

# Implementation Plan

## Challenges

- Shape IEEE AESS into an organization for which professionals (i.e., students, GOLD members, mid-career and senior IEEE members) seek involvement.
- Provide justification for the expense of time and money for membership of AESS
- Overcome the stagnation of IEEE AESS
- Establish cohesive operation of diverse society
- Engagement and personal commitment of time of the members of IEEE AESS BoG

# Implementation Plan

## Objectives

- Identify products and services that meet the needs of our members and potential members. Characterize those products and services according to
  - Students
  - GOLD members
  - Mid-careers
  - Senior members
  - Corporations
- Select products for development and develop those products that meet the needs of our members and potential members
- Improve the marketing of IEEE AESS

# Implementation Plan

## Actions

- Identify methods for continuous survey of interest (needs) members
- Identify methods for regularly survey of interest (needs) potential members (conference attendees, transactions/magazine authors, IEEE members, corporations, aerospace engineers, those who exit AESS).
- Survey practitioners who submit articles to Transactions on AES for reasons for publishing.
- Identify partners who will jointly promote aerospace industry as a profession and join with selected organizations on projects of common interest.

# Implementation Plan

## Actions

- Develop communications that reflect AESS
  - Improve the quality of the magazine to draw new members and retain members and reflect the whole of AESS interests and vision of the BoG
  - Investigate the of electronic newsletter, quarterly e-mail blast (QEB), and a blog for improved communications and engagement of members.
  - Investigate electronic distribution of magazine and T-AES
  - Develop a map of IEEE AESS information and a method of delivery of specific information according to customer variability
  - Require members of the AESS BoG to contribute to communications for the AESS
- Expand the number of our technical panels and improve the operation of those panels in their involvement of AESS members.

# Implementation Plan

## Actions

- Connect DL program with promotion of AESS by requiring DL to promote AESS during their visit with 3-4 charts on value of AESS membership and solicitation of comments on value of AESS membership.
- Expand and improve our DL program, especially internationally
- Identify via technical panels new opportunities for workshops/symposia that will lead to new conferences.
- Identify opportunities for strategic partners
- Investigate methods for aiding in the connection between mentors (AESS senior members) and protégés (students and young engineers/GOLD members)

# Implementation Plan

## Execution

- Assign actions to specific members of the BoG
- Conduct bimonthly telecons to track completion of actions.
- Report on progress at the spring meeting