Industry Relations Committee

- Darin Dunham
- Mike Wicks
- Marina Ruggieri
- Bob Lyons
- Roy Streit
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

IR website content was updated in May
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?

Any updates, 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

Bob has the point of contact for Raytheon Fellows
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

Email sent to Aerospace Conference Chair on 10/17
Industry Relations
Ongoing Action Items

AESS-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.

AESS-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.

AESS-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.