

SSIT BoG MINUTES

IEEE Society on the Social Implications of Technology
Board of Governors Meeting
3 November, 2012
508 Skirkanich Hall
University of Pennsylvania
Philadelphia, PA, USA

1. Welcome and Introductions

The meeting was opened at 10:09 AM by President Jerry Engel. Attendees present and on the phone introduced themselves. A quorum of voting members was present in person or by telephone/ Skype/ etc. Attendees are listed at the end of the minutes.

2. Adoption of the Agenda (Jerry Engel)

Related Attachment:
SSITBOG_Nov_2012Agenda.docx

A report on the IEEE TAB AdHoc SSIT Review Committee was put in New Business.

With that change the agenda mailed to the BoG was adopted as sent. The schedule was adjusted in real time to ensure that items requiring a vote would be handled early, and to accommodate schedules of individual participants. The sequence of items below reflects the changes; as a result, the item numbers below do not necessarily match the item numbers on the original agenda.

3. Approval of Minutes of the Previous Meeting (Lew Terman)

The minutes of the previous meeting were accepted as distributed, noting that a couple of minor typos will be corrected in the final version.

4. President's Report (Jerry Engel)

- Reported that Elya Joffe, Deepak Mathur, and Lew Terman were elected/re-elected to 3-year terms on the SSIT BoG, starting January 1, 2013. Jerry expressed delight in having them three on the BoG for the next three years. Steve Unger, Ron Arkin, and Karl Perusich are going off the BoG at the end of the year. President Engel thanked them for their contributions to the SSIT, said they would be greatly missed, and hoped they would continue in other roles. The election was notable - 18.1% of SSIT members voted (good for IEEE elections), with 44% from outside Regions 1-6; Region 8 had the largest number of votes cast.

- Thanked Karl Perusich for the work on the SSIT election for President and Vice President. There are two candidates for each for President and Vice-President, and statements from each of the candidates have been distributed.

- Noted the success of Greg Adamson and his colleagues on the SSIT 2012 Conference on Technology and Society in Asia just completed in Singapore.

- Reported that the upcoming meetings at the November IEEE Board Series have been effectively cancelled due to the impact of Hurricane Sandy. The IEEE BoD and Assembly will meet in a shorter meeting, and the other IEEE BoD Series meetings will be held by teleconference, focusing only on items which must be finished immediately. Thus, the SSIT Barus Award will not be presented there, and the TAB SSIT Review Committee report will not be made.

- Reported the proposal for ISTAS 2013 was approved by email.
- Noted possible involvement in a meeting at Stanford, discussed below.

President Engel again thanked everyone for their support this year, saying that this organization was the best he had been involved with in IEEE, and that he greatly appreciated the friendship and the help throughout the year.

5. Past President's Report - no report
6. IEEE Region VI Director's Report - no report
7. Treasurer's Report (Ken Foster)

Related Attachments:

SSIT Financial History from 2006.pdf
SSIT YE 2012 Forecast.pdf

Year End 2012 forecast is for a net loss of about \$73K. The biggest net negative expense is the ~\$100K Administration charge from IEEE. There have been some unbudgeted 2012 expenses - the Barus Award, several Distinguished Lecture trips, additional T&S pages - which are relatively minor. Estimated Year End 2012 reserves, including the projected 2012 \$73K loss, are \$190K.

SSIT will save ~\$30k next year due to all-electronic publication. The 2013 budget has a small surplus of \$17.7K. Historically, SSIT has been net positive from 2006 to now, except for 2008 (a major market downturn), 2011, and the 2012 forecast.

Discussion on the need for SSIT to develop more income: increase conference revenue, have for fee lectures at companies, etc., on such topics as social implications, ethics, privacy and security, internet, social media; try to get co-sponsorships and/or grants with/from such organizations as the World Health Organization; reduce Distinguished Lecture costs by combining DLs with business trips which are covered by the speaker's company. Have an overall focus on developing new ideas.

Last year SSIT did get a small donation. Solicitation of donations from members must be approved by IEEE.

MOTION: To ask the IEEE Board of Directors to allow SSIT to solicit donations from the SSIT membership and report the results at the next BoG meeting.

Discussion: SSIT should solicit donations from both individuals and Foundations interested in social implications. To survive, SSIT must increase its activities, and start new activities which can generate revenue. The pitch: show to members and Foundations that SSIT is becoming more active and relevant. Suggestion: put SSIT magazine on web with Open Access, with some sort of Foundation support; discussion on whether this would reduce interest in joining SSIT.

The Motion Passed

MOTION: Ask IEEE to participate with SSIT in exploring request for grants from Foundations and similar organizations

The Motion Passed

8. Publications Report (Keith Miller)

Related Attachment:

RFP high level.docx

Keith apologized for not getting the report out due to a continuing illness.

