

AESS Officers Strategic Planning Meeting
30 January 2015
Hyatt Regency Grand Cypress
Orlando, FL, USA

Attendees: Teresa Pace, Bob Lyons, Bob Rassa, George Schmidt, Iram Weinstein, Ron Ogan, Walt Downing, Dale Blair, Sabrina Maria Greco, Joe Fabrizio (via Skype), Judy Scharmman

Welcome - Bob Lyons

We have a Society Review in June. So today, we will shift our thinking from Strategic Planning to preparation for the Society Review.

Executive Committee Strategy - Teresa Pace

Teresa spoke of the Officers meeting in May. During this meeting, we will use the full day, interacting between committees. We can also use this time to prioritize.

It was discussed that the Officers have not real authority. All decisions must go through the BoG.

[ACTION ITEM: Judy Scharmman - Set up a time for monthly Officer telecons, beginning in March. OAI-00117](#)

We are waiting too long to take actions. We will use this monthly meeting to keep on top of actions and motions.

[ACTION ITEM: Teresa Pace - Send updated written Society Strategic Plan to IEEE by April 30. OAI-00118](#)

[ACTION ITEM: VPs - Send inputs for you section of the written Strategic Plan to Teresa Pace and Judy Scharmman. OAI-00119](#)

Education - Joe Fabrizio

Joe reviewed his presentation slides.

There was discussion that many universities have systems engineering education, and we need our society to link to these programs.

[ACTION ITEM: Judy Scharmman - Insert a field in the DL page for each DL to indicate when they are going to be at a particular conference for everyone to see. Make sure this information is also in the Magazine and the QEB. OAI-00120](#)

Also, if a DL is going to be in the area of a certain chapter, we need to contact that chapter and let them know.

It was suggested to have more virtual DL talks. George Schmidt had a lot of success presenting a virtual DL.

There was discussion regarding Video Tutorials, and whether this is even a viable program. Joe has not put this program as a priority, but would like to during 2015. He would like a small committee for this. (need 2 people from the BoG, that do not have heavy duties.)

There was discussion regarding the Mentoring Program. Joe has solicited Kathleen Kramer and the San Diego Chapter as a pilot for this new program.

There was discussion regarding the introduction of AESS Short Courses. This could be a way for a local chapter (i.e., Argentina) to generate some income. Joe has worked with Erik on this to try this in Argentina.

Sabrina discussed that the Radar Panel is planning a one-week summer school course, possibly in Argentina or Brazil. She would like to work with Joe and the Radar Panel to make this happen.

The AESS endorses the short course, but it is up for discussion. Argentina is ready to try this, if it is approved by the BoG. Sections need to take the lead on this. If a Section wants to organize a Short Course, AESS could help facilitate it.

The funding would come through known registrations for the course, so this would be fairly low risk.

[ACTION ITEM: Joe Fabrizio - Send Robert Hill Award information to the Pubs committee. OAI-00121](#)
Joe has a complete list of DLs given in 2014 that can be advertised on the website, magazine, and in QEB. DLs increased, costs decreased. We are enforcing the AESS rules more and there is better communication between Joe and the DLs. Of the 39 DLs, we only paid for four. All others had other funding.

There was discussion that we really have no way of knowing if our programs are making a difference. We control the text of the "Missed You" letter and can insert something about why a member has left.

Ron brought up that we need to do a better job at being present at Region conferences.

Financial Assessment -

Joe reviewed the new initiatives and what each will cost.

Robert Hill Award should stay under the purview of the Education Committee. This is an opportunity to begin building a network with the universities that have Ph.D. programs. This can also link into mentoring. This also needs a committee.

There was discussion about Luis Riesco's request for speakers to come to Argentina. He wants Bob Lyons to come and speak, but Bob said no, as it would make more sense for a DL to go. Bob would like Joe to come to closure on the Argentina trip.

Conferences - Iram Weinstein

Iram reviewed his presentation slides.

There was discussion regarding DASC - DATC. There are several issues:

1. We have not provided them with the volunteer support that we have promised. We do now have Erik Blasch and Kathleen Kramer involved.

2. DASC wanted 50% of our pubs stream revenue from the conference proceedings.

This has been resolved in a meeting last week. They now recognize that IEEE will not allow this type of revenue sharing. We suggested decreasing our take of the surplus, but they did not want to increase their risk. Iram thinks that there is a more positive feel, but there is still some animosity.

DASC is in Prague in 2015. We need to help out to see if we can get some industry support for DASC in Europe.

There was a discussion about trying to turn technically co-sponsored conferences into financially sponsored. This may be an unreachable goal.

The Radar Panel has a strategic plan for the Radar Conference. A strategic plan for DASC and PLANS is needed.

There was discussion about merging PLANS and ISISS. The Sensors Council is open to a merger.

[ACTION ITEM: Bob Rassa and Bob Lyons - Meet with Troy Nagle and John Vig next week at TAB, then report to the BoG. OAI-00122](#)

ACTION ITEM: Iram Weinstein - Check into the conference revenue picture for 2014 to determine if revenues are up or down. OAI-00123

We are trying to support student participation at conferences. There is a potential cost that we should consider.

Member Services - George Schmidt

George reviewed his presentation slides.

ACTION ITEM: George Schmidt - Inform the BoG of the definitions of all the categories of membership. OAI-00124

We need to be aware of the IEEE schedule. We need to decide in the May board meeting if there are any changes in fees, for example.

