

# Publications Strategic Planning

**AESS Officers Strategic Planning Meeting**

**January 28, 2017**

**Renaissance Atlanta Midtown**

**Dale Blair**

**VP Publications, AESS**



# Mission and Vision

- **Mission** AESS Publications provides AESS members with scholarly, highly-regarded publications that support their professional growth and advancement. Publications will provide venues for publication of scholarly achievements, knowledge for the specialist, education for the nonspecialist, and information for our professional community.
  
- **Vision**
  - **Transactions** is relevant, timely, technically advanced, and highly regarded among professionals in our field.
  - **Magazine** is attractive and desirable and addresses timely topics in our field of interest so as to draw members to AESS.
  - **Tutorials** is a useful, informative, and timely resource for the professional growth of our members.
  - **QEB** provides new and timely information to support our members' involvement in our professional community.
  - **AESS Web Site** is a one stop shop for AESS information

# Strategic Analysis

- **Transactions** – recently made a significant progress in reducing sub-to-pub delays and early posting that is almost in place will make further improvements. Newly appointed Technical Editors with term limits are in place and new Associate Editors with term-limits will be in place in 2016.
- **Magazine** – numerous initiatives are in progress and submission is readership is anticipated. Impact factor is at 0.963 already.
- **Tutorials** – submissions to tutorials has increase due to recruiting, etc. Two tutorial issues are planned for 2016.
- **QEB** – special efforts are being made to improve the QEB and increase readership. Opens are at 33% of 4387 sent.
- **AESS Web Site** – special efforts are being made to improve the quality and value to our members. 2016 pageviews are up ???% over 2015 pageviews.

# Strategic Objectives (3 Years)

## Transactions

- (1) Reduce the average submission to-publication delay for the AES transactions to 10 months (early posting)
- (2) Increase Impact Factor of transactions to 2.0

## Magazine

- (1) Achieve an average submission rate of 12 articles per month for the AES Magazine.
- (2) Increase contributions from industry to 2 articles per issues
- (3) Increase Impact Factor of magazine to 1.0

## Tutorials

- (1) Publish 8 articles per year
- (2) Publish bound copy of first 10 issues of Tutorials

## QEB

- (1) Increase readership (opens) of QEB by 25%

## AESS Web Site

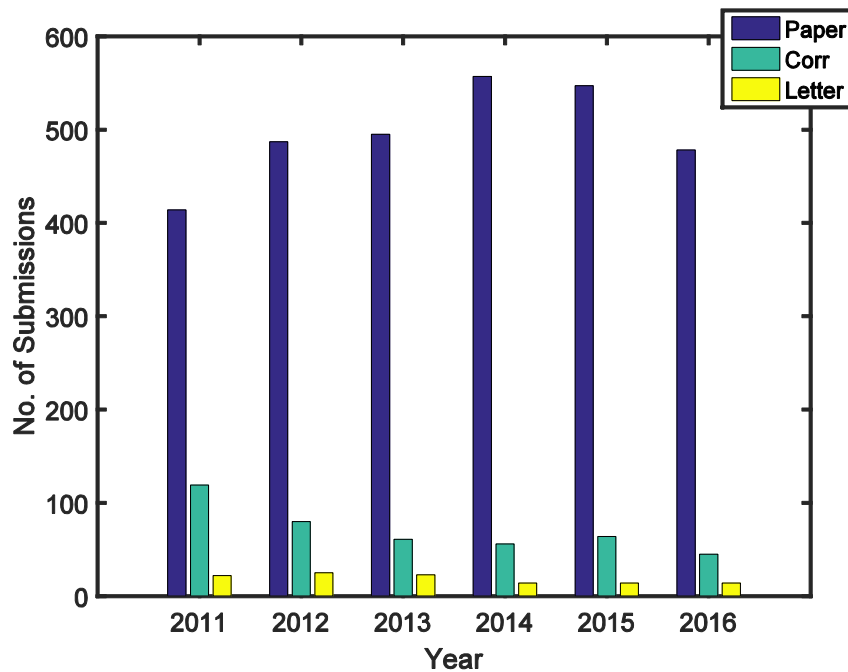
- (1) Increase visits to IEEE AESS Web Site by 25%

