Collabratec Update

Dave Green

IEEE Region 3 Meeting
1 April 2017
Charlotte, NC
Why IEEE Collabratec?
What features are available?

Why IEEE Collabratec was developed

Serve tech professionals/IEEE/Society members in their professional needs to help:

- build trusted connections within a global community of technology professionals
- facilitate networking and professional development
- remotely collaborate in an efficient way
- accelerate research and publication with improved tools

What key features are available

- **Community:** Find and network with professional colleagues sharing your interests; share/discuss information (files); ask questions and provide answers
- **Private Groups:** Create, share, and collaborate on content with individuals you select
- **Libraries:** Access online tools to build libraries of shared information to aid collaboration
- **Opportunities:** Search, find, and manage employment and mentoring opportunities
- **Messaging:** Message individuals or start group conversations with people in your network
- **Mobile App:** Available for iOS and Android devices
IEEE Collabratec Activity & Strategy

2016 Growing Participants.

- Campaigns to internal and external audiences
- 76,000+ participants, exceeding plan >50%
- 60% of sign-ups from non-Members
- 294K connection invitations, up 107%
- 700+ unique private group owners, up 72%

2017 Building Engagement.

- Full-scale marketing of mobile App
- Continued campaigns to external and internal audiences, with emphasis on platform engagement
- Marketing specific platform features directly to external and internal audiences
- Pervasive presence/training, Sections Congress
- Integrate Collabratec in IEEE mobile ecosystem
- Education series on platform features
- Moderator recruitment / recognition program
- Improving platform activity and engagement reporting, migration to Tableau

2016 v 2015 year-end metrics
Engagement is Growing in Communities
Comparing Aug-Oct 2016 to Nov 2016-Jan 2017

<table>
<thead>
<tr>
<th>Metric</th>
<th>Aug-Oct 2016</th>
<th>Nov 2016-Jan 2017</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Sessions</td>
<td>13,915</td>
<td></td>
<td>366.33%</td>
</tr>
<tr>
<td>% of Total</td>
<td>100.00%</td>
<td></td>
<td>100.00%</td>
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<tr>
<td>Page Views</td>
<td>16,177</td>
<td></td>
<td>476.25%</td>
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<tr>
<td>% of Total</td>
<td>100.00%</td>
<td></td>
<td>120.66%</td>
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<tr>
<td>Avg time in Cmty (Sec)</td>
<td>129.56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Change</td>
<td></td>
<td></td>
<td>50.58%</td>
</tr>
<tr>
<td>Engaged Community Users</td>
<td>16,811</td>
<td></td>
<td>51%</td>
</tr>
<tr>
<td>% of Total</td>
<td>100.00%</td>
<td></td>
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Pages per Session: **1.4**
Total Time in **2.5M**

Engaged Community Users: Number of users who have engaged (includes posts, questions, answers, comments, and files posts) in the community.
Entrepreneurship Exchange is the 3rd largest community with 10,000 participants

10 comments including offers to collaborate and conduct research

*Average number of answers + comments per question posted for 2016
From the IoT Community...

Clarence Stogner posted
17 days ago
IEEE Southeastcon 2017 in Charlotte, NC; March 30 - April 2
Southeastcon 2017 in Charlotte is just 17 days away. The theme this year is "Internet of Smart Ideas". We will have hundreds of students engaged in various competitions and a world class...

Kelly Manning posted
a month ago
I think that IoT sensors should have a mandatory transponder function, so that people could use wireless apps to log which sensors they passed, their function type, sound, video, mac ID capture,... and the provenance of each sensor. And as we all know, the S in IOT stands for Security.

Richard Vance
Hints and help, click on the hamburger...
April Release

Features Overview

- Complete site re-design; persistent navigation
- Box storage and collaboration
- Rich-media posting
- Bulletin-board style replying
- Expanded ‘Opportunities’ management, e.g. tasks, internships, calls for papers and speakers
- Enhanced interface for notifications and alerts
- Upload/share files up to 10GB
- More detailed alerts, 300 characters summary
- Mobile App - Deeper analytics, reply to comments, post deletion and editing
- Activated collaborative filtering index, to commence several months of platform graph behavior modelling
April Release

Updated Training Materials

New site navigation design needed to be reflected across user and platform support materials

- Tip Sheets - 23
- Tutorial Videos - 8
- FAQS - 53
- User Guide -11 sections
Use Collabratec...

On the laptop or your mobile device

- Participate in a Community
- Start Private Groups
- Store Papers in Libraries
- Opportunities
- Messaging
- Use as a way to engage your members
Credits

- IEEE Collabratec Update to IEEE President’s Forum (Dave Green and Laura Creighton on 10 February 2017)
- Report of the Region 1 Society Liaison, Fred Mitzner, 14 March 2017