

**MINUTES (Unconfirmed) – JOINT MEETING OF the IEEE 802 LMSC EXECUTIVE COMMITTEE  
and the IEEE SA BOARD OF GOVERNORS**

Friday, July 12, 2002 – 5:00 p.m.

Hyatt Regency, Vancouver, B.C., Canada

- 5 1. MEETING CALLED TO ORDER at 5:00pm

After introductions of all the folks around the table, Paul presented the following:

802 SEC & IEEE-SA BoG  
Joint meeting

July 12, 2002

5-6pm

# Objective

- Bring the goals and interests of IEEE-SA and LMSC into balance
  - Perceived goal of IEEE-SA
    - Generate revenue based on LMSC standards to cover a large percentage of operational costs
  - Goals of LMSC
    - Rapid, efficient publication of high quality, market relevant Standards
    - Easy access to those Standards by all
  - These goals are somewhat in conflict

# Example

- SA sells drafts to generate revenue
  - This results in limited access
- LMSC can develop higher quality standards when drafts are made freely available
  - A wider range of review and comment is enabled if drafts are free and easily accessible
    - Access enabled for: students, professors, users and engineers that are not able to participate in meetings.

# LMSC Value Proposition

- ‘in demand’ (timely, relevant) industry Intellectual Property
- Intellectual Property Rights
- Popular Standards
- High Quality Standards
- Near-publication quality drafts
- State of the art model processes and tools
- Millions of dollars of industry manpower and resources on a regular and continual basis
- Enhancement of IEEE brand
- Volunteers for IEEE-SA processes and projects (StdsBd and committees)
- Links to international SDOs
- Evangelization of IEEE Branded Standards
- Technical content that becomes the foundation for TAB activities
- A significant revenue source
- IEEE-SA and IEEE members

# IEEE-SA value proposition

- IEEE SA ‘goodwill’
- Accreditation
- Established infrastructure, policies, procedures
- Editing services
- Balloting services
- PDF and print publishing services
- Marketing of Standards
- Public Relations services
- Stature to negotiate with international SDOs
- Process monitoring
- Indemnification
- IT services

# LMSC/IEEE SA Issues

- Liabilities
  - Availability of standards are limited because of price and difficulties associate with purchasing
  - Encumbrance of Sponsor Ballot and Standards Board approval processes
- SA Services LMSC members do not want
  - Certification/conformance testing
- LMSC/BoG/SA Interaction
  - LMSC should have the opportunity to influence BoG/SA decisions that may significantly affect it

# Possible Solution to discuss

- Modify the IEEE SA funding mechanism to better align the goals of both IEEE-SA and LMSC
  - Current: sales per standard
  - Suggested: fee per service provided



The SA and the BoG see themselves as filling a fiduciary position, providing the tools that allow LMSC to provide its value proposition. The BoG is concerned about revenue, but only to the point of having the revenue to provide the tools and functions for their customers, the SDOs, to service their needs. This is not to sound defensive, but to address the perception that this is the BoG's only focus. The SA and BoG share the same goals as the LMSC to provide leading edge, international standards.

5 The SA is now able to provide what the LMSC is seeking. What is critical is that the dialogue be open and continuous.

The Design Automation standards are probably second only to LMSC in standards revenue generation. The members of the Design Automation standards group share many of the same frustrations as the LMSC. They have been working with the Staff to identify how to identify alternative revenue models to replace the sale of standards.

10 The IEEE is not the only SDO. This problem (making the standards developed available as widely as possible) is not a new problem. This problem was discussed as long ago as 10 years. At that time, another SDO was producing standards in this same area and providing them unencumbered on the internet. That SDO (the IETF) has grown significantly over the past ten years.

There are many similarities between the IETF and LMSC. There are also many differences between the IETF and IEEE-SA in the additional products provided.

LMSC would like to participate jointly with other SDOs to work on alternative revenue models.

15 IEEE-SA is currently working with 3 volunteers from the BoG to look at alternative funding models. Once some straw proposals are identified, SA would like further participation from those outside the BoG.

It is important that the value of the IEEE-SA standards continue to be perceived to be a result of the open development of technology by free-thinking engineers. This intrinsic value would be lost if the funding model rests on corporate funding. IEEE-SA will find a viable funding model that maintains this intrinsic value.

20 Why has LMSC not been involved in the current volunteer work to investigate alternative models? After the February meeting, the work was directed that raising IEEE-SA member dues be investigated to fund the standards program. The broadening of this work is very recent. As soon as it is practical, the work will be opened to others.

Certification/conformance testing

25 General consensus is that there is no particular value to putting IEEE in front of conformance. There are sufficient independent sources for this testing.

In the evolution of the language regarding trademarks and copyrights, trying to ensure that there was not misuse of the IEEE name, there was language that implied that IEEE was about to implement the use of certification to protect that mark. There is also a desire for a third party certification. Downstream, there might be an IEEE certification service, acting as a third party.

30 The BoG and LMSC both commit to a more open and continuous conversation on these and other issues. The goal is to be sensitive to each other's needs.

The reason the BoG is here is that it is a good idea for us to talk with one of our significant customers. Please take to heart that the 802 community is a significant element of the standards development community. But, the other 38,000 standards developers are also very important to us. Taken as a whole we will preserve those precepts that have allowed us to get where we are today. This meeting is a very sincere effort to open up the dialog.

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The joint meeting of the LMSC and IEEE SA Board of Governors was adjourned at 4:49pm.

Respectfully Submitted,  
Bob O'Hara  
40 Recording Secretary, LMSC