

**IEEE Neural Networks Society**  
**Members Activities**  
**Vice President Report**

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# Summary

- Activity Report
  - Chapters Creation
  - Membership Development
- 2004 Members Activities Committee Plan
  - NNS Geographically-distributed Structure
  - Chapters Activities
  - Membership Development
- Initiatives

# Members Activities Committee Report

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- Chapters Creation
- Membership Development

# NNS Chapters Creation

- Created: 22

Argentina, Beijing (China), BeNeLux, Boston (USA), Chile, Eastern North Carolina (USA), Finland, France, Germany, Hungary, Italy, Jordan, Kitchener-Waterloo (Canada), Northwest Russia, Ottawa (Canada), San Diego (USA), Santa Clara (USA), Singapore, Spain, Turkey, Victorian (Australia), UK & Republic of Ireland

- Submitted to IEEE: 10

Brazil, Greece, Japan, Madras (India), Mexico, Poland, Queensland (Australia), Russia, Saint Louis (USA), South Korea

- In progress: 30

# Web Site for Chapters Activities

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- List of chapters,  
with officers, contacts and web links
- List of chapters activities,  
with search facilities
- It's online at  
<http://www.ieee-nns.org/chapters>

# Membership Development

- IEEE NNS Membership:
  - ~5500 members
  - November 2003 and February 2004
  - Membership was steady through the end of the calendar year (i.e., through the critical period of renewal)
- Promotion:
  - Email reminder to renew to IEEE NNS members
  - Email invitation to join the society to former members of the IEEE NN Council/Society
  - Email invitation to join the society to people working in computational intelligence
  - Invitation to renew in CoNNections
  - Promotion to conferences with flyers and publicity booths

# 2004 Members Activities Committee Plan

- NNS Geographically-distributed Structure
- Awareness and Knowledge Dissemination
- Chapters and Members Visibility
- Membership Development
- Initiatives

Overall goal:

establish and stimulate  
the local roots of the society

# NNS Geographically-distributed Structure - 1

- Chapters Creation
  - Complete creation of chapters:  
Brazil, Greece, Japan, Madras (India), Mexico,  
Poland, Queensland (Australia), Russia,  
Saint Louis (USA), South Korea
  - Promote creation of chapters in Sections  
with at least 12 eligible petitioners:  
1 in Africa, 5 in Asia, 1 in Australia, 6 in Europe,  
23 in North America, 1 in South America

# NNS Geographically-distributed Structure - 2

- Chapters Management Organization
  - **NNS Membership Activities Committee**
    - Chair: Vice President for Members Activities
    - Members: Chapters Chairs, President, Vice Presidents, Educational Activities Chair
    - Goals: discussion forum to study needs, problems, activities and initiatives of common interest of chapters
  - **NNS Membership Activities Executive Committee**
    - Chair: Vice President for Members Activities
    - Members: one Chapters Chair representing Africa-Europe, Americas, and Asia-Oceania
    - Goals: executive group in charge of coordinating discussions and initiatives of NNS Membership Activities Committee

# NNS Geographically-distributed Structure - 3

- Supports for Chapters and Chapters Chairs
  - *Portion of the IEEE NNS Virtual Community*
    - <https://www.ieeecommunities.org/ieee.nns>  
“NNS Chapters” in Discussions, Files and Contributions areas
  - *Access to the IEEE Section-Chapter Volunteer Forum*
    - [https://www.ieeecommunities.org/section-chapter\\_vol](https://www.ieeecommunities.org/section-chapter_vol)
  - *Redesign of the NNS web site,*  
including information and support for chapters  
and chapters chairs
  - *Periodical delivery of NNS members list*  
to the corresponding chapters chairs, with members  
information and contacts

# NNS Geographically-distributed Structure - 4

Chapters Promotion at Conferences:

Chapters Meeting

- Presentation of chapter objectives, structure, and activities
- Benefits and costs
- Chapter creation
- Society support to chapters' activities
- Chapters' reports

# Awareness and Knowledge Dissemination - 1

*Dissemination of awareness and knowledge*

about Computational Intelligence

in *local communities* (chapters)

universities, educational bodies

professionals

entrepreneurships, large industries

governmental bodies

will lead them *to understand opportunities* offered by  
computational intelligence

will make *expertise of our society* appreciated and attractive

will allow for *serving better these communities* with advanced  
knowledge and solutions

will *make our society interesting and valuable*

# Awareness and Knowledge Dissemination - 2

The approach in chapters:

- *Self-awareness* of the local computational intelligence community and education of young generations specialized in computational intelligence
- *Reaching out* toward other scientific and professional communities that are not experts in computational intelligence but that may benefit from these technologies

# Awareness and Knowledge Dissemination - 3

The actions in chapters:

- Seminars
- Technical forums
- Technical visits
- Workshops
- Conferences
- ...

