Systems Council AdCom Meeting
April 10, 2008
Strategic Planning Session
Attendance: Sandy Williams, Vincenzo Piuri, Paul Gartz, Clyde Chittister, Bob Rassa, Paul Croll, Winston Fang, Ian Hiskins, Bill Semancek, Suichi Fukuda

Systems Council AdCom. . .Planning Our Future. . .Part 2

Paul Gartz presented an overview of the AdCom meeting. Day 1 is a ½ day "Strategic Management". Then, tomorrow, a full day, will be "Daily Management". The idea is to work the strategic issues, then implement them.

Agenda – Day 1 Strategic Management

Introductions - All

Review: Key Strategy Concerns – Paul Gartz

Paul reviewed the "Suggested Top Systems Council Goals" from the 2007-12-02 AdCom Meeting in San Francisco:
- Stabilize and Grow Systems Council
- Serve Key Constituencies
- Phase Actions from Strategy

Paul reviewed the President's Summit held in Louisville. "Planning Our Future. . .Together"   Talked about the reception and the meeting of the next day.

Goals for the summit:
- Start Strategy Implementation
- Gain Leverage
- Get Presidents Interested
- Look for new societies as members
- Tie Systems Council to IEEE Leadership; influence "Grand Challenges"

He explained that the meeting was held at same location as TAB (directly after) and was funded by donations.
Paul presented some slides from the President's Summit. Discussed the "win/win", if we work together with our member societies.

Why are we here? The basic premise of today: "Win/win/win" if we also work with IEEE leadership. We have to remember that we are them! We ARE the societies. The Council's job is to organize across the societies and bring it all together.

Paul reviewed the Systems Council Scope:
- "Systems of Global and National Significance."
- Includes All System Aspects for Holistic Look
- A TAB Organization Unit

We are an OU, organizational Unit of TAB. We are an OU of "Practice". We have a vote. We want to minimize the overlap with member societies. We don't want to take anything away from our societies.

Why should you care about SoSs?   Paul gave examples of major societal functions/systems that have emerging SoSs. (Infrastructure, Transportation, Earth Decisions, Health, Security) We have to work these with our member societies. It was pointed out that the societies don't necessarily have a say in all of these, i.e., Defend & Secure Country.

Implementation Planning I – Paul Gartz/Clyde Chittister

Bill talked a bit about the President's Summit. Talked about the fragility of the consortium. Clyde spoke about the President's Summit. He commented that we wandered around, but he saw that we could serve the agenda of the member societies. We saw that we had a lot to gain by working together. The societies saw that they could achieve their goals by participating in the Council.

There was discussion about the idea of a new conference and having a different structure to the conference. A globally significant conference.

There are approximately 232 million dollars in reserves. The CEO of IEEE is trying to figure out how to spend it. We need to propose something.

With respect to the Presidents, money didn't seem to be the issue. They are looking for an impact to society. But, also, what is the value proposition for each society? What does each society have to offer?

We need to start something that the most of our societies can become involved with. That is the most important thing.

Paul talked about the Presidents. There are 6 societies that are potential Council members. The societies also have huge reserves. Not that it is all available to us, but there is money.

Paul went over the SoS Market Sectors – S/C Matrix. Which system? Which market? We have to be careful not to tread on the Biometrics Council. If we want to pursue anything in the Health area, we need to talk to the Biometrics Council and ask if they want to do a joint venture. Councils do not allow other councils to be members, but we can do joint things. We can also bring in the Sensors Council.

Discussion on Market Scope Implications. Where can Sys Council get leverage? Paul discussed the International Directors model of AESS. We can do the same and get reps from all over the world.

What came out of the President's Summit? All of them were intrigued by the win/win. They decided to start with a conference in a domain that we could work in.   Each society would get a track in the conference. We need to focus on a specific SoS. They were willing to take the next steps. They want to talk more at the next meeting in June in Denver. At that meeting we will choose which SoS and when the conference will be. Sometime in 2010.

