




IEEE Collabratec™ Update



Thank you! - Pilot Sections










- ▶ **Pilot participants**, with metropolitan-based communities now exceeding 75 participants (and growing daily)

**Turin, Italy**

Activities | Files Coming Soon | Q & A | Events | Participants

Community provided by :
IEEE Italy Section

Participants **115**




All Participants

March 2015


| | | | | | | |
|----|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |


Upcoming
Community
Events **1**

1 Post(s) in Community

**Justine Spack** asked
Will a RoboCup football team be able to beat the World Cup champions by 2050?
3 days ago
0 answer(s)

Manuela Veloso discusses her love of robotics and her involvement with the RoboCup competition












**London, England**

Activities | Files Coming Soon | Q & A | Events | Participants

Community provided by :
IEEE United Kingdom and Ireland Section

Participants **79**




All Participants

March 2015

| | | | | | | |
|----|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Upcoming
Community

2 Post(s) in Community


**Justine Spack** asked
Microsoft is killing off Internet Explorer. Will "Project Spartan" be a success?
2 days ago
0 answer(s)

"Microsoft is killing off the Internet Explorer brand"


Follow this Question

Answer this Question

0 comment(s)



Add a comment

**Justine Spack** asked
What does the future of graphene hold in creating streamlined and more efficient energy technologies?
3 days ago
0 answer(s)

- ▶ IEEE's professional networking / collaboration platform
- ▶ Open network, with exclusive member privileges
- ▶ Facilitates interactive communities and collaborative research
- ▶ **Competitively positions IEEE for the future of professional networking, publishing, and career development...**



Specialized service with a scope and depth of expertise in engineering and technology not found in general social networks

➤ **Need to meet member expectations with a 21st-century, professional networking experience**

- Creating a holistic, online networking experience within IEEE, rather than “Silos 2.0”

➤ **Need for IEEE to maintain its position as a world-class publisher**

- Increasing number of mergers and integrations by publishers with collaborative authoring platforms

| 2011 IEEE Member Segmentation Study | Importance | Satisfaction |
|---|------------|--------------|
| Opportunities for Professional Networking | 71% | 46% |
| Gap in Service | 25% | |

➤ **Professional networking and collaborative authoring / research tool-set from one hub**

➤ **Provides opportunity for holistic, IEEE networking experience**






- Integrates existing social media presence, users' and OUs'
- Overcomes the challenge of "Silos 2.0"



Available to IEEE members and non-members

- Open network, with exclusive member identity and privileges
- Remains accessible to individuals whose membership has lapsed (opportunity to maintain contact)

You are eligible to join these exclusive communities

| | | |
|---|---|----------------------------|
|  | Austin, USA This community provides participants with professional and technical networking opportunities in and around Austin. Participate in discussio... More | Learn More |
|  | Bogota, Colombia This community provides participants with professional and technical networking opportunities in and around Bogota. Participate in discussi... More | Learn More |
|  | Detroit, USA This community provides participants with professional and technical networking opportunities in and around Detroit. Participate in discussi... More | Learn More |
|  | IEEE AuthorLab In this community, IEEE authors and potential IEEE authors can share ideas and get information from IEEE staff. Participate in discussions, ... More | Learn More |
|  | Life Sciences The Life Sciences community is a virtual community of engineers, computer scientists, life scientists, medical practitioners, researchers, a... More | Learn More |

Potential Users of IEEE Collabratec™

Global Network

- 400k+ IEEE members
- 300k+ former members on file
- 300k+ Society members
- Annually, 250,000 conference attendees

Vibrant Communities

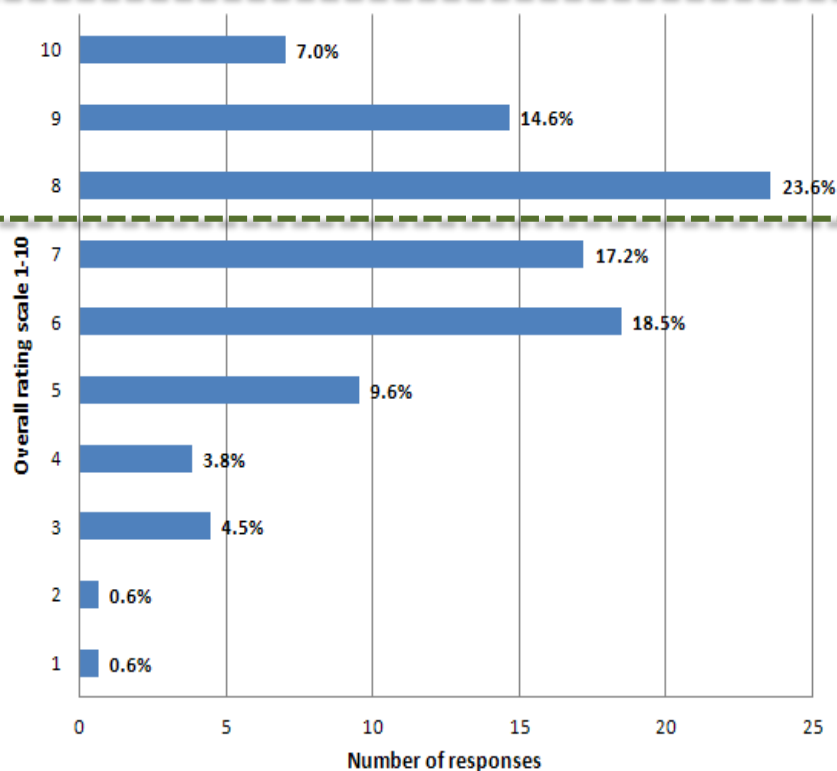
- 38 Technical Societies, 2200+ technical chapters, Future Directions communities
- 300+ Sections, 400+ Affinity Groups
- 2,500+ Student Branches