# Publication Initiatives - Assessment

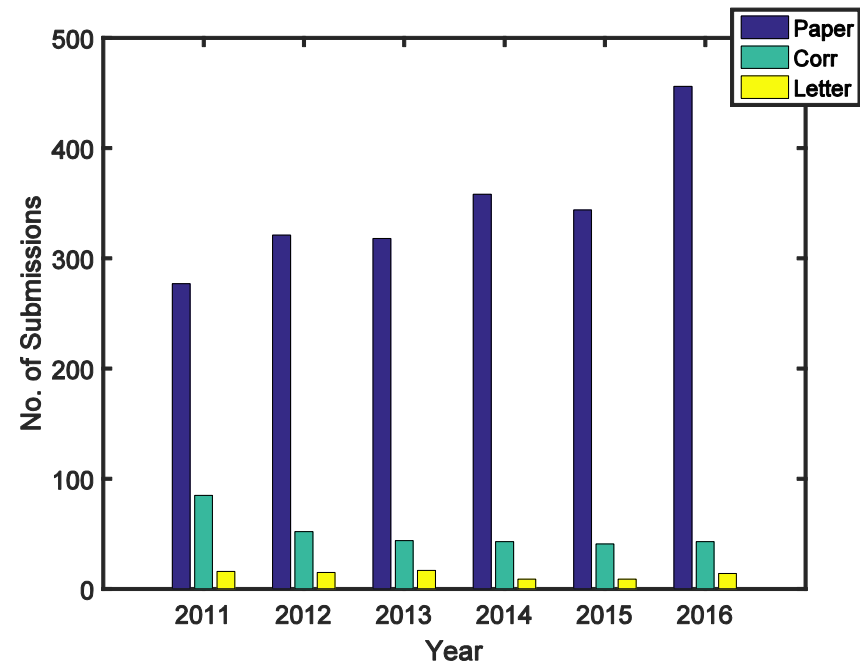
## Transactions - Good

1. XML Tagging of submissions to the transactions at submission for early posting on IEEE Xplore
  - Delay by over two years getting standards for delivery of the XML Tagging from IEEE HQ
  - Should be operational in 2017 with IEEE handling publications of T-AES.
2. Establish and Implement Term Limits for Editors of the Transactions
  - Completed in 2016
3. Planning a special section on CubeSats

