IEEE AES Society
Strategic Planning 2009

September, 2009
Rome, Italy
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

- **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

• 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

• 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 FoI using technical panels
Key Elements - 4

• 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

• 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

• 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

- 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.
Key Elements 7

• 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!