IEEE AES Society Strategic Planning

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Education

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Aerospace and Electronic Systems Society
ieee-aess.org

Education Strategic Plan

- **Mission Statement** – AESS education provides a central reference point for training resources, learning activities and continuing education programs that are vital for professional growth in AESS fields of interest and developing the future generation of contributors to the Society.

- This is accomplished by implementing customer-focussed strategies and initiatives that foster knowledge growth, technical excellence, and professional collaboration among AESS members throughout the world.

- **Vision Statement** – AESS Education will be recognized for its leadership in creating an essential and stimulating professional forum that delivers world-class services and products valued by AESS members and technical communities internationally.

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Education Strategic Objectives

Strengths

- Effective and efficient DL program (high usage, low cost, fast process, positive feedback).
- Excellent core of mature & authoritative members willing to contribute to AESS education.
- Exciting new initiatives aimed at younger members approved by BoG being implemented.

Weaknesses and Opportunities

- Online tutorials are of high quality and relevance but have not recorded significant usage
- Reaching out to countries with low membership base and local budgets (e.g. Argentina).
- Opportunity exists to apply a key strength to address these weaknesses simultaneously

What are our long-term strategic objectives?

(1) Continue to improve existing products and services

(2) Provide more benefits to attract and retain members

(3) Raise awareness for members & potential members

Overarching Goals

- Grow internationally and technically through education
- Increase AESS revenue (not only membership per se)

Education Initiatives

(1) Improve existing services

- [Current] Increase DL activity *and* reduce costs to benefit AESS and members
  - Introduction of two-year DL term with annual reviews and sent letters describing expectation of active DLs
  - Encouraged speakers to present DLs and promote AESS when compatible with other travel commitments
- [Current] Improve geographic distribution of DLs to enhance global participation
  - Established selection committee to review roster, recommend new DLs from Germany, Italy, Australia and Peru
- [Current] Standardize and streamline DL process – application, approval, funding, reporting
  - DL request form with guidelines, AESS promotional slides, attendance-registration and DL-evaluation forms
- [New] Provide opportunity to enhance DL-movement visibility for incremental-cost lectures
  - Allow DLs to indicate planned travel dates/locations on AESS website for potential DL hosts to capitalize on.
- [New] Engage a two-person board committee to revitalize AESS online education services
  - Expand tutorial offerings & broaden topics, provide some open access, implement & monitor feedback page.

(2) Provide more benefits

- [New] Robert Hill award for Best Ph.D. dissertation – in cooperation with Erv Gangle
  - Developed award description with prize, eligibility, basis for judging, and motion for BoG approval in Oct 2013
  - Developed nomination form and wrote letter to Jane Hill requesting approval to name award after Bob (IEEE)
- [New] AESS Mentoring Program – implementation of pilot scheme
  - Developed implementation plan, written material for website, identified chapter for pilot scheme (San Diego)
- [New] Introduction of AESS Short Courses for professional development across all sectors
  - Empower membership to offer short-courses in AESS fields of interest with potential for paying customers
  - Stakeholders are the organizing hosts, AESS, and presenter and any generated revenue would be shared
  - Additionally provides a mechanism for less developed chapters to raise funds for DL talks (e.g. Argentina)

(3) Promote education activities

- [New] Publicize revised DL page and DL activity report for 2013-2014 in AESS Magazine
- [New] Advertise Bob Hill Award and Promote Mentoring Scheme

Education Metrics/Scorecard
(Identify how initiatives affected education "quantitatively")

(1) DLT Program

- 2012 – 12 DLs for AESS-portion funding of $17,900 (Strategic Plan)
- 2013 – 27 DLs (17 international) for AESS-portion funding of $8,268
- 2014 – 39 DLs (26 international) for AESS-portion funding of $5,360 ($3,600)
- Strategies are working and DL process is more efficient and cost-effective

(2) On-line Education

- Usage has not increased in past two years – not surprising for no changes
- Strategic initiatives and committee focus now in place to help redress issue
- Measure of effectiveness are usage statistics & feedback (only have former)

(3) New Initiatives

- Short Courses - Metrics are usage, generated revenue, membership growth
- Bob Hill award – Quantity & quality nominations, recognized prestige award
- Mentoring Scheme – All about participation, particularly the young mentees

Question – when people join the AESS, or cease their membership , do we ask and record the main reasons for their choice in a way that can be fed back to VPs to quantitatively assess the effectiveness of their strategic initiatives?

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Education Financial Assessment

(Identify how initiatives affected education "financially" and recommend what future investments should be made and why?)

(1) DLT program
- From 2013 to 2014, operating cost reduced by 35% (in actual spend 57%)
- At the same time, DLs increased by 44 % (international increased by 52%)
- Excellent result, but strongly recommend DL budget to remain around 15k
- DLs enable the AESS to touch members directly through chapter interface

(2) Online Education
- New initiatives to enhance online education costs volunteer time (not money)
- Part of committees charter is to weigh up reward for effort & opportunity cost
- Requires 2 volunteers from the board, preferably not engaged in other duties

(3) New Initiatives
- Enhance DL-movement visibility requires minor website update (almost nil cost)
- Robert Hill award: 1k/year prize + presentation costs
- Mentoring: set up new webpage & promotional costs (workshops, flyers) Est 2k
- Short courses – promoted by hosts and only goes ahead if it generates revenue
- Latter is a self-sufficient demand-driven activity, does it require a board motion?

Backup Slide – Web Analytics
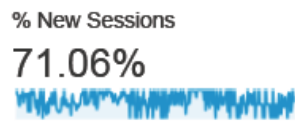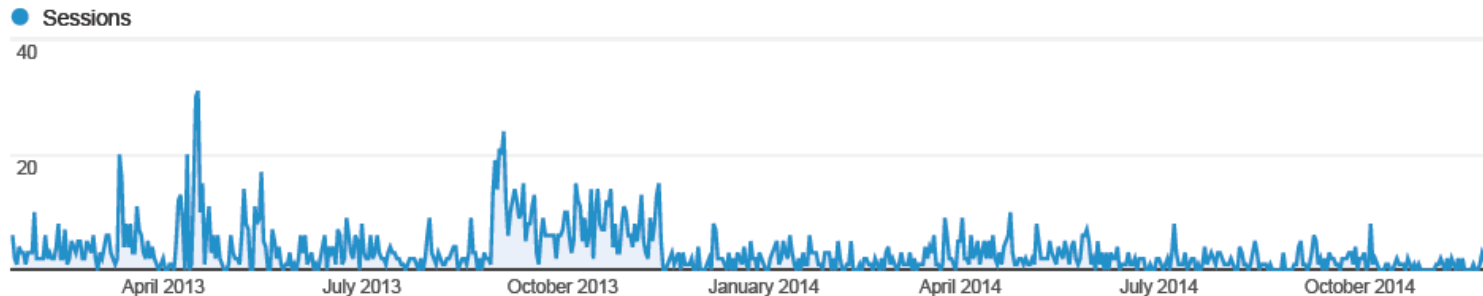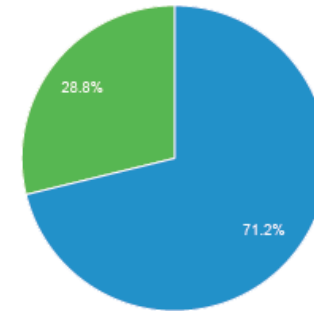
Analysis of Hits *(Two year period, 2013-2014)*

- Number of hits is much lower than desired (~100 per month)

- Most viewers take a quick peek and leave (avg. time < 4 min)

- Less than 30% of all visitors return to the site

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