

Membership Services Strategic Planning

AESS Officers Strategic Planning Meeting

January 28, 2017

Renaissance Atlanta Midtown

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Mission and Vision

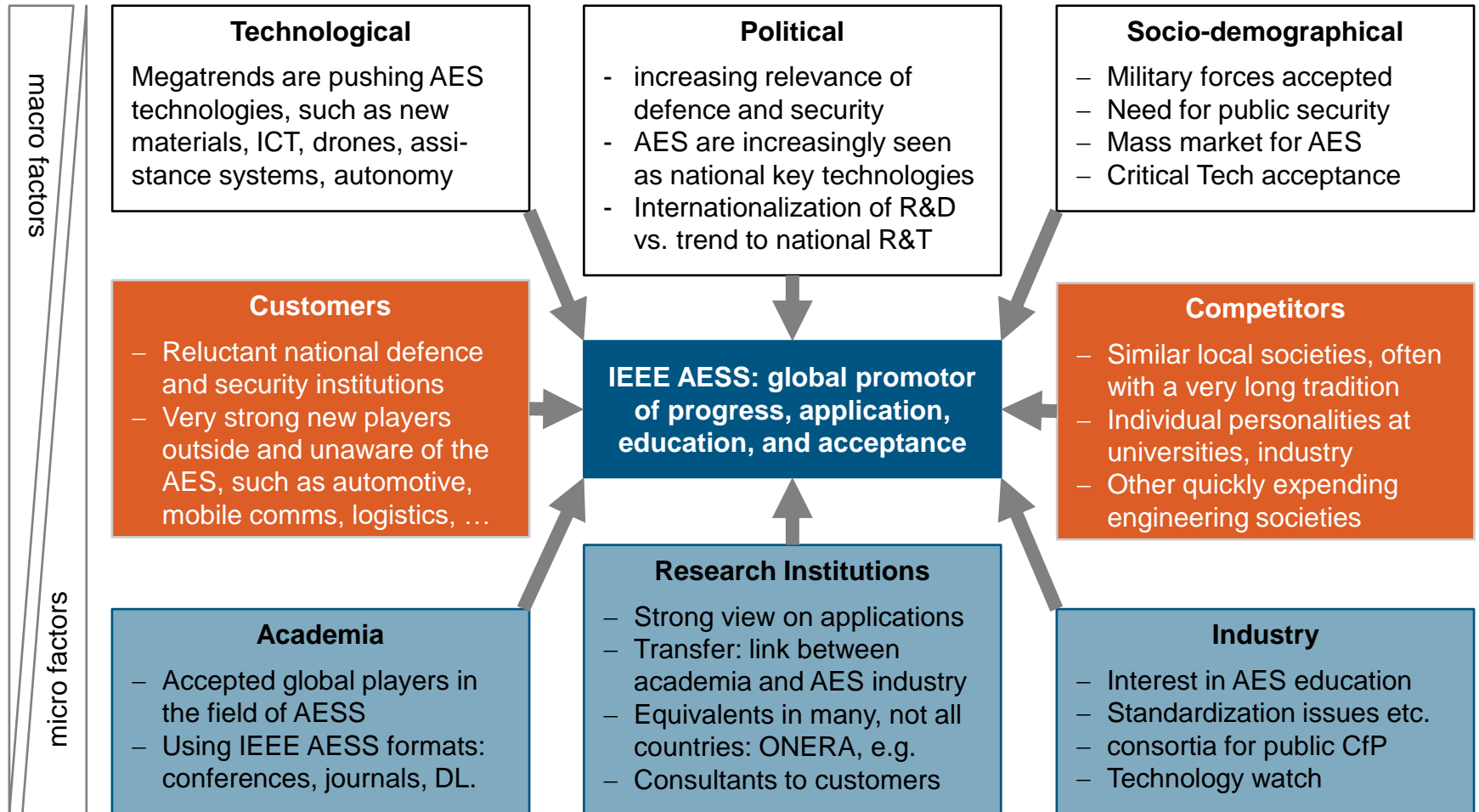
■ **Mission**

The impact of IEEE AESS, a global engineering society in a segregating world, critically depends on its capability of offering attractive services to its members. Services, on the other hand, inspire personal engagement of its members to realize the AESS goals, the only way to reach them.

■ ***Vision***

Within three years and in a joint effort of relevant VPs such as Membership Services, Education, Industrial Relations, Conferences, the local AESS chapters will be strengthened and interconnected as THE material link between the AESS and its members.

Strategic Analysis



Strategic Objectives

■ **Strategic objective: strengthen the chapters!**

- Get informed of the current status of local chapters
- Establish direct communication, perhaps via LinkedIn
- Perform a SWOT analysis on selected chapters
- Develop member services on close cooperation with VPs
*Membership Services, Education,
Industrial Relations, Conferences*

Initiatives

■ Initiatives to be reported on at the BoG Spring meeting, Seattle, May 2017

- Collection information of the current status of the local chapters
 - Needs assistance by the IEEE
- Begin with a careful strategic analysis with focus on region 8
 - External and internal factors for each major chapter
 - A sort of a SWOT analysis adapted to individual needs
- Draft member services around existing activities
 - Education (DL, Tutorials: IEEE conferences , NATO LS)
 - Technology watch (focus day on a particular topic)
 - Conferences benefits for members
- Establish interrelations between chapters in a region
- Set a sort of federation between small chapters (Germany, Switzerland, Netherlands, ...)

Region 8 AESS Chapters meeting Amsterdam, December 11, 2016

TDr. Leo P. Ligthart (AESS international director Europe)

Dr. Heinz Wipf (AESS chapter chair Switzerland)

Dr. Mark Bentum (AESS chapter chair Benelux)

Dr. Wolfgang Koch (AESS chapter chair Germany)

E.M.H.M. Ligthart-Versaevel (report)

1. Ligthart will ask the BoG for partial funding (20% - 30%) for organizing Chapter events in EU
2. Koch will report to BoG on how to recruit new AESS members in EU
3. Koch & Ligthart will motivate in the BoG meeting the importance of building up alliances between national engineering organizations and IEEE
4. All AESS EU chapter chairs will prepare a budget overview to strengthen AESS chapters in EU and organizing regional AESS activities.
5. Koch&Ligthart will ask the BoG to prepare a marketing plan showing the benefits for the AESS members
6. Ligthart: introduce multi-disciplinarity and system related research topics for AESS in EU.

Region 8 AESS Chapters meeting Amsterdam, December 11, 2016

- Organizing chapter events: The Switzerland AESS chapter spends yearly around € 12.000 total costs for lectures and other volunteering work by the AESS-chair + co-chair.
- Chapter lectures: important for knowledge transfer and for recruiting new members, and for promoting IEEE-AESS but: no sufficient funding for the lectures.
- Main criticism: IEEE-AESS members in EU pay fee to IEEE in USA, EU chapters have hardly direct benefits. Suggestions: receive partial (20% to 30%) funding by the BoG as support for organizing such chapter events.
- Several mid- and eastern-European countries cannot afford this kind of chapter meetings with lectures without IEEE-AESS funding by the BoG.