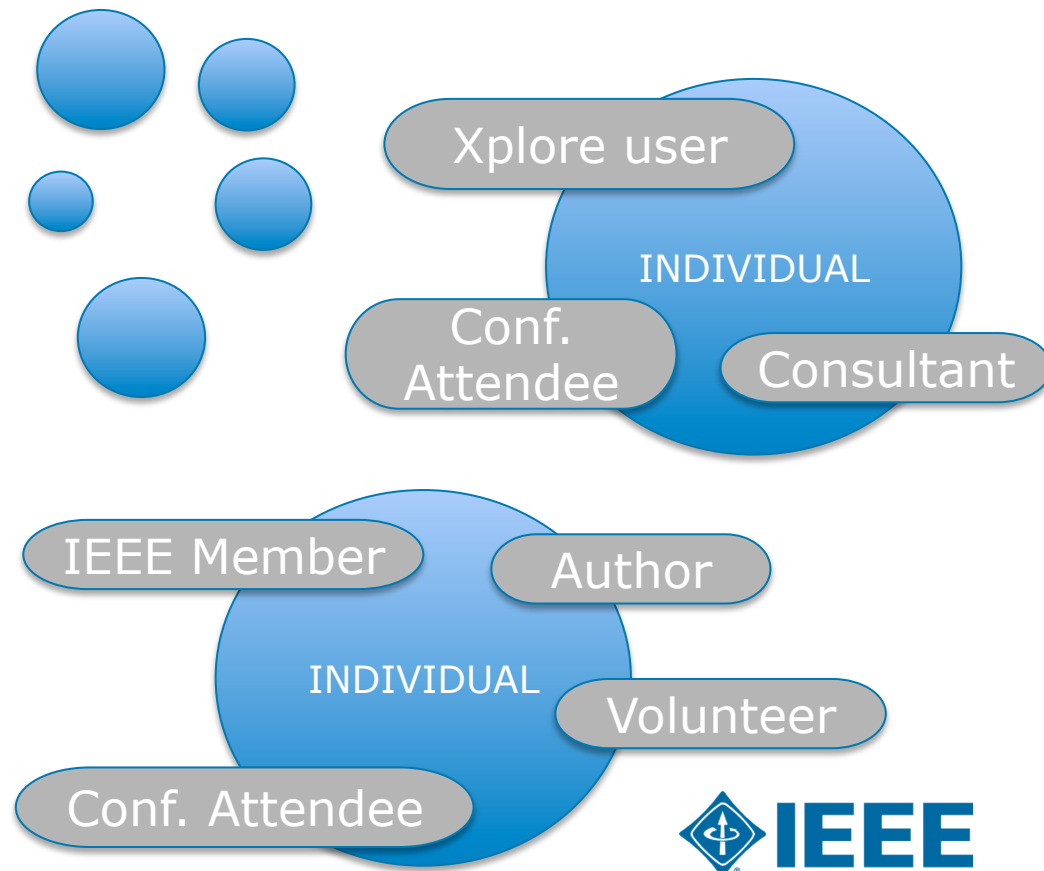


# Re-Thinking the Engagement Model

## Traditional Organization Unit Perspective



## IEEE Collabratec™ Perspective: One person with one or more affinities



# Development Progress

- ▶ Summer 2013 – Evaluation conducted of several options for building the service
- ▶ Nov. 2013 – Board approves 2014 budget – asks for full business plan by February
- ▶ Feb. 2014 – Board receives and approves business plan
- ▶ Aug. 2014 – Demonstration at Sections Congress of development progress
- ▶ Dec. 2014 – Launch of Pilot
- ▶ 1Q-2015 – Volunteer Leadership Training





