

AESS Officers' Meeting Minutes
April 14, 2011
CACI
Arlington, VA

Attendees: Marina Ruggieri, Bob Lyons, Jr., Jim Howard, Mark Davis, Hugh Griffiths, Theo Saunders, George Dean, Frank Reyes, Iram Weinstein, Judy Scharmann (AESS Executive Assistant)

Guests: Erv Gangl, Jayne Cerone

President Marina Ruggieri called the meeting to order at 8:27 a.m.

Welcome and Inputs – Marina Ruggieri

Marina thanked Erv Gangl and CACI for hosting our meeting.
Marina thanked Jayne Cerone for attending our meeting.

Marina had the following opening remarks:

- Announced that Joel Walker has officially resigned. She has appointed Bob Lyons as Interim VP Pubs. If the AdHoc Committee allows that a VP doesn't have to be member of the board, she would like Bob Lyons to continue as VP Pubs in 2012.
- Marina discussed several items from the TAB meeting:
 - Donna Hudson, TAB, says we need to look at our finances differently. We need to use the money we save to create new initiatives.
 - There are changes in Conferences and Technical Co-sponsorship.
 - Free downloads for members. AESS needs to be in this program.
 - Technology Navigator - We need to try it and see if we like it. We need to give feedback. Go to: <http://technav.ieee.org/>. Hal Flescher would like feedback.
 - We have formally received 2012 first pass budget. Actions are due by May 9.
- Ellis Hitt has provided documents that the AdHoc Committee has worked on. Officers need to review this before tomorrow.

Draft Written AESS Strategic Plan – Hugh Griffiths

Hugh reviewed the Industry Survey. He reviewed some of the questions, as well as some of the comments received. We received some very valuable information that now needs to feed into the Strategic Planning process. Hugh reviewed what we need to have included in the strategic plan.

We discussed the untapped member possibilities in India and China. How do we get industry relations in China? The large companies are really an arm of the government. Things won't be as open as they might be with universities. India may have industries that are multi-national companies. We do have an opportunity with the Chinese conference. We will have a Chinese membership form and hopefully gain membership.

Officer Inputs to the Strategic Plan

Conferences – Mark Davis

Objective: The AES Strategic Plan for Conferences should focus on refining and promoting best practices in planning, management, publications and financing Conferences that directly or indirectly benefit the AES Society Membership.

3 Critical Areas:

1. Strengthen Conference Practices. Mark spends a lot of time teaching conference organizers. Getting the process on the web will be helpful.
 - a. MOU
 - b. Budget process – The budget process differs from conference to conference.
 - c. Conference Publication Program – we need to make sure they do the necessary tasks to get the papers into Xplore.
2. Financial Sponsorship MOUs. Many of our conferences do not have MOUs.

- a. Financial responsibility and split in advanced funding and surplus between the participants
 - b. Role and responsibilities of the OUs
 - c. Budget that meets IEEE policies
3. Technical Co-sponsorship MOUs.
- a. Has to be non-profit organization
 - b. Clear process and participation of AESS members/leadership in Technical Program
 - c. Strongly encouraged to participate in Conference Publication Program. This is the biggest sticking point. A lot do not like to publish in English, they have their own formatting, they have their own process of paper selection, etc. We do not get money from Technical Co-sponsorship papers in Xplore. All goes to IEEE. This needs more discussion. We get charged \$50 per paper for IEEE to handle it. So, what is the benefit for AESS? Are we getting into too many technically co-sponsored conferences with relation to the benefit? We need to discuss. We are trying to get more global and get into more space-related activities. But, we need to get more volunteers involved in these conferences. But, we offer our volunteers no financial help to get around the world to these conferences.

Marina spoke of the motion discussed in TAB: the Region level should approve the request for technically co-sponsored conference with non-IEEE organizations.

There was a lot of discussion on having a presence at conferences, both financially sponsored and technically co-sponsored conferences. We need to get new members at these conferences. We need a presence at these conferences to get members. We have in the MOU that they would provide a table with materials, but without an actual person there, we won't get new members.

