



IEEE Aerospace Electronic Systems President Elect

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- AESS Strategy for next years:
 - Which is our role towards our members and our technical community?
 - How can we better serve our members?

MID: More Inclusive and Diverse

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

- ▶ Meeting with incoming and retiring VPs of each area
 - **Strengths:** Goals already achieved, our starting points
 - **Weaknesses:** What region of the world/member category are we neglecting?
 - **Opportunities:** What can we do to be more inclusive and diverse? How can we invest our money and energy to increase AESS impact on our technical community? What have we learned from this pandemic period that we can leverage in future plans? Can we identify and plan some **cross-committee initiative** that can better serve our members? How can we involve more AESS Panels?
 - **Threats:** What are the financial/ environmental issues that we need to face and solve to achieve our new goals? What kind of information and support do we need?

- ▶ Identify at least one goal on the short term for each VP
- ▶ Identify long term goals
- ▶ Brainstorming on pros and cons
- ▶ Start planning a strategy to implement them
- ▶ Identify some measure of success for each goal

- ▶ Look at what the other IEEE and non-IEEE societies are planning for the future
 - We don't have to copy them but we can learn from trials and errors of the others
- ▶ «Integrated Sensing & Communications (ISAC)» initiative (ComSoC and SPS)
- ▶ «Synthetic Aperture» Standard by SPS

Our strategy

- ▶ Long term goals:
 - be **more inclusive and diverse** (MID strategy)
 - **increase our impact** particularly in the regions, the areas of interest and the member categories where we are under-represented. Everything should be in line with IEEE motto: Advancing Technology for Humanity
 - try to be the **drivers of the changes**, not the runner ups
- ▶ We are a healthy society. We have funds for new initiatives (but spend them in a judicious way)

► Short term goals:

- Facilitate **cross-committee and cross-disciplinary initiatives**
- Focus on broad topics of our interest, a future technology, **lead** the initiatives and invite other IEEE Societies to join. The technical panels are fundamental.
- Keep a strong link between the BoG and the local AESS leaders particularly in regions 9 and 10.
- Involve **young people** (high school, undgrads, grads) promoting initiatives and events tailored on their needs.

► Short term goals:

- Leverage the 50th Anniversary Celebration to showcase not only our history but also our present and future activities.
- **Learn from the past experience** with the pandemic to experiment new ways of integrating and «augmenting» our in presence events (conferences, workshops, DLs). «In presence» is our priority. «Virtuality» is an added value.

- ▶ Implementation (for each VP):
 - Focus on 1 or 2 initiatives per year (3-year initiative)
 - Define a precise roadmap and a timeline with a responsible for each step
 - Define measures of success
 - Identify threats/risks
 - Launch a pilot initiative
 - Keep an eye on what the other IEEE and non-IEEE are planning for the future