

AESS Officers Strategic Planning Meeting
February 4, 2011
European Space Agency Headquarters
Paris, France

Attendees: Marina Ruggieri, Bob Lyons, Bob Rassa, Hugh Griffiths, Mark Davis, Jim Howard, Theo Saunders, Frank Reyes, Judy Scharmann

Guests: Giuseppe Morsillo, Head of the Director General's Policy Office, ESA; Fernando Doblás, Head of the Communication Department, ESA; Jayne Cerone, Director, Governance, Communications & Volunteer Relations, IEEE Technical Activities

Call to Order – Marina Ruggieri called the 2011 AESS Officers' Meeting to order at 8:10 am.

Welcome and Introduction – Marina welcomed all and introduced our guests: Jayne Cerone from the IEEE; Giuseppe Morsillo, ESA; and Fernando Doblás, ESA. Marina thanked Mr. Morsillo and Mr. Doblás for hosting our meeting at ESA.

ESA Presentation – Giuseppe Morsillo

Mr. Morsillo welcomed IEEE AESS to ESA and gave an overview of ESA.

The Purpose of ESA is “to provide for and promote, for exclusively peaceful purposes, cooperation among European states in space research and technology and their space applications.”

Mr. Morsillo reviewed many details about ESA. He discussed the ESA Programs and the fact that ESA plays a “catalysts” role for many programs. ESA has 30 years experience in space programs with 18 Member States and Romania to join soon. ESA also has international cooperation with the USA and Russia.

He discussed ESA's role as “Space for the citizens”, having a large role in Earth observation.

International cooperation – ESA is a global agency, cooperating with almost all space agencies around the world. There was discussion about the US having difficulty keeping space programs going forward with change in administration every 4 years. EU has more continuity. They do not have political discontinuity.

ESA Presentation – Fernando Doblás

Mr. Doblás gave overview of Communications. It is a complex task, working with 19 different European countries. “Think globally, act locally.”

ESA has a broader reach than NASA, however the budget is 6 times lower. Europe is spending about 12 Euros per person. USA is spending 10 times that.

Discussed the ROSE survey and how young people see science and technology. There were very interesting outcomes. In poor countries, everybody wants to become scientists, but very few get the possibility. In wealthy countries, very few want to become scientists.

We discussed the situation of ESA having to balance the diversity of so many countries. This is particular to Europe. How can IEEE interact here?

IEEE Presentation - Jayne Cerone

Jayne gave a comprehensive overview of IEEE: history, governance, organization, vision.

TAB Mission Statement: “To foster technological innovation and progress by advancing the technical activities of the IEEE for the benefit of the profession and humanity worldwide, and to represent the interests of Societies and Technical Councils within the IEEE.”

She discussed the difference between societies and councils. Societies bring people together globally by interest. This is where technical work is done. Councils are collaborative.

A large part of what IEEE does is in Education. It was discussed that this is very US-centric. This is changing and reaching out to other regions, mainly region 10.

Student membership in IEEE is growing. A main concern is to keep students after they graduate. Mr. Doblás is interested in geographic distribution of student members. It is growing in Region 10.

Jayne discussed IEEE Global Initiatives. We have offices all over the world. Marina thought it would be good to have an IEEE office in Europe.

We have many similarities between IEEE and ESA and AESS is very broad in scope.

Marina invited Mr. Doblás and Mr. Morsillo to come back for presentation on new space conference and then again toward the end of the day to discuss mutual interests between ESA and AESS.

ACTION ITEM: Jayne Cerone – Send geographic distribution of student members to Mr. Doblás.
OAI-0050

AESS 2011

Organization – Marina Ruggieri

Marina reviewed the organization.