# Number of Submissions for T-AES

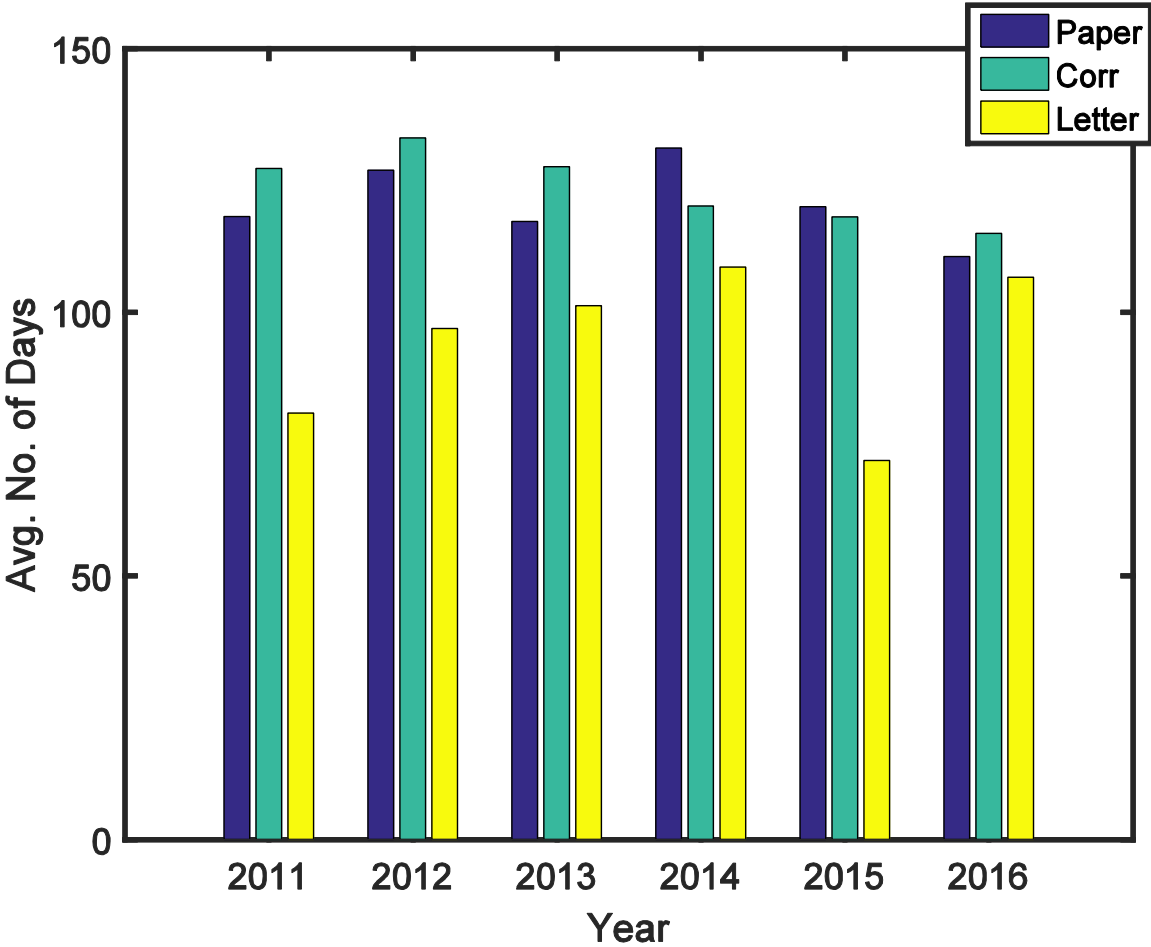


Whole Year

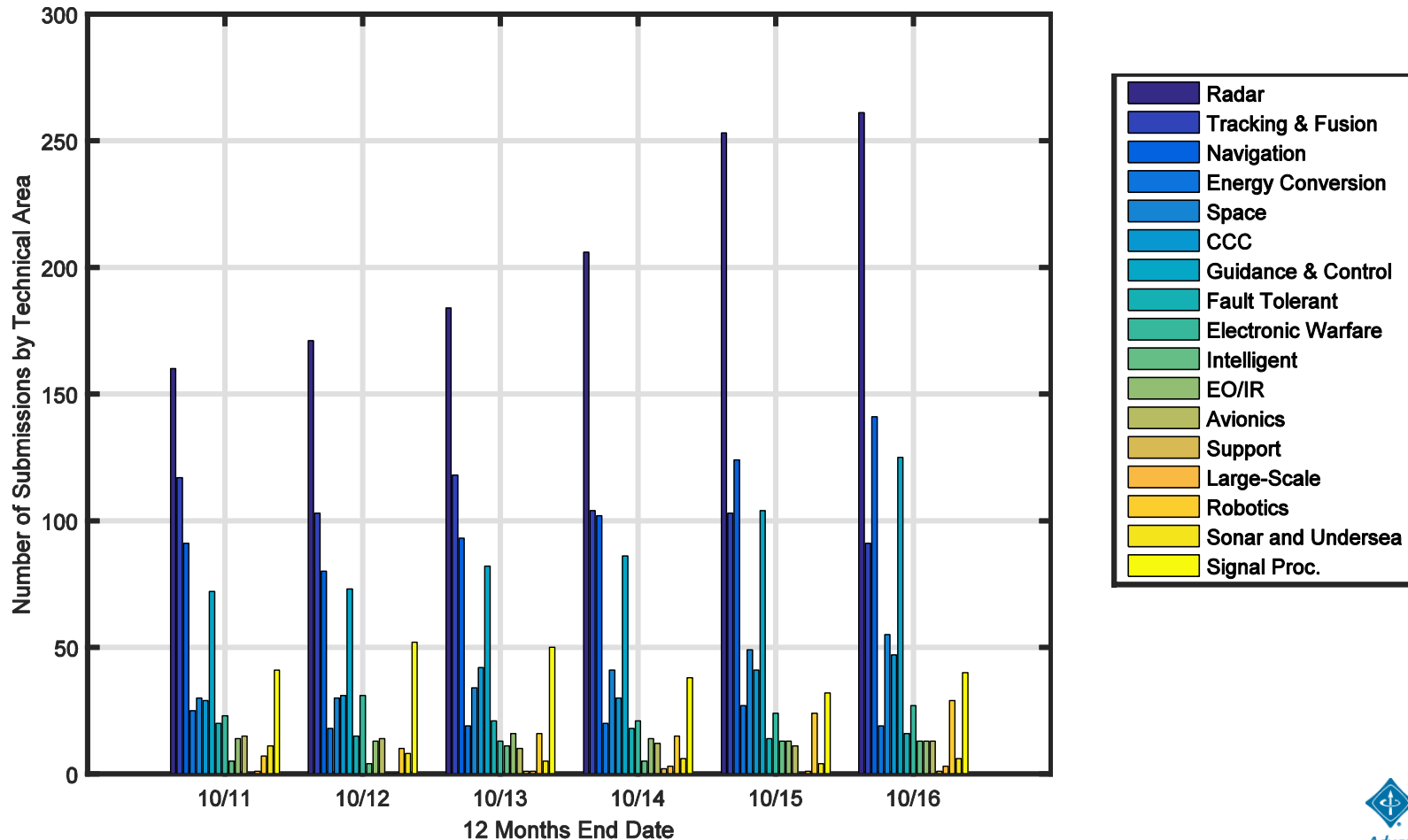


January-August

# Time to First Decisions



# Submissions by Technical Area





# T-AES Publications Metrics

## Standard Metrics – Transactions

Year	Impact Factor (regular, with self-citations)	Impact Factor (w/o self-citations)	Citation Half Life	Immediacy Index	Eigen-factor	Article Influence Score	Articles Published
2015	1.672	1.367	>10	0.105	0.0109	0.682	266
2014	1.757		>10	0.098	0.0103	0.691	246
2013	1.394	1.236	>10	0.327	0.0093	0.650	196
2012	1.299	1.121	>10	0.214	0.0080	0.619	257
2011	1.095	0.966	>10	0.151	0.0075	0.640	218
2010	0.917	0.854	>10	0.140	0.0068	0.573	136
2009	1.230	1.134	>10	0.095	0.0068	0.560	126