World Class Publisher

- Monthly, 3.5-million, unique IEEEXplore users
- 250,000+ authors
- 175 periodicals

| functions | All (including non-members) | Members | Volunteers |
|---------------------------|---|--|---|
| Networking | <ul style="list-style-type: none"> Professional Profiles Privacy settings Peer-to-peer connecting Activity stream Communities Notifications Integration w/ 3rd-party networks | <ul style="list-style-type: none"> Member grade badges Enhanced privacy settings Exclusive communities | <ul style="list-style-type: none"> Volunteer badging Vtools integration |
| Career Development | <ul style="list-style-type: none"> Profile management / career history Communities | <ul style="list-style-type: none"> Exclusive communities Preferential placement in recruiter search results (4Q) | n/a |
| Research | <ul style="list-style-type: none"> Content discovery, library management; importing citations and documents from multiple services Private collaboration groups Cloud-storage | | |
| Authoring | <ul style="list-style-type: none"> Collaborative document development Profile management / published works Bibliography generation Communities Cloud-storage | | |

Overall rating for Collabratec



45% top box satisfaction
(8-10 on a scale of 10)

Perceptions of IEEE Collabratec™ to Other Tools/Networks

| Platforms | Number of users who responded | IEEE Collabratec is Worse | IEEE Collabratec is Better |
|-----------|-------------------------------|---------------------------|----------------------------|
| Facebook | 96 | 22% | 59% |
| Zotero | 25 | 12% | 56% |
| Mendeley | 34 | 24% | 53% |
| Google+ | 87 | 21% | 51% |
| LinkedIn | 124 | 29% | 50% |

- Summer 2013 – Evaluation conducted of several options for building the service
- Nov. 2013 – Board approves 2014 budget – asks for full business plan by February
- Feb. 2014 – Board receives and approves business plan
- Aug. 2014 – Demonstration at Sections Congress of development progress
- Dec. 2014 – Launch of Pilot



1Q & 2Q-2015 – Pilot & Volunteer Leadership Training

- Late June/July 2015 – Marketing launch commences

Community Support



Justine Spack

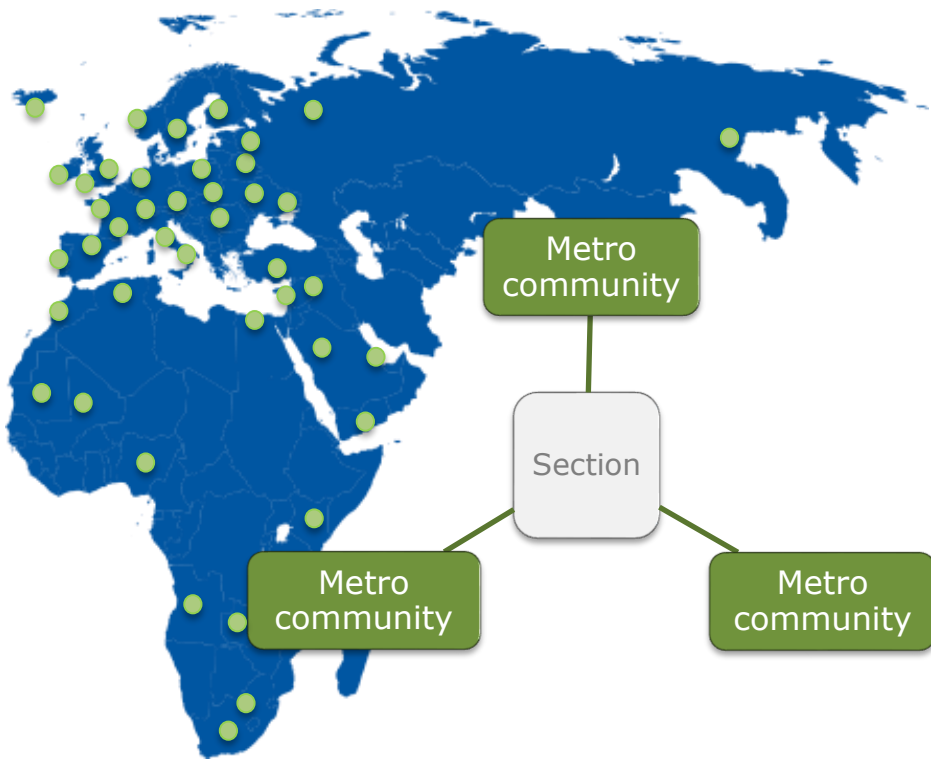
MGA Community Specialist

justine.spack@ieee.org

- ✓ Community configuration
- ✓ Moderator training
- ✓ Community invitations / marketing

Provide to Justine:

- ☐ Cities for which you want communities launched
- ☐ Suggested moderator names and e-mail addresses



Sections may launch as many metropolitan-based communities as they like.
Moderator and training all that's required.

Leading the presence...

- ▶ Participate in Pilot
- ▶ Schedule orientation webinar for ExComs
- ▶ Invite colleagues into the platform
- ▶ Build into strategies
- ! Identify cities for metro communities, and moderators



John Day

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Sections can benefit from the large marketing push for IEEE Collabratec™ by having communities launched before 15 June

