

**AESS Officers Strategic Planning Meeting**  
**May 2, 2013**  
**Novotel, Ottawa, Canada**

Attendees: Hugh Griffiths, Frank Reyes, Bob Rassa, Alfonso Farina, Larry Chasteen, Peter Willett, Mark Davis, Marina Ruggieri, Ron Ogan, Joe Fabrizio

Not attending: Rob Ewing and Roger Oliva (Roger Oliva joined via Skype)

Hugh Griffiths called the meeting to order at 1:00 pm.

**MOTION: Larry Chasteen moved to adopt the agenda. Frank Reyes 2<sup>nd</sup>. Motion passed.**

Opening remarks: Hugh reminded us that the Strategic Planning meeting is different than our business meeting. Today is about strategy.

Bob Rassa is looking for input to the Strategic Plan that he sent out.

Marina spoke briefly about N&A Committee. N&A is helping to plan the future and planning the future is strategic planning.

#### **Conferences – Iram Weinstein**

Iram reviewed his ideas to strengthen conference practices. He recommended that AESS create a core of conference planning and management expertise.

Financial Sponsorship – Iram recommended that we strengthen the AESS conference liaison role for financially sponsored conferences. He recommended that strong consideration be given to this objective when selecting future nominees for the Board of Governors.

Technical Co-sponsorship – Hugh has argued about the charge for technically co-sponsored conferences. But, the reason this charge has come about is because of some of the “rogue” conferences coming along that have more papers in Xplore than were presented at the conference. Not all technically co-sponsored conferences are the same, and should not be treated the same.

Possibly in the future there are going to be 3 levels of conferences:

1. Financially sponsored
2. Non-paying technically co-sponsored
3. Paying technically co-sponsored

It was agreed that Iram should attend POCO.

Iram recommended to increase and broaden AESS participation in the conference committees of our technically co-sponsored conferences.

An Idea for Discussion – Iram wants to explore the idea of remote participation in conferences. There was a lot of discussion. We need to explore this. The Radar Conference had 2 papers presented remotely. We could have a different fee structure for remote attendance. The downside: it could detract from the quality of our conferences. It could be cost-prohibitive, especially with multiple track conferences. We need a contact at IEEE to help answer some of these questions.

**ACTION ITEM: Bob Rassa – Find a contact at IEEE to help us answer some questions about remote conference attendance.**

One of conference's SP was "increase surplus by x-number percent a year". This has been eliminated.

Ron mentioned corporate sponsorship. We need these to run a successful conference.

Converting technically co-sponsored conferences to financial sponsorship was discussed. We cannot take what is not ours. We cannot just ask for part of the surplus.

### **Education – Joe Fabrizio**

Joe outlined 3 areas for education strategy:

1. Improve existing services
2. Provide more benefits
3. Grow technically

#### **Distinguished Lecturer Program**

Joe is going to send out a letter to all the DLs and ask them for a PLAN for the year. So, he will know how to manage the budget.

Bob also pointed out that Hugh has a budget that could authorize additional funding.

Joe is going to revise some of the rules on the website so there is no room for interpretation. Joe is going to come up with an application to localize all the details to prevent us from sifting through several emails.

**ACTION ITEM: Judy Scharmann – Work with Joe Fabrizio to set up an online DL request form on the society website.**

Joe wants to be more rigorous in the reporting process so we may better learn the benefits of the DL program. We need the cooperation of the host. We need to know who is in attendance, and we need the DL evaluation filled out. Joe can send an evaluation AFTER the event, to all the attendees.

DLs need to be pro-active and find also invitations. There cannot be the excuse that they did not get asked.

There was discussion about a DL being a Tutorial speaker. It was decided that we need to maintain a distinction between these two. Not all conferences pay for tutorial speakers. Coming up with a hard and fast rule will be difficult. It really needs to be looked at case by case.

#### **Online Tutorials**

It was discussed to possibly offer full access, or partial access to be viewed by non-members.