# Feature Highlights



# Features at a Glance (March 2015)

functions	All	Members	Volunteers
<p><i>Today's focus</i></p> <p><b>Networking</b></p>	<ul style="list-style-type: none"> <li>Professional Profiles</li> <li>Privacy settings</li> <li>Peer-to-peer connecting</li> <li>Activity stream</li> <li>Communities</li> <li>Notifications</li> <li>Integration w/ 3<sup>rd</sup>-party networks</li> </ul>	<ul style="list-style-type: none"> <li>Member grade badges</li> <li>Enhanced privacy settings</li> <li>Exclusive communities</li> </ul>	<ul style="list-style-type: none"> <li>Volunteer badging</li> <li>Vtools integration</li> </ul>
<p><b>Career Development</b></p>	<ul style="list-style-type: none"> <li>Profile management / career history</li> <li>Communities</li> </ul>	<ul style="list-style-type: none"> <li>Preferential placement in recruiter search results</li> <li>Exclusive communities</li> </ul>	n/a
<p><b>Research</b></p>	<ul style="list-style-type: none"> <li>Content discovery, library management; importing citations and documents from multiple services</li> <li>Private collaboration groups</li> <li>Cloud-storage</li> </ul>	<ul style="list-style-type: none"> <li>IEEEExplore</li> <li>Google Scholar</li> <li>Microsoft Academic</li> </ul>	
<p><b>Authoring</b></p>	<ul style="list-style-type: none"> <li>Collaborative document development</li> <li>Profile management / published works</li> <li>Bibliography generation</li> <li>Communities</li> <li>Cloud-storage</li> </ul>	<p><i>For example...</i> Requirements or design specifications, Application notes, Consulting proposals</p>	

# Profile Management

**Profile...** Standardized layout for multiple constituencies who engage with IEEE, enabling robust professional networking.

The screenshot shows a user profile for Professor David G Green. At the top left is a profile picture of a man with glasses. To the right of the photo is the name 'Professor David G Green' and two buttons: 'Manage' (with a gear icon) and 'Message' (with an envelope icon). Below the name is a membership status 'Active Senior Member' with a dropdown arrow, and location tags for 'Birmingham', 'Alabama', 'USA', and 'Alabama Section'. The 'Interests' section contains several tags: 'Educational robots', 'Engineering education', 'Embedded software', 'Software', 'Collaborative work', 'Courseware', 'Documentation', 'Software engineering', 'Programming', and 'Software prototyping'. The 'IEEE Groups and Memberships' section lists various IEEE societies and communities, including IEEE Education Society, IEEE Society on Social Implications of Technology, IEEE Communications Society, IEEE Computer Society, Big Data Community, Internet of Things Community, IEEE Membership, IEEE Society on Cloud Computing, IEEE Computer Society Technical Council, and IEEE Professional Communication Society.

## Key Features

**Consolidated** view into individual interests, biography, and connectivity

**User updates** per engagement with others and activities

**Linkage** to profiles on other professional and social networking platforms

# Professional Networking

**People...** Access to the people engaged in the world's largest, technical professional society.

The screenshot displays the IEEE People search interface. On the left, there are three filter sections: Relationship, Country, and State. The main area shows a list of users, with the first one, Vincenzo Piuri, highlighted. A search bar at the top right of the main area shows 'Italy' selected and a 'Reset' button.

**Relationship**

- All
- IEEE Volunteers
- Authors
- My Communities
- My Network


**Country**


- USA (250)
- India (82)
- Colombia (56)
- Canada (49)
- Brazil (24)
- Italy (24)
- United Kingdom (8)
- Spain (7)


Enter a country

**State**

- Turin (3)
- Pavia (2)
- Cagliari (1)

**Vincenzo Piuri**   
Università degli Studi di Milano  
Crema, Italy  
IEEE Women in Engineering Membership IEEE Robotics and Automation Society Membership ... More

**Giorgio Vitetta**   
University of Modena and Reggio Emilia  
Modena, Italy  
IEEE Internet of Things Community IEEE Smart Grid Community ... More

**Gianluca Setti**   
Ferrara Univ Degli Studi Of  
Ferrara, Italy  
IEEE Signal Processing Society Membership IEEE Electromagnetic Compatibility Society Membership ... More

Showing 1

Italy x Reset

g+ Follow 0

## Key Features

**Grade badging** to distinguish IEEE members among each other and other users

**Search faceting** to locate users by specific criteria and level of engagement

**Connectivity** through shared interests, invitation management, and messaging



# Professional Networking (cont'd)

**My Network...** Personalized list of professional contacts, members and non-members, within the Collabratec experience.

