IEEE PRESS EDITORIAL BOARD (PEB) MEETING
MEETING MINUTES
9 & 10 SEPTEMBER 2011
OMNI SAN FRANCISCO HOTEL, SAN FRANCISCO, CA

(CONFIDENTIAL – Subject to Approval)

IEEE Press Editorial Board Editor-In-Chief Lajos Hanzo called the meeting to order at 8:10 AM PDT on 9 September 2011 at the Omni San Francisco Hotel, 500 California Street, San Francisco CA. EIC Hanzo welcomed attendees and asked for a round of introductions.

IEEE VOLUNTEERS PRESENT:
Lajos Hanzo, Editor-In-Chief (EIC);
John Anderson, PEB member;
George Arnold, PEB member;
Mohamed El-Hawary, PEB member and Series Editor;
Mary Yvonne Lanzerotti, PEB member;
Om Malik, PEB member;
Saeid Nahavandi, PEB member;
Tariq Samad, PEB member;
Metin Akay, Series Editor;
Jake Baker, Series Editor;
Traci Nathans-Kelly, Series Editor,
Mengchu Zhou, Series Editor,
Aria Yang, Magnetics Society Liaison.
On the phone for 9 September 2011 is David Jacobson, PEB member
On the phone for 10 September 2011 is Thomas Plevyak, Series Editor
Stam Kartalopoulos arrived late morning of 9 September 2011.

IEEE STAFF PRESENT:
Kenneth Moore, Director, Book & Information Services
Lani Angso, Senior Administrator, Book & Information Services
Jeanne Audino, IEEE Press Content Coordinator

Gordon MacPherson, Senior Manager, eBook Products/eXpress Conf Pblg
Jill Bagley - Prod Mgr Cnt Ed/elr Pd, Education
Samantha Bradley – Product Operations Specialist, Strategic Marketing & Product
Management , IEEE Standards
Kate Guillemette, Product Development Editor, IEEE Computer Society
Charmaine Williams, Product Manager, Strategic Marketing & Product Management,
IEEE Standards.

WILEY STAFF PRESENT:
Stacey Kahn – Assistant Marketing Manager for Wiley/IEEE, John Wiley & Sons, Inc.
Mary Mann Hatcher – Associate Editor, John Wiley & Sons, Inc.
Taisuke Soda – Senior Editor, John Wiley & Sons, Inc.
SimoneTaylor - Director, Editorial Development, John Wiley & Sons, Inc.

I. Approval of Agenda
The Agenda was approved as presented at the meeting.

II. Approval of Minutes from 8 June 2010
The Minutes from 8 June 2010 were approved by the group.

III. Opening remarks on IEEE Publication Program was delivered by David
Hodges, Vice President, IEEE Publications. He reported that IEEE receives $180
million a year in subscription revenue from libraries around world. Stated that
Open Access publishing is becoming a stronger movement. The IEEE Publication
Services and Products Board (PSPB) is now facing a question on how to respond in
an effective way without sacrificing entire revenue. Hodges emphasized that IEEE
Press is doing well and that the eBooks program is a great innovation. PSPB needs
to think about the next five years. With the changing book market we need to be a
leader. In 2013 should review Press. Hodges also mentioned that Spectrum did a
good job of transitioning to electronic.

IV. Ken Moore reported on the role of IEEE Press in the IEEE Publications program,
particularly the eBook program. He described two business models used for the
IEEE-Wiley eBooks Library (perpetual access vs. annual subscription). He further
explained that the perpetual access model was far more popular with our corporate
and university library customers than the subscription model, in that it was a better
buy based on their scheduled purchasing within available budgets.
Ken also made mention of the austerity actions taken in the previous years where
IEEE Press Board meetings were held via teleconference to control costs and how
the Press volunteer community had missed in-person interaction.

V. Gordon MacPherson and Jeanne Audino reported on the status of the IEEE Press eBook Program. Gordon described the MARC records services that OCLC provides for us. He explained that library clients depend on the MARC records to properly catalog Press eBooks.

Gordon further described the free eBooks member benefit (IEEE eBook Classics), reiterating that authors are given a choice as to whether they wish to participate. Nearly all Press authors choose to have their titles included in the member benefit, but we respect the wishes of the few authors who choose not to participate.

Jeanne described the IEEE Press society sponsorship program, and actively pitched for new society liaisons to volunteer. A number of attendees indicated interest, and forwarded their contact info to Jeanne via email.

