

1. Welcome and Introductions
  - a. Rob Reilly, Oliver Ban, Lance Perez, Jim Sluss, Susan Lord, Russ Meier, Vic Nelson, Melany Ciampi, Claudio Brito, Martin Llamas, Tony Mitchell
2. Goal for today
  - a. We hope to complete strategic planning to get mission, vision, fields of interest reviewed and updated for presentation to the AdCom in June.
  - b. We also want plan for things to do this year.
3. Review of reimbursement
  - a. Hotel rooms will be reimbursed.
  - b. Incidental charges like Internet should be submitted as expenses.
  - c. Airline and other charges also should be submitted.
  - d. Only meals over \$25 need a receipt.
4. S. Lord requested everyone to share their personal thoughts/dreams for EdSoc as well as their top priorities for today (based on Items to Consider document sent via email to entire committee before the meeting):
  - a. Susan Lord:
    - i. Enhancing diversity within EdSoc, putting a new face on the ECE field in general
    - ii. Priorities: increasing membership, reinvigorating technical committee, governance
  - b. Tony Mitchell:
    - i. membership expansion
    - ii. governance
    - iii. conferences
  - c. Rob Reilly:
    - i. chapter expansion is what he wants to focus on
    - ii. areas he'd like to hand off to others include student activities and editor of interface
    - iii. he believes there needs to be committee structures to handle these things with a wider footprint of folks from all over the world
    - iv. publications and conferences because they create revenue
  - d. Jim Sluss
    - i. Financial – need ways to expand the societies income potential
    - ii. Publications and conferences serve as our income potential
    - iii. Membership should also be a concern for us. How do we become more relevant to new faculty members? What is the value proposition for EdSoc membership. Can we provide value-added like NSF Career proposal writing seminars or mentors?

- e. Oliver Ban
  - i. Chapter development in the rest of the world because this human capital is so important today.
  - ii. Political influence of IEEE. How do we make our professional society more powerful in decision making and influence in society.
  - iii. Get more connected with industry. They have continuing education and teaching too! Our society must bring something to the members to make it worth the money paid.
- f. Melany Ciampi
  - i. IEEE is a global organization. We should increase our global reach and inclusiveness in our society.
  - ii. We need to define the value-added by society membership.
  - iii. Many people see IEEE as a U.S. organization.
  - iv. IEEE should be the organization that everyone pursuing engineering should be able to consult as a “manual” for best practices
  - v. Programs to build skills of professional engineering educators such as IGIP accreditation.
- g. Claudio Brito
  - i. We need to be a force to make a difference in education in the world.
  - ii. Connect with other organizations.
- h. Martin Llamas
  - i. Publications: interface to the general society and technical value
  - ii. Chapters
  - iii. Memberships: how do we attract new members
  - iv. Conferences are very important. We need to promote another conference in another region of IEEE.
  - v. Fields of Interests: how do we interact with other areas beside just engineering – such as application of technology to biology, physics, etc.
- i. Vic Nelson
  - i. How do we identify what goes where? Which group should you join among ASEE ECE, IEEE Computer Society, and EdSoc? What is our value added?
  - ii. We need to provide faculty resources to help them become a professional educator.
  - iii. Governance diversity is important – we need to people from outside the U.S.
- j. Lance Perez
  - i. Want EdSoc to be the force for change behind engineering education
  - ii. EdSoc should be the society that leads the effort for educational change.