Comments: What's important is actionable and workable items. We have no members. Our job is to coordinate the members of our member societies. We need to have a firm commitment from the societies, and communicate with them. What can the Council offer to the societies? We can offer a coordinating role. And the payoff has to be clear. What is the point of having the Council?   If it is

something that can be covered entirely within a Society's domain, then it is not our domain. When it starts to go across many different society's domains, then it is for the Council. The idea of collaboration brings more people to the table that may join their society. You have to capture their attention and their imagination.   How do we find people to do real work? Some will join an activity to protect their interests. "If you create the only game in town, they will come."

Paul talked about the AFCEA/AESS relationship.

When you think of the Council's scope, no other society has this scope. We really can create the only game in town.

Vision & Strategies Development - All

Your ideas? E.g. IEEE's was "Enhance global prosperity." We are here to do whatever helps your country. Everyone relates to "prosperous". It doesn't say "USA prosperity". But, GLOBAL.

Your ideas:
- Catalyst
- Coordinator
- Facilitate collaboration to build value for member societies
- Synergy
- Help IEEE societies extend their reach
- Integrate across technologies and borders
- Inter-disciplinary
- Achieving the Gestalt (unifying principle: a whole is more than the sum of its parts)
- Global significance
- High visibility
- Enhance global survival
- Benefit of humanity
- Harmonic coexistence
- Human-centered. . .
- Lead. . .
- Extend IEEE societies reach to systems of global and national significance
- Improve the world's major systems through engineering
- Need 3 visions (Lay public, IEEE, S/Cs)

Paul doesn't believe the word "holistic" sells very well.
Bob discussed the notion that IEEE is really an "archival" institution. We don't foster anything. We need the Council to help get us out of that mode. IEEE's Grand Challenges mean that they can tackle something outside technologies. They are trying to get us to work together. To think about it and talk about it is fine, but we don't have the thought process to actually do it. We don't cause advancement, we document it.

In order to reach the Lay Public, you must use the media, internet, etc.

Resume discussion. Global prosperity? How? IEEE perhaps did not do a very good job of explaining "how". Lead the societies to us. We need to set realistic goals. Bite off something that is chewable.

Chris Dyer stopped by and was introduced to the Council.

What is Vision? It is where you want to be in 15 years. What is our purpose? There was discussion about us sounding more like a society instead of a council. That bothers some. It is a debate that will continue.

Implementation Planning II

Implementation Plan Ideas for Discussion
- Presidents/ELC – Executive Leadership Committee

Form this committee and they would tap individual officers between meetings to move faster toward our goals. We need to work external societies – INCOSE. We have close ties.

ACTION ITEM: Paul, Clyde, Bob – Plan June meeting together and begin thinking about the 2nd conference. (AI-0046)

- Finances – get financial leverage. Ask for money to fund meeting in June.

ACTION ITEM: Ian and Bob – Put together financial leverage ideas. How do we get money? Find value equation for our societies. (AI-0047)

Look at societies paying for travel.
- Conferences – Work with Presidents' Summit Conclusions for 2010.
- Once we find out more information in June, we can steer Vancouver 2009 conference in that direction.

- Publications/"Communications" - there are other ideas other than the Journal. Is there something that we can do jointly with a member society? Assess how to best communicate with "practitioners". The web is a great tool. Facebook. Second Life. Webcasts. Podcasts. Ready Notes. How to communicate to the wider audience. Chris Dyer is young and could help with this. Also, the Computer Society has someone that worked in films in Hollywood and is accomplished at this stuff. (see Paul Croll) Let's leverage the people that know how to do this stuff.

Everyone needs to think about how to reach the audience that the Journal does not reach.

We need to talk about the Journal tomorrow. Paul wondered if we need another VP of Communications. Comments from Vin: we need to reach out to practicing engineers. We need more publicity. Let's consider setting up a knowledge environment on the web.   There is a study to be out soon, on this knowledge environment idea.

