AESS Officers
Strategic Planning Meeting
Context, Themes and Guidance

January 28, 2017
Renaissance Atlanta Midtown

Joe Fabrizio
Executive Vice President, AESS
Outline

1. NEW COMMITTEES
   - Selection Process
   - Committee Structure

2. STRATEGIC CONTEXT
   - AESS board, Society activities and membership
   - Strategic themes and drivers to grow the AESS

3. BROAD GUIDANCE
   - Broad Directions for VP Consideration
   - New initiative as motivating example

4. EXECUTIVE STRATEGY
   - AESS Mission and Vision statements
   - EVP strategic objectives & initiatives
Selection Process

1. Officers selected 5 preferences for committee members.
2. Board members selected up to 3 preferences (VP areas).
3. Higher weighting given to serving member preferences.
4. All board members serve on at least one VP committee.
5. No board members are on more than 2 VP committees.
6. VP not on another VP’s committee (cross-collaboration).
7. President and Exec VP excluded (need to cover all areas).
8. By-laws say 2-person committees – leaves unassigned members.
9. Research recommends teams of 5 people (1 VP and 4 Members).
10. Consulted AESS President, Officers and Board Members.
VP Committees

- All members got their first preference.
- About half serve on two committees.
- Second committee in top 3 preferences.
- Most VPs received 2 of their preferences.

AESS OFFICERS

➢ PLAN, INSPIRE, ENGAGE and EMPOWER
## AESS Context

### AESS Board

<table>
<thead>
<tr>
<th>Position</th>
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<tbody>
<tr>
<td>President</td>
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<td>Executive VP</td>
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<td>Society Liaisons</td>
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### Society Strategic Planning - Team of Leaders

- **Identify**
- **Innovate**
- **Collaborate**
- **Implement**
- **Guide**
- **Review/Reward**
AESS Context

AESS BOARD
- President
- Executive VP
- VP Conferences
- VP Education
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- VP Finance
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IDENTIFY
INNOVATE
COLLABORATE
IMPLEMENT
GUIDE
REVIEW/REWARD

SOCIETY STRATEGIC PLANNING - TEAM OF LEADERS

GUIDE Membership

STRAATEGIC
Initiatives

AESS ACTIVITIES

IMPROVE
Existing Services

Global Professional Forum

GROW
Professional Development

CONNECT
Exchange and Networking

INFORM
News and Events

REWARD
International Recognition

EMPOWER
Leadership Roles

PROVIDE
New Benefits

Society Membership Drivers

LEVERAGE
Resources

ADD VALUE TO
IEEE Membership

PROMOTE
All Offerings

IMPROVE
Existing Services
AESS Context

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SOCIETY STRATEGIC PLANNING - TEAM OF LEADERS
- STRATEGIC Initiatives
- IMPROVE Existing Services
- PROVIDE New Benefits
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Society Membership Drivers
- ADD VALUE TO IEEE Membership
- LEVERAGE Resources

GLOBAL PROFESSIONAL FORUM
- GROW Professional Development
- CONNECT Exchange and Networking
- INFORM News and Events
- REWARD International Recognition
- EMPOWER Leadership Roles

AESS MEMBERS
- EXPERIENCE
  - Students
  - Young Professionals
  - Experienced Members
- SECTOR
  - Academia
  - Industry
  - Government
- REGION
  - United States (1-6)
  - International (7-10)
- ROLE
  - Technical/Managerial
- OTHER
  - Gender and Culture
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Society Membership Drivers
- ADD VALUE TO IEEE Membership
- REVIEW/REWARD Performance
- IDENTIFY Needs
- BENEFICIARIES
- All Members

CONTRIBUTORS
- What can I give?

CONSUMERS
- What can I receive?

COMMUNITY Engagement

EXPRESS
- IMPROVE
- PROVIDE
- PROMOTE
- LEVERAGE

GUIDE Membership

IEEE
Advancing Technology for Humanity
AESS Context

AESS BOARD
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SOCIETY STRATEGIC PLANNING - TEAM OF LEADERS

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REVIEW/REWARD

STRATEGIC Initiatives
- Grow
- Connect
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IMPROVE
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- International Recognition
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PROVIDE
- New Benefits
- All Offerings

PROMOTE
- Resources

LEVERAGE

GUIDE Membership

SOCIETY MEMBERSHIP DRIVERS

Global Professional Forum

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ADD VALUE TO IEEE Membership

COMMUNITY Engagement

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- What can I give?

