

IEEE AESS Officers Strategic Planning Meeting
September 16, 2010
Orlando World Center Marriott Resort & Convention Center
Denver Room
8:00 a.m. – 5:15 p.m.

8:00 – 8:05 am: Call to Order, Introductions Marina Ruggieri

8:05 – 8:15 am: President and Executive VP Messages to BoG Officers M.Ruggieri/B.Lyons

8:15 – 8:30 am: A view on future activities and topics Marina Ruggieri

8:30 am- 5:00 pm STRATEGIC PLANNING – Dale Blair with Officers (as hereinafter detailed):

8:30 – 9:15 am: Guidelines and achievements Dale Blair

- *Process and progress*
- *Accomplishments and future plans*
- *Written Strategic Plan*
- *Communications to our members – how to go forward*
- *Interviews and interview articles*

9:15 – 10:00 am: **Finance** George Dean

- *New sources of revenue*

10:00 – 10:15 am: **Break**

10:15 – 11:00 am: **Publications** Joel Walker

- *E-Pubs format and short/medium/long-term strategy* – Marina Ruggieri, Bob Rassa & Joel Walker
- *Status of magazine improvements*
- *Status on plans for Transactions*

11:00 – 11:45 am: **Education** Iram Weinstein

- *DL issues as related to growth of the society and strategic planning*
- *Peer review of DLs*
- *Value of membership relating to DLs*
- *Funding DLP*
- *IEEE eLearning Library and our Video Tutorials – path forward*
- *Clarification of DL rules (Board business)*
 - *Interpretation of 50% rule regarding talks in poorer countries*
 - *Discussion of support for DL invited talks at conferences*

11:45 Break for lunch (gives time to get room locked and make our way to the Awards Banquet)

12:00 – 1:30 pm: **Lunch**

1:30 – 2:15 pm: **Conferences** Mark Davis

- *AESS Technical Co-sponsorship and IEEE rules* – Marina Ruggieri & Mark Davis
- *A new conference on space?* – Mirko Antonini
- *Promoting conferences to reach our membership*

2:15 – 3:00 pm: **Technical Operations** Theo Saunders

- *Review of charter and bylaws of panels*
- *Status update on Systems Engineering Effectiveness Committee* – Bob Rassa
- *New panels: Cyber Panel and UAV Panel*
- *Further panel expansion*

3:00 – 3:15 pm: **Break**

3:15 – 4:00 pm: **Member Services**

Jim Howard

- *Student Activities and Student Chapters* – Jim Leonard & Bob Rassa
- *Mentoring; how to help new members; connecting to young members*
- *Value of AESS membership, how are we communicating this to our members*

4:00 – 4:45: **Industry Relations**

Hugh Griffiths

Continuous Survey

4:45 pm – 5:15 pm: Other items as needed

All

- *Nominations & Appointments* – Bob Rassa, all

5:15 pm: Adjourn

Dinner on your own.

Text in red indicates items related to Strategic Planning

Text in black indicates items related to regular board business