Jeanne described the Attributor program, and how IEEE leverages it to combat content piracy. There were questions from the floor about the perceived effectiveness of Attributor, and Ken informed the Press Board that a considerable number of Press chapters had been taken down after file-sharing sites received cease-and-desist notices from Attributor.

Jeanne reviewed high-level eBook Xplore analytics, as measured by NetInsight. It was noted that the list of most-downloaded titles is dominated by Classics (i.e., older titles).

Lajos requested that staff selected Xplore usage statistics (Top 10 downloaded titles/chapters etc.) on the IEEE Press landing page on ieee.org on a regular basis.

Lajos also suggested that eBook citation stats should be displayed in Xplore, as they are for journals

VI. Mo El-Hawary reported to the group his current undertaking of documenting the history of IEEE Press. Mo explained how he is getting all the info together re: history project. He reported that he has been in touch with Reed Crone. John Anderson inquired about the scope of the project. When asked by Metin Akay on the goal of this undertaking, Mo responded that it is preserve experiences, to inspire, to make IEEE Press the envy of publishing industry in our day. Lajos offered to write history during his time as EIC, and suggested all the past EICs present in the meeting if they can do the same. Ken asked if there is a model we could use from Global History Network, which is an IEEE History Center web site that hosts similar projects.

The group commented on Ken's efforts in guiding the IEEE Press publication business into success, from picking a dependable business partner (Wiley) to all business decisions that lead to its success today.

VII. Simone Taylor of John Wiley & Sons delivered her report on the STM Book Publishing Environment.   She focused on Wiley's adherence to high quality and best practices, in every area from author recruitment to production and distribution. While printed books still make up the bulk of Wiley's publishing business in Physical Sciences & Engineering, the trend over the past few years indicated a growing market for digital delivery of book content, matched by a slight decline in print. North America still dominates Wiley's book sales by region, though growth is noted in the Middle East over the past several years, with Europe and Asia holding steady in terms of percentage of the overall business. Wiley's focus in the near future will be on the continued development of interactive, digital information products, and on growing the India, China, and South America markets.

Simone explained that it typically takes 12-24 months from contract signing to receive an author's manuscript.

Tai Soda described in detail the traffic flow for a book proposal, focusing on the importance of timeliness in proceeding from one step to the next (with four weeks representing the best-case scenario from receipt of proposal to drafting of an author agreement, and six months representing the worst-case scenario). He also described how his and Mary's responsibilities (measuring a book proposal's marketability, researching the competitive field) vs. the Press Editorial Board's responsibilities (judging the proposal on its technical validity and perceived contribution to the field's body of knowledge). Tai stressed the need for timeliness. He also reported that royalty rates from Press are competitive compared to main competitors like Springer, Oxford, Taylor & Francis, CRC.

VIII. Stacey Kahn provided a comprehensive overview of Wiley direct marketing efforts on behalf of Wiley-IEEE Press, including targeted email blasts, e-newsletters, direct communication with textbook adopters, the face-to-face presence in academia of Wiley's Higher Education sales force, promotion via Wiley.com, an active exhibits/tradeshow program, and a robust partnership with Amazon.com. A number of the meeting attendees asked Stacey to be sure to include them on future mailing lists. Stacey informed that email alerts are sent out based on pub date. Stam said he has not received anything from Wiley or IEEE in years. Registration required. Stacey will reach out to magazines about filler ads. Ross Stone has been helpful with IEEE Antennas and Propagation Magazine.

Mary Lanzerotti said her magazine would be happy to have ads and told Stacey to contact Jeri Krolin-Taylor. Lanzerotti suggested that an article about this meeting would be a good piece, too; reviews of Wiley-IEEE Press books would be valuable as well.   Liaisons could help with this. Will include ebooks in their ads so users will know where to find them.

Stam asked about sending info on books, etc. to cell phones (apps). Stacey informed the group that this is in the initial stages at Wiley.

Tai and Mary co-presented on the relative strengths of the A-List of STM publishers (Wiley-IEEE Press, Springer, Elsevier, Wolters-Kluwer etc.).

