

Growth Through Engagement and Teamwork

AESS 50th Anniversary Planning

October 7-8, 2021

Hybrid Board of Governors Meeting

List of Goals

Member Services

1. Grow AESS membership by 2% per year.
2. Recruit the new student members to full membership.
3. Increase membership diversity (geographical, affiliation, gender, age, technical).
4. Stimulate Chapter driven initiatives and promote formation of new Chapters.
5. Celebrate the **50th anniversary** of AESS with ad hoc initiatives and new benefits for members.
6. Increase member participation in AESS activities and events, especially students and YPs.

AESS 50th anniversary

Current status

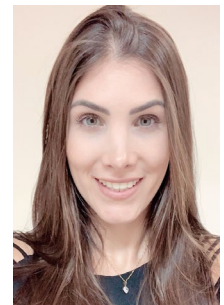
- January 16th 2023 marks the 50th anniversary of AESS.
- The Member Services committee has started investigating ad hoc initiatives to celebrate the anniversary while increasing awareness on AESS activities.
- This presentation illustrates possible ideas discussed within the committee.



Committee ideas

Overview

- Several ideas brainstormed → they can be grouped into three categories:
 - 1) Commemorative events**
 - 2) Promotional activities**
 - 3) Members engagement**



Commemorative events – Idea 1

50th Anniversary History Book or Magazine Special Issue

IDEA – *A showcase of AESS past 50 years of history.*

PLAN – *Book or Special issue that reflects the impact/history of AESS and talks about our next 50 years.*

The dedicated Special Issue could include:

- *Retrospective article on the history of the society*
- *Article on the vision for the next years*
- *Recollections and photos of past conferences, past AESS presidents etc.*

TIME – *To be available by January 2023.*

PEOPLE – *Publications, Conference, Awards, Member Services + people who have played an important role in AESS.*

COST – *TBD.*

Commemorative events – Idea 2

Dedicated event at a major conference

IDEA – *To hold a special event at one of the major AESS conferences (likely the 2023 IEEE Radar Conference in San Antonio) where key-persons of the AESS are invited to commemorate the past 50 years and talk about the future.*

PLAN – *Identify people to be invited and a chairman to organize the event.*

TIME – *TBD.*

PEOPLE – *Member Services, Conferences, Finance.*

COST – *TBD.*

Promotional activities – Idea 3

Special 50th Anniversary Gadgets

IDEA – *To create special gadgets/giveaways with 50th anniversary branding to be distributed across membership.*

PLAN – *Design/select the gadgets/giveaways and have them ordered as soon as possible (e.g. commemorative coins, AESS pins that look like the coins, glow-in-the-dark stickers, clothing, etc.). Could be distributed across Chapters or at major events. Have higher-value items for select members (Presidents, Founders, etc.). Industrial partners might be engaged to sponsor the initiative while including their logo on the gadgets.*

TIME – *TBD.*

PEOPLE – *Member Services, Industry, Finance.*

COST – *TBD.*

Promotional activities – Idea 4

50th anniversary promotional video

IDEA – *Create a commemorative video, including interviews to AESS members sharing their vision on the past and the future of the society.*

PLAN –

TIME – *To be ready at the end of 2022.*

PEOPLE – *The entire BoG should be involved in the organization + people who have played an important role in AESS.*

COST – TBD

Promotional activities – Idea 5

50th anniversary AESS logo contest

IDEA – *Create a dedicated AESS logo, to be used throughout 2023.*

PLAN – *During the first half 2022, we could make a contest for AESS members to create the best 50th anniversary AESS logo. The selected logo will be used throughout 2023 in official emails, official flyers, gadgets etc.. A selection process and a prize for the winner chapter should be defined.*

TIME – *To be concluded before Summer 2022.*

PEOPLE – *Member Services committee.*

COST – TBD

Members engagement – Idea 6

Corporate Sponsorship/Partnership Program

IDEA – *To offer exclusive partnership opportunities to one or a few sponsors for our 50th anniversary.*

PLAN – *Depending on what levels we currently have (ex: gold, silver, bronze, etc.) we can offer a few exclusive partnership at a different cost.*

TIME – *TBD.*

PEOPLE – *Industry Relations, Member Services, Finance.*

COST – *TBD*

Members engagement – Idea 7

IEEE AESS Challenge

IDEA – AESS “quiz” challenge

PLAN – Simple version: *Challenge members to answer a series of questions about AESS, where the info is available on the IEEE/AESS website, or questions about technologies associated with AESS (e.g. historical-type, technical questions, etc.). Define some kind of prizes.*

TIME – Plan ready by mid 2022. Then the challenge could be run several times across 2023 (monthly?).

PEOPLE – AESS BoG to submit questions. This committee to select questions to be used. AESS leadership to host awards ceremony

COST – Minor cost for awards – maybe AESS tshirts or hats? Or free conference registration... . <\$1k

Members engagement – Idea 8

IEEE AESS Picnic

IDEA – Coordinated *Virtual or in-person picnics*

PLAN – Schedule assorted times for different time zones and assign someone to “host” a virtual talk about AESS during the picnic. Could be virtual picnic or in-person. Provide some funding to chapters to host in-person, where possible.

TIME – 6 months total to plan, make chapters aware and for them to plan if they are doing it in-person. Planning will include deciding how to group time zones and what time to ask them to hold their picnics.

PEOPLE – Several hosts to give a virtual talk about AESS during the picnics.

COST – Offer funding (to support purchase of some food) to chapters that are able to meet in-person, based on chapter size. Maybe create a video about AESS to show (cost associated with creating video)

Members engagement – Idea 9

IEEE Wide World of AESS

IDEA – *Getting Chapters to work together.*

PLAN – Having chapters working together with chapters from at least 4 different regions... 1 chapter does something, passes it to the next chapter to add to it, passes it to the next chapter, etc.

