



IEEE AESS Officers Strategic Planning Meeting (SPM) Meeting Minutes

January 23, 2016

San Antonio Marriott Riverwalk

8 am – 5:00 pm

Welcome - Teresa Pace

Attendees: Teresa Pace, Joe Fabrizio, Kathleen Kramer, Dale Blair, Hugh Griffiths, George Schmidt, Maria Sabrina Greco, Jim Howard, Mark Davis, Walt Downing, Mike Cardinale, Bob Lyons.

Telephone: Bob Rassa

Guests: Bill Walsh (Reps and Liaisons), Garrett Hall (Undergraduate Student Rep)

Introductions were made after a short welcome by Teresa Pace.

Approval of 2015 Officers' Meeting Minutes - Maria Sabrina Greco

MOTION: Joe Fabrizio moves that we approve the 2015 Officers' Minutes. Hugh Griffiths 2nd. Motion passed.

Action Item Review - Maria Sabrina Greco

Sabrina reviewed all the open Action Items.

There was discussion regarding the 2-person committee for each VP. This must be done in a coordinated way.

1. Get preferences from all BoG.
2. Work with N&A on succession planning.

There was discussion regarding all BoG members attending a section/Chapter meeting. We have a lot of inactive chapters that need support.

Joe reviewed his short course, and the success of it, generating a gross income of \$15,600. The surplus will be half of that.

ACTION ITEMS: Joe Fabrizio/Kathleen Kramer - Formalize the process for Short Courses, get others to give short courses to generate income for local Chapters. IEEE financial guidelines needs to be included and Mark Davis will assist with this. OAI-00136

ACTION ITEM: Joe Fabrizio/Kathleen Kramer/Mark Davis/Bob Rassa - Outline the difference between a conference, workshop, tutorials, and short courses. OAI-00137

Executive Committee Strategy/Cross Committee Issues - Joe Fabrizio

The Strategic Plan is a roadmap to our success. Our opportunities are: Innovation, Collaboration, Leveraging.

ACTION ITEM: Joe Fabrizio - Consult Officers to identify initiatives that would benefit from collaborative implementation, and build a matrix of cross-committee-collaboration activities to guide interactions between VPs. OAI-00138

ACTION ITEM: Joe Fabrizio - Solicit BoG preferences to serve on committees and consult with VPs and N/A committee; then form a 2-person committee for each Officer and oversee functioning of these committees. We need to keep in mind leadership planning. OAI-00139

Publications and Conferences are very urgently in need of a succession plan. This must be done in a very strategic way.

There was discussion on how to get more membership out of China. We do not have anyone on the BoG representing China. We don't have exposure in China. This is a concern. We need someone from China and India that will be active and involved. We can look at authors and conference attendees.

ACTION ITEM: Sabrina Greco - Pursue non-BoG liaisons for International Directors. OAI-00140

Education - Kathleen Kramer

We don't have any DLs in Region 10.

ACTION ITEM: Kathleen Kramer - Reach out to Region 10 to identify a possible DL. OAI-00141

ACTON ITEM: Joe Fabrizio - Send an article to the magazine announcing the Bob Hill Award, perhaps for the March issue. Sabrina will send her draft of the Mimno Award announcement to Joe for reference. OAI-00142

Finance - Jim Howard/Bob Rassa

Jim thanked Bob Rassa for putting the slides together. He appreciates Bob's knowledge.

Bob is confident that we are going to have a healthy surplus for 2015.

The magazine expenses fluctuate greatly from year to year. Bill would like to work with Bob to better correlate those numbers.

ACTION ITEM: Bob Rassa - Set up a telecon between Dale, Bill, Bob, Jim to work out the discrepancies in the magazine expenses. OAI-00143

The cost per member comes directly from IEEE, and is included in Bob Rassa's slides. This could be used to show the benefits of membership in AESS.

Anything with a \$ needs to go before VP Finance and Treasurer. There cannot be a disconnect from the Finance Committee. Please keep them in the loop with anything involving money. Joe will add this to the matrix.

