

## IEEE TLT Report, FIE 2009 EdSoc Business Meeting, October 19, 2009, 2:00-4:45 pm

This report updates the report given at the ASEE 2009 meeting in Austin. Particularly, some open questions have been answered.

### Budgetary discussion

- Questions from earlier report with answers from Alicia Stickley in red.
  - How is Non-Member subscription distributed to TLT? That was underestimated significantly.
    - Revenue generated by Non-Member subscriptions go directly to TLT. From the statement “That was underestimated significantly,” I’m guessing that I need to possibly clarify that the 2008 column is not Actuals – it’s still only the 2008 budget numbers.
  - We never expected TLT to make money in its first year, which was what IEEE had budgeted. Are there any consequences for the shortfall?
    - We budgeted a net (\$43.8k) - that's a negative net, not earnings. The budget that came through in the proposal phase did not/could not account for things like IEEE TAB allocations, which the actual budget does do. The shortfall is typically expected in the first three years - the point is to show growth and improvement in order to help pass Periodical Review.
  - Why is Manuscript Central below expectations? TLT had lots of submissions, which should be the basis for MC charges.
    - Each year, we earn a discount after a certain threshold of submissions. The count starts over year after year, but the submission prices do drop quickly since the count across all titles.
  - Can IEEE report accesses / citations / other metastatistics that indicate our progress? If a lot of citations or accesses go to a particular issue, that would be important information.
    - Yes, we do have that capability - I will ask our web analytics person to provide me that data.

### Promoting the Journal

- Flyers advertising TLT and other new journal offerings were sent by mail to all IEEE members.
- A flyer promoting TLT was included on the conference flash drive.
- The Steering Committee, Associate Editors, the EIC, and the AEIC continue to promote the journal

### Regarding the workload and function of the EIC, AEIC, and Associate Editors

- Another call went out for Associate Editors both to fill some gaps in expertise and to expand the number of Associate Editors to better manage the workload.
- This call is expected to generate additional reviewers as well.