IEEE EDUCATION SOCIETY VICE PRESIDENT OF CONFERENCES
REPORT TO THE BOARD OF GOVERNORS

DR. RUSS MEIER

This report covers activity from October 2015 to June 2016

1.   MEETINGS

IEEE EDSOC BOARD OF GOVERNORS MEETING
October 2015
I attended the Society Board of Governors meeting during the 2015 ASEE/IEEE Frontiers in Education Conference in El Paso, Texas, USA. I updated the state of technically and financially sponsored conferences, as well as conferences that have proposed sponsorship during the meeting. The minutes of the meeting contain a copy of the report.

ASEE/IEEE FRONTIERS IN EDUCATION CONFERENCE STEERING COMMITTEE MEETING
October 2015
I attended two FIE Steering Committee meetings during the 2015 ASEE/IEEE Frontiers in Education Conference in El Paso, Texas, USA as an appointed Society representative on that committee. I also serve as the Junior Past Chair and Secretary of the Steering Committee. The committee held an open meeting for updates on the 2015 – 2018 conferences. During the closed executive session, the committee held a debriefing with the contracted service providers for logistics and publications, reviewed the performance of the contracted service providers, formed a policy on plagiarism identification and elimination, formed a sub-committee to work on the new FIE clearinghouse site, completed strategic planning on processes and procedures, and debated and accepted a proposal from San Jose State University to host 2018 in San Jose, California.

Over the past six months, I have also completed my annual analysis of the health of the FIE conference. This analysis is summarized in a letter to the IEEE Education Society President. It is included as an addendum to this report. The analysis shows a slight downward trend in registrations and a slight upward trend in paper acceptance rate. The steering committee uses this report to complete strategic planning. One recent example is an informal strategic goal of keeping acceptance rate at near 50% to help increase impact factor.

IEEE INTERNATIONAL CONFERENCE ON TEACHING, ASSESSMENT, AND LEARNING IN ENGINEERING (TALE) STEERING COMMITTEE ON-LINE DISCUSSION
Winter 2015-2016
I coordinated the electronic discussion and voting among the TALE Steering Committee on a proposal to host TALE 2016 in Bangkok, Thailand. The vote was unanimously in favor of holding TALE 2016 in Bangkok.

IEEE GLOBAL ENGINEERING EDUCATION CONFERENCE (EDUCON) STEERING COMMITTEE MEETING
April 2016
I attended the EDUCON Steering Committee meeting during the 2016 IEEE Global Engineering Education Conference in Abu Dhabi, United Arab Emirates. I am a member of the committee as mandated in the Memorandum of Understanding between the IEEE Education Society and the EDUCON conference series. The committee heard an update about the registration and finances of EDUCON 2016, thanked the Abu Dhabi team for their excellent work hosting the conference, and then entered a strategic discussion about the needs and expectations of EDUCON 2017 in Athens, Greece. The committee also heard a proposal to host EDUCON 2018 in Tenerife, Canary Islands. After discussion, the committee unanimously approved Tenerife as the EDUCON 2018 location. Finally, the committee discussed committee membership rotation as well as site rotation as part of strategic planning.

2.   CONFERENCE FINANCIAL UPDATES SINCE OCTOBER 2015

ASEE/IEEE FRONTIERS IN EDUCATION CONFERENCE (FIE)
October 2015
http://fie-conference.org
Attended as VP Conferences?: Yes
FIE is the Society's oldest conference and is highly respected in the community of engineering and computer science education professionals. The research and practice literature generated by FIE is regularly cited in scholarly work and inspired a well-regarded textbook in engineering education written by John Heywood and published by IEEE press at the turn of the century. In 2016, FIE published 403 peer-reviewed papers from the 757 abstracts submitted in the initial peer-review round. This results in a 53% acceptance rate. The Society targets 60% as its maximum acceptance rate threshold so this is an acceptable value. The long-term strategic goal of the FIE steering committee is to keep FIE acceptance at 50% or less. The proceedings of FIE2015 were submitted to IEEE Xplore ™ and are available to IEEE Xplore ™ subscribers.