ACTION ITEM: Vincenzo Piuri - Interact with IEEE on the topic of setting up a "knowledge environment" on the web. Do some brainstorming with Mo and the rest of the AdCom. (AI-0048)

There was a discussion regarding the AESS model for online tutorials and lectures. Expert Now costs about $20,000, which is a lot of money. But, in AESS they are doing it for much less. The equipment costs money (discussion ensured on the actual amount spent), but producing is cheap. AESS moved it to

Conference Catalysts, and are loaning it to IMS. AESS owns 5 sets of equipment. AESS would also provide the capability to the Council.

We need to see how Don Brown is going to participate.

- Member Services – Winston needs to assist in increasing global outreach fast. Chapters – find out where the society chapters are and form a joint chapter. The Computer Society has offices in Washington DC, CA, Japan and Service Centers in Beijing, Moscow, China, Germany. Coordinate and Leverage New Chapters. Look into AESS model of International Directors. Work with the Directors of the Regions. Perhaps bring people in to attend the board meeting. Fellows and DL's. We need a range of diversity with DL's. Find experts from all over the world, not just the US. Our chapters could invite DL's, but who is going to pay for it? We can utilize podcasts, conference calls, etc. to save money.

ACTION ITEM: Winston – develop a plan for member services to increase global outreach, chapter expansion, Fellows, DL's. (AI-0049)

Any additional ideas? Provide technical co-sponsorships to regional conferences. If we become more active, we could find people. Chapter chairs, etc. How will they understand who we are? We have our website. We direct people there. Perhaps we need a Systems Council flyer. Perhaps it could be tailored to individual groups.

ACTION ITEM: Winston - develop content, power points, etc. targeted toward presidents, chapter chairs, people in each SoS domain, outside organization, etc. Sell the Systems Council. Develop tailored care packages. And get the material on the website. (AI-0050)

- Technical Activities/Standards: Paul Croll - Get DL's from member societies. Start "Tasks" and "Events" globally. Coordinate with Winston. Mini-conferences. Use them as market probes. Insert "SoS Tracks" into planned society conferences. . .Control Systems Society has set up $$ sharing for this. We need to look for opportunities outside of IEEE. DOD Systems and Software Conference for example. It is an opportunity to put IEEE content into non-IEEE conferences.

IEEE Standards has been working with Elliot Sloan on Healthcare on Informatics. Paul Croll will help role, up to Sys Council for these standards. CS has also had a lot of interaction with US DoHS (Dept. of Homeland Security). Lots of partnering opportunities.
Support for webcasts and podcasts.

ACTION ITEM: Paul Croll and Vincenzo Piuri – have telecons and decide how to divide duties and coordinate duties among yourselves. Decide the merits of an additional officer. (AI-0051)

We need to work together as a board. Coordinate wherever you think you can get some good ideas.

American Helecopter Society. Theo is chairing the conference. She is on the Tech committee for 2009. What can IEEE do to have a presence there? Perhaps some tutorials? Some paper presentations? Perhaps we could get some new members, who knows?

ACTION ITEM: Paul Croll - Coordinate with Theo and her work with the American Helecopter Society. (AI-0052)

Are there tasks we could take on that would be meaningful to us that we could actually do? Go out in a very humble way, and ASK what the difference in Systems engineering. Why does something work for one and not the other?

Organizing for Strategic Implementation:
- Form an Executive Leadership Committee, which includes the President, President-elect, Past President and Treasurer.
- Expand the role of the office of Secretary. Work between meetings on action items and implementation. Theo and Judy will coordinate.
- Each officer needs to be in charge of their own web pages.

Paul Gartz addressed the AdCom on his personal transition, dealing with personal issues with job and health. Paul is going to move out of the Presidency of the Systems Council. He will continue until after the June meeting. Paul, Bob, and Clyde will stand up there as a unified force. Clyde will take over in June. Paul will stay involved as much as he is able. We'll talk about succession planning.

