Report on IEEE Press
Ken Moore

- Wiley-IEEE Press imprint has added at least 56 titles annually in the past few years, and can sustain at least 50 new titles each year. Unit sales were 50,000 in past two years.
- Wiley acquisitions team had two great years in 2010 and 2011, but Tai Soda left in 2012, resulting temporarily in lower activity. Wiley has reorganized with M. Hammond leading the team, and M. Hatcher is principal signing editor for IEEE Press.
- Some comments: we need to be the drivers of the trend toward more signings. We can't just wait for it to happen. Potential authors need to be spurred forward so they don't lose focus and finish the book, and that was probably happening when Tai Soda was signing.
- In number of titles, Wiley-IEEE Press is strongest in the Computing field due to the addition of the Computer Society titles to the imprint in 2011. Wiley took over signing activity for CS.
  - Comments included: don't ask librarians what users want because they are not the intended users.
  - Industry customers would be interested in buying books and Wiley should have a presence and the board and series editors should identify conferences to go to. F. Filler suggested maybe they could get some gratis booth space at conferences.

Wiley Signing Activity
Mary Hatcher

- Signed: 15 IEEE Press titles (as of August 5, 2014); 7 additional contracts being negotiated.
- Published: 22; 2014 Forecast: 25
- G. Kizer has a new microwave series and we have high hopes for it
- K. Moore mentioned that Wiley has signing goals and there was over performance for a couple of atypical years. T. Samad noted that we are on an upward trend for signings and that is important.

Basics of the Approval Process
Brady Chin

- Stages: Proposal, peer review, acceptance of proposal and manuscript, manuscript review
- Went through the sections of the proposal form and rationale behind the questions asked; The form is important especially for new authors who are unknown to us. It's important to have a sample chapter or writing sample

Digital Migration and New Business Models
Mark Hammond

- Print still accounts for 2/3 of Wiley's business, but is declining; digital revenues up from 23% to 30% in FY14 (May 2013 – April 2014)
- Wiley terms: o-books as those sold through Wiley Online Library (WOL); eBooks are sold through third parties. The bulk of digital revenues come from WOL.
- Must come up with a strategy to replace print books and it will not follow the same path as digital books. Won't rely on just one platform to get there. Some possible approaches:
  - Short format digital first publishing i.e. Springer Briefs
  - Databases – convert existing book content into databases with search interfaces
  - Enhanced eBooks
  - New Reference Platform: Work has already started on developing the new Online Reference platform for Wiley's Major Reference Works, and this will launch in 2015. The new platform will offer enhanced search and browse functionality and increased discoverability.

- Comments: K. Moore asked about Chinese translations. Wiley must work with third parties in China because the government owns the publishing companies and outside companies are not allowed.
- Comments made were about students leasing books and F. Filler mentioned Wiley works with CourseSmart on that.

Wiley-IEEE Press Marketing
Jean-Karl Martin and Fred Filler

Sales Outlook -- Jean-Karl Martin

- Library budgets are shrinking and they are going to patron-driven acquisition (PDA) model whereby libraries pay as titles are used, not for bundles of titles.
- Wiley-IEEE Press is #1 in engineering overall in Amazon sales rankings
- Wiley is doing well in engineering market share according to Pub Alley
- Commenters asked about large Wiley sales to Saudi and Chinese consortia; K. Moore noted that IEEE sells its IEEE-Wiley eBooks Library to consortia as well. Illegally printed books continue to be an issue. Wiley is vigilant about piracy and so is IEEE. We should coordinate efforts for outside the US.

Wiley's New Marketing Structure -- Fred Filler

- Described Wiley's new structure and how it has changed to reduce overlap and redundancy
- Can follow customer behavior better than ever
- Explained different types of marketing strategies and what each group does. IEEE's Wiley marketing contacts remain the same. Said Wiley is happy wherever people buy their books whether it's WOL, Xplore or Amazon, etc.
- People tend to buy books with a cover image, not without one.
- Discoverability is important and using the correct keywords will drive traffic to your book; talked about the best ways to improve metadata and keywords
- Filler explained Wiley's social media efforts and a list of bestsellers

