# Industry Relations

Current status and issues

- **AESS has an unusually high proportion of members from Industry (Dec 2011: 5067 total members, 3079 in industry (60.7%);Jan 2014: 4829 total members, 2963 in industry (61.3%)), so it makes sense for us to treat their interests as a high priority.**

- **AESS will provide a 'professional web home' for engineers from Industry where AESS members post best practices, success stories, technical breakthroughs etc. 'News letter' is forwarded on a monthly basis to the HR Top managers, HR Regional managers & CTO of the supporting Industry members. → Indirect marketing for recruitment purposes, serves double purpose by motivating AESS member to post on website.**

- **Conception and implementation of the "AESS Industry Relations Website" (AIRW)**

- **AIRW will provide a virtual space for: technical idea/opinion exchange, news announcements, recruitment, training, career development of the workforce, promotion of their products and/or services. Hopefully, AIRW will help to increase our membership and hence improve and expand our services.**

- ✓**Site implemented and installed locally on a PC server of VP IR (php-mysql technology)**
- ✓**Resposnive template (PC-Tablet-Smartphones)**
- ✓**BLOG**
- ✓**FAQ – Contacts**
- ✓**Online User Manual (ongoing activity)**
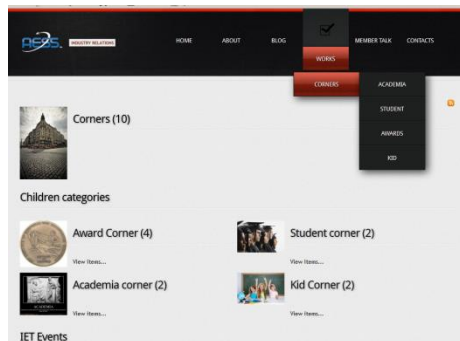
AIRW Main Features

- ✓**AESS member Talk (forum)**
- ✓**Job-Collaborations function**
- ✓**ACL: Access Control list system (Users Access Level control)**
- ✓**Industries dedicated sections**
- ✓**Informative sections (e.g. patents, awards, news, etc. - unlimited number)**

Aerospace and Electronic Systems Society
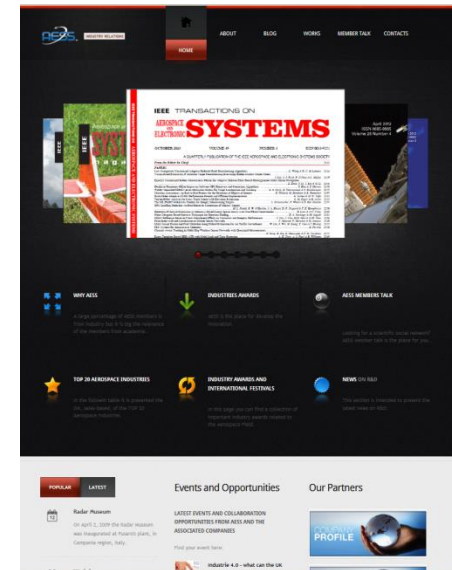
Three Year Goals

- Complete the AIRW prototype and install it on the AESS hosting.

- Establish an internal procedure to periodically update the AIRW content.

- Establish strategic partnerships with relevant industry and industrial organizations US-based and Europe-based. This will entail identifying issues and services of interest to each.

- Ideas to be considered might include: (i) group membership deals (payment through AIRW), (ii) specific training/education packages (download through AIRW), (iii) agreed sponsorship by industry of conferences, (iv) AES/industry awards. The partnerships should be in place by the end of 2014.

- Industry funded CSR (Corporate Social Responsibility) projects : Industry to allocate projects, per company, per year, that are funded by the company to AESS members who will bring technical resources to help improve the lives of in-need citizens of developing nations. The concept is that the challenge of a country, could be solved using the know-how and expertise of voluntary AESS members which will be supported by the industry.

- Tradeshows and Events: Industry to allocate a designated space and presence for one AESS member/representative during tradeshows sponsored by supporting companies. For AESS it's an opportunity to get access to a market of potential members and for the industry it is recognition of being associated with the AESS professional organization.

- Introduce a specific Industry feature in the AES Systems 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 AESS. Official announcement and solicitations through AIRW.

IEEE