Systems Council
Day 2

Attendance: Sandy Williams, Vincenzo Piuri, Paul Gartz, Clyde Chittister, Bob Rassa, Paul Croll, Winston Fang, Ian Hiskins, Bill Semancek, Judy Scharmann

Motion: Bob moved to accept the minutes as presented. Clyde 2nd. **Motion passed.** (M-0022)

Review of the Action Items and Motions

Discussion regarding Jim Barbera sending Conference Guide out, Bob pointed out that IEEE has all of this online. We need to be clear to our Conference Chairs that they need to follow all of these rules and fill out all the forms. Perhaps we need a 1-page instruction sheet instead of pages. It already exists on the IEEE web site.

ACTION ITEM: Paul Gartz/Theo – Assess our member Presidents for conferences that should not conflict with our Systems Conference. Paul will do this at the President's Summit in June. Theo will to coordinate with SC reps beforehand as to which conferences are key. (AI-0053)

Paul discussed not overlapping the scope of our member societies. Action Item 43 and 44 are closed. It was determined to be part of the responsibilities of Croll and Winston. When something is part of strategic agreement of what an officer is to do, it doesn't become an Action Item. An AI is short, separate, that we need to check. It is to make sure it gets discussed. Visibility. Idea of synergy (Winston and Paul). Piggy back on existing events, and also generating events, but only in our FOI.

Discussion on Standard 1220. Action Item 47 is closed due to it is an area that we want to track, but is part of Paul's responsibilities not an AI. Asked Croll for a true standards assessment. What do we want to do about it? What is the Systems Council's role in this? There is no society that is a Systems society. The Computer Society cares about Systems standards. They collaborate with Systems Engineers when dealing with this. As some of these Systems standards move forward, this Council can make sure that member societies understand what is going on. We don't want duplication. The Council should let other people know that the activity is going on and make sure the Council has voice in harmonization discussion. The standards have software centric, instead of systems centric. Make sure the Systems piece is talked about. People aren't familiar. Take the discussion offline.

ACTION ITEM: Paul Croll – Get with Theo Saunders, Paul Gartz, Bob Rassa and Clyde Chittister to determine Systems Council role in Systems Engineer standards/harmonization. (AI-0054)

ACTION ITEM: Theo Saunders – Check with Bob Lyons regarding his contact with Marina Ruggieri and AFCEA. (AI-0055)

It was determined that we need dual appointments on the DL's. But, what societies will agree to that? There needs to be a quid pro quo and what is that going to be? Develop list of DL's with Winston and Croll. Division of duties: Paul has main RA on this. Winston can give Paul suggestions. Paul can do the polling with our member societies. Winston can assist.

Discussion that each officer is responsible for their own web page. Chris Dyer will implement it, but each officer is responsible for their content. Please review your content and see that it is accurate and has the items that you want. Professional look and updated content. What page goes with each officer? It's obvious, but we will discuss it. Are there pages that we need to add?

ACTION ITEM: Theo Saunders – work with each of the officers to determine what they are responsible for with regards to the web site. (AI-0056)

President's Report

Paul Gartz –
TAB has taken a big step to cause us to work together. There was discussion on the "exercise" that TAB did this past February to get everyone working and talking together.   There were mixed reviews. It was a good exercise, but some thought it took too much time. What will they do next? The good news for the Systems Council is, this is what we already do. Work across the lines. People often agree to work together only to protect their own interests. We will have more success if we do this in small well-defined areas, rather than huge domains.

The President's Summit got a lot of traction with the Presidents. Systems Council will keep moving forward and hopefully become a model.

President-elect Report: SRC Review

We have a review at TAB coming up in June. Bob did a lot of work in updating the information for the review. We need to capture where we are with regard to our Business Plan, our milestones, our commitments to TAB. We need more info from Pubs. Vincenzo contacted Mo and he said he will provide the info by middle of next week.

All S/C must go thru a review every 5 years, but new S/C go through one every year. This will be in Denver on June 19. They will look at the general health of council. Are we on track? It's a check-up. The intention is for them to help us. The whole concept is to work with each entity and help them. They will be critical if we need it. Or they may be critical if they don't quite understand due to their background.