Registration for FIE 2015 was reported as 513 by the contracted logistics service provider. This number is substantially less than the 15 year average of 575. One reason may be the difficulty and remoteness of the location in El Paso. A second reason could be that the Society events in Europe and Asia are beginning to become more attractive to our author base in other IEEE Regions. Finally, this could simply be a blip in the long-term attendance figures. At this time, the FIE Steering Committee is taking a cautious approach by monitoring the attendance at FIE 2016 in Eerie, and by choosing more easily accessed locations in Indianapolis (2017) and San Jose (2018) for future editions.

Even though FIE 2015 had a reduced registration count, the overall affordable food, beverage, audiovisual and facility fees at the conference hotel resulted in a very large surplus. In past years, the IEEE CS has waived its legal representation fees in order to provide small surpluses to the sponsoring Societies. This year, there was no need to waive those fees and in the end FIE did pay the IEEE CS its representation fee. After paying all expenses from collected revenue, FIE has a final surplus of $61,740. with a **surplus return** of $20,580 returned to the conference operations budget income lines of each of the three sponsoring societies. **[2015 SURPLUS: $20,580]**

TABLE 1: FIE SURPLUS HISTORY

YEAR	FIE SURPLUS	LOCATION
2017	$1000 (projection)	Indianapolis
2016	$4000 (projection)	Eerie
2015	$20580	El Paso
2014	$7166	Madrid
2013	$4277	Oklahoma City
2012	$5986	Seattle
2011	$12400	Rapid City
2010	$8600	Arlington
Six Year Total	$59009	
Average	$9834	

Surplus projections do not include sponsorships from corporate entities and thus they will likely rise as corporate sponsorships are found. The 2017 surplus is greatly affected by the loss of the HP Terman Award sponsorship funds.

IEEE INTERNATIONAL CONFERENCE ON TEACHING, ASSESSMENT, AND LEARNING IN ENGINEERING (TALE)
December 2015
http://tale-conference.org
Attended as VP Conferences: Yes
The TALE conference was held in Zhuhai, China, December 10-12, 2015. The United International College and our General Chair K.P. Mark put on a fantastic event on the campus of the university. This is the newest Society financially sponsored conference. It is held annually in IEEE Region 10 and this was the fourth edition and began the next rotation around IEEE Region 10.

This conference does not use an abstract phase and moves direct to paper peer review. This is quite common in regional conference held within IEEE Region 10. There were 81 papers submitted for peer review and 57 works published as part of the technical program. There were 17 full papers published for an acceptance rate of 21%, 40 poster/work-in-progress publications for an acceptance rate of 49.38%. The overall accept rate is 70%. This accept rate is higher than the Society goal of 60%. As a new conference, I am allowing TALE to gently reduce their accept rate over the first years as an audience is established in the region. The proceedings of TALE 2015 were submitted to IEEE Xplore™ and are available to subscribers. Excellent keynote speeches were given by Dr. Sorel Reisman and Dr. Susan Lord. These keynotes complemented the technical program and workshops.

A total of 52 people registered for TALE and total attendees with complimentary registrations was 80. An enjoyable social program complimented the technical paper sessions and I have received multiple emails from participants complimenting the Society on this event.

The Society did learn valuable lessons about hosting a conference in China. Visa concerns, payments to foreign entities, and internet technology issues were all important items that we will be better prepared for in the future. I thank K.P. and the fabulous team at Zhuhai for their patience as these issues occurred and their diligence working through solutions. The surplus reported to IEEE and wired in late May was approximately US$8516. **[SURPLUS: $8516]**

TABLE 2: TALE SURPLUS DATA

YEAR	TALE SURPLUS	LOCATION
2017	$10000 (budgeting)	undecided
2016	$10000 (projection)	Bangkok
2015	$8516	Zhuhai
2014	$5388	Wellington
2013	$8187	Bali
2012	$10487	Hong Kong
Four Year Total	$32578	
Average	$8145	

