



IEEE NEWS FOR SEPTEMBER 2011

Jacob Z. Schanker, P.E., Newsletter Chair
Rochester IEEE home page is at: <http://rochester.r1.ieee.org>

Rochester Section Meeting – Tuesday, September 6, 2011 at 12 Noon

The next Rochester Section business meeting is on Tuesday, September 6, 2011 at 12:00pm, at the Shanghai Restaurant, 2920 West Henrietta Road, just south of the intersection with Brighton-Henrietta Town Line Road.

Any IEEE member is welcome to attend and to participate, or just to observe. Lunch is \$3 for IEEE members. No reservation or RSVP is needed, just show up. Be sure to stay for the GM hydrogen fuel cell vehicle display and thrill ride described below.

General Motors Hydrogen Fuel Cell Vehicle on Display – Sept. 6

Date: Tuesday, September 6, 2011, following the Rochester Section Meeting.

Time: 1 to 2pm

Location: in the Shanghai Restaurant Parking Lot. The Fuel Cell will be available to ride or drive for attendees of Section Meeting.

Abstract: Chevrolet Fuel Cell is an electric vehicle, powered by GM's fourth generation fuel cell system. The electric motor traction system provides the vehicle with the instantaneous torque and the vehicle's performance is smooth and quiet. The ability to start and operate in subfreezing temperatures is a major advancement in fuel cell technology. The Fuel Cell vehicle is fueled with hydrogen which emits zero green house gases, only water vapor, reducing the dependence on petroleum. Moreover, the vehicle's can go up to 200 miles per fill-

up. Fuel Cell technology is seamlessly integrated with all of the comfort and safety of Chevrolet's production gasoline vehicle.

Student Member Selected as Winner in International Data Fusion Contest

IEEE Graduate Student Member Lingfei Meng, a PhD student in Imaging Science at RIT, was selected as a winner in the 2011 Data Fusion Contest run by the Data Fusion Technical Committee of the IEEE Geoscience and Remote Sensing Society. The contest organizers provided a set of five images of Rio de Janeiro collected by the DigitalGlobe WorldView-2 satellite as it made a single pass over the city. The challenge was to perform an innovative analysis of the unique multiple view angle data and write a short paper documenting the results.

The paper by Lingfei and his advisor John Kerekes, entitled "Object Tracking Using High Resolution Satellite Imagery," was one of three entries selected as winners. The data set was downloaded by nearly 800 participants from 95 countries worldwide. Twenty papers were submitted for evaluation by a panel of five international judges. The winning papers were selected (*ex aequo*) as the best in three categories of submissions. Lingfei received a Certificate of Recognition while attending the International Geoscience and Remote Sensing Symposium 2011 (IGARSS'11) in Vancouver, Canada. Congratulations to Lingfei!

Results of 2011 Member Survey

In May of this year a web-based survey invitation was sent via e-mail to all IEEE members in the Rochester Section who not opted-out of receiving e-notices from IEEE. Surveys were completed by 111 members out of the 1037 invitations, a response rate of 11%. The survey was designed to obtain feedback from Section members regarding IEEE activities in the local area and perceptions on the level of service provided. The survey included questions on demographics, the use of the Rochester Engineer and the Section website to disseminate information, activities of local chapters, and open response forms to solicit comments.

Demographics. Despite the relatively low response rate, the responders generally mirrored the Section membership. The majority

of respondents were at the Member grade (61%), with Senior Members representing 19%, Students 14% and the rest being Associates (3%), Affiliates (2%), or Fellow (1%). 13% were Life members. The majority of respondents were employed in industry (61%) with 36% working at a university or college and 4% being an independent consultant. Also, most reported being in a mid-to-late career stage (64%), with just 16% being retired. The rest were students or in their early career.

Regarding their level of participation in Section activities, approximately one-half of the responders (48%) felt they were “not really engaged” with 32% reporting “occasional activity” and 20% being an “active volunteer.”

Rochester Engineer. One purpose of the survey was to gauge the use of the *Rochester Engineer* as a means of communicating information to Section members. The *Rochester Engineer* is published monthly as a print magazine by the Rochester Engineering Society and the IEEE Rochester Section publishes its newsletter inside. The vast majority of respondents either scan (66%) or read cover-to-cover (10%) every issue. Less than 10% receive but do not read. 14% reported not receiving it. These correspond to the students as a decision was made last year to not include them in the mailing.

Two survey questions concerned this topic of who should receive the *Rochester Engineer*. The following table reports the results before and after noting in the survey questions that the expense to the IEEE Section of mailing the print copies is a significant fraction of the total annual expenses (and income) of the Section.

Table 1. Who should be mailed The Rochester Engineer?

