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

Why we exist/What we do

What we want to be

What we must achieve to get there

Intended results produced by implementing strategies

Collection of objectives needed to meet the goals

Indicators of success

Mission

Vision

Goals

Objectives

Action Plans

Performance Metrics

Review and refine

Articulate and execute
AESS Mission & Vision

THE ELBONIAN VIRUS SCRAMBLED OUR MISSION STATEMENT INTO NONSENSE.

NO, THAT’S OUR ACTUAL MISSION STATEMENT.

WHY DOES IT LOOK SO DIFFERENT?

THE VIRUS FIXED THE GRAMMAR AND PUNCTUATION.
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.