



AEISS - Education Officers Meeting January, 2013

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VP Education**

Presentation Outline

Core Activities

- Distinguished Lectures
- Online Tutorials
- Education Initiatives – aimed at younger members

Discussion Areas

- Summary of current status
- Issues
- Strategy – three year goals with measures of success

Distinguished Lecture (DL) Program

Motion for BoG

- 16 individuals to represent AESS as DLs
- Two year terms beginning 1 January 2013
- Terms renewable at discretion of the BoG

Program Objectives

- Eminence of speakers
- Diversity of topics
- Quality of Content and Delivery
- Geographic distribution of DLs

Information on Website

- Lecture Descriptions
- Author Biographies
- Application Procedure
- Budget Guidelines

Yaakov Bar-Shalom	Hugh Griffiths
Erik Blasch	Simon Haykin
Eli Brookner	Simon Julier
Larry Chasteen	Myron Kayton
Fred Daum	Surendra Pal
Mark Davis	Tony Ponsford
Saj Durrani	Bob Rassa
Paul Gartz	George Schmidt

DL Activity in 2012

- 12 DLs given by 8 speakers
- 8 DLs were inactive in 2012
- 14 DLs presented at least once since 2010
- Could do better with geographic distribution

DL Program – Issues

Participation

- DLs may remain inactive for a significant time - more than 2 yrs.
- Active DLs are needed to be effective ambassadors of the AESS

Assessment

- Lecture evaluation sheets are often filled out by the point of contact (or not all)
- Need to monitor benefit as perceived by AESS members and other participants

Procedure

- Application process is rather informal and event details are not always made clear a priori
- Increases the potential for misunderstandings between the DL, host, and VP for Education

Budget (*“50-50” rule requires host organization to pay 50% of expenses for DL visit*)

- Tendency has been to pay to/from travel expenses with host paying for all local expenses
- This can potentially lead to asymmetry in sharing of expenses – but is easier for chapters

Promotion

- DL presentations may be given without promoting the AESS and its benefits to participants
- Opportunity is lost to inform or advertise new initiatives to retain and develop membership

Other

- Lectures are not often given when other travel opportunities arise – e.g. conference travel
- Chapters chairs have not provided feedback to assist future DL selection when requested

DL Program – Three Year Goals

Monitor Activity

- Introduce a 2 year term with DL activity reviewed annually – need to inform DLs
- Phase out DLs that are inactive for more than 2 consecutive years across terms

Assess Lectures

- Host required to register attendees at entry to lecture – name, organization and email address
- List submitted to VP Education – provide attendance information and send evaluation requests

Formalize Procedure

- Design a standard form to apply for a DL visit and make it available on website – with example
- Ensures that all parties are clear on commitments and that 50-50 budget is closely adhered to

Stretch Budget

- Encourage DLs to present when compatible with other travel – eliminate cost of an airfare
- Hold more virtual DLs using modern video conference techniques – particularly for students

Promote AESS

- DL presentations to include an opening slide that briefly introduces the AESS and its benefits
- Host distributes AESS promotional material to attendees – e.g. brochures (make this regular)

Other

- Chapter Chairs to include suggestions for DLs and improving the AESS in annual report
- Recruit new DLs based on eminence, topic, quality of content and delivery, + geography

Online Tutorials

Currently Online

- Bistatic & Multistatic Radar – Hugh Griffiths
- GPS/GNSS + Inertial Navigation – James Farrell
- Radar System Performance Modeling – Dick Curry
- Sea Clutter - Simon Watts & Keith Ward
- Fundamental Concepts in Radar Signal Processing - Mark Richards
- Introduction to Stealth – Dave Lynch

