

# Education Strategic Planning

**AESS Officers Strategic Planning Meeting**

**February 8<sup>th</sup>, 2019**

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# Education Committee

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# Mission and Vision

## ■ Mission

- Develop and coordinate the educational activities of the Society to provide ***timely, relevant and interesting educational topics and delivery methodologies*** to our members and other members of the ***aerospace/defense community***.
- Provide the means to deliver ***high quality Distinguished Lectures, Tutorials, and Resources*** to our audience.
- Reward members pursuing higher education in the AEISS field.

## ■ Vision

- AEISS will be recognized for its leadership in serving as an essential professional forum for delivering ***world-class educational activities that advance our international technical communities and are valued by AEISS*** members.

# Education 3-Year Goals

1. Strengthen the **Distinguished Lecturer** Program, including **Short Courses**, by increasing frequency, quality, diversity, and awareness.
2. Strengthen the **Resource Center**, by increasing its content, quality, and awareness
3. Develop, improve and fund programs that support those **underrepresented in our membership** (YP, WIE and student members)
4. Increase awareness and competition for **Robert T. Hill Educational** Award

# Strategic Analysis

## ■ Strengths

- Strong base of activities across society related to Education
- Radar Systems, Tracking, and Fusion topics education activities supported by and supporting activities across AESS.
- Support from Publications, Conferences, Membership, TechOps.
- Base that supports and wants greater involvement in Education Activities. Technology community and industry base that values education and expert knowledge.

## ■ Weaknesses

- Small side of medium society. Membership demographics – age, gender, geography.
- Uneven coverage for some areas technically and geographically.

## ■ Opportunities

- Newer DLs with new technical and geographic coverage.
- Resource Center
- Integrate with other IEEE Educational Activities and Collaboratec

## ■ Threats

- Lack of YP and WIE membership interest and involvement. Small number of student members. Low rate of membership at AESS conferences.
- Getting stronger use of online presence, like Resource Center, requires some change.
- Struggle to get many nominations for thesis award and similar issues in recent years.
- Education Committee turnover.

# Goal 1: Grow DL Program

**By delivering more DLs and ensuring the program is aligning to meet the needs more members**

Performance metrics for measuring progress:

- Number of DLs, Geographic Coverage, Technical Coverage
- DL Surveys
- Equal Metric for Short Courses when launched

Short Term Objectives:

- Reach out to local AESS Chapters to spur new DL activities
- Improve DL Reporting by creating processes
- Create Online Surveys
- Improve awareness by increasing marketing
  - QEB, Sys Mag, Transactions, Social Media Chapters, Direct Emails, Printed Flyers
- Update DL materials annually to improve promotion of AESS and access to Educational programs.

Long Term Objectives:

- Include Short Course Initiative in the EdCom once launched.
- Any Suggestions?

## Goal 2: Increase Reach of Online Tutorials

**By improving and expanding offerings through Resource Center**

Performance metrics for measuring progress

- Number of uploaded content
- Number of downloads

Short Term Objectives:

- **Fantastic idea but Needs A LOT of work!**
  - Insufficient uploads (Lance / Kathleen just got 3 new lectures!)
- Update and augment Resource Center archives
  - Call for Inputs (email, print, and so on)
  - Add Systems Magazine and its Tutorial Section
- Assign individual committee members to conferences to look for tutorials
  - Chapter Recording initiative
- Distribute Resource Center flyer to conferences and QEBs

Long Term Objectives

- Work with VP Conferences to institute optional recording to all tutorials / plenary speakers at all AESS Conferences
- Assess integration with IEEE websites and Collaboratec

## **Goal 3: Increase Education activities' interaction for the underrepresented**

### **Including Young Professionals, Students, WIE, and by technical or geographic alignment**

Performance metrics for measuring progress

- Distinguished Lecturers at YP/WIE/Student Events
- Distinguished Lecturers at underserved areas
- Funding of YP/WIE/Student Events
- Funding of AESS Educational Initiatives

#### **Short Term Goals**

- Create list of “underserved chapters”: funding limits waived
- Funding:
  - IEEE Rising Stars 2020 (\$1,000)
  - IEEE YP In Space 2019 (\$1,000)
  - IEEE Radar Summer School 2019 (\$1,500)
- Select and Fund AESS DL for YP/WIE/Student Events

#### **Long Term Goals:**

- Develop and improve programs that support underrepresented, including Young Professional (YP) and student members
- Collaborate with Member Development to include the Mentoring Program

4/15/2022 Create “Fundamentals” Tutorials for Resource Center



# Goal 4: Increase Awareness and Competition for the Robert T Hill Award

## By advertisement and outreach

Performance metrics for measuring progress

- Number of announcements sent
  - also media used
- Number of nominations

Short Term Goals

- Targeted Messages and Advertising
  - QEB, Sys Mag, Transaction, Social Media, Direct Emails, Flyers, Conferences
- Write profile of Robert T Hill award winner
  - Publish on QEB and Sys Mag

Long Term Goals:

- Any Suggestions?