For 2010 Magazine Editorial Board
T. Pace
February 5, 2010
Outline

- Background
  - What is IEEE AESS?
  - Current IEEE AESS Leadership (BoG)
  - Current IEEE AESS Publications Leadership
  - Magazine’s New Editorial Board (introducing everyone)

- Summary of Magazine
- Vision for Operation of the Editorial Board
- Facts regarding the magazine
- Current Survey
- Allen Press
- Responsibilities of Magazine Editors
- Path Forward (Its in OUR hands)
- To Do List
- Summary
What is IEEE AESS?

- AESS – Aerospace and Electronic Systems Society
- IEEE professional society dealing with total integrated electronic systems and the enabling technologies
- Includes any complex system
  - Space, air, ocean, ground
  - HW, SW, and Integration
- Covers the gamut of Industry, Academia, and Research Centers
AESS BoG Officers 2010

- President
  - Marina Ruggieri
  - Univ. of Rome “Tor Vergata”
  - ruggieri@uniroma2.it

- Executive VP
  - Robert Lyons, Jr.
  - Xcelsi Group, LLC
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- Secretary
  - Jose Bolanos
  - Boeing
  - J.bolanos@ieee.org

- Treasurer
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- VP Finance
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    - Retired
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AESS BoG Officers 2010

- **VP Conferences**
  - Mark Davis
  - USAF Research Labs/SN
  - medavis@ieee.org

- **VP Education**
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- **VP Member Services**
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  - Boeing
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- **VP Publications**
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  - CPI Malibu Division
  - xjoelmrax@yahoo.com

- **VP Technical Operations**
  - Theodora S. Saunders
  - Sikorsky
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AESS BoG Officers 2010

- **VP Industry Relations**
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  - University College London
  - h.griffiths@ee.ucl.ac.uk

- **Senior Past President**
  - James V. Leonard
  - Boeing
  - j.leonard@ieee.org

- **Junior Past President**
  - Robert C. Rassa
  - Raytheon
  - bob.rassa@ieee.org
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Magazine Pubs Leadership

- **VP Pubs, Chair**
  - Joel Walker
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- **AVP Pubs, Chair**
  - W. Dale Blair, Georgia Tech
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- **Tutorials Editor**
  - Lance Kaplan
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- **Editor in Chief**
  - Teresa Pace
  - teresapace@ieee.org

- **Administrative Editor**
  - Dave Dobson
    - Ph: 301-657-0208 (no email)
    - Fax: 301-657-0209
Magazine Associate Editors
(check out bios on our website!)

Tom Bowman, NVESD
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Summary of Magazine

- This is not a technical journal
  - Not an appropriate place for detailed equations (tutorial or trans would better suited)
  - Not the place for Transaction rejects
  - Not the place for new or novel techniques

- 48 page magazine
- Published every month
- No advertising
  - unlike Spectrum or Signal Processing

- Goals
  - Encourage AESS membership and participation
  - Inform readers of wide variety of technologies associated with systems for space, air, ocean, or ground environments
    - Technical and historical repository
  - Keep members informed of news and information
  - Well written, engaging, and understandable to a wide engineering audience

- AESS Website: http://ieee-aess.org
- E-journal website: http://sysaes.msubmit.net
Summary of Magazine Continued

- Magazine Content
  - Monthly issues are coordinated by Dave Dobson
  - Schedule is very tight
  - Article Content comes from:
    - Previously presented AESS conference papers (80%)
    - E-Journal papers (15%)
  - Additional content
    - Well written reports on conferences and from lecturers and tutorial instructors
    - Reports presented at conferences, section meetings, or other relevant presentations
    - Technical panels
    - Call for membership
    - Meetings Calendar

- Website Content
  - Updated with editorial board photos and bios (still need some)
  - Back issues of the magazine are being posted for download
Vision for Operation of the Editorial Board

- Editorial Board will function as an integrated team with the responsibilities for content of the magazine distributed across the team.
- Each editor will have authority and responsibility for the magazine content in their editorial area. Responsibilities include:
  - Development of plan for representation of their area in the magazine
  - Solicitation of articles
  - Peer review of material
Facts re: the magazine

- No advertising
  - Is that good or bad?
    - What would advertisement do for options for enhancements?
    - Who would advertise? How would we get it?
    - Does advertising go against the purpose of the magazine?
  - What are possible trades?
    - Color pages, Glossy pages?
    - Various typesetting procedures?
    - Increased manpower support?
    - Length of magazine
    - Content of magazine

- Monthly issues
  - Schedule is tight

- All issues are currently coordinated by Dave Dobson (single point of failure – Not good)
  - Currently doing a great job, but he won’t be available forever.
  - Need to have him train someone on his work.
Facts re: the magazine

- Need a full-time person as Managing Editor to get things into shape and keep them running
  - Andy Lim is ex-officio admin editor (pulled too thin between J.OE and AESS Systems)
  - To learn roles from Dave
  - Take direction from EIC and implement

- E-journal
  - Papers have been in process for a long time....
  - Not easy to use (for either publisher or reviewer)
  - Associate editors must remain active
  - Only a few papers are in the system.

- Mainly conference paper contributions → Need to move to electronic submission and review primarily
Responsibilities of Editorial Board

- Identify sources for articles that support the vision for their area and solicit articles.
- Be active participants in the editorial review process.
- Ensure that the articles coming in for review are appropriate to the magazine
  - YOU are the front line!
  - Not looking for new techniques
  - Looking for education and engineering understanding
- Assign reviewers to manuscripts in e-journal
  - Follow them through the process to ensure they receive appropriate and timely reviews
  - Number of manuscripts that should be handled at any point in time is 10-15
- Provide feedback on the path forward of the magazine
  - Participate in bimonthly conference calls regarding magazine issues
- Recommend and aid in implementing new and innovative ideas
Magazine Survey in Process

- Generated to get feedback from readers
- Published in Jan 2010 issue of magazine
- On-line at website
- Judy Scharmann has begun collating results
- Will budget be adjusted to support ideas if necessary?
- How will feedback be incorporated into publishing process?
Transition to Allen Press

- AESS BoG is reviewing possibility of transitioning publication to Allen Press
- Can they handle entire publication?
- How do we transition from Dave Dobson in a smooth and cohesive manner (Susanne can help)
- Do we have enough info/papers coming through e-journal to support it?
- How do we get additional content to Allen Press
Path Forward

- How do we IMPROVE the magazine for the future?
- Need to balance with regard to resources and budget
- Need to improve electronic process
  - Need active editors, reviewers, etc
  - Need a strong foundation
  - Need managing editor to take direction from EIC but to move things forward on a daily basis
- Getting magazine on-line
  - This is a good direction for the future.
  - What is required?
- AESS has a quarterly email blast
  - AESS Magazine Editorial Board should contribute to that e-mail.
- How can we aid and support in the transition to Allen Press?
Systems Magazine To Do List

- Update editorial board in e-Journal
- Hold on-line tutorial for editorial board via e-press
- Review results of magazine survey
  - Cutoff date of inputs is April 2
  - Compilation of material
    - Judy has received 8 online responses as of 2/4/10
  - Implementing feedback into the magazine
- Start an Action Item list for the magazine board
  - Keep track of ideas
  - Keep focus on near and far term goals
Summary

- Magazine needs improvement
- Ideas and effort from the editorial board will enable change
- Survey will help to get feedback
- Editorial board will make a difference