

**AESS Strategic Planning Meeting**  
**January 26, 2013**  
**JW Marriott, Washington, DC**

Attendees: Hugh Griffiths, Frank Reyes, Larry Chasteen, Ron Ogan, Peter Willett, Teresa Pace, Bob Rassa, Rob Ewing, Mark Davis, Roger Oliva, Iram Weinstein, Lance Kaplan, Judy Scharmann

Call to Order at 8:20 am.

**MOTION:** Larry Chasteen moved to adopt the agenda. Ron Ogan 2<sup>nd</sup>. Motion passed.

Hugh began the meeting by discussing the distinct purposes of this meeting. This meeting is strategy, looking forward. We will review our strategic plan: where we are, where we are going, and how we are going to get there. We plan on modifying our 2011 Strategic Plan.

**Overview of the Strategic Plan – Bob Rassa (see presentation)**

Bob began by reviewing the Strategic Planning Goals and the 7 Key Elements of our current plan.

We need to make sure our Strategic Plan is practical, feasible, and SMART. (Specific, Measureable, Appropriate, Relevant, Timed)

Bob reviewed the implementation of each core section, discussing some of the goals that are not practical or feasible.

Rob Ewing has a connection with General Electric. (GE recently opened up a plant focused on power devices in Dayton.) Rob invited them to IEEE, he has invited the President to speak, and he is getting good feedback. He will talk to them and see if they would be interested in a partnership with AESS.

**ACTION ITEM:** Rob Ewing – Talk with contacts at General Electric to see if they would be interested in a partnership with AESS. OAI-0075

There was discussion regarding the highly qualified defense person that was rejected as an IEEE Fellow. It created a very negative feeling. He will be re-submitted as a Systems Council Fellow applicant.

**AESS 2013 – Hugh Griffiths**

Hugh presented the 2013 Org Chart. There was discussion on Awards, and the lack of nominees. We do not need to have an awardee every year. The chairs of these awards should also solicit nominees.

**Review of the AESS Strategic Plan**

**Education – Hugh Griffiths for Joe Fabrizio (see presentation)**

The Core Activities of the Education Committee are: Distinguished Lecturers, Online Tutorials, and Education Initiatives aimed at younger members. Iram reviewed the DL P. We now have 16 DLs to represent AESS, for a term of 2 years, 2013-2015. We should review this list every year. Hugh will notify those that terms have expired. Judy needs material from new DLs for the website.

There was discussion about DLs giving lectures, even if it doesn't cost AESS any money, we need a report. Joe is working on standardizing this procedure.

Peter wants to see a report from the DLs for the QEB and the Magazine. The QEB is most appropriate. The Magazine could really advertise the program.

**Online Tutorials**

A new idea was discussed: A preview of each video is made available to anyone, but to view the entire video, you must be a member of AESS.

**ACTION ITEM:** Judy Scharmann – Investigate having the tutorials preview available to anyone and then a log in required for the rest of the video. Re-vamp the log in procedure. Also fix Judy Scharmann's name to contact for login problems. OAI-0076

**New Initiatives – aimed at younger members**

The main goal is to develop programs aimed at providing attractive benefits for younger AESS members. We need to do a better job at retention of student members.

We discussed the possibility of a Mentoring Program. This should possibly be done at the Chapter level. However, typically members of a chapter are not active. Only around 10% are active.

The penetration in high schools really should be done at the local level.

[ACTION ITEM: Bob Rassa/Judy Scharmann – Fold information from the presentations into the Strategic Plan and then send out for review. OAI-0077](#)

### **Industry Relations – Hugh Griffiths for Alfonso Farina**

A large percentage of AESS members are from industry. Therefore, employment is important to our membership. There was discussion about how can we help. We have a “Job Opportunities” page. A primary point of the Strategic Plan for Industry Relations should be to contact top Aerospace companies and put their HR link on our website. We could help our members and also develop a relationship with these companies. Bob will include this in our Strategic Plan.

Professional Development – The goal is to figure out what AESS can do to help with professional development and training of employees. It was suggested that we develop something like a “kid’s page” and tie in with the Aerospace Conference Junior Engineering Program.

Technical Challenges – We need to understand the technical challenges and position ourselves in advance. We are an industry focused society. Our Transactions are industry focused.

AESS vision with regards to Industry: Develop some strategic relationships with a number of large companies, who would encourage their employees to join AESS, and in turn, we would provide something to them.

We need to convey to industry that our conferences are valuable. We need to communicate the benefits of attending the conference. Encourage management to give attendance to a conference as a perk. We need the high level managers in industry to encourage membership in AESS from top town. And perhaps even pay a portion of the membership fee.

Ray Johnson at Lockheed (he is a new IEEE Fellow) is someone AESS should be contacting. Then we need to find that type of person at other companies.

Mark knows chief technical officer at Raytheon. The CTO is the person to deal with. They will set this policy to get people to join these societies.

Strategic Plan Goal: List the top 20 Aerospace Companies and find out who on the BoG has an “in” with them, get a letter from Hugh Griffiths sent to them.

[ACTION ITEM: Judy Scharmann – Put Hugh’s phrase, within the 3 circles, on the home page. And also circulate it via other avenues, i.e., QEB, welcome letters. OAI-0078](#)

We need to develop the Industry Relations web page and have it listed on our main navigation bar. There are a lot of good ideas here. Bob will ask Reza to put these in bullet form for inclusion in the Strategic Plan.

### **Technical Operations – Roger Oliva (see presentation)**

Roger presented the 10 Panels.

We need to ask each panel: Is there a need for a new Standard in your areas of expertise?