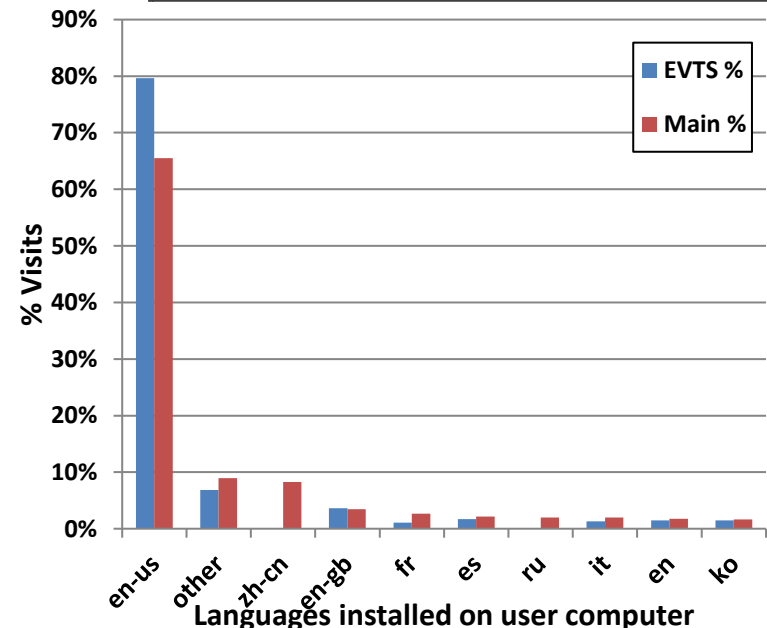
Under Discussion

- Foliage Penetration – Mark Davis
- Inertial System and GPS Technology Trends – George Schmidt
- Introduction to Image Fusion – Erik Blasch

Analysis of Hits (5 months: Apr 1 to Sep 4, 2012)

- Position in a Google search for key words is respectable
- Number of hits is much lower than desired ~ 2700/month
- Half of the viewers take a quick peek and leave
- Only 67 visitors have returned to the site

Metric	Main	EVTS
Visits	13361	470
Unique Visitors	9320	403
New Visitor	65.3%	84.3%
Returning Visitor	34.7%	15.7%
Page views	36716	1604
Pages / Visit	2.75	3.41
Avg. Visit Duration	2:34	2:44
Bounce Rate	55.4%	45.1%



Online Tutorials – Issues

Limited Utilization

- Activity reports from Google Analytic show that access to videos has been disappointing
- Half of the visitors take quick peek and leave, and only 15% of visitors return to the site

Member Login

- Tutorials are made accessible to AESS members but the login procedure has been problematic
- Not obvious who to contact for login problems – its possible that members try and then give up

External Visibility

- Tutorials are accessible only to AESS members – much larger pool of external viewers
- Non-members do not have access – partial visibility may provide incentive to join AESS

Topic Diversity

- Tutorial topics available on line are dominated by radar-related subjects – 5 out of the 6
- Alternative fields of interest to AESS members are inadequately represented at present

Other Products

- Tutorials on a wide variety of topics are freely available online
- Need to distinguish the AESS product from other competition

Online Tutorials – Strategy

Member Access

- Investigate member login problem for proper operation of website - if not already done so
- IEEE eLearning system has a larger pool of viewers – can maintain free access for AESS members

Open Access

- Allow previews or limited portions of tutorials to be viewed by non-members – Larry Chasteen
- We can have our own AESS channel on IEEE-TV for advertising and tutorials – Judy Scharman

Broaden Topics

- Approach presenters that deliver tutorials at conferences and meetings appropriate to the AESS
- Approach authors who have recently written an appropriate book as a way to promote their text

Indexing Method

- Develop a compendium providing useful links to existing open source education information
- Develop and indexing method that is intuitive for AESS members to find content of interest

Feedback Page

- Implement a feedback page for AESS members to provide comments and suggestions
- This concept would also apply for the DL and potentially other AESS programs (GOLD)

New Initiatives – aimed at younger members

Major Issue

- “Concern about the Society’s lack of growth” - excerpt taken from 2012 strategic plan
- Sense that student interest is waning in engineering fields that traditionally feed AESS

Current Status

- The fostering of younger engineers and pre-engineering students has not been touched
- A key element of my statement for BoG election – attract younger professionals to AESS

Main Goal

- Develop programs aimed at providing attractive benefits for younger AESS members
- To retain student members and encourage young professionals to become members

Basic Approach

- Our members should be more encouraged and empowered to help grow the AESS
- Use membership resource to develop new initiatives for GOLD and STEP programs

Mentoring Scheme (a plan is currently being developed for BoG consultation)

- Students and young professionals are often left to their own after joining the AESS
- Structured scheme to help young members integrate quickly into AESS community

High Schools

- Develop systematic plan of penetration in High Schools – foster the FOIs of the AESS
- Seminars, student contests – budget for education initiatives at colleges/high schools