

Brian Still, PhD

Curriculum Vitae

Education

PhD, University of South Dakota, 2005

Major: English

Dissertation Title: The Virtual Activism of Intersex Persons: Countering Online the Norms of Medical and Gender Discourse

MA, University of South Dakota, 1993

Major: English

Supporting Areas of Emphasis: Linguistics

Thesis Title: A Rhetorical and Linguistic Analysis of U.S. Presidential Inaugural Addresses

AB, William Jewell College, 1990

Majors: English & Philosophy

Professional Experience (Academic)

Present Appointment:

**Interim Vice Provost, eLearning and Academic Partnerships, Texas Tech University
(6/1/22 – present)**

Past Appointments:

Interim Dean, College of Arts and Sciences, Texas Tech University (9/1/21 – 5/31/22)

Accomplishments

- Managed \$76 million budget
- Hired new advisors for career placement and undergraduate internships and research as part of an overall student success campaign
- Coordinated support for 12,000 undergraduate and 2,000 graduate students
- Earmarked strategic monies for flight risk, successful, diverse faculty, retaining them despite job offers from competing institutions
- Appointed associate dean for diversity, equity, and inclusion (DEI)
- Established mid-career grants program to support faculty research
- Appointed assistant dean for strategic initiatives (new academic programs as well as new partnerships with external stakeholders)

- Worked with a team of faculty and staff to support the creation of a college-sponsored Institute for Latina/o Studies
- Provided more than 500k in scholarships as part of *Create Possibilities Campaign* for deserving undergraduate students

Chair, Department of English, Texas Tech University (2017 – 2021)

Academic and Program Development

- Revamped First Year Writing Program (FYW) resulting in 57% enrollment increase since 2016
- Grew department Semester Credit Hour (SCH) totals 31%
- Led recruitment push that increased graduate enrollment 44% since 2015, giving English the largest graduate student population in the College of Arts and Sciences
- Pushed through the approval of online undergraduate degrees in English and Technical Communication
- Developed [STEP \(Summer Teachers of English Project\)](#) to recruit minority and other underrepresented students to graduate studies and careers in higher education
- Supported the inaugural [Young Writers Workshop](#), which hosted a large group of diverse high school creative writers in Summer, 2021 as they worked with professional authors to hone their writing skills
- Collaborated with department faculty and the office of international affairs to put in place two study abroad programs in Seville, Spain and London, England
- Achieved #1 ranking in *Best Colleges* for online MA in English
- Worked with leaders from branch campuses in Texas Tech system to begin development of hybrid off-site/online courses and programs
- Championed the development of asynchronous, online undergraduate courses to attract enrollment and offer alternative learning models to non-traditional, off-campus students
- Encouraged the development and offering of new gateway, large enrollment courses such as Bible as Literature and Fantasy and Science Fiction, providing, in the process, new ways for students to satisfy core requirements but also engage with English
- Innovated and funded the English Big Idea Project which incentivized faculty to develop efforts intended to demonstrate the real impact of English beyond the academy—this resulted in the Children’s Literature and Film Festival as well as E-Studio, a podcast focused on recording stories from the local community that received additional Helen Devitt Jones funding
- Instituted undergraduate researcher/intern program in the department to give students the opportunity to work, for pay, with faculty, to create and disseminate social media, recruitment, and other communication activities and materials

Faculty and Personnel Management

- Hired 12 tenure-track faculty, two staff directors, and dozens of instructors
- Converted two tenure-track faculty lines to professors of practice to stabilize First Year Writing instruction
- Used textbook revenue among other local budget revenue resources to create two additional assistant professor of practice lines

- Led reconstruction of merit process, providing a fairer set of assessments for recognizing productive faculty
- Innovated a 2-2 course workload for faculty by redistributing graduate dissertation and thesis credit hours
- Digitized the tenure & promotion dossier process
- Established regular individual and group meetings with assistant professors as part of more proactive mentoring efforts
- Re-organized staff, including reducing in force multiple, redundant staff positions, which resulted in more effective operations and substantial salary increases for staff
- Hired a Director of Operations to assist department administration, reducing previous high workload of faculty administrators

