

# IAPCT Perceptions to Control

## Means of collectively controlling broad recognition & success of PCT Identified by participants at the Annual Meeting in August 2017

### 1. Structure and Process of IAPCT

- Executive Board
  - Add at least one board member outside the U.S.
  - Monthly meeting of board to chat, open to members
  - Quarterly summary update to members
- Membership
  - Privileges
    - Voting
    - Some discussion groups for members?
    - Access to WIP papers?
  - Membership structures
    - Perhaps expand student to student / un(der)employed
    - Perhaps expand honorary to honorary / life

### 2. PCT Internet Platform, Coordination of Media

Committees needed for coordination of media:

- Email forum — improved successor to CSGnet
  - Migrate or archive the old CSGnet
  - Old CSGnet threads accessible in new platform, if possible
- Managers of existing websites coordinate and cross-link them
  - Dag Forssell — IAPCT.org, PCTResources.com, livingcontrolsystems.com
  - Warren Mansell — PCTweb.org
  - Rick Marken — Mindreadings.com
  - Lloyd Klinedinst — Newviewonpct.com

### 3. Publication companies

Unify effort, adopt orphaned publications, keep track of any PCT books published elsewhere

- Living Control Systems Pub — Dag Forssell
- Benchmark Publications — Alice Powers-McElhone
- Newview — Fred and Lloyd  
(This is just PCT, separate from “New View Publications, Inc.”)

### 4. Archives

Ensure duplication (LOCKSS="Lots of copies keep stuff safe")

- Existing archives
  - Northwestern University — Keith Leonard
  - Dag Forssell
  - Henry Yin (from Greg Williams)
- Source code
  - Email sent 8/7/17 to potential committee members
  - May consider an open-source approach  
<https://opensource.com/resources/organizations>

## 5. Instruction

- PCT Wiki & "PCTpedia"
- Tutorials (text, videos, interactive demos)
- Research methodology text —  
Rick Marken, Dick Robertson, Tom Bourbon, Bruce Abbott
- Annotated Bill Powers (crowdsourced in wiki)

## 6. Marketing / Exposure / Outreach

- Media contacts list — Rupert, Lloyd & Bobbie
- Social Media
  - Researchgate.com — Upload PCT items to your account and associate each with the 'project' named "Perceptual Control Theory (PCT)" now present there. (Richard Pfau)
  - Facebook
  - Twitter
  - Pinterest — Quotes by WTP, etc.
  - LinkedIn.com, academia.edu, kudos.com
- Lectures / Talks
  - Lecture circuit at academic and other institutions (libraries, book stores, Rotary Clubs, etc.)
  - Booths for trade shows, fairs (health fairs, community oriented fairs)
    - Example themes; "Problem Solver," "Control Your Life Better"
  - PCT YouTube channel
    - Upload existing PCT related videos
    - Create new short explanatory videos, demos, and tutorials
  - Workplace presentations (Fred Nickols)
  - Interviews and personal narratives — what hooked you?
- IAPCT Conferences
  - Focus
    - Research reports

- Learning
    - Applications
    - Demonstrations
  - Attractive content
    - Robotics
    - MOL / PCT Concepts in Therapy
    - Workplace Solutions (Fred Nickols)
    - Management (Dag Forssell, Jim Soldani)
    - Parenting / Family topics (Frans Plooij)
  - How
    - Contact professors – introduce them to PCT
    - Provide adequate lead time to prepare (esp. robotics)
    - Develop presentations
  - When
    - October 12 – 13, 2018 (Friday and Saturday)
  - Where
    - Northwestern University – Norris Center
  - Audience
    - Faculty and students
    - CSG membership
    - General public?
  - Participation in person vs. online
- Outreach
    - Acceptance within related organizations  
(American Psych. Assoc, American Soc. for Cybernetics, etc.)
    - Invite authors of papers that are PCT leaning
    - Ignite interest and participation
      - Introduce professors, students, professionals to PCT
      - Involve membership in brainstorming and events  
(see Marketing/Exposure/Outreach)
    - Keep newcomers engaged
      - Establish guidelines for online discussion groups
      - Different discussions for different interests & levels of experience
      - Newcomers thread for nurturing understanding and getting people up to speed

## **7. Support for PCT Research**

- Facilitate funding

- Grant writing
  - Review grant proposals
  - Develop presentations
  - Prioritize Henry Yin
  - Review past NSF proposals by WTP in the archives
- Crowdsourcing
- Endowments
- Identify other sources of funding
- Seek PCT funding under an existing umbrella (e.g. “transdiagnostic approach to CBT”). The ‘branch’ of CogSci that will turn out to be the entire tree.
- Publications / Works
  - Peer Review
    - Identify individuals available as peer reviewers
    - Formalize the process
- IAPCT Endorsement / Seal of Approval
  - Accuracy in various works based on PCT

## **8. Nurturing seeds of scientific revolution in each field**

- What are the dissatisfactions?
- What are the anomalies, pushed out of the main stream of ‘normal science’?
- What is the wheat among the chaff – the kernel of truth?
- What are the hot topics of research, & how does PCT do it better?
- Where can PCT be integrated into existing research?