IEEE GLOBAL ENGINEERING EDUCATION CONFERENCE (EDUCON)
April 2016
http://educon-conference.org
Attended as VP Conferences: Yes
The seventh annual EDUCON conference was held in the wonderful city of Abu Dhabi, United Arab Emirates from April 10 - 13, 2016. I served as an IEEE VIP guest at the opening and closing ceremonies, moderated a keynote, coordinated the awards selection committee, ran the awards presentation, and again networked with many old friends while meeting new friends. Overall, the conference was a success and financially should be in good shape. I continue working with the General Chair and the Steering Committee on finishing debt payments, closing the accounts, and completing the IEEE paperwork. EDUCON 2016 is still projected to have a surplus returned to the sponsoring organizations. However, that surplus cannot be reported at this time. A final report will be presented to the Board of Governors at the October 2016 board meeting. **[SURPLUS: still in calculation]**

TABLE 3: EDUCON SURPLUS HISTORY

YEAR	EDUCON SURPLUS	LOCATION
2017	$10000 (projection)	Athens
2016	$10000 (projection)	Abu Dhabi
2015	$6987	Tallin
2014	$11200	Istanbul
2013	$0	Berlin
2012	-$15528	Marrakesh
2011	0	Amman
2010	$17516	Madrid
Six Year Total	$20175	
Average	$2882	
+ yr Average	$11901	

3.   EMAIL CORRESPONDENCE

I reply to or initiate tens of email threads every day on behalf of the Society. The paperwork load for an IEEE conference is immense but has been streamlined somewhat during the past few years but electronic tools created by IEEE. I no longer write individual MOUs with organizers as this is now an automated process. I have also moved to a model where General Chairs completed the Conference Application (ICX App) for their conference using template information I provide to them. I still review budgets for conferences, I work with technical program committees to understand IEEE rules and regulations, and so on. A typical weekly workload for me averages approximately 80 emails between conference organizers, steering committees, people requesting information, IEEE headquarters employees, and IEEE Education Society volunteers. Table 1 is a summary of my email for the four Society sponsored conferences and general IEEE related business over the past month. These are emails that had action items that I had to review and complete. It does not include the emails that I can simply delete without reply.

TABLE 4: SUMMARY OF V.P. CONFERENCES PAST MONTH EMAIL TRAFFIC

CONFERENCE	EMAIL TRAFFIC MAY 20, 2016 - JUNE 20, 2016
TALE	46
FIE	38
EDUCON	11
ETHICS	8
GENERAL IEEE	126
TOTAL	229
DAYS	30
AVERAGE / DAY	8
AVERAGE / BUSINESS WEEK	40