*Chapters will identify the most suited actions with respect to the local needs, interests, and opportunities*

# Awareness and Knowledge Dissemination - 4

- Supports for members
  - ***IEEE NNS Official Emailing list***  
The moderator will send out news and announcements of conferences, events and new services to the whole membership.
  - ***The IEEE NNS Virtual Community***  
<https://www.ieeecommunities.org/ieee.nns>  
Moderators will post news and various information both at global and local levels.  
Members will interact through forums and by post information in designated areas.
  - ***Chapter should establish a local web site***  
to disseminate information at local level (e.g., chapter structure, officers, contacts, activities, events, and reports)
  - ***Distinguished Lecturers Program*** should be more used by chapters
  - ***Other initiatives*** studied by NNS with chapters (e.g., continuous education programs)

# Chapters and Members Visibility - 1

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

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

This will

- *Create local reference points* in computational intelligence theory and applications in the local communities
- *Promote the use of computational intelligence* in local entrepreneurships, large industries and governmental bodies
- *Provide scientific and technical support* in computational intelligence to professionals, entrepreneurships, large industries, and governmental bodies
- *Retain members* in the chapter and in NNS
- *Attract new members* to the chapter and NNS

# Chapters and Members Visibility - 2

The actions:

- The web site <http://www.ieee-nns.org/chapters/> will be populated by chapters
- Web sites for chapters will be established

# Chapters and Members Visibility - 3

The actions:

- New functionalities in the NNS Chapters web site:
  - ***Database of Members Competences:***  
information about researchers and professionals (curriculum vitae) who are IEEE NNS members  
to support search for cooperation and technology transfer as well as joint ventures
  - ***Database of Student Competences:***  
information and links to PhD dissertations and Ms senior projects of IEEE NNS student or regular members  
to publicize the competences of young researchers and professionals
  - ***Database of Competencies available in Entrepreneurship, Industries, and Government bodies:***  
under study

# Membership Development - 1

*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

# Membership Development - 2

## *Unique Services*

- Developed and provided only to IEEE NNS members
- Make IEEE NNS unique
- Make IEEE NNS membership valuable and attractive to IEEE members and to non-IEEE members
- Chapters chairs will cooperate with IEEE NNS AdCom and ExCom to identify these services

# Membership Development - 3

## *Members Retention*

- By providing services that are perceived as valuable for the members professional life
- By sending personalized emails at the end of the calendar year to invite them to renew membership to NNS
- By inviting members who discontinued their NNS membership to join again
- Chapters will cooperate in this activity at local level

# Membership Development - 4

## *Members Recruitment*

- By promoting initiatives organized by Chapters and NNS
- By recruitment at conferences by using the IEEE Conference Recruitment Program; NNS membership will be promoted with flyers in conference attendee bags
- By offering new services that could be perceived as valuable by youngsters (e.g., web dissemination of curriculum vitae, PhD dissertations, and Ms senior projects)
- Chapters will cooperate in this activity at local level

# Membership Development - 5

## *Members Promotion to Higher Grades*

- Recognizes outstanding members
- Assess the relevance of NNS in the IEEE and in the outside world
- Highly contribute to members retention

# Membership Development - 6

## *Members Promotion to Higher Grades*

- Elevation to *Senior Member*
  - by using the IEEE Society-Sponsored Senior Member Program (10US\$ per new SM paid to NNS by the IEEE)
  - 5 have been promoted in feb 2004
  - Chapters chairs will be invited to nominate outstanding researchers and professionals
  - Chapters petitioners will be considered
- Elevation to *Fellow Member*
  - Chapters chairs will be invited to nominate outstanding researchers and professionals
  - Non-fellow Chapters Chairs will be considered

# Initiatives -1

To support and stimulate Chapters activities in strategic directions of this plan:

- *Chapter Information Dissemination Competition*  
to stimulate the creation of Chapter Web Sites
- *Chapter Members Recruiting/Retention Competition*  
to stimulate the recruiting activities performed by Chapters
- *Chapter Activity Competition*  
to stimulate the organization of Chapter activities
- *Chapter Innovative Initiative Competition*  
to stimulate the creation of innovative initiatives in Chapters

## Initiatives - 2

MOTION: To support and stimulate Chapters activities the following annual prizes are established:

- *Chapter Information Dissemination Competition Prize*  
for the creation of the best Chapter Web Site
- *Chapter Members Recruiting/Retention Competition Prize*  
for the largest number of members recruited by Chapters  
(measured as difference between the number of members at the end of 2004 with respect to the one at the end of 2003)
- *Chapter Activity Competition Prize*  
for the most active Chapter
- *Chapter Innovative Initiative Competition Prize*  
for the creation of the most innovative initiative in a Chapter

Each prize will consist in a certificate of appreciation to the winning Chapter and in 500 US\$ deposited to the Section account in the name of the Chapter.

The NNS Members Activities Committee will be responsible for the selection procedure.