

# Industry Relations Strategic Planning

AESS Officers Strategic Planning Meeting

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**William P. Walsh**

**VP Industry Relations, AESS**



# Industry Relations Mission and Vision

- **Mission** – Provide technical and career support for our society members that are part of the aerospace electronics systems industry, specifically to:
  - Help assure that AESS services the needs of our industry/practitioner members throughout their career
  - Develop products/services that enhances professional development in industry,
  - Develop and maintain professional relationships throughout industry for the mutual benefit of AESS, IEEE, and individual members
  
- **Vision** – To develop and enhance collaborative and cooperative relationships with major aerospace and electronic systems industries in order to build and support the full careers of our industry practitioners, with specific focus on encouraging and enabling young professionals.

# Strategic Analysis (SWOT)

## ■ Strengths

- Corporate engagement in conferences
- IEEE/AESS publication resources
  - Gains in tutorials in 2016 (This was a weakness in 2016!!)
  - Special issues
  - Industry Insights
- IEEE professional development resources
- Industry access/participation in Technical Panels

## ■ Opportunities

- Chapter support to/cooperation with local industry
  - Global coordination through AESS
- Industry recognition on Conferences and Society web sites
- Collaboration within and across related societies (strength in numbers)
- Social and technical engagement of Young Engineers
- Volunteerism

## ■ Weaknesses

- No integrated program to attract industry participation
- Little direct coordination with individual firms/minimal AESS cohesiveness
- Web site content and usefulness
- Awareness of website as a potential resource

## ■ Threats

- Challenge to maintain interest and enthusiasm for members at the local level
  - Career enhancements
  - Time for volunteerism

# Strategic Objectives (long term)

## ■ Current

- Industry Relations on AESS Web Site
  - Content
  - Awareness and access for members
  - Exposure to industry firms
    - Demonstrate potential for advertisement, recruitment (e.g. tie in to IEEE Job Site)
    - Reach out to industry HR departments
- Maintaining and enhancing industry-focused features in AESS publications

## ■ New

- Operate as if we already have strategic partnerships established with industry!
- Develop new strategies for attracting industry advertisements in *Systems, Web Sites, etc.*
  - Investigate opportunities with IEEE GlobalSpec
- Position AESS in pro-active role with IEEE global industry strategy
  - IEEE Industry Advisory Board Ad Hoc Committee
- Promote opportunities for Young Professionals in our industry fields of interests

# Initiatives (short term)

- Establish active Industry Relations activities and collaborations through individual AESS Chapters
  - Tying into Chapter technical activities
  - Promote AESS engagement with Industry
  - Demonstrate how Industry can be engaged with AESS
- Position IEEE/AESS as the “Social/Professional” platform for Young Professional in Industry

# Metrics / Scorecard

- Pro-active Chapters
  - Increased Industry engagement and involvement
- Advertisements gained through IEEE GlobalSpec
- AESS-direct opportunities resulting from IEEE Industry Advisory Board activities and initiatives
- Young Professionals engagement and leadership
- Industry recognition of AESS activities at all levels
- Social networking presence

# Financial Assessment

- Short term activities/initiatives
  - Financially minimal impact
  - Resources within current budgets
  - Focused on promotion and messaging
- Longer term investments
  - Can be considered based on maturity of proven ideas
  - Understanding of evolving industry environment
  - Priority of member needs as an industry practitioner
  - AESS and IEEE coordinated efforts