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BENEFICIARIES
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IDENTIFY Needs

TARGETTED PRODUCTS

DRIVERS TO GROW SOCIETY
- Attract New
- Retain Existing

GROW SURPLUS
- Increase Revenue
- Reduce Expenses

EFFECTIVE ENGAGEMENT

IMPROVE
- Existing Services

PROVIDE
- New Benefits

PROMOTE
- All Offerings

LEVERAGE
- Resources

GUIDE Membership

IEEE
Advancing Technology
for Humanity
Strategic Themes

In 2016, I encouraged three themes for strategic planning and program execution:

- **INNOVATE** – anticipate tomorrow
  - Propose new customer-focused initiatives to grow and position our Society as a leader in future

- **COLLABORATE** – team building
  - Form active VP committees, engage in cross-VP collaboration, collaborate with AESS community

- **IMPLEMENT** – leverage resources
  - *Make it happen* and seek opportunities to leverage membership resources for implementation

In 2017, three **ADDITIONAL** themes for strategic planning and program execution:

- **IDENTIFY** – customer needs
  - Understand *detailed* customer needs, particularly industry (who needs what, where and when)

- **GUIDE** – member participation
  - Inspire, empower and guide wider membership to engage the AESS community in our initiatives

- **REVIEW/REWARD** – member performance/contributions
  - Review operations in each area to refine best practices and reward contributors
Broad Guidance – 1. Joint Initiatives

A BoG that collaboratively develops and implements JOINT VP INITIATIVES is better placed to identify and exploit AESS opportunities, i.e., implementing:

- LARGER TRANSFORMATIVE initiatives (Scale)
- CUSTOMIZED RESPONSIVE initiatives (Agility)

Traditional Model

Innovation stagnates, engagement suffers, and collaboration is suppressed.

Progressive Model

(VP Committees not shown)
Broad Guidance – 2. Engaging Members

Understanding our global membership in more detail
- Talents, skills, knowledge, resources, and needs
- History of service to AESS, interest to contribute

Assemble and maintain an AESS Volunteer Database

Extending proactive collaboration beyond AESS BoG
- Chapters, Technical Panels, Student Branches, ect.
- Engagement to implement/participate in activities

AESS community engagement in DEPTH and BREADTH. A true FORCE MULTIPLIER.
Broad Guidance – 3. Customized Activities

Professional needs vary considerably among different membership groups and our opportunities to respond and serve may be time-bound and location-specific.

Move from understanding general needs – staff training, professional development or technical update to “personalized” needs – who needs what, where, and when.

Generic industry example (such as one of the four primes):

- Company X recently secured large contract to develop Y
- Y has elements highly aligned with AESS Technical FOIs.
- Company X has a large budget provision for staff training
- X needs courses and workshops in specific areas (A,B,C)
- These services are needed currently in known locations Z
- AESS responds to answer the need (customized activities)
- Outcome is membership growth and generating a surplus
Illustrative Example - Mentoring Program

“There is no greater honor than supporting someone’s growth and evolution as a human being.” - Ellie Burrows

Cross-VP Collaboration
Chapters Chairs YP, Student Branches
TP members (Mentor sign-up)
Promotional Initiatives, RadarCon2017 (Focus on recruiting Mentees)

MEMBERSHIP
TECH OPS
CONFERENCE

PUBLICATIONS
EDUCATION
INDUSTRY
FINANCE

Guest Editorial Flyer in Magazine
Distinguished Lectures (Mentor sign-up)
Promotional Initiatives (to come)
Networking Workshops (to come)
AESS Mission and Vision (Unchanged)

- **Mission Statement** – AESS’s purpose is to provide a responsive and relevant professional society that attracts, engages, aids, and retains a diverse set of members (age, culture, community -- theoretical, managerial and applications) worldwide in the areas of our fields of interest as defined in our constitution. AESS will accomplish this via our publications, conferences, and technical activities, to include Chapter activities as well as Society activities.