## IEEE Xplore Usage – Transactions

	2015	2014	2013	2012	2011	2010
<b>SUM/ RANK</b>		<b>342,062/ 39</b>	<b>350,617/ 35</b>	<b>355,048/ 33</b>	<b>393,518/ 30</b>	<b>316,291/ 33</b>

# T-AES Page Charges Income

Volume 52, No. 1 - \$ 27,400

Volume 52, No. 2 - \$ 21,900

Volume 52, No. 3 - \$ 23,800

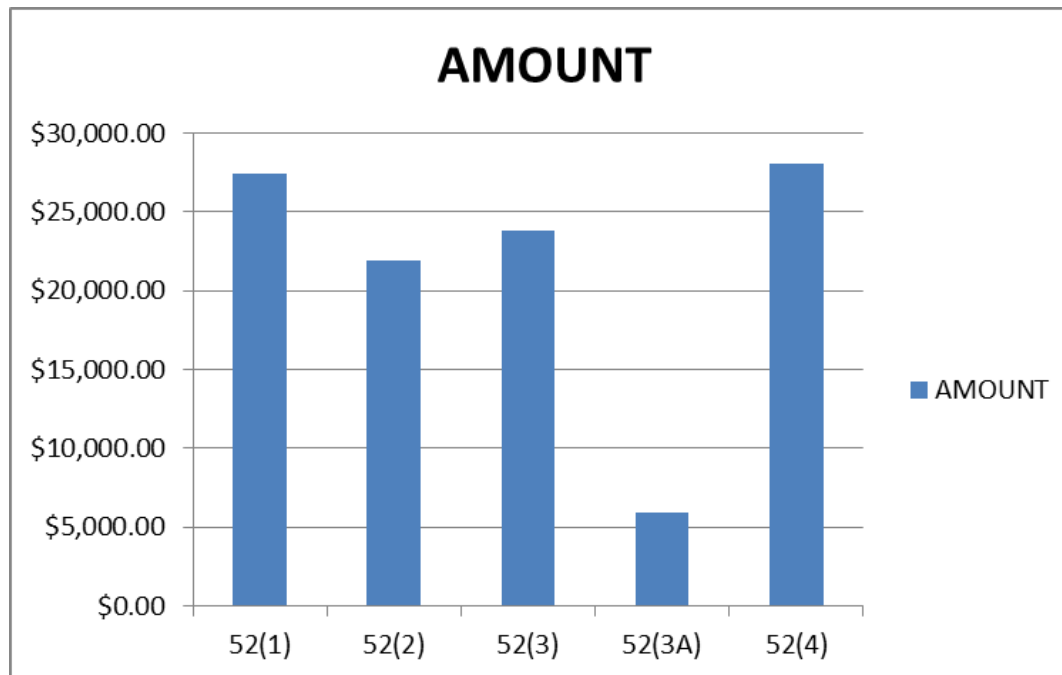
Volume 52, No. 3a- \$ 5,300 (open access only)

Volume 52, No. 4 - \$ 28,100

Volume 52, No. 5 - \$ ???

Volume 52, No. 6 - \$ ???

2016 Total to Date = \$107,100



# Publication Initiatives - Assessment

## Magazine – Very Good

1. Implement advertising plan in the magazine
  - Soliciting advertisers
  - Coordinate special issues with advertisers
2. Increase the presence of student activities in the magazine.
  - Student Research Highlights
  - Student Project Highlights
3. Improve the Operations of Editorial Board for the Magazine.
  - Developed Operations Manual for the magazine
  - Improve training of the editors for the magazine
4. Series of historical interviews – Hugh Griffiths is Associate Editor
5. New magazine column: “Industry Tips and Insights”
  - Published first article in January 2016
  - I have two articles that are waiting to be written
6. Increase the role of AESS in EO/IR Systems Literature
  - Recruiting articles/special issues for the magazine
7. Increasing the number of special issues
8. Increasing average pages per issue to 64

# AES-M Goals for 2016-2017

- Have an average of 12 new submissions per month
- Publish 2-3 special issues per year
- Have 2-3 historical interviews
- Publish 8-10 students highlights per year
- Review 5-6 books per year
- Impact factor 1.2 (now 0.963)
- Assess value of electronic distribution – print versions of July 2016 to December 2016 issues will be accompanied by an electronic version free to AESS members.
- Assess value of allowing authors to comment on articles in the electronic version of the magazine – September 2016 – December 2016 – VP for Publications is the monitor.
- Increased the page budget from 48 to 64 pages per issue. The Magazine is now fully booked beyond ay 2017!

