

**AESS Officers Meeting**  
Rome, Italy, Sept 24, 2009

RCR

Attendees: Bob Rassa, Marina Ruggieri, Dale Blair, Jim Leonard, Iram Weinstein, Frank Reyes, Paul Gartz, Theodora Saunders, Bob Lyons, and Judy Scharmann (Executive Assistant)

**Strategic Planning – Bob Rassa**

**Key Element #1 - Publications**

1. There is no obvious reason to belong to AESS. We have a continuing interest in Radar topics.
2. We don't have the definitive magazine for Radar and Radar systems. Why don't we? There was a discussion regarding the magazine and the need for improvements. Teresa has contacted new editors. We just need to keep moving forward. We need to establish a policy and define what it is for the magazine. Dale Blair will make a motion in the BoG meeting. We need more articles written by students for students. We need to solicit articles from students and GOLD.  
Idea: maybe offer a student paper award for the magazines.  
Idea: have a certain number of the magazines electronically, instead of print.

Possible motions:

1. Monthly newsletter
2. Electronic version of the magazine (hybrid format)

We need to use PDF Express for all our submitted articles. We have to make sure IEEE ends practice of scanning our articles and use PDFs.

As part of our strategy, value must come from many avenues, not just publications.

Possible format for monthly newsletter:

Upcoming conferences  
Table of Contents for the next magazine  
List of upcoming chapter meetings  
List of student chapter meetings  
Panel meetings  
Active Calls for Papers  
Active conference registration

There was discussion regarding sending a postcard to our membership.

**Key Element #2 – Educational Opportunities**

There was discussion regarding DL's. They can be a springboard to forming new chapters. Iram can implement this. We need to promote DLs more in our magazine. We need a re-audition for our DL's to assure timeliness and currency of material, and general competence of the DLs. DL's can also tap into the diversity of the local chapters and get articles for magazine. It is the Chapters and Sections that utilize DLs and DTs the most.

Idea: Have a formal agreement with several universities to partner with AESS with educational opportunities, gaining student members. We can do this one on one. Or we can do this informally, without a written formal agreement. Pete Sobel at IEEE works partnership agreements. We will explore and do them as they make sense.

**Key Element #3 – Technical Panels**

We need more ideas for new panels and we need to find people to chair the panels.

Idea: Panel on Automated Test (I&M has TC #8, Michael Stora is chair).

Idea: Look for other opportunities to get involved in other automated test conferences. Our new VP Conferences will lead this.

Dale discussed the Target Tracking TP. He is still looking for someone else to chair it. He does not have the time.

Idea: go to our Aerospace companies with the charter. Send the charter to a few key people and search for a chair. Judy will put it in QEB – searching for chairs for Target Tracking and Aerospace Workforce Panel.

**ACTION ITEM: Bob Rassa - Help get NDIA to partner with Theo and the Workforce Panel. (OAI-0013)**

Idea - Panel on Human Interface.

**ACTION ITEM: Paul Gartz – Write up a proposal for a new TP on Human Interface. Put it in the QEB. (OAI-0014)**

Ideas for new TPs:

- ESOH – Environmental Safety and Occupational Health/Systems Safety
- Maintainability (it is important part of Aerospace)
- Systems Security Engineering – Computer Society and Systems Council have efforts starting. No reason we can't partner with them.

**ACTION ITEM:** Jim Leonard/Bob Lyons – Talk with Jim Isaak, incoming president of Computer Society, and Clyde Chittister, SysC President, regarding partnering with them on a Systems Security Engineering TP. (OAI-0015)

Marina spoke about Space Panel. She has military on the panel now and they address security.

- Panel on Energy and Information Communication Technology.

**ACTION ITEM:** Marina Ruggieri – Find a chair for a possible TP on Energy and Information Communication Technology. This concept directly matches the Smart Grid initiative. Elya Joffe is lead on this. We should offer a partnership. (OAI-0016)

- Diminishing Manufacturing Sources – NDIA has been working on this.

**ACTION ITEM:** Bob Rassa – Put Bob Lyons in touch with the chair of the NDIA Committee on Diminishing Manufacturing Sources for a possible partnership. (OAI-0017)

- Integration. Possible TP.
- Project management in the aerospace field.
- SEMP – Systems Engineering Management Plan.
- WSARA – Weapons Systems Acquisition Reform Act – 30 people came before the panel to testify. It was conducted by the Air Force Studies Board of the NSF. It is posted on the NSF site. (April 2008 Early Systems Engineering)

**ACTION ITEM:** Bob Rassa – Follow up on guidance 5000.01. (OAI-0018)

**ACTION ITEM:** Iram Weinstein – Get Bob Rassa on the DL list. (OAI-0019)

#### **Key Element #4 – Membership Development**

There was discussion on many membership issues:

- Can't get new members or retain members unless we have a useful product.
- We need an effective student transition strategy.
- Why don't companies value IEEE membership more highly?? Companies tend to devalue IEEE involvement because they view that it detracts from the duties to the company.

We need to find ways to promote IEEE in a more positive way. We could reach out to Jonathan Dahl, Director of Membership Development at IEEE. He could help with this.

**ACTION ITEM:** Ron Ogan – Hold a quarterly telecon meeting with all our chapter chairs (Membership VP, President, Chapter Coordinator and Chapter Chairs). International Directors could participate. Do more listening than talking. (OAI-0020)

**ACTION ITEM:** Jim Howard/Mark Davis – After each successful conference, get email addresses of participants, thanking them from participation, and ask if they want to contribute and if yes, join IEEE and AESS. (OAI-0021)

**ACTION ITEM:** Iram Weinstein – Explore expanding local DL lectures and make them more available to all chapters. (Reece Lumsden in Seattle is doing this.) (OAI-0022)

#### **Key Element #5 – Conferences**

We need better management of our conferences. We need to look for new conferences. TPs are a good source. Conference attendees are a good source for new members.

There was discussion about conflict of interest that exists in, for example, the Aerospace Conference (possible kickbacks/commissions). We need to take some sort of action.

Idea: European Aerospace Conference.

General Finoccio stopped by our meeting and presented a gift to Bob Rassa.

#### **Key Element #6 – Cooperative Activities**

We need to identify opportunities for joint conferences, joint journals, joint tech panels, etc.

There was discussion on a possible Journal on Security with the Computer Society.

### **Key Element #7 – Awards**

Need more advertisement for our awards. They need to be presented at AESS conferences.  
Solicit more nominations.

### **Strategic Plan**

Strategic Planning is roadmap to success. We need a written strategic plan, a living document that is updated on a regular basis.

Dale Bair presented [Strategic Plan Implementation](#), presenting challenges, objectives, and actions.

There was much discussion on how broad our focus should be in AESS. For example, it's very broad with Systems Council, but when dealing with AESS, perhaps we should narrow our focus. Others thought we should stay broad.

We need to shape who we are through our magazine and all other communication methods. We need to drive the content.

Look at other societies and what they are doing to gain and keep members.

AESS needs to do more with Space Communications or Space Systems, and do it jointly with ComSoc and Systems Council. This is a target area of interest. We should "own" air and space within IEEE.

Dale reviewed and summed up entire strategic plan. He will clean it up for presentation at the BoG meeting.

Meeting adjourned.

Respectfully submitted,

Judy Scharmann