- **Vision Statement** – AESS will be essential to the worldwide technical community and be recognized for outstanding contributions in the field of aerospace and electronics as demonstrated through our conferences, publications, tutorials, communications, education, and membership.
Strategic Analysis (Changes)

Strengths
- We have a successful and repeatable method for developing our strategic plan.
- We have a strong EC committed to reviewing and improving the strategic plan.
- We have a range of exciting new initiatives that will enhance and grow the Society.
- BoG and wider AESS membership has wealth of experience and willing to serve.

Challenges
- Not all VPs are supported by active member committees from the BoG.
- Implementing our plan could benefit from more cross-VP collaboration.
- Leadership development for successions into VP roles can be improved.

Opportunities
- Exist on the axes of five the strategic themes and the broad guidance.
- **Identify**, innovate, collaborate, implement, **guide and review/reward**
- Joint VP initiatives, **engage AESS community and customized activities**
Strategic Objectives

Long term (3-year) strategic objectives

1) Mature our repeatable method for developing and following a strategic plan.

2) Engage VPs to develop and status strategic plans for their areas to all the EC.

3) Improve EC communication—particularly to stimulate cross-VP collaboration.

4) Form active VP committees to implement initiatives and execute programs.

5) Provide strategic guidance - potential future directions for VP consideration.
EVP Initiatives

Actionable and measurable initiatives in BLUE

1. Review and improve our strategic plan
   - Initiate EC strategic planning meetings and provide instructions, expectations & templates
   - Request specific responses from VPs & inputs for written Word document with due dates

2. Engage VPs to develop/follow the plan
   - Request that Officers lead activities in their area and manage their sections of the plan
   - Request that Officers track progress and status their plans regularly with the entire EC

3. Stimulate cross-VP collaboration
   - Consult Officers to identify initiatives that would benefit from collaborative implementation
   - Build a matrix of cross-committee collaboration activities to guide interactions between VPs

4. Form and guide new VP committees
   - Solicit BoG preferences to serve on committees and consult with VPs and N/A committee
   - Form BoG-member committee for each VP and oversee functioning of these committees

5. Provide broad strategic guidance/themes
   - Encourage Officers to consider these themes in developing their strategic plans for 2017
   - Scan horizon and identify opportunities to maximise operational performance of Society
1. Initiate EC SPMs, ask VPs to lead their areas and provide templates
   - Renovated approach has yielded a detailed 2015 AESS strategic plan well received by SRC
   - Metric in 2017 is the production of a revised/improved AESS strategic plan & VP feedback

2. Request VPs to develop and status strategic plans for their areas
   - 85% of Officers provided inputs for their section of the plan (but not all in timely fashion)
   - Metric in 2017 is that all Officers clearly understand task and contribute to strategic plan

3. Stimulate cross-VP committee collaboration for joint initiatives
   - Monthly EC telecon did not persist. Include a special session at the SPM devoted to this.
   - Metric in 2017 is the coordinated execution of AESS initiatives that engage multiple VPs

4. Provide broad strategic guidance and promote new themes
   - Increased presence of these themes in strategic plans developed by VPs in 2016
   - Implementation of new collaborative initiatives at decreased cost by leveraging

5. Formation of VP committees to support Officers
   - Formed BoG member committees for each VP. Effectiveness (joint meetings & outputs)
   - Ability of VP successors to understand and practice responsibilities for their future roles
Financial Assessment

To be covered by individual areas and overall by VP Finance.

Seven Officer-led development areas:

1. Education          Kathleen Kramer
2. Conferences        Mark Davis
3. Member Services    Wolfgang Koch
4. Publications       Dale Blair
5. Technical Operations Walt Downing
6. Industry Relations  Mike Walsh
7. Finance            Jose Bolanos
The AESS has a relevant strategic plan, that we will continue to improve and follow to help grow the Society.

We have a great team of board members, with diverse talents, who are motivated and committed to serving the AESS.

With this in mind, there is a tremendous opportunity for all of us to affect positive change for the AESS in 2017.

Let’s work together and make a difference!