TIME – *Time for planning may be substantial since we need to define the task they need to solve together. Then we would need to socialize the idea, so they can start thinking of how to identify other chapters to work with (or we could assign them?). Then give them a week or so to work together on their response. (inspired by the DARPA Red Balloon challenge - <https://www.darpa.mil/about-us/timeline/network-challenge>)*

PEOPLE – TBD

COST – TBD

Committee ideas

Summary

1) Commemorative events

Idea	Leaders
History Book / Magazine Special Issue	VP Publications / Griffiths / Farina (?)
Event at major conference	VP Conference / Griffiths / Farina (?)

2) Promotional activities

Idea	Leaders
50th Anniversary Gadgets	Judy Scharmann / Amanda Osborn
50th anniversary promotional video	---
50th anniversary AESS logo contest	Fabiola Colone / Francesca Filippini

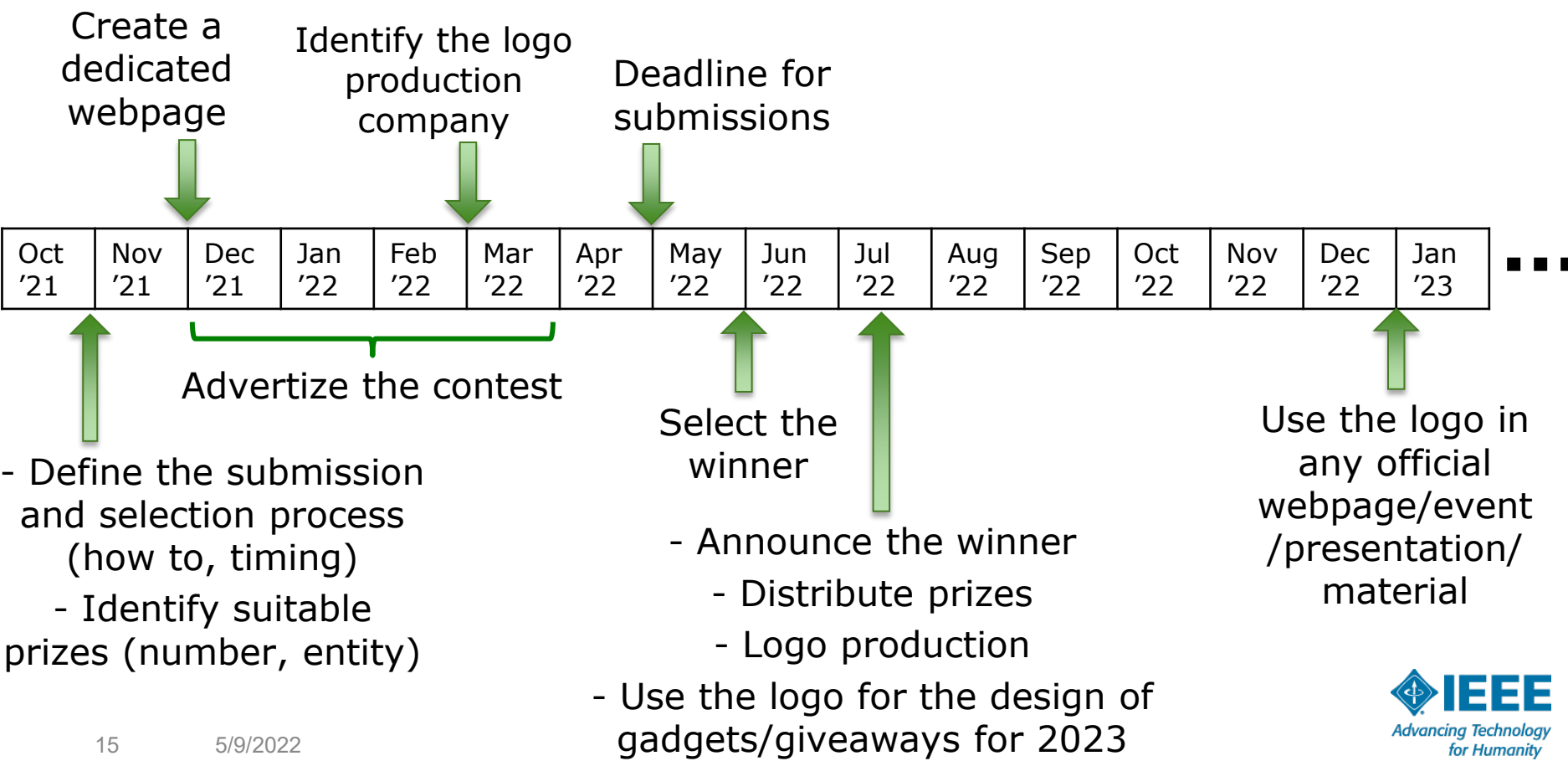
3) Members engagement

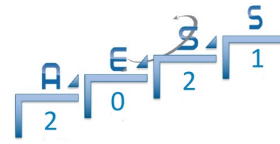
Idea	Leaders
Corporate Sponsorship / Partnership Program	VP Industry (?)
(Monthly) IEEE AESS Challenge	Sarana Tse / Laila Moreira
IEEE AESS Picnic	Jill Gostin
IEEE Wide World of AESS	Jill Gostin / Kathleen Kramer



Planning the 50th anniversary AESS logo contest

Colone/Filippini





Planning the 50th anniversary

AESS logo contest

Colone/Filippini

Motion – Fabiola Colone moves to fund the 50th Anniversary AESS logo contest in the amount of \$3,000. Francesca Filippini 2nd.

The amount suggested should cover:

- Prize for the winner and giveaways for all participants (+shipping costs)
- Logo professional production
- Advertisement strategies other than AESS channels (if any)