# Special issues for AES-M

## 1) Sense and Avoid for Unmanned Aircraft Systems

1. GEs: G. Fasano, D. Maroney
2. Part I - July 2016, Part II - September 2016 (9 published papers)

## 2) Waveform Diversity for Electromagnetic Sensing and Communications

1. GEs: E. Mokole, S. Goldstein, R. Adve
2. Part I - October 2016, Part II - December 2016 (10 accepted papers)

## 3) Passive and Multi-static Radar for Civil Applications

1. GEs: H. Kuschel, K. Olsen
2. Part I - February 2017, Part II - April 2017 (7 papers under review)

## 4) Navigation and Positioning Systems (deadline just passed)

1. GEs: M. Braasch, A. Dempster
2. Planned June and August 2017 (12 submitted papers)

## 5) HF surface wave and skywave radars

1. GEs: D. O'Hagan, J. Fabrizio, G. Frazer, S. Anderson
2. Planned October/December 2017 (open)

## 6) Metrology for Aerospace Systems

1. GEs: P. Daponte, Stefano Debei
2. Planned June 2018

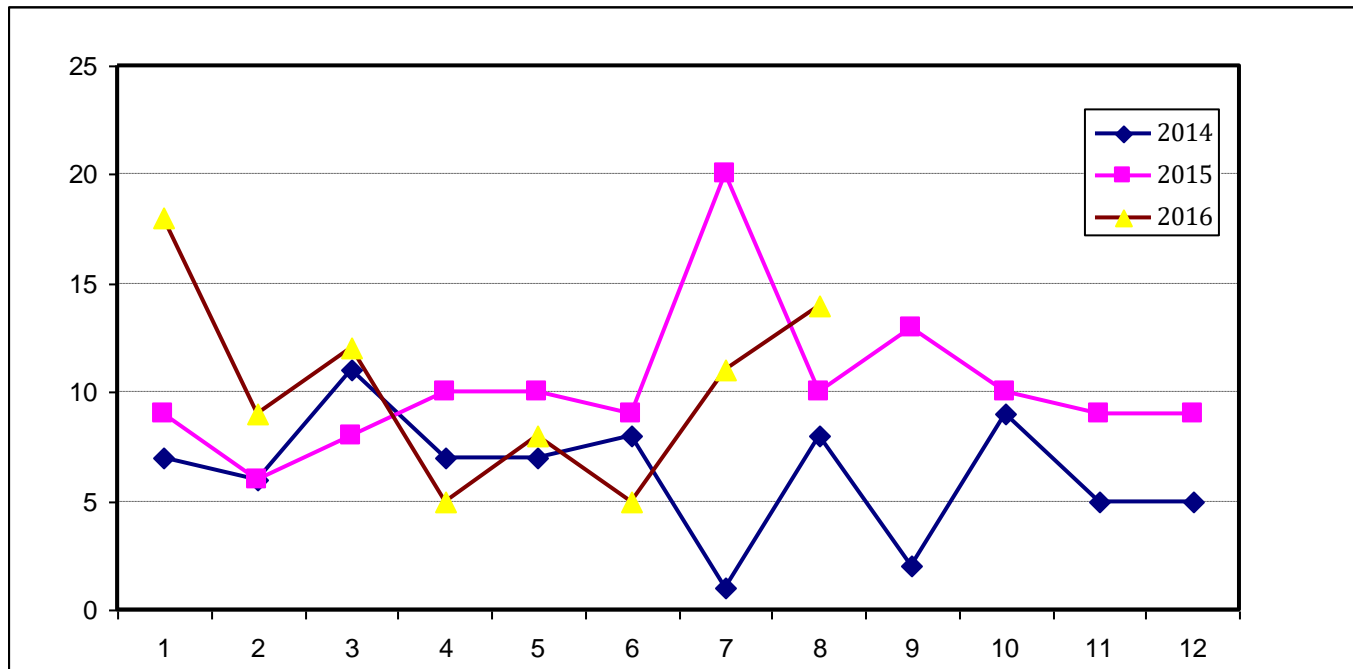
## 7) Cyber Security in Aerospace System -