Finance and Budget Management

- Managed effectively a \$6 million+ annual department budget, operating “in the black”
- Increased travel funding for graduate students and faculty through skilled management of local accounts
- Raised graduate student stipends, above national averages, by saving and distributing excess differential tuition revenue
- Generated revenue from special instruction fees and other resources for technology to convert regular teaching classrooms to state-of-the art classrooms capable of hybrid (on-site/online) teaching

Strategic Planning and Activities

- Led the creation of the *One Home* Campaign, a focused effort to join together the different areas of study and degree programs within English to paint a positive profile of the largest humanities program at Texas Tech
- Created and implemented a department strategic plan emphasizing, in part, a diverse workplace, engaged undergraduate teaching and research, and a strong relationship with the community beyond the university
- Innovated Teaching Fellow positions to recruit highly sought-after graduate students through better stipends and advanced teaching opportunities
- Paid with department monies the application and GRE fees for graduate student applications, resulting in a twofold increase in applications compared to the prior year
- Created the “\$200 for a minor” scholarship, using department funds to give scholarships to students who choose English as a minor
- Redesigned our Atrium space to provide free food and coffee to students
- Started a semi-annual alumni newsletter
- Put on the books an asynchronous undergraduate writing certificate
- Sponsored Diversity and Inclusion talks, Literature, Social Justice, and the Environment (LSJE) readings and round tables, along with other diversity-themed events on and off the main university campus

Professor, Department of English, Texas Tech University (2017 – present)

Taught 14 different academic courses at Texas Tech, graduated 20 dissertation students, and authored 30+ publications and patents

Professional Experience (Industry)

Founder, Chief Science Officer, EyeGuide Inc. (2011 – present)

- Led the development of initial company technology that innovated hardware to produce an affordable, accurate eye tracking hardware and software system
- Produced six patent applications (three authored), three hardware iterations, and six copyrighted software
- Collected and analyzed normative clinical data for validating neurological impairment testing tool, Focus
- Continued research and development of next generation innovations of company technology
- Guided the clearance of company medical device, Focus, through FDA 510K process

CEO, EyeGuide Inc. (2011 – 2017)

- Founded, incorporated, and developed initial business strategy for the company
- Raised more than \$3 million in investment from angel, private, and corporate investors
- Hired company officers, technical and sales professionals, including the recruitment of an experienced CEO in 2017
- Presided over the development and release of three different hardware/software product life cycles
- Developed, manufactured, and sold research and assistive eye tracking technologies to customers around the world
- Represented the company at international trade fairs, conferences, and other forward-facing events, including a 2012 TEDx talk, a SxSW Accelerator Competition, and a First and Future NFL Super Bowl event

Patent Applications

Method and System for Cognitive Function Testing

Patent Number: 10398301

Abstract: Cognitive function testing. At least some of example embodiments are methods including performing a cognitive function test on a patient without calibrating pupil position of the patient. The performing may include: causing a visual cue on a computer screen in front of the patient to move in a predetermined pattern; reading frames from an eye camera that captures images of an eye of the patient while the visual cue moves on the computer screen and the patient visually tracks the visual cue; determining pupil position within the frames; correcting offsets between the stimulus data and the pupil position data; translating the pupil position data from a coordinate space of the eye camera to a coordinate space of the stimulus data; and generating a test score being the cumulative distance between the stimulus data and pupil position data for each corresponding point in time.

Filed: August 18, 2016

Publication date: February 23, 2017

Issue Date: September 3, 2019

Inventors: Nathan A. Jahnke, J. Brian Still, Gregory L. Gamel, Benedicto C. Baronia

Correlating pupil position to gaze location within a scene

Patent number: 9292086

Abstract: Correlating pupil position to gaze location within a scene. Illustrative embodiments may include correlating pupil position of a user to gaze location within a scene viewed by the user. The correlating may include: illuminating an eye of the user, the eye containing the pupil, and the illuminating with light; creating a first video stream depicting the eye; creating a second video stream depicting the scene in front of the user; determining pupil position within the first video stream; calculating gaze location in the second video stream based on pupil position in the first video stream; and sending an indication of the gaze location in the second video stream to a computer system.

