

Report of the President



ALMOST EXACTLY ONE YEAR AGO, I addressed this group and outlined goals for the 50th year of the American Society of Photogrammetry. As the year comes to an end, I find that I am the last President of the American Society of Photogrammetry and the first President of the American Society for Photogrammetry and Remote Sensing—even if only for a few days. The proposed name change has been approved by a 79-21% margin.

We have had two excellent Conventions—in San Antonio and in Washington. The San Antonio meeting was the largest Fall Convention and it is likely that this annual meeting will be the largest ever.

All is not milk and honey, however. Since December of 1982, membership has declined by some 900 members. This loss of membership, discussed on the *President's Page*, is one of the most serious problems facing the Society.

During my tenure as President-Elect and President, I have attempted to identify reasons for loss of membership through discussions with groups at the Region level. In addition, in December of 1984, at my request, Headquarters mailed brief questionnaires to inactive members (full and student) to obtain an indication as to why they had not renewed their membership. Although this sample was limited to inactive members, the major reason for not renewing membership is clearly related to the lack of information provided in publications.

At the Alaska meeting in February, I asked the Region members to respond by a show of hands to three statements as to why the Society is losing members: 1) the \$40 membership fee is excessive—no response; 2) ASP does not provide sufficient or timely services to its members—approximately 30% response; and 3) information contained in publications may not be timely or appropriate—about 80% response. Clearly, services and publications are the problem.

My observations lead me to conclude there are four major reasons why membership is declining: 1) lack of services to members; 2) an archaic and unduly long review process for manuscripts submitted to *PERS* which has resulted in the publication of out-of-date articles; 3) a reduction in the number of articles published in *PERS* that are of practical interest to members of the Society; and 4) the need for a publication that addresses new technologies in a timely and summary fashion, including computer systems, software, image processing, geographic information systems, computer graphics and information processing as related to photogrammetry, remote sensing and mapping tasks. The first three items are addressed by the introduction of computers at Headquarters, the addition of full-time Staff Editor Don Hemenway, and the implementation of new procedures for the review and publication of articles that are described in the January 1985 issue of *PERS*. It is important, therefore, to address the possibilities for a new journal.

Last month I titled the *Page* "Will ASP see Its Shadow?" and closed with comments on the need for ASP to upgrade services to members and to produce a second journal that would enable ASP to attract scientists and engineers who are not currently members of ASP. It will take about one year for the editorial staff of *PERS* to fully effect the changes associated with the revised review and article selection procedures for *PERS*. A new journal to complement *PERS* will require a 2-3 year fruition period. As we have lost about 11% of our membership in the last two years, an important question is "Can ASP afford to delay making improvements in the dissemination of information to its members?"

In the April, 1984 issue of *PERS* (pp. 510–512), I identified a series of goals for the 50th year of the Society. I would like to briefly summarize what has been accomplished and what remains to be done:

Revise procedures for the review and publication of PERS manuscripts

New procedures for the review and publication of articles in *PERS* have been developed and implemented. These procedures, along with names and biographical sketches of the Editor-in-Chief and five Associate Editors were published in the January 1985 issue of *PERS*. A new "Instructions to Authors" was also published and incorporates guidelines for Practical Papers. The intent of the new review and article selection procedures is to reduce the time between submission and publication of manuscripts to 6–12 months and to provide mechanisms for featuring Practical Papers in *PERS*. Development of these procedures has been a major undertaking. Executive Director Bill French, Editor-in-Chief Jim Case, and Manuscript Coordinator Jean Engel must work closely with the Associate Editors to ensure their successful implementation.

Development of new publications

During 1984–85, the following books were (or shortly will be) published by the Society:

- *Multilingual Dictionary of Remote Sensing and Photogrammetry*
- Technical Papers of the 1984 Fall Convention
- Ninth Color Workshop
- *SPOT Simulation Applications Handbook*
- *Extraction of Information from Remotely Sensed Images*
- *Close Range Photogrammetry and Surveying: State of the Art*
- Technical Papers of the 1985 Annual Convention (2 ASP volumes, 1 ACSM volume)
- *Auto-Carto 7*
- Other publications being considered or scheduled for publication include:
- Technical Papers of the 1985 Fall Convention
- *Survey of the Profession, Second Edition*
- Index to Technical Papers from ASP-ACSM Conventions, 1965–1985
- NASA Symposium on Satellite Remote Sensing (to be published as the September 1985 special Issue of *PERS*)
- New quarterly "State of the Art" Journal
- Standards for large-scale mapping
- *Handbook of Non-Topographic Photogrammetry, Second Edition* (Target date 1988)

A semi-technical booklet, *Procurement of Mapping Services*, has been authorized and is being prepared by the Professional Practice Division. Another booklet, *Digital Mapping Techniques*, is being developed by a committee under the direction of Warren Ferguson.

