

Connecting Industry Partners via AIRW AESS

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List of Contents

- Actions from previous BoG meeting
- AIRW Blog
 - Why a BLOG?
 - Blogging stories
 - Industry Partners blog space
 - Job posting
 - Collaborative space
- Partners availability
- AESS/AIRW potential budget
- Move our steps
- Conclusions

Actions from the BoG meeting of May 2014

- Made available, for free, the AESS Industry Relations Website (AIRW) and sent to Judy Scharmann the CD with the website content. The CD was received on February 18th, 2014. AESS webmaster, Mr. Brandon Ratzloff, was working on the AIRW (April 9th, 2014).
- Comments from Mr. Ratzloff have been received and evaluated.
- All AIRW main features have been implemented and set up: AESS member Talk (forum), Job-Collaborations function, ACL: Access Control list system (Users Access Level control), Industry dedicated sections, Informative sections (e.g. patents, awards, news, etc. - unlimited number), Blog, FAQ.

AIRW Blog: Why a BLOG

Applying the blogging idea to the AESS would mean to provide a human contact with the people that are inside the organization

AESS don't manage at the moment a blogging space. The endorsement to build up such activity can arrive only internally if volunteers can be found



Set up a Blog using industries partners as collaborators can solve partially the problem of limited internal resources

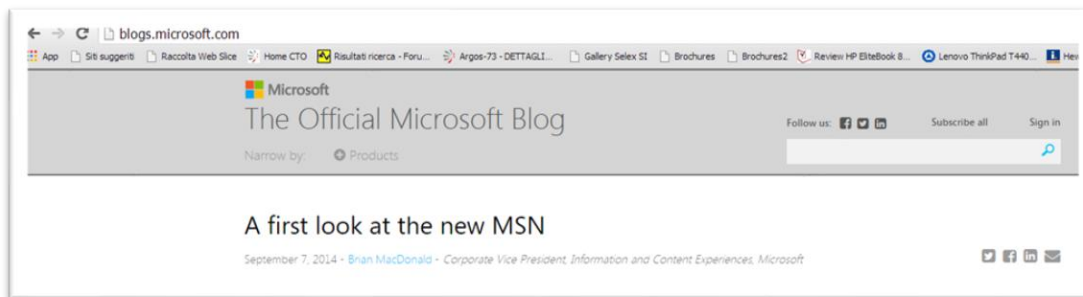
An internal blogging activity can help discovering facts that simply are unknown also from the inside of the organization

AIRW Blog: Blogging story

Why a BLOG?

*Blogging is not anymore an optional instrument for companies and organizations **

An *historical example* is given by <http://blogs.microsoft.com/> that had the “power” to change the common perception of the Mountain View company.



The main idea that is behind a blog is to provide a true perception of the company/organization (not to advertise the company) but from an internal point of view.

* Robert Scoble, Shel Israel “Naked conversations”, John Wiley & Sons, Inc., 2006

AIRW Blog: Industry Partners blog space



- ❑ How to organize the blog space for Industry partners on AIRW?
- ❑ Which kind of “control” should have on it AESS?
- ❑ How to assure that the blog space will be kept alive?



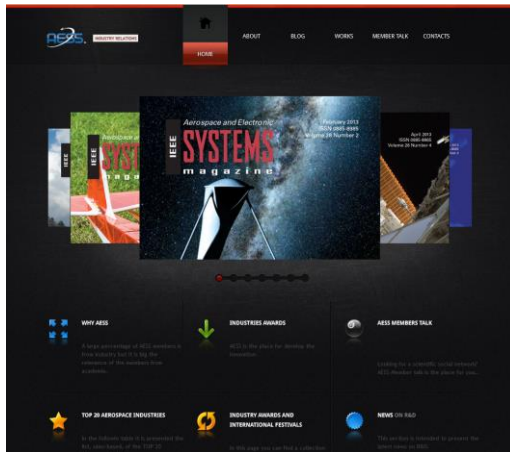
- *Give to the companies as much free space as possible*
- *Allow “auto-promotion” on the content publicated*
- *Stimulate interactions by setting up an internal AESS control group*

- Can we ask companies to update periodically their space?
- If so: can we make a moral suasion for it?
- How to manage possible “bad” interactions between company bloggers? Can we think about a regulation for the contributors?



- *Underline benefits and opportunities that can come from writing on our blog (like: free advertisement, scientific endorsement, internet presence, etc.)*
- *Guarantee some extra benefit for the participant companies*

AIRW Blog: Job posting

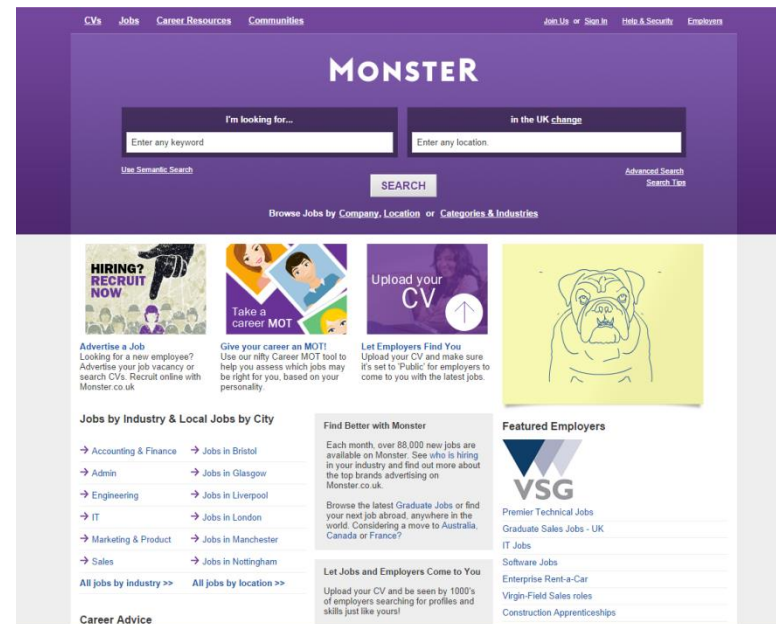


AIRW Website Job Posting section

AESS don't need to be competitive against monster.com or similar websites but can host a space for very specific job posting related to aerospace scientific positions



The Job posting section can be tied to the Blog space and can be managed directly from collaborating companies.



AIRW Blog: AESS/AIRW

What the collaborative space should contain?

There will be place for:

- General announcements
- Direct Company Contact
- Scientific collaboration setting up
- **Tradeshows and Events advertisement**




AESS/AIRW potential budget



Move our steps

How to succeed BLOGGING in 5 moves

PRE: Set up a editing process (decide WWW: “Who,What,When”)

- 
1. Select the e-goal we want to reach and complete the editing tasks
 2. Search and stimulate users feedback
 3. Check the comments and reply
 4. Proceed with Advertisement campaign
 5. Monitor on results and adjust our actions restarting from point 1



At every step we need to focus on AIRW BLOG for creating/modifying areas/contents of interest able to catch users attention

Conclusions

▣ General:

- Evaluate the change of Content Management System (CMS) used for AIRW (that is Joomla) into the one used for the AESS main website (Drupal).
- Explore the possibility for AESS BoG to fund the evolutions of AIRW to allow system management and further developments.
- Set up an internal procedure to periodically update the AIRW content: a Chief Editor has to be selected
- Distributions of AESS flyers and "Systems Magazine" flyers Charter Advertiser.

▣ Company private area (BLOG):

- Write down a list of companies and contact them for checking the willingness in contributing for the AIRW web space editing

▣ Questions?