

# IEEE COMMUNICATIONS SOCIETY

*- Innovation, Growth, and Future -*

Asia Pacific RCCC  
9 June 2011

Byeong Gi Lee

# *Goals of ComSoc*

## 1. Scientific and Educational:

- *Advancement of theory, practice and application of communications engineering and related arts and sciences*

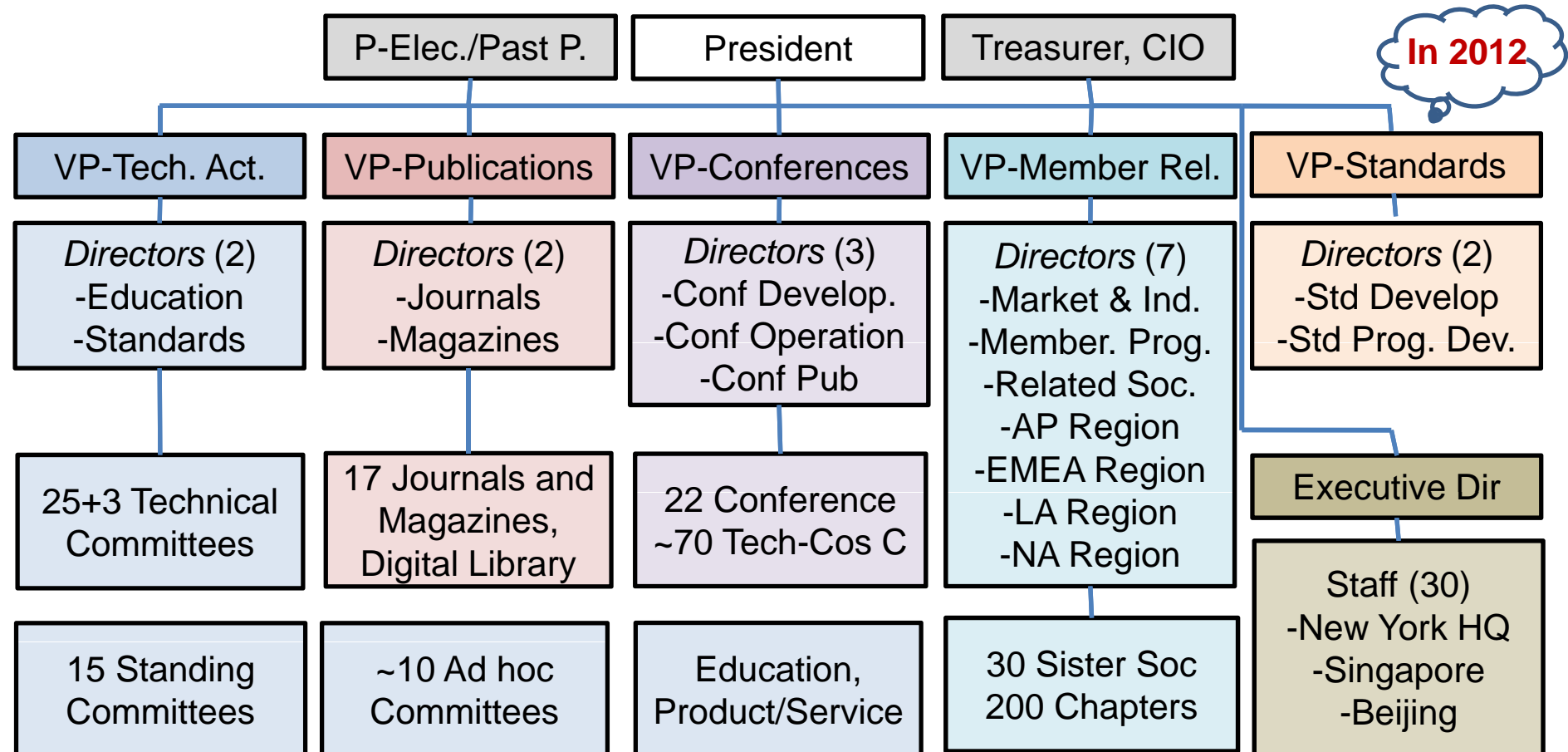
## 2. Professional:

- *Promotion of high professional standards, development of competency and advancement of the standing of members.*

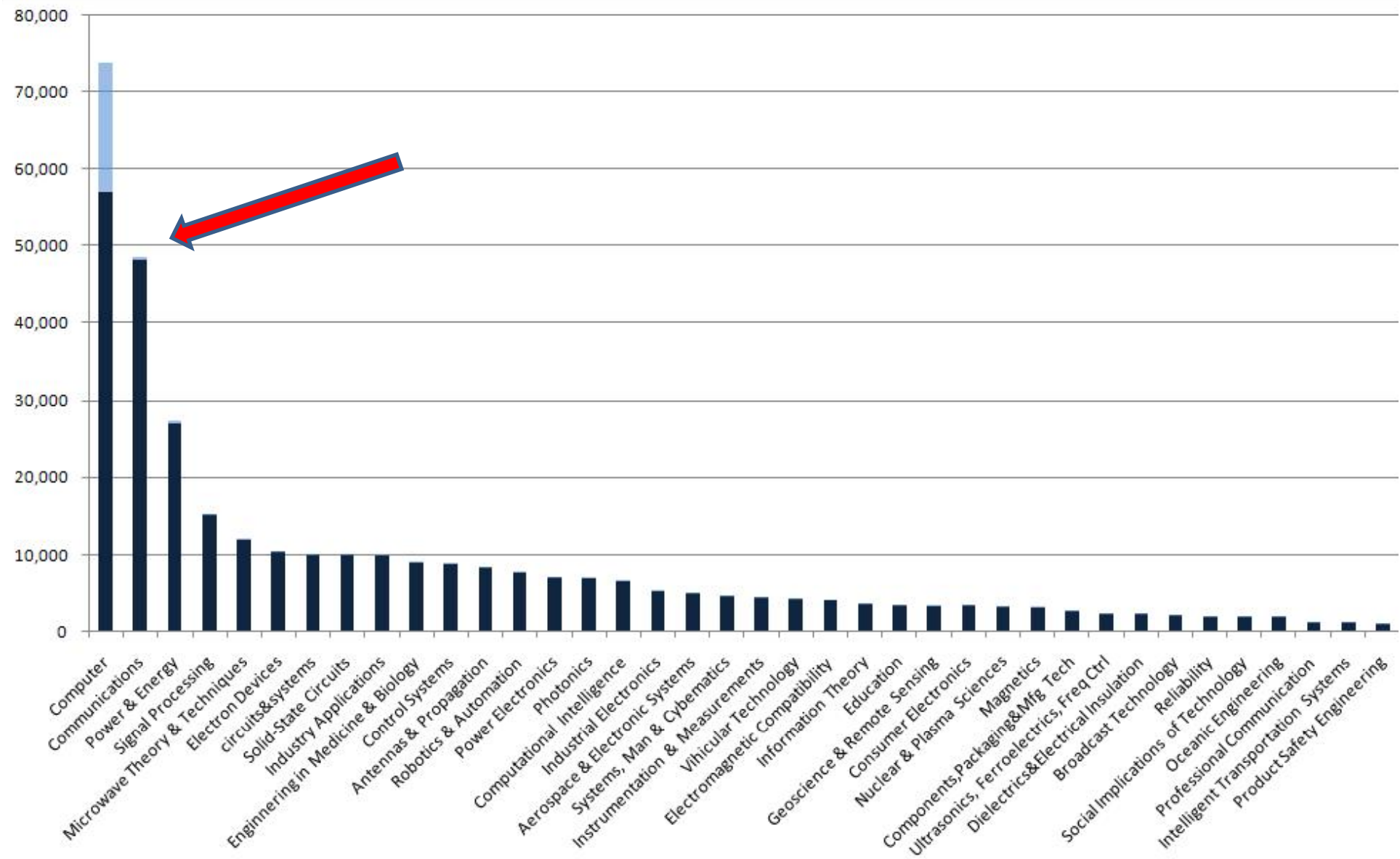
## \* *Serving Humanity*

- > Advancement in Communications Systems and Networks
- > Communications Services at Affordable Rates in all Nations
- > Enhancing the Quality of Life of Human Being