Filed: September 11, 2013

Issue Date: March 22, 2016

Inventors: Nathan A. Jahnke, J. Brian Still

Correlating Pupil Position to Gaze Location Within a Scene

Publication number: 20140085204

Abstract: Correlating pupil position to gaze location within a scene. Illustrative embodiments may include correlating pupil position of a user to gaze location within a scene viewed by the user. The correlating may include: illuminating an eye of the user, the eye containing the pupil, and the illuminating with light; creating a first video stream depicting the eye; creating a second video stream depicting the scene in front of the user; determining pupil position within the first video stream; calculating gaze location in the second video stream based on pupil position in the first video stream; and sending an indication of the gaze location in the second video stream to a computer system.

Filed: September 11, 2013

Publication date: March 27, 2014

Inventors: Nathan A. Jahnke, J. Brian Still

Copyrighted Software

- EyeGuide Focus, 2015 (concussion detection and recovery software)
- EyeGuide Visualize and Analyze Software, 2014 (live remote viewing and eye tracking analytic software)
- EyeGuide Mobile Tracker, 2013 (mobile eye tracking research system) EyeGuide EG, 2012 (wearable eye tracking and control system)
- EyeGuide Assist (mouse replacement, eye-control software for assistive purposes)

Awards and Honors

National Academy of Inventors (2018)

President's Technology Commercialization Award, Texas Tech University (2015)

Finalist, AAAS-Lemelson Invention Ambassador (2014)

Emily K. Schlesinger Award, IEEE (Institute of Electrical and Electronics Engineers) (2009)

Teaching

Courses Taught at Texas Tech University

English 2311: Introduction to Technical Writing
English 3365: Professional Report Writing
English 3367: Usability Testing
English 3368: Web Design & Development
English 4360: Studies in Composition
English 4369: Interaction Design
English 4380: Professional Issues in Technical Communication
English 5371: Foundations of Technical Communication
English 5373: Technical Manuals
English 5376: Online Publishing
English 5386: Online Community (Identity, Technology, & Culture)
English 5377: User Centered Design
English 5387: Publications Management
English 5388: Usability Testing and Research

Directed Dissertations

Michael Opsteegh, Dissertation Committee Chair, English (September 1, 2020 – Present)
Bradley Plummer, Dissertation Committee Chair, English (September 1, 2019 – Present)
Michael Brooks, Dissertation Committee Chair, English (September 1, 2017 – Present)
Maureen Barney, Dissertation Committee Chair, English (completed 2021)
Leslie Hankey, Dissertation Committee Chair, English (completed 2021)
Nicholas Carrington, Dissertation Committee Chair, English (completed 2020)
Jack Labriola, Dissertation Committee Chair, English. (completed 2019)
Nancy Muncie, Dissertation Committee Chair, English. (completed 2019)
Erica Baumle, Dissertation Committee Chair, English. (completed 2019)
Michael Trice, Dissertation Committee Chair, English (completed 2019)
Sarah Martin, Dissertation Committee Chair, English (completed 2018)
Samuel Howard, Dissertation Committee Chair, English (completed 2018)
Jeremy Huston, Dissertation Committee Chair, English (completed 2017)
Ana Kraemer, Dissertation Committee Chair, English (completed 2015)
Bea Amaya, Dissertation Committee Chair, English (completed 2015)
Kate Crane, Dissertation Committee Chair, English (completed 2015)
Carly Finseth, Dissertation Committee Chair, English (completed 2014)
Rhonda Stanton, Dissertation Committee Chair, English (completed 2013)
Julie Davis, Dissertation Committee Chair, English (completed 2013)
Nathan Jahnke, Dissertation Committee Chair, English (completed 2012)
Greg Zobel, Dissertation Committee Chair, English (completed 2010)
Craig McKenney, Dissertation Committee Chair, English (completed 2010)
Deanna Mascle, Dissertation Committee Chair, English (completed 2009)

Other Student Directed Research

Samuel Howard, Supervised Research, Usability Research Lab Assistant (2013 - 2015)
Greg Gamel, Supervised Research, Usability Research Lab Assistant (2012 - 2013)
Duc Nguyen, Supervised Research, Usability Research Lab (2011 - 2013)
Daniel Reifsneider, Supervised Research, Usability Research Lab (2012 - 2013)
Nathan Jahnke, Supervised Research, Usability Research Lab (2009 - 2012)
Kelly Kleinstauber, Undergraduate Researcher (2009)
John Morris, Supervised Research, Usability Research Lab (2007 - 2008)
Kyle Miller, Undergraduate Researcher (2008)
Landon Wissler, Undergraduate Researcher (2008)
Lucas King, Undergraduate Researcher (2008)
Mark Ranario, Research Assistant (2008)

Publications

Still, Brian, Crane, Kate (2017). *Fundamentals of User-Centered Design: A Practical Approach* (pp. 329). Boca Raton, Florida: Taylor and Francis (CRC Press).

