

REPORT

M90422- 1 of 3

TO: IEEE Member and Geographic Activities Board – 17 November 2018

FROM: Vaughan Clarkson, Editor-in-Chief, Potentials Magazine

SUBJECT: Potentials Editorial Board

Opening Remarks:

The mission of the Potentials Editorial Board is to provide undergraduate and graduate students who are members of IEEE with an IEEE publication to address global issues, career development topics, and other topics, emphasizing the value of continuing IEEE membership after graduation. These are members of IEEE with an interest in the IEEE designated fields or related professions, and IEEE needs to provide them with opportunities for educational, technical, and professional development.

1. The Potentials board had their annual Face to Face meeting in August in Singapore resulted in the following outcomes:
 - a. Governance recommendations to include defined roles and term of appointment in which the first year new board members shall serve a probationary term.
 - b. Strategic Marketing Plan:
 - i. Call for Papers: [Call to action](#) with support from Managing Editor, Craig Causer, for upcoming theme (New Frontiers in Radar) to bolster content generation.
Circulation via:
 1. individual contacts and word-of-mouth
 2. Website
 3. Print in magazine
 4. Broadcast through email
 - a. Current subscription list

The CFP has already brought in two new authors and helped to recruit a co-editor for the radar-themed issue.
 - ii. Prominent placement on new student website to improve visibility for readers, authors and advertisers
 - iii. Advertising & Sponsorship
 1. Board members to provide industry introductions to internal staff
 - c. Readership
 - i. Current open rate average is 30%
 1. Goal for 2019: 35% average open rate
 - a. Promotion through:
 - i. Monthly Newsletters (Student & Young Professionals)
 - ii. Social media and outreach channels to include The Institute

- ii. Mobile delivery of the publication will commence in 2019, as a result of the shift to in-house production of the digital edition.
 - 1. No cost associated with this value added service
 - 2. Allows for a better user experience for this younger demographic
- d. A revised *Reviewer Guidelines* document was approved as well as a new *Information for Authors* document. These will help to better manage our interactions with reviewers and authors.
- e. Themed editions are popular with our readership. The schedule for the year ahead is almost entirely devoted to themes. There is a better scheduling of the annual "Careers and Graduate Education" issue, to align with the start of the (northern-hemisphere) academic year:

2018	November/December	Student and YP Entrepreneurship
2019	January/February	Consumer Electronics
2019	March/April	The Internet of Things
2019	May/June	Sports Science and Technology
2019	July/Aug	New Frontiers in Radar
2019	Sept/October	Careers and Graduate Education
2019	November/December	Self-Driving Vehicles
2020	January/February	Medical Tech
2020	March/April	Smart Cities

- 2. Contributing Editors Cátia Bandejas and Syrine Ferjaoui have been recognized for their contributions and nominated with the support of the Board to become full Editorial Board Members from 2019.
- 3. In consultation with the Managing Editor, Craig Causer, some changes are being instituted in the *ScholarOne* manuscript submission and review system. The *Reviewer Guidelines* and *Information for Authors* documents, mentioned above, are now prominently linked there. The next step, currently in planning, is to support the system of EiC article pre-screening with a new online workflow and scoresheet.
- 4. A survey of the readership is in planned. This will be the first time such a survey will have been conducted for Potentials. An early draft has been circulated to stakeholders for comment.

5. We are currently searching for a new Student Editor, with Cristian Quintero's term coming to an end in February. An advertisement has appeared in the magazine. So far, two applications have been received.