



IEEE Aerospace Electronic Systems President's Report

Mark E. Davis
IEEE AESSE President

2022 Strategic Planning Meeting (Pisa, Italy)
14-15 February 2022

- Introduce New Board of Governors & Officers
- IEEE TAB Objectives
- AESS Strategic Planning Meeting Goals

Class of 2020-2022



W. Dale Blair



Michael Braasch



Fabiola Colone



Fulvio Gini



Wolfgang Koch



Kathleen Kramer



George Schmidt



Luke Rosenberg

Class of 2021-2023



Laura Anitori



Steve Butler



Michael Cardinale



Alexander Charlish



Stefano Coraluppi



Braham Himed



Lorenzo Lo Monte



Peter Willett

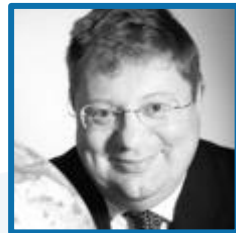
Class of 2022-2024



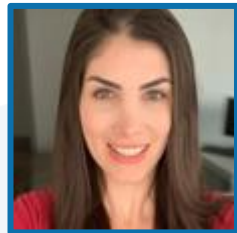
Alfonso Farina



M. Sabrina Greco



Hugh Griffiths



Laila Fabi
Moreira



Robert Rassa



Michael Noble



Roberto Sabatini



Puneet Mishra

Other Positions



**Undergraduate
Student Rep**
Mehak Jetly



**Graduate
Student Rep**
Sarana Tse



**Young
Professionals Rep**
Philipp Markiton



Operations Manager
Amanda Osborn

2022 AESS Officers



President
Mark Davis



President-Elect
M. Sabrina Greco



Past President
Walter Downing



Secretary
Francesca Filippini



Treasurer
Robert Rassa



VP Conferences
Braham Himed



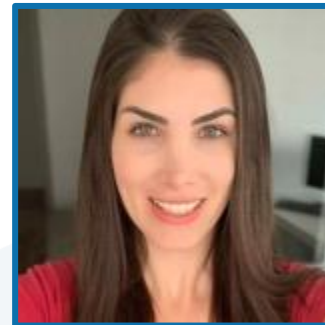
VP Education
Alexander Charlish



VP Finance
Peter Willett



VP Industry Relations
Michael Noble



VP Member Services
Laila Fabi Moreira



VP Publications
Lance Kaplan



VP Technical Operations
Michael Braasch

2022 Committees



Awards

- Fulvio Gini**
Fabiola Colone
Hugh Griffiths
Braham Himed
Lance Kaplan



Conferences

- Braham Himed**
Mike Braasch
Mark Davis
Alfonso Farina
Fulvio Gini
Lorenzo Lo Monte
Bob Rassa
George Schmidt



Education

- Alexander Charlish**
Laura Anitori
Francesca Filippini
Hugh Griffiths
Wolfgang Koch
Kathleen Kramer
Lorenzo Lo Monte



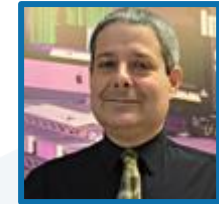
Finance

- Peter Willett**
Dale Blair
Michael Cardinale
Lance Kaplan
Bob Rassa



Industry Relations

- Michael Noble**
Steve Butler
Stefano Coraluppi
Alfonso Farina
Laila Fabi Moreira



Publications

- Lance Kaplan**
Dale Blair
Michael Cardinale
Fabiola Colone
Stefano Coraluppi
Sabrina Greco
Roberto Sabatini
Luke Rosenberg
Peter Willett



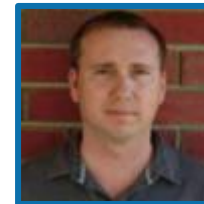
Member Services

- Laila Fabi Moreira**
Fabiola Colone
Sabrina Greco
Kathleen Kramer
Lorenzo Lo Monte
Philipp Markiton
Sarana Tse



Mentoring Program

- Sarana Tse**
Laura Anitori
Francesca Filippini
Michael Noble
Philipp Markiton
Luke Rosenberg



Short Course

- Luke Rosenberg**
Dale Blair
Alex Charlish
Stefano Coraluppi
Wolfgang Koch
Peter Willett



Technical Operations

- Michael Braasch**
Dale Blair
Steve Butler
Roberto Sabatini
George Schmidt



N&A

- Walt Downing**
Michael Rice
Roy Streit
Bob Lyons
Kathleen Kramer
Leo Lighthart



Strategic Planning

- Sabrina Greco**
TBD

- ▶ Provide **SWOT** Planning For Each VP Area
 - **Strengths:** What Has Been Accomplished In Last 3 Years
 - **Weaknesses:** Define Areas Of Growth (3 Years) Needed To Improve Services
 - **Opportunities:** Define Quantified Plans And Collaborations Needed
 - **Threats:** What Environmental Issues, That require Short-Term Action To Mitigate

