Update to IEEE AES Society
Strategic Planning and Execution 2010

April 23, 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

January 11, 2010

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

March 1, 2010

• Participants: George Dean, Jim Leonard, Bob Lyons, Iram Weinstein, Teresa Pace, Joel Walker, Mark Davis, Dale Blair, Bob Rassa, Ron Ogan
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
• 55 Surveys completed.

Continuous Survey of Members

• AESS Conferences and Web site are best means to gain feedback.
• Solicitation of feedback via the web site is underway.
• Attendance and participation in AESS conferences is critical.
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.
• Jim Leonard met with Jim Isaak.
• Ron has identified 36 companies in Huntsville AL who we can contact for partnering.
Improve Communications (1 of 3)

• Improve AESS Magazine
  – Organizational kick-off telecon was conducted on March 9, 2010 with new editorial board.
    • Teresa introduced to editorial board to IEEE AESS BoG and reviewed her brief of her vision for the magazine
    • Assignments to the editorial board
      – Recruit two submissions per year
      – Write an editorial for the magazine
    • Peter Willett to begin Transactions EIC Column
  – New description articles of interested provided by Maria Greco
  – E-Journal Press Training for editors is being scheduled.
  – Another telecon editorial board scheduled for May 18, 2010
  – 80% of magazine articles are recycled conference papers
  – Recruit submissions from conferences via requirements in the MOU
  – E-Journal Press - 54 manuscripts with 18% acceptance rate
Improve Communications (2 of 3)

• Improve AESS Magazine
  – Survey of magazine readers in progress (55 responses)
  – CD with titles and abstracts (about 180) for forthcoming articles in T-AES with Dave Dobson for inclusion in the magazine.
    • Dave is publishing only titles
    • Ask Judy for posting on the web site and add link to E-Blast
  – Sample issue of magazine by Allen Press – Dave would not commit to a date of delivery
  – Targeted bi-monthly issues for 2012 with cover related to issue
    • Radars Systems with Guest Editor – Mark Davis?
      – Interview article of Merril Skolnik by Dale Blair
    • Target Tracking Systems with Guest Editor – Dale Blair
      – Interview article of Yaakov Bar-Shalom by Dale Blair
      – Multiple Hypothesis Tracking
      – MTT Performance Metrics
      – Track-to-Truth Assignment
      – Particle Filters
Improve Communications (3 of 3)

- Ron Ogan - lead on committee to establish best methods for communications with AESS members.
  - Telecon held on March 26.
    - Bi-monthly magazine with bi-monthly e-blast
    - Establish Facebook and LinkedIn
    - Upgrade the E-Blast format (Done by Judy)
    - Build connections (references) between magazine, e-blast, web site, DLs.
  - Focus on input from VPs

- Develop videos of interviews with senior experts in our fields and host those on the web site.
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.
• Iram planning a review of DL for currency.
Improve Technical Panels

- Hody Lambert of MIT/LL has accepted as the new chairman of Target Tracking System Panel has been identified via IEEE AESS Quarterly Email Blast
  - Panel meeting set for May 24 in Santa Barbara, CA.
  - $400 need to support meeting
- Identified a chairman (Fred Wright) for a new technical panel on Cyber Security.
  - Provided charts on vision
  - Request a draft of charter and bylaws