IEEE Publishing Program
Anthony Durniak

- IEEE annual report in June showed over 430,000 members with over 50% outside North America. Total revenue is $480m; revenue is heavily electronic due to journals and conferences. Sales growing better than publishing industry averages

- We are equally distributed around the world; heavily academic -- corporate market is 20% of sales but we'd like it to be more. Have many different subscription packages
- Open access publishing is a challenge because it still lacks a sustainable business model. Approximately 80% of most technical information is used in the first three years after publication, but most of our material has a longer shelf life; where required by funding agencies to grant open access, we'd like a 24-month embargo, based on our usage statistics and research from an independent organizations
- XML tagging of journals, conferences, standards is done through the Interactive Content Project
- Should we add multimedia and interactive elements to articles and book chapters? Looking at selling more focused packages, opportunities for mobile products.
- Membership dues do not fund publishing program.

Subsets of Wiley-IEEE Press Joint Imprint
Mary Hatcher

Standards
- Ran through the status of the Standards Information Network books and sales figures. National Electrical Safety Code handbook is on top.
- Some new topics they are exploring for Standards include, Internet of Things (IoT), Smart Grid, Cybersecurity & Privacy and eHealth. Series editors are new for Standards.
- Considering doing an app.

IEEE Computer Society

- Updated everyone on new signings and books in production and new books
- A. Durniak asked if Wiley can fast-track books on hot topics. M. Hatcher said they can do a four-months schedule instead of eight months. Two- or three-month schedule is possible for shorter eBooks

Contributions from Wiley
- 28 Wiley contributed titles in imprint for 2014 so far; titles come from Chichester, Beijing, Hoboken offices.
- Number of contributed titles has dramatically increased. Contractually obligated to add 25, but will be far above that this year.

E-products Review Roundtable Discussion

Short eBooks
Ken Moore

- We need to do analysis to see if this is something we should undertake. Will take a number of years to achieve critical mass.
- Morgan & Claypool has been successful with this model; they developed the concept because they felt they could recruit authors more easily to write shorter books.
- Springer Briefs is also a competitor, has 99 books since 2010. Offer print on demand as well as eBooks.
- Can we do this differently than the competition?
- G. Arnold felt this would be a good format for IEEE Standards because they are often written in an arcane way and users need to understand what a standard does and what it applies to without knowing all the detail. And it makes sense for IEEE to do these and not other publishers. S. Bradley said research was done that showed readers wanted expert commentary on standards.
- T. Plevyak wanted to know if these short books could be in a series. T. Samad said they could be part of both a short books collection and a particular series
- M. Hatcher said several of M. Zhu's books are short and are priced high. Pricing has to be considered for these. Price them lower or not? T. Plevyak said definition of a short book would be different since it would not cover the full scope of a topic.
- Ray Perez wanted to know if M&C's were all introductory; J. Audino said some are, some are not.
- Comment: could these be geared toward high school students? What is the market? A. Durniak said those types of books are out there already. He'd rather sell to corporate executives who need to understand technical jargon.
- In some cases a chapter could be expanded into a book
  - Action item: Introduce this idea to new standards editors and others from IEEE Standards.
- L. Shafer mentioned Ready Notes for CS, the short 30-60 page books are popular. Most are based on the Software body of knowledge. Sell for $19.
  - Moore said we might want to bring that product into the joint imprint and the short books concept fits well.
- F. Filler said to solicit journal authors to write short books. K. Moore said M&C did this with their books. M. El-Hawary suggested not going into so many different directions; we should stick to the series we already have and take others as special topics. Suggested series editors and standards to explore 2 or 3 potential topics and see where to go from here.

- G. Kizer suggested the standards committee should write these books as a natural part of the standards process
- M. Akay said short books should focus on new areas

ePub Update
Jeanne Audino

- It was decided not to move forward with the ePub format at this time due to the lack of interest and the lack of a good business model.
- D. Goldgof said our titles should be offered in all formats that customers want. K. Moore said we do offer that through Wiley; the question is should IEEE also offer other formats.
- A. Durniak asked Wiley about the appeal of e-products. F. Filler said all of Wiley is affected by digital and are using videos, etc. As a company they are not pushing either format (ePub or PDF) at the moment.

