

Industry Relation Report

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VP Industry Relation



Customer

- A large percentage of AESS Members are from Industry.
- The Defense and Aerospace Sector which is our major customers employ thousands of people: Raytheon (72,000), Boeing (165,000), Lockheed (140,000).
- The Industry growth is mainly associated to areas outside of traditional geographical areas such as US and Europe to emerging countries such as China, India, and Brazil.
- The industry is mature with modest growth in North America and Europe.
- The industry is highly regulated (ITAR).



Business Model: AESS and Industry

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- *Competitors:*
 - Head Hunters (expensive)
 - University Career Office (inexpensive)
 - Company's career site (free)
 - Job search sites such as Simplyhired



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- *AESS:*
 - Referral program through AESS network



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 - Online training courses (build a course and train thousands, no class is needed, cheap and wide reach, but lacks human training feature for sophisticated courses: Q&A)



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- *AESS:*
 - Increase courses and Distinguished Lecture and Tutorials attractive to the Industry.



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- *AESS:*
Enrich and expand number of technical panels and forums on hot topics



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➤ *AESS:*

Expand exhibition of AESS Conferences, enrich and enhance AESS Magazine and accept advertisement from the Industry



Business Model: AESS and Employees

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 - Other IEEE Societies, INCOSE for Systems Engineering
 - LinkedIn
 - A crowded marketplace.



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- *AESS:*
 - Implement AESS Strategic Plan*
 - Focus on AESS core capabilities*
 - Collaboration with other IEEE societies that share technical areas with AESS*



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➤ *Competitors:*

Job sites: Hotjob, SimplyHired, so many of them

Professional social networking sites such as LinkedIn.



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- *Competitors:*
 - Job sites: Hotjob, SimplyHired, so many of them
 - Professional social networking sites such as LinkedIn.
- *AESS:*
 - Still recommendation from trusted and recognized person goes a long way.
 - Attract Industry leaders and hiring managers to join AESS or sign MOU.
 - Referral program through AESS network



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 - Other IEEE societies
- *AESS:*
 - Enrich AESS publications and technical panels*



AEISS and Industry

Individual

education (starting as a student)
employment
career development – keeping up to date technically
networking
recognition – grades of membership, awards

{ publications
conferences
tutorials
:

Industry

recruitment and retention
career development of engineers and managers

AEISS

grow membership
'advancing technology for the benefit of humanity'



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**‘A global professional home for
engineers working in the
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systems domain’**



Goals

➤ *Strategic partnership with two large companies.
Offering includes:*

- *Group membership deal*
- *Specific training/education packages*
- *AES/Industry award*

➤ Introduce a specific Industry feature in the AES Magazine



➤ *Building Industry Relation Website:*

AESS Message

- AESS MOU for Industry Partner

Industry Partners

- Boeing (existing)
- Raytheon Canada (pending)
- Defense Research And Development Canada (negotiation)
- More



➤ *Building Industry Relation Website:*

Training

Industry Courses:

- Capability Maturity Model Integration (CMMI)
- Project Management
- Systems Engineering
- Obsolescence
- Lean/Six Sigma
- Aerospace Manufacturing
- Sustaining Engineering
- More

- AESS Certificate
- Offer training course package
- Webinar
- Online courses



➤ *Building Industry Relation Website:*

Advertisement

- System Magazine Journal
 - Interview
 - Product Ad
 - Subject Ad
- AESS Conferences
- AESS Website

Awards

- Pioneer Award
- Frank McGinnis Professional Achievements Award
- Dennis J. Picard Medal
- Award for industry?