- iii. Key to this is faculty engagement.
    - iv. How do we make the EdSoc relevant to more faculty?
    - v. We need to focus on perception of conferences and publications.
    - vi. Globalization/Diversity : we need actively engaged members and diversity of women and underrepresented groups.
  - k. Russ Meier
    - i. Conferences and workshop for faculty development.
    - ii. Collaboration with other IEEE groups.
    - iii. Membership and faculty development activities
- 5. Break
- 6. Discussion on the Fields of Interest
  - a. 2005 IEEE Society Review committee thought that History of Science and Technology was an area we should get rid of.
  - b. Rob Reilly proposes new text that removes most of the words and replaces them with a general statement on the IEEE Fields of Interest
  - c. Vic Nelson asks if the new statement encompasses the professional development aspect.
  - d. Rob Reilly states that “delivery” probably covers the professional development aspect.
  - e. Vic mentions workshops, etc., and Susan notes that might be in mission and vision
  - f. Tony Mitchell: concerned that collapsing it makes it too general for new people trying to understand what we provide
  - g. Susan views Fields of Interest as an IEEE thing that has become the mission and vision for many societies but she wants a separate mission and vision.
  - h. Russ notes that fields of interest help technical and financial co-sponsors write proposals for conferences and workshops.
  - i. Jim: pedagogy in the new statement is the right word, but he wonders how many people in industry and new faculty would understand that word – 70% of IEEE members are not academics. Field of interest statement is for broader IEEE audience to know what we do.
  - j. Claudio: “pedagogy” has different meanings in different languages! He has been involved in several meetings with long discussion on this word!
  - k. Melany: in Brazil, pedagogy is for old ladies with glasses! ☺
  - l. Oliver concurs – in China it would be an old man with glasses! ☺
  - m. Susan: I think we want it to state something about being a more effective teacher. She thinks the fields of interest should be really short but the mission and vision can expand it.
  - n. Martin: suggests adding “technology applied to education and all its implications.”
  - o. Lance: theory and practice of engineering education as related to the delivery of domain knowledge within the various IEEE fields of interests.

- p. Moved on to Mission and Vision
- q. Back from Mission and Vision discussion reediting Field of Interest
- r. Martin notes that it is more than education – it is also technology and delivery of other fields besides just IEEE areas – what about a product teaching Korean as well?
- s. Susan notes that we are a long way from the ERM – we are not concerned with cognition. We want to focus on teaching **our** areas better.
- t. Vic questions the word “engineering” in the definition – doesn’t “fields within the scope of interest of IEEE” handle it?
- u. Rob states that the way students learn is changing: iPods, tweets, multimedia.
- v. **Proposed Revision to Field of Interest** (separate document): The Education Society’s Field of Interest is the theory and practice of education and educational technology involved in the effective delivery of domain knowledge of all fields within the scope of interest of IEEE.

#### 7. Discussion on Mission statement

- a. Susan is proposing we completely rewrite the mission statement.
- b. The new proposed mission is short and concise. It will help people understand our society.
- c. Oliver thinks the original one looks like lawyers wrote it.
- d. Russ notes it should probably be inclusive of continuing education professionals in industry.
- e. Rob notes: What is our society’s real name: Is it the Engineering Faculty and Administrator Society?
- f. Susan believes our principal audience is ECE faculty.
- g. Melany proposes adding “promote” in front of advancement.
- h. Lots of editing occurs.
- i. **Proposed mission statement** (separate document): The IEEE Education Society is an international organization that promotes, advances, and disseminates state-of-the-art scientific information and resources related to the Society’s field of interest and provides professional development opportunities for academic and industry professionals.

#### 8. Discussion on Vision statement

- a. Susan found this in the report that EdSoc submitted to 2005 IEEE Society review but is not sure that it was ever voted on by AdCom. Not a bad statement.
- b. Lots of editing occurs.
- c. Claudio and Melany note that in Latin languages, the verb transform may have different meaning than in English. Innovate sounds better in some languages. Confusion between just changing and changing to improve. Not sure which word expresses this best.
- d. Lance notes that in the U.S. “innovate” has come to mean incremental.