Enhanced and Interactive eBooks
Jeanne Audino

- Explained what enhanced and interactive eBooks are and the differences between them; showed an example of a Wiley enhanced eBook and the features included.
- M. Hammond said Wiley isn't sure if it's best to license this content out to aggregators or try to offer it themselves. IHS is one of the major ones that Wiley works with.
- R. Perez said engineering firms have tools that already perform necessary calculations. F. Filler said these books also offer videos, animation, and not just calculations. T. Samad felt it could be applied to engineering and is the wave of the future.
- C. Williams said Standard Association researched tools with ability to take notes and share with others, extract data within standards. They won't be in initial versions but would be included in later versions. Samad asked can we do the same with books. Moore said we can get XML from Wiley and develop products ourselves. Hasn't been done because of time and money and need to organize the effort. Possibly use internal assets. Smart article: Wiley chemistry uses these and can be applied to a book format. M. Lanzerotti said chemistry has gone to an electronic lab notebook. Have engineering lab content within it, take notes in a new way.
- Samad asked about Mathworks, and M. Hatcher said Wiley already works with them.

Roundtable Discussion: Exploring New Horizons for Wiley-IEEE Press
Ken Moore

- Open access (OA) in scholarly publishing has pertained mainly to journal programs.
- Two different types of open access:
    - Gold is most common with the Article Processing Charge (APC) for 'gold' OA paid by authors or authors' institutions
    - Green OA is the practice of author self-archiving his/her manuscript in an institutional or government repository
- Some publishers and universities are doing OA textbooks; Rice University has one that is funded by grants, not government funded. Springer model is "gold" open access, i.e., supported by an undisclosed APC to be paid by the author, or author's institution. Also has a print-on-demand model. 15% discount if author's institution participates in Springer's Open Access Membership Program. Author retains copyright. Success of program is unknown
- Ran through a chart of features these types of textbooks have and types of revenue streams
- Legislation to make funds available from US government for OA textbooks has failed.
- An OA book model will require a dramatically different business model and most likely a partnership with a university. OA doesn't have as much appeal in EE field, but does in CS and BME
- If we were approached by a society we would do an OA publication with Wiley. There will always be a cost involved and would have to have a sustainable model.

Mary Hatcher
Productive Technology Areas

- Our top three content areas are Power, Electromagnetic Wave and Biomedical.
- Some areas for increased development:
    - Geoscience and Remote Sensing Techniques and Applications
    - Understanding Science and Technology (discussed this last year, Hatcher feels this would be served in the short eBooks idea)
    - Vehicular Technology
    - RF and Microwave Technology
    - Optoelectronics and Lasers
    - A potential new series is Optoelectronics, Lasers Series—IEEE Photonics Society

- New edition coming out by Breck Hitz and can base new series off that title
- Photonics Society
  - Growing society
  - New executive director who could be interested in selecting editor
- Other areas to consider:
  - Robotics
  - Big Data
  - Cloud Computing
  - Internet of Things
- Robotics – Zhou said he could find a series editor and also SMC society are talking about two new series human machines and cybernetics. Already under discussion will be at their conference in San Diego. SMC has a robotics track.
- M. El-Hawary suggested an aerospace series
  - Goldgof asked for a list of societies and series associations. K. Moore to prepare.
- D. Michelson asked about history of technology series. K. Moore said we've done history books and they proved to be generally unsuccessful. Hatcher mentioned James Cortada from computer society. L. Shafer mentioned David Alan Grier. Filler mentioned some examples of historical books that did not do well commercially maybe because they were specialized in the time periods and technologies covered.
- L. Shafer asked if there is a need for a sub-series for the Computer Society. T. Samad felt that was a good idea. Big Data.
  - Samad said a note should be sent to all societies with benefits and list of topical areas for new series.
- Do not target undergrad textbooks.   Do publish some textbooks now and then and partner with the higher ed division. They do publish graduate level textbooks

Roundtable Discussion: Engaging IEEE Technical Societies and Councils
Ken Moore

- K. Moore ran through the slides we give societies to explain the book sponsorship program
- SMC offers a free booth at conferences
  - T. Samad suggested sending e-mail twice a year to members of society with list of books of interest. Also ask if they want to author a book. Free conference booth, etc.
- Needs approval by society so send list of needs to society presidents.

