

Officer's Meeting  
Hyatt Regency Atlanta  
February 11, 2010

Attendees: Marina Ruggieri, Bob Lyons, George Dean, Jim Leonard, Dale Blair, Judy Scharmann, Iram Weinstein (Skype), Mark Davis (Skype), Jim Howard (for a short time)

### **Call to Order**

#### **President's Message to the BoG Officers – Marina Ruggieri**

Marina spoke of the Society Review. There were many positive things. She spoke of the financial crisis, and how we are getting through it, though we still have to be watchful. We need to invest some of our money, and do something. She would like input from the officers on how to spend Presidential Discretionary Budget. Marina wants an open dialog.

#### **Executive Vice President's Message to the BoG Officers – Bob Lyons**

Bob offered his support to Marina and the BoG. He wants to continue to learn. He spoke of the Strategic Planning Committee, offering compliments to Dale Blair.

#### **Education – Iram Weinstein**

Iram's biggest concern was the budget. We have already spent ½ the budget, due to Paul Gartz' 2009 lectures being paid out of 2010 budget.

There was discussion on the need to cultivate speakers from all regions of the world. It was proposed that we possibly change the approach. Perhaps requests should come in as *topics* and then we propose the speaker. We could have several speakers from various points of the world for each topic. The downside is, many speakers are popular and requested.

There was discussion on doing lectures remotely. Keep this idea on the table.

Iram developed a set of charts to give to the DLs. He would like feedback from the officers on those charts.

There was discussion on the need to take advantage of reaching new members thru DL's. We can put together a DL information section on the web site.

The concern was raised again: the demand is going to be greater than the funding.

If Iram makes a proposal to increase funding, we could transfer from one line item to another. We can vote on it at the BoG meeting in April.

We need a more clear mechanism on how to arrange for a DL. If Iram doesn't approve, it should not get paid.

Iram discussed the EVTS, and expressed his disappointment in the Video Tutorials. He has not had success in getting a large number of tutorials. We are not attracting a lot of viewers. We are not getting the word out. We are not getting the exposure we need.

It was pointed out that the DL Lecture budget is not \$15,000, but \$10,000. So, there is only \$2,500 left for the rest of 2010. We must do something about this.

Iram has been in touch with Expert Now. They are attempting to become an umbrella over all IEEE tutorials and are backing away from them producing and charging large fees. They may eventually be willing to link us into Expert Now. This is very preliminary. There are no formal proposals at this time.

There was discussion that Iram needs to have an Education Committee with people that would actually work. It was agreed that we should involve the students. They work well. Iram will contact Cosimo and Andrew.

### Conferences – Mark Davis

Mark doesn't have all the records from Barry.

There was discussion regarding Carnahan: this case is particularly confusing . We need a new rep, as Bob Trebits is not involved any longer. Are we going to continue to be involved? The conference is in May, so we can determine by the end of the year if we want to continue our involvement.

Judy will put an announcement in QEB, looking for a rep to Carnahan.

It was discussed and determined that a conference liaison does not need to be a member of the BoG.

ICNS was discussed. They have tuned in no surplus or around 5%. The Committee is run by NASA and FAA and they refuse to charge the appropriate fees set up by IEEE. We either need to fix it or get out. NASA gives zero money. They are not members of IEEE or AIAA. IEEE asks us to have a reasonable surplus. Conferences are the bread and butter of the IEEE. If we are not making money, why do we have the conference? This needs to go on the agenda for April.

There was discussion on the cooperation opportunity with the European Space Agency. Mark will follow through with an MOU in a timely manner. We want to hold 2011 AESS BOG there. This is strategically important. The way to aerospace in Europe is through this.

Technical Co-Sponsorship process was discussed. It initiates through Marina. She sends approval to Mark and he interacts with them. This is where Mark could work with a conference liaison.

The Conference has to be in the IEEE database, or IEEE will not process an MOU.

There was discussion regarding advertising in the magazine for our Technical Co-Sponsored Conferences. Why can't we do this? We can't sell them a page because our policy is no sold advertisement. We are looking at this. It was agreed that we shouldn't put obstacles in their way.

We need to prepare simple instructions for a person who wants to ask for a technical co-sponsorship. We need to help them with this. Put this on the web site. Mark will put together simple instructions.

Marina received another request for tech-co-sponsorship in Europe.

We need to create a best practices document and get it on the web site.

It was recommended that Shannon Blunt go to POCO.

### **Membership – Jim Howard**

Jim went over his presentation.

IEEE page, “Go to Society Website” link is broken. Judy has sent a message to the IEEE Webmaster requesting it to be fixed.

IEEE logo needs to be more prominent on every page. Conference Catalysts is in the process of correcting this.

### **Students and Student Chapters – Jim Leonard**

Jim Leonard brought a video and requested it be put on our web site.

Jim reported that he has the Fellow’s Evaluation committee put together.

IEEE-USA – Judy sent the AESS Membership brochure to Jim Leonard and Marina.

PACE – Pace has \$2,000 for projects. Jim will encourage divisional projects.

Jim presented a Funding Request. Officers were in agreement to fund this. It will come out of student chapter support line 40831Studn. This is already in the budget.

Tor Vergata is now opening a student branch. They will contact Jim for more information. Marina wants them to be an active chapter.

The student branch at KU is involved in a NASA project.

### **Publications-Dale Blair for Joel Walker**

Dale discussed putting a list of Transactions articles in the magazine, telling them what is coming. Also put them on the web site.

It was suggested putting an insert into the magazine on low cost paper (onionskin).

There was discussion on getting more columns, such as a President’s Column. Marina agreed to write one on a regular basis.

Teresa is working with the new Editorial Board to get more content for the magazine.

### **Technical Operations – Bob Lyons for Theo Saunders**

There has been a smooth transition between Bob and Theo. Work has begun to get the new Standards Panel off the ground.

Theo is proposing Ron Ogan as Vice Chair of Workforce Panel.

We discussed joint technical panels. We have one with Systems Council.

We are trying to get a track at the Smart Grid Conference in October. (ComSoc conference)

### **Finance – George Dean**

George thinks we ought to consider raising fees.

We can come up with about \$15,000 for DL from Chapters, Presidential fund, etc. Move \$5,000 from President's fund now. The rest will come from Chapters and Students.

### **Strategic Planning – Dale Blair**

Vision and tactical, there is an implementation plan.

This has not been written up, but it has all the ingredients.

Dale went through the 7 key elements of our Strategic Plan.

Jim gave Dale a presentation that IEEE-USA uses and we need to adapt it to AESS.

Dale reviewed Teresa Pace's [Presentation to the Editorial Board](#).

Teresa needs to inform Steve Watkins (or make it Jim Leonard and Bob Rassa) and also inform Rich Hochberg and Theo Saunders of their respective roles on the Editorial Board.

Judy will send the Final SRC doc to officers.

Bob Lyons presented thoughts on information and how do we get it to our members.

There was discussion regarding the proposed Mentorship Program. Ron Ogan has started work on this.

There was discussion regarding the look of the QEB. Bob showed examples of other, more interesting email communications. Judy has always thought it could only be sent in Plain Text. Judy will look into sending the blasts in html.

Social Networking options were discussed. Also we need to add blogs to that list.

Need to get a society survey going after the Pubs Survey is completed.

Meeting adjourned.