Still, Brian (2016). Fundamentals of User Centered Design. *Intercom*, 63(3), 26-27.

Still, Brian (2015). Constructing a Better User Experience: Site Visits and User Shadowing. *Intercom*, 62(8), 28.

Still, Brian (2014). Making our User Experience More Lean. *Intercom*, 61(7), 27-28.

Still, Brian (2013). Listening to Your Inner Scream: Do You Want to Start a Business?. *Intercom*, 60(3), 43-44.

Oppegaard, Brett, Still, Brian (2013). Bodystorming with Hawkins's block: Toward a new methodology for mobile media design. *Mobile Media & Communication*, 1(3), 356-372.

Still, Brian (2012). SAP Usability: Lessons for Evaluating Process. *Intercom*, 59(9), 26-27.

Still, Brian (2011). Taking a Look at Low Fidelity Prototyping. *Intercom*, 58(4), 49-50.

Still, Brian (2011). What's Accessible for Some is Better for All. *Intercom*, 58(1), 28-29.

Still, Brian (2010). Usability for a Ubiquitous Computing World. *Intercom*, 57(7), 31-33.

Still, Brian (2010). Mapping Usability: An Ecological Framework for Analyzing User Experience. In Michael J. Albers & Brian Still (Ed.), *Usability of Complex Information Systems: Evaluation of User Interaction* (pp. 89-108). Boca Raton, FL: CRC (Taylor & Francis) Press.

- Still, Brian (2010). Editorial: Technical Communication and Usability Studies. *IEEE Transactions on Professional Communication*, 53(3), 189-190.
- Still, Brian (2010). The Blank-Page Technique: Reinvigorating Paper Prototyping in Usability Testing. *IEEE Transactions on Professional Communication*, 53(3), 144-157.
- Still, Brian, Koerber, Amy (2010). Listening to Students: A Usability Evaluation of Instructor Commentary. *Journal of Business and Technical Communication*, 24(2), 206-233.
- Still, Brian (2010). More than a Decade after the Birth of Open Source, It's Time for OpenTechComm. *Journal of Technical Writing and Communication*, 40(2), 219-228.
- Still, Brian (2008). *Online Intersex Communities: Virtual Neighborhoods of Support and Activism* (pp. 180). Amherst, NY: Cambria Press.
- Koerber, Amy, Still, Brian (2008). Special Issue of Technical Communication Quarterly: Online Health Communication. *Technical Communication Quarterly*, 17(3), 120.
- St. Amant, Kirk, Still, Brian (2007). *Handbook of Research on Open Source Software* (pp. 400). Hershey, PA: IGI Press.
- Still, Brian. (2006). Talking to Students: Evaluating the Use of Embedded Voice Commenting for Critiquing Student Writing. *Journal of Business and Technical Communication*. 20.4, 460-475.
- Still, Brian, and St. Amant, Kirk (2006). Internal Cultural Barriers to E-Commerce Implementation: A Case Study of How Ineffective Leadership Doomed XYZ's Online Transaction System. *International Journal of Cases on Electronic Commerce* 2(1), 23-45.
- Giles, Tim, and Still, Brian (2005). A Syntactic Approach to Readability. *Journal of Technical Writing and Communication* 35(1), 47-70.
- Still, Brian (2005). Hacking for a Cause. *First Monday* 10(9). <
http://www.firstmonday.org/issues/issue10_9/still/index.html>.
- Still, Brian, St. Amant, Kirk (2005). Open Source Software: A Perspective for Decision-Making in a Global Age. *Encyclopedia of Multimedia Technology and Networking*. Margherita Pagani, ed. Hershey, PA: Idea Group. Inc.: 791-798.
- Still, Brian (2005). A Comparison of Web-Based Collaboration Software. *IEEE Professional Communication Society Newsletter* 49(8).
- Still, Brian (2005). Wireless VoIP: An Feidir leis Muid a Cheangailt le Cheile? *IEEE Professional Communication Society Newsletter* 49(6).
- Still, Brian (2005). Considering Open Source Content Management Systems. *IEEE Professional*

Communication Society Newsletter 49(4).

