

The logo features the word "AES" in blue with a grey arrow curving over it, followed by "VISION" in black. Below this, the year "2020" is written in large, bold black digits.

**AES VISION**  
**2020**

**Industry Relations – SMART Objectives**

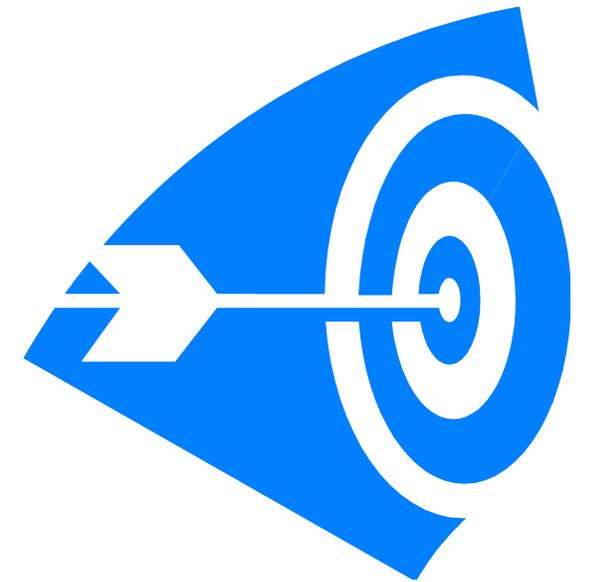
**Review and Actions    Darin Dunham**

**April 26-27, 2019**

**Boston, MA, USA**

# Industry Relations SMART Objectives Review

- Stated Objectives:
  - Generate and maintain current, industry-focused content on AESS website. Provide links to specific industry-focused features in Systems Magazine.
  - Educate industry on AESS short course opportunities
  - Establish and demonstrate strategic partnerships with relevant industry and industrial organizations worldwide by connecting with Industry leaders (fellows).
  - Position AESS in a pro-active role with the IEEE global industry strategy, leveraging initiatives of IEEE Industry Advisory Board.



# Industry Relations Objective #1: Generate and maintain current, industry-focused content on AESS website

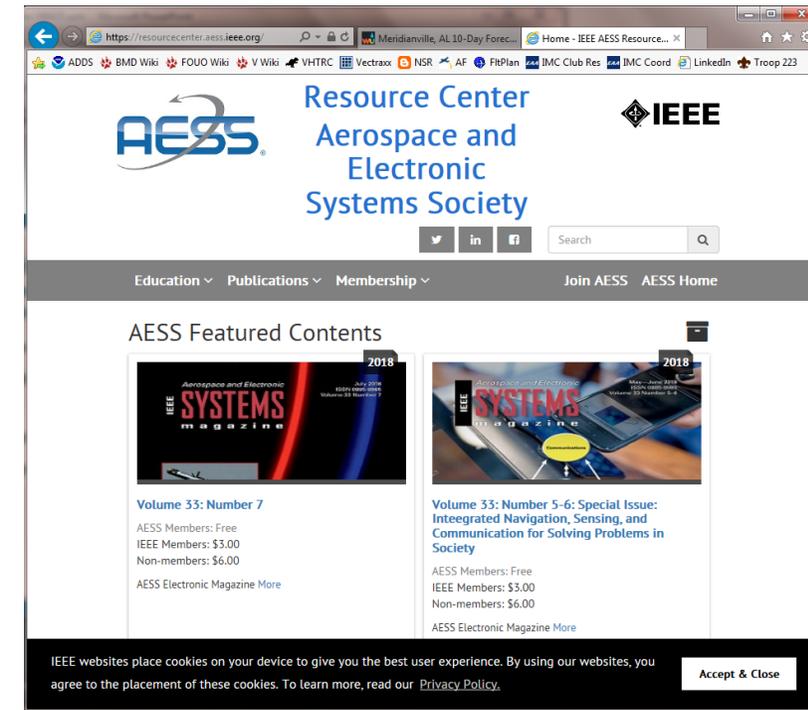
**S** – Educate industry on AESS benefits and opportunities

**M** – Periodicity of webpage updates

**A** – Assigned to Darin

**R** – Marketing to industry to show the value of AESS

**T** – Initial periodicity goal is every six months



# Industry Relations Objective #2: Educate industry on AESS short course opportunities

**S** – Educate industry on AESS benefits and opportunities

**M** – How do we measure industry's response to any marketing efforts? We need to establish a baseline of some actionable metrics. For example, industry participation in short courses.

