Growth Through Engagement and Teamwork

Mike Noble
VP – Industry Relations

October 7-8, 2021

Board of Governors Meeting

Industry Relations Committee 2021

- Alfonso Farina
- Stefano Coraluppi
- Lorenzo Lo Monte
- Steve Butler
- Mike Noble

Motions or Requests for Funding

None

Final Objective Assignments

#	2021 Objectives	Lead
1	Codify industry panels in AESS-sponsored conferences	Lorenzo
2	Increase industry senior awareness of IEEE/AESS products/services	Alfonso
3	Develop a strategy for improving the relevance of the AESS web site to to industry practitioneers	Stefano
4	Codify partnership between AESS/IR committee and IEEE corporate activities lead	Mike
5	Develop a strategy for growing industry sponsorship	Steve (Alfonso)
6	Review the IEEE global industry strategy and provide input to IEEE Industry Advisory Board Ad Hoc Committee	Stefano
7	Host a young professionals career development forum with one or more industry seniors	Mike

Committee Ongoing Actions

#	2021 Objectives	Status
1	Codify industry panels in AESS-sponsored conferences	Industry panels held/scheduled for Aerospace and Radar conferences Codify and expand to other conferences including an international panel next year
2	Increase industry senior awareness of IEEE/AESS products/services	Afonso has led several engagements in Europe Need to establish a list of POCs for major AESS industry stakeholders Start with board members from industry
3	Develop a strategy for improving the relevance of the AESS web site to to industry practitioneers	Providing input on content for IR page on revamped AESS site Working a survey for industry to inform actions with Conf Catalysts
4	Codify partnership between AESS/IR committee and IEEE corporate activities lead	Informal partnership sufficient, set up cadence with Patrick Russoniello, IEEE corp activities lead Connecting with Rob Fish, IEC chair
5	Develop a strategy for growing industry sponsorship	Focus item for remainder of year. Will involve Patrick and Rob. Considering a potential survey.
6	Review the IEEE global industry strategy and provide input to IEEE Industry Advisory Board Ad Hoc Committee	Doesn't appear to be an actual Industry Strategy document (despite reference in our AESS document) (checked with Patrick Russoniello)
7	Host a young professionals career development forum with one or more industry seniors	Discussing a pathfinder event with Philipp Wojaczek for an industry senior led mentoring webinar. Will draw mentors from AESS board members from industry.

Discussion Topic: Industry POCs

- How do we best serve industry?
- Can you leverage our products and services for your purposes?
- How can we advance your networking, recruiting, and employee development activities?
- Which products/services are most useful today?
- Which would you like to see?

IEEE

- Institute for Electrical and Electronics Engineers
- World's largest technical professional organization (400,000 members)
- Foster *technological innovation and excellence* for the benefit of humanity

AESS

- Aerospace and Electronic Systems Society
- *Industry-focused* society within IEEE
- *Complete integrated electronic systems* and enabling technologies
- Technical subjects:
  - Navigation
  - Avionics
  - Radar
  - Sonar
  - Telemetry
  - Military & law enforcement
  - Command and Control

Value Proposition

Connection to Customers
- Conferences with government researcher presenters/panelists
- Refereed publications with government authors

Hiring/recruitment
- Conference recruiting events
- Professional mentoring

Partnerships
- Tailored short courses … continuing education credits
- Industry-oriented conferences/panels/publications

Networking/Mentoring
AESS Professional Networking and Mentoring Program

Conferences
2020 IEEE INTERNATIONAL RADAR CONFERENCE
IEEE AEROSPACE CONFERENCE
IEEE AUTOTESTCON 2020

Publications
SYSTEMS
QEB

http://ieee-aess.org/

IEEE Advancing Technology for Humanity

Help needed: industry affiliations of board members
➔ Will bootstrap from there to company leads

Discussion Topic: Value Prop for Industry

Industry perspective
- Networking
- *Courses*
- *Publications / library*
- *Standards*
- Conferences
- …

???

Exploring a survey through Conference Catalysts to gather this data to inform an article

Discussion Topic: Other Cats and Dogs

- Web site review and population … looking forward to digging in and seeing how the web site may be employed for industry and practioners (need metrics too)

- Potential for and utility of an invited industry paper for AESS

- What more could/should we do at our conferences for industry?
  - Factor into decision on hybrid conferences

- Further exploration of what AESS IR could/should partner with IEEE industry relations on