1. GEs: Kathleen Kramer, Prof. Dr. Ir. Erik Theunissen, and Bill Walsh

## 8) Integrated Navigation, Sensing and Communications for Solving Problems in Society

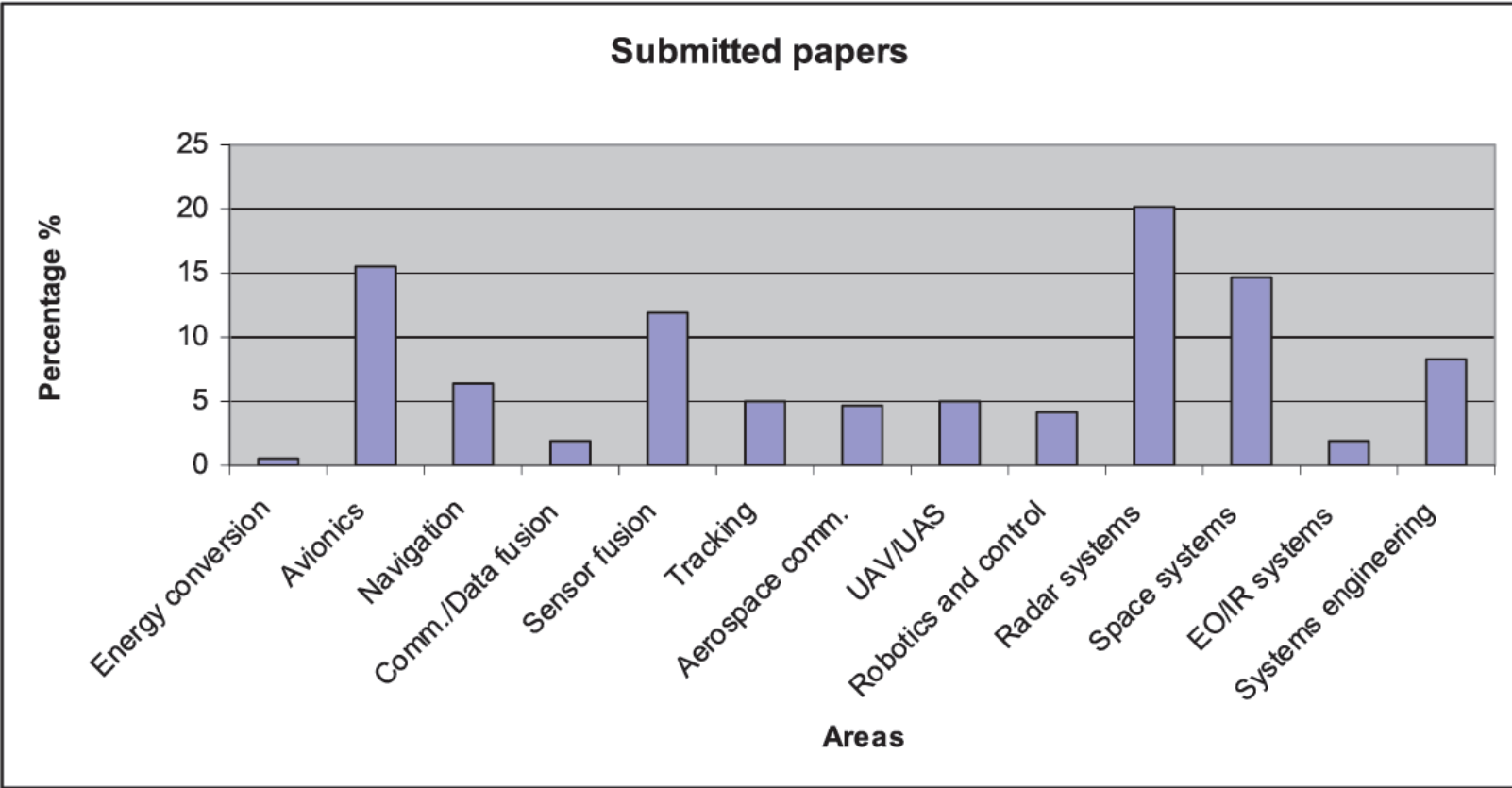
1. GEs: Leo P. Ligthart and Marina Ruggieri

# New Manuscripts Per Month in AES-M (sent for review)



Average submissions per month  
6.33 (2014), 10.25 (2015), 10.25 ( first 8 months 2016)

# Percentage of Submitted Paper Per Area (2013-15) – AES-M



Majority of papers comes from Avionics, Sensor Fusion, Radar and Space Systems. Seeking papers particularly from EO/IR Systems and Energy Conversion Systems.

# AESS Publications Metrics

## Standard Metrics - Magazine

Year	Impact Factor (regular, with self-citations)	Impact Factor (w/o self-citations)	Citation Half Life	Immediacy Index	Eigen-factor	Article Influence Score	Articles Published
2015	0.611	0.593	9.0	0.093	0.0012	0.275	43
2014	0.936		8.3	0.102	0.0015	0.288	49
2013	0.438	0.404	8.4	0.073	0.0009	0.166	55
2012	0.343	0.313	8.1	0.037	0.0012	0.205	54
2011	0.297	0.282	6.9	0.015	0.0011	0.173	67
2010	0.179	0.172	6.3	0.014	0.0015	0.219	70

## IEEE Xplore Usage - Magazine

	2015	2014	2013	2012	2011	2010
SUM/ RANK		124,621 /91	107,718/ 94	113,854/ 87	124,761/ 81	119,910/ 77



# Publication Initiatives

## Tutorials - Very Good

1. Increasing efforts in recruiting tutorials from editors for special issues and authors of articles that do not fit in the transactions or magazine.
2. Identifying topics for tutorials and recruiting authors

## Status

- Four tutorials published in March 2016
- Four tutorials published in November 2016
- Four tutorials scheduled for April 2017
- Four tutorials planned for October 2017

# Publication Initiatives

## **QEB - Needs to Do Better**

1. Establishing processing that should improve the quality and value of the QEB
2. Recruiting contributions from BoG members and officers

## **AESS Web Site - Need to Do Better**

1. Completed a refresh of the web site for better presentation and utility and use on mobile devices
2. Review and improve content via IEEE AESS Officers and BoG members
3. Increase value to industry via the addition of industry relations