There was discussion about getting our conference organizers trained. This is essential. It was suggested that we include in the MOU that they have one of our DLs in the program. Iram pointed out that our DL program is not prepared to pay for a DL to travel to a conference. We could ask the conference to *host* the DL. And as part of that lecture, they advertise the AESS.

ACTION ITEM: Mark Davis/Iram Weinstein/Jim Howard: Look at the feasibility of having a DL at our conferences, and include this in the MOU. Perhaps do a pilot at one or two conferences. OAI-0038

We don't want to take away the ability to send DL to chapters and sections.

It was also suggested at each conference location, find out if an AESS chapter is there and how many members are in that area; maybe an opportunity to form a chapter.

Mark discussed the following Issues:

- Too many perpetual MOUs.
- Technical co-sponsorship petitions are weak and late.
- Conferences need revitalization for international and technical changes.
- Insufficient AESS member participation in conference management.

Short term actions (next year or two):

- Best practices and process put on the AESS website
- Strengthen the TCS process for more international coverage, but with direct AES benefit.
- Rewrite the perpetual MOUs to bring up to IEEE policy standards
- Strengthen the AESS conference liaison for financial sponsorship. Our liaisons that are members of the board need to become more involved.

Education – Iram Weinstein

Current activities have focused on the following:

1. Distinguished Lecturers – handling requests for DLs from Sections and Chapters; negotiating approximate 50% cost-sharing with the host organization; reviewing and approving expense reports
2. Virtual DL – working to arrange a DL by video conference for a student Chapter in India
3. Video Tutorials – maintaining and expanding the number of tutorials on line

Iram presented 3-yr goals:

The goals presented here are motivated by concern about the society's lack of growth as well as a sense that student interest is waning in the engineering fields that traditionally feed AESS: principally electrical engineering and aerospace engineering.

1. Continue to develop the Video tutorial program
 - a. Tap the Panels and Conferences to broaden the topics, which is now predominantly radar.
 - b. Discuss with IEEE ways of putting our tutorials on the eLearning system. This should bring a larger pool of viewers to us. We could still maintain free access to AESS members.
 - c. Publicize the program to students –undergraduate as well as graduate
2. Grow the Distinguished Lecturer program
 - a. Make the budget go further by perfecting the 50% share plan and by making effective use of virtual DLs, using modern video conference techniques
 - b. Where practical, tie in talks at local universities with DL commitments
3. Make an effort to develop links between AESS and IEEE Education activities, particularly at the undergraduate and pre-university level
4. Revitalize the Education committee – newly formed.

Iram discussed succession planning. He needs to train a person to become next VP of Education. Some of the panels have Education Committees. Find out who is doing education activities on the panels.

ACTION ITEM: Iram Weinstein – Find out what Technical Panels have Education Committees and perhaps tap into that for a successor for VP Education. OAI-0039

Iram indicated a need to create an Education Committee.

Marina had an idea to create lecturer of “GOLD for GOLD.” We would be the first to do this. Link the young people through the young lecturers.

ACTION ITEM: Iram Weinstein – Talk to Cosimo Stallo about starting GOLD for GOLD. OAI-0040

Finance – George Dean

George reported the following:

- Good news: interest income on investments was \$196,000 in 2010.
- Periodicals lost money.
- Conferences (and Conference Publications) made \$871,000.
- IEEE Administrative costs: \$355,000.
- At the end of 2010 we had a surplus of \$356.9K. This went into reserves. We can use 50% of this for society activities. Can use 3% for initiatives. We can spend 50% of our operational surplus, which is \$160,000, so we have access to \$80,000.

We need a plan for this money. We need to plan 5 years out, think about what we want, and then do it with the initiative funds. We need to use this surplus. What are we all looking at for 5 years? Nothing can be looked at in isolation, but all together. In order for Finance to project and plan, we need input from Conferences, Pubs, and Membership.

We need to have a list of people available to go to conferences to promote AESS and send them to geographically close conferences.

It was suggested that we get our Systems Magazine on eBooks.

Membership – Jim Howard

Jim discussed the following points and ideas:

- We lose money on every new member due to mailing costs. But, a society without members is not good. The last 3 years has our membership going down. How do we turn this around? This needs to be part of our Strategic Plan. Our population is growing old.
- The GOLD for GOLD is an excellent idea that caters to our younger members. We have to plan and get our membership numbers back up.
- We need to do more on Facebook and LinkedIn. This needs to be part of our Strategic Plan.