Conferences - Mark Davis

ACTION ITEM: Judy Scharmann - Be sure Conference website listing of conferences is updated as per Mark's slides, both Financial and Technically Co-Sponsored. OAI-00144

ACTION ITEM: Mark Davis - Develop the official policy for technically co-sponsored conferences. OAI-00145

We are expecting \$150K more in surplus from 2015 conferences than is shown in the budget.

Publications - Dale Blair

ACTION ITEM: Dale Blair/Mark Davis/Bill Walsh - Collaborate to identify papers from the conferences for possible magazine articles. Also develop a formal procedure for submitting CFP to the magazine for publication. OAI-00146

Member Services - George Schmidt

ACTION ITEM: George Schmidt - Analyze the data from the AESS section of the IEEE survey and provide conclusion and recommendation to the BoG. OAI-00147

ACTION ITEM: Judy Scharmann/George Schmidt - List the Senior Members and Fellows in the Magazine. List the Senior Members each month. (Make it part of the documents sent to Rita each month.) Perhaps feature one Senior Member from each month for Magazine and QEB. OAI-00148

It was suggested that we have an Industry Corner on the website, where we can advertise new positions, promotions, etc.

Once we get the magazine electronic, we can send prospective members a copy of the magazine with the email of benefits.

ACTION ITEM: Judy Scharmann - Work with IEEE to facilitate the Chapter Distribution for meetings held in 2015. Send Kathleen the stats from previous years. OAI-00149

Technical Operations - Walt Downing

ACTION ITEM: Judy Scharmann - Send the attendance list from AUOTESTCON 2015 to Walt Downing. OAI-00150

There was discussion regarding the IEEE Conference Member Recruitment Program.

Industry Relations - Mike Cardinale

There was discussion on whether the AESS has a good relationship with industry.

ACTION ITEM: Mike Cardinale - Work with Judy Scharmann to get content on the Industry portion of the AESS website. OAI-00151

ACTION ITEM: Mike Cardinale – Develop a plan to establish strategic partnerships with relevant industry and industrial organizations worldwide. OAI-00152

ACTION ITEM: Mike Cardinale: Investigate the idea of getting attendance list from conferences and send the AESS magazine to selected non-IEEE members with a letter asking them to join. OAI-00153

It was suggested that we ask industries to pay the AESS membership dues for their employees.

Reps and Liaisons Report - Bill Walsh

This is a new position for Bill, and for AESS. The purpose is to keep all informed of our reps and liaisons, what is the benefit of our involvement; and also identify what additional activities in which we should seek AESS involvement.

There was an idea to add liaisons to various industries.

ACTION ITEM: Bob Rassa - Make sure TEC \$3,000 gets put into the budget. This will be taken from the Presidential Budget. OAI-00154

Other Business - Open Discussion

We do not have many Fellows outside of the US. How can we change that? Other than members of the BoG, we have not had any elevations outside US over the past 3 years. We had a member from France that resigned from AESS because they did not get elevated.

ACTION ITEM: Maria Sabrina Greco - Formulate and access the process we use in our Fellows Evaluation, looking at the demographics. We can compare with other societies. We need to focus on getting more good candidates from non-US. OAI-00155

We need to keep in mind our Senior Member demographics:

500 Senior Members in Region 1-6

33 in Region 7

123 in Region 8

20 in Region 9

110 in Region 10

These are the people eligible for Fellows elevation.

In the Radar Systems Panel, there is an Education Committee. They are accumulating a lot of Educational Materials. They have proposed to host them on the AESS website. There is a group to accumulate the material. We need to secure a little bit of funds to maintain the website. Do we want to do this?

All agreed yes.

ACTION ITEM: Kathleen Kramer - Distribute the plan for the Radar Online Education activity to the Officers. OAI-00156

ACTION ITEM: Dale Blair/Kathleen Kramer - Investigate adding an assessment and certificate to our Online Tutorials. OAI-00157

Actions/Wrap up - Judy Scharmann

All actions taken at this meeting were reviewed.

5:00 pm

Adjourn