



**IEEE AESS Officers' Strategic Planning Meeting (SPM)
January 20, 2018
Hyatt Regency Miami**

Welcome

Joe Fabrizio

Meeting was called to order at 8:00 am. Joe Fabrizio gave a welcome and update, thanking Teresa and Walt. Joe reviewed what plans for his Presidency. Joe asked Lorenzo Lo Monte to lead the discussion on the Short Course Initiative. Joe thanked everyone for their time.

Approval of 2017 Officers' Meeting Minutes

Roy Streit

MOTION: Bob Rassa moved to accept the minutes of the 2017 Strategic Planning Meeting as written. Jose Bolanos 2nd. Motion passed.

Introduction and Icebreaker Exercise

Walt Downing

Walt introduced Vision 2020. We will emphasize ACTIONS and prepare for the Society Review in 2020. The officers engaged in an ice breaker and group discussion. There was discussion on:

1. Good city for a meeting (many suggestions!)
2. AESS most important offering (conferences, publications, relevance)
3. AESS best new member prospects (young people, industry)

Review 2016 & 2017 Strategic Planning Meeting Themes

Walt Downing

Walt reviewed what Joe had put into place in 2016-2017. He reviewed the AESS Context provided by Joe in 2017.

Strategic Planning Framework and Definitions

Walt Downing

Walt introduced how he wants to handle Strategic Plan in 2018. Walt reviewed the consistent usage of "goals" vs "objectives." When selecting performance metrics, choose critical few.

Review AESS Mission and Vision Statements

Walt Downing

Walt reviewed the AESS Mission Statement. Does our Mission Statement broadly describe why we exist? What we do? Who we do it for? How do they benefit? Networking must be inferred. It doesn't say it directly. We could enhance in the future, but it is a good mission statement. Walt reviewed the AESS Vision Statement. Does our Vision Statement represent the preferred future of the AESS? Is it concise and memorable? No. We need to shorten this Vision Statement.

Walt reviewed the goals for each area.

Conferences Goals and Objectives

Mark Davis

Mark reviewed the Conference strategy.

ACTION ITEM: Mark Davis – Incorporate the word "networking" into the Conference strategy. OAI-00172

Mark reviewed the names of our Conference liaisons.

One of Mark's strategies is to get a Technical Panel in the field of our problem conferences. We formed a Navigations Systems Panel and now there are plans to form a Fusion Panel.

The Conferences Committee is committed to strengthening the technically co-sponsored conferences process and strengthening the liaisons.

Mark reviewed Conferences three-year objectives. These tend toward cross-committee involvement.

Mark is in his last year as VP Conferences. The committee is thinking about a succession plan.

There was discussion on chapter involvement in conferences, and whether they should get part of the surplus.

[ACTION ITEM: Jose Bolanos – Make a phone call to the section chairs and let them know there is a conference in their area. Jose volunteered to make these phone calls. OAI-00173](#)

We need to get a WIE meeting at all financially sponsored conferences. AUTOTESTCON does not have a champion for this.

Education Goals and Objectives

Lorenzo Lo Monte for Kathleen Kramer

Lorenzo presented the Mission and Vision of the Education Committee and reviewed the three-year goals.

The DLP: The “Assigned to” needs to be specific, not just to VP Education and Committee. Lorenzo reviewed all the activities that have taken place to improve this program.

Online Tutorials and Resource Center: We need to advertise the Resource Center more. We need new content.

Lorenzo’s short course given in Australia was recorded, but he didn’t get permission to use some of the copyrighted material. We cannot use the material unless he gets permission.

Walt would like to see the activities assigned to specific committee members.

Finance Goals and Objectives

Jose Bolanos/Bob Rassa

Jose reviewed the Mission and Vision and three-year goals.

Jose’s goal is to increase the over-length page charge income.

We need a succession plan for VP Finance.

We have been unable to obtain delinquent authors list from IEEE. Once we get it, we can ban them from publishing.

[ACTION ITEM: Bob Rassa – Assist Jose Bolanos to obtain the delinquent authors list from IEEE. OAI-00174](#)

Bob Rassa presented on the financial health of the society. We did very well in 2016, \$253.6K, and 2017, \$116K, even before investment income. With investment income, we had a surplus of \$515.2K in 2016. And, including investment income, we are going to probably have a surplus of \$600K+ in 2017. Bob reviewed in detail.

[ACTION ITEM: Bob Rassa – Look into the discrepancy of conference numbers, between what Mark Davis gets and what IEEE presents as part of the financial picture. OAI-00175](#)

It was suggested to send someone to the Sections Congress to represent AESS. Next Congress is in 2020.

Bob reviewed AES membership numbers.

Industry Relations Goals and Objectives

Teresa Pace for Bill Walsh

Teresa reviewed the goals of the committee:

1. Chapter engagement
2. Industry Relations News & Activities Website
3. Industry Engagement
4. Young Professionals

These are short, concise, measurable goals.

