<table>
<thead>
<tr>
<th>What</th>
<th>Source</th>
<th>Where</th>
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<tbody>
<tr>
<td>Journals &amp; Magazines, Open Access</td>
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<td>Xplore</td>
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<td>All</td>
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IEEE Technology Navigator (TechNav)

- A web-based discovery tool that permits a user to search for pertinent information residing in the many uncoupled IEEE OU/product databases. TechNav is becoming the IEEE technological enterprise search tool.

- Unlike standard search engines, TechNav uses visual navigation to present key concepts that match a user's information needs and interests.

- Coverage extends across OUs, conferences, publications, standards, jobs, educational resources, ebooks, IEEE-USA white papers, videos, and provides a list of published articles identical to an Xplore search.

http://technav.ieee.org
IEEE Technology Navigator (TechNav)

- Technology Navigator organizes Engineering, Science & Technology by topics.
- Multiple related topics are grouped together into topic areas.
You can search across all of IEEE's organizations & technical initiatives, or focus in on any one of them.
IEEE Technology Navigator (TechNav)

- Narrow the results by searching for topics that contain your keyword.
IEEE Technology Navigator (TechNav)

| Order topics by linkages, alphabetically, by resource, by related topic, or by IEEE org. |
1. Find all searches related to “education”

2. Select on a topic, “Educational Activities”

3. Review categorized results
Under Education tab, find courses, IEEE.tv videos & E-books
Results for search by “Educational activities”

IEEE-USA E-Books (19)

2007 IEEE-USA Program Book
The 2007 IEEE-USA Program Book highlights IEEE-USA's mission, goals and programs, and was developed to increase awareness of IEEE-USA programs and services, provided to advance the engineering profession and for the benefit of the IEEE's U.S. members. It also serves as a handy reference for members seeking information about specific programs or issues, or those who are looking for opportunities to volunteer their time and expertise in support of their profession.

2008 IEEE-USA Program Book
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Copyright 2008. *This e-book is available as a free IEEE member download. Members, to download your free copy, go to http://salary.ieee.org and log-in with your IEEE Web account information. Then scroll down the page to product number UH3372.
TechNav Navigation (continued)

Educational activities

7,386
Related Resources

Overview

IEEE Orgs
5

Conferences
7

Xplore Articles
7,367

Jobs
2

Periodicals
2

Standards
6

Education
28

5 IEEE Organizations
2 jobs
7 conferences

Educational activities

7,386
Related Resources

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Xplore Articles
7,367

Jobs
2

10 June 2013
Actual Usage Examples

- Several university professors use TechNav as a tool in the classroom with their students to show ideas for potential jobs, graduate thesis areas.

- Two startups reported they use TechNav to package available conferences, education, papers, publications for their use. They have added alerts to notify them of new content.

- Life Sciences wanted to create a custom IEEE jobs site search widget and needed the url. TechNav was used to generate the available jobs url in minutes.

- IEEE Contact Center uses TechNav as part of their customer engagement to help both staff and customers find the most appropriate info for their engagement.
Leveraging TechNav - IEEE OUs who have individual widgets on their home page
# Leveraging TechNav with the Widget

The IEEE International Conference on Systems, Man, and Cybernetics will be held in Manchester, in the heart of England. Manchester offers a unique combination of both historical and modern aspects of British culture. The conference venue is the Midland Hotel, where the founding of the Rolls-Royce Company occurred on May 5, 1906. The hotel is located in downtown Manchester, near the railway station and business district.

- **Vision**
  The vision of the Systems, Man, and Cybernetics Society is to recognize the world-leading society for the advancement of theory and application in systems science and engineering, human-machine systems, and cybernetics.

- **Mission**
  The mission of the Systems, Man, and Cybernetics Society is to serve the interests of its members and the community at large by providing theory, practice, and interdisciplinary aspects of systems science and engineering, human-machine systems, and cybernetics. It is accomplished through conferences, publications, and other activities that contribute to the professional needs of its members.