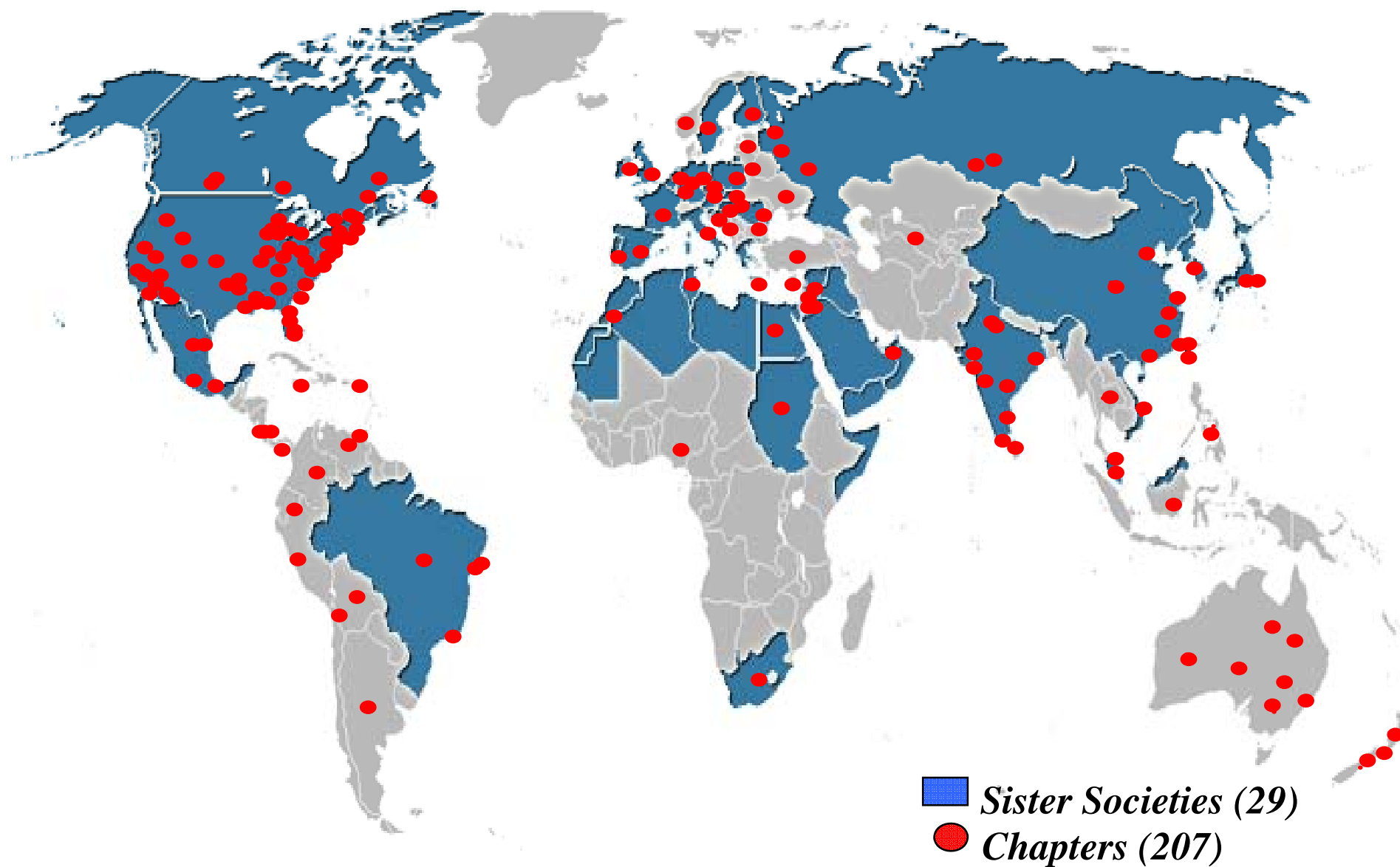
# ComSoc Organization



# *Where ComSoc Stands*



# *ComSoc Worldwide*

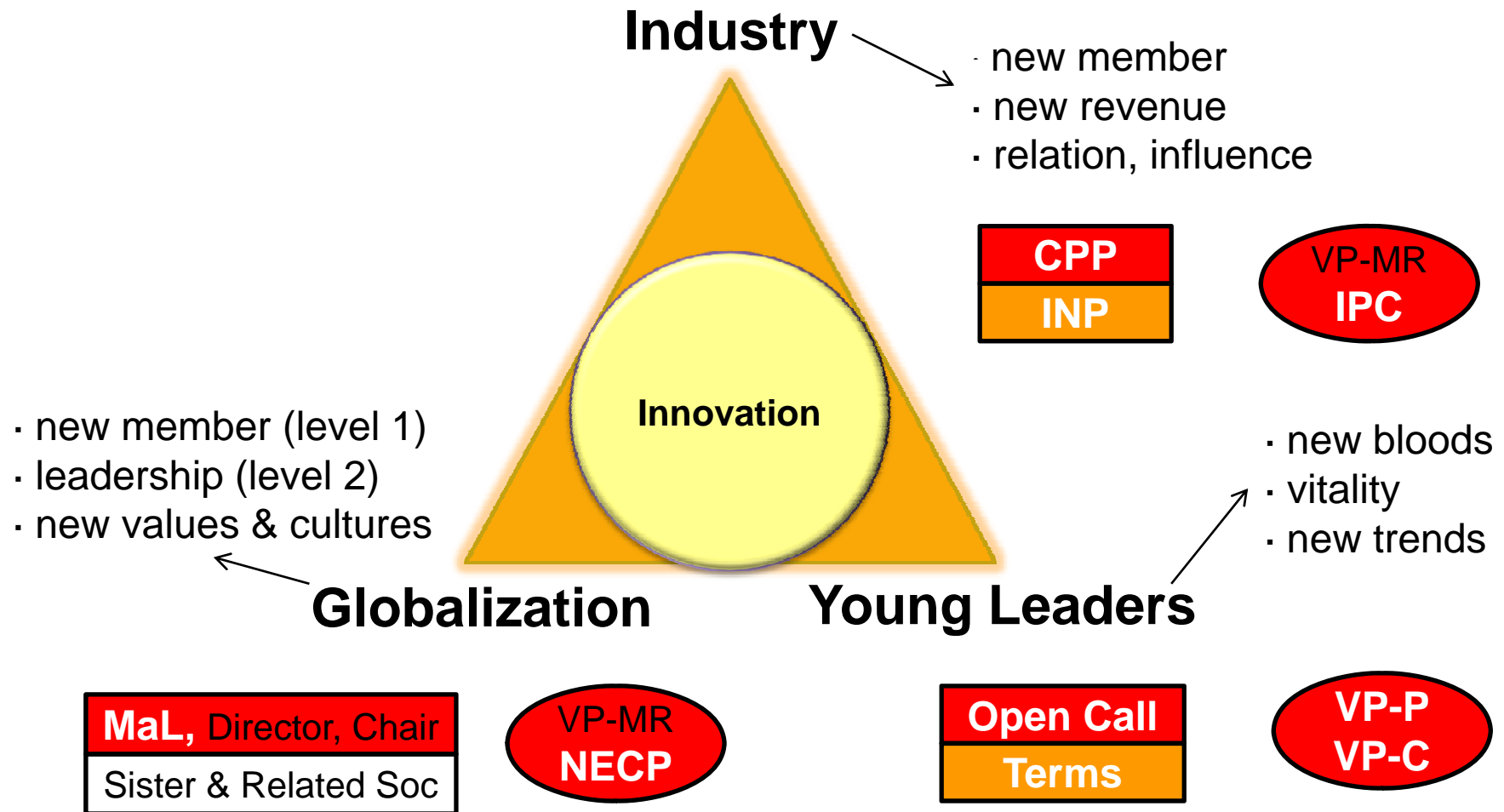


