

Growth Through Engagement and Teamwork

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**VP – Industry Relations**

**January 28 & 29, 2021**

**Virtual Officers Meeting**

# Mission

- Help assure that the AESS services the needs of our industry/practitioner members throughout their career
- Develop products/services that enhance professional development in industry
- Develop and maintain professional relationships throughout industry for the mutual benefit of AESS, IEEE and individual members

# List of Goals – Strat Plan 2020

## Industrial Relations

- I. Develop programs to increase AESS’s contribution to the industries we serve
  - Industry panels at Aerospace and Radar conferences in 2021
  - Industry dialogue on weaving IEEE/AESS offerings – short courses, DLs – into corporate continuing education programs
  - Webinar for Islamabad section webinar (Lorenzo, Laila) → new AESS section
- II. Generate and maintain current, industry-focused content on the AESS website
  - Interaction between AESS resource center to IEEE learning network
- III. Grow industry support for AESS publications, products, and programs
  - Discussion on package options for companies with industry rep and IEEE corporate leads
  - Engagement with Patrick Russoniello, IEEE corporate activities lead
- IV. Promote opportunities for Young Professionals
  - Engagement with South American chapters on space webinar
  - Considered interviews with engineers in start ups and entrepreneurs
- V. Grow the engineering workforce through new partnerships across industry, academia, and the IEEE
  - Planned pilot HS program – science fair then robotics competition – lost to COVID

# List of Goals – AESS Strat Plan (v2 Apr 2020)

## Industry Relations

- I. Establish active Industry Relations activities and collaborations through individual AESS Chapters, tying into Chapter technical activities and promoting [AESS engagement with industry](#).
- II. 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](#).
- III. Establish and demonstrate [strategic partnerships](#) with relevant industry and industrial organizations worldwide.
- IV. Develop new strategies for [attracting industry advertisements](#) in Systems Magazine, the AESS Web Site, etc., specifically investigating and implementing opportunities enabled by the acquisition of IEEE GlobalSpec.
- V. 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.
- VI. Promote opportunities for [Young Professionals](#) in our industry fields of interests.

# Industry Relations Objectives

**(Note: no short-term actions are listed in current Strat Plan)**

1. Codify industry panels in AESS-sponsored conferences
2. Increase industry senior awareness of IEEE/AESS products/services
3. Develop a strategy for improving the relevance of the AESS web site to industry practitioners
4. Codify partnership between AESS/IR committee and IEEE corporate activities lead
5. Develop a strategy for growing industry sponsorship
6. Review the IEEE global industry strategy and provide input to IEEE Industry Advisory Board Ad Hoc Committee
7. Host a young professionals career development forum with one or more industry seniors

## Objective 1

### Codify industry panels in AESS-sponsored conferences

**S** – Ensure every AESS-sponsored conference includes at least one industry panel; capture lessons from the 2021 panels into plans for 2022

**M** – Industry panels are included in planning document for Aerospace and Radar conferences; lessons learned are fed forward

**A** – Assigned to: TBD IR committee members

**R** – Relevant to which goal(s) and how?

I – promotes industry participation in IEEE conferences

III – *may* be accomplished in partnership with other societies

IV – provide a vehicle for enhancing industry sponsorship (e.g., for radar conference sponsorship gives the sponsor priority for naming a panelist)

V – *may* support IEEE industry strategy

VI – exposes young professional attendees to industry seniors

**T** – Capture industry panels into planning documents prior to each conference, roll lessons learned into plans for the subsequent year in the month or two following the conference, leverage already planned conference hot wash meetings to do so

## Objective 2

### Increase industry senior awareness of IEEE/AESS products/services

**S** – Establish senior POC list for each company from IEEE corporate and host at least one webinar to discuss and educate them on our products/services

**M** – Database with senior company POCs, at least one webinar held

**A** – Assigned to: TBD IR committee members

**R** – Relevant to which goal(s) and how?

I – promotes industry demand on and engagement with IEEE and AESS

II – *may* provide input we may use to improve our website

III – may lead to new partnerships informed through this discussion

IV – provide a vehicle for enhancing industry participation

V – *may* support IEEE industry strategy

VI – informs our approaches to supporting YP development for industry

**T** – Database by 1 April; webinar by 1 October

## Objective 3

**Develop a strategy for improving the relevance of the AESS web site to to industry practitioners**

**S** – Hold an IR committee focused strategy session, invite other interested AESS board members and IEEE corporate lead team, draft results into a concise strategy with proposals suitable for the board and other actions; present to the AESS BoG

