2016 Boston Section Report

# 6 August 2016

### Kevin Flavin, 2016 Chair, Boston Section

# Boston Section Report to Region 1 Annual Meeting

Boston Section serves more than 8,000 members generally within the geographic border of route 495 around Boston, Massachusetts. There are 27 society chapters and five affinity groups within the Boston Section. In addition, the Boston Section provides a Lecture Series and Courses for members and non-members. The Boston Section also organizes Conferences, and supports other technology conferences in and around Boston. The Boston Section publishes a bi-weekly newsletter that is distributed to neighboring sections (e.g. New Hampshire, Maine), and a now monthly periodical, Digital Reflector.

## Lecture Series

There has been a trending decrease in the number of courses and lectures subscribed and attended. This is attributed to the repeating nature of the lectures and the effort required to continuously create new topics. The creation effort is led by a Professional Development and Education Committee. The Committee conducts surveys and researches topics of interest from data retrieved from the IEEE Spectrum and other sources. There are members from chapters serving on the committee to provide current feedback on topics of interest and to source speakers and instructors. Some significant efforts to increase value to membership and to attract non-members:

* Create more online offerings to react to more sophisticated demands of attendees
* Change of venues to attract urban attendees
* Temporary deeper discounts for members-only to increase value of membership to attendees

Thirty-five continuing education courses organized plus five online offerings in 2015. Two hundred ninety-eight (298) paid attendees. This is an increase in attendees from 2014. The 2016 attendees is trending lower for the first half of year.

## Conferences

The Boston Section organizes and support conferences in and around Boston that are of value to the membership as well as develop the IEEE Brand and Value Proposition. Conferences completed and upcoming for the Boston Section:

#### Boston Section - Organizer

Past Conferences 2015-2016

2015 IEEE International Symposium on Technologies for Homeland Security (HST ’15)

April 14-16, 2015

2015 IEEE international Conference on Technologies for Practical Robot Applications (TePRA)

May 11-12, 2015

2015 IEEE Body Sensor Networks Conference

June 9 – 12, 2015

2015 IEEE High Performance Extreme Computing Conference (HPEC ’15)

September 15 – 17, 2015

IEEE International Symposium on Technologies for Homeland Security 2016 (HST)

May 10 - 12, 2016 - http://www.ieee‐hst.org/

Upcoming Conferences

IEEE High Performance Extreme Computing 2016 (HPEC)

September 13 - 15, 2016 - http://www.ieee‐hpec.org/

IEEE International Symposium on Phased Array Systems and Technology 2016 (PA)

October 18 - 21, 2016 - http://www.array2016.org/

2017 IEEE Symposium on Technologies for Homeland Security (HST ’17)

April 25 – 26, 2017 http://www.ieee-hst.org/

#### Boston Section - Supporter

Past Conferences 2015-2016

IEEE Region 1 Annual Student Conference

April 15 - 16, 2016 - http://ieeeboston.org/conferences/

Upcoming Conferences

2016 IEEE MIT Undergraduate Research Technology Conference

November 4 - 6, 2016

IEEE WIE USA Forum

December 1 - 3, 2016 - http://sites.ieee.org/wie-forum-usa-east/

## Chapters

The Boston Section increased the chapter presence with the recent launch of the Technology and Engineering Management Society Chapter. The Boston Section now enjoys twenty-seven (27) chapters and five (5) Affinity Groups. In addition, a new student chapter launched at Curry College in 2016. Finally, there is interest building for IAS and VTS chapters.

There were at least 99 chapter and affinity group meetings in 2015, excluding the section’s meetings, with at least 3,459 attendees reported.

* Chapters - 3,089 (members – 1,492; non-members – 1,597)
* Affinity Groups – 370 (members – 205; non-members – 165)

## Publications

The Boston Section publishes a monthly magazine, the Digital Reflector, on both the ISSUU.com platform (https://issuu.com/ieeeboston), as well as on the website in an archive (<http://ieeeboston.org/digital-reflector/>).



Distribution is to all members, as well as publicly available on the internet through the website and the issuu.com platform. Statistically, it is difficult to calculate or measure how many non-members are accessing it, however, ISSUU reports that as of 5 August 2016, there are more than 69,400 impressions since beginning the Digital Reflector with the December 2015 issue.

In addition, the Boston Section publishes a newsletter of upcoming events and deadlines on a bi-weekly basis.

Finally, the website is continually updated with new information and enjoys about 3,000 hits per month.

Social Media continues to be a lot of effort but Facebook and Twitter are the primary outlets with the highest level of engagement. The facebook page has more than 2,400 likes and enjoys a reach beyond 600 for posts. The Boston Section does not pay for advertising nor post boosting, the activity is purely organic.

Also, the Boston Section is building a presence in the following social media platforms: LinkedIn, Instagram, Pinterest, and Meetup. We monitor geo-socials for accuracy and feedback : Google and Yelp. The following social platforms have been considered and rejected from focus: Snapchat, Medium, Beem, Slack, Vine, Meerkat, Periscope, and Tumblr.

## Volunteering

This year we created a role of Volunteer Coordinator and are actively recruiting for it. This role will manage the ‘on-boarding’ of new volunteers, providing them with resources and help to help the volunteer enjoy their efforts with the organization and increase the ranks of volunteer resources.

Three Section Awards were given for 2015:

**IEEE Boston Section 2015 Distinguished Service Award**

Rob Vice - For his outstanding effort in championing the Section participation in the IEEE Collabratec program and the development of Section use of Social Media

**IEEE Boston Section 2015 Distinguished Member Award**

Ramon de la Cruz - For his leadership in establishing Senior Member Elevation Clinics and leading the Section Membership Development Program

**IEEE Boston Section 2015 Student Member Award**

Miri Choi - For outstanding leadership in the success of the 2015 IEEE MIT Undergraduate Research Technology Conference

## Milestones

There was only one milestone dedication:

IEEE Milestone Dedication for Claude E. Shannon's Development of Information Theory, 1939-1967

And one milestone preparing for dedication

Harvard Mark 1 Computer, 1944-1959

Respectfully submitted,

Kevin Flavin

2016 Chair, Boston Section