**My Network — 61**

**Pending Requests — 0**

Search

Name	Organization	Location	Actions
Abhilash M	CAPGEMINI INDIA PRIVATE Ltd Nitte Meenakshi Inst Of Tech	Bangalore, Karnataka, India	Message, Settings
Amir Zahoor	National Univ Computer & Emerging Science- Chiniot Faisalabad Blekinge Inst Of Tech		Message, Settings
Antonio Luque Estepa	University of Seville	Sevilla, Sevilla, Spain	Message, Settings
Augustojose Herrera	Employer Unknown	Cordoba, Cordoba, Argentina	Message, Settings
Bruce Gomez	IEEE Institute of Electrical and Electronics Engineers	Riscataway, New Jersey, USA	Message, Settings
Adam Skorek	Quebec Univ Of-Trois Rivieres	Trois-Rivieres, Quebec, Canada	Message, Settings
Antonio Ferreira	Universidade Federal do Rio de Janeiro	Rio de Janeiro, Rj, Brazil	Message, Settings
Arjun Pillai	Employer Unknown Chengannur College Of Engineering	Thiruvalla, Kerala, India	Message, Settings
Brian Pratz	IEEE	Freehold, New Jersey, USA	Message, Settings
Casey Schwartz	IEEE Institute of Electrical and Electronics Engineers	Riscataway, New Jersey, USA	Message, Settings

## Key Features

**Recommendations** based on profile attributes and engagement in IEEE


**Management** of existing and pending connection requests

**Messaging** capabilities with IEEE Collabratec™ contacts


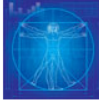






# Professional Networking (cont'd)



**Communities...** Harnessing self-defined and shared interests to foster peer-to-peer dialog and collaboration.

 **Communities**

**My Communities**

 <b>Bangalore, India</b> 86 members	 <b>Bio</b> 74 members	 <b>Chicago, USA</b> 71 members
 <b>IEEE Young Professionals</b> 69 members	 <b>IEEE Photonics Journal</b> 59 members	 <b>Washington DC, USA</b> 76 members

**You are eligible to join these exclusive communities**

 <b>Atlanta, USA</b> This community provides participants with professional and technical networking opportunities in and around Atlanta. Participate in discussi... <a href="#">More</a>	<a href="#">Learn More</a>
 <b>Austin, USA</b> This community provides participants with professional and technical networking opportunities in and around Austin. Participate in discussio... <a href="#">More</a>	<a href="#">Learn More</a>

## Key Features

**Discover** technical, professional or geographic communities

**Access** to communities based on IEEE or Society membership


**Consistent** user experience and feature-set across communities

# Settings


**Settings > Attached Services...** Enhanced experience through the ability to integrate utilities, resources, and/or social networks.


Settings Attached Services

Connected Storage Services


 Google Drive


Connected Social Services :

 Google+

 LinkedIn

Social Services to Connect :

 **Orcid**  
Connect your Orcid account to invite your network to IEEE Collabratec.

 **Twitter**  
Connect your Twitter account to invite your network to IEEE Collabratec.

## Key Features

**One-stop** management of services connectivity with other networks

**Supports aggregation** of feeds from other networks into IEEE Collabratec™



**Cloud storage** connectivity regardless of location or device


# Home page

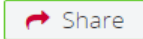
**Activity Stream...** Updates from people, resources, and events of interest to you and your connections.