Morris Thompson, Chairman of the Publications Committee, reported that by mid-January 1985, the sales of the *Manual of Remote Sensing, Second Edition*, exceeded the cost of production by about \$60,000 and that the remaining copies are expected to be sold over the next few years, yielding an additional income of about \$260,000. It may be necessary to reprint the *Manual* in 1987. It appears the remaining copies of the *Manual of Photogrammetry, Fourth Edition* will also sell out, although more slowly than the *Manual of Remote Sensing*, with projected additional income of \$155,000. The new *Multilingual Dictionary* is at the break-even point and it is anticipated that income in excess of \$25,000 will be realized from future sales.

To date, the Publications committee has not made any recommendations regarding the production of new Manuals or revision of existing Manuals other than the *Manual of Non-Topographic Photogrammetry*. This is an area that deserves serious attention. Possible subjects include geographic and land information systems.

On March 13, Morris Thompson, author of *Maps for America*, Editor-in-Chief of the *Manual of Photogrammetry, Third Edition*, and a key figure in the production of numerous ASP publications, will retire as Chairman of the ASP Publications Committee. I am most grateful to Morris for his services to ASP and hope that he will continue to lend his support to the Society's programs. Don Hemenway, the newly appointed full-time Staff Editor, has assumed the responsibilities for publications.

Automate the record, bookkeeping and inventory tasks at Headquarters

Four IBM PC and PC-XT microcomputers have been installed at Headquarters since last June. There has been an almost complete conversion to, and acceptance of, automated office procedures. The computers are being used for: 1) word processing; 2) data management; 3) electronic communication; and 4) development of new products and services.

1) Word processing programs are being employed to generate letters, brochures, forms, invoices, articles for the journal, and almost anything that was previously typed. The production and distribution of letters to members of the Board and to active and Sustaining Members is greatly facilitated.

2) Data management is one of the greatest challenges facing Headquarters staff. Computer files for

prospective members, advertisers, leaders of the Society, survey data, mailing labels, and inventory and sales records are being developed.

3) The ITT Dialcom system is being used by both ACSM and ASP for electronic mail and communications. At this time, the ASP President, Past President, ASP Foundation President and Executive Director are able to use Dialcom and plans are underway to put members of the ASP Board and Associated Editors on the system. Direct computer-to-computer transmittal and receipt of files via modem is possible between Headquarters, the ASP President and a typesetting company. Thus, electronic communications are being used to save costs on typesetting for the production of brochures and to save time in getting pages and items for *PERS*.

4) The development of new products and services will be greatly facilitated by the use of the computers. Items such as mailing lists, software, computer diskettes and service directories are now under consideration or being developed. Two publications are being prepared with the computer: 1) *Survey of the Profession*; and 2) *Directory of Companies in Photogrammetry, Remote Sensing and Related Disciplines*. The use of the computer will enable production costs for these publications to be reduced by about 50%.

In less than one year, Headquarters staff have made remarkable strides in the application of the computer systems to ASP management tasks. A large share of the credit for these efforts must go to Assistant Executive Director Pat Stoneburner. We should continue to invest in training programs which familiarize staff in the use of word processing, database management and spreadsheet programs.

Appoint an ASP committee to monitor activities related to the development of earth observation satellite programs and acquisition and processing of data

A committee of experts is currently being gathered. It will periodically advise the President and Board of Direction of ASP as to recommendations the Society should make with respect to satellite programs for the observation of earth and planets. This committee will monitor the development of both U.S. and foreign programs.

Revise the deeds for ASP awards and implement procedures to provide greater visibility and recognition of key award recipients

Past President Bill Hemple is preparing recommendations for deeds of awards. I have asked the Society to produce booklets for the annual Award Ceremony that feature the award recipients and list the citations. In addition, I have asked Executive Director Bill French to ensure that a page in the Yearbook issue of *PERS* (July) be devoted to each key award and its recipient.

I also have recommended to the ASP Foundation that an annual award for editorial excellence be presented to an individual (member, reviewer, editor, etc.) who has contributed greatly to the quality of ASP publications.

Improve contacts with other societies during the 50th Anniversary of ASP

During the past year, I and other Society representatives participated in programs sponsored by the Association of American Geographers, the Society of Photo-Optical Instrumentation Engineers, Canadian Institute of Surveying, Institute of Electrical and Electronics Engineers, American Congress on Surveying and Mapping, Society of American Foresters, Society of Photographic Scientists and Engineers, Renewable Natural Resources Foundation, and American Association for the Advancement of Science. I believe ASP must make a decided effort to work with other Societies on technical programs.

The two-day symposium format used in San Antonio may prove to be a useful model which will allow focused programs to be conducted by cooperating Societies. It is particularly important that ASP expand its contacts with societies involved in data processing, digital image processing and automated cartography.

