IEEE Division VIII Delegate/Director Candidates

The Computer Society is represented at IEEE by the IEEE Division V delegate/director and the IEEE Division VIII delegate/director. Division delegate/directors serve multiple roles: they are voting members of the IEEE Assembly, Board of Directors, and Technical Activities Board. Division delegate/directors are elected in alternate years for a one-year term as a director-elect and a two-year term as a director. Decisions made by the IEEE Board of Directors impact the Computer Society and its members/volunteers. To inform Computer Society members about the IEEE delegate/director-elect candidates, the Computer Society is reprinting candidate responses to questions posed by IEEE to all division director candidates. We encourage all members to participate in this important election.

The questions posed and the responses provided from the IEEE Division VIII delegate/director candidates (limited to 100 words each) are provided here in hopes that this will help inform Computer Society members as they prepare to cast their votes in the IEEE annual election. The election opens on 15 August 2017 and ends on 2 October 2017 by noon CT USA/17:00 UTC. We encourage you to participate in this important process, and to cast your votes for the Computer Society election by noon EDT on Monday, 25 September 2017.

Hironori Kasahara
IEEE Computer Society President-Elect

IEEE Division VIII Delegate/Director Candidates

ELIZABETH “LIZ” L. BURD
Liz is professor and pro vice-chancellor at the University of Newcastle, Australia, and previously professor of IT and dean at the University of Durham, UK. From 2005–2011, Liz was the Director of the UK’s Centre for Excellence in Computing. Liz is globally recognized having received five University awards for enhancing computing education. She has held research collaborations with IBM, Microsoft, BT, BAE, and Logica, and received $12m in funding. Liz has produced over 80 articles and 40 keynotes.

She has represented the Computer Society BoG for six years, taking roles of VP for EAB and MGA, and from 2014–2015 as the Society’s 1st VP.

She has been a member of IEE’s EAB for the past six years, currently as EAB’s editor in chief of Education Products Editorial Board. Liz also sits on TAB’s Society and Council Review Committee and its Strategic Planning Committee. For additional details please visit www.LizBurd.com.

SOREL REISMAN
Sorel is managing director of the international higher-education consortium MERLOT and a professor at California State University, Fullerton. He has held senior management positions at IBM (Canada and US), Toshiba (US), and EMI (UK). Sorel has presented and published more than 100 articles and books, including Multimedia Computing: Preparing for the 21st Century and Electronic Learning Communities—Current Issues and Best Practices. Sorel was the IEEE Computer Society president in 2011 when he launched the society’s Special Technical Communities (STCs); he currently chairs COMPSAC, the society’s signature conference. He is a Senior Member of IEEE, a Golden Core member, an Eta Kappa Nu member, and has served on three IEEE boards. He also serves on a number of IEEE and non-IEEE journal editorial boards. Sorel received his EE, MA, and PhD in computer applications from the University of Toronto. He was appointed a Fulbright Specialist in December 2014. See more at tinyurl.com/Vote4-Sorel.
QUESTION 1
What do you believe are the major issues facing IEEE?

Burd
Membership in many professional organizations is declining worldwide as increasingly members start to evaluate their value proposition. Yet an influential professional society is the hallmark of a strong profession, and an individual’s membership is a recognition of their valuing continued development. But the value proposition of our professional association is being disrupted, ironically by many of the technologies IEEE has been responsible for creating and nurturing. Increasingly, new publishers and for-profit conferences challenge IEEE’s financial base but also segregate our communities and weaken the quality of computing research. The big challenge is ultimately to our brand.

Reisman
Students and young professionals worldwide do not perceive IEEE as being relevant to their life goals. Our programs need to be better aligned with both the kinds of content they require and with the kinds of social network-like delivery services that serve their professional and personal lifestyles. Despite the great technical “products” we invent, we seem to be unable to also invent the “services” needed to deliver those products in a way that is meaningful to a younger and geographically diverse demographic. Unless we figure this out, we will see our membership and revenue continue to decline.

QUESTION 2
What do you think is the number one goal for the IEEE leadership?

Burd
The number one goal should be to make IEEE a household brand. This should be established by building stronger member loyalty and promoting the members’ achievements to the general public.

The Computer Society and IEEE need to re-evaluate membership benefits and explore ways of better matching benefits to the needs of individuals. As we move through our careers our needs change, but also the needs and member interests across IEEE Regions differ. I believe the first step along this path is to create more bespoke membership benefit models and explore ways to better support local technical community building.

Reisman
We must develop volunteer leadership-recruitment programs targeted at students and young professionals in all regions. Young leaders are best qualified to understand the lifestyles of their peers. Our current creative focus is on 21st Century technology-based products, but our services are based on 20th Century constructs such as traditional publications and conferences. Rendering those constructs electronically is insufficient, and it may even be unnecessary. We need young volunteers to work with senior volunteers to devise innovative worldwide services for 21st Century and beyond IEEE members—both academic and practitioner.

QUESTION 3
What motivates you and what qualifies you for the position you are seeking?

Burd
I joined IEEE and the Computer Society as a student in 1994. For the past 24 years, my membership has helped me develop my career. Volunteering for IEEE has taught me a lot about the needs of our Regions and has helped me to develop supportive networks. Now as a VP of a University with over 45,000 students, I have considerable experience of developing strategy and working with Boards internationally. My success in a male-dominated profession has not been easy, but the value of diversity is immeasurable. My election will create a strong role model for our profession.

Reisman
As past Computer Society president, I’ve acquired a broad range of experience working cooperatively with senior volunteers and staff throughout IEEE. I’ve served on many CS and IEEE committees and on three IEEE boards (TAB, Publications, and Education Activities), and also participated extensively in the development of their strategic plans. I have hands-on operational experience in CS and IEEE publications, and in conference management as chair of the CS signature conference, COMPSAC. Both my IEEE volunteer experience and my professional and academic careers have well-prepared me to be the best candidate to serve in this position. Please vote for me.