Filter Activities All Activities ▾


- All Activities
- Attached Services
- Connections
- Events
- News/Updates

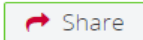
 **Maïke Luiken** shared **Bioenterprise Corp Receives Funding** via LinkedIn  3 minutes ago






 Congratulations to Bioenterprise Corporation, Guelph <http://epec2015.ieee.ca/>, for attracting new funding to support its commercialization s... [More](#)






 **Randall Redondo** shared **Flying Selfie Bots: Tag-Along Video Drones Are Here** via LinkedIn  27 minutes ago

 Illustration: Matthew Hollister In last year's January tech issue, I focused on the disturbing threat to privacy that unmanned aircraft seem... [More](#)



 **Rafal Sliz**   is now in your network.   2 hours ago

-  University of Oulu
-  Univ Of Oulu
-  Oulu, Oulu, Finland

## Key Features

**Targeted** opportunities to users by their defined interests and engagement

**Aggregation** of updates from contacts and connected services

**Filtering settings** to expand or contract scope and breadth of activity feed

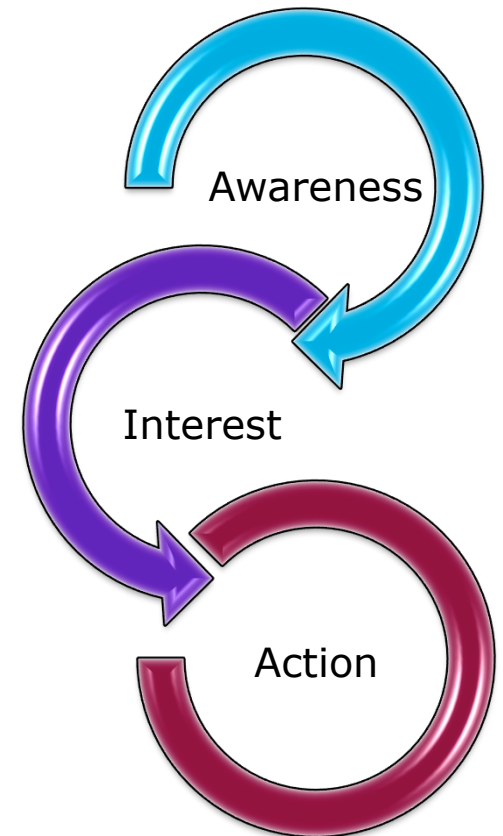


# Communities



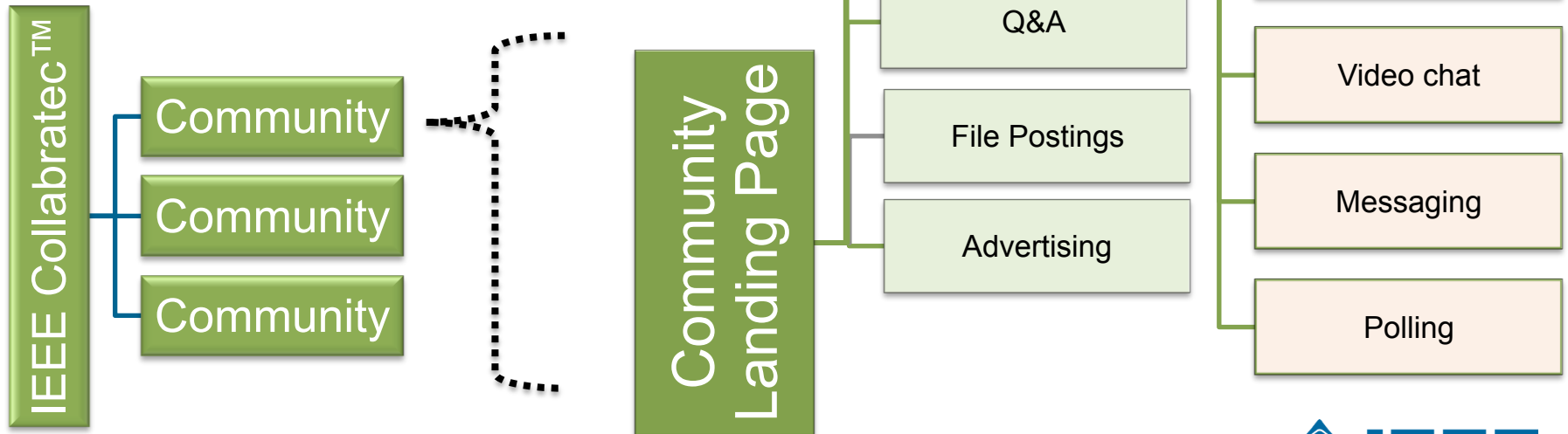
# Pilot Communities

- ▶ **Variety of communities** representing different interests, audiences, and participation requirements