The due date for all the material is April 28.

Today we will discuss and get everyone's input.   All of it is a status report. We really only need to deal with the last page. Let's talk about what we have done, haven't done and why. Judy will capture all thoughts.

Thoughts:

- Do we have additional conferences, standards, DL, chapters, tech committees, curriculum, pubs, Finances. A number of things we talked about in the Business Plan is oil in the ocean. Now we are going to focus on a couple of areas. We've had a couple of meetings, a couple of conferences, now we can focus. Now we can look for real synergy with member societies. Start these mini events within our FOI. In the Business Plan was the DL and we could include dual assignments (Croll), and seek international DL's that are new (Winston).

- Cooperation with regional activity. With this conference we coordinated with region. The Montreal Section provided session chairs. (10% of profits) Could be a small loss due to small attendance. We'll have to wait and see attrition penalty. IEEE is trying to encourage that sort of thing.
- Paul will send an update to Bob with some Tech Comm updates.
- If time, the report will be sent out ahead. But, with the hard deadline, it might not be possible.
- Consider that we show that we are pro-active and expanding, add in Pubs, we provide picture of the past, but then add that we started some publicity, like the flyer and poster, we are going to ship the flyer and poster to major conferences.

ACTION ITEM: All officers - Write comments down and send to Bob Rassa and Clyde Chittister for the Systems Council Review document. Be sure and write what is asked for. The future items, strategy, goes in Question 12. (AI-0057)

- We started strategic planning 3 years ago when we wrote the Business Plan, and in December, we augmented our strategic plan.
- Clyde's feeling for June, is that TAB is going to be looking at what we have done, not necessarily how good of planners we are. Where we're at today is all questions up to 12. Then 12 is for the future.
- Winston – did a lot of contact with people with regard to conferences. He has 3 conferences that would like the Sys Council to co-sponsor. Once approval is done, we can include these 3 conferences in item 4. Winston has talked and held meetings with people regarding this. This is current activity. Winston will make the information available. He has also got Tech Committees in progress. Send who you've met with, date, etc. Lends credibility. Winston will provide summary for inclusion in report. Need it by next week. April 16 drop dead. Send inputs today if possible. Write what you can now, send more later if necessary.
- Can we add addendum? Yes, but, only if it is something they will actually read. Don't put a lot of extra stuff. Write about it in the form itself.
- The a and b sections are the facts about what we have done. Shows progress towards milestones. We might not have completed a milestone, but if we have specific actions towards it, that is good.
- Winston worries that perhaps the Chapters didn't go through the right channels for section. As a Council we can approve chapter, then Winston could help with section concurrence. Winston will provide a list and the status.
- Questions? Bob will email Business Plan and milestones
- Top level strategy sessions: document it (Paul Gartz). We need a summary from Gartz. 500 words. At the end. They don't ask for it, but it's good to do.
- The IEEE web site didn't show our journal, but we are trying to fix it. One reason we have low subscriptions is because people can't find it to subscribe.
- Section c will include all the stuff from yesterday.
- Update Pubs data.
- Some of these are defensible situations. The lessons learned will influence us for the future. The idea of where we started, lofty goals, come down to specific areas that presidents could relate to, helped.
- Correct dates of this meeting: April 10-11.

- If you are going to edit the electronic copy, please use "track changes" so it can be tracked.
- Thank you to Clyde and Bob for doing this.
- Councils don't have access to member society mailing lists.

Finance – Ian Hiskins and Bob Rassa

See attached financial report.

In 2007, we deviated from baseline budget due to 2 factors:
1. Under subscribing of Journal. The income from Journal is a lot less than anticipated.
2. Other income is from conferences and is also less than anticipated. The 2008 budget takes that in to account.

Expenses: we didn't use manuscript central, nor advertising budget. Conference related expenses are more than expected, since we added Con Cat. For 2007 we made a surplus of 27.7K.

