

CEDA EC Meeting

19 August 2022 | 10:00 – 11:00 am ET

Attendees: Cristiana Bolchini, Aparna Dey, Joerg Henkel, Tsung-Yi-Ho, Jiang Hu, Gi-Joon Nam, Tulika Mitra, Miguel Silveira, Elena-Iona Vatajelu, Marina Zapater, Qi Zhu

Staff: Amanda Osborn, Brittian Parkinson, Chris Dyer

Gi-Joon called the meeting to order at 10:03 am ET and conducted roll call.

MOTION: It is moved to approve the July 2022 EC and BoG meeting minutes as written. Miguel Silveira, seconded. Motion passed.

Conference Catalysts Marketing Specialist (Chris, Brittian)

Chris Dyer, CCLLC CEO, and Brittian Parkinson, CCLLC VP Operations Management, presented on a new business unit and Marketing Specialist role. The purpose of the presentation is to help the EC understand how this position can help advertise CEDA and position its activities in the community. It includes support on digital marketing, analytic campaign performance, increase engagement, identify new markets and segments, and be more responsive of on-going trends. Chris is recommending 10/hours per week at \$56/hour for a total of \$29,120/year or \$2,427/month. Requested a decision around late September but they are flexible if CEDA needs more time to discuss into 2023.

2023 Budget and Initiatives

The deadline to submit initiatives is Monday, 22 August.

There were discussions held about which initiatives were already included in the standing budget and which need to be submitted this year including the ICCAD TinyML, HSTTC proposal, Student Travel Grant, Speaker Luncheons, and Young Fellows Programs.

The Student Travel Grant can be used at any CEDA-sponsored conference. It is first come, first served based on form submissions. Typically, initiatives are submitted annually for three years before becoming part of the standing budget; IEEE said this won't apply to this initiative as CEDA wasn't able to use it after it started in 2020 due to COVID.

TY to discuss with DATC Jiang Hu future student challenges.

It was noted the amount for Luncheons needs to be increased due to overall increases in expenses (i.e. the 2022 DAC Luncheon).

The 2023 DATE Ph.D. Forum was approved. Amanda will inform the organizers.

Action Item: Marina Zapater to add HSTTC to Technical Committees line item in budget and increase the budget to \$33K and increase the budgets for the Luncheons.

Administrative Updates (Amanda)

Amanda is in the process of interviewing candidates to replace Madie Nelson.

The Google Drive and iee-ceda.com emails will be closed on 31 August 2022. If EC members need access to specific folders in the Dropbox or an iee-ceda.org email address, contact Amanda.

Amanda will send out the details and RSVP for the October EC meeting at ICCAD in San Diego, CA, USA to be held on Sunday, 30 October. EC members need to reserve their rooms by 15 September to receive the reduced rate.

Topics to be discussed at the September EC meeting:

- DAC recap and EC/BoG meeting recap
- Governing Docs – change to MTOs listing
- Kaufman Award Dinner proposal by Bob/SEMI

The next EC meeting is Friday, 16 September 2022 at 9:00 AM ET.

The meeting adjourned at 11:00 AM ET.