

Growth Through Engagement and Teamwork

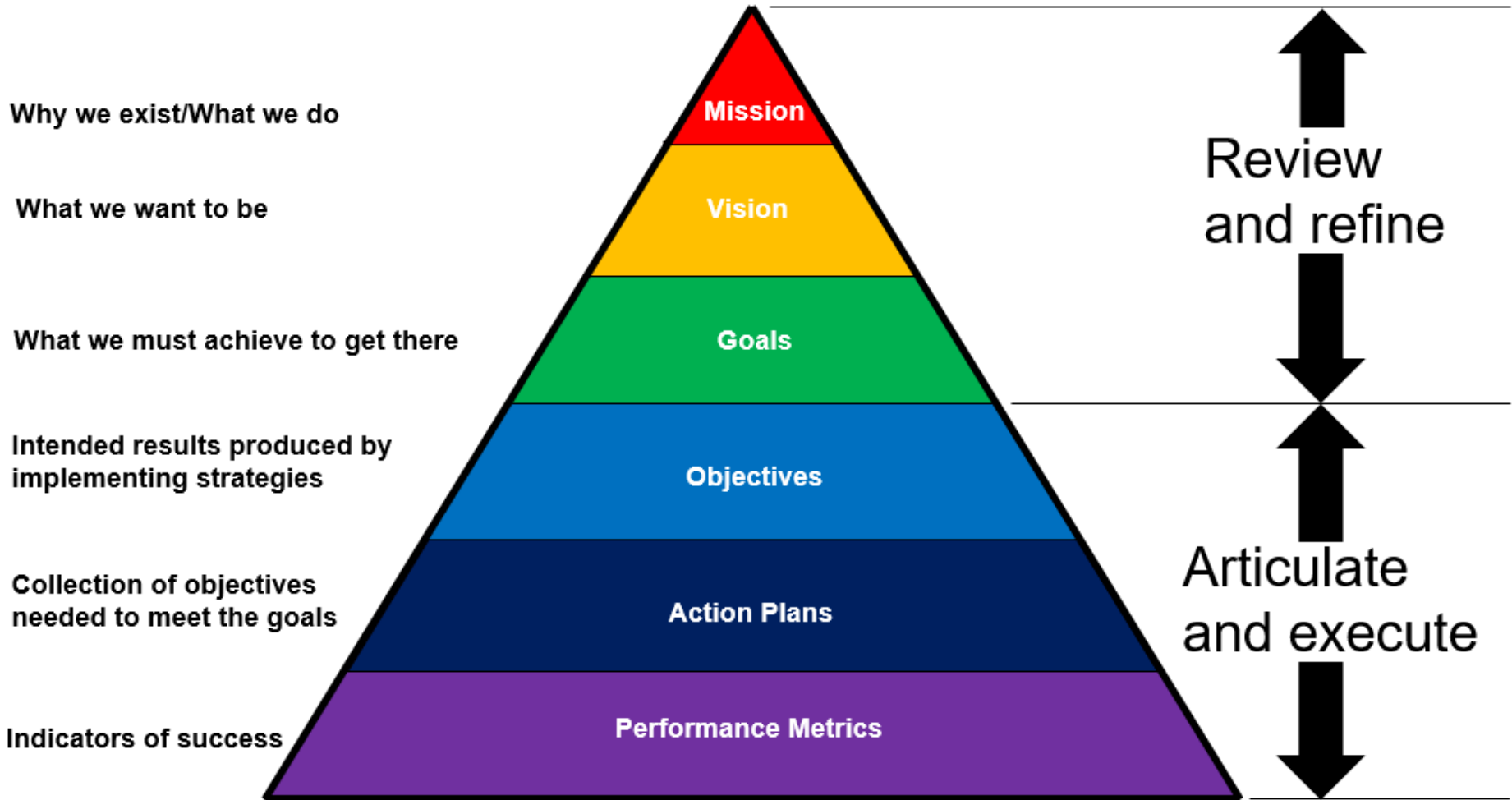
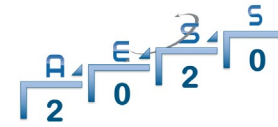
AESS Mission and Vision

Walt Downing, AESS President

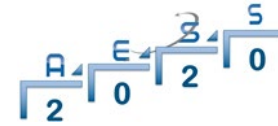
January 17&18, 2020

Courtyard San Antonio Riverwalk

Strategic Plan Top Down Hierarchy

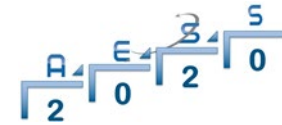


AESS Mission & Vision



AESS Mission

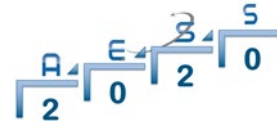
(**Why we exist.** **What we do.**)



The mission of the AESS is to provide a responsive and relevant professional society that attracts, engages, aids, and retains a diverse set of members (age, culture, community – theoretical, managerial and applications) worldwide in the areas of our fields of interest as defined in our constitution. AESS will accomplish this through technical, chapter and society activities in the areas of conferences, publications, education, technical operations, industry relations, and member services.

AESS Vision

(What we want to be.)



The vision of the AESS is to be essential to the worldwide technical community and be recognized for outstanding contributions in the fields of aerospace and electronic systems as demonstrated through the Society's products, service and offerings in the areas of conferences, publications, education, technical operations, industry relations, and member services.

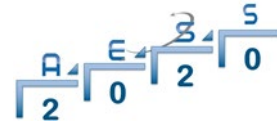
AESS Vision Best Practice Questions

- Does the vision statement represent the preferred future of AESS?
- Does it simply represent a logical extension of today or are out-of-the-box and potentially disruptive changes represented?
- Is it concise and memorable?



“Maybe it’s time to change our vision statement.”

Proposed Vision Statement



The vision of the AESS is to be essential to the worldwide technical community and be recognized for outstanding contributions in the fields of aerospace and electronic systems.

