



Growth Through Engagement and Teamwork

**Michael Braasch**  
**VP - Conferences**

**January 28 & 29, 2021**

**Virtual Officers Meeting**

# Mission

## Conference Committee

- Enable high quality conferences/symposia/workshops
- Produce high quality technical content
- Facilitate the production of reasonable surpluses without sacrificing quality
- Refine and promote Best Practices in planning and managing conferences\*
- Explore new conference delivery mechanisms\*

\* Virtual and Hybrid events present new challenges

# Big Picture

## Conference Committee

- COVID has changed everything
- Much of 2020 was spent in converting traditional conferences to virtual offerings
- Over 1700 IEEE events went virtual (1549) or hybrid (162) [per MCE Top Line Q4 2020]
- MCE has new hybrid/virtual guidelines: <https://ieeemce.org/planning-basics/virtual-hybrid/>

# Big Picture (cont'd)

## Conference Committee

- Hybrid (in-person/virtual) conferences appear to be the way of the future
  - Silver lining is that, if done well, such offerings can yield increased attendance
- Regional workshops may offer opportunities in locations with regional travel restrictions

# List of Goals

## Conference Committee

- Short-term:
  - Update conference guidelines
  - Review all conference budgets
  - Strengthen liaison for financially-sponsored conferences
- Status:
  - Guidelines were temporarily sidelined
  - Budgets are always reviewed
  - Liaisons are reviewed with each conference application

# List of Goals

## Conference Committee

- Three-year goals
  - Work with MCE to ensure budgets/peer-review/MOUs are meeting objectives
  - Increase surplus through new conferences and regional workshops
    - Revise? Encourage chapters and panels to consider new conferences and workshops?
  - Ensure all conference chairs are cognizant of guidelines and are examining historical results

# List of Objectives

- AESS conference guidelines update
  - Research/implement best practices for virtual and hybrid
- Conference budget review process
- Peer reviews / budgeted surpluses
- Conference leadership
- New TCS requests
- TCS quality

# Update AESS Conference Guidelines

**S** – Review and update the guidelines; research/implement best practices for hybrid conferences; use MCE guidance as a starting point

**M** – Review and acceptance by the BoG

**A** – Assigned to: entire Conference Committee

**R** – ensuring conference quality

**T** – draft by Spring BoG; final by Fall BoG



# Conference Budgeting

**S** – Work with MCE to facilitate conference budget reviews

**M** – Tie conference budgets to applications

**A** – Assigned to: Braasch

**R** – helping to promote reasonable surpluses

**T** – NLT Fall BoG meeting

# Peer Review / Budgeted Surplus

**S** – Ensure peer review / budgeted surplus

**M** – metric: Yes/No on each conference

**A** – assigned to: Braasch

**R** – relevant to which goal(s) and how? keep eyes on peer review and budget

**T** – time period for performance: executed each time a conference application is reviewed

# Conference Leadership

## AESS Involvement

**S** – AESS members on organizing committees

**M** – metric: Yes/No on each conference (more generally: percentage of all conferences)

**A** – assigned to: Braasch

**R** – relevant to which goal(s) and how? keep eyes on peer review and budget

**T** – time period for performance: executed each time a conference application is reviewed

# New TCS Requests

**S** – Agree to TCS when appropriate

**M** – metric: Yes/No decision in each case

**A** – assigned to: entire conference committee  
(and tech panels as appropriate)

**R** – relevant to which goal(s) and how? Core mission (entire committee is polled for input)

**T** – time period for performance: executed each time a new conference requests TCS

# TCS Quality

**S** – Ensure quality in TCS conferences

**M** – metric: rigor of peer review process (e.g., number of reviewers on each paper)

**A** – assigned to: Braasch

**R** – relevant to which goal(s) and how? Core mission

**T** – time period for performance: executed each time a conference application is reviewed