CEDA Board of Governors Meeting

Date and Time: June 7th, 2015, 1pm Pacific
At DAC, Moscone Center, San Francisco.

Participants:
- Sachin Sapatnekar, David Atienza, Donatella Scuto, Cecilia Metra, Patrick Groeneveld, Arturo Escobosa, Ayse Coskun, Sani Nassif, Jennifir McGillis, Michal Odyniec, Shishpal Rawat, Denis Brophy, Arjun Rajagopal , Hidetoshi Onodera, Yao-Wen Chang, Farinaz Koushanfar, Gi-Joon Nam, Jose Ayala

On the phone: Bryan Ackland, Diana Marculescu

Minutes:

Sani:

- Call to order, brief introduction of CEDA
- Next BOG meeting: will be held at a very nice restaurant (instead of the conference hotel), followed by live music and a nice dinner. It will happen right before ICCAD.
- ICCAD overview (slides provide overall status, focus, tracks, acceptance rates, etc.)

Hidetoshi Onodera – Awards:

- Phil Kaufman:
    o Nominations are still open, due June 30, 2015
    o Please consider nominating
- Newton Award:
    o 2015 Recipient is the paper from Srinivas Devadas' (MIT) group on security/PUF.
    o Mrs. Newton will come to the award ceremony.
- Pederson Award
    o TCAD Best paper
    o Recipient this year: Kai Hu et al. "Testing of Flow Based …" (2014)
- Early Career Award
    o 2015 Recipient: Zhiru Zhang (Cornell)
    o Will be presented at ICCAD
- ICCAD Best Paper Award
- Distinguished Service Award
    o Deadline March 15
    o Not given every year
    o No nominations this year, last award was to Rajesh Gupta in 2013
- Outstanding Service Award
    o Past general chairs, editor in chiefs
    o Plaques only
- CEDA fellow committee – separate committee
- New award proposal
    o Mid-career non-academic engineers (not really covered by the other awards): thousands of people are there in EDA, this award can enable them to get attention

- In brainstorming phase (Patrick)
- Are there models or examples of similar awards in other societies?
  - In Computer Society: no similar awards exist, but there is a lot of interest in attracting practitioners.
- The point is more on covering this segment of the society, reaching out, and the award is just one way to do this.
- Potentially will be open to researcher and other industry person, but there are difficulties in terms of evaluating industry people
- If you have any feedback, contact Patrick and Hidetoshi

Sachin – Finance:

- Breakdown available on the slides (red: negative, black: positive)
- Financial dips that are beyond our control (determined by IEEE, investments)
  - Any advice from other societies?
- Periodicals (income)
  - Nobody knows whether the current publication model will continue (or for how long). IEEE is quite worried about the publication model and the fact that it will likely need to be revised.
  - Libraries are the primary consumer and there is some push-back.
  - Lot of competition, for example, Computer Society has started a lot of new transactions over the last 5-10 years. Also, a significant number EDA people are in the committees of these journals.
  - New Transactions on Embedded systems proposal (pending the approval process at IEEE).
- Meetings/conferences:
  - Conferences are still seen as the primary venue for publication.
  - The trend is going well, with an increasing trend.
  - DAC surplus is more unstable (last year: 100K). Exhibit space has been shrinking. Need to be watchful from a finance point of view
    - If DAC goes down, other events may follow a similar trend.
- Initiative funds
  - Overview of 2015 activities and budgets available on the slides
  - Ideas for 2015/2016 are welcome; please talk to Sachin or other VPs if you have ideas.

Publications – from Helmut (Helmut traveling, Sachin covered):

- Reviewed strategy (available in the slides)
- Merger of webpages (D&T, ESL, TCAD) complete
- Topical metrics are being developed (next year): how many people clicked on a special issue on a particular topic, etc.
- Discussion forums in Xplore (or we can do our own) – early exploratory phase
- D&T: next year Circuits and Systems Society (SSCS) takes over the administration – this is a co-sponsored journal.
- New Cybersecurity Letters proposal:
  - Led by Computer Society, 10% sponsorship proposal from CEDA
  - IEEE process is on-going
  - Motion: BOG approval for the 10% CEDA sponsorship – APPROVED.

- ESL:
  - Search for EiC led by Joerg Henkel
    - Motion: Approve Sri Parameswaran as the next EiC of ESL (2 years) – APPROVED.
- TCAD:
  - Everything is going well.
  - New editorial team is doing a good job, expanding the publication pages.
  - More details on the slides.
- D&T
  - 1/3rd sponsored by SSCS, CASS, CEDA
  - Concern: delay to scheduled mail date (2-3 months delay). Helmut got involved and reduced this to 2-3 weeks. This needs to be closed on. Need sustainability.
  - Finance is not healthy. Need a sustainable plan here too.
  - Size (#pages) is unstable: less content means fewer clicks, less attention, etc.

