

## IEEE AESS Officers Strategic Planning Meeting Minutes

Tuesday, April 24, 2012

Marriott Myrtle Beach

Oleander A

9:00 am – 5:00 pm

Attendees: Hugh Griffiths, Bob Rassa, Marina Ruggieri, Frank Reyes, Reza Dizaji, Larry Chasteen, Iram Weinstein, Ron Ogan, Judy Scharmann

Absent: George Dean, Mark Davis, Theo Saunders, Robert Ewing

### Call to Order - Hugh Griffiths

Hugh called the meeting to order at 9:04 am.

### Review of AESS Strategic Plan – Bob Rassa

Bob Rassa gave us a Strategic Plan update. (see presentation)

He reviewed the initial goals and reviewed the 7 Key Elements of our Strategic Plan. Now we have a written plan.

Bob reviewed the implementations of each area (from the Strategic Plan).

Conference discussion: Hugh stressed that we need to show what WE will bring to the table for a co-sponsorship. Not just what we expect of the conference.

There was discussion on best practices of conference committees regarding financial management of conferences. We are working on maximizing surplus, so we have to have good management. We also have to take care of people that are putting their time in for the conference. There was a lot of discussion on this. The bottom line is, we need to have good fiscal management of our conferences, not to set hard and fast rules.

All the goals for Conferences are good and achievable, except the last one: increasing surplus by 10% a year.

Education discussion:

Good 3-year goals.

Finance discussion:

Goal: 5% growth in income over the next 3 years.

Industry Relations discussion:

The goal is to create a “professional home” for engineers from Industry. We need to cater to our industry members in order to attract more. This requires all of our VPs to become involved.

W discussed the MOU with Boeing. Raytheon is not interested in something similar. Perhaps we need to go after smaller companies where decisions could be made more readily.

Membership discussion:

Reviewed 3-year goals.

It was suggested that we focus a membership campaign on new Senior Members that are not AESS members. If we get them, there is more likely of less turnover.

Publications discussion:

Peter wants to update the Pubs section of the Strategic Plan.

### Conferences – Mark Davis

Mark is absent. Hugh went through Mark’s slides.

Discussion regarding St. Petersburg – It is not an IEEE requirement that we publish in Xplore, but it should be an AESS requirement. We get the PSPB revenue. Why did IEEE approve this MOU if AESS didn’t want it? That is not right. It was thought that maybe Mark did approve it, although reluctantly.

**ACTION ITEM:** Bob Rassa - Work with Mark Davis to explore if IEEE accepted a conference that we did not want to technically co-sponsor, and if so, why. OAI-0068

The new VP Conferences should plan on attending POCO in Budapest.

There was discussion about why we do not give reduced conference rate to AESS members. We agree that this is worth looking at, although this would pose some administrative challenges.

### **Education – Iram Weinstein**

Iram reviewed the presentation that he is giving to the BOG. The main issue is the Distinguished Lecture Program. Currently, we only have 2 DLs that are non-USA. This is an issue that is proving to be expensive. Also an issue, the topics are unchanged. Do they reflect current interest?

We need new DLs and need to use the Technical Panels as a source.

Iram is proposing a 3-year term for DLs.

Iram discussed the Education Committee. Iram is worried about continuity. Iram has talked with Joe Guerci about the VP spot. Joe only has one more year on the board, so this is a consideration.

We need to solicit new DLs; they are not coming to us.

There was discussion on whether Iram can send another qualified speaker that is not on our DL list. It was decided that they must be an AESS DL to be funded by the program. And, we cannot fund the business side of our DLs for their personal business gain.

There was a lot of discussion about an "industry DL", someone to do full 2-day courses and paying them for it. It seems like industry wants courses, and it would be more cost effective to have them give a course, not just a one hour lecture. Ron gave an example of Eli Brookner. He gave a one-day course, and made \$36,000. The Boston Section got \$28,000. Eli got an honorarium. The 2 sponsors got the bulk of the proceeds. This would be a major new thing for our DL program, if we choose to do this.

We can either expand our DLP, to create courses to be paid by industry; call it a hybrid DLP. Bob thinks this is more like a conference, but should draw from our DL speakers. It is a hybrid. Also include Industry Relations.

Iram would be comfortable in introducing this as an idea that we want to do. It falls in Education, Conference, and Industry Relations. Iram should present this as a motion, and explore how to develop, involving the VPs, or an adhoc committee.

Iram discussed the problems with the 50%. Iram has a proposal for the procedure for DL approval and expense.

We need to have a mechanism to handle when a DL comes to speak at a possible chapter formation meeting. It was thought that AESS should pay for it and it would come from Chapter Formation fund, or President discretionary fund.

We need to have DLs use the addendum that Hugh created promoting AESS.

**ACTION ITEM:** [Hugh Griffiths – Update the slides about AESS and send to all DLs. OAI-0069](#)

We discussed promoting engineering in high schools. AESS has given money to a high school to initiate an engineering program. This is the only one. We need to get more interest going in high schools through STEM. (Science, Technology, Engineering, Mathematics)

### **Finance – Ron Ogan**

Ron presented Finance. He reviewed what he will show tomorrow.