Systems Conference 2007 lost a lot of money due to attrition with the hotel. (about 40K) We have it down for 2009. For 2008, we were still off. We will have similar attrition on this conference (25-30K loss). This will be corrected in 2009.

There was discussion regarding advertising the Journal and conferences appropriately. In order to use the electronic mailing list of a society, you need permission. Chris asked for permission from everyone and only a few said yes. There are other outreaches we could use, like SAEA, INCOSE, AIAA. But, they will need a quid pro quo. What about Exhibits? There are a lot of vendors out there. But, our ability to announce exhibits is limited to our ability to announce the conference. We have to establish a track record.

We need to find out which societies have newsletters, or other means to advertise the conference. Discussed how emails are sometimes not read because people don't know what they are about. Be specific in the subject line of email. IEEE will send info on conferences as soon as Conference Form is filled out. Is goes to every section chair. It could be 2 years ahead. Anything beyond that is a separate action.

ACTION ITEM: Vincenzo - Investigate opportunities to advertise the Journal. (AI-0058)

Back to Finance: 2008 – we decided to levy $5,000 instead of $2,500. Taking that into account, we may get back to even, unless the loss on the Conference is great. The Journal expenses are up because we only had 2 issues, and 4 are planned for 08. The missing income from low subscriptions isn't great, but we also need to try to increase the income that comes from IEEE Xplore. Since the number from IEEE Xplore is related to number of hits, number of papers, we could influence it there. We can use our web site by posting the index to our papers with a link to the Xplore. That is a good idea.

ACTION ITEM: Vincenzo – get index to Con Cat for inclusion on the web site. Systems Knowledge Base. (AI-0059)

Why is our Journal advertising conferences that we have no link to? Let's do this only if they pay for the ads.

Budgeting for 2009 will begin soon.

Paul Gartz would like to have it broken out in profit centers for each area, like what Ian did for Systems Conference. Instead of big chunks of revenues and expenses.

Back to the Journal: we need a serious advertising campaign. Ideas:
- Pick a key conference from each society that would relate to Systems, and have our journal available. Too expensive. We can ship the flyers and posters to the conferences at much less cost.
- What about putting our latest issue on a CD? Problem, people can copy it and then they won't go to Xplore and we will lose revenue.
- Put up a computer with a display running. People could bring up our journal and take a look.
- We need to find ways to advertise without spending too much money.
- On web site, on the Tech Comm, each society could send something about what they are doing with Systems, and we could put it up on the web site.
- Do we need a paper publication? Can we go to only electronic? It is not a problem. The only problem is the transition from printed/electronic to electronic only. Vin doesn't know if IEEE would let us go back to electronic form only. Conventional Wisdom: Start-up publications need a printed version. Instantly visible.
- What if we targeted larger conferences and went and made a presentation about the Systems Council. Conference organizers won't go for that.
- We need a deep, involved web site with videos etc. Then demo it at conferences.

We all agree that there is a problem with revenues in our 2 major areas: Pubs and Conferences.

ACTION ITEM: Vin - Look at Pubs/Communications, and the web is part of communication, posturing it at a conference and report back. (AI-0060)

There was good discussion at lunch about using the web site to give value to our member society members. In changes we make to the web site, what do we need to bring before the board before we make them? Everyone is okay with officers taking care of their own web pages, but basic design is fixed. Can we add new buttons without AdCom approval? Yes, to a point. We can't get too many buttons. Get President's approval. This way we can move a lot faster. Vin is going to come up with some of the ideas.

Finance continued: Within the next week, we will have inputs into the 09 budget process. Page count (get from Vin), conference budgets, calibrate them on any major changes in admin expense. If anyone has any input, get them to Bob or Ian. The Conference VP needs to approve the conference budgets. We can do the 50% of last year's reserves thing, but don't advise that we do that. We are going to lose money this year, so spending more money doesn't make sense. If you do spend it, you need to have a new initiative that IEEE would approve. Initiatives are major things. Perhaps we could establish a Knowledge Base. Vin could write it up and get a quote from Chris. We can write it up and try. It might not fly as an initiative.