  - Communities may be sponsored by one or several entities
- ▶ Technical-oriented
  - Cloud Computing, Big Data, Biomedical, 'All-Society Tech Lounge' concept, TAB Volunteer-oriented, possibly SSIT; Phased roll-out during Pilot
- ▶ Geo-based
  - Organized around *municipalities*, with Sections serving as administrator; Open to all users of IEEE Collabratec™
- ▶ Event-oriented
  - Women in Leadership, IEEEExtreme (persistent communities for annual events)



# Sponsored Communities (functional view)

- ▶ Two spheres of the community experience: IEEE Collabratec™ and G+ (optional attachment)
- ▶ G+ offers additional capabilities, and extends community visibility within Google ecosphere



IEEE Collabratec™  
PILOT



# Sponsored Communities

## IEEE Collabratec™ Experience

- Landing page
- Community provider (sponsor)
- Participants
- Calendar
- Activities
- Files
- Q&A
- Advertising
- *Extended experience*

## Extended experience

- Participants
- Discussion strings
- Polling
- Messaging
- Video Chat

(optional, attached G+ / Google account)

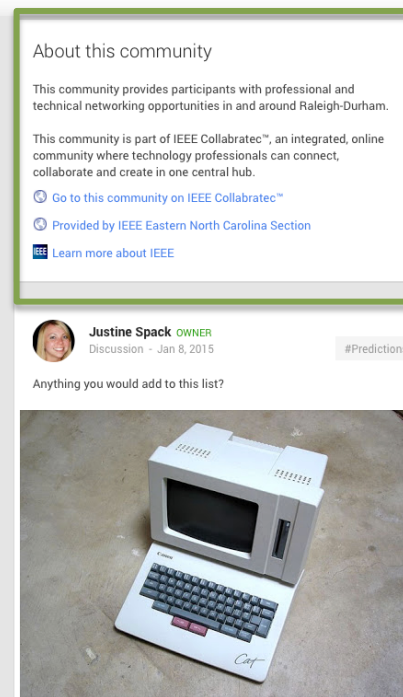
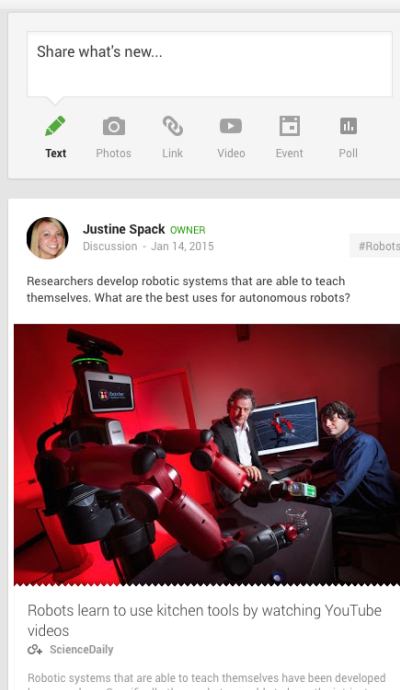
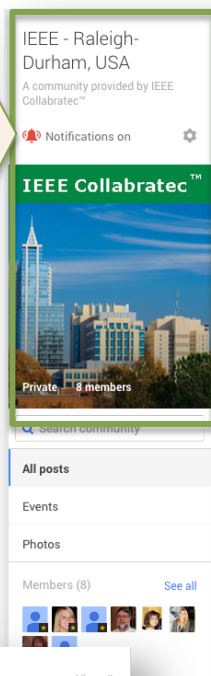
# Extended Community Experience