# *Starting 2010*

***How can we innovate ComSoc into a  
more balanced, healthy, global Society?***

***Golden Triangle!***

# *ComSoc's Golden Triangle*



# *Young Leaders*

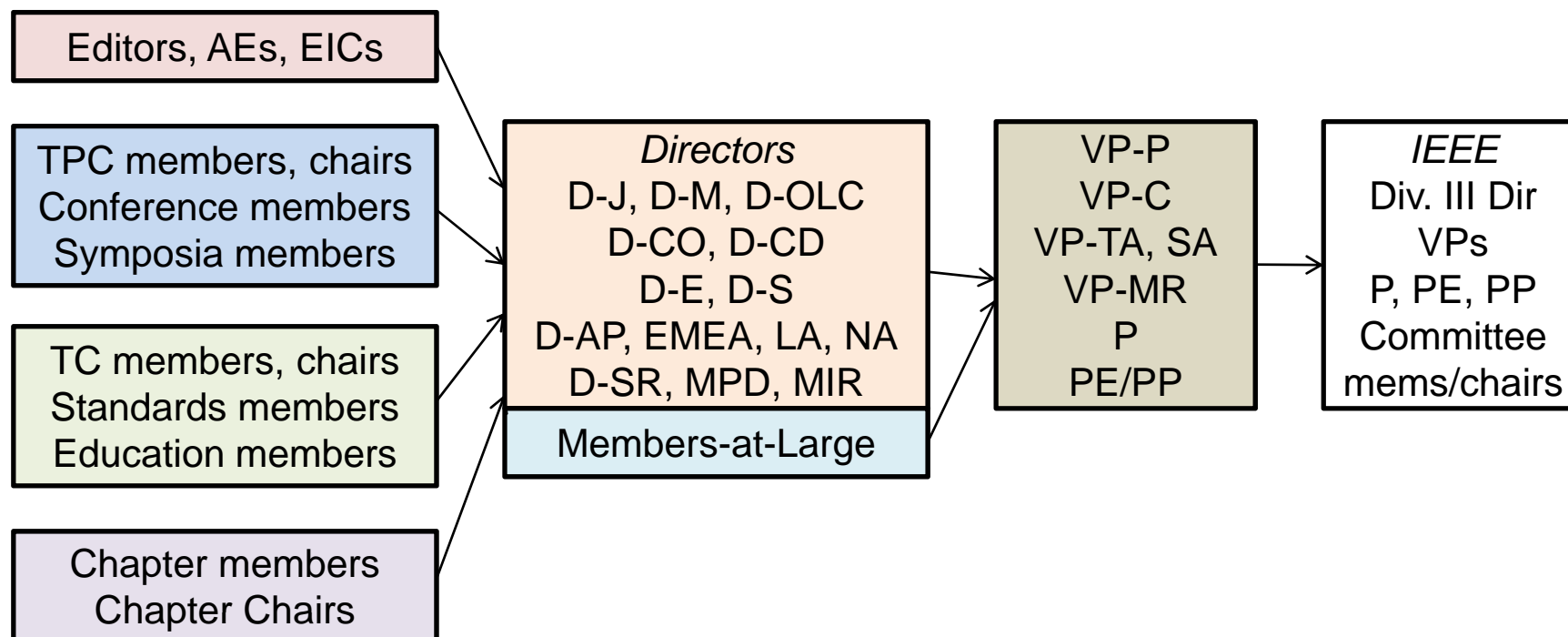
## **Open Career Paths for Young Leaders:**