Member Services Goals and Objectives

Wolfgang Koch

No presentation.

Technical Operations Goals and Objectives

George Schmidt

George is dedicated to cross-committee collaboration.

George reviewed the committee goals. For each goal, George has a “SMART” chart. In summary, he has assigned someone to each goal.

The Objectives were reviewed, what George wants to accomplish in 2018.

There are two TPs that George would like to dissolve due to inactivity. He has the authority to do this, but he would like this to be a committee action.

Publications Goals and Objectives

Maria Greco

Sabrina reviewed the three-year goals of the Publications Committee. One of the goals is to create a new Transactions on Radar and Sonar Systems. This is a long process. Sabrina is working on an analysis.

The objectives were reviewed, with someone assigned to all.

1. Best practices for AEs – Lance Kaplan, Michael Rice, Sabrina Greco
2. Cost efficiency of the Magazine – Bill Walsh, Peter Willett, Sabrina Greco
3. QEB Contents – Fabiola Colone, Michael Rice, Sabrina Greco

4. New Transactions – Sabrina Greco and Fabiola Colone

Review Governance Goals and Society Review Action Items All

Walt reviewed the action items from our last Society Review:

ACTION ITEM: Mark Davis – Discuss ICX and MoU issues with IEEE Conference Services. OAI-00176

ACTION ITEM: Maria Greco – Continue addressing PRAC recommendations. OAI-00177

ACTION ITEM: Maria Greco/Wolfgang Koch – Examine AESS demographics to represent diversity of members, authors, and associate editors. We need to keep demographics and under-represented groups in our activities. We need to take positive steps in this area. OAI-00178

ACTION ITEM: Kathleen Kramer – Educational purposes/goals formally defined and assessed. OAI-00179

ACTION ITEM: Bob Rassa – Utilize some reserves to benefit membership. Bob encouraged officers to send him initiative ideas that we could apply for. OAI-00180

ACTION ITEM: Teresa Pace – BoG should reflect AESS regional membership profile. Examine AESS demographics to represent diversity of members, authors, and associate editors. OAI-00181

(We can tie 7 and 4 together and organize a Young Professionals gathering.)

ACTION ITEM: Judy Scharmman – Obtain a regional distribution of membership with other demographics for the N&A Committee. OAI-00182

Problem Solving Exercise 1: Inactive Chapters

Ask “why?” five times.

AESS has 10 inactive chapters. The goal is to reinvigorate the inactive chapters.

Why do chapters become inactive?

- Spread out geographically
- ****Lack of a champion**
- Lack of connections
- Lack of resources
- Loss/lack of leadership
- Lack of local AESS members
- Lack of suitable meeting time or location
- Lack of speakers or meeting topics
- Lack of time or interest

We applied the five “why’s” to these examples.

ACTION ITEM: Wolfgang Koch/Mike Wicks - Look at our active chapters to make sure there is succession plan for the next Chapter Chair and let them know the importance of succession plans. OAI-00183

ACTION ITEM: Mike Wicks – Organize periodic (quarterly) telecons with Chapter Chairs and help them with problems. OAI-00184

ACTION ITEM: Jose Bolanos - Contact the local section chair and let them know that active chapters get funding. OAI-00185

Problem Solving Exercise 2: Work Allocation in Committees/Stimulating Cross-VP Collaboration

We need to establish the activities that would require cross-collaboration and then follow through with objectives.

ACTION ITEM: Pubs/Finance (Maria Greco/Jose Bolanos) - Overlength page charges for Systems Magazine. OAI-00186

ACTION ITEM: Industry Relations/Pubs (Bill Walsh/Maria Greco) - Industry columns, industry advertisements. OAI-00187

ACTION ITEM: Technical Ops/Conferences (George Schmidt/Mark Davis) - Get TP support for conferences. OAI-0188

ACTION ITEM: Pubs/fundamentally works with all committees (Maria Greco/Bill Walsh/Jose Bolanos) - In 2018, concentrate on Publications cross collaboration with Industry Relations and Finance. OAI-00189

ACTION ITEM: Industry Relations/all committees (Bill Walsh) - Identify an Industry to reach out to and find out who the CTO is and send them benefits of AESS. Generate a piece of collateral with the AESS benefits to Industry. OAI-00190

ACTION ITEM: Judy Scharmman/George Schmidt – Ask for rosters for all TPs. OAI-00191

ACTION ITEM: Pubs/Conferences (Maria Greco/Mark Davis) – Work to get more conference papers to publish in the Transactions. OAI-00192

ACTION ITEM: Pubs/Conferences (Maria Greco/Mark Davis) – Develop a plan to have Transactions paper presented at our conferences. OAI-00193

ACTION ITEM: Membership (Wolfgang Koch/Mike Wicks) – Reach out to our Chapter Chairs and ask them if they have their Chapter Rosters, if not, send them one. OAI-00194

Problem Solving Exercise 3: Short-Course Initiative

This has been proven successful twice: once by Joe Fabrizio, and again by Lorenzo Lo Monte. The Chapter in Adelaide now has \$30,000 from these two short courses. We can easily organize this for other chapters. Joe Fabrizio is dedicated to this initiative.

