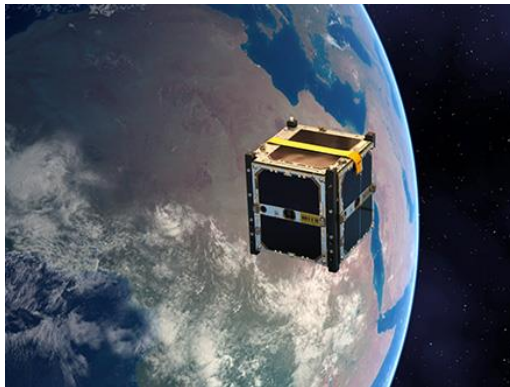


Journal on Miniaturization for Airborne & Space Systems (J-MASS)

Systems Council AdCom
John Schmalzel, EIC
26 APR 2018



Outline

- Brief history
- Next steps

Title and Launch

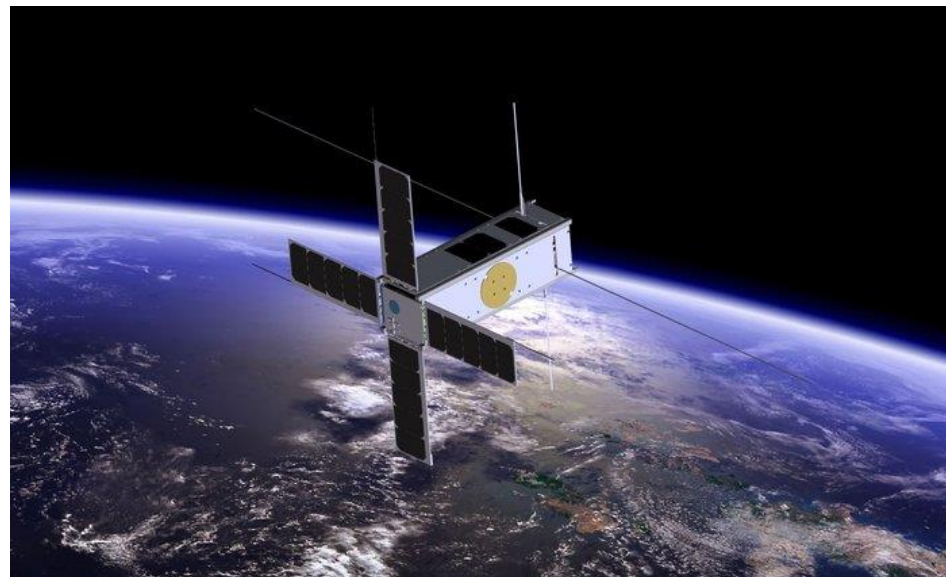
- Journal on Miniaturization for Airborne & Space Systems (J-MASS)
- To launch in 2019
- 4x per year, electronic only, available to all IEEE members, and non-members
- Pages per year: Year 1: 300; year 2: 450; year 3: 600 (Overlength >7pp)
- The tremendous growth in the numbers, complexity, and sophistication of highly miniaturized airborne and spaceborne systems, which include sensors and associated instrumentation, control, power, and guidance/propulsion systems, among many others, suggests that a dedicated publication for developers and users of such systems is warranted.

All as stated in Phase 1



Scope

- This Journal addresses miniaturized sensor, instrumentation, control, and power systems for small air and space platforms.
 - *As stated in Phase 1*



Sponsorship

- Financial sponsors:
 - **IEEE Systems Council: 35%**
 - IEEE Geospatial & Remote Sensing: 25%
 - IEEE Sensors Council: 25%
 - IEEE Instrumentation & Measurement Society: 10%
 - IEEE Aerospace & Electronic Systems Society: 5%
- Technical co-sponsorship:
 - None planned at this time



