

Industry Relations

AESS Officers Strategic Planning Meeting

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Miami, FL

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VP Industry Relations, AESS



Industry Relations

Goals – *Achievable and Concise*

- **Chapter Engagement** - Establish active Industry Relations activities and collaborations through individual AESS Chapters
- **Industry Relations News & Activities Website** - Generate and maintain current, industry-focused content on the AESS website.
- **IEEE Industry Engagement** - Position AESS in a pro-active role with the IEEE global industry strategy, leveraging the initiatives of the IEEE Industry Engagement Committee and Advisory Board
- **Young Professionals** - Promote opportunities for Young Professionals in our industry fields of interest

Chapter Engagement

Objectives - 2018

- **Statement:** Establish active Industry Relations activities and collaborations with and through individual AESS Chapters
- **Performance Metrics:** Communication/feedback ratios with Chapters/Chapter Chairs; Level of industry outreach achieved through Chapters; Number of new local collaborations
- **Assigned To:** Mike Wicks (lead), Bob Lyons
- **Relevance:** Promoting direct, two-way industry engagement for members on local level; Building the future for the Society as a resource for industry
- **Time Period:** May – Chapters reached, new activities pursued; October – update on activities, continuing plans

Industry Relations News & Activities Website

Objectives - 2018

- **Statement:** Develop Industry Relations Web Page that provides access to AESS resources, including links to specific industry-focused features in Systems Magazine and other industry-related efforts
- **Performance Metrics:** Expansion of Industry exposure and advertisements on AESS platforms (web site, magazine, newsletter, etc.); Web page "hits"; Increased Industry Insight articles in *Systems*;
- **Assigned To:** Teresa Pace (co-lead), Bob Lyons (co-lead), Bill Walsh
- **Relevance:** Building Industry outreach and exposure for Society events, . Activities, and resources; Establishing communications between AESS and Industry
- **Time Period:** May – initial update to IR Web Page; October – report on accomplishments & plans

IEEE Industry Engagement Objectives - 2018

- **Statement:** Leverage IEEE Industry Engagement Committee to support/promote AESS
- **Performance Metrics:** Ability to highlight and promote Society and Chapter activities across IEEE to attract industry interest; Identify AESS-specific opportunities and associated follow-up; Industry recognition of AESS activities
- **Assigned To:** Bill Walsh (lead), Marina Ruggieri
- **Relevance:** Using IEEE resources to support AESS Industry Engagement; Mission Implementation
- **Time Period:** Throughout 2018 (and beyond...)

Young Professionals

Objectives - 2018

- **Statement:** Provide opportunities and promote AESS as “Social/Professional” platform for YPs in Industry (our fields of interest)
- **Performance Metrics:** Quantify AESS member engagement in YP Affinity Groups; AESS content through YP social platforms; Engagement in YP networking events
- **Assigned To:** Roy Streit (lead), Mike Wicks
- **Relevance:** Promoting opportunities for AESS Young Professionals; Building the future for the Society
- **Time Period:** May – identify activities being pursued; October – report on accomplishments & plans

Backup

Objective Template

One/each using **SMART** Format

S – Statement of the objective

M – Performance metric for measuring progress

A – Assigned to:

R – Relevant to which goal(s) and how?

T – Time period for performance

Goals vs. Objectives

Suggest we adopt consistent usage

	Goals	Objectives
Definition	Desired outcomes of efforts over time	Intended results produced by implementing strategies
Timeframe	Long-term	Near-term
Magnitude	Major	Incremental
Outcomes	General	Specific & measurable
Purpose of actions	Movement in a direction leading to desired results	Aimed at accomplishing certain tasks
Example	Retire by age 65	Must save \$20,000 this year to stay on track
Hierarchy	Goals control Objectives	Objectives can modify a goal