Officers: (ranked in alphabetic order by office)

President – Marina Ruggieri
Executive Vice President – Robert P. Lyons, Jr.
Secretary – Frank Reyes
Treasurer – Jose Bolanos
VP Conferences – Mark E. Davis
VP Education – Iram J. Weinstein
VP Finance – George R. Dean
VP Industry Relations – Hugh D. Griffiths
VP Member Services – James Howard
VP Publications – Joel F. Walker
VP Technical Operations – Theodora S. Saunders
Sr Past President – James V. Leonard
Jr Past President – Robert C. Rassa

Other Positions:

Undergraduate Student Rep – Andrew Thompson, Rowan University, NJ (at the time of this meeting, this position was under e-vote. This was subsequently approved with the vote closing on February 9, 2011)
Graduate Student Rep – Andrew Flanyak
GOLD Rep – Cosimo Stallo
Executive Assistant – Judy Scharmann

Board of Governors Members-at-Large:

Through 12/31/11	Through 12/31/12	Through 12/31/13
Barry C. Breen	Reza Dizaji	Erik Blasch
Ram Gopal Gupta	Hugh D. Griffiths	Larry Chasteen
Ellis Hitt	James Howard	Mark E. Davis
Lance M. Kaplan	Reece Lumsden	George R. Dean
William Lyons	Roger Oliva	Robert L. Ewing
Ron T. Ogan	Frank Reyes	Alfonso Farina
Cary R. Spitzer	Theodora S. Saunders	Joseph R. Guerci
Shunjun Wu	Iram J. Weinstein	Peter Willett

Some of the members are already very involved in AESS activities; some of them could be more involved and provide help in key-areas.

We discussed the 2-year term limit for Officers. We need succession plans. The VP term limits will need to be addressed after it is clear what we will put in our governing documents. We need to think about this carefully to ensure an overlap of officers. We do not want to change all the officers at the same time. We need to put in place term limits with an *operational plan* for the health of the society. We need to be looking at the class of 2013 to fill officer positions. We need to train these new people as part of the succession plan.

In the Fall we will elect President and Exec. VP. We probably need 2 candidates for each office.

We discussed Hugh's appointment to Strategic Planning. He will begin work on the AESS written strategic plan. There must be a link between AESS strategic planning and TAB strategic planning.

Inputs from IEEE – Jayne Cerone

Jayne discussed registering the new AESS logo. This will ensure that no other organization has a materially similar logo and will ensure that no other organization uses the AESS logo. We will have 2 separate logos, one with wording and one without. We can use the logo during the registration process.

Jayne discussed possible certifications standards development. She received a letter from the Aerospace Sustainment Directorate and thought this was something AESS would be interested in. Jayne will direct this person to talk to Bob Rassa. They want to create a professional certification in the field of automated test. Our technical panel on Standards has nothing to do with professional certification, so Theo sees no need to be involved. It was discussed that there was not a market for a certification in Systems, and it is very expensive and doesn't generate any revenue. Automated testing isn't even as broad as systems engineering, so this might not be doable. But, Bob will talk to this contact.

ACTION ITEM: Bob Rassa – Talk to the contact from Jayne Cerone regarding possible certifications standards development in the field of automated test. OAI-0051

There is also a Standard for Satellite Systems. Someone was asking for someone in the IEEE to develop standards for this. They are interested in starting a dialog with AESS. Theo, Cosimo, and Marina will talk with him. This is very good news and is something we have been looking for. This is an important advancement in satellites systems. The committee to work on this will be chaired by Theo Saunders and will include Bob Rassa and the Standards chair, Rich Hochberg. It was discussed to involve ESA in this. They have very good business sense. We can ask for cooperation and ask them for the right point of contact.

ACTION ITEM: Theo Saunders – Talk to the contact from Jayne Cerone regarding the standard for satellite systems. OAI-0052

There was discussion that whoever we form cooperation with needs to become members of AESS. We would like to promote AESS membership in ESA, beginning with Mr. Doblaz and Mr. Morsillo. We can ask them to promote AESS in ESA to increase membership. We will ask for a recommendation from ESA for the BoG.

Jayne discussed AESS Governance issues. The Constitution and Bylaws need to be revised and re-approved. An AdHoc Committee will be established to work on this.

Jayne reviewed the history of what has happened between the Fall BoG meeting and now: a letter from Pubs team was sent to TAB regarding the appointment of VP Pubs at the Fall Meeting. The issue was referred to a resolution committee. After the committee chair recused herself, Roger Pollard took over as chair. He held one-on-one private conversations. The Ethics and Conflict Resolution Committee met at beg of January. Roger presented what had been discussed and asked for guidance. A letter resolving the issue, with directions on how to proceed went to the AESS BoG.

A lot of the concern is from the past and how the governing documents were written. The newest governing documents took effect in 2009. We discussed them in meetings, but there were no motions. The membership did indeed approve them, but we missed that middle step. We agreed to approve the intent, not the wording. This needs to be improved upon.