**-> “Open Calls” complementing recommendations**

1. **Publications Area** (VP: Len Cimini)
  - Open Calls in appointing **Editors, Associate Editors**, first
2. **Technical Activities Area** (VP: Mark Karol)
  - Start from **TC membership**, then to **key operators of each TC**
3. **Conference Area** (VP: Khaled Letaief)
  - **TPC members**, then **key operators of each conference**
  - **Steering Committee members of all conferences** -> **fixed terms**
4. **Member Relations** (VP: Sergio Benedetto)
  - **Chairs of inactive Chapters, key operators of each Reg. Board**



# ComSoc Career Paths



# *Ending 2010*

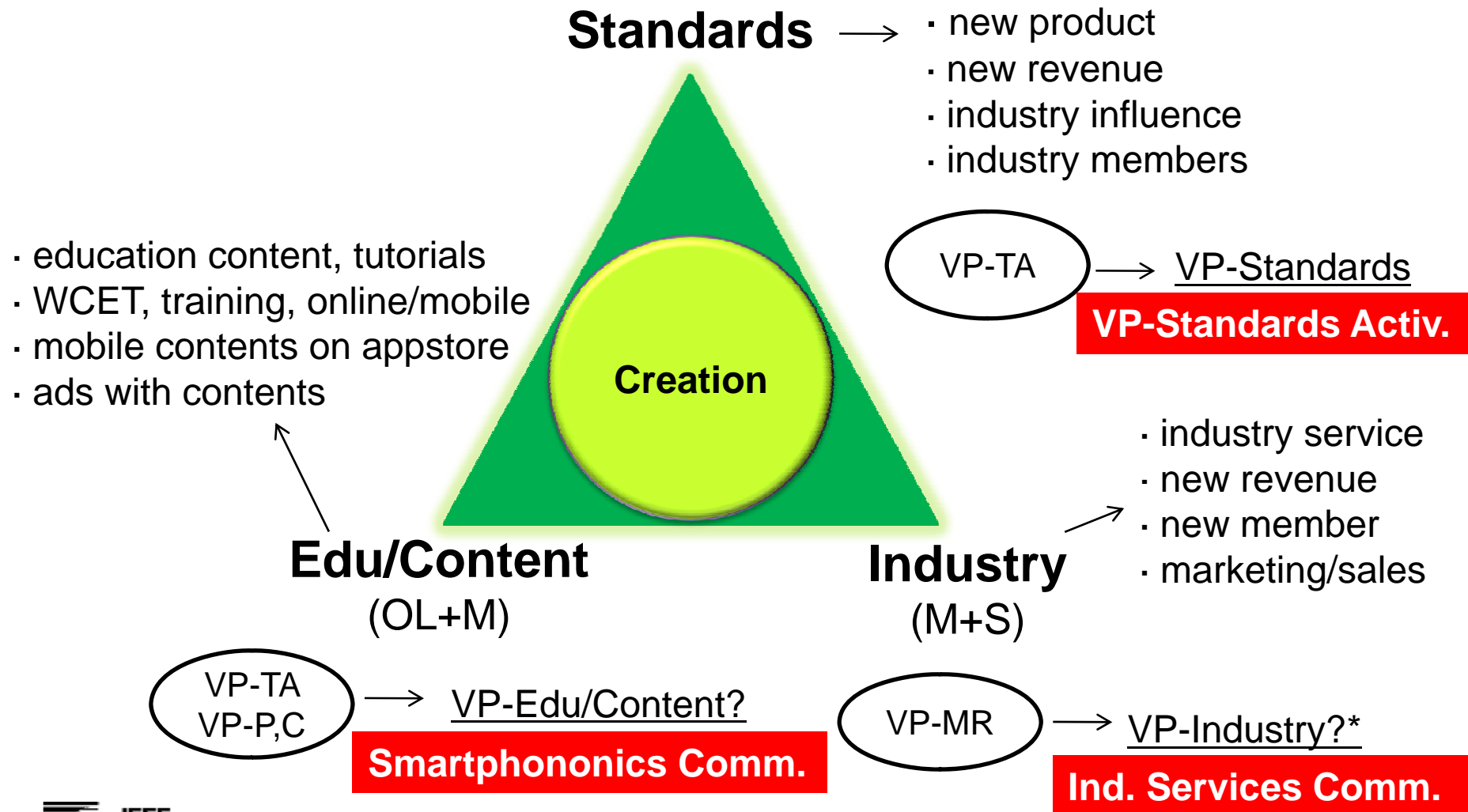
***Communications paradigm changes..  
How can we wisely get on the new wave?***

