

# **IEEE AES Society**

## **Strategic Planning and Execution**

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# 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 (1 of 7)

- **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 of 7)

- **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 of 7)

- **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 the Fol using technical panels

# Key Elements – (4 of 7)

- **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 of 7)

- **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 of 7)**

- **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 of 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.

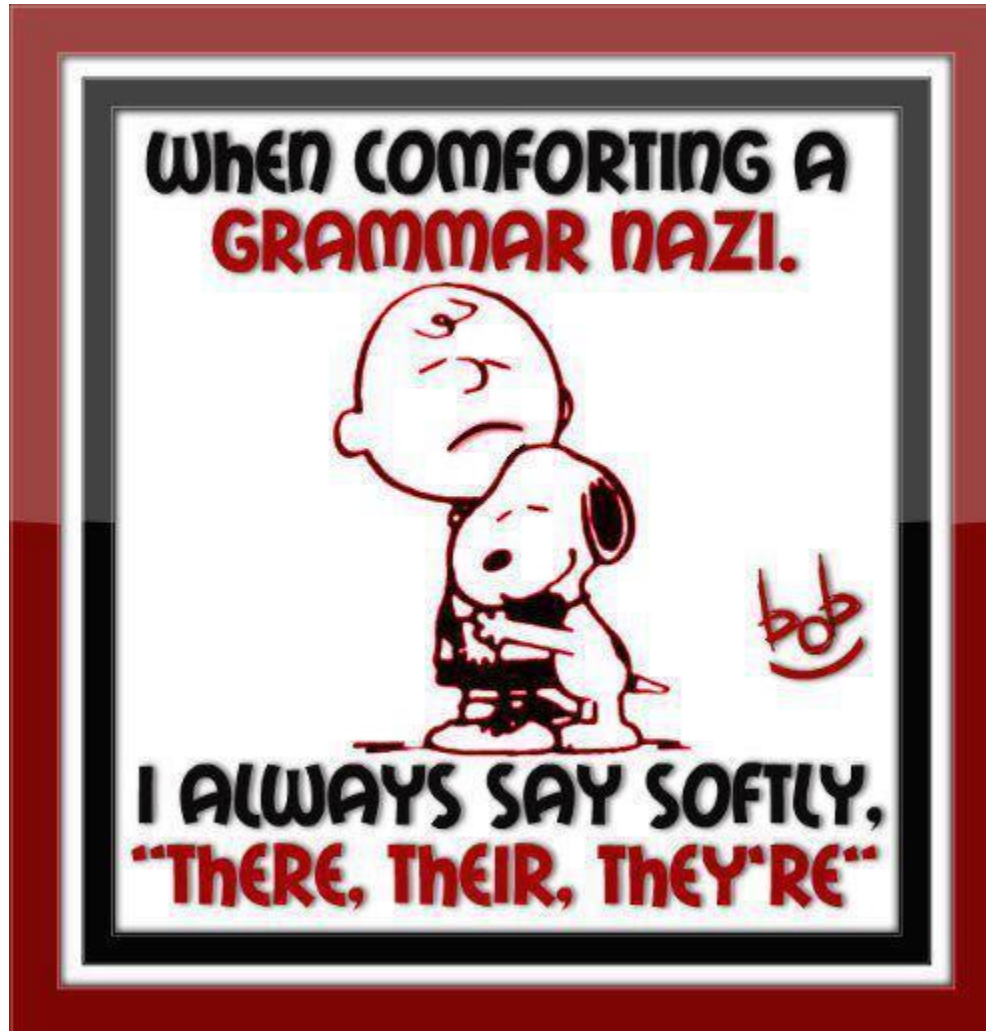
# Path Forward

- 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!***

# Strategic Plan Written...



# Implementation: Conferences

- **Objective:** The AES Strategic Plan for Conferences should focus on **refining and promoting best practices** in planning, management, publications and financing Conferences that directly or indirectly benefit the AES Society Membership.
- **Critical Areas:** Conferences are one of the primary means for AES and IEEE to carry out technical and education initiatives for the membership, as well as an important source of revenue to help carry out the Society mission.
- **Essential Factors:**
  - Strengthen Conference Practices
  - Financial Sponsorship MOUs
  - Technical Co-sponsorship MOUs

# Three-Year Goals (2012-2014):

- Increase the number of AES Financial Sponsored Conferences by 3 by converting current Technical Co-sponsorship Conferences or starting new Conferences that support the long term AESS Strategic Objectives.
- Selectively examine and rewrite the “Perpetual” MOUs to bring up to IEEE policy standards – examine each and suggest rewrites on those that do not conform with IEEE Best Practices.
- Increase the Conference Surplus returned to AES by 10 percent a year.