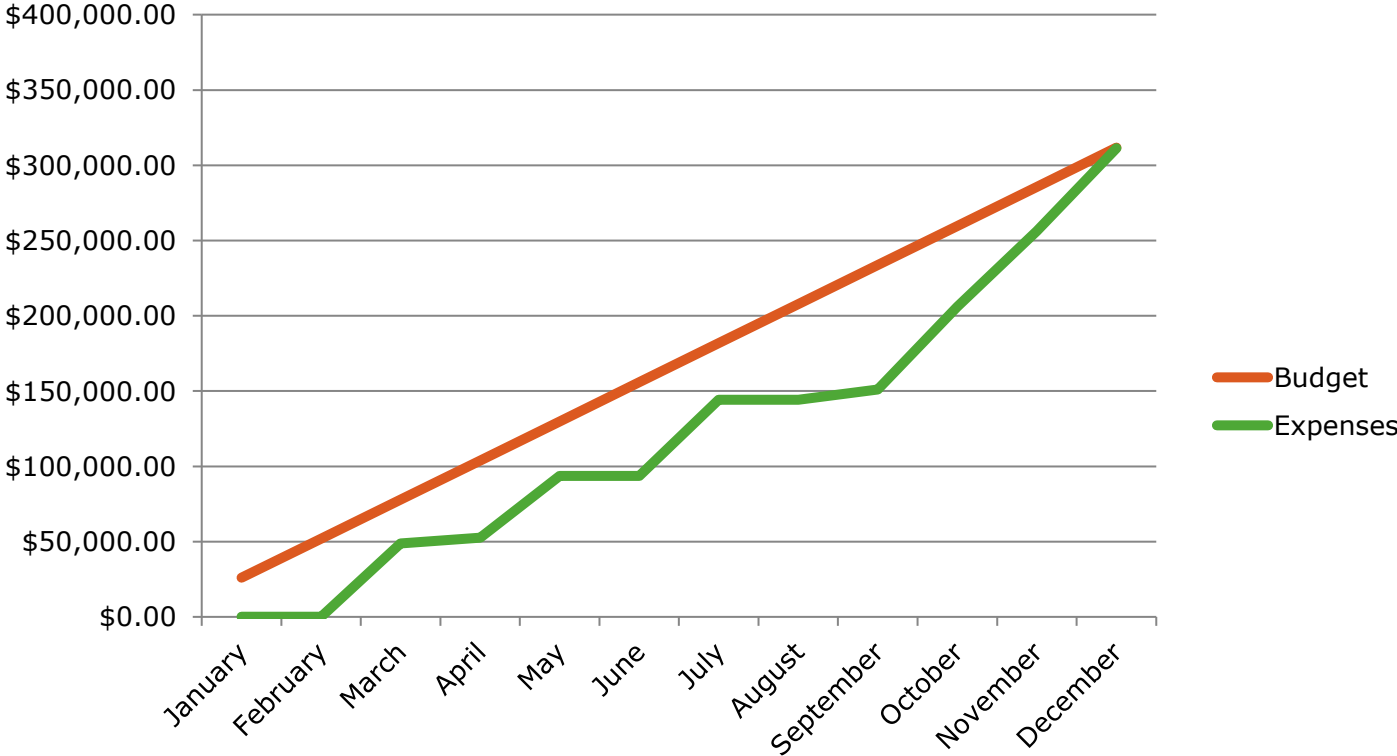
# QEB Opens

Campaign Name	# Sent to	# Opened Email	% opened	# Bounced	# Unsubscribed	# Unique Clickers
AES Newsletter 1st Qtr 2015 - 030515	3,674	1,190	32%	57	1	74
AES Newsletter 2nd Qtr 2015 - 061115	4,182	1,328	32%	63	4	183
AES Newsletter 3rd Qtr 2015 - 090315	4,288	1,326	31%	76	2	177
Dec 2015 newsletter was not sent						
AES Newsletter 1st Qtr 2016 - 010416	4,387	1439	33%	77	2	17
AES Newsletter 2nd Qtr 2016 - 040516	3,831	1,260	33%	8	1	177
AES Newsletter 3rd Qtr 2016 - 070616	4,120	1313	32%	56	3	120
AES Newsletter 4th Qtr 2016 100316	4,261	1291	30%	61	1	126
AES Newsletter 1st Qtr 2017 010317	4,332	1440	33%	6	4	162

# Visits to IEEE AESS Web Site

Page Views		
Month	2015	2016
January	4948	6867
February	5339	7529
March	5569	6503
April	6461	8351
May	6969	6948
June	6760	6708
July	6551	6636
August	8434	7209
September	10864	8603
October	7551	7483
November	5799	8817
December	6186	7728

