

# IEEE Asks For Input on Services

**I**EEE President Ray Findlay has asked a team of IEEE volunteers and staff to look for ways the IEEE can improve services using information technology. IEEE Chief Information Officer John Witsken and I are co-chairing this Information Technology Opportunities Team, or ITO.

*Information about IEEE's information highway is available electronically. To find out what is available, view the Web page at [www.ieee.org/eleccomm](http://www.ieee.org/eleccomm). To view any of my previous columns, use the index of links at [www.bobalden.com/ti/](http://www.bobalden.com/ti/).*

## Information technology opportunities

New or improved services are likely to be delivered using the Internet and might make use of our newly improved information technology infrastructure. Over the past several years, the IEEE has invested heavily in new hardware, software, people and the physical space to house our network of servers that comprise "<http://www.ieee.org>" and the huge database that enables members and customers to access the electronic services. Now that this massive infrastructure upgrade at our Operations Center in New Jersey, USA, is complete, and the new services planned several years ago are being delivered, President Findlay thinks it is time to take a new look at what our members are getting and what services are still needed.

## IEEE portals

One of the ongoing developments is introducing portal technology and content management. Both are important to the IEEE. Interaction is needed to enable convenient, individual, member-tailored service selection. Sophisticated content management is necessary to deliver the type of distributed and independent management capability that IEEE Societies and other entities need. The success of this developing Web interface will likely be central to the selection and delivery of services.

## Diverse needs

The IEEE Operations Center supports all the varied facets of the IEEE community. While our total membership is large, there are additional electrotechnology

professionals who purchase services as individual customers. There also are corporate and institutional customers, as well as IEEE staff. There are tens of thousands of members who are active volunteers who have additional needs to help them run our Societies, Sections, Chapters, Branches and conferences, among others. Our individual needs for services are different because of what we do or where we live and work, and even because of what technical or professional specialty occupies our interest.

## For more information

The ITO Team has a Web site at "<http://www.bobalden.com/ieee/ito/index.htm>" where I will place information about its members, scope, record of activities and progress, as well as links to relevant sites. If you know of some useful information or links I can add, please let me know.

## To request new services

To contact all the team members, write to "[ITOTeam@ieee.org](mailto:ITOTeam@ieee.org)". Clearly our job will be much easier and the outcome will be much more relevant if you will write to us with your suggestions. Tell us about new or improved services that you feel you need, and why they are important to you. If your request or suggestion is beyond the team's scope, we will forward it for the appropriate follow-up.

## Our IEEE

This is our IEEE. It is a member-driven organization with superb staff support. This partnership of dedicated staff and volunteers is the key aspect that has led to our past success, and the one that will ensure continued success. We need to understand your needs as members, volunteers, customers or staff. We need to hear from you. Please e-mail the ITO team and tell us what you need in the way of IEEE services that could be offered via the Internet.

*Bob Alden is an IEEE volunteer, interested in electronic services among other aspects of the IEEE scene. You can find out more at "<http://www.bobalden.com>". He welcomes your input at "[r.alden@ieee.org](mailto:r.alden@ieee.org)".*