4.   OTHER BUSINESS

- I continue to work on securing **long-term corporate sponsorship** for the Society's financially sponsored events. I am marketing all three as a bundled option. MathWorks, and Cypress Semiconductor have both verbally committed their support. Two memorandums of understanding have been written with one company but both were rejected by the corporate legal teams. Now, a legal representative from the company is working with IEEE staff to craft a mutually agreeable MOU. I remain in mid-stage negotiations with Diligent, ARM, and ABET. These bundles vary in price from $5000 to $30,000 at different corporate sponsorship levels. The loss of the Hewlett packaged sponsorships for the Terman and Rigas awards makes this activity particularly pressing.
- I was pleased to receive an extremely well-written proposal for a **financially sponsored Region 9 conference to be called EDUNINE**. This proposal was sent to me by President-Elect Claudio da Rocha Brito, Secretary Melany Ciampi, and Past-President Manuel Castro. They are the original leadership team that will implement the first version of EDUNINE, serve on its steering committee, and retain leadership positions within the conference as it progresses forward. The proposal is impressive for its completeness in locations, budget, organizational structure, and detailed thought about the audience it will serve – our members in IEEE Region 9. The leadership team for this event has a proven track record of successful conference management. Claudio and Melany have been running conferences for decades – most of them technically co-sponsored by Education Society. Manuel has also been running conferences for decades; financial and technically co-sponsored events led by Manuel have been successful. All of the events run by these Education Society leaders have provided critical places for networking, state-of-the-art publication of research and practice results, and a place for members to feel welcome. After creating the Region 8 and Region 10 events, the next logical step is Region 9. Over the past couple of months, I have been investigating Region 9 as part of the operational plan of my strategic plan items. Region 9 has a large portion of our membership that is underserved by the Society. IEEE believes Region 9 to be an important place for outreach to our community of scholars and does not see events in IEEE Region 9 as carrying undue financial or insurance risk. Therefore, I feel the time is right, the proposal is right, and the people are right. This proposal written by our Region 9 leaders, with support from our Region 8 leaders, promises a high-quality event that the Society can implement. The leaders chosen will ensure its success and this event meets our strategic and operational conference plans. This proposal was sent to the Board of Governors for review prior to the June 2016 Board of Governors meeting and I am asking the Board of Governors to approve the creation of this financially sponsored event.
- I have been part of an exploratory team that has been investigating the acquisition of the **Learning with MOOCS (LWMOOCS)** conference from EdX. The Society was contacted by the IEEE Educational Activities Board about potentially becoming the financial owner of this event due to its close fit to our mission and vision. President Sluss, Senior Past President Reilly, Junior Past President Castro, and I were all involved in the initial email discussions that began in December 2015. Throughout the Spring, Meier, Sluss, and Castro have joined a number of teleconferences with the LWMOOCS Steering Committee Chair (Anant Agarwal, EdX). He has provided historical information, financial history, registration history, policy and procedures history, and a timeline for acquisition that sees the Society becoming the main financial sponsor of this event in 2017 or 2018. A leadership team in Spain headed by Junior Past President Castro has stepped forward to be the first overseas location of LWMOOCS. Potential serialization in 2017 with FIE is being investigated with the FIE Steering Committee. President Sluss and I believe the time is right, the leadership teams are right, and the conference fits our strategic and operational plans. Thus, I will be asking the Board of Governors to approve the LWMOOCS conference as a new financially sponsored conference to begin in 2017 or 2018.
- I was appointed by IEEE to the IEEE Conferences Committee in January 2016. This committee manages organizer training, quality assurance, policies and procedures, and tool suites across all of IEEE. I have been happy to be a member of the committee although my responsibilities are only now ramping up as the second half of the year begins. It has been interesting to see the politics behind the largest portion of IEEE's income stream.

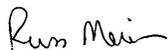## 5.   ONGOING TECHNICAL AND FINANCIAL COSPONSORSHIPS

A number of conferences have requested technical or financial cosponsorship. Table 5 summarizes the status of all conferences requesting Education Society sponsorship over the five year period of 2013 through 2017. Table 5 shows a **net profit** to the Society of US$80248.

