



**For 2010 Magazine Editorial Board**

**T. Pace**

**February 5, 2010**

**IEEE AESS SYSTEMS MAGAZINE**  
**VISION MOVING FORWARD**



# Outline

- Background
  - What is IEEE AESS?
  - Current IEEE AESS Leadership (BoG)
  - Current IEEE AESS Publications Leadership
  - Magazine's New Editorial Board (introducing everyone)
- Summary of Magazine
- Vision for Operation of the Editorial Board
- Facts regarding the magazine
- Current Survey
- Allen Press
- Responsibilities of Magazine Editors
- Path Forward (Its in *OUR* hands)
- To Do List
- Summary



# What is IEEE AES?

- AES – Aerospace and Electronic Systems Society
- IEEE professional society dealing with total integrated electronic systems and the enabling technologies
- Includes any complex system
  - Space, air, ocean, ground
  - HW, SW, and Integration
- Covers the gamut of Industry, Academia, and Research Centers



# AESS BoG Officers 2010

- President

- Marina Ruggieri
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Marina

- Executive VP

- Robert Lyons, Jr.
- Xcelsi Group, LLC
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Bob

- Secretary

- Jose Bolanos
- Boeing
- J.bolanos@ieee.org



Jose

- Treasurer

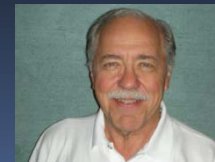
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Mirko

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- George Dean
- Retired
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George



# AESS BoG Officers 2010

- VP Conferences

- Mark Davis
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Mark

- VP Education

- Iram Weinstein
- SAIC
- iweinstein@ieee.org



Iram

- VP Member Services

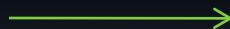
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Joel

- VP Technical Operations

- Theodora S. Saunders
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Theo



# AESS BoG Officers 2010

- VP Industry Relations

- Hugh Griffiths
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Hugh

- Senior Past President

- James V. Leonard
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Jim

- Junior Past President

- Robert C. Rassa
- Raytheon
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Bob



# AESS Board of Governors 2010

## 1/1/08 to 12/31/10

W. Dale Blair  
Jose R. Bolanos  
Mark E. Davis  
George R. Dean  
Robert P. Lyons, Jr.  
Yaakov Oshman  
Robert C. Rassa  
Joel F. Walker

## 1/1/09 to 12/31/11

Barry Breen  
Ram Gupta  
Ellis Hitt  
Lance Kaplan  
William Lyons  
Ron T. Ogan  
Cary Spitzer  
Shunjun Wu

## 1/1/10 to 12/31/12

Reza Dizaji  
Hugh D. Griffiths  
James Howard  
Reece Lumsden  
Roger Oliva  
Frank Reyes  
Theodora S. Saunders  
Iram Weinstein



# Magazine Pubs Leadership

- VP Pubs, Chair

- Joel Walker

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Joel

- AVP Pubs, Chair

- W. Dale Blair , Georgia Tech

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Dale

- Tutorials Editor

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Lance

- Editor in Chief

- Teresa Pace

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Teresa

- Administrative Editor

- Dave Dobson

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Dave





# Magazine Associate Editors

(check out bios on our website!)



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Need  
Photo  
And  
Bio



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# Magazine Contributing Editors



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# Summary of Magazine

- This is not a technical journal
  - Not an appropriate place for detailed equations (tutorial or trans would better suited)
  - Not the place for Transaction rejects
  - Not the place for new or novel techniques
- 48 page magazine
- Published every month
- No advertising
  - unlike Spectrum or Signal Processing
- Goals
  - Encourage AESS membership and participation
  - Inform readers of wide variety of technologies associated with systems for space, air, ocean, or ground environments
    - Technical and historical repository
  - Keep members informed of news and information
  - Well written, engaging, and understandable to a wide engineering audience
- AESS Website: <http://ieee-aess.org>
- E-journal website: <http://sysaes.msubmit.net>