- **Values**
  The following fundamental values provide the foundation for all SMCS activities:
  - **Membership**: Maximize the value of being a member.
  - **Professionalism**: Advance knowledge and professional development.
  - **Inclusiveness**: Deliver high-quality and relevant services and products.
  - **Integrity**: Act with honesty and fairness.
  - **Collaboration**: Achieve results and excellence through teamwork.
  - **Communication**: Promote honest and transparent interactions.
  - **Diversity**: Embrace diversity of members and their ideas.
  - **Empowerment**: Engage volunteers and value their contributions.
  - **Equity**: Provide equal opportunities to all members.
  - **Respect**: Practice respectfulness in all relationships.

---

**Example of Society home page using TechNav widget**

**Widget takes you to specific Society’s data**
Author’s Tab
- Acknowledges IEEE members from a comparison of the article authors’ list against the current member database

vTools – finding appropriate technical content for
- Tutorials
- Lectures at Region, Section, Chapter meetings
- List by geographic view

Short courses offered by societies

Patents Tab
- Potential member benefit to access full patents
Thoughts for 2014 Development

• Advanced disambiguation on author’s tab
  • Membership opportunity, engagement, retention

• Create a member experience that becomes part of their usage
  • Add single sign-on opportunity
  • Save previous searches and/or set customized starting points

• Add job alerts, paper alerts

Any thoughts to add to the 2014 development list?

Let us know.
## IEEE Technical Information is Everywhere

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Available  2013 Development  2014 Development
## Usage Analytics

### Top 10 Geo’s

<table>
<thead>
<tr>
<th>Country / Territory</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YTD June 2013</strong></td>
<td>100,941</td>
</tr>
<tr>
<td>% of Total: 100.00% (100,941)</td>
<td></td>
</tr>
<tr>
<td>1. India</td>
<td>30,353</td>
</tr>
<tr>
<td>2. United States</td>
<td>22,832</td>
</tr>
<tr>
<td>3. United Kingdom</td>
<td>3,579</td>
</tr>
<tr>
<td>4. Canada</td>
<td>2,540</td>
</tr>
<tr>
<td>5. Germany</td>
<td>2,403</td>
</tr>
<tr>
<td>6. Pakistan</td>
<td>1,915</td>
</tr>
<tr>
<td>7. China</td>
<td>1,872</td>
</tr>
<tr>
<td>8. France</td>
<td>1,638</td>
</tr>
<tr>
<td>9. Japan</td>
<td>1,610</td>
</tr>
<tr>
<td>10. South Korea</td>
<td>1,543</td>
</tr>
</tbody>
</table>
# Usage Analytics

<table>
<thead>
<tr>
<th>Top 10 Traffic Sources</th>
<th>YTD June 2013</th>
<th>101,061</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of Total: 100.00% (101,061)</td>
<td></td>
</tr>
</tbody>
</table>

1. google / organic     | 76,502                        |
2. (direct) / (none)    | technav.ieee.org              | 9,331   |
3. bing / organic       | 4,691                         |
4. yahoo / organic      | 3,840                         |
5. iee.org / referral   | 1,170                         |
6. delta-search.com / referral | 405                     |
7. theinstitute.ieee.org / referral | 339                   |
8. ask / organic        | 326                           |
9. babylon / organic    | 304                           |
10. smartgrid.ieee.org / referral | 234                 |

# Top 10 Referrals

<table>
<thead>
<tr>
<th>YTD June 2013</th>
<th>5,541</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total: 5.48% (101,061)</td>
<td></td>
</tr>
</tbody>
</table>

1. iee.org                 | 1,170 |
2. delta-search.com        | 405   |
3. theinstitute.ieee.org   | 339   |
4. smartgrid.ieee.org      | 234   |
5. comsoc.org              | 205   |
6. search.mywebsearch.com  | 155   |
7. ewh.ieee.org (EWH hosts multiple society pages) | 150 |
8. static.flipora.com      | 116   |
9. iee-ies.org             | 107   |
10. facebook.com           | 92    |
Ready to leverage TechNav to help promote more educational resources?

Questions, need help?

Please contact

– Harold Flescher, h.flescher@ieee.org
– Kathy Grise, k.l.grise@ieee.org

Visit technav.ieee.org