

ComSoc Industry Outreach Board
March 22, 2018 meeting minutes

Attendees: Stefano Galli, Ashutosh Dutta, Nirwan Ansari, Shiny Abraham, Michael Fang, Sudhir Dixit, Luis Correia, Periklis Chatzimisios, , Neelesh Mehta, Darshan Patra, Titus Lo, Saurabh Sureka, Christian Makaya, Adam Greenberg

The meeting came to order at 2:05 p.m. ET. Introductions were made, after which it a quorum was confirmed with nine voting members.

The agenda was approved.

Minutes from the last board meeting, which took place on December 4. 2017 at GLOBECOM, were approved pending the following modifications:

Amend this line...

- There were not enough voting members for a quorum (7 attended, 11 needed)

...to instead say:

- There was a quorum of nine voting members

Additionally, it was noted that Nirwan Ansari's name was misspelled on the attendee list.

Ashutosh presented a summary of progress focusing on the 5G Summits and collaboration with local industry and the Industry Communities Board. Challenges include post-summit marketing efforts, the need for a better process for engaging with chapters, and creation and availability of recordings.

Potential measures of success include industry participation, membership conversion and financial benefit. Engagement also was mentioned but how to measure remains a challenge. (The complete presentation was shared with the board via email on March 23.)

Stefano presented his vision on the board's scope and objectives. The entire presentation was shared with the board via email from Stefano on March 22; key items for the board include:

- The need to better define ComSoc's current industry membership (those we have and those we seek to engage.)
- Defining a set of metrics and measure progress toward stated goals (perhaps reducing the number of activities this year and concentrate on strategic goals and metrics for what remains.)
- Leveraging the new IEC (IEEE Industry Engagement Committee) to help identify and act on opportunities (As a member of the IEC, Stefano took the action to provide regular updates and see which efforts we can get into.)

Growing membership and increasing industry engagement through a new summit framework also was discussed. Short-term profit will not be a goal; the focus is to increase industry membership, populate

Industry Communities and inspire more industry engagement; the vision is to leverage chapters for this and make clear the value of membership by providing members with the most favorable summit experience.

Suggested priority tasks for the board include:

- Finalize missing details for the new Industry Summits model for testing, including streamlining of operations with conference staff, IT support for gathering key information from registered attendees, IT support in mining existing data, individuate a few chapters to start experimentation in 2H2018.
- Work with Industry Communities Board and staff on better defining ComSoc's industry membership and identify key metrics for measuring success

Actions: Stefano, Ashutosh and Adam to meet week of 3/26 to discuss various summit ideas and how they could be supported; Ashutosh to form a subgroup to finalize summit framework details with readout to be given at ICC.

Other business:

- Stefano added to the slide that mentioned terminating, putting on hold, and rethinking some current efforts in order to focus on strategic goals, saying the board should focus on a few things and once the "machine is oiled" it can revisit these other items.
- Discussion of how to make ComSoc's industry activities more visible and change the perception that it is academically heavy; as an example Stefano shared statistics on fellow elevation that show industry is well represented.
- Discussion around fostering creation of industry outreach and representation at the chapter level, and ensuring the needs of industry in various countries are considered as one strategy may not fit all geographic markets.

Actions: Set up next board meeting within a month's time, update IOB mailing list with new members (Ashutosh.)

The meeting adjourned at 3:40 PM ET.

Respectfully submitted,
--Adam Greenberg