# T-AES Expenses – Estimated vs. Actual 2016

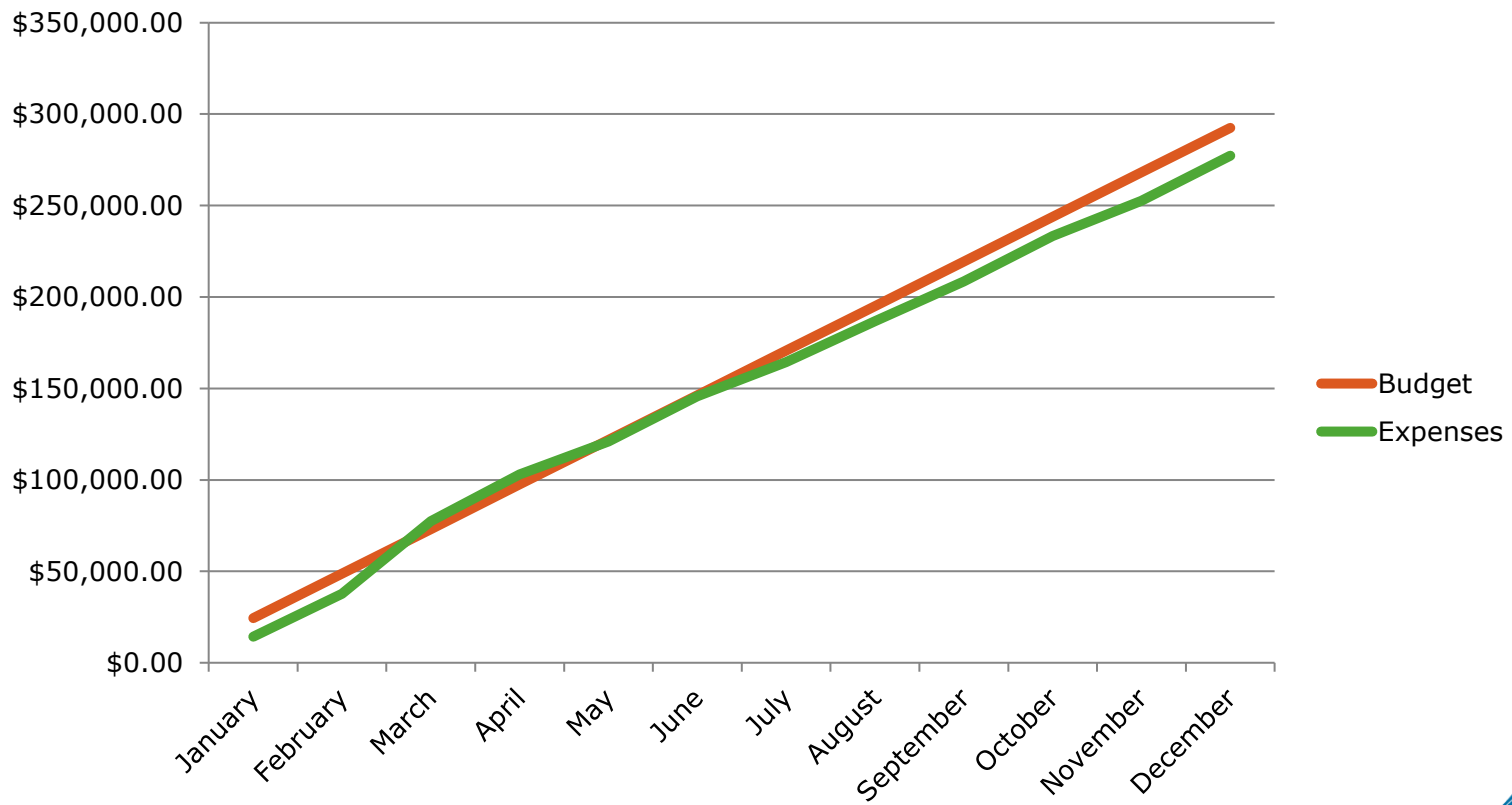


# 2017 Budget Expenses Estimate

## T-AES

- IEEE Publishing Operations - \$171,230
  - Initial year of new agreement for integrated services
  - Continue Bi-Monthly electronic publication
  - Managing Editing, Copy Editing, Typesetting, XML tagging
- Precision Computer Works (EJP) - \$15,000
  - eJournal Database
  - Includes support for *Systems* magazine
- Total for Budget Plan 2017: \$186,230
  - Does not include IEEE-related expenses attributed to Transactions (e.g. various purchase services, XPLORE, etc.)
  - Approx. 38% reduction in expenses from 2016 due to change in publishing vendor

# AES-M Expenses – Estimated vs. Actual - 2016



# 2017 Budget Expenses Estimate

## AES-M

- Publication & Delivery Services - \$265,225
  - Allen Press (AP-S) – Task Order Contract
  - 2<sup>nd</sup> year of 3 year contract, includes 3% escalation
- Bright Copy – On-line version - \$2,400
  - Allen Press
- Administrative/Asst. Administrative Editors - \$35,000
  - Susanne J. Walsh (SJW) – Independent Contractor
- Total Budgeted Expenses for 2017: \$302,625



# Financial Assessment

**All is good!!!!!!**