# Implementation: Education

- The goals presented here are motivated by concern about the **Society's lack of growth** as well as a sense that **student interest is waning** in the engineering fields that traditionally feed AESS, principally electrical engineering and aerospace engineering.
  - Grow the Distinguished Lecturer Program
  - Continue to develop the Video tutorial program
  - develop a compendium that provides useful links to existing open source education information
  - Work with the AESS GOLD members to develop programs that are aimed at our younger members
  - Develop a systematic plan of penetration in High Schools

# Education: Three-Year Goals

- Continue to develop the Video tutorial program;(ii) In addition to our tutorial program,
- develop a compendium that provides useful links to existing open source education information;
- Work with the AESS GOLD members to develop programs that are aimed at our younger members.



# Finance: Three Year Goals

The AESS's INCOME comes from Conferences, Publications, Membership Dues, and Interest. Interest Income is that part of income earned by the investment of the IEEE-held Reserves for this Society. Publication income is made up of several items as shown below except the Magazine income is essentially the membership dues which the members pay to belong to the society and get the magazine free. Conference income is the biggest item and the society depends largely on the success of the conferences for this income.

A conservative look at the future of AESS is a **growth of FIVE PERCENT**. With aggressive activities from the Membership committee, with Chapter initiatives, and the Conferences growth, this is very possible and conservative

# Industry Relations

- Current status and issues
- AESS has an unusually **high proportion of members from Industry**, so it makes sense for us to treat their interests as a high priority.
- The Industry Survey has given us a great deal of information from several perspectives – a snapshot of what we are doing currently and what members think of it.
- From the point of view of Industry, it is suggested that the things of greatest interest are recruitment, training and career development of the workforce, and perhaps promotion of their products and/or services. From the point of view of AESS, our interest is in increasing our membership and hence improving and expanding our services.
- AESS should attempt to provide ‘a **professional home**’ for engineers from Industry.

# Three Year Goals

- We will establish **strategic partnerships with two large companies** (Raytheon (US-based) and Finmeccanica (Europe-based)). This will entail identifying issues and services of interest to each (likely to be based on the list above). Ideas to be considered might include (i) group membership deals, (ii) specific training/education packages, (iii) agreed sponsorship by industry of conferences, (iv) AES/industry awards. The partnerships should be in place by the end of the first half of 2012.
- We will introduce a **specific Industry feature in the AES Magazine**. The detail of this needs discussion and refinement, but it might take the form of a piece in each issue about a particular company, describing their business and their relationship with AES.

# Membership

## Status and Issues

- **AESS has been losing members; however we have, though multiple efforts reduced the losses over the last several years.**
  - Membership now 4,800 (Nov 2012) down 2.6% from 2011
- **Efforts have been placed at Recruiting, Recovery, and Retention of AESS members by the BOD and by our Staff. This effort included staffing booth and providing material at multiple conferences.**
- **Overall IEEE has gained members, however they have continued to lose members from Region 1 through 6 (USA), which is having an impact on both IEEE and AESS.**
- **Key Elements of our Future Plans for AESS Membership – Tiered Membership**
  - Tier 1 AESS Membership - Develop a “Free” or “no-cost” fully “electronic” AESS Membership
  - Tier 2 AESS Membership – This would be our “normal” membership for AESS full dues paying members

# Three Year Goals

- **Currently sending a letter (email) to all New AESS Members from the President.**
  - **Future – offer these members access to a “New AESS Member Webinar” that would be geared to providing the new members with what AESS Membership has to offer**
- **Currently sending a letter (email) to all Arrears AESS Members after the February “terminator” runs, encouraging them to renew their membership.**
  - **Future – Send emails to these Arrears AESS Members in January and encourage and remind them to renew.**
- **Currently sending a letter (email) to all new Senior AESS Members.**
  - **Future – Continue sending these emails, and list all new Senior Members on our website**

