

IEEE AES Society Strategic Planning and Executive Committee Status

**Orlando, FL
Grand Cypress Hotel**

January 30, 2015

Agenda

Time EST	Speaker	Topic
8:00-8:30 AM	Robert (Bob) Lyons	Welcome
8:30-9:00 AM	Teresa Pace	Executive Committee Strategy
9:00-9:30 AM	Giuseppe (Joe) Fabrizio	Education
9:30-10:00 AM	Iram Weinstein	Conferences
10:00-10:15 AM	All	Break
10:15-10:45 AM	George Schmidt	Member Services
10:45-11:15 AM	William (Dale) Blair	Publications
11:15-11:45 AM	Walter Downing	Technical Operations
11:45– 12:00 PM	All	Photo
12:00– 1:00 PM	All	Lunch
1:00-1:30 PM	Alfonso Farina	Industry Relations
1:30 – 2:00PM	Ron Ogan	Finance
2:00-2:30 PM	Robert (Bob) Rassa	Treasurer
2:30-3:30 PM	All	Cross Committee Issues
3:30-4:00 PM	Sabrina Greco	Secretary
4:00-4:30 PM	All	Feedback regarding written strategic plan
4:30-5:00 PM	Judy Scharmann	Actions/Wrap Up

Template Instructions

- With the exception of B. Lyons, T. Pace, and M. Greco, officers please use the following 5 page template
 - Bob, please insert charts or speak as you see fit
 - Teresa will provide meeting goals and Executive Committee overview and new initiatives
 - Sabrina, please provide notable information and/or status on info not covered in other agenda items but of interest to officers
- The first 2 pages should just be reviews/summaries of statements/objectives identified and refined in Jan/Oct 2014 strategy meetings
 - The strategic plan and its goals should not change over the next three years
- The significant content for this meeting is in identifying
 - Current and new initiatives
 - Quantitative Metrics
 - Financial and/or other impacts of initiatives/policies as well as necessary motions
- Do not include more than 5 pages
 - If you feel you must provide more than 4, include information as backup charts and Judy will incorporate accordingly
- E-mail charts to Judy and Teresa NLT 26th

Industry Relations Strategic Plan

- **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 industries and industrial organizations US-based and Europe-based.
- **Industry funded CSR** (Corporate Social Responsibility) projects.
- **Tradeshows and Events**
- **Specific Industry feature in the AES Systems Magazine**

Industry Relations Strategic Objectives

- What is our current status?
 - Strengths
 - Made available, for free, the AESS Industry Relations Website (AIRW). All AIRW main features have been implemented and set up.
 - Weaknesses
 - AIRW is not online: roles, responsibilities and a proper budget has to be defined for it.
- What are our long term strategic objectives?
 - (1) Continue to improve AIRW to
 - a) complete and put online the site
 - b) be more attractive for scientist that find AESS in their internet browsing attracting them to become members using an online subscription
 - (2) Participate to **Tradeshows and Events** for getting a higher visibility of AESS
 - (3) Convince Industries to allocate funded projects* to AESS.

*Members will bring technical resources to help improve the lives of in-need citizens of developing nations

Industry Relations Initiatives

(Template 3 – Current and New, What was done over the last year?)

(1) To improve member services and benefits

- Improved communication to potential members through:
 - A newsletter service in AIRW,
 - AIRW Blog system,
 - AIRW Advertised AES conferences, tradeshow and events,
- Provided the following benefits to new member:
 - “AESS member Talk” (forum),
 - Industry dedicated sections, Informative sections (e.g. patents, awards, news, etc. - unlimited number),
- Continues to provide the following benefits to existing members:
 - Simplified group membership deals (through payment service by AIRW),
 - Download area for specific training/education packages (through AIRW),
 - AESS/industry awards area in AIRW.

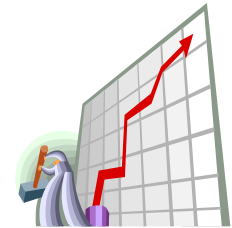
(2) To increase Membership

AIRW has been conceived as a open portal able (through its ACL system) to provide free (public availability) and protected (only for members) scientific material. The online subscription will be encouraged to get access to the protected materials (online courses, articles, more...)

Industry Relations Metrics/Scorecard

(Template 4 – Identify how initiatives affected membership “quantitatively”?)

- (1) The initiatives taken cannot affect the Membership at the moment.
- (2) We don't own members data in order to apply metrics.
- (3) A proper effectiveness will be available and measured when the AIRW will be online.



Industry Relations Financial Assessment

(Template 5 – Identify how initiatives affected membership “financially” and recommend what future investments should be made and why?)

- (1) The AIRW was provided for free and all the main functionalities are already made available by the software.
- (2) The collaboration by senior members and mainly by the BOG members is desirable/required. A proper budget should be approved for site maintenance. An economic proposal from the AIRW designer can be obtained.
 - Estimated cost to be evaluated by requiring offers from private companies offering the service.
 - Estimated return to be an increase in members in Regions Internet connected.
 - It might requires a motion from the Board.
- (3) Assess the availability for a specific Industry feature in the AES Systems Magazine.
 - It might requires a motion from the Board
- (4) Strategic partnerships
 - It might requires a motion from the Board.