(within G+ / Google, optionally attached)

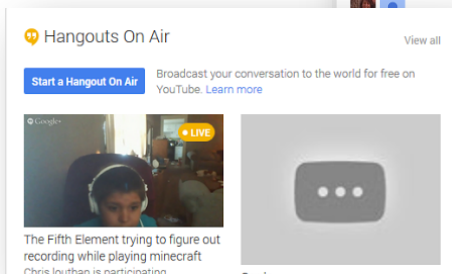
## Features

- Participants; Discussion strings; Polling; Messaging; Video Chat

Community name and graphic (same as IEEE Collabratec™)

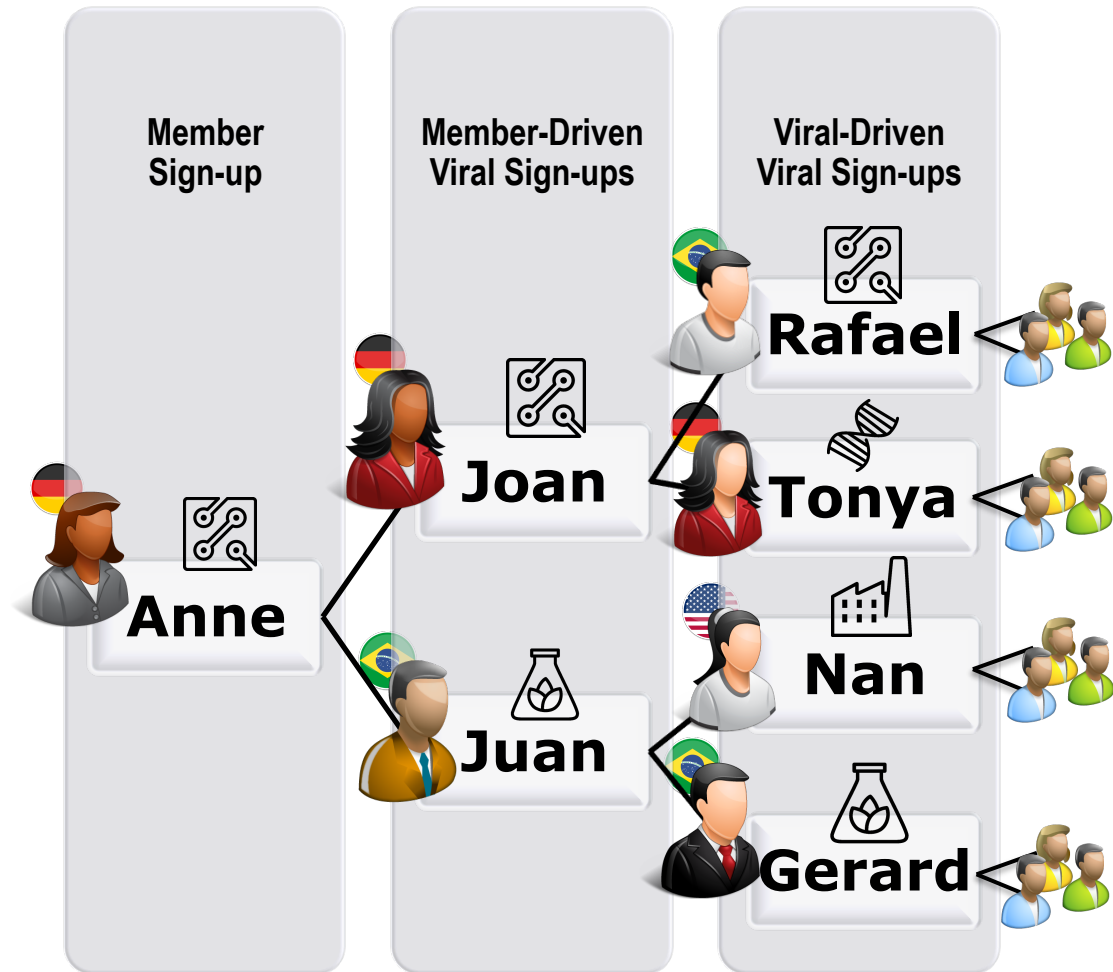


Community overview and links to respective community on IEEE Collabratec™, and community sponsor(s)



# Users Empowered to Drive Growth

- ▶ Users can invite colleagues into IEEE Collabratec™
- ▶ Minimum requirement an IEEE web account (members or non-members)
- ▶ Anticipate peer-to-peer referrals will likely:
  - ❖ Occur first in the workplace
  - ❖ Accelerate adoption internationally
  - ❖ Extend IEEE visibility into the non-IEEE audiences



To be propelled by large-scale, IEEE marketing push

# Community Features & Timeframe

## At Pilot - Early Dec 2014

- ▶ Sign-in/promotion page
- ▶ Community landing page
- ▶ Participants module (people)
- ▶ Events (reference, details page, recommended)
- ▶ Corresponding G+ community, and all features contained therein

## During Pilot

- ▶ Tutorial overlay
- ▶ Incorporation of user testing feedback
- ▶ Q&A
- ▶ File posting

# Newly Released Q&A



**Dena Hoffman** asked  
Moderator

**What are the largest disrupters today that will affect technology in 2020?**

17 days ago

Today there are a slew of disrupters affecting the advancement of technology, ranging from big data, 3D printers and the ubiquitous use of the smart phone to cyber-ethics, robots and graphene. What do you think will be the largest disrupters that will affect technology in 2020?

Tags: **Technology**



Add a comment

Do you have the same question?  
