

Industry Relations Strategic Planning

AESS Officers Strategic Planning Meeting

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San Antonio Marriott Riverwalk



Michael Cardinale

VP Industry Relations, AESS

Industry Relations Mission and Vision

■ **Mission**

- Help assure that the AESS services the needs of our industry/practitioner members, while maintaining a balance with our academic/researcher and government members
- Develop products/services that support the needs of the industry members
- Develop and maintain relationships with our industry companies for the mutual benefit of AESS, IEEE and individual members

- **Vision** – AESS will have formal cooperative relationships with major and other aerospace and electronic systems industries to support conferences, enhance engineering training and experience, and promote the engineering profession in early education worldwide.

Strategic Analysis

■ Current status

- Strengths
 - Financial
 - Good relationship with major aerospace companies
 - Active members/chapters?
 - Good conference participation
 - Many IEEE professional development tools
 - ~78 chapters, 15 student chapters
 - Industry interest Panels
- Weaknesses
 - No integrated program to attract industry participation
 - Limited tutorials on AEES web sites
 - Little stress on the electronic systems side of AES
- Opportunities
 - Chapter support to/cooperation with local industry
 - Industry recognition on conferences and Society web sites.
 - Collaboration within IEEE and extra-IEEE societies
 - Bring together student chapters (form if necessary) with local aerospace/systems industries
- Threats
 - AIAA, INCOSE other aerospace and systems societies
 - Failure to keep up AEES name recognition with second tier industries

Strategic Objectives

- 3 year (long term) strategic **objectives**
 - Generate and maintain industry-focused content on the AESS website
 - Establish and maintain strategic partnerships with relevant industry and industrial organizations worldwide
 - Maintain a specific Industry-focused feature in the AES Systems Magazine
 - Increase industry advertisements in the AES Systems Magazine
 - Be a leader in IEEE's overall global strategy for industry
 - Participate in engineering-focused tradeshow and events

Industry Relations Initiatives

- **Short term (1-2 year) initiatives**
 - Develop multimedia approach and engage with AEISS pertinent industries where AEISS has weak relations
 - Survey student chapters to determine successful activities and assist with industry engagement

Metrics/Scorecard

■ New Initiatives

- Multimedia Engagement
 - Complete presentation packages
 - Number of companies met
 - Company commitments to IEEE/AESS and membership
- Student chapters
 - Number of activities joint with local industry

■ Current Initiatives

- Industry Relations Website
 - Site complete
- Industry interest articles – 2 in 2015 (1 in review)

Financial Assessment

- AESS resources required to implement initiatives
 - Up to date information on Chapter/Student Chapter officers and performance
 - Current contact information on corporate leaders
 - Travel budget to meet with corporate leaders/POCs
- Future investment recommendations and justification
 - Multimedia expertise development and applications
 - Seek liaisons with non-technical entities, such as SSIT, IEEE Foundation, WIE
- Motions to bring up to the board – TBD