

I&CPS Communications Chairman/Webmaster/CCO

Talking Points for IAS Conference

An informal polling of I&CPS members indicates that expanded web presence and social media outreach is worth more investment in technology and expertise development. This is a list of talking points to formulate specifics for the near future. At the moment I am “webmastering” several IEEE Wordpress sites:

[I&CPS Department Home Site](#)

Working sessions weekly from 11:30 - 12:00 PM every Friday and Saturday.

[Education & Healthcare Committee](#)

Teleconferences bi-weekly in Central European and Americas time zones (i.e. 4 times per month)

[Ports and Forensics](#)

I started these last year with IEEE Hosting help* but now Giuseppe, Luigi and others at Sapienza – Università di Roma seem to be expanding and accelerating their own development, use and outreach.

[Reliability Committee Page](#)

I am adding content at the direction of “The Bobs” (Arno & Schuerger) and Neal.

[I&CPS 2016](#)

This site is still active and may be active for as long as I&CPS requires. It may be useful for the I&CPS 2017 committee. For example, the conference and awards brochure may be far less expensive to produce if the Wordpress template produced by Gwen Frederickson ([JustGwenDesigns](#)) is re-used.

[I&CPS 2017](#)

I arranged for the start of I&CPS 2017 through IEEE hosting and turned over the login information to Sergio. A great deal of I&CPS 2016 could be easily migrated to the 2017 committee -- thereby avoiding some wheel reinvention and cost -- but I will leave it to others to decide the degree to which that is done.

Each of the foregoing has a social media (LinkedIn, Twitter, YouTube, etc.) link to it. Twitter is especially useful for slicing through organizational silos but is limited to only those who follow Twitter.

<https://www.linkedin.com/groups/12011752>

<https://www.linkedin.com/groups/6712238>

<https://twitter.com/IEEEICPS>

<https://twitter.com/IEEECampus>

https://www.youtube.com/playlist?list=PLzprgJOGLs3IR_zDxr_CBSudi-P67iNsl

I haven't done a Facebook site yet, simply because of time. Good minds will disagree about whether Facebook will be for business but obviously IEEE has already crossed that bridge:

<https://www.facebook.com/ieeesa/?fref=ts>

I recommend that a position (or role) with these responsibility receive formal recognition not simply as a "webmaster" but as a communications chair (or some other title). Linking the home website to other social media platforms is an assumed part of business in any industry now and requires an eye for knowing what will advance IEEE interests what will not. "Communications Chair" or "Chief Communications Officer" are positions well understood in most industry and may draw some interest. This position/role must have very robust communication with the leadership of I&CPS because these websites are the public face of the conference and a landing page for most ideas.

Even though this is largely a volunteer position, some compensation should be provided to encourage another I&CPS member will take over after me. I have been doing this myself for almost 3 years now and I need help to make the website look better and work better. I recommend waiver of the both the I&CPS and IAS conference fee each year (i.e. 2 conferences per year) --an amount that has a value of about \$1200 annually; starting with 2017 I&CPS Conference. I was paying my webmaster \$65,000 in academia even without electrical engineering expertise. It takes about 4 to 8 hours a week to do what I am doing now.

Finally, I think a more up to date template -- [like the REPC uses](#) -- is in order. The IEEE Wordpress templates available through IEEE hosting are functional but look quite a bit out of date; though they are "adequate". Other IEEE Societies have much "cooler" web sites and I think I&CPS should too.

Hope this helps. Happy to talk on the phone about this.

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**I cannot say enough about how helpful Khanh Luu (at IEEE Piscataway) has been in getting these websites rolling*