# Summary of Magazine Continued

- Magazine Content
  - Monthly issues are coordinated by Dave Dobson
  - Schedule is very tight
  - Article Content comes from:
    - Previously presented AESS conference papers (80%)
    - E-Journal papers (15%)
  - Additional content
    - Well written reports on conferences and from lecturers and tutorial instructors
    - Reports presented at conferences, section meetings, or other relevant presentations
    - Technical panels
    - Call for membership
    - Meetings Calendar
- Website Content
  - Updated with editorial board photos and bios (still need some)
  - Back issues of the magazine are being posted for download



# Vision for Operation of the Editorial Board

- Editorial Board will function as integrated team with the responsibilities for content of the magazine distributed across the team.
- Each editor will have authority and responsibility for the magazine content in their editorial area. Responsibilities include
  - Development of plan for representation of their area in the magazine
  - Solicitation of articles
  - Peer review of material



# Facts re: the magazine

- No advertising
  - Is that good or bad?
    - What would advertisement do for options for enhancements?
    - Who would advertise? How would we get it?
    - Does advertising go against the purpose of the magazine?
  - What are possible trades?
    - Color pages, Glossy pages?
    - Various typesetting procedures?
    - Increased manpower support?
    - Length of magazine
    - Content of magazine
- Monthly issues
  - Schedule is tight
- All issues are currently coordinated by Dave Dobson (single point of failure – Not good)
  - Currently doing a great job, but he won't be available forever.
  - Need to have him train someone on his work.



# Facts re: the magazine

- Need a full-time person as Managing Editor to get things into shape and keep them running
  - Andy Lim is ex-officio admin editor (pulled too thin between J.OE and AEES Systems)
  - To learn roles from Dave
  - Take direction from EIC and implement
- E-journal
  - Papers have been in process for a long time....
  - Not easy to use (for either publisher or reviewer)
  - Associate editors must remain active
  - Only a few papers are in the system.
- Mainly conference paper contributions → Need to move to electronic submission and review primarily



# Responsibilities of Editorial Board

- Identify sources for articles that support the vision for their area and solicit articles.
- Be active participants in the editorial review process.
- Ensure that the articles coming in for review are appropriate to the magazine
  - YOU are the front line!
  - Not looking for new techniques
  - Looking for education and engineering understanding
- Assign reviewers to manuscripts in e-journal
  - Follow them through the process to ensure they receive appropriate and timely reviews
  - Number of manuscripts that should be handled at any point in time is 10-15
- Provide feedback on the path forward of the magazine
  - Participate in bimonthly conference calls regarding magazine issues
- Recommend and aid in implementing new and innovative ideas





# Magazine Survey in Process

- Generated to get feedback from readers
- Published in Jan 2010 issue of magazine
- On-line at website
- Judy Scharmann has begun collating results
- Will budget be adjusted to support ideas if necessary?
- How will feedback be incorporated into publishing process?



# Transition to Allen Press

- AESS BoG is reviewing possibility of transitioning publication to Allen Press
- Can they handle entire publication?
- How do we transition from Dave Dobson in a smooth and cohesive manner (Susanne can help)
- Do we have enough info/papers coming through e-journal to support it?
- How do we get additional content to Allen Press



# Path Forward

- How do we IMPROVE the magazine for the future?
- Need to balance with regard to resources and budget
- Need to improve electronic process
  - Need active editors , reviewers, etc
  - Need a strong foundation
  - Need managing editor to take direction from EIC but to move things forward on a daily basis
- Getting magazine on-line
  - This is a good direction for the future.
  - What is required?
- AEES has a quarterly email blast
  - AEES Magazine Editorial Board should contribute to that e-mail.
- How can we aid and support in the transition to Allen Press?



# Systems Magazine To Do List

- Update editorial board in e-Journal
- Hold on-line tutorial for editorial board via e-press
- Review results of magazine survey
  - Cutoff date of inputs is April 2
  - Compilation of material
    - Judy has received 8 online responses as of 2/4/10
  - Implementing feedback into the magazine
- Start an Action Item list for the magazine board
  - Keep track of ideas
  - Keep focus on near and far term goals



# Summary

- Magazine needs improvement
- Ideas and effort from the editorial board will enable change
- Survey will help to get feedback
- Editorial board will make a difference