ACTION ITEM: Joe Fabrizio - Identify the chapters that could possibly do a Short Course. Wolfgang said Germany is interested in doing this. Possibly do this in the Fall of 2018. OAI-00195

ACTION ITEM: Bob Rassa – Show the history of which chapters hosts DLs. OAI-00196

ACTION ITEM: Luke Rosenberg/Joe Fabrizio – Document a case study with the details of the Short Course success. OAI-00197

ACTION ITEM: Kathleen Kramer/Joe Fabrizio – For every meeting we have, contact the chapters and sections and organize a DL or Short Course before or after the meeting. OAI-00198

Problem Solving Exercise 4: AESS Outstanding Organizational Leadership Award – Clarification of Award criteria

An award to recognize a long-term activity that benefits AESS. It has turned into giving an award for organizing a single event. The criteria need to be changed.

ACTION ITEM: Judy Scharmann – Regarding the AESS Outstanding Organizational Leadership Award, align the wording on the website with the wording that is in the manual. OAI-00199

It is recommended to change this to a “Distinguished Service Award.” The criteria need to be rewritten.

ACTION ITEM: Awards AdHoc – Rename the Outstanding Leadership Award to “Distinguished Service Award” and rewrite the award criteria. Judy: submit changes to IEEE. OAI-00200

ACTION ITEM: Judy Scharmann – Update the Exceptional Service Award recipients. OAI-00201

Problem Solving Exercise 5: IEEE Society Professional Development Award

ACTION ITEM: Judy Scharmann/Kathleen Kramer - Finalize the Society Professional Development Award online form by May 7. Present final to BoG in April. OAI-00202

ACTION ITEM: Judy Scharmann - Send out IMS and Signal Processing Society Professional Development Award answers to the AESS committee working on the 2018 award nomination. OAI-00203

ACTION ITEM: Lorenzo Lo Monte/Kathleen Kramer - Identify who will write endorsement letters for the Society Professional Development Award nomination. (Loyola Blakefield will write letter.) (Cornell University) (Luke Rosenberg) (Rising Stars) (Dissertation Award winner) OAI-00204

ACTION ITEM: Lorenzo Lo Monte – Write a citation for the Society Professional Development Award nomination. OAI-00205

ACTION ITEM: Judy Scharmann/Lorenzo Lo Monte/Hugh Griffiths – Get all answers written for the Society Professional Development Award. OAI-00206

7 educational areas of focus for the nomination:

Mentoring Program

AESS Scholarship

Online Tutorials/Resource Center

Student Awards (Bob Rassa)

Robert Hill Dissertation Award

Student reps on our BoG

Short Course Initiative

Problem Solving Exercise 6: Engagement with other IEEE Societies and Entities

Is it worthwhile to consider improving relationships with ION, AIAA, DATC, etc.? Should we build bridges with these organizations?

The leverage we need for DASC and ICNS is with DATC. We need more people on their executive committee. ION and PLANS: Michael Braasch could get some of the Navigation Panel involved.

ACTION ITEM: George Schmidt/Michael Braasch – Work on a strategy to get more AESS involvement in PLANS. OAI-00207

ACTION ITEM: Reps to outside entities: Reps – Identify where we have overlap and pursue. Let them know when we have a meeting and go to some of their meetings. Build bridges. OAI-00208

ACTION ITEM: Bob Rassa – Ask AIAA if they are interested in reciprocal chapter advertisement. OAI-00209
ACTION ITEM: Kathleen Kramer – Bridge WIE with industries such as L3. OAI-00210
ACTION ITEM: Walt Downing/Garrett Hall – Build bridge with EKN. Evelyn Hurt is Director. OAI-00211
ACTION ITEM: Bob Rassa – Build more bridges with NDIA. OAI-00212
ACTION ITEM: Walt Downing/Erv Gangl – Build more of a bridge with Association of Old Crows. Walt will discuss with Erv. OAI-00213

Clear the Parking Lot

ACTION ITEM: Lorenzo Lo Monte/Mike Wicks – With regards to Chapter Chairs not knowing what to do, go look at the Chapter Chair Toolbox and identify what is missing. OAI-00214
ACTION ITEM: VPs – Look at website pages and make sure it is current and complete. OAI-00215
ACTION ITEM: Bob Rassa/Mike Wicks - Add something to the Chapter Chair Toolbox to invite AIAA local chapters to our local chapter meetings and vice versa. OAI-00216
ACTION ITEM: Judy Scharmann – Select some AESS promotional items and send to Bob Rassa with cost. After approvals, order accordingly. OAI-00217

Actions/Wrap Up

Adjourn

Adjourn at 4:45 pm.