

Growth Through Engagement and Teamwork

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VP – Industry Relations

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Courtyard San Antonio Riverwalk

List of Goals

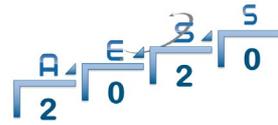
Industrial Relations – Strat Plan 2017

1. Establish active Industry Relations **activities and collaborations** through individual AESS Chapters, tying into Chapter technical activities and **promoting AESS engagement with industry**
2. **Generate and maintain current, industry-focused content on the AESS website**, as well as providing on-line links to specific Industry-focused features in the AES Systems Magazine.
3. Establish and demonstrate strategic partnerships with relevant industry and industrial organizations worldwide. ... **"Why?" ... unclear of the ends?**
4. Develop new strategies for attracting **industry advertisements in Systems Magazine, the AESS Web Site, etc.**, specifically investigating and implementing opportunities enabled by the recent acquisition of IEEE GlobalSpec.
5. Position AESS in a pro-active role with the IEEE global industry strategy, leveraging the initiatives of the IEEE Industry Advisory Board Ad Hoc Committee through their reach out to the society chapters. ... **Confusing ... objective?**
6. **Promote opportunities for Young Professionals** in our industry fields of interests

List of Goals

Industrial Relations – Statement of Intent

- a. First, I'd like to develop programs to **increase IEEE and AESS's contribution to the industries we serve**. For example, fora promoting engagement of IEEE and **company fellows**, new or evolved **electronic publications**, and **technology courses** integrated into **corporate career development programs**.
- b. Second, I'd like to work on **growing the engineering workforce** through new partnerships across industry, academia, and the IEEE. As the Baby Boomer generation retires and technology plays a larger role in all facets of life, the need for engineers is growing. I'd like to initiate **working groups** across industry and academia aimed at expanding the pool of new engineers through **high school and middle school engagement**, **industry-sponsored scholarships**, and more **internships**.
- c. Third, I'd like to develop **AESS offerings facilitating innovation**, the lifeblood of modern industry. These offerings may include new or expanded **consortia with Silicon Valley and venture capital**, and new **short courses** and **technical conferences** explicitly focused on fueling industry's innovation engine.



(Updated/Proposed) List of Goals

Industrial Relations

- I. Develop programs to increase AESS's contribution to the industries we serve (1, a, c)
- II. Generate and maintain current, industry-focused content on the AESS website (2)
- III. Grow industry support for AESS publications, products, and programs (4)
- IV. Promote opportunities for Young Professionals (6)
- V. Grow the engineering workforce through new partnerships across industry, academia, and the IEEE (b)

List of Objectives

Industry Relations

1. Host an industry forum
2. Survey industry fellows on how AESS can support
3. Revamp Industry Relations AESS pages
4. Host Industry – YP Networking Social
5. Chapter high school engagement

Objective 1

Host an industry forum

S – Host an industry forum in conjunction with a conference to gather inputs on how AESS can support

M – Forum identified, invitations sent, forum executed

A – Assigned to: TBS IR Committee member

R – [I] Develop programs to increase AESS’s contribution to the industries we serve

[III] Grow industry support for AESS publications, products, and programs

T – Complete at an AESS conference by the end of 2020

Objective 2

Survey industry fellows on how AESS can support

S – Survey company fellows on how AESS can support industry, e.g., courses, publications, networking

M – Company list with POCs created, survey created, survey distributed, responses collected, results analyzed, findings presented to the BoG with recommendations

A – Assigned to: TBS IR Committee member

R – [I] Develop programs to increase AESS’s contribution to the industries we serve

[III] Grow industry support for AESS publications, products, and programs

T – Distribute survey by Spring BoG, present results by Fall BoG

Objective 3

Revamp Industry Relations AESS pages

S – Revamp the Industry Relations AESS pages

M – Page updated to be current AND set up to “automatically” maintain currency

A – Assigned to: TBS IR Committee member

R – [II] Generate and maintain current, industry-focused content on the AESS website

T – Complete before Spring 2020 BoG meeting

Objective 4

Host Industry – YP Networking Social

S – Host a networking social at an AESS-sponsored conference
 – invite local industry seniors to socialize with attending YPs

M – Conference identified, industry seniors identified, logistics accomplished, social publicized, social completed

