Education Strategic Planning

AESS Officers Strategic Planning Meeting

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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 AESS field.

**Vision**
- AESS 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 AESS 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**
- 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
• 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?