**A** – Assigned to Mike and Sean. They are developing a half page ad for the Magazine.

**R** – Marketing to industry to show the value of AESS

**T** – Need to set a deadline goal: Mike?



# Industry Relations Objective #3: Establish and demonstrate strategic partnerships with relevant industry and industrial organizations

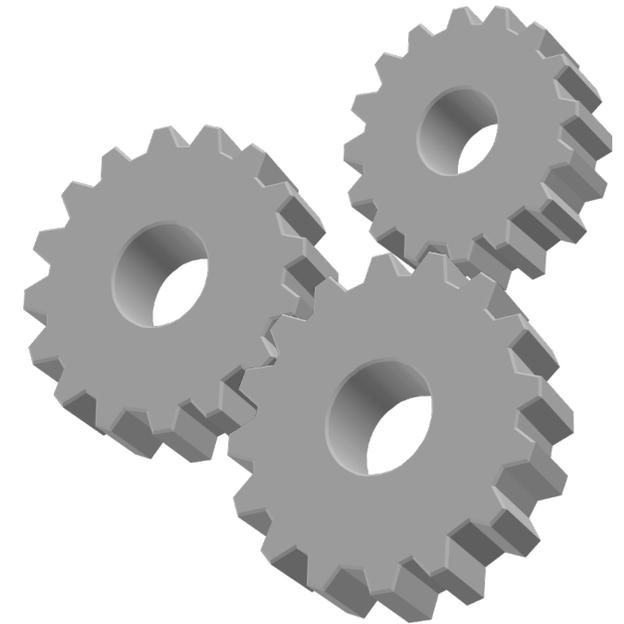
**S** – Develop key contacts with industry fellows in order to provide information and get industry feedback

**M** – Initially, we will measure the number of quality contacts we establish; then we will measure feedback received from industry

**A** – Assigned to Bob

**R** – Establish quality communications with key industry persons by starting with Raytheon fellows

**T** – By October 2019 establish process with Raytheon as a model for other companies



# Industry Relations Objective #4: Position AESS in a pro-active role with the IEEE global industry strategy

**S** – Want to be proactive with the IEEE global industry strategy by leveraging initiatives of IEEE Industry Advisory Board

**M** – Measure the number of initiatives leveraged

**A** – Assigned to Marina

**R** – Leverage initiatives and ideas for connecting with industry

**T** – Progress and status in October 2019

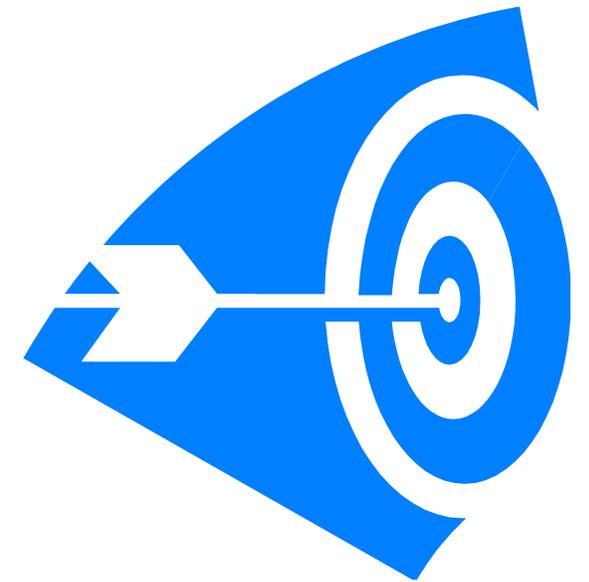
## Proposed social at Aerospace Conference

- Will pass out flyer on short courses and other AESS benefits
- Discussion/feedback from industry
- Request same \$\$ amount that Lorenzo used two years ago

# Industry Relations

## New SMART Objective Ideas

- Stated Objectives:
  - Idea for getting college credit for short courses; Mike is doing some initial research with the University of Dayton



# Industry Relations Ongoing Action Items

AEISS-BOG-Spring '18, AI-0766 - Promote opportunities for YPs in our industry fields of interest. What are the training needs of YPs in Industry? What are the recruitment needs of Industry? **Mike Wicks, lead working with Lorenzo Lo Monte.** Will continue to explore this possibility.

AEISS-BOG-Spring '18, AI-0800 - Work with BoG to develop a value proposition statement that could be offered to industry. **Roy Streit, lead.** Combine with 0813

AEISS-BOG-Fall '18, AI-0813 - Put together a marketing packet for Industry Relations to advertise short courses. **Darin Dunham (lead), Judy Scharmann** Developing a half page ad targeting industry for the short courses. **Mike Wicks has the lead.**

AEISS-BOG-Fall '18, AI-0821 - Survey industry training and education needs. The committee has a spreadsheet tracker started, but we need to formulate a strategy to implement findings. Work with the Short Course Committee on findings. **Darin Dunham (lead), Michael Wicks, Bob Lyons, Marina Ruggieri, Lorenzo Lo Monte, Roy Streit** Bob Lyons is working to establish relationships with industry fellows starting with Raytheon.