President’s Remarks
Walt Downing
January 28 & 29, 2021
Virtual Officers Meeting

Growth Through Engagement and Teamwork
Strategic Theme
“Growth Through Engagement and Teamwork”

- Growth is necessary for a healthy organization and its members.
- Engagement is a sign of a healthy organization and membership.
- There is strength in numbers. We can accomplish more together as a team.
- As we grow we are likely to diversify, strengthen, and achieve better results.
Strategic Planning 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
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.
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.
Strategic Goals

- **Grow**
  - Continually expand technically; add activities, programs, and initiatives; and enhance products and services.

- **Invest**
  - Expend time and money to provide value to our members and stimulate growth.

- **Value**
  - Ensure that the return on investments are worth the expenditures.

- **Engage**
  - Develop commitment to goals through engagement and building strong-diverse teams.
Goals = “GIVE”
Results = “GET”

Through Engagement and Teamwork
Value Proposition
The more you GIVE, the more you GET.

Through **G**rowth, **E**ngagement, **I**nvest, **V**alue, and **T**eamwork

The Stairway to Success
Growth Through Engagement and Teamwork

Mark E Davis
President-Elect, AESS
January 28 & 29, 2021
Virtual Officers Meeting
Strategy for 2021 and Next 5 Years

- Extend The 2020 Strategy
  - Adapt To The COVID19 Effects On AESS
- Awareness Of IEEE Technical Activities
  - 2021 TA Strategy – Where Complementary To AESS Views
- Cross-Committee Interaction For 2 Areas
  - Review And Renew Strategies For Publications and Conferences
  - Adapt To New Realities Of Bringing AESS Capabilities To Our Members
# What Do Our (IEEE) Customers Want/Need

<table>
<thead>
<tr>
<th>Customers</th>
<th>Publication</th>
<th>Conference</th>
<th>Standards</th>
<th>Education</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researchers</td>
<td>- OA Journals &amp; magazines</td>
<td>- New Norm</td>
<td>- Emerging technologies</td>
<td>- New Norm</td>
<td>- Futuristic views</td>
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<tr>
<td>• Academia</td>
<td>- Analytics (Xplore)</td>
<td>- Revenue charges</td>
<td>- Roadmaps</td>
<td>- Revenue charges</td>
<td>- S/C Predictions roadmap</td>
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<tr>
<td>• Industry</td>
<td>- Dataport Search App</td>
<td>- Exhibits/Displays</td>
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<td>Industry</td>
<td>- Regional Hub Offices</td>
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<tr>
<td>• Engineers</td>
<td>- Newsletters/Letters</td>
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<tr>
<td>• Supervisors</td>
<td>- Roadmaps</td>
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<tr>
<td>• Mgmt/CEO</td>
<td>- C-Level Forums</td>
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<td>Entrepreneurs</td>
<td>- Startup Help</td>
<td>- Connections/Network</td>
<td>- Market compliance</td>
<td>- Workshops</td>
<td>- Networking</td>
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<td></td>
<td>- Connections</td>
<td>- Display of new products</td>
<td>- Optimize operations</td>
<td>- Tutorials</td>
<td>- Job Search</td>
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<td></td>
<td>- Roadmaps</td>
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<td>- Seminars</td>
<td>- New trends</td>
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<tr>
<td>Government</td>
<td>- Roadmaps</td>
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<tr>
<td>• Acquisition</td>
<td>- Future Trends</td>
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<tr>
<td>• Development</td>
<td>- Emerging Technologies</td>
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<tr>
<td>• Policy</td>
<td>- Stds: Interoperability</td>
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<tr>
<td>YP/Students</td>
<td>- Newsletters</td>
<td>- Connections/Network</td>
<td>- Seminars</td>
<td>- Workplace needs</td>
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<tr>
<td>Regional Governments</td>
<td>- Sustainable futures</td>
<td>- YP/Student topics</td>
<td>- Workshops</td>
<td>- Seminars/workshops</td>
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<td>- Smart cities/healthcare</td>
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<tr>
<td>Cross Disciplinary</td>
<td>- Focused newsletters</td>
<td>- Engage other non-profit orgs</td>
<td>- Industry sector stds and guidebooks</td>
<td>- Workshops/seminars</td>
<td>- Future predictions</td>
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<td>- Formal Pubs</td>
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**IEEE Technical Activities Strategy 2020-2025**
How TA Will Deliver on Our Goals

Grow and keep our current publications, conferences, standards, and technology communities at the forefront of quality and usefulness for engineers worldwide while expanding the value proposition for our product lines

- **Publications**: Be the premiere provider of Open Access (OA) content
- **Conferences**: Refresh conferences (900+) with new style events
- **Standards**: Aggressively develop standards for emerging technologies
- **Future Technologies**: Be the thought leader in emerging technologies and shaping futuristic visions
## Break Out Sessions – 90 Minutes

<table>
<thead>
<tr>
<th><strong>Publications</strong></th>
<th><strong>Conferences</strong></th>
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</thead>
<tbody>
<tr>
<td>L. Kaplan – Publications</td>
<td>M. Braasch – Conferences</td>
</tr>
<tr>
<td>M. Cardinale – Finance</td>
<td>L. LoMonte – Education</td>
</tr>
<tr>
<td>F. Colone - Membership</td>
<td>F. Filippini – Mentoring</td>
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<tr>
<td>M. Noble - Industry</td>
<td>B. Rassa - Treasurer</td>
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</tbody>
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### Outcome Of Break Out Sessions
- Define Issues
- Assess Cross-Committee Initiatives
- Short Term Objectives
- Long Term Expectations

**Brief Out Friday 20 Minutes Per Group**