What is the relationship between the panels and conferences? We need to develop this collaboration. Iram wants to work with Roger on this goal.

Gyro and Accelerometer Panel should be involved in PLANS and ICNS.

Where we are under-represented in DLs, we could reach out to the panels for new DLs.

We sometimes need to have panels work together, for instance, Radar and Space Panels.

Radar Panel is very active. Space Panel is active.

Target Tracking Systems – what is this panel about? Roger having trouble getting in touch with Hody.

Aerospace Guidance and Control – no contact.

Aerospace Workforce

Russ Lefevre wants to contribute but not lead this. Don Gelosh may be interested in leading this. Bob Rassa will ask him.

**ACTION ITEM: Bob Rassa – Ask Don Gelosh if he is interested in chairing the Aerospace Workforce Panel. OAI-0079**

Cyber Security – wants to re-engage and develop this panel more.

Unmanned Aerospace Vehicles (UAV) – not doing much. We could ask Jim Leonard to get involved. This is a DASC issue.

Let's offer collaboration with Unmanned Systems Society.

Avionics Systems – new panel with good ideas. Can involve in DASC, ICNS, PLANS.

There is an opportunity to set up collaboration between AESS and Oceanic Society. Hugh is good friends with the new Oceanic Society President. Hugh will talk with him at the TAB meeting in February.

What is the criteria to create a new panel?

What do we want to do for our panels? Promote their goals and objectives and help them reach their goals.

Are there any panels missing? Change Systems Integration to Systems Engineering Panel and you might have some traction. Roger can contact Paul Gartz to see if he can revitalize this.

At the Spring meeting, Roger will report status of these ideas.

#### **Finance – Mark Davis (see presentation)**

Mark reviewed the objective of the strategic plan, the short term actions, and the three-year goals.

There was a discussion about IEEE initiatives. We have to be careful when defining “initiatives”. Mark is talking about things that IEEE puts forth and accesses the societies for.

Mark reviewed the budget process.

There are two sources of income other than our internally generated funds: the 50% rule and the 3% rule.

Mark could never get the Conference net line to total what he thinks should be there, probably due to the pubs income from IEEE Xplore.

How do we deal with post conference pubs income? The AIAA has an argument with this. They feel that some of the income should go to them. We need to tell them that we cannot pinpoint the amount of revenue from the AIAA portion.

Mark reviewed some of the issues in predicting the AESS Budget.

There was discussion on Open Access and on charging for Technically Co-Sponsored Conferences. Hugh will speak strongly against these at the TAB meeting in February.

Luis made requests for funding in South America.

We need to decide where to have the Fall Board meeting.

#### **Membership – Larry Chasteen (see presentation)**

Larry gave a brief membership status.

Need to begin planning the Chapter Summit for August 2014. It is in Amsterdam, so we could really engage the European community.

[ACTION ITEM: Erik Blasch /Judy Scharmamm– Begin to make plans for the Chapter Summit. OAI-0080](#)

We need to form Chapters where no chapters exist.

[ACTION ITEM: Judy Scharmamm – Update Chapters via information from Erik Blasch. OAI-0081](#)

[ACTION ITEM: Judy Scharmamm - Check with MGA Cecelia Jankowski to see if we can assign our members that are not in a chapter. OAI-0082](#)

Other Plans:

Why is there not a reduced conference rate for AESS members?

You do not have to be an AESS member to be on a TP. The Chairs should be an AESS member.

### **Publications – Peter Willett (see presentation)**

Peter reviewed some of the goals from the Executive Summary.

- Eliminate the Transactions backlog to a manageable size.
- Improve the content and presentation of the Magazine.  
(There was discussion about the weight of the paper.) Rita will check on this.
- Determine areas of interests and potential authors for new Tutorials.

QEB Report (see presentation) – The QEB process was reviewed.

Tutorials Report (see presentation) – Peter gave a status of the Tutorials, what is submitted and what is expected.

Magazine Report (see presentation)

Should we charge for advertising conferences? Not financial, but maybe for technically co-sponsored?

This will be discussed at the BoG meeting.

There was discussion regarding advertising in the magazine. Would this be revenue negative? It might cost more than we get. But, it was also thought that having an ad in our magazine that our readers would be interested in would be good.

Transactions Report (see presentation)

Peter reviewed several concerns:

Page Charges – New page charge policy is that each page beyond 10 for a regular publication and beyond 6 for a correspondence item is \$200 per page.

Business Editor – It turns out that IEEE is submitting the bills for us. Jose was chasing and accounting for this. So while we do need a business editor, the duties will be lighter than suspected.

Subscriptions

When renewing, the web page interface makes it difficult for authors to pay the extra to subscribe to the Transactions. Bob Rassa will try to get something done with IEEE.

[ACTION ITEM: Bob Rassa – Contact IEEE about the difficulties to add Transactions to the membership when renewing. OAI-0083](#)

Budget Variances – Peter reviewed several budget variances that are affecting our bottom line.

Open Access – Peter discussed Open Access.

### **Conferences – Iram Weinstein (see presentation)**

Iram discussed Erik Blasch as possible General Chair of DASC.

Denise Poncheck is contact for DASC.

ICX is the name of the new IEEE Conference Management Services.

FUSION typically is financially co-sponsored by AESS when in the US. That will not be until 2015. ISIF owns this conference, not IEEE.

Waveform Diversity needs to be re-thought.

There was discussion that we need to look at all our conferences. If we are not willing to put up the people power, then we need to get out. Our TPs need to get involved in conferences.

Iram discussed increasing surplus by 10%. He would like to look at conference fees.

There was discussion regarding technical co-sponsorships.

Meeting adjourned at 4:51 pm.