IEEE is looking at this reserve policy. It made sense when it was put into effect, but perhaps not anymore.

Conferences – Paul/Bob/Jim

2008 was successful. 105 attendees. 140 abstracts. Not a single no-show. We'll make about $4-5K without attrition cost. It conflicted with Oceans. We decided and booked Vancouver for 2009. Dates are still being looked at.

Motion: Paul Croll moved, Sandy Williams 2nd that we move the Systems Conference in Vancouver to March 23-26, 2009. Motion passed. (M-0023)

There was much discussion on 2010 conference: location, whether we want to abandon and go with other conference. It was decided that we do not abandon this Conference to do something new. We can add it. Let's continue with the Systems Conference and add the new joint conference. If something comes up in June regarding the new conference, we could have 2 for 2010.

Location ideas for 2010:   This is a true international conference and it's too hard to have in US with the visa problems. There is a lot of EU funding going toward our FOI, but Europe is very expensive. Perhaps Toronto, Ottawa, or back to Montreal. We may not want to go to Europe just yet, we are still fragile financially. Baltics? Prague? It is still less expensive. Italy? Budepest? Warsaw? We may want to stay in North America in 2010 and cater to our current attendees.

ACTION ITEM: Bob will start exploring venues and costs for 2010. Then he will get a consensus after choices are narrowed down. (AI-0061)

Publications – Vincenzo Piuri

Vin talked about Vision and Objectives.
1.   Promote the Systems Journal
2.   Involve the Member Societies
3.   Be comprehensive and proactive.

Can we help to increase the list of Assoc. Editors?

We will try and increase individual subscriptions.

Vin tried to bring together all the discussion from yesterday. He gave us an insight into the communication side of it. He gave a 2-pronged presentation: 1 Pubs, 2 communications.

It was pointed out that our Advisory Board is made up of 85% academia. Not enough practitioners. We need to find a balance in the AEs and Advisory Board. Let's try for 50/50. Vin will talk with Mo about expanding the AE list. It is difficult to get industry people to be AEs. It requires time, expertise and motivation. We can try for R&D people. Advisory Board is a little different. If we could get the names of companies and at least one contact.

ACTION ITEM: Vin - Clean up the AE and Advisory Board list. Remove the titles and correct the name spellings. (AI-0062)

Now, we must move from ideas to implementation. Bill has a name for Vin from the telecom industry. He will send it to Vin.

Paul Gartz talked about a "Book of Knowledge". He thought Paul Croll could coordinate with Vin on this.

We need to look at the IEEE market analysis that they did. Bob will send the copy of the market analysis to Vin.

Vin will coordinate with all the officers when dealing with this Book of Knowledge. We need to identify people who are willing to serve. AE's get the reviews. Advisory Board sets the course for the Journal. They need to meet periodically. When we expand our ideas, we need to expand our list of AEs. The Advisory Board is honorary. There are no rules for them. It is not required. What about the sub to pub time? Sometimes 4 months go by with no word.

 Meeting Date for Fall. October in Florida. October 3-4, Friday and Saturday. Ft. Lauderdale.

Technical Activities: Paul Croll

First International Workshop on Safety Systems in Monterey. Not as well attended as they wanted. For the 2nd, the organizers are proposing joint with Reliability Society. Meeting, 6-9 October, 2008 in Denver. Paul has not seen the Business Plan yet. He will make sure they consult with the appropriate IEEE web site to get the appropriate forms filled out.

Standards: we haven't done anything directly with the Council. We've talked about using the Council for harmonization of Standards. How do we do that? Computer/Reliability have a joint standard. We are looking for additional standard with INCOSE. INCOSE will be participating with Systems and Software Standards Committee. So, this is another cross-fertilization. That is something that we can claim credit for. We are moving into this domain of creating harmonization opportunities. We are the catalysts for these relationships. We also add value into looking to expand the scope, and perhaps new standards. Sos not quite ready for standardization. The practice is not mature enough yet. We could recommend a practice, then it could move into a full standard.

