

**AESS Strategic Planning Meeting
28 February 2017
Renaissance Midtown Atlanta**

Attendees: Joe Fabrizio, Teresa Pace, Hugh Griffiths, Bob Lyons, Jose Bolanos, Dale Blair, Walt Downing, Mark Davis, Kathleen Kramer, Bob Rassa

Remote attendance: Wolfgang Koch

Welcome - Joe Fabrizio

Joe Fabrizio welcomed all, thanked the officers, and reviewed goals and objectives for the meeting and for the year. Teresa Pace also gave a welcome and thank you to the officers.

There was discussion about updating the strategic plan, dates for completion, and plan of action.

Approval of 2015 Officers' Meeting Minutes - Roy Streit

MOTION: Bob Rassa moved to accept the minutes of the 2016 Strategic Planning Meeting as written. Jose Bolanos seconded. Motion passed.

Executive Committee Strategy - Joe Fabrizio

Joe reviewed the established committee structure for 2017.

It is up to the Officers to plan, inspire, engage, and empower. The members of the committees need guidance.

There was discussion about the MGA strategy. Our official connection to MGA are our Chapters. MGA also owns the Young Professionals Program. They have a YP strategy that we are not a part of. Lorenzo will help us engage. Working YP events at our conferences is a good strategy.

ACTION ITEM: Lorenzo Lo Monte – Become involved in the MGA strategy, get the insight, and bring it to AESS. OAI-00158

Instead of trying to do everything within the BoG, we would like to engage and inspire other AESS members to work on our initiatives. We don't currently have an initiative where we all work together. We would like to change that.

Finance - Jose Bolanos/Bob Rassa

Bob Rassa reported on the details of AESS finances. We are solvent.

Bob talked about the vagaries of the conference data and how hard it is to submit an accurate budget.

Bob will introduce an initiative for having a Chapter Summit at the Sections Congress.

Bob will introduce an initiative for one or two Scholarships in the amount of \$10K.

Jose briefly presented the Mission and Vision of the Finance area. Jose stressed the need for succession planning.

Education - Kathleen Kramer

Kathleen reviewed the Mission, Vision, and Strategic Analysis.

ACTION ITEM: Kathleen Kramer – Develop a flyer to distribute at our conferences to join now and then they could apply for the Best Dissertation Award. OAI-00159

Joe spoke of the void between DLs and conferences: short courses, workshops. We have an opportunity to fill that void. If we had a short course, and could customize it, we could have an opportunity to fill this void, and raise surplus.

ACTION ITEM: Kathleen Kramer – Send AESS brochures to all the DLs. Work with Judy on numbers.
OAI-00160

Conferences - Mark Davis

ACTION ITEM: Mark Davis – Update Conference Guidelines and distribute to all conference organizers.
OAI-00161

Strategically, we need to have Technical Panels aligned with our conferences.
Michael Braasch is starting a new Navigation Panel, and this will be involved with PLANS.
We need to get a Technical Panel actively working with FUSION.

The Systems Council is starting a new journal, co-sponsored by GRSS, IMS, and Sensors Council.
Then there will be a conference on CubeSats and AESS could be a co-sponsor of that conference.

Publications - Dale Blair

The Transactions has moved back to IEEE Publishing.
We are still looking to put our 10 published Tutorials in a bound book.
There was discussion on how the young people want to receive their information.
Both Transactions and the Magazine are planning special sections for CubeSats. AESS could be involved in the new Systems Council Journal.

ACTION ITEM: Bob Rassa – Send Dale Blair the new proposal for the Systems Council new journal.
OAI-00162

Member Services - Wolfgang Koch

Wolfgang reviewed Mission and Vision for Member Services.
Wolfgang spent time on a Strategic Analysis. This was a new way of thinking and will need to be looked at thoroughly.
Wolfgang plans to work to energize the Chapters. We need a direct communication with our Chapters.

ACTION ITEM: Mike Wicks/Jose Bolanos - Develop a Best Practices list for our chapter chairs. This list is not prescriptive. OAI-00163

Wolfgang would like to see tutorials at conferences be much less expensive for AESS Members.
Wolfgang reported on the Region 8 AESS Chapters meeting held in Amsterdam, December 11, 2016.
The outcome of this meeting will be reported by Wolfgang and Leo at the May BoG meeting.

Technical Operations - Walt Downing

Walt reviewed the Mission and Vision. There are no changes.
Walt reviewed the Strategic Objectives.

ACTION ITEM: Walt Downing – Continue to track conference attendees and AESS membership.
OAI-00164

Walt suggests that the Outstanding Technical Panel of the Year be awarded to the Unmanned Aerial Vehicles Panel.

ACTION ITEM: Walt Downing – Prepare guidance to TCs in the form of written best practices.
OAI-00165

ACTION ITEM: Walt Downing – Explore the opportunity to establish connection between industry and HKN. OAI-00166

Industry Relations - Bill Walsh

Bill pointed out that AESS has three BoG members sitting on the IEEE Board of Directors.

We need to understand where we are successful with industry. We need to find out from industry what they need from us.

Bill did a SWOT Analysis, showing strengths, weaknesses, opportunities, and threats.

Bill reviewed current and new strategic objectives.

We need to develop a list of contacts for industries. Some companies have a person to interact with IEEE.

We have a presentation that we did for Rolls Royce.

ACTION ITEM: Judy Scharmann – Send the AESS Industry presentation to the Officers. OAI-0167

Feedback regarding written Strategic Plan - Joe Fabrizio

ACTION ITEM: VPs – Send in your SP updates to Joe Fabrizio by February 28. By March 15, integrate. By March 30, finalized version and release to the BoG. OAI-0168

Governing doc discussion regarding Officers - Griffiths/Rassa/Lyons

Bob Lyons reviewed the N&A Strategy.

There was a lot of discussion about two separate problems: 1) President and EVP terming out as they take office, and 2) VPs terming out as they take office.

There were five solutions discussed:

1. Stay with what we have now: at the time of election, they must be current in term members.
2. Make an additional stipulation that they would have to be in term at the time they take office.
3. They must be in term for the duration of their officer term.
4. Make the wording state specifically, "From among current in term members, regardless of being in term when they are in office."
5. Make the EVP and President ex-officio members of the Bog during their term.

We must agree with an interpretation. If we ignore the proposed changes, we can proceed. It was also discussed that we can suspend our bylaws.

The bottom line: If we change this now, Joe could not be President.

Everyone decided for now it is best to leave this alone. We do not want to do something at the expense of the Society.

ACTION ITEM: Hugh Griffiths – Add Fellows Evaluation Committee to the Bylaws. OAI-0169

Round-table Discussion – Joint VP Initiatives - Joe Fabrizio

Joe presented an example of a joint VP initiative. There is a void between DLs and Conferences that could be solved with tailored short courses or workshops to meet a specific need.

ACTION ITEM: Kathleen Kramer/Roy Streit – Work with all the VPs to develop a procedure and guidance for short courses to meet a specific need. OAI-00170

ACTION ITEM: Mark Davis/Roy Streit – Work with all the VPs to develop a procedure and guidance for specific tailored workshops to meet a specific need. OAI-00171

Other business

None.

Actions/Wrap up

Judy will send out the action items.

All

Adjourn

The meeting was adjourned at 5:00 pm.