***Growth Engine!***

# *Paradigm Change*

- **Communications**
  - Technology Maturity
  - Market Saturation
- **New Business Models -> “Eco-Clusters”**
  - i-Phone, AppStore,
  - Google phone, Ads
- **Media Convergence -> “Converged Communications”**
  - Communications, Broadcasting, Internet (+ Media + more)
  - Music, Film, Newspaper, Book (i-Tunes, i-Pad)
- **Ads Evolution**
  - Banner, Search, Target
- **New Services**
  - Location Based,
  - Social Networking (‘TGIF’?)

# ComSoc's Growth Engine



# *Changes Made in 2010*

- **Financial Recovery and Stabilization**
  - Improved over 1.6 million USD, from deficit to surplus
- **Membership Growth**
  - Increased by 15% to 50,000
- **Open Call System**
  - Instituted 3-2-3 system
- **Steering Committee Terms Limit**
  - Instituted 3-2 system
- **Industry Promotion (CPP, INP)**
  - Package programs tailored for individual industry situation
- **BoG MaL Election Process**
  - Towards regionally balanced representation
- **Creation of VP-Standards**
  - A major structural change over past 20 years
- **Content/ Education Programs**
  - Targeted at mobile converged communications era
- **Social Networking**
  - 15,000 members networked through Facebook, Twitter, LinkedIn

