

Overarching Strategy – growth requires the implementation of new customer-focussed strategies

- In three directions: 1) Improve existing services, 2) provide more benefits, 3) grow technically
- Key enabler : leverage off membership resource to grow AESS and revenue (not only membership per se)

Three Year Goals - further develop education activities to address noted areas of concern

- Two main focuses: 1) Do more to attract and retain younger members , 2) Grow the AESS internationally
- Core education activities: Distinguished Lectures, Online Tutorials, and New Initiatives

Distinguished Lectures

- Main goals:1) Active DLs, 2) Standard Process, 3) Measure Benefits, 4) Promote AESS, 5) Reduce Costs
- Improve the geographic distribution of lecturers – introduce new DLs from Middle East, Europe, and Asia
- Advertise the yearly DL activity report in AESS magazine (Teresa's suggestion from the last BoG meeting)
 - **Significant steps have been made, but there is much more to be done.**

Online Tutorials

- Main goals: 1) Broaden tutorial topics, 2) Hubs for educational resources, 4) Implement feedback page
- Provide a level of open access to tutorials and recorded DLs to boost interest (first suggested by Larry)
- Approach eminent lecturers in AESS FOIs and solicit contributions to expand program and resources
 - **This activity would benefit from one or two volunteers to help implement the strategy.**

New Education Initiatives – Mainly aimed at younger members

Best PhD Award

- Motion passed to establish a Best Ph.D. award taking into account feedback from previous BoG meeting
- Award description, general information, application process, and nomination forms have been developed
- Goal is to present the award specification at the next BOG meeting and to launch it by the middle of year

A consideration for Officers: As many of you know, ideas have been floated in the international radar community to establish an award in Memory of Robert Hill. The general consensus is that the award should focus strongly on the themes of education, international participation and fundamental technical excellence. The best PhD award seems to meet these criteria. Should we consider it as a potential candidate?

AESS Mentoring Scheme

- This new initiative is regarded to be a high-priority element of the Education strategic plan
 - Design, implement, and maintain a supported but largely self-managed operational scheme for our members
 - General structure of the scheme has been established and the motion to implement a scheme was approved
- Main goal is to develop a full specification and start to trial a chapter-based pilot scheme by the end of the year

Final comment to Bob and Teresa: the two-slide limit is a great idea!