- e. **Proposed vision statement:** The IEEE Education Society strives to be a global leader in engineering education.
9. Lunch break
10. Strategy and Goal Planning
- a. Susan lays out some ideas for brainstorming: ad about why to join the EdSoc, things like IGIP certification, NSF, grad student outreach, conferences, and global membership.
  - b. This afternoon we want big goals, and then strategies and action items to do them. Each action item should have a person responsible and a time frame in years.
  - c. The group began a review of the items listed in the previous EdSoc Strategic Plan (on pages 14 and 15 of the 2005 IEEE society review document) by first deciding which objectives we still want to focus on.
    - i. The Committee removed K-12 and non-scientific outreach.
    - ii. The Committee removed the vague objective about increasing communication with other groups and decided to place the concept of inter-group communication more firmly in other objective implementation strategies.
    - iii. The Committee collapsed seven original objectives to 4 or 5. Discussion of each follows in a separate section.
  - d. Objective 1: Enhance the Society's Publications
    - i. Create a viable publications committee (Rob, Lance)(1)
    - ii. Examine policy for publications staff (Rob, Lance)(1)
    - iii. Examine the mission and editorial policy of Transactions (Lance)(1)
    - iv. Increase the revenue stream from conference and journal publications (Jim)(3).
    - v. Increase the quality: measured by citations and impact factor (Lance)(3).
    - vi. Include IEEE RITA in IEEE Explore and Journal Citation Report (Manuel)(3).
    - vii. Examine new journal publications in areas not overlapping our current journals (New Chair/Publications Chair)(5).
    - viii. Review the Transaction of Learning Technologies (Martin and Matt) (1).
  - e. Objective 2: Enhance the Society's Conferences (Russ)
    - i. Promote Frontiers in Education as a premier financially co-sponsored conference in Regions 1 – 7
    - ii. Promote Educon as a premier financially co-sponsored conference in Region 8 (3)
    - iii. Investigate premier financially co-sponsored conference in Regions 9 and 10 (3)
    - iv. Investigate additional technical co-sponsorships with other groups. (3)
    - v. Rewriting the conference manual. (1)

- vi. Improve the advertising of all of our conferences around the world. (1)
- vii. ensure EdSoc visibility at all financially co-sponsored conferences (exhibit halls, brochures, etc.) (1)
- f. Objective 3: Provide New Professional Development Activities
  - i. Develop mentoring and workshop support for new faculty members in their career development (e.g. NSF Career Proposals, mentoring, online resources, AMA mentoring program) (Lance, Jim, Tony)(2)
  - ii. Industry specific professional development for industrial members (Oliver) (3)
  - iii. Develop fiduciary business and financial knowledge modules (Oliver)(2)
  - iv. Public visibility initiative (Susan, Oliver)(2)
  - v. Explore the development and deployment of one-day workshops as partners with other IEEE society conferences and regions. (Russ) (3) – You want to send an intro message.
  - vi. IGIP accreditation to become an accredited International Engineering Educator (Melany, Claudio) (1)
  - vii. Explore connections to (1):
    - 1. EAB (Susan)
    - 2. ECEDHA (Oliver and Susan)
    - 3. IGIP (Claudio, Melany),
    - 4. SEFI (Claudio, Melany),
    - 5. IFEEES (Hamadou),
    - 6. COPEC (Claudio, Melany)
  - viii. Explore connections to other education arms of the other societies (Russ) (1)
- g. Objective 4: Evaluate and Improve the Governance Structure (Vic)
  - i. Reviewing AdCom positions (1).
  - ii. Evaluating governance structure (1).
  - iii. Review Constitution and Bylaws (1).
  - iv. Explore the possibility of developing Policy and Procedures manual that enumerates duties of officers and other positions. Terms of office for EdSoc officials. Remember that the AdCom must have more elected members than appointed members. (Vic, Russ, Jim) (2).
- h. Objective 5: Membership
  - i. Develop an advertisement for why you should join EdSoc. (Oliver, Susan).(1)
  - ii. Enhance the chapters program (strategic planning) (1) (Rob, Oliver)

11. Meeting Adjourned 5 pm