Joe suggested that all VP areas need a "Useful Link" to open source education information.

#### **Mentoring Scheme**

Joe mentioned how much Alfonso Farina's mentorship has meant to him. We need to do this. We simply cannot leave our student members to fend for themselves.

Bob brought up the \$500 per meeting that IEEE will give to set up a meeting of students with senior people. Also, this could qualify as an initiative and we could get initiative money.

You can't invite students to a conference and then just leave them alone. We need to embrace them into our community.

Chapter Chairs should also reach out to students.

### **Finance – Mark Davis**

For the last 3 years we have not had any initiatives. This should be tied to the strategic plan for Education, Conferences, and all other areas.

The 2014 preliminary budget is due May 15.

The final budget is due July 15.

We can submit an initiative this year based on the 2012 budget. The Mentoring Project could be submitted. Need a proposal by July 15.

[ACTION ITEM: Joe Fabrizio – Submit a proposal for the Mentoring Project by July 15 in order to ask for initiative funding.](#)

There are issues in predicting the AESS Budget. Mark's overall objective for Finance is:

The AES Strategic Plan for Finances should be focused on realistic planning for future years to protect the current sources of income (Conference and Publications), and put resilience in the planning for unforeseen cost increases (IEEE Projects, Accounting Rules and Investment Market fluctuations).

Ron discussed the strategic plan as it relates to Finance. We need to improve reporting and forecasting.

Hugh brought up the request from Luis Riesco. Luis is requesting \$10,000 for South America Region 9 activities. Everyone agreed that this amount of money was a little too aggressive, without knowing the outcome.

### **Industry Relations – Alfonso Farina**

Alfonso gave an introduction to a number of organizations with whom we can try to form relationships.

ASD

AIAD

Finmeccanica

Selex ES

Alfonso has developed an Industry Relations website that will be completed by the Fall BoG meeting.

### **Publications – Peter Willett**

Peter reviewed the strategic plan for all aspects of Publications: Transactions, Magazine, Tutorials, and QEB.

There are complaints being heard about the timeline of the Transactions.

We will soon be pre-posting articles on IEEE Xplore, requiring XML tagging. We are asking EJ Press for a quote. This could be an initiative and we could get funding.

The leadership positions in Publications are too temporary and unclear. Peter recommends an Associate VP Publications. The position of Business Editor would be ideal for this.

Peter discussed the future format of the magazine. He would like to delay any change in publication schedule until we work with the new magazine format for a couple of years.

Regarding Tutorials, the main issues are the lack of submitted articles and the uncertainty in the publication dates.

Peter pointed out several new items that need to be in the Strategic Plan: Open Access, partial XML tagging for rapid posting, full XML tagging beginning January 2014, change in vendor structure for Transactions, and the financial impact of Open Access.

### **Technical Operations – Roger Oliva**

Roger reviewed the current TP structure. It doesn't match up with our conferences.

Roger reviewed each TP and their current goals and objectives, concept developments, and activities. Some issues discussed:

Gyro and Accelerometer: This TP is not associated with any conference.

Radar is conference-centric, but this is an exception.

According to Hody Lambert, Target Tracking is ready to give up. Do we need to close this panel? Dale said it is very active.

New leadership is needed for the Systems Engineering Panel.

Cyber Security needs to focus the area more, it is too broad. They could focus on Embedded/network systems.

Aerospace Workforce needs new leadership.

UAV – This is a hot topic and more activity is needed in the panel. Ron volunteered to help George get this going.

Avionic Systems – Paul Kostek is not very engaged, but the panel is just getting started.

### **Membership – Larry Chasteen**

Larry reviewed all areas of Membership: Statistics overview, Chapters, Student Activities, GOLD Activities, Undergraduate and Graduate Students.

There was discussion on whether we should reduce conference registration for AESS members.

**MOTION: Joe Fabrizio moved to adjourn. Bob Rassa 2<sup>nd</sup>. Motion passed.**