- It was suggested to get an AESS app for smart phones.
- Moving forward strategically: why don't we have an AESS pin? Why do we not give them out to new members? What about AESS coffee cup? What about other promotional materials? (Shirts, hats) We need to have AESS give-aways at the membership tables at conferences.
- Jim presented the two-tiered membership plan from IEEE. We need to develop a plan outlining what we will include for each level of membership.

ACTION ITEM: George Dean/Jim Howard – Consider how much we can spend on AESS promotional items. Come up with a list of items and costs. OAI-0041

Other discussion:

- We need to utilize our DLs to get to our chapters.
- We are doing work on membership, but it's becoming harder and harder to get new members and to get members to stay. We need to show the value added. The hard question is: what is the technical value of AESS that we can offer? The technical value piece will drive membership growth. We want to be the society to go to for Radar. We should push that. We are also a "systems" society. This is a real need that we should be pushing.
- To whom do we add value? What does the Aerospace Workforce look like? Is this declining? Aerospace is going through massive changes and population might be decreasing. What is the demographic that we are trying to reach? We are missing this data. IEEE itself only reaches 10% of the market. Our reach is limited.

ACTION ITEM: Jim Howard – Get demographics of the market we are trying to reach for membership. OAI-0042

- There is a feeling that AESS is for the old guard. We need young people up front.
- Marina is very happy with the content of the AESS. The content also needs a good envelope. She proposes that we put the new brand on the new conference and new summer school. The new brand is "the quality of life". Our content provides systems that provide a "quality of life". Even if this is not in our FOI, we can incorporate this. Start with new President's Message. IEEE is moving in this direction ("benefit of humanity"). Grab the brand and make it our own. "AESS for the Quality of Life". Let's think about this. This would be very attractive to young people.

Publications – Bob Lyons

Bob reported on the Transactions for Peter Willett.

Peter is working on the backlog concern. We thought moving to electronic publication would be the remedy on the backlog, but that hasn't happened.

Succession planning: Peter is coming up on his 6th year as EIC. Lance Kaplan has agreed to take over as EIC, if the BoG agrees. Jose has been collecting additional page charges, but Jose is stepping down at end of 2011. We need a replacement for him.

Peter's most pressing concern is the Publication Leadership.

Peter will put forth a motion to the BoG to increase the Transactions page count by 640 pages for 2012, for that year only.

ACTION ITEM: Jim Howard – Advertise in Membership materials that Transactions is electronic, and the Magazine is bi-monthly, with QEB alternating months. (Moving in that direction) OAI-0043

ACTION ITEM: Bob Lyons – Investigate putting Transactions backlog into a special issue. OAI-0044

For next meeting, we need to invite Teresa Pace and Maria Greco to the BoG meeting. The EIC should be here.

We need to have a Pubs meeting. It was suggested to have it in conjunction with TAB or TAB mini-series. Bob Lyons will arrange the meeting when he has the dates. Jayne will send dates.

There was discussion regarding mailings from societies offering membership, etc. Jayne pointed out that the Communications Society does it to get advertising revenue. They continually lose members and add members.

50% of members of IEEE do not belong to a technical society.

Technical Operations – Theo Saunders

Theo presented 2 proposals:

Proposal 1 – Develop a plan to better coordinate and engage local chapters both professional and student chapters.

- Plan must be aligned/included in the strategic plan
- We need to identify tactical activities
 - Engagement with local leadership
 - Combined meetings
 - Student projects
- Pilot program - Initiated and coordinated a Fall 2010 event (very successful)
 - Sponsored by IEEE AES CT and UNH IEEE Student Society Professional and Student Society Event (*Sikorsky Tech Fellow and AES Member presented*)
 - Fastest Helicopter On Earth
 - Follow on event is planned for Fall 2011
 - Good News! CT AES avoided being dissolved.

