

AESS 2014 Strategic Planning Meeting
31 January 2014
Telecon

Attendees: Bob Lyons, Teresa Pace, Hugh Griffiths, George Schmidt, Iram Weinstein, Bob Rassa, Alfonso Farina, Peter Willett, Maria Sabrina Greco, Ron Ogan

The meeting was called to order at 8:05 am.

8:00-8:20 AM Teresa Pace Overall Goals

Teresa reviewed the ongoing strategic plan. Discussion for this meeting should be centered around what we want to do over the next 3 years and how to measure what we accomplish along the way. We should have quantitative values of how well we are doing compared to how we said we were going to do. We can modify and course-correct as we go.

The Path Forward - Modify the AESS Strategic Plan (Word Doc) using track changes, with each officer editing own section.

ACTION ITEM: All Officers - Edit your Strategic Plan section and send to Teresa Pace, cc Bob Rassa, Judy Scharmann by March 1. If anyone needs a copy of the document, reach out to Teresa and she will provide it.

Bob Lyons thanked Teresa. We are in a critical financial position. Being on the watch list is not pleasant. We need a Strategic Plan that works within reality. He put all faith in Teresa, and encouraged all to follow her lead.

8:20-8:40 AM Bob Rassa History/Lessons Learned

Bob has history with AESS and with Strategic Plan. In order to prevent making the same mistakes, we need to look at the past. We initiated the Strategic Plan in 2008. Strategic Planning is more important now than ever before, now that we are in financial difficulties. The officers managed their budgets well, except conferences which missed the mark by \$550,000, due to many factors (government sequestration, lack of travel funds, etc.) Every penny counts now. We need to plan for the future very carefully, and then we need to follow our plan. The actions need to be realistic and be able to be carried out.

8:40-9:00 AM Iram Weinstein Conferences

Iram is feeling on the hot seat because conferences have under-performed. Iram reviewed the strategic goals. We need to increase presence of active AESS members on Conference Committees. We can increase the number of financially-sponsored conferences. We need to look into aligning conferences with one of our TPs.

We need dedicated individuals for each of our conferences.

It is not feasible to increase conference surplus returned to AES by 10 percent per year. Instead, we need to make sure that the conferences that we do sponsor return a good surplus.

We need to review the practices of our technical co-sponsored conferences. There was discussion of the upcoming motion to TAB to charge a fee for technically co-sponsored conferences. We need to wait to take action until after the vote.

AESS does not do any training for conference organizers. Most conferences could make a surplus if they pay attention to AV and F&B. We can host quarterly telecons with all conference chairs and share with them how to better manage their conference.

ACTION ITEM: Iram Weinstein/Bob Rassa - Add regular telecons by Iram and a few key people in AESS to train our conference organizers. Document some of the best practices for the future. (Maybe do this more than once during the life of a conference.)

Iram will contact Bob and pursue this.

This is Iram's last year as VP Conferences, so we need a succession plan.

ACTION ITEM: Iram Weinstein - Send to officers the formula for calculating how much money AESS gets from Xplore downloads.

9:00-9:20 AM Giuseppe Fabrizio Education

Joe was unable to attend the meeting, so Teresa reviewed Joe's slides.

Teresa would like to see an annual DL activity report, including pictures, in the magazine.

Discussed open access for online tutorials. Are the online tutorials advertised in magazine? No, but it needs to be done.

ACTION ITEM: Teresa Pace - Coordinate with Joe for advertising Online Tutorials in magazine.

See if this boosts access requests. If not, consider open access.

There was discussion about getting conference tutorials recorded and put on our site. Many authors will not sign a release to be recorded. What about taping a 5 min. intro and then use it as advertising for the conference. Instead of selling the tutorial, sell it for the conference.

ACTION: Iram Weinstein - Follow up with Joe on the idea of taping a 5 min. intro for conference tutorials and use it to advertise the conference.

Bob Lyons reminded us that so far in our discussions and slides, we see a lot of goals, but what is missing are actionable items. What are we actually going to do to reach the goals? We need to capture this. We currently have goals without plans. We need an implementation plan.

ACTION: Teresa Pace - Follow up with Joe to get actionable plans to go with his goals.

The BoG approved a tie with Civil Air Patrol, and they have a great education plan. We can utilize this.

ACTION ITEM: Ron Ogan - Look into the education plan of the Civil Air Patrol, and pass the ideas on to Joe.

ACTION ITEM: Joe Fabrizio - Discuss the Best PhD Award with Erv Gangl, and the latest ideas about naming it in memory of Robert Hill, and present to the BoG in May.

ACTION ITEM: Joe Fabrizio - Develop mentoring scheme goal into an actionable plan.