CONFERENCE	DATES	LOCATION	TYPE	%	APPROVED	SURPLUS/LOSS
REV	February 2013	Sydney, Australia	Technical	0	Yes	
ICECE	March 2013	Luanda, Angola	Technical	0	Yes	
IEDEC	March 2013	Santa Clara, CA	Technical	0	Yes	
ISEC	March 2013	Princeton, NJ	Technical	0	Yes	
IEEE EDUCON	April 2013	Berlin, Germany	Financial	70	Yes	$0 - break even
IEEE TALE	August 2013	Bali, Indonesia	**Financial**	80	Yes	$8187
exp.at	September 2013	Coimbra, Portugal	Technical	0	Yes	
ICL	September 2013	Kazan, Russia	Technical	0	Yes	
ITHET	October 2013	Antalya, Turkey	Technical	0	Yes	
IEEE/ASEE FIE	October 2013	Oklahoma City, OK	**Financial**	30	Yes	$4277
WCCE	October 2013	Beirut, Lebanon	Technical	0	No	
ICELIE	November 2013	Vienna, Austria	Technical	0	Yes	
MITE	December 2013	Jaipur, India	**Financial**	100	Yes	$1617
REV	February 2014	Porto, Portugal	Technical	0	Yes	
IEDEC	March 2014	Santa Clara, CA	Technical	0	Yes	
ISEC	March 2014	Princeton, NJ	Technical	0	Yes	
EDUCON	April 2014	Istanbul, Turkey	**Financial**	70	Yes	$11200
ETHICS	May 2014	Chicago, IL	**Financial**	20	Yes	$6730
NGNS	May 2014	Casablanca, Morrocco	Technical	0	Yes	
ITHET	September 2014	York, England	Technical	0	Yes	
FIE	October 2014	Madrid, Spain	**Financial**	33	Yes	$7166
IMCL	November 2014	Thessaloniki, Greece	Technical	0	Yes	
SIIE	November 2014	La Rioja, Spain	Technical	0	Yes	
TALE	December 2014	Wellington, New Zealand	**Financial**	80	Yes	$5388
MITE	December 2014	Patiala, India	**Financial**	100	Yes	$0 - break even
REV	February 2015	Bangkok, Thailand	Technical	0	Yes	
EDUCON	March 2015	Tallin, Estonia	**Financial**	70	Yes	$6987
ISEC	March 2015	Princeton, NJ	Technical	0	Yes	
EXPAT	June 2015	Ponta Delgada, Portugal	Technical	0	Yes	
ITHET	June 2015	Lisbon, Portugal	Technical	0	Yes	
ICL	September 2015	Florence, Italy	Technical	0	Yes	
FIE	October 2015	El Paso, Texas	**Financial**	33	Yes	$20180
MITE	October 2015	Amritsar, Inda	**Financial**	100	Yes	
SIIE	November 2015	Setúbal, Portugal	Technical	0	Yes	
TALE	December 2015	Zhuhai, China	**Financial**	70	Yes	$8516
REV	February 2016	Madrid, Spain	Technical	0	Yes	No TCS fees
ISEC	March 2016	Princeton, NJ	Technical	0	Yes	
EDUCON	April 2016	Abu Dhabi	**Financial**	70	Yes	
ETHICS	May 2016	Vancouver, Canada	**Financial**	18	Yes	
TAEE	June 2016	Sevilla, Spain	Technical	0	Yes	TCS fees apply
ITHET	September 2016	Istanbul, Turkey	Technical	0	Yes	TCS fees apply
SIIE	September 2016	Salamanca, Spain	Technical	0	Yes	TCS fees apply
FIE	October 2016	Eerie, Pennsylvania	**Financial**	33	Yes	
IMCL	October 2016	San Diego, California	Technical	0	Yes	TCS fees apply
TALE	December 2016	Thailand/Singapore	**Financial**	80	Yes	
ISEC	March 2017	Princeton, NJ	Technical	0	Yes	TCS fees apply
EDUCON	April 2017	Athens, Greece	**Financial**	70	Yes	
FIE	October 2017	Indianapolis, Indiana	**Financial**	33	Yes	
Total Revenue						$80248

6. ACTION ITEMS FOR JUNE 2015 ADMINISTRATIVE COMMITTEE MEETING

- **Motion:** The IEEE Education Society Board of Governors approves the creation of an annual financially sponsored conference in IEEE Region 9 called EDUNINE at 70%-80% financial sponsorship with two to three financial partners (universities or other IEEE organizational units) each year.
    - **Support Statement**: Please see bullet 2 under Item 4: Other Business in this report. This proposal advances the Society's strategic and operational plans for conferences. As VP Conferences, I support this proposal and bring the motion to the table for vote.
    - **Recommendation**: Approval with start date 2017

- **Motion**: The IEEE Education Society Board of Governors approves the transfer of the established Learning with MOOCS conference from EdX to the IEEE Education Society financially sponsored conference portfolio with 80% - 100% financial commitment.
    - **Support Statement:** Please see bullet 3 under Item 4: Other Business in this report. This proposal advances the Society's strategic and operational plans for conferences. As VP Conferences, I support this proposal and bring the motion to the table for vote. I have given deep thought to the impact of this conference on FIE, EDUCON, and TALE. While MOOCS are part of our educational fields of interest, they are only one part. While some authors may choose to submit to LWMOOCS rather than FIE, EDUCON, or TALE, the demographic author base of LWMOOCS is broader than engineering education or computer science. LWMOOCS attracts significant authors from all fields of education and thus potentially enhances our future membership pool.
    - **Recommendation**: Approval with start date of 2017 or 2018.
    - **Reservation**: Education Society has in the past sponsored MITE (International Conference on MOOCS, Innovation, and Technology in Education. In 2016, IEEE Education Society was not asked to sponsor MITE. A review of the conference application in the IEEE system shows that this event is now sponsored solely by the India Council E Chapter. This Chapter level sponsorship under a Council is allowed under IEEE rules. It may be possible to work with the leadership team of MITE and bring some of them into the leadership structure of LWMOOCS.

Respectively Submitted,

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