Proposal 2 - Each TP and/or BoG member reach out to local IEEE community

- Each member submit a plan in 2011 with milestones and concrete outcomes
 - Need to be included in the strategic plan

AESS Technical Operations in support of the Strategic Plan:

Proposed TP Changes:

- Input from all TP chairs requested
 - *Prior to formal proposal to the AESS BoG*
- Change the name from TPs to TCs (Technical Committees)
 - *Of course we will make sure that this proposed change is feasible per the current AESS bylaws*
- Re-design the Tech Operation Web page and having a dedicated page for each TC
 - The dedicated Web Page will convey very clearly the TC objectives, chair, members and activities
 - A link to the TC bylaws will be provided (instead of including them on the main page).
 - Most importantly, we need to provide information regarding the IEEE region the leadership of each TC resides

There was discussed how to dissolve an inactive TP. There was discussion that the SAR and IED Detection has been trying to get going for 2 years. Mark is going to make a motion tomorrow that they become part of the Radar TP. If we have panel chairs that are unresponsive to VP Technical Ops, or if there is only one member in the panel, we as a society need to have the guidelines in the bylaws. We have an opportunity to change it with the new bylaws. Today we do not have the framework to take action. We have to be careful with our decisions until we have the framework in our bylaws.

We should not be allowing each panel to have their own bylaws; we will not get the proper structure.

There was discussion on the TP lack of budget. We are asking them to do a lot, but we give them no money. We give chapters money; why can't we do the same for panels? They can get money from other areas, for example, Student Projects. If the panels need money to get off the ground, and do some projects, we need a framework for funding requests.

[ACTION ITEM: Theo Saunders – Look at our FOI and make a chart of possible Technical Panels. OAI-0045](#)

[ACTION ITEM: Theo Saunders – Write a section for the new bylaws regarding the governance of our TPs. The panels will operate under the bylaws of the AESS. Then the Panel constitution will regulate the panel. OAI-0046](#)

Now that all officers have given input, Hugh suggested a way forward:

- At our fall meeting, we need a Strategic Plan that we can approve.
- We need two conference calls between now and then.
- Each VP will develop their material for the report:
 - 2 pages max for each area.
 - Concentrate on the strategic.
 - Brief review of issues, vision, 3-year plan, and how to get there.

ACTION ITEM: Hugh Griffiths – Develop a table of contents and template for Strategic Plan. Then ask each VP to fill in their portion. OAI-0047

Preparing the BoG Meeting – Marina Ruggieri

Motions to be presented to the BoG:

There was a lot of discussion regarding the \$80,000 (1/2 of our 2010 operating surplus). No formal motion is needed; we just need to inform the board that we have this money available to spend on important activities.

The Panels can take advantage of some of this money.

Peter will make the motion to increase the Transactions page count for 2012.

Marina invited Mark Davis to join Finance Committee. Also on the Finance Committee are Bob Lyons, George Dean, and Frank Reyes.

We discussed the two tier membership model, as presented by IEEE. We need to outline what we will offer for each membership level.

Jim Howard will move that the AESS endorse the concept of the IEEE Two-Tier Membership project.

We need to view this as an opportunity. Jim will work with his AdHoc Committee: Roger Oliva, Ram Gupta, and Shunjun Wu. They will help decide what to offer for the Basic and Enhanced levels of membership.

Mark Davis is going to make a motion that we want to look at all MOUs over the next 2 years. It will be part of his presentation for tomorrow.

Hugh Griffiths is going to make a motion that the Board approves the activity to prepare a Strategic Plan for AESS, to be brought to the Board for consideration for approval at the Fall 2011 meeting.

Iram Weinstein is going to make a motion to restructure the Education Committee. He wants a small committee of 2-3 people.

Next BoG Meeting: It was proposed that we have our Fall BoG meeting at the CTIF center at Princeton. Shunjun wants us to go to China for the conference in October. But, Marina is concerned that people will not be there to vote for a new President and a new Executive Vice President. There was discussion about possibly having a 2nd officers meeting in China at the conference.

Discussion of Governing Documents:

There were many changes suggested for the governing documents. A list was compiled and will go to Ellis Hitt for inclusion in the documents.

Meeting adjourned at 5:08.

Respectfully submitted,

Judy Scharmann
AESS Executive Assistant