- o T. Samad proposed outreach to Society Presidents at a TAB meeting. K. Moore said TAB sometimes has a version of poster session where the IEEE Press EIC could be there to explain process. Maybe at the February OU meeting to take advantage of new society leadership by then. (**Action item**)
- o M. El-Hawary said IEEE Women in Engineering has a reception at IEEE meetings, and we should do the same (at TAB).

Best Practices for Series Editors
Edited vs. Authored Books
- Discussed last year and consensus was to discourage edited volumes.
- Not something we should prohibit but they should meet some higher bar. Must be cohesive.
- Editors should be told that doing these types of books is not an easy way to get published.

Other Best Practices

- Having an advisory board
- Series editor should have good connection with society so it's easier to find reviewers
- Have a conference call with series editors and go through this with them
- Create a living document for series editor that explains the role of a series editor
- T. Samad asked who provides reviewer names -- authors or series editors or both? T. Plevyak ran through how he handles reviews for his series: series editors review manuscript and suggest other reviewers but M. Hatcher usually finds other reviewers.
- There should be two positive reviews before acceptance in a series (in addition to the series editor review). If there are opposing reviews, a third should be required.

Series Editor Reports

Biomedical Engineering Series
Metin Akay

M. Akay said biomedical and healthcare field is growing rapidly and these students will need books. The regenerative medicine, engineering immunity and infectious disease areas are all growing fields. Population is aging, so healthcare field employment will

increase. A big question is how we can aid elderly in society. Will see more biomedical engineering departments and will need books for these students.

- Has four recently published books, six under contract.
- There are many new and exciting opportunities for the series

Recently Published Books

- Micro & Nanotechnologies in Engineering Stem Cell and Tissues (Ramalingam) (July 2013)
- Introduction to Tissue Engineering (Birla)
- Introduction to Neural Engineering for Motor Rehabilitation (Farina, Jensen & Akay)
- Handbook of Telemedicine (Nikita)

Books Under Contract

- Neuroelectric Brain Imaging (Babiloni)
- M-Health (Istepanian)
- Data-Based Nonlinear Modeling (Marmarelis)
- Introduction to Neural Interfacing (Farina)
- Models and Algorithms for Biomolecules (Liang)
- Biomedical Signal Processing (Rangayyan)

Series on Digital & Mobile Communication
John Anderson

There are 22 books in the series. Three are in production. The network area has changed. J. Anderson provided a list of hot topics he would like to get into. Will be more proactive and find authors for these topics.

In Development / In Production:

- Tripatha, *Cellular Communications*
- Johannesson & Zigangirov, *Convolutional Coding*, 2nd Ed.
- Schlegel, *Trellis and Turbo Coding*, 2nd Ed.

Series on Power Engineering
Mo El-Hawary
M. El-Hawary reported another excellent year for the series with 10% growth from last year. The series has 75 published titles and eight under contract, seven published in the last year. M. El-Hawary likes to find authors who are retired or semi-retired because they

have more time to write. He would like to get into nuclear technology books. We should maintain flexibility as to what series cover what topics.

Recent Titles:
- Understanding Power Quality Problems, Bollen
- Arc Flash Hazard Analysis and Mitigation, Das
- Handbook of Electrical Power System Dynamics, Eremia
- The Selection Process of Biomass Materials for the Production of Bio-Fuels and Co-firing, Altawell
- Risk Assessment of Power Systems: Models, Methods, and Applications, Li
- Power Magnetic Devices, Sudhoff
- Electrical Insulation for Rotating Machines, Stone
- Extruded Cables for High-Voltage Direct-Current Transmission, Mazzanti
- Practical Power System Operation, Vaahedi

Series on Networks and Services Management
Tom Plevyak

The series has 12 published books, five to be published and two planned. Books in series are intended more for practitioners. T. Plevyak gave a brief history of the series, saying that the first two books established the direction for the series. Mainly deals with management and security.