The starting point for the AdHoc Committee will be the 2009 documents. They will move forward from there. The AdHoc Committee will be formed and will interact with Constitution and Bylaws committee. Jayne will work closely with this adhoc committee. These new documents need to be approved by BoG, and sent out to membership and have the approval before the Nov. TAB meeting. So, we need to agree on all points in the April meeting and the final needs to be finished in June.

When we send out to the membership, it was agreed that the best way is by email blast. The magazine does not always get delivered in a timely manner, and they only have 30 days from publication to respond.

There was a lot of discussion regarding governing documents for Technical Panels. It was agreed that they were not necessary. Technical Panels only need a mission statement and some operating guidelines, i.e., election procedures, terms of office, etc. We might want to put in the AESS bylaws the key points that we want for all of our TPs and then add "in addition, each TP is asked to submit an operating guide. . ." These individual TP documents then need to be approved by the BoG.

Remember: Policies only require a simple majority. By-law changes need a 2/3 vote.

The AdHoc Committee needs to interact with each VP to find out what is needed for each section. The words in the documents need to be few and well-thought. The operational mechanism for VP limits needs to be included in the

new bylaws. We have to have a process for staggered changes. Term limits will start next year. We have to start with 3 officers, and the next year the other 3 so they all do not change at the same time. There was a lot of discussion on VP term limits and how it affects succession plans. There were many ideas: 3-year terms; VP-Elects coming from the incoming BoG class, first year they are VP Elect, then they take office for next 2 years (in this case we would never have a "VP election", only "VP-Elect elections"). There was discussion about our VPs having to be on the BoG. All of this will have to be considered by the Adhoc Committee. Marina will work with Jayne to come up with specific instructions for the Adhoc Committee.

There was discussion on having 2 candidates for every position, even VPs. We currently do not have 2 candidates for all the VP slots, but it is advisable that we do this. TAB management is now working on wording as to what is *required* and what is *advisable*.

Marina reported some doubts from Joel Walker, the current VP Pubs, about keeping his task in 2011. In case he wishes to resign, Bob Lyons, as Executive VP of the Society, can take over this VP office ad interim, until the next Officers' election.

Committees – Marina Ruggieri

Marina highlighted the AdHoc Committees in place:

AdHoc Committee for new space conference:

Mark Davis, Chair
Hugh Griffiths
Bob Rassa
George Dean

It was discussed that Cosimo should also be on this Committee.

AdHoc Committee for Magazine Package:

AESS Strategy Chair, Chair (Dale Blair in 2010, now Hugh Griffiths for 2011)
George Dean
Iram Weinstein
Jim Howard

AdHoc Committee for Free Membership (proposed change: alignment with IEEE two-tier model):

Jim Howard, Chair
Roger Oliva
Ram Gupta
Shunjun Wu
Judy Scharmann (external support)

About the proposed change in scope: alignment to IEEE two-tier model. We will come to TAB in June with a proposal. The IEEE two-tier model was discussed. We will not have a "free" level, but a less expensive (basic) and an enhanced package. We will vote it in April, and transfer the result of this motion to TAB in June. Roll-out will be in 2013.

Communications Society will continue Free Membership Program. It is not recommended that we do this. But, we can if it is the same process as ComSoc. The 2-tier model is the way to go. All societies will agree to offer something at \$15. When you register for IEEE, you will elect 1 society. There can also be an enhanced membership. Everything must be in place by Nov. of 2011 to be ready for renewals in 2012.

It was discussed that the Strategic Planning chair needs to be "connected" to all these AdHoc Committees. He needs to know everything happening in all committees.

New, in response to TAB request:

Adhoc Committee for Governing Documents:

Ellis Hitt, Chair
Reece Lumsden
Roger Oliva
Frank Reyes
Theodora Saunders

Jayne Cerone will help and work closely with this AdHoc Committee. Jim Howard and Mark Davis will be external support. We will keep the regional director informed.

2011 N&A Committee:

Bob Rassa, Chair
Jim Leonard
Russ Lefevre
Erv Gangl
Ram Gupta

In April we need to vote for the 2 members of the BoG and begin the process for the other 6. We need a minimum of 12 candidates on the slate.