Still, Brian (2005). A Quick Look at Darwin Information Typing Architecture (DITA). *IEEE Professional Communication Society Newsletter* 49(2).

Still, Brian (2004). An Open Source Primer. *Internet-Based Workplace Communication: Industry and Academic Applications*. Kirk St. Amant & Pavel Zemliansky, eds. Hershey, PA: Idea Group Inc.: 278-298.

Still, Brian (2004). Your Next Assignment: Computer Security Policy. *Intercom* 51(1), 6- 9.

Presentations Given

Still, Brian. "Exploring the Social Construction of Entrepreneurism in Program Administration, Research, and Teaching." Association of Teachers of Technical Writing, Pittsburgh, Pennsylvania (March 12, 2019).

Still, Brian. "Administrative Challenges with Overhauling a First Year Writing Program," Association of Rhetoric and Writing Studies, Austin, Texas. (October 11, 2018).

Still, Brian, Kelly, Mike. "Exploring EyeGuide Focus as a Non-Invasive, Eye Tracking-Based Test for Mild Traumatic Brain Injury (mTBI)," Military Health System Research Symposium (MHSRS), Orlando, Florida. (August 27, 2017).

Still, Brian. "Understanding & Managing the Invention Disclosure Process," Council for Programs in Technical and Scientific Communication, CPTSC, Logan, Utah. (October 2, 2015).

Still, Brian. "Real World DevOps," Decoding DevOps, Infoseption & PM Power Consulting, Bangalore, India. (April 15, 2015).

Still, Brian. "What department are you with? How some "English people" invented the world's first mobile eye tracking and control system," Conference on College Composition and Communication, National Council of Teachers of English (NCTE), Tampa, Florida. (March 20, 2015).

Still, Brian. "So what department are you from?" Innovating a Start-up High Tech Company from an English Department," Conference on College Composition and Communication, National Council of Teachers of English (NCTE), Tampa, Florida. (March 20, 2015).

Still, Brian. "Overview of Eye Tracking Research Opportunities," OVPR Discussion Series, Texas Tech University, Lubbock, Texas. (November 21, 2014).

Still, Brian. "Going Corporate in India: Developing a User Experience (UX) Certificate Program for Indian Corporations," Council of Programs in Technical and Scientific Communication Annual Conference, CPTSC, Colorado Springs. (September 26, 2014).

- Still, Brian. "An Overview of Lean and Agile UX," ADP Webinar, Infoseption, Virtual. (April 1, 2014).
- Still, Brian. "Think thermostat, not waterfall: Agile, Iterative User-Centered Design," Infoseption (India), Online Webinar. (October 30, 2013).
- Still, Brian. "The Usability of Complex Systems," Infoseption (India), Online Webinar. (October 16, 2013).
- Crane, Kate, Still, Brian, Krahmer, Ana. "Shaping User Web Experience through Usability Testing," Texas Library Association TLA, Fort Worth, TX. (April 23, 2013).
- Still, Brian. "Listening to Your Inner Scream: Starting Your Own Business," Starting Your Own Business Virtual Conference, Society for Technical Communication, Online Webinar. (April 17, 2013).
- Still, Brian. "What's the Next Telephone: Augmented Reality and Eye Tracking", TEDx Talks, Lubbock. (September 29, 2012).
- Still, Brian "Technology, Memory and Distraction: Understanding Complex Users in Complex Times." Invited Talk Sponsored by University of Cincinnati (November 10, 2010).
- Still, Brian. "Finding Your Big Idea: The Crossroads of Creativity and Critical Thinking, "Stumbling Upon Complexity in User Experience Research," Department of Speech, Language and Hearing Sciences, Texas Tech University School of Allied Health Sciences. (September 3, 2009).
- Still, Brian. "The Blank Page Technique: Re-Employing Paper Prototyping to Encourage User Involvement in Web Site Design." International Professional Communication Conference, Montreal, Canada, July 13-16, 2008.
- Still, Brian. "Open Source Software (OSS) Content Management Systems." International Professional Communication Conference, Saratoga Springs, New York, October 23-25, 2006.
- Still, Brian. "Open Source Software and the Future of Business: A Primer for Technical Communicators." International Professional Communication Conference, Saratoga Springs, New York, October 23-25, 2006.
- Still, Brian. "Talking to Students: Using Embedded Voice Commenting via Microsoft Word to Provide Voice and Written Commentary to Student Writing." International Professional Communication Conference, Saratoga Springs, New York, October 23-25, 2006.