- ▶ Planning For Returning To Normalcy From COVID19 Pandemic
- ▶ Quantify Attainable Metrics For Next 3 Years
- ▶ Each VP To Identify Cross-committee Collaborations

IEEE TAB Established New Objectives For 2022-2025

- ▶ Significant Increase in Diversity – Geographic, Gender/Age, Technical Breadth
- ▶ Conferences: Increase In Breadth And Surplus, With Students and WIE Content
- ▶ Publications: Significant Changes In Content, Magazine Quality, QEB Services
 - New Transactions On Radar Systems In PRAC Review
- ▶ Education: Strengthening (Virtual) Distinguished Lecture Programs, Short Courses
- ▶ Member Services: Increased Chapters In Region 9 and 10, Chapter Summits
- ▶ Awards: Michael Wicks Student Travel,

**AESS Has Made Significant And Recognized Progress
In Service To Our Members**



IEEE

*Advancing Technology
for Humanity*

IEEE Technical Activities Strategy

2020-2025

Goal 1: Publications, Conferences, Standards, and Future Technologies

Focus IEEE resources to improve, modify and invent next generation technology products/services in consonance with emerging information distribution methods to sustain IEEE as the authoritative knowledge leader for traditional and emerging/disruptive technologies

Publications

Be the premiere provider of Open Access (OA) content

- Grow IEEE OA journal content
 - Startup incentives
 - Success plan (marketing, high impact factor, notable authors)
- Manage cost/effectiveness
 - Cost metrics
 - New author portal
- Formulate PAR (Publish & Read)
 - Pilot transformative project
- Improve value proposition
 - New 3rd party content
 - Xplore analytics
 - Research reproducibility
- Grow and keep our current publications at the forefront of quality and usefulness for engineers and scientists worldwide, and expand the value proposition for Xplore

Conferences

Refresh conferences (900+) with new style events

- Enhance conference value proposition (FCS/TCS/SCS) with new style events
 - Interactive participation
 - Industry participation
 - Networking facilitation
- Streamline governance processes and disperse responsibility/decision to conference staff/volunteers
- Establish cross disciplinary events (emerging technologies)
- Implement industry /academia /government technology forums

Standards

Aggressively develop standards for emerging technologies

- Promote the stds value proposition (CoS)
 - Industry/government
 - Society engagement
 - Promote stds globally and collaborate with int'l stds bodies (including SA)
- Initiate stds in future technologies topics
- Engage with cross disciplinary industries
 - Autonomous vehicles, off-shore petroleum, medical
- Establish new financial model
 - Share profits with S/Cs

Future Technologies

Be the thought leader in emerging technologies and shaping futuristic visions

- Identify “future emerging” cross disciplinary technologies
 - Cross disciplinary program structure
- Implement a “first-to-market” action plan on emerging topics and futuristic visions
 - Vetted content vs risk
- Sustain a multi-year future technology funding /expenditure strategy
 - New organizational structure

Recent Activities for Membership

- ▶ **Trend:** Converging technologies are crossing multiple Society fields of interest
 - Multiple Society membership dues discounting to help encourage cross-Society partnership on projects and sharing volunteers (manual 2021, automated 2022)
 - Multiple Society membership discounting ad hoc committee considering a common approach for discounting dues to encourage an existing member to add an additional Society membership (2023 possible test)
- ▶ **Trend:** Concerns over the Fellows process with respect to industry candidates and diversity.
 - IEEE AdHoc on Fellows is reporting out in Society Presidents Forum.
- ▶ **Trend:** Reduced IEEE student memberships during COVID
 - MGA offered the FUTURE50 program discounting IEEE dues 50%, and several Societies duplicated that offering
 - TAB Management ad hoc to recommend more Societies duplicate the IEEE FUTURE50 offer
- ▶ **Trend:** Long-time low student membership join/retention rates
 - Several Societies reduced dues to \$1-5 to lower the hurdle for IEEE Students to join their Society

Strategy: Funding 2-3 Year Initiatives

- 3% rule funds are rather consistent
- 50% rule funds vary each year
- Yr 1: Recommend using 3% rule or 50% rule funds to get started
- Yr 2: Recommend using 3% rule, 50% rule or operational budget
 - Projects that will become operational should start migrating to operational budget
- Yr 3: Recommend using 3% rule, 50% rule or operational budget
 - Projects that will become operational must migrate to the operational budget after year three

- Strategic Planning Meeting Will Be Virtual – Again
- Expect To Focus Each VP Areas On:
 - SWOT To Define AESS Strategies and Initiatives for Near Term (3 years)
 - Inter-Committee Collaboration To Improve Strategy Metrics
 - Inter-OU Collaboration For New Areas – Growth Of Technology
- Sabrina Leading The Strategy Efforts
 - Planning On Judicious Application Of AESS Investments
 - How Does AESS Innovate For Future?
- Think About How We Implement Strategy For BoG Meeting 25-25 March