There was another discussion regarding succession planning. We need a way to train our successors. Instead of looking narrowly, we need to be looking at the bigger picture. "A transition plan will be implemented by a policy made by the BoG". This needs to be in our bylaws.

Towards a written AESS Strategic Plan

New Inputs – Marina Ruggieri

Marina announced that she has been appointed to the TAB Strategic Planning Committee 2011-2013 and the TAB Rep, IEEE Women in Engineering Committee 2011.

Important Input from TAB: TAB Management Committee (TMC) rules that the AESS governing documents version dated 2009 shall be the current governing documents of the Society, and that AESS work in 2011 to discuss the content, make revisions, and bring to TAB prior to the November 2011 meeting.

IEEE has a direction for Strategic Planning, and AESS should align with this. We need medium and long-term plans.

Some topics:

There was discussion about forming a new Technical Panel and involve ESA. ESA is moving in the same direction as AESS. "Quality of life" . . ."benefit of citizen" . . ."benefit of humanity".

Roger Pollard's presentation from the November TAB meeting on the 2-tier model will be posted with the other presentations from this meeting.

Guidelines, development and planning – Hugh Griffiths

Hugh stressed the need to be evidenced based in our decision-making. Survey results are very important to this end. Hugh went over the results of the Industry Survey. He reviewed the history: the prototype questionnaire was given at a conference. On the basis of that, a full questionnaire was developed to go to the full industry membership. (over 3,000 members) IEEE did not charge to administer the survey. It went to industry AESS members. We received 555 responses. Hugh reviewed a sample of results, but will send the full document.

According to the survey results, there are major issues with the magazine. Hugh wants this issue to be at the top of our Strategic Planning list. Hugh views this as an opportunity. Now we have the proof act. Evidence based.

Conclusions: the survey gave us a good deal of information to make our Strategic Plan evidence based. We now have to initiate the change! Hugh needs to read the TAB strategy and also read strategic plans from other societies. He will break it down, pose questions to VPs, and set a date for a draft. He hopes to have something to report at the BoG in April. He will also get input from the subcommittees (refer to the Org Chart). From this moment on, if you have inputs, get them to Hugh. Do not hold back.

Inputs from Officers

Mr. Morsillo joins the meeting again.

Conferences – Mark Davis

Mark reviewed some of the issues:

- Reviewed MOU application process. The biggest problem is changing what we have been doing for the past 15 years to what we should be doing.
- Finding out about long-term arrangements.
- Policy for Technical co-sponsorship – balking at MOU.

Mark is in process of getting best practices and Conference Organizers Toolbox populated.

Mark discussed the Conference Information Schedule problems and the difficulties in changing information.

Mark reviewed 2010 Performance.

Mark reviewed the list of 2011-2012 conferences, both Financial Sponsorship and Technical Co-sponsorship.

Mark reviewed list of Space Related conferences. There needs to be some agreement on Conference Publication Program.

Mark reviewed Cosimo Stallo's presentation on the first IEEE-AESS European Conference on Satellite Telecommunications (ESTEL). We will be reaching out to ESA so we can get it staffed on both sides, AESS and ESA. The aim is to have an AESS conference in Europe. This is a proposal that is AESS and IEEE compliant. So, ESOA, AESS, and ESA are all non-profit. Need 3 signatures.

We will need to shorten the main topic list and also add ESA topics, but the framework is laid. One of the main topics is Quality of Life, which is very important to ESA. We need to decide if you want air and space, or just space.

This can be set up as a 4-day conference with 4 tracks. Each year, the big track can be the "hot-topic" for the year.

Is there flexibility in the date? Mr. Morsillo has concerns about having it in the month of November. There is a conflict in Nov. 2012 for ESA (the Ministerial Council). To have a conference in November is not good for them. Mr. Morsillo suggests either October, or after the first week of December, or in early January of 2013. Since AESS has Aerospace Conference in March, it would be better for AESS in the Fall/Winter in 2012. We don't want to overlap too closely. For it to work for ESA, we would have to have it in September up to October 10. The 2nd week of December would also work very well. The 2nd week of January would also work well for ESA, but not for AESS. Mr. Morsillo wants to commit to this conference, but the Ministerial Council will take precedence.

We need to book the conference center and sign the MOU.