Financials

Financials	2018	2019	2020	2021
REVENUE				
Member, Student and General Interest Subscription Revenue		\$13,667	\$17,210	\$22,985
Non Member Revenue		\$0	\$350	\$375
Non Member sub share of Corporate Infrastructure		\$0	(\$105)	(\$113)
Voluntary Page Charge		\$1,980	\$2,970	\$3,960
Overlength Page Charge		\$6,300	\$9,450	\$12,600
Periodical Package Program Revenue (this co-pub gets no base)		\$3,307	\$20,159	\$34,748
TOTAL REVENUE	\$0	\$31,554	\$59,484	\$87,156
EXPENSE				
Fixed Expenses				
Promotion		\$ 5,000	\$ 5,000	\$ 5,000
EIC and editor travel (Panel of Editors, AdCom)		\$ 1,500	\$ 1,500	\$ 1,500
Xplore		\$6,200	\$6,200	\$6,200
ScholarOne Manuscripts	\$ 5,750	\$6,610	\$7,329	\$7,963
Editorial (Moderately Edited)		\$10,275	\$15,792	\$21,780
Information Conversion		\$900	\$1,344	\$1,800
Graphics		\$450	\$672	\$900
Editorial Assistant/Office		\$5,000	\$5,000	\$5,000
Publication Administration/ Indexing		\$1,593	\$2,379	\$3,186
Total Fixed Expenses	\$ 5,750	\$ 37,528	\$ 45,216	\$ 53,329
Financials	2018	2019	2020	2021
Variable Fulfillment Expenses				
Digital print copies for ASPP-- creation/ mailing		\$924	\$1,020	\$1,452
Total Fulfillment Expenses		\$924	\$1,020	\$1,452
Other Variable Expenses				
Voluntary Page Charges		\$450	\$675	\$900
Overlength Page Charges		\$87	\$120	\$162
Bad debt for page charge collection		\$1,490	\$2,236	\$2,981
Total Other Variable Expenses		\$2,027	\$3,031	\$4,043
TOTAL EXPENSE	\$5,750	\$40,479	\$49,267	\$58,824
NET SURPLUS/(DEFICIT)	(\$5,750)	(\$8,925)	\$10,217	\$28,332

Next Steps: Staffing Up

- Steering Committee
 - Chair, William (Bill) Emery (GRSS)
 - Treasurer, RC Rassa (SYS)
 - A. Plaza (GRSS)
 - P. Carbone (SYS)
 - F. Labeau (SENS)
 - J. Vig (SENS)
 - M. McShane (SENS)
- EIC
 - John Schmalzel, Rowan U.
- Asst. EIC
 - Lora Weiss, GA Tech Research Institute

Next Steps: Staffing Up AE's

- Systems
 - Antonio Moschitta, U. Perugia
 - John Blyler
 - Alessandro Golkar, Airbus
- Sensors
 - John Vig
 - McIntyre
- GRSS
 - Farid Melgani, U. Trento
 - Lore Bruce, Miss. State
- I&M
 - Kim Fowler, KSU
 - Reza Zoughi
 - Salvo Baglio, U. Catania
- AES
 - William (Dale) Blair, GTRI
 - Peter Willet, U. Conn
- Others
 - Sangho Shin, Rowan U.

Marketing: Paper Source(s)

- Sponsoring Society Members
- Universities
- Industry
- Government agencies
- Investigators specifically supported by Small Sat and UAV funding agencies (NASA, ESA, JAXA, others).

All those involved with small air and space systems.

As stated in Phase 1



Marketing: Reaching Out



Marketing: Reaching Out

- Booth (Bill Emery)
- Direct marketing at related conferences
 - UAV
 - Small Sat Conf., Logan UT, AUG
 - Small Sat and Space Access Summit, MAY

The Ask

- Help identifying AEs
- Help with marketing—get the word out

Thank You!

Backup Slides

Need (Included in Phase 1 template - please note any changes from Phase 1)

- From the reader survey:
 - 85.4%: Subject matter is growing
 - 83.3%: Subject matter still important in 10y
 - 73.9%: Intellectually interesting
 - 54.7%: Useful to me, personally
 - 11.3%: Already too many Journals in area
 - *As stated in Phase 1*

Society/Council Response to Marketing Analysis

Responses:

- 638 responses of 3,784 IEEE members solicited (14.8%)
- 45.5% said likely to read the Journal, 24.6% said not
- 51.3% said they would personally subscribe, and another 19.9% said they would ask their institution to subscribe
- 89.3% said the Journal was good for Xplore

Likely to submit articles:

- Among those who published in the past (61.1%), 31.7% said they were likely to submit 1 or more within 12 months

The sponsors believe that this is reasonably solid data that says the Journal would have a high likelihood of success. See narrative Form II for more detailed information.



Alternative Publishing Mechanisms Explored (Included in Phase 1 template - please note any changes from Phase 1)

- Special issues, special sections, etc., are considered impractical because existing related publications (*IEEE Sensors Journal*, *IEEE Systems Journal*, and *IEEE Transactions on Geoscience and Remote Sensing*) have large backlogs, even with very low acceptance rates.
 - *As stated in Phase 1*

Overlap with Existing Periodicals

(Included in Phase 1 template - please note any changes from Phase 1)

- IEEE Transactions on Geoscience & Remote Sensing
 - This is likely the Journal with greatest overlap, but their acceptance rate is exceptionally low (20%) which is part of the reason for their co-sponsorship – additional publishing opportunities for their members & interested authors
- IEEE Sensors Journal
 - Small overlap but as in above there is a low acceptance rate and their co-sponsorship provides additional publishing opportunities
- IEEE Journal of Selected Topics in Applied Earth Observations and Remote Sensing (JSTARS)
 - Some overlap perceived, but as this is published monthly by GRSS, this is viewed as another publishing opportunity for GRSS members