A – Assigned to: TBS IR Committee member

R – [IV] Promote opportunities for Young Professionals, [I] Develop programs to increase AESS’s contribution to the industries we serve

T – Complete before end of 2020

Objective 5

Chapter high school engagement

S – Engage chapters to reach out to local high schools to introduce them to the marvels of the engineering career field

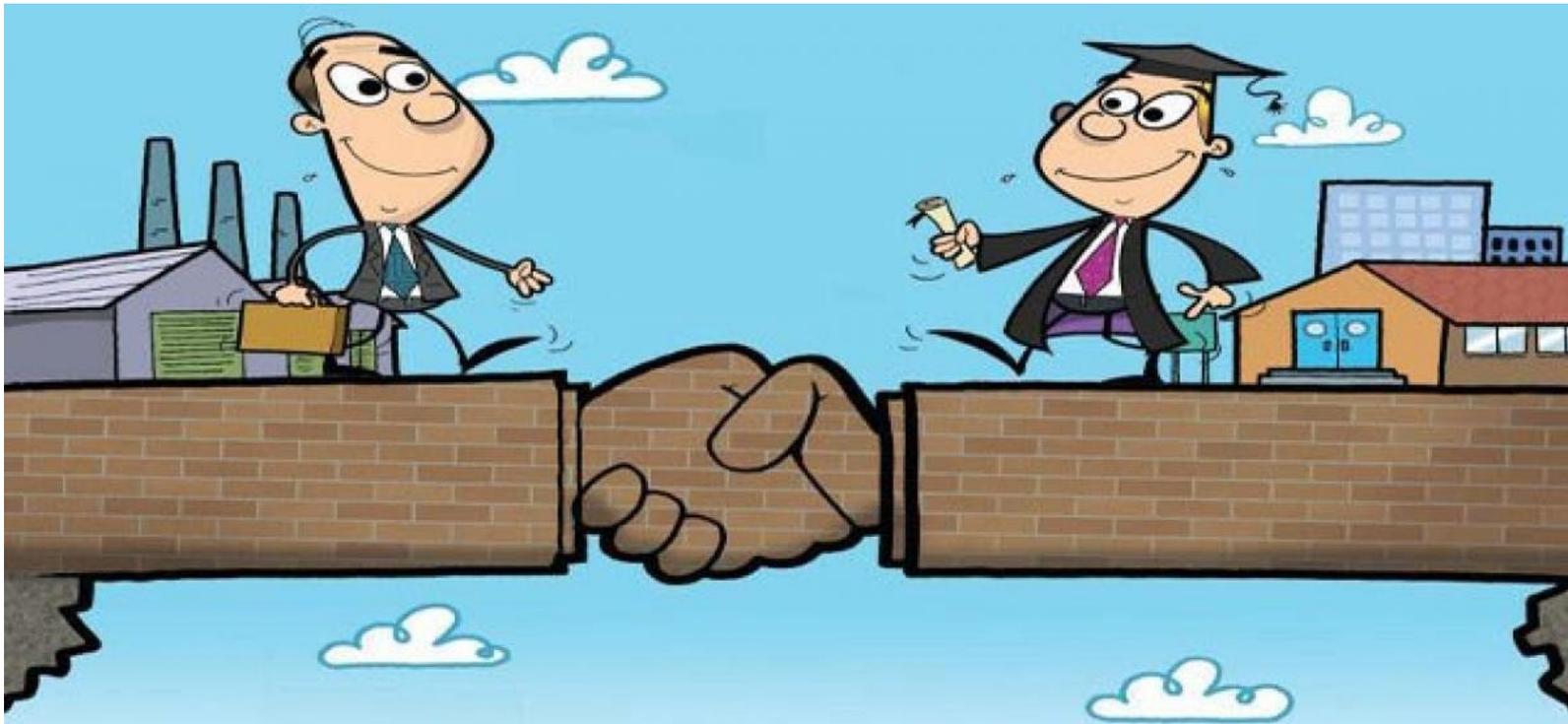
M – Specific message to chapters, email messages to chapter chairs, feedback from chapters

A – Assigned to Noble, coordinate messaging across IR committee

R – [V] Grow the engineering workforce through new partnerships across industry, academia, and the IEEE, [I] Grow the engineering workforce through new partnerships across industry, academia, and the IEEE

T – Contact chapters by Spring BoG, engage high schools by EOY 2020

Let's grow our relationship with industry and academia ...



... for the betterment of all