IEEE IT Society Online Committee Report
(Post-Allerton 2017 BoG edition)

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Online Committee Chair
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Items since ISIT 2017

- Continued site compliance with IEEE website guidelines.
- Tweaked and improved process for sending Transactions TOC to members.
- Semi-automated publication of news items to Twitter.
- Coordinated (in progress) with webinar initiative.
## MailChimp Emails

<table>
<thead>
<tr>
<th>recipients</th>
<th>opens</th>
<th>clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>news and events</td>
<td>≈ 620</td>
<td>from 247 (40.1%) to 333 (53.9%)</td>
</tr>
<tr>
<td>July TOC</td>
<td>2625</td>
<td>996 (38.1%)</td>
</tr>
<tr>
<td>August TOC</td>
<td>2625</td>
<td>1080 (41.3%)</td>
</tr>
<tr>
<td>September TOC</td>
<td>2622</td>
<td>925 (41.3%)</td>
</tr>
<tr>
<td>October TOC</td>
<td>2619</td>
<td>931 (35.8%)</td>
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</tbody>
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**Question:**

- Anecdotally, people like getting the TOC, but engagement is not too high. Any ideas to help improve engagement?
We set up the Slack instance but have had no feedback regarding people using it.

- Goal was to help the membership committee’s discussions?
- It’s still there and open for other committees to use.
Reminder: award announcements and posting

The Committee requests that award committees prepare an announcement of the award, suitable for something like a press release.

- Description of the purpose of the award
- A citation for the specific person or work (e.g. for the Wyner award, some sense of the service they have provided)
- Optionally, some images/materials to make a “spotlight” on the front page.

This will help awardee’s home institutions make their own announcements.

The Online Committee does not have the resources/expertise/authority to generate these announcements and therefore will not do so.
Upcoming goals

- Expand the committee membership.
- Find someone to replace the current online editor.
- Organizing video: content from plenaries, tutorials Khan Academy-style videos, online courses, etc.
- Integrating and archiving new webinar initiative.
- Archiving past Shannon lectures (suggestion from David Tse).
- Finding a better social media strategy.