

The logo features the word "AESS" in blue with a grey swoosh above it, followed by "VISION" in black. Below this, the year "2020" is written in large, bold, black numerals.

AESS VISION
2020

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Industry Relations VP, AESS

February 9, 2019

Miami Marriott Biscayne Bay

Open Action Items (1 of 2)

- AI-0640: Ask Eli Brookner to write something for the industry page, the QEB, and the magazine
 - Eli will be in Boston in April

- AI-0800: Work with BoG to develop a value proposition statement that could be offered to industry
 - Work to be done

Open Action Items (2 of 2)

- AI-0812: Edit and upload drafts of the industry related content to the website
 - Roy Streit added the content last year

- AI-0813: Put together a marketing packet for industry relations to advertise short courses
 - Mike and Shawn will take the lead on half-page ad. Marketing ideas include website, QEB, social media, and half-page ad in AES Magazine

New Ideas

Research industry fellows who may not be IEEE/AESS Fellows (Bob)

Chart setters in IET, research if there is something in AESS (Alfonso)

Honorary AESS fellows (Mike)

Definitions for Objectives, Action Plans and Performance Metrics

- **OBJECTIVES:** specific, measurable, achievable, realistic, and timed results produced while implementing strategies
- **ACTION PLANS:** collection of objectives that, in total, must be accomplished to reach a goal of the organization
- **PERFORMANCE METRICS:** measures by which achievement of goals and objectives can be determined

Industry Relations Marketing Objectives

S – Develop marketing to industry

M – How do we measure industry's response?

A – Assigned to Mike and Shawn

R – Marketing to industry to show value

T – Will have progress at April meeting