To be published:
- *Management of Cable Networks and Services, M*ehmet Toy, In production
- *Small Cell Networks: A Practical Guide for Deployment, Management and Optimization,* David Lopez-Perez, Full draft manuscript 4Q14
- *Cloud Services, Networking and Management,* Nelson Fonseca and Raouf Boutaba, Full draft manuscript 4Q14
- *Managing the Internet of Things,* Sanjay Sarma, Draft book proposal in review
- *Management of Software Defined Networks,* Augustine Samba, Draft book proposal being prepared

Planned:
- *Management of Grid Networks,* TBD
- *Telecommunications Network Management: Principles, Technologies, and Implementations,* TBD

Systems Science and Engineering Series
MengChu Zhou

Series was launched in 2011 and mainly covers Systems, Man and Cybernetics, Control Systems, and Robotics and Automation. Potential topics include complex systems: Internet, social network, smart grid, etc. conflict resolution, discrete event systems

Six books already published, one in production and five manuscripts coming under review soon.

In production:

- Han-Xiong Li and XinJiang Lu, Model-Based Robust Design for Complex Systems

Manuscripts being written:

- Chang and Pires, Sustainable Solid Waste Management
- Zhou, Li and Weijnen, *Contemporary Issues in Systems Science and Engineering*
- Liu, Automated Transit Systems
- Whitcomb, Systems Design, Integration, and Engineering
- Schneidewind, *System Engineering of Computer Networks*

Manuscripts under review:

- Savkin, Cheng, Xi, Javed, Matveev and Nguyen, Distributed Coverage Control Problems for Mobile Robotic Sensor/Actuator Networks
- Luo and Zhou, Control of discrete event systems from theory to implementation

Vehicular Technology Series
Dave Michelson

Series enables society to publish much longer pieces than they could in a journal or magazine.   Area editors also work with D. Michelson. Makes presentations to IEEE Vehicular Technology Society board of governors and he is a member of the board. Ran through a list of books that are upcoming and some conferences coming up. T. Samad felt he should focus more on electric vehicles and D. Michelson said the conferences will be on that subject and he should be able to find some authors. Trying to get Tesla or Nissan interested. Most of these authors are not used to writing books but realize the importance.

Book Projects in Progress

- *Planning and Designing LTE Heterogeneous Networks*, Yann Le Helleco et al. (InfoVista)

- *Satellite-based M2M Communications,* Dean Brickerd et al. (Orbcomm)

- *Automotive EMC*, Todd Hubing, Janet O'Neil et al. (Clemson Univ., ETS-Lindgren)

- *Mobile Communications in Higher Frequency Bands*, Peiying Zhu et al. (Huawei)

- *Wireless Communications for High Speed Railroads*, Bo Ai et al. (Beijing Jiaotong Univ.)

- *Transportation Electrification,* Mahesh Krishnamurthy *et al.* (*IEEE TEI*)

- *Next-Generation Vehicular Ad Hoc Networking,* Scott Liang et al. (Huawei)

Traci Nathans-Kelly (delivered by Mary Hatcher)
Professional Communications Series

Covers communications, risk topics: 12 on the shelf, one in production. These are impulse buys for most people. Lower price point. Ran through a list of books that are upcoming and new contracts. Nathans-Kelly also does a newsletter that she sends to colleagues to help get the word out.

Revenue is lower because the price point is lower but Wiley has high hopes for the series. Risk communications is doing well. Wiley promotes them in newsletters. R. Perez suggested making writing communications book into a textbook because colleges are starting to require a writing class for engineering students. M. Hatcher will follow up with T. Nathans-Kelly.

Book Projects in Progress:

- *International Virtual Teams: Engineering Successful Global Communication*
  Author: Pamela Estes Brewer
- *Teaching Culture and Communication in International Contexts: Perspectives on Engineering Education in the Global Age*
  Authors: Kirk St. Amant and Madelyn Flammia
- *Culture and Crisis Communication: Cases from Non-Western Perspectives*
  Authors: Amiso George and Kwamena Kwansah-Aidoo

- *Crisis, Risk and Change Communication for Engineering, Science, and Public Health Professionals*
    Author: Vincent Covello
- *Engineering Justice: Transforming Engineering Education and Practice*
    Authors: Jon Leydens and Juan Lucena