[Follow this question](#) | [Report it](#)

[Answer this Question](#)

Answers - 1



**Justine Spack** answered  
17 days ago

[👍 \(2\)](#) | [👎 \(0\)](#) | [Report it](#)

To me it seems there has been an increasing number of cyberattacks. Just today, "Apparent cyberattack knocks out state website". This issue has to be addressed. While focusing on improving cyber security is good, I wonder how those efforts could have been used to further technological advancements.

[3 comments](#) >



**David Green**  
16 days ago

And the subissue of how (personal) privacy vs government monitoring works out.



**Justine Spack**  
16 days ago  
True



# Thank you – Any Questions?



<http://ieee-collabratec.org>

–Desktop, tablet, mobile

Google Plus  
Extended Community  
Experience

Other External Network  
& Library Integrations  
(LinkedIn, Mendeley,  
Zotero, ORCID &  
Facebook)

Google Account - Other  
Google Services  
(Hangouts, Groups, YouTube,  
Picasa)

## IEEE Collabratec™

Communities  
(Q&A, File Posting,  
Calendar & Events)

People  
(Profile, Interests &  
Connections)

**User-Defined**  
visibility options  
& connected  
services

Library & Research  
Groups  
(Meta-Data, Search IEEE Xplore, MS  
Academic, Google Scholar)

Activities, Events &  
Recommendations

Library Content Storage Google  
Account - Drive  
(additional storage options -  
future)

Public Profile Page Option  
(If enabled. Only Name  
is externally indexed)

Email, Calendar  
(IEEE Gapps, Other Gapps Acct  
Other email/calendar)

*Optional, 3<sup>rd</sup>  
party service  
integrations  
enhance an  
already robust  
IEEE  
Collabratec™  
user  
experience*