IX. A roundtable discussion on the appropriate mix of book types for the Wiley-IEEE Press followed. The group talked about IEEE Press's experience with the publishing of edited/multi-authored books. The consensus was that an edited book could have a place in IEEE Press as long as it was presented with a reasonably consistent editorial 'voice' from chapter-to-chapter, cover-to-cover. Tariq mentioned that perhaps we should be thinking in a more granular way, i.e., down to the chapter level, as the books are presented in Xplore. Gordon followed up on Tariq's point by sharing his key takeaway after attending a presentation by Mike Morgan of Morgan & Claypool Publishers, to which, since it was becoming increasingly difficult to find authors willing and able to produce 300- to 400-page engineering books, he was becoming more interested in acquiring/developing extended tutorials in the 100-page range.

Metin said our books should impact society we live in. John acknowledged differing views on whether we should publish high level or low level books. Simone said we have to realize who the market is and what they want. Saeid asked whether chapters can stand alone. John said quality suffers when you do that. Mo said we should be at forefront of technology. Mary said we should use surveys to discover what market wants and get that info to Press and Wiley. Om said to put a call for authors in The Institute. Metin said we need more authors in healthcare field.

X.   Charmain presented on the recent adoption of IEEE Standards Information Network (SIN) book titles into the Wiley-IEEE Press partnership. Selected SIN backlist titles were integrated into the IEEE-Wiley eBooks Library in Xplore in the late spring of 2011, and sales of SIN printed books are trending back upward for the first time since 2008.

XI. Kate presented on IEEE Computer Society Press books, in particular on their successful "Ready Notes" product, which are chapter-sized eBooks targeted at managers within high-tech organizations, and on CS's efforts at building its

certification and professional education product lines. Kate also reported that CS is on an austerity budget. When Mo asked about sunset policy, Kate responded that CS retires a book when the sales are low. Suggests an update if the title is worth it. Independent of Wiley-IEEE Press, 20 in print. Publish short books that sell for $10-15.

Day 2, 10 September 2011

EIC Lajos Hanzo called the second day of the meeting to order at 8:10 AM.

All active series editors reported on their own series. Note that Tom Plevyak called in on day 2 of the meeting to give his report.

XII. John Anderson shared with the group the mission statement of his series, "Digital and Mobile Communication Series.   Also reported on the published titles list under his series, also those that are in production. He further reported that he signed five new titles and two second editions. John enumerated some hot topics such as the evolution to 4G systems, MIMO (multiple antenna) wireless transmission , LDPC (low density parity check) coding, antenna systems for wireless, OFDM (orthogonal frequency division multiplex) transmission, data security including cryptography, Shannon theory of networks, self-organizing networks and also bandwidth efficiency

XIII. Jill Bagley from Education Activities expressed the desire to work with IEEE Press to mesh Press books with her program in Educational activities.

XIV. Jake Baker reported on his IEEE Series on Microelectronic Systems. Since he inherited the series from Joe Brewer and Stu Tewksbury, he is not sure how many books are adopted. As series editor, he is interested in developing books for practitioners so they can do their jobs better. He enumerated nine active titles in the series, and also named two titles coming online (Sullivan's *Quantum Mechanics for Electrical Engineers* which is in production right now, and Xiu's *Clock Technology: The New Frontier in Electronic System Design* which is currently in editorial stage).

He predicted that there is growth potential on the following fields: Power electronics, especially in the integrated circuit area (CMOS); Bipolar Junction Transistor circuit design, especially using SiGe; Areas related to high-speed (board-level) digital communications; Nano-scale devices and design using these devices.

XV. Mo El-Hawary reported on his IEEE Press Series on Power Engineering. Mo stressed the fact that Power Engineering is among the well established Press Series. Traditionally covers PES, and industrial applications but now, power electronics and

industrial electronics are gaining importance as grid interface relies more on these areas.

Mo reported that his series has three titles currently in production (September release date), in addition to the four titles that is already published in 2011. He had four titles added in the series in 2010 and seven titles in 2009. Currently, there are 19 active titles in the Power Engineering Series, three titles in production, 15 titles under contract projected for publication in 2012; and one under contract projected for publication in 2013.

Mo plans to reach out to established authors who have actively published recent tutorial/review articles in power/energy related societies (PES, IAS, IE, and PE.). He wants to target 20 signings per year in the following target Areas: Smart Grid, Micro Grids, Renewable Energy and its Grid Integration.

Stam suggested that a book appealing to homeowners about solar panels would sell well as part of this series.