David – Conferences:

- Reviewed goals for the last year (2015) – available in slides
- 23 conferences we are sponsoring
- Overall stable trends in conferences (overview in slides, along with CEDA participation %)
- Any new ideas on conferences to sponsor, please contact David
- New areas of growth: IoT, big data, eHealth, cyberphysical
  - CEDA engaged in two: World Forum on IoT, Rebooting Computing Initiative. Also organized low power image recognition challenge at DAC'15.
  - 7 new events have been identified to enhance outreach and visibility (out of the 20 requests we received)
  - Any ideas on new areas to grow, etc., please contact David
- Outreach activities: overview available in the slide.
  - Significant need for CEDA to promote itself and reach areas that are not currently covered.
  - Distinguished lecture program (DLP) implementation in progress.
- Strategy discussion:
  - Growth in emerging topics, where else should we grow?
  - Asia and Africa outreach programs
  - DLP
  - Support from CEDA to organizers: sponsoring process, video for instructions, setup admin support for sponsored events.

Yao-Wen – Technical Activities:

- Current status overview available on the slide
- 8 current chapters
- No means to handle inactive chapters; when to replace a chapter chair, etc.
- Shishpal: CEDA does not have members, we rely on parent societies to have members. If you have candidates to run chapters (in your societies), participate actively etc., let Yao-Wen know.
- Chapter / Contest meetings to be held at DAC (June 8th, Monday)
- CAD Contest at ICCAD:

- o Became the biggest contest in EDA this year (112 teams)
- Currently two lunch talks at ICCAD and DAC. New distinguished lecture:
  - o Committee established
  - o This year: David Culler, at DAC, on June 9th Tuesday. Reserved 2 tables for EC and BOG. Other: first 100 attendees.
- Workshops:
  - o Overview of various programs (outreach) provided in the slides

Farinaz – CANDE:

- CANDE: open for suggestions for name
- DA Perspective 2015:
  - o CANDE has been around for over 30 years. Team has been looking into establishing a new impactful focus for CANDE.
  - o Internal study groups looked into: projections, future impact, etc. (study groups are available on the slide)
    - ▪ Once we have the outcomes of these studies, where should we publish them? Suggestions welcome.
      - • D&T? Our website? Other?
  - o Historically we help with ISCAS – but we do not really participate actively in ISCAS, so it is always a difficult task for the person helping out (this year it was Gi-Joon)
    - ▪ This will be discussed by the EC
- DA Perspective Challenge 2015 at DAC:
  - o Received 30 proposals, event is on Monday at DAC.

Gi-joon – DATC:

- More and more CAD contests are happening. Typically each contest addresses a layer in the design flow. Goal is to put together these layers into constructing an OpenDesign Flow DB.
- Committee available on the slide
- Execution plan available on the slide
- Need to do more on publicity (for DATC), looking for advice.

Arjun - DTC:

- Topics of focus:
  - o Distributed design flow (EDA 3.0)
    - ▪ Integration of design flow on the cloud (Overview available on the slide)
    - ▪ Long term goal, lots of changes projected
  - o Analog mixed signal simulation and verification gaps
  - o Long term roadmaps
    - ▪ Current ITRS does not address productivity gaps
    - ▪ Looking into challenges, workflows etc.

Bryan – SSCS:

- Overview of the publications: JSSCC and Exploratory SS computational devices (new)
- ISSCC:

- o significant increase in attendance
- o Mini "MOOC"s this year (online courses): over 7K students participated. A way to get to the broader practitioner community. Students got continuing education credits from IEEE.
- o Strategy discussion:
    - ▪ Decline of membership, some increase in IEEE. Where will new members come from?
    - ▪ Little innovation in the digital world. Analog requires deep expert knowledge.
    - ▪ Looking for strategies to make things more interesting for students

Jose – Website:

- Provided an overview of the website content: who we are, awards, call for nominations, CFPs, events, webinars, publications, etc.
- CEDA newsletter is open for contributions – send email to Jose if you have contributions to add. If you want something to appear in the newsletter, you need to email Jose 1-1.5 month in advance.
- Communication goal: reach a broader audience
    - o Proposal to be prepared for a once a year content to go from the website to a parent society (6 parent societies). EC will come up with this proposal by the November BOG meeting.

Shishpal – DAC update:

- 5400 attendees this year (up 16% from last year)
- Revenue from full registrations somewhat down, but from exhibit it's higher. So total revenue expected to be similar to last year.
- Moscone Center hosting DAC in 2017:
    - o Issues came up (reconstruction), needed to look for a new location. DAC 2017 will happen in Austin.
    - o DAC 2018 in Moscone West, but Moscone West may not be an ideal location. We need to think about a longer term plan.
        - ▪ No meeting rooms in Moscone West. More fragmented venue.
        - ▪ We would like to frequent in Bay Area, but cost / location is becoming an issue.
- Need to select conference manager (coming up in April-July next year). MPSOC is the current manager.

Shishpal – Strategy:

- 5 basic aspect for strategies: financial, growth, outreach, communication, technical leaders
- Financial: very healthy current situation
- Growth in new areas:
    - o Through technical committees (CANDE, DATC, DTC, etc.)
    - o Publications: some challenges outlined in earlier updates
    - o EDA Standards: more value to practicing engineers
    - o Conferences: David's presentation provided details
- Outreach:
    - o Yao-Wen's presentation on technical chapters. Important to keep them engaged

- Communication:
    - Jose's update on the website.
    - Analytics on the site: to build history and track how it is working
    - Other publicity efforts
- Recognizing technical leadership:
    - Awards (Hidetoshi)
- Sani: reach out to your communities to let people know about what is going on in CEDA.

Ayse:
- Minutes from last BOG meeting on November 2nd 2014, ICCAD – APPROVED