# Three Year Goals - 2

- **Currently promoting AESS Membership at AESS Sponsored and co-sponsored conferences**
  - **Future – Continue with these conference promotions and consider having the AESS Membership brochures in the language of the hosting country**
- **Currently have an AESS Membership Brochure (developed within the last few years)**
  - **Future – Update the current AESS Membership Brochure and consider adding additional information about the various offering available from AESS.**
- **Currently we have a very good relationship with our Chapters, including our Chapter Summit held at Section's Congress each year.**
  - **Future – Utilize the relationship we have with our Chapters to work closer with them for AESS Membership development**

# Chapters

Key elements of Chapter development and sustainment are:

- Promote formation of **AES-Joint Society Chapters** to serve members where no chapter exists, for example Los Angeles, CA has over 200 AES members but no chapter.
- Hold a Chapter Summit every three years near the Sections Congress meeting to get officer feedback upon the technical direction of the society and improvements in chapter operations.
- Set up a "**forum web page**" to increase chapter communications on what's working and what is not.
- Promote and **support AES Board member visits to chapter meetings** in their region.
- Promote **AES chapters to participate in organizing conferences** by providing conference planning resources to chapter officers.

# Publications: Transactions

- ❑ **Delay from acceptance to appearance is too long.** Should be 6-9 months
- ❑ While the AES Transactions has an excellent “half-life” it is less able to respond to the needs of authors seeking publication of time-sensitive results.
- ❑ While the Transactions produce ample revenue via IEEE Xplore, ways must continually be found to **control costs and to increase revenue.**
- ❑ **Quality must be continuously improved.** Impact factor counts citations in 2 years after publication.
- ❑ Editorial turnover and quality issues. Lenient and/or slow Associate Editors are easily identified using EJ Press reporting tools, and EIC reports to Board of Governors show these.
- ❑ The Leadership positions in Publications are too temporary and unclear. The EIC deals with content issues while the AESS Vice President for Publications is in charge of financial matters and vision. **Financial and editorial chain of command** need to be clarified.
- ❑ Require creative **response to changing technical areas.** Core areas are: Radar, Tracking & Fusion, Guidance & Control, and Navigation. Introduce new areas as they are identified.
- ❑ Author malfeasance: Parallel submissions to multiple journals simultaneously; serial submissions of previously rejected material; plagiarism; inappropriate submissions: co-authors unaware, or scurrilous contents.



# Publications: Magazine

- Improve quality of papers and magazine content.
- Improve presentation and graphics (makeover for magazine).
- Avoid a single point solution for running the magazine and getting it out in a timely fashion.
- Lack of motivated and active reviewers.
- Authors do not like their papers being edited without permission (even though IEEE allows it).
- Future format of magazine (electronic, paper, bi-monthly?)

# Publications:

- ***Tutorials***
- Lack of submitted articles.
- Uncertainty in the publication date of tutorials due to the need to acquire a critical mass of articles.
- ***QEB***
- Lack of submitted articles.
- Need an official editor.

# Technical Operations

- Gyro and Accelerometer Panel
- Target Tracking Systems Panel
- Aerospace & Guidance Systems Panel
- Aerospace Workforce Panel
- Systems Engineering Panel
- Radar Systems Panel
- Space Systems Panel
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# Technical Operations Goals

- **Promote collaboration** among Technical Panels and local IEEE chapters
- Develop a **formal peer review process** of each TP to ensure activities are:
  - Performed, and they are aligned with the TP's established purpose and objectives
  - Aligned with the TP's strategic goals
  - Support the AES strategic functional organizational objectives
- Develop guidance in the specific areas of the TP expertise in the form of best practices, methods and tools
- Promote **synergy and collaboration** among the education activities to develop continuing professional development modules for each of the TP area of expertise.

# Governance

- Our governing documents have been updated and approved by IEEE.
- Term limits for officers now in place.
- No issues have arisen that would require any further updates at this time

# Questions??

