IEEE IT Society Online Committee Report (Pre-ITA 2018 BoG edition)

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Online Committee Chair
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Quick updates

• **Membership:** Ali Tajer joined the committee! He will be working on collating and organizing information on past Shannon lectures (materials, etc.) as suggested by David Tse.

• **Maintenance:** bug-fixes, mostly, with a security patch or two.

• **TOC announcements:** still needs some manual editing but mostly ironed out.

  ✓ around 30-40% of people (800-1000) open the email.
  ✗ only ¡ 10% click one of the links
  ❓ suggestions welcome for ways to improve engagement

• **Documentary:** waiting to get more material to help promote

• **Slack:** fairly moribund...

• **YouTube:** 11,348 minutes over 1,724 views in the last 4 weeks.
Change is in the air...

My term as Online Editor is coming to an end this year.

- We need to nominate a replacement...
- The job has changed over the years from Nick through Matthieu to me (more on this later).
- Suggestion: implement a shift-register system for the Online Editor as well (either formally or informally) to transfer over responsibilities
Multi-level outreach

The film will drive more people to our site to learn more about information theory:

- **General public**: need to develop landing place for general information about information theory. Good place to gather resources and materials for public outreach: children’s book, YouTube videos, etc.

- **Industry**: currently a bit of a hole in our online resources. What do we have specifically for those who want to learn a bit more technical details but not at the level of doing research (c.f. SP Magazine articles).

- **Researchers (outside) IT**: we have an abundance of resources, monographs, slides, videos, etc. but they need to be organized by topic rather than event, and we may need to solicit some “glue” material.
Enhancements ($15k)

To do this we will need to redesign how visitors (not just members) interact with our site.

- Redesign content delivery through dynamic ”related content” features around specific topics (e.g. network coding, polar codes, secrecy, broadcast, etc.)
- Syndicate new content (not just announcements) to email digest.
- Focus more on multimedia content (including new webinars etc.) and integration into the site.

Proposal: design enhancements to improve outreach ($15k)
Upgrades ($33k)

We have to migrate over to the latest version of the content management system (backend ≠ design)

- New security updates will come for this version (current version will be deprecated)
- Many improvements to the backend and user management systems.
- UI will be much more like WordPress to make content creation/submission easier.

Proposal: site upgrade to new CMS, phase I ($33k)
Motion: the Online Committee requests $48k ($33k + $15k) for necessary upgrades and additional enhancements to the itsoc.org site in addition to the regular maintenance support.
The role of Online \textit{Editor}

The goal of the Online Editor should be to \textit{solicit} and \textit{curate} submitted content for online publication. The Online Committee works on this and on managing the website in terms of new users, syndicating content, etc.

- Currently I spend more time \textit{creating} content.
- There’s not enough time to devote to new initiatives.

For this to be sustainable, committees/members need to:

- Write and submit announcements for award nominations, awards, etc.
- Provide material (e.g. images, text) for spotlights/features.