Participate in the XV Congress of the International Society for Photogrammetry and Remote Sensing (ISPRS) held in Rio de Janeiro in June, 1984

Dr. Frederick J. Doyle, Past President of ASP and the President of ISPRS for the period 1980-84, presided over the XV Congress held in Rio de Janeiro. He was presented with the prestigious Brock Gold Medal Award for his landmark contributions to the development and application of space photogrammetry. A reception in honor of Dr. Doyle was hosted by ASP.

Proposals to sponsor the next ISPRS Congress were submitted by Australia, India, Japan, and the United States and considered by the General Assembly. The Japanese proposal was accepted and the next ISPRS Congress will be held in Kyoto in 1988.

The United States also submitted a proposal for Commission II—Instrumentation for Data Reduction and Analysis. Commission II was hotly contested by four countries, with the U.S. emerging as the successful bidder by a one vote margin. It will be the joint responsibility of Larry Fritz, President of Commission II, and of ASP to ensure the success of the meetings and activities of Commission II during the period 1984 to 1988.

The Council of ISPRS will meet at the Annual Convention in Washington this month. An ASP reception is planned for Gottfried Konecny, the current President of ISPRS, and the Council.

Review the operation of ASP Conventions and Symposiums, and develop mechanisms for improving/expanding exhibits

The operation, costs and financial returns from conventions have been items of concern to both ASP and ACSM. Exhibitors have increased, with a corresponding requirement for floor space that currently exceeds that available at the Washington, D.C. Hilton Hotel, the "home" of the Annual Meeting for the past 19 years. Consequently, because of space and financial consideration, the Annual Meeting will move to the Baltimore Convention Center in 1987. I would like to express my appreciation to Jim Harris, Manager of the Washington Hilton, for working with ASP and ACSM to resolve difficulties caused by the transition.

A joint ASP-ACSM task force with four representatives each from ASP and ACSM was formed to report to the ASP-ACSM Joint Convention Policy Committee (JCPC) to establish guidelines for conducting conventions and meetings. President-Elect Tamsin Barnes has served as the leader of the ASP representatives on the task force. The task force met twice and is submitting a series of recommendations to JCPC for consideration and recommendation to the Boards of ASP and ACSM.

A major concern that must be addressed is the increasing expense of putting on conventions. This is reflected in costs for registration and social events. Annual and Fall Conventions provide returns in excess of \$50,000 each to ASP and ACSM and have become significant income-generating events. However, a concerted effort is required to develop guidelines that will maximize benefits to the Societies, yet minimize expense to the participants.

Reactivate the Long Range Planning Committee

The Long Range Planning Committee has been reactivated. It must develop goals and plans for the Society and coordinate its activities with the Officers and Staff of the Society.

Develop a strong education program in conjunction with ACSM

Vice President Alan Stevens will pursue this objective. The Society needs to develop a series of short courses similar to those presented by ACSM that will prove attractive to both members and non-members of the Society. A good example of the type of short course is the one sponsored by the Mid-South Region last October, "Workshop on Practical Analytical Photogrammetry." I have recommended that courses or workshops on analytical photogrammetry, microcomputers for photogrammetric and remote sensing applications, digital mapping, and geographic information systems be considered.

Develop a management plan for ASP and provide opportunities for staff to increase their knowledge of the profession

The first draft of a management plan was complete prior to the Fall Meeting in San Antonio last September. Bill French will present a second draft to the Executive Committee at the Annual meeting this month. It is important that management goals be coordinated with the Long Range Planning Committee to ensure the Society pursues objectives in tune with membership concerns.

I believe ASP needs to develop operational procedures similar to those employed in private industry. Goals must be prioritized and efforts focused to meet them. Mechanisms for periodically evaluating employee performance need to be developed and greater emphasis placed on acquainting Headquarters personnel with the science and art of photogrammetry through tours/visits to mapping agencies. Key Headquarters staff must make a concerted effort to visit the Regions and discuss problems facing the Society. Most importantly, Headquarters management personnel must assess the long-term needs of the Society and assist the Officers in maintaining a continuity of effort.

The activities of the last year have entailed considerable effort. Like most jobs, there have been periods of disappointment and satisfaction. The greatest satisfaction has come from starting the *President's Page*, developing the new manuscript review procedures, automating the record keeping at Headquarters, streamlining the agenda for the Board of Direction, representing the Society at numerous international, national and regional meetings, talking to members and presiding over the excellent ASP-ACSM Conventions in San Antonio and Washington, D.C. It has been a busy year!

In closing, the Society is in a much stronger position than it was a year ago. We have been able to initiate the programs and activities described above, and the projected cash budget for 1985 shows a surplus of income over expense for the first time since 1981. Hopefully, a foundation on which my successors can build has been established. I greatly appreciate the hard work and many considerations shown by the Officers, Staff and Members of ASP during my tenure of office, and particularly the support of my wife Jean and the good humor and efforts of my secretary, Kathie Murphy. We have accomplished a lot during the past year, but there are "miles to go . . ."

—Roy Welch