Membership Applications need to be revised in August.

ACTION ITEM: Judy Scharmman - Review with George Schmidt the calendar of membership tasks. OAI-00125

We do not retain students when they graduate.

We did all this membership development, yet at the end of the year we were in exactly the same place.

George wants to consider an electronic membership at a lesser fee. But, will it even make a difference?

ACTION ITEM: Judy/George - Send arrears letters in the next 10 days. OAI-00126

ACTION ITEM: Judy - Send magazines to the IEEE USA meeting. Check with Jim Howard. OAI-00127

ACTION ITEM: Judy - Get the dates for all Regional Conferences. OAI-00128

Publications - Dale Blair

Dale reviewed his presentation slides.

There was a lot of discussion about Impact Factor. It was suggested that Impact Factor is not relevant to the Magazine, but IEEE still looks at it as a metric.

We need a strategy for advertising in the magazine. It was suggested to solicit advertising from the suppliers to a company that has an article in the magazine.

It was suggested that we have a "New Product Spotlight", a recurring column. This could generate advertisers.

Another possible new column is "Industry Tips and Insights."

Social Media.....what VP should be in charge of this? We could get the Student reps involved.

ACTION ITEM: Bob Rassa - Get the student reps involved in AESS social media strategy. OAI-00129

ACTION ITEM: Judy Scharmman - Investigate implementing a rotating banner on AESS, like on CSS and Systems Council. OAI-00130

Dale proposed adding the conference publications to the index.

Technical Operations - Walt Downing

Walt reviewed his presentation slides.

Walt recommended dissolving the Aerospace Workforce Panel. It is inactive.

Walt pointed out that many of our panel are not aligned with the other activities of the Society.

[ACTION ITEM: VPs - Get a 2-person committee for each VP. Look for elected BoG members that currently do not have an existing job. OAI-00131](#)

Walt showed a chart aligning each technical panel with our conferences.

Bob gave Walt the authority to press on as he sees fit.

Industry Relations - Alfonso Farina

We reviewed Alfonso's presentation slides.

We do not have funding to support all recommendations due to fiscal challenges. Determined that blog would compete with LinkedIn.

[ACTION ITEM: VPs - Please further review Alfonso's charts and get feedback to Alfonso/Dale/Maria/Teresa/Judy. OAI-00132](#)

[ACTION ITEM: Dale/Sabrina - Work with Judy/AESS website developer to identify skeleton of what can be financially implemented on the website. Dale/Sabrina provide recommendation to Alfonso/Teresa for review. Judy have AESS website developer incorporate a tab for Industry Relations on the website and populate it with info recommended. Alfonso/Dale/Sabrina incorporate recommended financially supportable solution from presentation into Strategic Planning Word Document. OAI-00133](#)

Finance - Ron Ogan

Ron reviewed his presentation slides.

Bob Lyons discussed that he is serious about going to Germany for the Fall BoG if the cost is reasonable.

Treasurer - Bob Rassa

Bob spent some time giving an understanding to IEEE allocations. The Treasurer's job is to monitor expenses.

Bob Rassa is attending a meeting regarding IEEE Financial Transparency and will report findings at next Officer's meeting or sooner if necessary.

Bob reviewed Dues and Fees. It costs us more to serve a member than we charge. We must review fees and dues at the May BoG meeting.

Delta cost per member - \$60+ per member.

Fixed cost per member - \$140.50 per member.

[ACTION ITEM: Dale Blair - Work with George Schmidt, Ron Ogan, and Bob Rassa to develop new subscription rates and dues. Involve George, Ron, and Bob Rassa. OAI-00134](#)

Bob reviewed expense reporting.

There was discussion about sending Erik Blasch to DASC.

George would like to give graduating students a discount on AESS membership fee for first year.

George will tell IEEE that we want to move forward, and he will bring it to the BoG in May.

Cross Committee Issues

There was discussion about the quality of our members. What do non-participating members join for? We need more quality, participating members. BoG members need to be more active in their local sections. Then we can attract more members.

ACTION ITEM: BoG members - Attend at least one section meeting in 2015 to promote AESS. OAI-00135

ACTION ITEM: Judy - Send the DL slide deck to the BoG to use when visiting the local meetings. OAI-00136

Teresa went over details of next officers meeting on May 7. We will give a status of strategic plan, and also bring forth motions for the next meeting. Then the rest of the day can be face to face collaboration.

Our motions must be actionable and also must have \$\$ associated with, and the Finance Committee should be involved in the discussion.

Over time, we plan to stop having an Officers' meeting the day before the BoG meeting. Once we institute monthly telecons, this one-day meeting will become unnecessary.

Monthly telecons - First Wednesday of every month, 7:30 am EST. First one will be March 4. Officers, send agenda items to Bob, Teresa, Judy throughout the month, as issues arise.

Follow up discussion on Short Course: There was further discussion regarding the new Short Course initiative. It was commented that it is going to be hard to get instructors to take time off work and travel to do a short course. The Tutorials and short courses at conferences are very successful.

ACTION ITEM: Joe Fabrizio - Meet with Dale Blair, Ron Ogan, Walt Downing, and Sabrina Greco to discuss the short courses. OAI-00137

Be aware and use the AESS calendar on the AESS website. We will review calendar at each monthly meeting.

ACTION ITEM: VPs - Update your portion of the Strategic Plan. Send changes to Judy/Teresa/Bob Rassa by Feb 15. OAI-00138

Meeting adjourned.