

Technical Operations Strategic Planning

AESS Officers Strategic Planning Meeting

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San Antonio Marriott Riverwalk

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Agenda

- Strategic Plan Overview/Update
- Financially Sponsored Conferences
- Technically Cosponsored Conferences
- Short and 3-year Actions
- Summary

Conference Strategy

- **Mission:** The mission of AESS Conferences is:
 - Enable the conduct of high-quality conferences, symposia and workshops
 - Produce high-quality technical content to serve AESS members and our technical community
 - Facilitate the generation of reasonable surplus while maintaining high overall quality
 - Refine and promote Best Practices in planning and managing AESS conferences
 - Explore new conference delivery mechanisms

- **Objective:** The AESS Strategic Plan for Conferences should focus on
 - Refining and promoting best practices in planning, management, publications and financing our existing conferences
 - Determine whether any new conferences could be initiated to support the AESS membership and our overall technical community.

Elements of Strategy

- Strengthen the areas of setting up Conferences to insure that we preserve the IEEE Name Brand, conduct a quality conference, produce quality proceedings, and provide a financial benefit to both the Institute and Society. Key elements of these practices include:
 - Make sure that a competent Memorandum of Understanding exists where we have co-sponsors that clearly delineates the responsibilities of each party
 - Generate a budget that is realistic, and produces a minimum of 20% surplus
 - Produce Conference Publications that are of high quality and maintain the reputation of the conference, AESS and IEEE
- Create and maintain a conference operations guide as a supplement to the IEEE Conference Organizer's Manual, and ascertain that our conferences follow the IEEE and AESS conference guides

Conferences Strategic Objectives

- What is our current status?
 - Strengths
 - High Quality Conferences
 - Strong sustained conference management: Aerospace Radarconf, Autotestcon, Fusion
 - Weaknesses
 - Weak volunteer support to others: DASC, ICNS, PLANS
- What are our long term strategic objectives?
 - Convert 2 TCS conferences to at least 10% FCS
 - Find ways to use conferences to attract and retain young members

AESS 2015-16 Financial Conferences

		2015			2015 Conference Results		
03/07/2015	33705	2015 IEEE Aerospace Conference	15AAC	100.0%	775,239	528,630	246,609
04/19/2015	32838	2015 Integrated Communication, Navigation, and Surveillance Conference (ICNS)	15CNS	50.0%	130,465	110,392	20,073
05/10/2015	18698	2015 IEEE Intl Radar Conference (RadarCon)	15RAD	90.0%	588,215	425,823	162,392
6/2/15	35018	2015 MetroAeroSpace		100.0%	55,454	50,660	4,792
6/15/15	35955	2015 National Aerospace Conference (NAECON)	15 NAE	50.0%	35,250	26,821	8,429
9/13/15	34242	2015 Digital Avionics Systems Conference	15 DAS	50.0%	276,609	276,600	9
10/25/15	32801	2015 Radar Conference (South Africa)		50.0%	166,339	139,793	26,546
11/2/15	34604	2105 Autotestcon	15AUT	50.0%	448,975	342,890	100,571

Report



		2016			2016 Conference Budget		
03/05/2016	35916	2016 IEEE Aerospace Conference	16AAC	100.0%	585,402	467,840	117,562
4/11/16	35125	2016 PLANS	16PLN	50.0%	383,430	295,931	87,499
05/10/16	20431	2016 IEEE Radar Conference (RadarConf16)	16RAD	50.0%	436,395	332,356	104,039
6/15/15	35955	2016 National Aerospace Conference (NAECON)	16 NAE	50.0%	36,375	21,858	14,517
7/5/16	36404	2016 FUSION	16FUS	3.0%	394,000	359,558	34,442
9/25/16	35002	2016 Digital Avionics Systems Conference	16 DAS	50.0%	276,609	276,600	9
11/2/16	34604	2106 Autotestcon	16AUT	50.0%	448,975	342,890	106,085
10/4/16	36556	2016 International Carnahan Conference	16ICS	100.0%	88,490	71,086	17,404

On Track For Over 30% Surplus In 2015



Technically Co-sponsored Conferences

- Effective January 2016, IEEE rules officially changed
 - If 0% IEEE financial interest, IEEE Technical cosponsors will be charged \$1000 +\$15/paper sent to xPlore
 - If the Sponsoring IEEE OU desires, it can ask MCE to bill the Conference for some or all of this cost
 - Choice can differ between conferences
 - All revenue collected by MCE from external conferences will be given to the Sponsoring IEEE OU
 - If multiple IEEE entities are TCS the fee and revenues would be split
 - If an IEEE entity is a financial sponsor, the TCS fee will not be charged
- I established with MCE that AES would determine the charge policy on a event-by-event basis
- IEEE sends AES VP Conference an email prior to MOU distribution, for AES policy on that conference

2016 Technically Co-sponsored Conferences

Title	Conf #	City	Country	Date	IEL Plan (%)	AES Interface
2016 International Radar Symposium	38484	Krakow	Poland	5/10/16	0	
2016 European Navigation Conference (ENC)	35941	Helsinki	Finland	5/30/16		
2016 23rd Saint Petersburg International Conference on Integrated Navigation Systems	35045	St Petersburg	Russia	5/30/16	50	Schmidt
2016 European SAR Conference (EUSAR)	38206	Hamburg	Germany	6/6/16	0	
2016 International Workshop on TT&C Systems for Space	37766	Noorwijk	Netherlands	9/12/16	100	Ruggieri
2016 DGON Inertial Sensors & Systems	38267	Karlsruhe	Germany	9/20/16	0	Schmidt
2016 European Radar Conference	tbd	London	UK	10/5/16	33	Griffiths
2016 CIE International Conference on Radar	38589	Guangzhou	China	10/10/16	0	Davis
2016 IEEE International Symposium on Phased Array Systems and Technology (PAST)	35632	Waltham MA	USA	10/18/16	0	Davis
2016 International SpaceWire Conference (SpaceWire)	38740	Yokohama	Japan	10/25/16	0	Ruggieri

10 Conferences – Need IEL Impact

Short Term Actions

- Publish the AESS conference guidelines to all AESS conference organizers
 - Conference Guidelines published in June 2015 ✓
- Review all conference budgets for opportunities to reduce expenses
 - All new Financial Conferences have valid budgets, agreed to with IEEE Conference Operations ✓
- Strengthen the AES Conference Liaison for Financial Sponsorship
 - Encouraged new AESS Board of Governors members to participate in conference committees within their area of interest – Need to continue engagement by new Members
 - E Blasch and K Kramer have contributed to DASC to the extent we now have agreements ✓

Three-year Objectives

- Selectively examine and rewrite the “Perpetual” MOUs to bring up to IEEE policy standards
 - Examined each and suggested rewrites on those that do not conform to IEEE Best Practices.
- Increase the Conference Surplus returned to AES by working with and monitoring AESS conference committee planning with regard to costs and expenses
 - Continuing Issue on lack of AES participation in AIAA and ION Conferences → Transition to Minor % or TCS
- Assure that all conference chairs follow the AESS conference guidelines
 - Major push in 2015 to get DASC on-board
- Ascertain that all AESS conferences are of the highest technical quality and standards

Summary

- Smooth Transition From Iram to Mark
- Outstanding Support From BoG on return to AIAA cooperation
 - Need to energize ICNS
- ION Support Still Lacking
 - They prefer to transition to TCS
- Need to identify new BoG members for interaction with both Financial and Technical Sponsored Conferences