XVI. Next, Stam reported on his IEEE Series on Information and Communication Networks Security (ICNS). He informed the group that his Series' intent is to attract authors to write books best in class useful to students, researchers, managers, and a general audience. He also wants to promote this field of interest as well as keep the publication business viable. He reported that there are interest from the following groups with in IEEE and non-IEEE: Computer, Communications, OSA, SPIE, Military plus many others.

While his series is relatively new he already has two books published, *Information & Network Security*, by S.V. Kartalopoulos (2009/10) and the other, *Engineering Info Sec*, by Stuart Jacobs (2011). He is currently weighing six proposals.

It should be noted that Stam's book *Information & Network Security* received the *Choice" Award for Outstanding Academic Titles" and pointed out that this award could have been used to promote the book.

Stam noted that, in his personal experience, he receives no information from Wiley on book promotions and activity. He noted that more communication is needed with a series editor from the time a proposal is submitted to Wiley. Stacey said that the series has been promoted and Stam will be kept informed.

XVII. Traci reported on the new IEEE Press Series on Professional Communication. She said that it is aiming for a wider audience. Members of the IEEE Professional Communication Society are not all engineers. Some are communications types. Maybe a book idea about women engineers, an edited volume, would succeed. A lot of discussion about how important communication is to engineers who were not

taught that in school. While the series is very new, (it only started in 2011), it already has three titles under contract and three proposals coming in.

XVIII. Tom phoned in to deliver his report for his IEEE Pres Series on Network Management. The series has a nice mix of titles with a well defined mission statement, Tom has cited his topics of interest, including: fault, accounting, configuration, performance and security (FACPS) management; telecommunications network management; management technologies and implementations; integrated management solutions; management of IP networks; management of next generation networks; wireless network management; self-managed networks; optical network management; policy-based management; services management; IP address management; machine-to-machine management; cloud computing management plus many others.

Tom's series also has a few titles in the eBook Classic Library. His new additions to the series as follows: *Next Generation Telecommunications Networks, Services, and Management; IP Address Management: Introduction; IP Address Management: Principles and Practice; Security for Telecommunications Network Management; and Fundamentals of Telecommunications Network Management.*

There are at least three upcoming titles in the series: *Telecommunications System Reliability Engineering: Theory and Practice* is being written for 2012 publication*; Security Management of Next Generation Telecommunications Networks and Services is being written for 2012 publication; and Machine-to-Machine Services and Management* is being written for 2012 or early 2013 publication.

Tom also mentioned that there is early planning for a book on "Cloud Computing: Services and Management."

XIX. MengChu reported on the IEEE Press Series on Systems Science and Engineering.   Another young series launched earlier this year, it mainly covers interests of the IEEE Systems, Man and Cybernetics Society, control systems, and robotics and automation. Potential topics covers complex systems: internet, social network, smart grid, etc; conflict resolution; and discrete event systems; distributed intelligent systems; distributed and networked systems; enterprise information systems; grey systems; homeland security; industrial applications; infrastructure systems and services; intelligent green production systems; intelligent learning in control systems; intelligent transportation systems; medical mechatronics; robotics and intelligent sensing; self-organized distributed and pervasive systems; sensor networks; service systems and organization; system of systems; systems biology .

Even with a young series, MengChu has already signed seven contracts, of which six contracted titles are projected for 2012 publication and one contracted title is projected for 2013 publication.

Looking ahead, Mengchu will reach out to established authors who have actively performing research and publications in SSE related societies (SMC, Control Systems, Robotics and Automation, etc.); those who deliver tutorials in major related conferences; and those we are teaching in SSE related programs. He set his target at 10 signings per year

XX. Metin Akay reported on his Series the IEEE Press Series on Biomedical Engineering. He presented a statistical analysis to indicate the continuing growing demand for new titles in the biomedical field. Degrees for biomed are awarded in ever-increasing numbers, and we need more books in this series.

Metin cited the best technology areas that should be promoted to young students as follows: (1)biomedical *;* (2) wireless/mobile; (3) energy (4) academia (5) nanotechnology (6) customized software (7) aerospace (8) security (9) semiconductors; (10) consumer electronics.

He presented various statistics on degree growth areas within the time frame 1999-2007 citing biomedical engineering as being on top for all bachelor's, master's and doctoral degrees.

