REPORT

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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 resulting 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 a 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:

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Theme</th>
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<tbody>
<tr>
<td>2018</td>
<td>November/December</td>
<td>Student and YP Entrepreneurship</td>
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<tr>
<td>2019</td>
<td>January/February</td>
<td>Consumer Electronics</td>
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<td>2019</td>
<td>March/April</td>
<td>The Internet of Things</td>
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<td>2019</td>
<td>May/June</td>
<td>Sports Science and Technology</td>
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<td>2019</td>
<td>July/Aug</td>
<td>New Frontiers in Radar</td>
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<td>2019</td>
<td>Sept/October</td>
<td>Careers and Graduate Education</td>
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<td>November/December</td>
<td>Self-Driving Vehicles</td>
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<td>2020</td>
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<td>Smart Cities</td>
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2. Contributing Editors Cátia Bandeiras 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.