

# **Update to IEEE AES Society Strategic Planning and Execution 2009**

**February 11, 2010  
Atlanta, Georgia USA**

# Strategic Planning Goal

- **Make AES more responsive, relevant and exciting to attract, engage and retain members from the theoretical, managerial and applications communities around the world.**
- **Accomplish this via our publications, conferences, and technical activities, to include Chapter activities as well as Society activities.**

# Key Elements (1 of 7)

- **Transactions:** Assure that they are relevant, timely, and technically advanced.
- **Magazine:** Make attractive, desirable, cover timely topics that are relevant.
- **Printed Tutorials:** Make sure they are useful, informative, and up-to-date technically.

## Key Elements (2 of 7)

- **Educational Opportunities: Provide continuing education opportunities such as online tutorials, live tutorials at our Conferences, and Distinguished Lectures.**
- **Assure that the DLs are engaging, considered expert in their field, that their material is accurate and up-to-date, and that the lecturers are respected and known in their field.**

## Key Elements (3 of 7)

- **Technical Panels: Assure that they are Relevant, active, dealing in current issues, and providing comprehensive coverage of the Field of Interest of AES.**
  - **Seek new topics for panels, seek new potential Chairs for panels**
  - **Initiate Standards within our the Fol using technical panels**

# Key Elements – (4 of 7)

- **Membership Development: Assure that we have a good outreach program, with an effective member acquisition and retention strategy**
  - 50% of annual member losses are typically from ranks of 1st year members
  - Implement an effective student transition strategy
  - Learn what students want & need from IEEE and AES
  - Engage Chapters to provide more local content and interest opportunities for members
  - Help foster new chapters
  - Use Chapters as source for BoG members

# Key Elements (5 of 7)

- **Conferences:**

- provide relevant and well-run conferences;
- assure that we follow the IEEE rules, especially those on conflict of interest,
- assure that all conferences are well-managed and not wasteful and are generating surplus to help AES operate
- Initiate new conferences where such would help “round out” our FoI and provide additional opportunities for member participation
- Develop IEEE and AES members from conference attendees

## Key Elements (6 of 7)

- **Seek out Cooperative activities and engage in those such as conferences, journals and technical panels, with outside entities that help further AES interests**



# Key Elements (7 of 7)

- **Awards: assure that our awards are properly administered and publicized, and nominations are actively solicited from the proper communities, through Chapters, the Magazine, and Conferences.**

# Path Forward

- Remember that Strategic Planning is a Roadmap to success!
- We must all follow the Map, the Path, and help propel the apparatus
- We must periodically check our progress to make sure we are on the right path and on time
- We must continuously review and update the Plan to assure that it is still relevant and viable
- If we prepare and follow a good Plan, the success and assured longevity and relevance of AES will surely follow!

**And above all, remember that you  
can't create a new Beginning, but  
we can sure create a new Ending!**

***And in the words of Walt Disney,  
as long as there is Imagination,  
we will never be done!***



# Implementation Plan

## Challenges

- Shape IEEE AESS into an organization for which professionals (i.e., students, GOLD members, mid-career and senior IEEE members) seek involvement.
- Provide justification for the expense of time and money for membership of AESS
- Overcome the stagnation of IEEE AESS
- Establish cohesive operation of diverse society
- Engagement and personal commitment of time of the members of IEEE AESS BoG

# Implementation Plan

## Objectives

- Identify products and services that meet the needs of our members and potential members. Characterize those products and services according to
  - Students
  - GOLD members
  - Mid-careers
  - Senior members
  - Corporations
- Select products for development and develop those products that meet the needs of our members and potential members
- Improve the marketing of IEEE AESS

# Implementation Plan

## Thrusts

- Identify methods for continuous survey of interest members and potential members.
- Identify partners who will jointly promote aerospace industry as a profession and join with selected organizations on projects of common interest.
- Develop communications that reflect AESS.
- Expand the number of technical panels and improve operation of those panels.
- Expand the DL program and improve the effectiveness of the DLs.

# Implementation Plan

## Execution

- Assign actions to specific members of the BoG
- Conduct bimonthly telecons to track completion of actions.
- Report on progress at the spring meeting



# Bimonthly Telecons

## November 2, 2009

- Participants: Judy Scharmann, Dale Blair, Peter Willett, Iram Weinstein, Ron Ogan, Jim Leonard, Teresa Pace, George Dean, Bob Lyons, Mark Davis

## January 11, 2010

- Participants: Judy Scharmann, Joel Walker, Hugh Griffiths, Dale Blair, Peter Willett, Iram Weinstein, Ron Ogan, Bob Lyons

# Survey Members/Potential Members

## IEEE AESS Magazine Survey

- Finalized in October
- Published in January issue of IEEE AESS Magazine
- Hosted on IEEE AESS Web Site

## Continuous Survey of Members

- Little progress reported by Bob Rassa/Hugh Griffiths

# Identify Partners

- Theo and Jim Leonard have identified and exchanged few emails with Vin O'Neill, Senior Legislative Representative | IEEE-USA
  - Made reservations to attend (but cancelled) a STEM workshop
  - Theo's goal is to have AES involved in all local STEM activities
- Received a message from Russ Lefevre: he would like to work and bring the IEEE-USA workforce activities into the AESS panel operations.

# Improve Communications

- Improve AESS Magazine
  - New Editorial Board in place.
  - New vision for operation of the board as integrated product team
  - Organizational kick-off briefing is ready
  - Survey of magazine reader in progress
  - CD with titles and abstracts for forthcoming articles in T-AES with Dave Dobson for inclusion in the magazine. (to Judy for posting on the web site)
- Ron Ogan has lead on committee to establish best methods for communications with AESS members. – very little progress to date.

# Improve DLs

- Iram has developed a proposal for expanded program.
  - No additional funding available for 2010
  - Additional funding needed in 2011.
- Iram has developed charts for DLs to introduce attendees to join IEEE AESS.

# Improve Technical Panels

- New chairman for Target Tracking System Panel has been identified via IEEE AESS Quarterly Email Blast
- Bob Lyons will report at the meeting.