T&S submissions are doing "spectacularly well" - next year, may have up to 10X the submissions of some previous years; strong international scope. Will need to look at what to do with good papers T&S doesn't have room for - i.e., offloading the good ones to another IEEE venue or put on the web.

Terri Bookman on the T&S transition to on-line: for each issue a 1st e-mail will go to all members announcing publication of the issue, with links to articles, plus anything else we want to send in that email (blurbs, images, news, etc.). That email will also indicate that shortly they will get a 2nd email to the Qmags version (an on-line version which looks very much like a print version, with electronic page turning). SSIT is paying for these functions. Terri has not heard from IEEE recently on the transition, presumably due to Hurricane Sandy.

Katina asked Terri about on-line publishing: the impact of increasing page count, shorter papers, discussions, other innovations, etc. Terri: basically will not change much. Qmags just changes pdf into a "page-turning" magazine. The 2nd email (mentioned above) could have links to additional on-line papers, but there would be cost in Terri's time/money. Probably not a major issue for the coming year, though additional pages will cost \$75/page. Laura likes the idea of starting an SSIT Blog - 3 posts a week: student, new ideas, opinion pieces. Laura and Katina will discuss this. The IEEE is supporting blogs; there should be no problem meeting IEEE requirements.

ACTION ITEM: Terry will get info on the potential impact that Qmags might have on T&S hits and the funds which hits produce.

Keith: now "Publications" really encompasses T&S magazine and many additional formats - facebook, linkdIn, web sites, blogs, etc. Many ways to engage our members, non-members, the public. SSIT must understand the whole picture.

Katina will come forward with a Request for Proposal to revamp the website, so it is totally integrated with social media, developing an integrated approach to take SSIT through the next 10 years. The digitized Newsletter, with links, can reach a broader audience than just IEEE members - conference attendees, authors, etc., through an integrated content management system. Authors will be able to keep track of their papers on line. A web site could help publish papers that receive favorable reviews for which there is not room in the published T&S. Laura noted another aspect is the ability to rapidly publish time sensitive articles - e.g., Hurricane Sandy, Fukushima, etc. Discussion will continue on-line.

Katina's preliminary RFP proposal for upgrading the website is attached. [Subsequently, the RFP proposal vote passed]

Another comment - quality is important - need peer review

Terri thanked Katina and Keith for all they have done on this.

Jim Isaac noted that IEEE is working towards an integrated web/social media, content management, etc. - SSIT must look at how to tie in with it. IEEE may be slow to get it accomplished, and SSIT probably will want to move faster than IEEE.

Terri's 2013 contract will be handled by an email vote. [Subsequently, the contract proposal was passed]

9. Conferences Report (Jerry Engel for Gene Hoffnagle, who was unable to attend due to Hurricane Sandy)

Related Attachments:

TS&A statistics and lessons learned report.rtf

Wiener 21CW proposal to Boston ExCom.ppt

Greg Adamson's report on the Singapore Technology and Society in Asia (TS&A) conference is attached. It went very well. Recruited new SSIT members, got volunteers for SSIT activities. India, China, and Mauritius are interested in setting up SSIT Chapters; good delegates from China. Much good involvement from local people. Financially, looks to be around break even or slight loss. From contacts at the meeting, India has a lot of IEEE humanitarian focus - good possibility of SSIT impact. Others indicated having contacts and seeing opportunities in India. SSIT should look into possibly holding a conference there.

Keith Miller: The meeting in Singapore was fantastic - excellent speakers, well run.

The Norbert Wiener 21CW conference is progressing well towards a mid-2014 date; status is reviewed in the related attachment.

ISTAS 2013 - there was a short discussion on possible dates for the 2013 ITSAS meeting in Toronto. It likely will be around the end of June.

Peter Edmonds (SSIT Santa Clara Valley Section) discussed possible SSIT involvement in a 1 day conference at Stanford, the 14th year of a series on New Frontiers in Computing. Currently identifying speakers and themes for 2013; still in planning stage. Format is changing - focus on interaction and networking - more panels, short presentations, not a series of presentations. Tentatively set for Saturday, May 11. Attendance has been 80 - 120. There is no peer review or published proceedings.

Topics/discussions at the conference might be good for further discussions in the SSIT social network.

CONCLUSION: Jerry to keep in touch with Peter Edmonds as this develops, and will be in touch with the BoG as necessary.

10. Committee Reports

Due to time constraints, President Engel limited the Committee Reports to the Nominations Committee. The report of the Membership Committee is included below, but was not discussed.