There is talk of giving this award at the upcoming Radar Conference, \$5,000. Bob Lyons is wondering where the money will come from. This needs to come out of the Awards Budget. We need to investigate. Do we need to have money attached to it? Can we not give a plaque only as a recognition?

9:20-9:40 AM Ron Ogan Finance

Ron reviewed the cost of face-to-face meetings. By having this meeting online, we saved \$8k.

We need more accurate budgeting from VPs.

Peter and his Pubs team has done a great job of holding down costs.

Ron had the following suggestions:

1. Appoint a Deputy VP Conferences to assist Iram.
2. Appoint a board member to each financially sponsored conferences to serve on the organizing committee.
3. Prepare a 5-year analysis of each financially sponsored conference for Board review at spring meeting.
4. Approve to spend \$15K to have professional analysis of our conferences.

We do not have any accountability for our conference organizers. They need to feel they have some accountability to AESS. This is a major change that we need to make.

POCO used to be more training for conference organizers. It has deviated from this. Bob Rassa is going to meet with IEEE and try and get it back on track.

It is nice to see some graphs showing trends. This is helpful.

All officers should show past, present, and future trends.

[ACTION ITEM: Ron Ogan - Update trend graphs to include 2013.](#)

[ACTION ITEM: Ron Ogan/Iram Weinstein - Develop a plan to review each financially sponsored conference budget.](#)

Ron approved 82% of committee expenses, but did not see the other 18%, or \$45,943 worth of expenses.

[ACTION ITEM: Ron Ogan: Identify discrepancies in budget and actuals and account for all committee expense, including finding the \\$45,943 of unseen expenses.](#)

[ACTION ITEM: Ron Ogan: Meet with Sandra Durrand of IEEE and spend a day going through the budget.](#)

[ACTION ITEM: Hugh Griffiths: As N&A Chair, please search for a Deputy VP Conferences.](#)

Some of the budget numbers do not make sense. The expenses for Transactions for 2014 will be under \$300K. Budget shows \$425K.

There are issues with income for Transactions. Peter will talk with Ron off-line.

9:40-10:00 AM Alfonso Farina Industry Relations

Alfonso remembered Bob Hill, who passed away 2 weeks ago. He spoke highly of Bob.

Alfonso plans to write a tribute for the magazine.

We have around 60% industry members in AESS. Therefore, we should treat industry as a high priority.

Alfonso spoke of professional web home by way of an Industry Relations Website (AIRW).

The base is now ready, and now can be put on the AESS website. This website is live and should be updated monthly.

Alfonso reviewed 3-year goals.

The BoG needs to let Alfonso know whether to finish the website. All has been developed for free.

Alfonso spoke about Industry funded CSR (Corporate Societal Responsibility) projects. The challenge of an under-developed country could be solved using the know-how and expertise of voluntary AESS members which will be supported by industry.

We need to be present at Tradeshows and events. There are opportunities to increase membership. A one-week Science Festival tradeshow will have 100,000 visitors.

We should introduce a specific industry feature in the magazine. Not all authors are members of AESS. Can we address them kindly and invite them to membership?

Spectrum - in the last year, not so frequently mentioned were aerospace activities. The bulk of the articles are not from engineers, but staff writers. AESS interests need to be promoted. SPECTRUM is putting emphasis on a few societies only. We are all part of IEEE. We need also to address the Chinese market. They are not members of IEEE. There is a potential to kindly invite them to join our society.

ACTION: [Bob Lyons/Alfonso Farina/Judy Scharmann - Address the editors of IEEE Spectrum to also include aerospace interests.](#)

Ron likes the idea of corporate sponsorship. We need a policy.

Alfonso will send Judy the CD with the Industry website content.

Bob Lyons authorized that we go ahead and implement the beta site on the AESS website, as there are no costs involved. The base is done. Now ready to send CD to Conference Catalysts to upload to main site. This will take 2-3 months more man work. We then need to establish a procedure to make this website live and make updates often. Conference Catalysts will be taking care of this. If there are potential increases in upkeep, Conference Catalysts will inform BoG.

10:20-10:30 AM George Schmidt Membership/Chapters

George is looking for some change in direction for Member Services.

Improve member services: he would like to develop a lower cost Xplore option for members. Our members have to pay for downloads of our financially sponsored conferences. Most conference attendees of IEEE conferences are not IEEE members, nor AESS members. Member signup at conferences should be pursued.

We need to include a connection, feed, to the IEEE Spectrum jobs sight. You can do your own filters. So we could just link to this.

ACTION ITEM: [Judy Scharmann- Get the link to the IEEE job listings onto our website, replacing our Job Opportunities page.](#)

We have Chapter Awards that are not being given out. A total of \$500 per year. It is on our website, so we should do this.

To increase membership: Send out "Miss You" letters, "Try Us" letters - IEEE can send these. This will be done in the March-May timeframe.