Metin enumerated the grand challenges and opportunities for the Biomedical Engineering book series as: biomedical imaging (cellular, molecular and systems); neural, cognitive and rehabilitation engineering (neural prosthetics, sensors, implants); bionano science and engineering (regenerative medicine, stem cell engineering, protein engineering); healthcare engineering and science (smart home, global healthcare, healthcare delivery, telemedicine, wearable tech; intelligent drug design and delivery; therapeutic & diagnostic systems, devices and technologies; and technology commercialization, education, industry and society.

He further reported that the percentage of bachelor degrees awarded to women in the biomedical discipline is about 18.1%.

XXI. George Arnold presented on Smart Grid. He reported that based on the North American electric grid, the United States uses 22% of world consumption. He also reported that the worldwide investment in the grid as estimated by the International Energy Agency will be $10 trillion over next 20 years, of which 50% will be in generation and the other 50% in transmission and distribution, not counting customer-side investments.

George gave an overview of today's Smart Grid where there is a one-way flow of electricity. Today's grid has centralized, bulk generation, mainly coal and natural

gas. It is responsible for 40% of human-caused CO_2 production. Today's grid has controllable generation and predictable loads although it has limited automation and situational awareness. We have lots of customized proprietary systems but noted that there is a lack of customer-side data to manage and reduce energy use.

Arnold gave the group his definition of a smart grid as integrating information technology and advanced communications into the power system in order to increase system efficiency and cost effectiveness; provide customers tools to manage energy use; improve reliability, resiliency and power quality; and enable use of innovative technologies including renewables, storage and electric vehicles.

He commented that publishing about smart grid is in its infancy; his research just on Amazon.com website showed 295 results in a search for "smart grid" compared to more than 13,000 titles in a search for "power systems" and more than 1,300 titles in a search for "power system control, and more than 1,600 titles in a search for "power system communications".

George concluded that smart grid sub-topics would be the following:

On systems engineering: architecture and concepts; standards; system operation and control; system reliability; forecasting; demand management; building-grid interaction; wide area situational awareness; information management; data networking; cyber-security; and human factors.

On system elements: metering, sensors, control systems, communications, distribution automation, substation automation, distributed generation, renewable generation, storage, power electronics, micro-grids, smart appliances, and electric vehicles.

On policy: data privacy, dynamic pricing, customer behavior, economics, policy and regulation.

George further deduced that the following audiences will be interested in smart grid publications: Users, most commonly the homeowners, facility managers and investors. Practitioners like utility power engineers, utility IT staff, cybersecurity professionals, system developers, test laboratories and regulators. Also students in the field of power engineering, SG communications, SG cybersecurity, and workforce retraining are target audiences. Researchers in universities, industry laboratories and national laboratories are target audiences as well.

XXII. Tai discussed multi-media-enhanced books as a great marketing tool. Jake did a demo of his book's web page.

XXIII. The discussion agenda was completed and guests thanked for their participation.

Lunch followed at 12:00 noon.

Members of the IEEE Press Editorial Board met in executive session at 1 p.m. to finalize the board's recommendation to the PSPB Nominations & Appointments Committee. Lajos Hanzo has served the maximum number of terms allowed for an EIC (two), and Mo El-Hawary's term as member expires at the end of 2011.

Results of e-mail balloting conducted prior to the meeting were reported to the PEB.

In a field of four candidates for a two-year term as Editor-in-Chief, John B. Anderson received 6 of 11 votes cast by PEB members. In a field of seven candidates for the three-year Member term, Mo El-Hawary received 7 of 10 votes cast. These two were accepted as the preferred candidates to be recommended by the IEEE Press Editorial Board.

Ken Moore reported that the PSPB N&A Committee expects to have a choice between at least two candidates for each open position. The e-mail ballot showed a preference for Mo-El-Hawary as an alternate EIC candidate, as he received three votes.

To determine the Member alternate, the board reviewed three candidates, each of whom had received one vote in balloting. Members observed that technical diversity is more important than ever for the IEEE Press Editorial Board, because PEB functions as a working board, with responsibility to approve book proposals. The board decided to recommend Dmitry Goldgof because his background in biomedical engineering fills a gap in the PEB areas of expertise.

PEB members present at the executive session moved to acknowledge EIC Lajos' hard work and efforts in leading the IEEE Press to its current success.

Mo commented that the PEB should continue to include the series editors and society liaisons in PEB activities.

The meeting was adjourned.