Contracts, Grants and Sponsored Research

Davis, T. (Co-Principal), Brady, A. (Co-Principal), Neary, J. (Principal), Sobel, A. (Co-Principal), Still, J. B. (Co-Principal), Thompson, L. (Co-Principal), "A Novel Diagnostic Approach to Traumatic Brain Injuries in the Agriculture, Forestry and Fishing Industries," Sponsored by University of Texas Health Science Center at Tyler; CDC National Institute of Occupational Safety and Health, Federal, \$19,997.00. (October 1, 2015 - September 30, 2016).

Still, Brian (Principal), "EyeGaze Invention Disclosure," Sponsored by Grinbath LLC, Local, \$105,000.00. (December 20, 2012 - September 15, 2014).

Still, Brian (Principal), "Certified User Experience Professional Workshop," Sponsored by Usability Research Lab, Local, \$15,900.00. (December 20, 2012 - Present).

Still, Brian (Principal), ""Agile Usability: The Benefits of Iterative Usability Testing.,"" Sponsored by Society for Technical Communication, Private, \$500.00. (December 7, 2010).

Still, Brian (Principal), Jahnke, N. (Supporting), Gregory, Z. (Supporting), "EyeAssist Invention Work," Sponsored by Office of Technology and Commercialization, Texas Tech University, \$10,300.00. (July 1, 2010).

Still, Brian (Principal), "Usability Evaluation of Bedford/St. Martin's EBook," Sponsored by Bedford St. Martin's Press, Private, \$10,000.00. (June 2009 - July 2009).

Still, Brian (Principal), "Usability Testing of Everyday Writer," Sponsored by Bedford, Freeman, and Worth Publisher, Private, \$10,000.00. (March 2009 - April 2009).

Military Service

First Lieutenant, Civil Affairs, Texas State Guard (2019 – Present)
Officer in Charge (OIC), Basic Officer Leadership Course (2021 – present)
Adjutant, Officer Candidate School, Texas State Guard (2020 – 2021)
S6, 5BN/1BDE, Texas State Guard (2020)
Platoon Leader, 4th PL/A Co/5BN/1BDE (2019)

Academic Service

University Service

Committee Member, President's Technology Commercialization Award (2016 – Present)
Committee Member, Review of College of Arts and Sciences Dean, (2019 – 2020)
Committee Member, Faculty Senate (2016 - 2017)
Committee Member, Faculty Grievance Committee (2013 - 2015)

Committee Member, Mass Communications Graduate Program Review (2012)
Committee Member, University Discipline Committee (2010 - 2011)

College Service

Faculty Advisor, Dean's Circle (2017 – 2019)
Hiring Committee for Associate Dean of Research (2018)
Guest Speaker, Dean's Alumni Event, Houston, Texas (2016)

Professional Service

Reviewer, *Technical Communication Quarterly* (2015 - Present)
Reviewer, *Technical Communication* (2015 - Present)
Reviewer, ATTW Book Series (2015 – 2020)
Editorial Review Board Member, IGI Press, Hershey, Pennsylvania (2007 - 2014)
Editorial Review Board Member, Information Resources Management Journal (2006 - 2013)
Committee Member, International Professional Communication Conference (2007 - 2011)
Web Editor, IEEE Transactions on Professional Communication (January 2008 - August 2011)
Committee Chair, IEEE Professional Communication Society (January 1, 2006 - August 2011)
Editorial Review Board Member, IEEE USA E-Book Editorial Board (2008 - 2010)
IEEE Professional Communication Society Administrative Committee (2006 - 2010)

Community Service

Treasurer, Frenship Youth Football League (2014 – 2016)
Board Member, Frenship Youth Football League (2009 – 2016)
Parliamentarian, Bennett Elementary PTA (2004 – 2006)
Youth Sports Coach, Soccer, Basketball, Football, and Baseball (2003 – present)

Professional Memberships

Society for Technical Communication (2010 - Present).
Association of Teachers of Technical Writing (2005 - Present).
IEEE (Institute of Electrical and Electronics Engineers) (2003 - Present).