



2004 MEMBERS ACTIVITIES COMMITTEE PLAN

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1. Introduction

In 2004 the strategic directions of the Members Activities will be:

- geographically-distributed structure creation,
- awareness and knowledge dissemination,
- chapter and members visibility,
- membership development.

Suited initiatives will be developed to stimulate and support the realization of these strategic directions.

2. Geographically-Distributed Structure Creation

The geographically-distributed structure of the NNS consists of the NNS Chapters, which are directed to take care locally of the NNS members needs.

In 2003, 22 NNS chapters have been established worldwide.

In 2004 the promotion of chapters will continue in order to establish chapters in all sections in which there already are at least 12 IEEE NNS eligible petitioners. This will include: 1 chapter in Africa, 5 chapters in Asia, 1 chapter in Australia, 6 chapters in Europe, 23 chapters in North America, and 1 chapter in South America.

This structure will complete the basic organization that provides local roots to NNS and direct links with NNS members for a better and more direct service to them.

In the future additional chapters could be created, possibly jointly with other societies.

To establish a direct link with the NNS Administrative Committee and the NNS Executive Committee (i.e., the governing bodies of NNS), the following bodies are established:

- the NNS Membership Activities Committee (composed by Chapters Chairs, President, Vice-Presidents, and Educational Activities Chair) is the main discussion forum to study needs, problems, and activities of common interest among chapters,

- the NNS Membership Activities Executive Committee (composed by the Vice-President for Members Activities, one Chapters Chairs representative for Africa-Europe, Americas, and Asia-Oceania) is the executive group in charge of coordinating discussions and initiatives.

To support discussion within these bodies, a portion of the NNS virtual community has been reserved at <https://www.ieeecommunities.org/ieee.nns> (see “NNS Chapters” in the Discussions, Files, and Contributions areas).

To support exchange of information and hints at IEEE level, Chapters Chairs are invited to join the Section-Chapter Volunteer Forum at https://www.ieeecommunities.org/section-chapter_vol .

To provide information about NNS and its activities and enhance usability the Society web site will be redesigned.

Chapter Chairs will receive periodically the list of NNS members in their respective Chapters from the Vice-President for Members Activities.

3. Awareness and Knowledge Dissemination

Awareness and knowledge about computational intelligence need to be disseminated in the local communities (namely, academy, educational bodies, professionals, entrepreneurships, and governmental bodies). This will allow the larger public to better understand the opportunities offered by these technologies and will make our expertise and Society more attractive to them.

Besides, this will allow us for serving these communities with advanced solutions and will allow us for proving them the opportunity of being on the leading edge of the technology.

This should be essentially a two-folded operation:

- self-awareness of the computational intelligence community and education of young generations specialized in computational intelligence,
- reaching out toward other scientific/professional communities that are not expert in computational intelligence but may benefit from these technologies.

Awareness and knowledge can be disseminated by organizing and promoting, e.g., seminars, technical forums, technical visits, workshops, and conferences.

Chapters will identify the most suitable approaches by taking into account the local needs and characteristics of members, as well as the local opportunities to interact with researchers and professionals who are experts in computational intelligence.

To provide updated information to all NNS members an NNS Official Emailing List has been established. The moderator will send out short announcements of conferences, deadlines, events, and new services.

To support information dissemination and discussions among NNS members the NNS virtual community has been created at <https://www.ieeecommunities.org/ieee.nns> . All NNS members can join in.

To support information dissemination at Chapter level, each Chapter should establish a local web site containing the relevant information about structure, officers, contacts, activities, events, and reports.

To support knowledge dissemination in Chapters NNS established the Distinguished Lecturers Program that provides financial support for travel/lodging expenses of selected outstanding lecturers.

To support knowledge dissemination initiatives will be studied by NNS to provide services to current members, possibly in cooperation with Chapters (e.g., continuous education programs to remain on the leading edge and highly competitive on the global market).

4. Chapter and Members Visibility

Visibility of the chapter activities is fundamental to establish and expand their leading role in the local communities.