Recommends a dues increase to cover magazine cost. Also, possibly offer the magazine electronically and change an additional \$10 if they want print. No one liked this idea. It was pointed out that most societies offer membership for \$25.00. Increasing to \$30 might be a bad move.

Primary financial issue is the IEEE overhead. AESS for 2011 was \$310,400. It will be similar in 2012.

We continually try to balance the cost of the magazine and the revenue it brings in. But, we don't have to be cost neutral. It is what we give to our members.

Ron outlined some Finance Opportunities.

--Develop partnerships with all Universities teaching Systems Engineering. There was discussion that this doesn't generate a revenue stream.

Ron discussed the budget. On May 8<sup>th</sup>, we need to come up with a recommendation to go forward with the budget. If we have questions, IEEE will extend.

**ACTION ITEM:** Peter Willett – Make sure budget numbers are correct for Publications.

**ACTION ITEM:** Mark Davis – Make sure budget numbers are correct for Conferences.

### **Industry Relations – Reza Dizaji**

Reza presented the slides for tomorrow.

Overall emphasis is for AESS to be “a global professional home for engineers working in the aerospace and electronic systems domain”. The focus was on goals for 2012. Currently we are working to sign MOU with Raytheon Canada and Defense Research and Development Canada. These MOUs are based on the one we have with Boeing. Canada is in the process of a layoff of approx. 40% of the workforce in these companies. It is not a good time to approach them on this.

There was a lot of discussion on starting a new award, an Industry Award. It was suggested that we use the Outstanding Organizational Leadership Award. It would be for leadership in Industry. There are implications when creating an award. We need all details worked out. We already have a hard time getting nominations for the awards we have. We need a compelling reason for creating a new award.

Reza sees the need for bringing the managers into the society, and he thinks an award will help. Awards are expensive to administer. It was suggested that Reza talk with Erv about this.

And Industry section on the AESS website was discussed. We need to verify that IEEE would allow advertising on an IEEE society website. Reza wants to build this website and learn as we go, and in time, have a very robust industry website. This is a long-term goal.

With respect to the Training section, Education will be involved. Iram will include this in his motion for tomorrow's meeting.

**ACTION ITEM:** Reza Dizaji – Work with a small group and put together an industry sales package.

### **Membership – Larry Chasteen**

Larry reviewed his slides for tomorrow.

Membership plans:

1. Promote membership at every conference.
2. Continue what we have been doing.
3. Increase and strengthen our Chapters.

Ron mentioned the success he had at promoting AESS at a regional meeting. We need to go to more regional meetings. We have 10 regions.

**ACTION ITEM:** Larry Chasteen – Contact the region directors and find out when the meetings are and try and have an AESS presence at these meetings.

**ACTION ITEM:** Erik Blasch/Judy Scharmann – Compile the spreadsheet for Chapter Rebates. Work with IEEE to get the Chapter Rebates paid.

Larry will bring a motion to the BoG tomorrow for Chapter Rebates up to \$10,000.

All members of the BoG need to go to their local chapters and become involved.

Larry reviewed Erik's Chapter report.

### **Publications – Peter Willett**

Peter talked about the transition plan to a new publisher, possibly Allen Press. We submitted the SOW for Allen

Press to IEEE in March. They have now said that the quote exceeds \$250K, so we have to get 3 quotes. We also found out that we have to include the Transactions in it also, since it is also at Allen Press. We tried to split up the quote and we were told no.

Allen Press is considering a "loyalty" discount, since they have a lot of IEEE business.

There was discussion regarding an app to receive the magazine electronically to iPad and iPhone. It was decided that we should wait on this. There was more discussion about the magazine in electronic version.

Peter reviewed the Transaction report. The mandatory page charges that we put into place has significantly made an impact on shortening the papers submitted to the Transactions.

We discussed the QEB. We still need a better process to get content.

#### **Technical Operations – Theodora Saunders**

Theo was absent. We reviewed her report.

Other business:

Bob Rassa commented that he wants each officer to look at their portion of the Strategic Plan and update it.

**ACTION ITEM:** Bob Rassa and Officers – Bob, send the current Strategic Plan out to the VPs. VPs, update your section of the plan. Due by May 25.

Marina reviewed the N&A Process and what was going to happen tomorrow with regards to the election. Marina wants to move this to tomorrow instead of Thursday. We need everyone present. We will:

1. Approve the slate
2. Vote for 2 of the 8 vacancies for 2013-2015

Tomorrow, Marina will explain the procedure.

After electing 2, the rest go to IEEE for the membership to elect 6 people. We should know all 8 by summer.

Then, we must fill vacancies for the following:

VP Conferences  
VP Education  
VP Finance  
VP Technical Operations  
Secretary  
VP Industry Relations

Hugh brought up the idea of possibly changing the process next year and electing the six members by membership first, and then the BoG elects two. That way, if someone that we want doesn't get elected by the membership, we can elect them. There was a lot of discussion on this topic. It does add complications. This would prevent the N&A having a full slate to choose the officer slate by the fall meeting. It would mean that very delicate matters will have to be done by evote. Hugh wants to know from the board if the difficulties would be worth it. Hugh will raise this tomorrow and get the views of the board.

There was discussion about the size of the ballot.

Meeting adjourned at 5:07.