# **Industry Relation Report**

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•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).



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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



> Customer: Do professional development and training for its employees



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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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Online technical and technology journals such as IEEE xplore (easily accessible, inexpensive), require lots of data mining, no easy and direct solution for a specific problem



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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



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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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#### >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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≻AESS:

Enrich AESS publications and technical panels

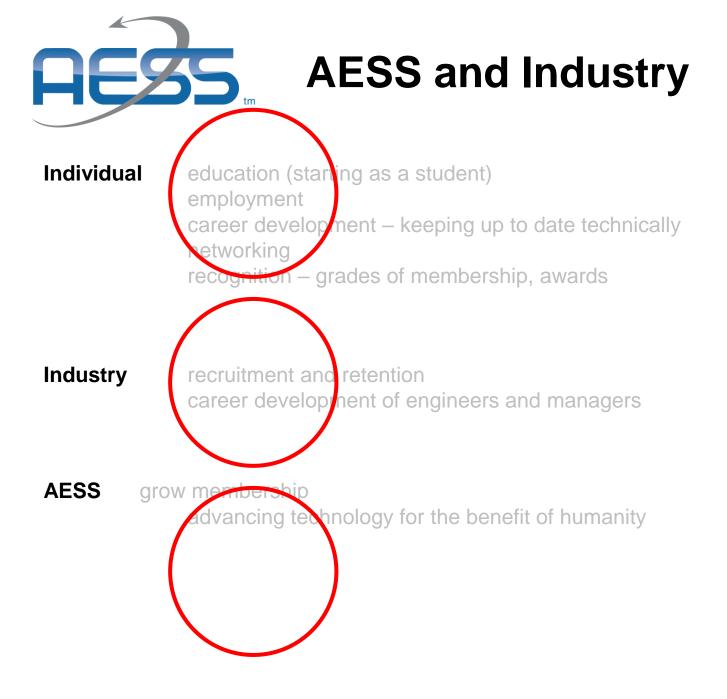


# **AESS and Industry**

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

AESS grow membership 'advancing technology for the benefit of humanity'





# 'A global professional home for engineers working in the aerospace and electronic systems domain'



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



# Goals for 2012

Status report: Currently working to sign MOU with:

Raytheon Canada : ✓ The MOU is under review by the company's lawyer

Defense Research and Development Canada-Ottawa:

✓ Received very positive feedback from DRDC, following up with the Director of DRDC.