Visibility of the chapter members is vital to make them central in the life both of the chapter and the local communities.

This will allow for:

- creating local reference points in computational intelligence theory and applications in the local academic, educational, professional, entrepreneurial, and governmental communities,
- promoting the use of computational intelligence in local entrepreneurships and government bodies,
- providing scientific and technical support in computational intelligence to professionals, entrepreneurships and government bodies,
- retaining members in the chapter and the NNS,
- attracting new members to the chapter and the NNS.

The web site <http://www.ieee-nns.org/chapters/> will be maintained by the chapters chairs and offer information about the chapter officers and activities. Chapters' web sites should be established for capillary and detailed dissemination of information about local activities, events, and contact people.

New functionalities are under implementation in the NNS web site, e.g.:

- information about researchers and professionals (curriculum vitae) who are IEEE NNS members will be stored to create a database of competences in order to support search for cooperation and technology transfer as well as creation of joint ventures,
- links to PhD dissertations and senior M.S. projects by persons who are IEEE NNS members will be collected so as to publicize the competences of these young researchers and professionals

Other functionalities will be studied in the future to support visibility and networking of entrepreneurships and research groups.

5. Membership Development

Maintaining the current membership and, eventually, making it growing requires actions in different directions aiming to create the understanding of the value of the NNS membership:

- unique services to members,
- members retention,
- members recruitment,
- members promotion to higher grades.

Unique services should be developed and provided only to NNS members or should be made available to NNS members at a special fee. These services should make NNS unique and thus membership appealing to IEEE members or even to non-IEEE people.

Chapters Chairs will cooperate with the NNS Administrative and Executive Committees in identifying the unique services that could be more appealing and valuable to members.

Members retention can be pursued first of all by providing services that are perceived as valuable and unique for the members professional life. At the end of the calendar year, personalized emailing will be sent to current members to invite them to renew their membership. Members who discontinued their membership will be invited to rejoin by informing them about the new services provided by NNS; Chapters will cooperate in this activity.

Members recruitment will be promoted with initiatives organized by the Chapters or NNS (i.e., at seminars, workshops, technical visits, conferences).

Recruitment at conferences will be performed by using the IEEE Conference Recruitment Program. NNS membership will be promoted with flyers in conference attendee bags. Initiatives will be studied to attract new members, especially among the youngsters (e.g., the web functionalities mentioned in section 4 might be a good promotional channel for them). Chapters will cooperate in promoting the local and NNS activities and in recruiting members in their geographical area.

Members promotion to higher grades has various objectives: provides recognition to outstanding members, assess the relevance of NNS in the IEEE and in the outside world, and highly contributes to members retention in the IEEE and the NNS.

Elevation of outstanding IEEE NNS members to the grade of Senior Member will be actively promoted, by using the IEEE Society-Sponsored Senior Member Program. IEEE will pay NNS-sponsored promotions to our society (10\$ per new senior approved). Chapters petitioners will be considered for promotion. Chapter Chairs will be invited also to nominate other outstanding researchers and professionals in their chapters.

Elevation of exceptionally qualified individuals to the Fellow grade will be actively promoted by using the scouting assistance of the Chapters Chairs. Non-Fellow Chapters Chairs will be considered for nomination to the grade of Fellow if they meet the IEEE requirements.

6. Initiatives

To support and stimulate activities of Chapters in the strategic directions presented above, the following initiatives will be established:

- *Chapter Information Dissemination Competition*, directed to stimulate the creation of Chapter Web Sites and award the best one.

- *Chapter Members Recruiting/Retention Competition*, directed to stimulate the recruiting activities performed by Chapters (they can be measured by counting the number of members in each Chapter at the end of the calendar year).
- *Chapter Activity Competition*, directed to stimulate the organization of Chapter activities and award the most active Chapter.
- *Chapter Innovative Initiative Competition*, directed to stimulate the creation of innovative initiatives in Chapters and award the most innovative.