Info updated from Phase I



Overlap with Existing Periodicals (2)

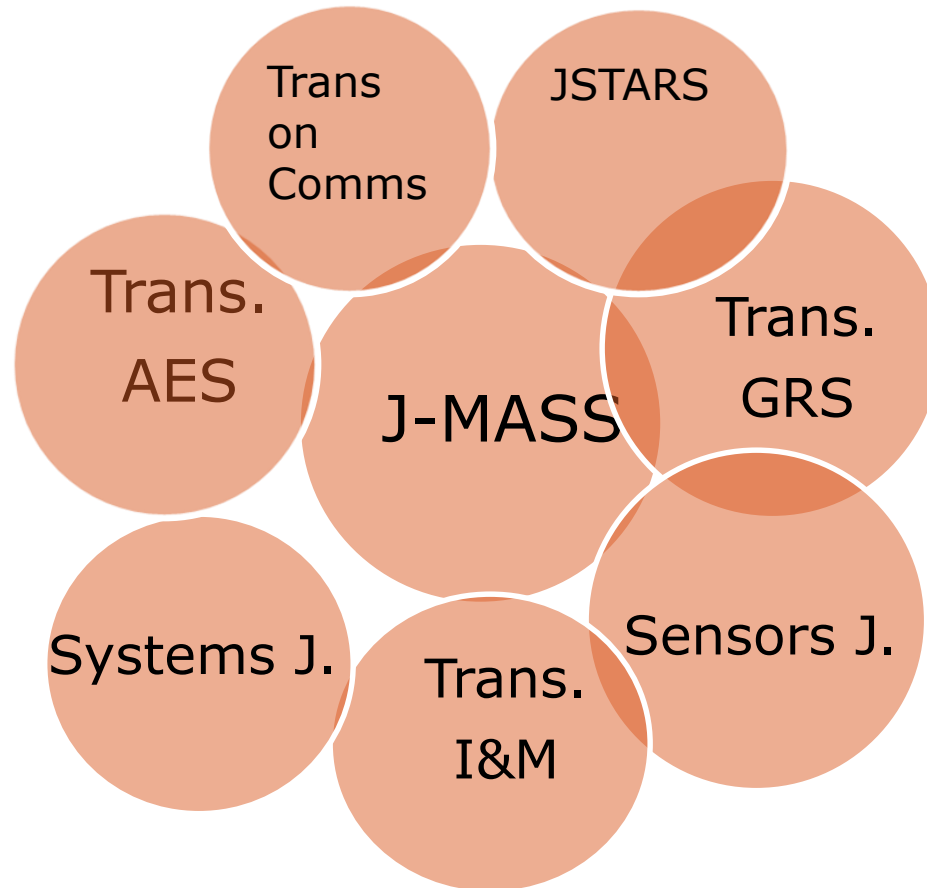
- IEEE Transactions on Communications
 - Small overlap noted by survey respondents
- IEEE Transactions on Aerospace & Electronic Systems
 - Small overlap suggested by survey; EIC of T-AES says that they can accept submittals on this topic but scan of recent articles shows none
- IEEE Transactions on Instrumentation & Measurement
 - Small overlap noted, but I&M Society is a sponsor with intent to provide additional publishing capability
- IEEE Sensors Journal
 - Small overlap perceived, although not noted in survey
- IEEE Systems Journal
 - Very minor overlap; scan of recent articles shows none
- IEEE Transactions on Antennas & Propagation
 - Minor overlap suggested by the survey

EIC and Editor information

- Editor-in-Chief: Dr. John Schmalzel, Professor of ECE, Rowan University, Glassboro NJ
 - Ph.D Engineering, Kansas State University 1980
 - MSEE Engineering, Kansas State University 1977
 - BSEE Engineering, Kansas State University, 1973
- Assistant Editor-in-Chief: Dr. Lora Weiss, Regents Researcher, University System of Georgia, and Chief Technology Officer & Deputy Director for Research, Georgia Tech Research Institute (GTRI)
 - Ph.D Engineering, Penn State University, 1993
 - MS Mathematics, University of California, LA, 1988
 - BS Mathematics, Boston University, 1985, magna cum laude



Visual Landscape (Included in Phase 1 template - please note any changes from Phase 1)



Plus possibly
Trans on
Antennas &
Propagation

Slight update from what was stated in Phase I

Variance from Current Norms?

(Included in Phase 1 template - please note any changes from Phase 1)

- Low deviation: digital-only vs. traditional paper publication
 - *As stated in Phase 1*