**M** – Strategy session meeting, draft strategy document, BoG presentation

**A** – Assigned to: TBD IR committee members

**R** – Relevant to which goal(s) and how?

I – generates plan to improve our web offering for industry

II – focused effort on improving our web site

III – *may* lead to new partnerships and novel approaches

IV – *may* yield an approach to gain industry advertising with our site

V – *may* support IEEE industry strategy

VI – should provide more resources for young professionals

**T** – strategy session by 1 July; draft document by 1 Sep; Fall BoG presentation

## Objective 4

### Codify partnership between AESS/IR committee and IEEE corporate activities lead

**S** – Host Patrick Russoniello, IEEE corporate activities lead, and his team at an IR committee meeting, capture opportunities for AESS and corporate partnership to achieve mutual goals, brief BoG

**M** – IR committee meeting, document of partnership opportunities, BoG presentation

**A** – Assigned to: TBD IR committee members

**R** – Relevant to which goal(s) and how?

I – partnering with IEEE to improve industry engagement

II – *may* impact our approach to our AESS web site

III – solidify an important “in family” partnership

IV – *may* yield new ideas for increasing industry advertising

V – should facilitate AESS IR committee alignment with IEEE industry strategy

VI – *may* yield new ideas for young professionals promotion

**T** – IR committee meeting by 1 July; draft document by 1 Sep; Fall BoG presentation

## Objective 5

### Develop a strategy for growing industry sponsorship

**S** – Hold an IR committee focused strategy session, invite other interested AESS board members and IEEE corporate lead team, draft results into a concise strategy with proposals suitable for the board and other actions; present to the AESS BoG

**M** – Strategy session meeting, draft strategy document, BoG presentation

**A** – Assigned to: TBD IR committee members

**R** – Relevant to which goal(s) and how?

I – generates plan to improve industry sponsorship

II – *may* impact our web site

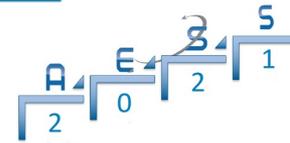
III – *may* lead to new partnerships

IV – should enable us to grow industry advertising

V – *may* support IEEE industry strategy

VI – *may* provide more support for young professionals

**T** – strategy session by 1 July; draft document by 1 Sep; Fall BoG presentation



## Objective 6

### Review the IEEE global industry strategy and provide input to IEEE Industry Advisory Board Ad Hoc Committee

**S** – Distribute the IEEE global industry strategy to IR committee for individual review, collect comments and discuss during an IR committee call, summarize consensus feedback and provide to BoG and IEEE Industry Advisory Board Ad Hoc Committee

**M** – Distribute strategy document, receive comments, IR committee meeting review and comment consolidation, BoG and IEEE IAB Ad Hoc Committee presentation(s)

**A** – Assigned to: TBD IR committee members

**R** – Relevant to which goal(s) and how?

I – aligns AESS, IR committee, and IEEE global industry strategies

II – *may* impact our web site

III – *may* lead to new partnerships

IV – *may* precipitate new or joint approaches to industry advertising

V – be design, contributes to support of IEEE industry strategy

VI – *may* provide more support for young professionals

**T** – Distribute IEEE global industry strategy by 1 Mar; receive comments by 1 Apr; review in IR committee by 1 Jun; consolidate into document by 1 Aug; present to Ad Hoc Committee and BoG nlt Fall BoG meeting

## Objective 7

**Host a young professionals career development forum with one or more industry seniors**

**S** – Identify a small group of industry seniors to participate in a career development forum webinar; advertise the webinar through the QEB and society chapters; host a moderated webinar

**M** – Seniors identified, date established, QEB and society chapter notice, webinar held, lessons learned captured, results briefed to BoG

**A** – Assigned to: TBD IR committee members

**R** – Relevant to which goal(s) and how?

I – provides another vehicle for industry engagement

III – *may* lead to new partnerships

IV – *may* support industry advertising drives

V – *may* support IEEE industry strategy

VI – by design, serves the growth of our AESS young professionals

**T** – small group secured by 1 May; advertisement by 1 Aug; webinar by 1 Oct; lessons captured and briefed at Fall BoG meeting