George suggested we take advantage of the Conference Recruitment Plan.

We can do Free ads to promote AESS, publications, and conferences. We need to look into this.

Publication ads in Xplore.

ACTION ITEM: [George Schmidt/Peter Willett - Investigate the ads in Xplore and find out how we use the free ads to promote AESS.](#)

George will track the AESS membership, to see if we get our 1% increase, and as we put new initiatives in place, does it increase membership?

Form new Chapters in geographic areas where there are enough members.
We need to review current chapters and their activities or non-activities.
We have several chapters that need to be re-vitalized.

The magazine runs a membership application, at beginning of the year, and also as room allows.
No need to put this in the Transactions.

Other societies offer conference pubs to their members, and AESS does not. It seems reasonable that we do this. If we do this, is there a cost, or simply a lost revenue? It is worth pursuing.

ACTION ITEM: George Schmidt/Iram Weinstein - Investigate and come up with a plan to offer conference publications free to AESS member. Show benefits, costs, what needs to be done, and present it to the BoG. Do a 1-year, 5-year projection. Keep the intangible benefits in mind. Not just dollar amounts.

ACTION ITEM: George Schmidt - Include a 3-year plan in your Strategic Plan.

10:30-10:50 AM Peter Willett Publications

Peter has a goal to increase the Transactions IF to 2.0 by 2016. This can be accomplished through more special sections, as they are cited often; increase selectivity; improve timeliness.
Goal: reduce costs. We have a new single-source vendor.

Peter discussed page charges. Jose always had access to who has paid what, but Peter is having trouble getting this information. Before we had voluntary page charges. We then implemented mandatory page charges for over-length charges.

ACTION ITEM: Bob Lyons/Bob Rassa/Judy Scharmann - While at TAB, find out about getting access to the information for voluntary page charges.

Open Access gives a fair amount of uncertainty to the IEL revenue distribution. We just don't know what we will get.

Magazine - Goal is to increase IF to 1.0 by 2016. We can accomplish this through special issues, historical articles, interviews, reviews, student input, and submitted articles. Our reputation is improving.

Peter spoke of a proposal to allow any AESS paper or letter to be able to be presented at any AESS-sponsored conference. It would be presented but not published in the conference proceedings. The conference would get a registration out of it. It would be included in the MOU for the conference. It would have to be within one year of original publication. The conference is not required to accept. The conference has the right to say no. It doesn't necessarily have to go through review, but decided by a committee. We should discuss this at spring BoG. We can see how it works with Sabrina's conference.

ACTION ITEM: Peter Willett - Bring to the Spring BoG meeting the idea of AESS paper or letter to be able to be presented at any AESS-sponsored conference.

ACTION ITEM: Peter Willett - Include implementation plan to go with your vision and plans.

Peter looked into magazine advertising. Peter reached out to Allen Press. They determined we were too small to have a dedicated advertising team. However, they do it for I&M and we are same size. Why did they tell us no?

ACTION ITEM: Bob Rassa - Reach out to the Allen Press advertising team that handle the advertising for the I&M Society. Find out how much I&M is charging for advertising. Share information with Peter and Teresa.

ACTION ITEM - Peter Willett - Implement a policy and track how many advertisements that we get for the magazine. We need to watch our page count with number of advertisements.

10:50-11:10 AM Roger Olivia Technical Operations

Roger was unable to attend the meeting, so Teresa reviewed his slides. There are goals, but no plan.

ACTION ITEM: Roger Oliva - Include actionable plans for goals.

The TPs need the interaction of Conferences, Industry Relations, and Education.

ACTION ITEM: Roger Oliva - Coordinate TP plans and actions with the VPs of Conference, Industry Relations, and Education.

Bob discussed a motion recently put forth by Roger, 2nd by George. Bob Lyons does not want to bring it forward. Please work through and answer some fundamental questions about the motion.

11:10-11:30 AM Bob Lyons Governance

Bob emphasized the need to make sure we follow our governing documents. We need to keep them up with IEEE requirements and make sure they are understandable, even to non-English speakers.

ACTION ITEM: Hugh Griffiths/Bob Rassa/Marina Ruggieri - Ensure that our governing documents are understandable to all members, including non-English speakers. Keep in contact with the right people at IEEE to keep the documents up-to-date.

Clarity in our GD is very important. IEEE now manages the wording.

Make sure that our BoG members are in understanding of the TAB manual. We need to give access to TAB manuals and documents. Bob Lyons asked for help in gaining knowledge about MGA.

ACTION ITEM: Bob Lyons - Update Governance portion of Strategic Plan.

11:30-12:00 AM Maria Sabrina/ Judy Scharmann Actions/Wrap Up

Bob Lyons commended all. Well done Teresa and all.

Meeting adjourned at 12:10 pm