There was discussion about the Treasurer. It really cannot be George Dean. The Treasurer needs to be local.

Mr. Morsillo leaves the meeting.

Member Services – Jim Howard

Jim reviewed membership stats.

50,000 = zero.

IEEE loses 50,000 members each year, so we have to gain 50,000 to get back even.

This is very common. So, how do we keep them?

We discussed the member get a member program.

IEEE started a new E-Membership. You can join IEEE electronically in developing countries only.

AESS dropped 4% in membership. Is this due to not offering the free memberships at conferences like we did the year before?

46.7 percent of IEEE members have only been members for 1-5 years.

Another concern is the Life member acceleration. More and more are becoming Life Members and they do not pay dues.

We are getting ready to send Arrears letters at end of Feb. Tone of this letter is very important. It needs to be a "friendly" reminder.

Key development points:

Need to promote membership at every conference.

Free membership program is on hold. It will be realigned with IEEE. The BoG passed a motion to do free membership.

There are a number of IEEE campaigns already in the system that we can do. Jayne said the "free" part is probably an issue. Jayne will find out what needs to be done for AESS to do this. TAB passed a motion that said there would be no new programs. But, Jayne will check. We can still use the 2 levels. Basic is "free" and "enhanced" will cost something.

We can do a big promo to advertise ½ price membership after March.

Keys for Strategic Planning: watch our drop off for terminator, help with conference recruiting, and reach untapped potential. We need to reach China. Signal Processing translated some papers into Chinese, handed out and it was a huge success. Ask Shunjun to think about this. We can give him electronic brochure and have him translate it. The MOU says they will give us table. We have magazines there. This conference is 3rd week of October. Jayne will send Signal Processing translation attempt as a guide.

ACTION ITEM: Shunjun Wu – Translate our Membership Brochure into Chinese and have it available at the conference in China in October. Jayne will send Signal Processing translation of papers as a guide. OAI-0053

ACTION ITEM: Jim Howard – After receiving Jayne Cerone's input from IEEE regarding the free memberships, get implementation plan for two-tiered model to IEEE by November TAB meeting. OAI-0054

Student Activities – Jim Leonard

Jim Leonard participated via teleconference. In order to avoid a conflict in his schedule, he was moved up in the agenda.

Jim reported on the Future of Flight Student Exchange Program. AESS has allocated \$5,000 for 2011, and Boeing has matched that.

Jim reported on the activities of the student branch chapter at the University of Missouri.

The students at Missouri University of Science & Technology are re-vitalizing their program.

The students and faculty at the Univ. of Colorado at Colorado Springs have a UAV project.

The team at University of Kansas is involved with an UAV Program with an NSF funded project.

Jim discussed the student competition in Dayton, OH, sponsored by the Royal Aeronautical Society.

We now have 4 universities involved in UAV. We might be able to have our own competition in US. The team from MIZZOU has best chance in Outback Challenge.

History – Jim Leonard

Jim gave a brief report for the History Committee. He is being put forth for the History Chair for AESS. E-vote concludes on Feb. 9. If he is successful, he will work with Barbara Johnston as co-chair.

We will preserve and promote the history of AESS through:

Milestones

Global History Network (GHN)

Oral histories

Archives

Presentations

Technical Operations – Theo Saunders

Mark will have new Radar Panel chair. He will send the name to Theo.

Theo discussed the Aerospace Workforce TP, collaborating with IEEE USA STEM project. Russ participated in the planning telecom. If you know anyone who can represent our society, alert Theo.

Standards TP (new forming)

Rich is going to get back to Theo about his availability. As discussed earlier in this meeting, we now have some hot topics in the area of Standards, so this is a very important position.

Theo discussed her DASC involvement.

Theo discussed the Senior Design Project Status. She stressed that we cannot forget about local involvement. Think globally, act locally. Can one of these universities that have student project be the right place to hold our Fall BoG meeting? Theo will investigate.

ACTION ITEM: Theo Saunders – Investigate holding a BoG meeting at one of the universities that has one of our sponsored Student Design Projects. OAI-0055

We discussed what Theo is doing with AESS Connecticut Chapter.

Ideas for Expanded Engagement

Proposal 1 – Develop a plan to better coordinate and engage local chapters, both professional and student chapters. (in progress)

Proposal 2 – Each TP and/or BoG member reach out to local IEEE community. (not much progress)

Theo will send short article for the QEB.