There was discussion on the issue of certification and accreditation for Systems Engineering. Don Brown was going to lead the effort. Unable to do that, so we are replacing him. There is someone at SMU (Jerrol Stransnor) that could lead this effort. Roberto DiMarco wants us to move quickly and smartly. The cost to develop a program is over 3 million dollars. IEEE will fund this. Unfortunately, we haven't done much with Don Brown. We need to get a team together to get it moving. First: accreditation. The steps need to be outlined for us if we can get Jerrol Stransnor (Sp?) to head this. Steps laid out and what kind of funding we need. After that is certification.   We need to have ours lightyears ahead of what INCOSE has now. What is a systems engineer without domain experience? Nothing. We have to pick domains. We need 3 or 4. Need plan. 5 year process. So, we need to get started. We need to take the first step. There is going to be a lot of work involved. There was much discussion on our relationship with INCOSE. When we do this, we will allow ICOSE to collaborate with us (IEEE). We will move on separate from INCOSE. Paul will contact George Friedman to work things out, but not give up the lead on this issue. We can't wait for Don any longer. We should develop a relationship with (IIE) Industrial Engineers. A lot of Systems Engineering programs start in Industrial Engineering. This is good advice. They are part of the accreditation; we need to partner with IEE. We need to bring in the SAE, the AIAA and the AHS. We will be the catalysts. We are looking to be the lead society in Systems Engineering accreditation. But, we need to reach out first. We all agree.

1. Recommend a curricula
2. Certification

Paul and Clyde had dinner and conversation on technical committees. Their ideas:
- medical domain.
- Law enforcement. Why would we want to do this? Every country has law enforcement. A lot of technology goes into this.
- Financial systems: banks, brokerage firms.

Any one of these three areas would be good. We are less concerned with medical because of Biometrics. We need to pick one and begin to invest in it with our workshops, etc. Why not have a track at our Conference first and see if there is interest before we invest a lot.

Member Services: Winston Fang

Winston is on sabbatical now in Taiwan, which gives him opportunity to start things in Region 10.

He will try and piggy back on member society chapters and try and have joint chapters.

Each chapter has to go through the IEEE process. They don't currently have physical members. Once Winston gets Sys Council approval, he will help them get the IEEE process. It was pointed out that he doesn't need Council approval. He can give approval as an officer.

This AdCom can go act without permission. You have the responsibility. Of course, can't spend money without approval.

Chapters need approval of the Society, section, IEEE. The petition needs to be signed by 12 people. (signed means electronic also) They need to be members of IEEE.

None of these chapters are in the "green light" stage with IEEE approval. Let's try and get some approvals by June. There are 8 new possible chapters.

DLP – Winston would like access to some DLs.
1. Poll our member societies and find out which of their DLs work in SoS or Systems and get the dual appointments. Make them DL of Systems Council. (not this year, not enough money) Or unless a local organization or company would fund them. Or the section could pay. Or the Society could pay. We do our own selection of DLs.

Bob donated $5,000 from AESS to fund the DL program. Use a DL that really knows Systems or use AESS DL and promote it jointly. Gift accepted!

Sandy will ask Jim for funding. And joint DL.

Technical Co-sponsorship would give the Council more visibility.

Winston introduced ideas for 3 new TCs.

What about Fellows?? Steve Adam needed to resign.

ACTION ITEM: Winston get together with Paul Croll and decide criteria for DLs. (AI-0065)

Paul Gartz wants to increase Theo's role as a coordinating role when action items cross various officers. She will coordinate with Judy, and together they will communicate Action Items throughout the year.

Bob reported that he heard from Mary Ward Callan regarding our Journal problem. There are 2 places to see our Journal. One needs to be populated by our EIC. (which hasn't been done). The other is buried a little too deep.

Paul Gartz asked if the strategy session was effective. Most are neutral. 2 were positive. 0 negative. Today's meeting? 100% positive.

Meeting adjourned at 5:00 p.m.

Respectfully submitted,

Judy Scharmann