

# **IEEE AES Society Strategic Planning 2009**

**September, 2009**

**Rome, Italy**

# Strategic Planning Goal

- **Make AES more responsive, relevant and exciting to attract, engage and retain members from the theoretical, managerial and applications communities around the world**
- **Accomplish this via our publications, conferences, and technical activities, to include Chapter activities as well as Society activities.**

# Key Elements

- **Transactions:** Assure that they are relevant, timely, and technically advanced
- **Magazine:** Make Attractive, desirable, cover timely topics that are relevant
- **Printed Tutorials:** Make sure they are useful, informative, and up-to-date technically

## Key Elements - 2

- **Educational Opportunities: Provide continuing education opportunities such as online tutorials, live tutorials at our Conferences, and Distinguished Lectures.**
- **Assure that the DLs are engaging, considered expert in their field, that their material is accurate and up-to-date, and that the lecturers are respected and known in their field**

# Key Elements -3

- **Technical Panels: Assure that they are Relevant, active, dealing in current issues, and providing comprehensive coverage of the Field of Interest of AES.**
  - **Seek new topics for panels, seek new potential Chairs for panels**
  - **Initiate Standards within our FoI using technical panels**

# Key Elements - 4

- **Membership Development: Assure that we have a good outreach program, with an effective member acquisition and retention strategy**
  - 50% of annual member losses are typically from ranks of 1st year members
  - Implement an effective student transition strategy
  - Learn what students want & need from IEEE and AES
  - Engage Chapters to provide more local content and interest opportunities for members
  - Help foster new chapters
  - Use Chapters as source for BoG members

# Key Elements 5

- **Conferences:**
  - provide relevant and well-run conferences;
  - assure that we follow the IEEE rules, especially those on conflict of interest,
  - assure that all conferences are well-managed and not wasteful and are generating surplus to help AES operate
  - Initiate new conferences where such would help “round out” our FoI and provide additional opportunities for member participation
  - Develop IEEE and AES members from conference attendees

# Key Elements 6

- **Seek out Cooperative activities and engage in those such as conferences, journals and technical panels, with outside entities that help further AES interests**



# Key Elements 7

- **Awards:** assure that our awards are properly administered and publicized, and nominations are actively solicited from the proper communities, through Chapters, the Magazine, and Conferences.

# Key Elements 7

- Remember that Strategic Planning is a Roadmap to success!
- We must all follow the Map, the Path, and help propel the apparatus
- We must periodically check our progress to make sure we are on the right path and on time
- We must continuously review and update the Plan to assure that it is still relevant and viable
- If we prepare and follow a good Plan, the success and assured longevity and relevance of AES will surely follow!

**And above all, remember that you  
can't create a new Beginning, but  
we can sure create a new Ending!**

***And in the words of Walt Disney,  
as long as there is Imagination,  
we will never be done!***