ACTION ITEM: Theo Saunders – Write a short article for the QEB regarding Technical Operations. OAI-0056

Publications

Jayne reviewed the 3 motions from the Orlando meeting.

#1 – Transactions – to move to electronic beginning 2011. The deadline for changes to Publications is May. We passed the motion in Sept. But, in April 2010 we increased the number of pages heading to electronic. Non-members have already ordered it, so we have to fulfill those orders. The print could be the CD. Perhaps DVDs would be better since it's so much material. The Transactions IS ELECTRONIC in January. We need to make sure membership knows this. We must have electronic to solve the backlog. If members want print, we can use CD. The issue is the non member who has purchased something.

#2 – AESS page charges – Authors will pay for the speed of publication. The reason for this is not money: the speed will drive the impact factor up. We want to do this as soon as possible. IEEE will give us a feedback soon.

#3 – Systems Magazine going from 12 issues per year to 6 issues. Sales commitment is already made for 12 issues. Suggestion is to make this change in 2012. Can we put 2 issues in one and go with 6 publications? When can we intervene in the process to do what we moved to do? This was moved by the Pubs VP, so we need to be able to move forward. The motion approved unanimously. If it takes a year to implement, so be it. But if it can be less, we need to do it. Jayne will see what the pain threshold is. When and how? We will do.

First 2 motions we want to keep as they are. 3rd motion, when can we start? For 2012, we will definitely have 6 issues. Whatever we do in number of issues, we need to keep same number of pages.

We will distribute the reports for Education and Finance.

We discussed “change management”. We have a lot of changes coming our way in 2011. Can we have ½ day meeting for some training on this? We need to change with fewer problems than we have now. If we don't get better at change, this society will not survive. Demographics are stacked against us. We need help to change. We need to change. We want to change. We want to do it by the rules. There was a lot of discussion about the changes we made over the last 2 years.

Mr. Morsillo re-joined our meeting to discuss areas of collaboration.

The mutual conference is already determined. Other joint ventures?

1. Education – ESA wants to intensify their programs. This could be a point of collaboration. Could cooperate in systematic panels. Exchange views on space and energy. Telemedicine, tele-education – in Africa. Contributions to countries in development. Space and water management.

ACTION ITEM: Iram Weinstein – Contact ESA and find common ground in Education. Jayne can put on the table anything on the IEEE level. OAI-0057

ACTION ITEM: Mark Davis – Contact Mr. Morsillo regarding the ESTEL conference. OAI-0058

For TP, Theo Saunders will contact and we will propose a new TP. All panel members must be member of AESS. Many ESTEC members are members of AESS.

Collaborate on the satellite standard? Theo is going to look at this and collaborate with ESA. Who can be involved from ESA? This is forming as we speak. We have an adhoc committee in place and would like a person from ESA on this committee. ESA also has work in progress in this area.

ACTION ITEM: Theo Saunders/ESA – ESA, identify names of individuals to be members of the Standards Technical Panel and also the satellite standard. Provide these names and their POC information to Theodora Saunders. OAI-0059

A new TP on Space and Arctic was discussed as a possible collaboration between AESS and ESA.

All of these areas of collaboration could bring about an MOU between ESA and AESS. We can look into this after we have clearly defined cooperation. Mr. Morsillo will discuss with their legal department the possibility of an MOU.

If there are any ESA people interested in running for AESS BoG, we would welcome them to run for the BoG.

We will send a summary of the day to Mr. Morsillo. He will send names of contacts and email addresses.

The presentations from this meeting can be found on the AESS website at:

http://ieee-aess.org/main/index.php/about/documents/cat_view/964-aess-officers-meeting-minutes

Meeting adjourned at 6:30 pm.

Respectfully submitted,

Judy Scharmman

Action Items generated from this meeting:

ACTION ITEM: Jayne Cerone – Send geographic distribution of student members to Mr. Doblas. OAI-0050

ACTION ITEM: Bob Rassa – Talk to the contact from Jayne Cerone regarding possible certifications standards development in the field of automated test. OAI-0051

ACTION ITEM: Theo Saunders – Talk to the contact from Jayne Cerone regarding the standard for satellite systems. OAI-0052

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