Response	Before noting cost	After noting cost
Only members (at any level) who “opt-in”	33%	48%
Regular members and above	35%	29%
All members (including students)	25%	10%
Graduate student members and above	8%	7%
Do not send it to any IEEE members	0%	6%

This suggests the members are cost conscious and there is strong support for an “opt-in” option. However, when asked if the

respondents would select an option to "opt-out" of receiving the *Rochester Engineer* only 25% said yes. Related to this, in response to a question of how members would like to be notified of events, nearly half (49%) said both the *Rochester Engineer* and e-mail, while 41% said e-mail only with 9% selecting the *Rochester Engineer* only. It is significant that 90% want to be notified of events by e-mail.

In the open responses for this section, several folks commented that they enjoyed learning about the diverse local activities through the *Rochester Engineer*, but there also were comments that it had "nothing of interest to EE's." Several also indicated they would like to receive more regular e-mails informing them of Section events.

Website. (<http://rochester.r1.ieee.org>). 36% said they were not aware of the website while 53% said they were aware, but visited rarely. Of those who visited the website recently, two-thirds said it was adequate but could be improved, with 25% saying it was useful and only 8% saying it was inadequate. Open responses ranged from "doing a fantastic job!" to "dinosaur." It was also pointed out that some pages are out of date.

Monthly business meeting. 79% were aware of the meeting including 12% who attend regularly. It is interesting that 21% of the respondents indicated they were not aware of the meeting despite monthly announcements via print and e-mail. Regarding the minutes of the meeting, 74% were interested in looking at them and one-half (52%) of the respondents felt the minutes should be password protected. The other half said don't require a password either because they should be open to anyone (32%) or they don't want to enter a password (16%).

Section activities. Regarding the technical seminars hosted by chapters and groups, respondents were evenly split between attending "often" (14%) or "sometimes" (36%) and attending "rarely" (28%) or "never" (22%). Asked to rate on a scale of 1 to 5 (5 being highest) several services offered by the section as to their value, the respondents gave a wide range of scores. The table shows the results including a weighted score.

Table 2. Rating of the value for Section activities.

Activity	1	2	3	4	5	Weighted Score
Chapter meetings and group events	18%	17%	25%	20%	21%	3.1
The Rochester Engineer	12%	23%	33%	22%	10%	3.0
The annual Joint Chapter Meeting	22%	26%	16%	20%	16%	2.8
Student and Outreach Activities	16%	21%	26%	24%	12%	2.9

Regarding new ideas, 85% said we should pursue creating a job board; 65% said there should be weekly e-mail reminders of events and only 36% selected a social activity such as a night at the Red Wings.

In the open responses to this section, there were several very positive comments about the Sections activities, but also several that suggested the leadership of the Section and Chapters should be doing more to get the word out. List servers were suggested as a way of informing those who are interested in a technical area, but not necessarily members of that Society chapter. There also were suggestions for local tours, networking events, and a group day at Seabreeze. A few suggested a Facebook page.

Summary. Overall, the survey suggests the Section is doing a reasonable job at serving the members. The local focus allows those with the interest to connect and stay informed of activities. However, the survey does suggest more could be done to keep people informed through e-mail (not too frequently!) and to solicit more ideas from the general membership. It should be noted that the Section leadership is always open to new ideas and interest from volunteers, and they can be contacted from the links on the Section website.

IEEE Technology Management Council TMC

The Rochester Section Technology Management Council TMC will be a co-sponsor, along with Rochester Section PACE, for a speaker series this coming school year at RIT on immigration policy. Professor Ron Hira, Associate Professor of Public Policy at RIT and an expert on the effects of offshore outsourcing, and two colleagues, Andrea Hickerson (Communications/Journalism) and Christine Kray (Chair of Sociology),

are setting up this series of presentations on immigration policy. The topics would cover high- and low-skilled immigration policy as well as issues with undocumented workers and media coverage of immigration. It's planned to have 6-8 speakers at about one month intervals. As you know, IEEE-USA has been actively lobbying on immigration policy issues for many years and we believe the speaker series will be of interest to Rochester and Region 1 members. Already secured are speaking commitments from: Ray Marshall, former Secretary of Labor and professor emeritus of the LBJ School of Public Policy, Univ. of Texas, Austin; Daniel Costa, Immigration Policy Analyst at the Economic Policy Institute; Jeffrey Kaye, author of *Moving Millions* and PBS NewsHour Correspondent. The talks are public and RIT (and IEEE Rochester Section) will advertise them widely to the Rochester community. Prof Hira has a high profile nationally on this issue, and has also been quite successful in getting speakers newsprint, radio, and television publicity, including a guest slot on Rochester's hour long public affairs radio program *1370 Connections* on the local NPR affiliate WXXI-AM.

For further details on the sponsorship contact Tom Pian, and stay tuned to this magazine for news of upcoming sessions which will promote the role of the IEEE TMC.