# *Starting 2011*

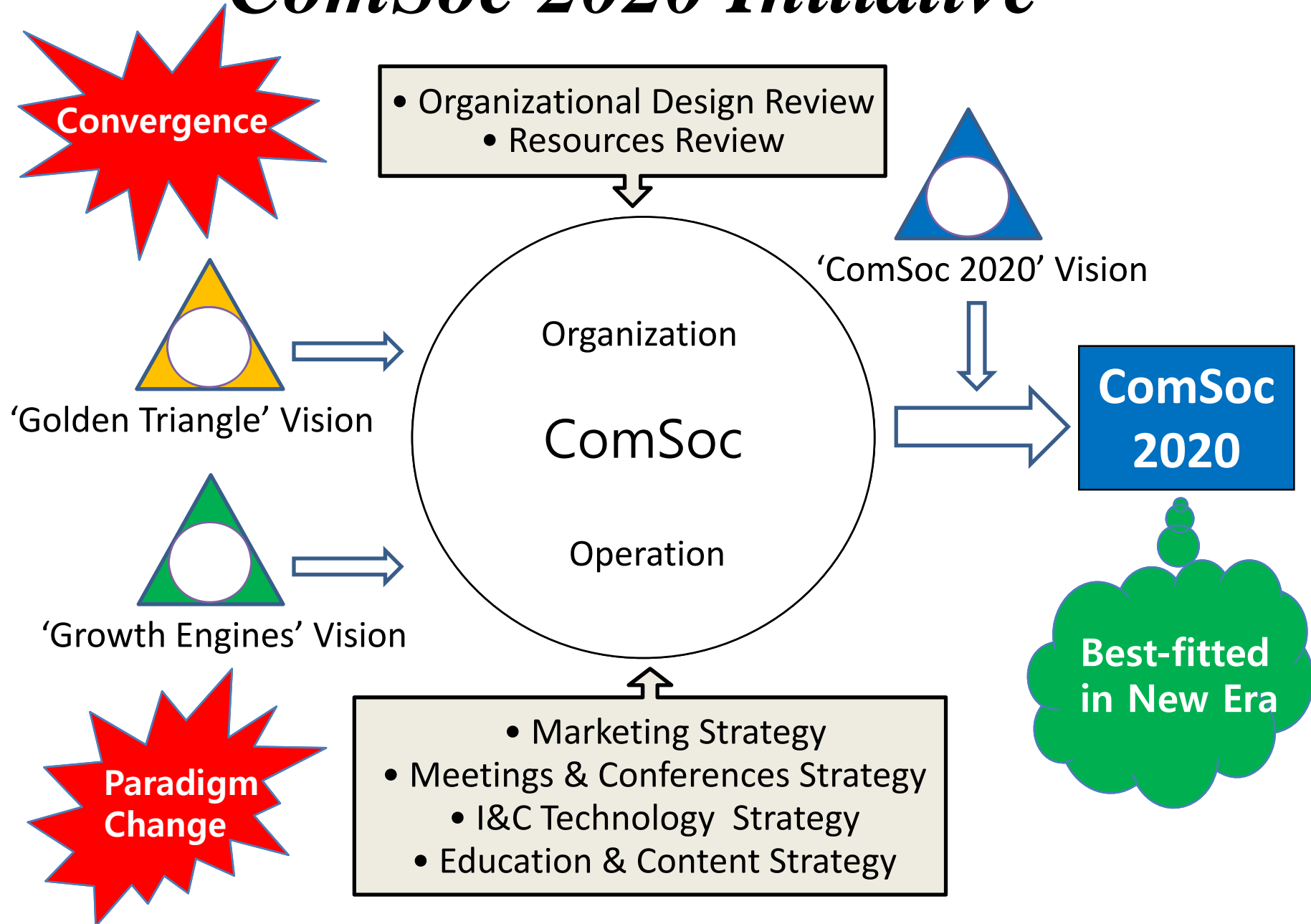
***How can we redesign ComSoc in  
conformation to the megatrend of  
communications convergence?***

***‘ComSoc 2020’ Vision***

# *ComSoc 2020 Vision*

- *Get on the New Wave of Convergence*
    - Take Advantage of the Paradigm Change
  - *Bring New Values to New-Era Members*
    - Innovate Old Areas
    - Create New Areas
  - *Aim at No.1 Society in IEEE by 2020*
    - Membership increased to 80,000
    - Revenue increased to 30 Million USD
    - Covering Broader Converged Communications Fields
  - *Start an ad hoc ComSoc 2010 Committee*
    - Draw up Multi-Year Master Plan
    - Set up Yearly Action Plan
- > Build Future by Innovation, Creation & New Thinking**

# *ComSoc 2020 Initiative*





# *Ad hoc ComSoc 2020 Committee*

*Chair:* Roberto Saracco

*Member:*

Shri Goyal  
Stan Moyer  
Celia Desmond  
Doug Zuckerman  
Gabe Jakobson  
Andrzej Jajszczyk  
Nelson Fonseca  
Rob Fish

Russel Hsing  
Sara Kate Wilson  
Vijay Bhargava  
Vince Poor  
Vincent Chan  
Zhisheng Niu  
Mark Karol  
Parag Pruthi \*

**Thank You**



**YOUR IEEE COMMUNICATIONS MAGAZINE DELIVERED!**



**DOWNLOAD**  
a copy to your computer

or



**READ THE MAGAZINE**  
in your browser



**IEEE**

STAY TUNED!



IEEE  
COMMUNICATIONS  
SOCIETY