



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 practitioners	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 industry practitioners	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

AESSE

- Aerospace and Electronic Systems Society
- Industry-focused* society within IEEE
- Complete integrated electronic systems* and enabling technologies

Value Proposition

Networking/Mentoring

- AESSE Professional Networking and Mentoring Program

Conferences

- 2020 IEEE INTERNATIONAL RADAR CONFERENCE
- IEEE AEROSPACE CONFERENCE
- IEEE AUTOTESTCON 2020

Publications

- IEEE SYSTEMS
- IEEE SYSTEMS
- IEEE Q&E

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

<http://iee-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

IEEE STUDENT ACTIVITIES

Five reasons to join IEEE—From a student's perspective



by Suxia Cui

The IEEE Zeta Lambda Chapter is hosted at Prairie View A&M University (PVAMU), the second-oldest public university in Texas, founded in 1876. PVAMU is a member of the Texas A&M University System, a historically Black college and university. The PVAMU IEEE association is the platform to connect our students to industry and academia. At our biweekly meetings, industry partners present hiring information, faculty members give technical presentations, and students organize training for both software and hardware. Each year, we host the PVAMU annual IEEE workshop. The next upcoming workshop is scheduled for March 2021, and the focused topic is data sciences. The workshop is sponsored by the PVAMU Electrical and Computer Engineering Department as well as National Science Foundation grants (OAC 1827243 and OAC 1925764).

If you ask former IEEE Zeta Lambda Chapter President Roddy Fwamba why he joined IEEE, he will share with you the following five reasons.

- 1) It is an opportunity to demonstrate time management. Partaking in college clubs and organizations alongside my academic responsibilities allows me to practice discipline and time management, which is a hardy skill in my personal life. It's the one most employers will be looking for after graduation.
- 2) It builds self-confidence. As a student successfully balancing a full plate of academia and extracurricular activities, it helped me build up the self-assurance needed to take on more challenges.
- 3) It helps you become more collaborative. IEEE and photovoltaic robotics activities pull together all kinds of

students. Participating in them encourages me to collaborate, not to mention learning how to work together on a larger-scale project. Collaborative work comes with opportunities to step up and lead my peers, manage projects, and work through any road bumps along the way.

- 4) It is a chance to build skill sets. IEEE also allowed me to develop hard skills I may or may not learn in class. As an IEEE president, my role was to create relationships with industries and alumni as well as to execute high-profile events, all valuable specialized skills.
- 5) It can lead to new network opportunities. Connections with others in my field can serve me well after graduation. Getting involved in IEEE has improved my peer network, which increases my exposure and learning in my school environment and social life. I was making friends effortlessly when I shared similar interests or passions with like-minded people. IEEE also allows you to branch out and meet students outside of your immediate social circle.







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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 practitioners (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