---> NOMINATIONS (Jerry Engel for Karl Perusich)

President Engel reported that the SSIT President and Vice President elections will be handled by email. The candidates for president are Laura Jacob and Luis Kun, for Vice-President Greg Adamson and Bradley Kjell. Responses by the nominees to SSIT-related questions from the Nominating Committee have been distributed, and will be included in the email. Secretary Terman will send email ballots to all voting members of the SSIT BoG; ballots should be returned only to Secretary Terman in order to maintain confidentiality of votes. It was pointed out that a tie-breaking mechanism needs to be established in the SSIT Bylaws for contested elections.

There were no objections to holding the elections via email. [Subsequently, Laura Jacob was elected SSIT President, and Greg Adamson was elected SSIT Vice President.]

---> MEMBERSHIP (Greg Adamson)

Related Attachment:

No discussion

11. Old Business

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12. New Business

A. Lew Terman reviewed the status of the IEEE TAB SSIT Review Ad Hoc Committee

The TAB SSIT AdHoc Review Committee has held three telecons, plus another telecon with President Engel. The Committee was scheduled to report to the TAB Management Committee at the IEEE Board Series the week after the This SSIT BoG meeting, but it was cancelled due to Hurricane Sandy [subsequently the report was given in January]. The TAB Review Committee was triggered because of poor SSIT financials with declining reserves, low membership, questionable overall health, few conferences, conferences not a strong financial contributor. T&S Magazine is quite good but is not widely distributed. Year end 2012 reserves are projected around \$200K, allowing some time to turn the finances around before the reserves would be exhausted.

Business as Usual (BAU) will not solve the problem, and simply cutting expenses to balance the budget would end in a death spiral. The TAB AHC wants SSIT to develop a long term vision - 5 years or longer; change/restructure the brand, then figure how to get there. Engage IEEE Societies/Councils and the rest of IEEE better, and engage external organizations. The AHC is pleased with the commitment by the current officers and BoG to turn SSIT around. On-line publishing will help the finances, and the long term plan on membership is a plus, though increased membership alone cannot solve the financial challenges. Publications look very good with the increasing number of submission; questions on how to take advantage of this, realizing this represents a strong opportunity. Need more focus on conferences.

Overall, the TAB AHC feels there increasing interest in social impact/implications - a wave of opportunity SSIT needs to capture by developing new ideas, directions, innovation. Focus on long term opportunities - rethink the brand. Embrace social implications across the board; identify key champions to drive new efforts. But a big question - does SSIT have enough volunteers to lead such efforts?

Bottom line: the TAB AHC believes SSIT has an important place in IEEE, and there are real opportunities for improvement. Establish a committee to develop a 5 year long range plan for where SSIT needs to go to improve the brand and increase visibility, with a time line and milestones. Get the committee appointed by year end 2012, come back with interim report at the June TAB meeting, final report for discussion by TAB at the November TAB meeting. Do not worry about finances at this point, but come up with new ideas -> THINK OUTSIDE THE BOX. The AHC and the 2013 TAB Management Committee expressed willingness to provide at least interim financial support to support implementation of an effective SSIT plan.

[Subsequently, 2013 TAB VP Robert Hebner said he will continue the TAB AHC Oversight Committee through November 2013].

The BoG was quite satisfied with the report, and supported its thrust. There were some question as to whether it was only lip service given to the value of SSIT. Agreement that SSIT needs to develop the 5 year plan, and concentrate on expanding SSIT's horizons and activities. The SSIT Long Range Planning Committee will be formed under the new administration.

B. Laura Jacob: SSIT Blog

Further discussion on setting up an SSIT Blog: 3 posts a week - one student, one from T&S overflow, and one from opinion pieces not really suited for T&S publication. Strong support to just go and do it; no motion

needed. The blog will use the *Technology and Society* name, and will clearly designate it as the T&S Blog. Will make sure that authors have given OK for publication on the Blog.

At the end of the meeting, the BoG thanked President Engel and Vice-President Kjell for their outstanding service to the SSIT.

The meeting was adjourned at 12:59 PM

Attendees for the 11/3/2012 SSIT BoG Meeting

ATTENDEES		POSITION
Engel	Jerry	SSIT President
Kjell	Bradley	SSIT BoG, VP
Foster	Ken	SSIT Treasurer, Awards Chair, Fellows Chair
Terman	Lew	SSIT BoG, Secretary
Adamson	Greg	SSIT BoG
Arkin	Ron	SSIT BoG
Herkert	Joe	SSIT BoG
Isaak	Jim	SSIT BoG
Jacob	Laura	SSIT BoG
Unger	Steve	SSIT BoG
Williams	Kimball	SSIT Div. 4 Representative
Kun	Luis	SSIT Div. 8 Representative
Miller	Keith	SSIT Publications Chair
Michael	Katina	SSIT T & S Editor
Bookman	Terri	SSIT T & S Managing Editor
Edmonds	Peter	SSIT Santa Clara Valley Section
Terman	Bobbie	Guest

Lew T.

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IEEE SSIT Secretary
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