

Technical Operations Strategic Planning

AESS Officers Strategic Planning Meeting

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Atlanta Georgia

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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 2016-17 Financial Conferences

Report

Date	#	2016			2016 Conference Budget		
03/05/16	35916	2016 IEEE Aerospace Conference	16AAC	100.0%	585,452	467,840	117,612
4/11/16	35125	2016 PLANS	16PLN	50.0%	310,610	236,811	73,799
4/16/2016	38815	2015 Integrated Communication, Navigation, and Surveillance Conference (ICNS)	16CNS	50.0%	172,635	128,640	43,995
05/10/16	20431	2016 IEEE Radar Conference (RadarConf16)	16RAD	50.0%	502,016	387,654	114,361
6/15/16	35955	2016 National Aerospace Conference (NAECON)	16 NAE	10.0%	36,375	21,858	14,517
6/22/16	37580	2016 MetroAeroSpace		100.0%	EU64,155	EU58,200	EU5,954
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%	253,725	203,150	50,575
10/4/16	36556	2016 International Carnahan Conference	16ICS	100.0%	57,318	53,219	4,099
11/2/16	34604	2106 Autotestcon	16AUT	50.0%	500,000	398,000	102,000

✓
✓
~\$17,000
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✓
✓

Date	#	2017			2015 Conference Results		
03/07/17	38458	2017 IEEE Aerospace Conference	17AAC	100.0%	686,372	546,806	139,566
04/18/17	39184	2017 Integrated Communication, Navigation, and Surveillance Conference (ICNS)	17CNS	10.0%	145,000	130,000	25,000
05/8/17	32643	2017 IEEE Intl Radar Conference (RadarCon)	17RAD	50.0%	521,600	403,942	117,658
6/21/17	40336	2017 MetroAeroSpace		100.0%	EU40,000	EU35,000	EU5,000
6/27/17	-tbd-	2017 National Aerospace Conference (NAECON)	17 NAE	0%	46,375	34,929	11,446
9/16/17	36433	2017 Digital Avionics Systems Conference	17 DAS	50.0%	100,000	60,000	40,000
9/9/17	31906	2107 Autotestcon	17AUT	50.0%	505,750	398,000	123,015

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Conference Surplus Diminishing By TCS Conversions

Financial Conference Liaisons

Conference	AES Liaison	2nd Liaison
Aerospace Conference	Marina Ruggieri	
ICNS	Paul Kostek	
Radar Conference	Shannon Blunt	Hugh Griffiths, Maria Greco
DASC	Kathleen Kramer	Erik Blasch
MetroAerospace	Pasquale Daponte	
ICCST	Gordon Thomas	
Autotestcon	Bob Rassa	
PLANS	Michael Braasch	Mike Veth, Gary McGraw
FUSION	Dale Blair	
NAECON	Rob Ewing	Erv Gangl

Problems With Financial vs TCS Agreements

- Two conferences prefer TCS
 - PLANS Because of Low AES Support
 - NAECON due to AES policy issues
- Minimal Financial Sponsorship As Alternative To TCS Paper Fees
 - A couple of European Conferences Agree
 - The Majority Willing To Pay For Papers
- It is Clear We Need Panels To support Financial Conferneces
 - M Braasch Planning Navigation Panel for PLANS (and ICNS?)

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

Short Term Actions

- Distribute the AESS conference guidelines to all AESS conference organizers
 - Conference Guidelines published in Jan 2016 ✓
- 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 2016 to get DASC on-board
- Ascertain that all AESS conferences are of the highest technical quality and standards

Summary

- 2016 Was A Very Rough Year
- Outstanding Support From BoG on return to DASC cooperation
 - Need to energize ICNS
- ION Support Improving
 - M Braasch On BoG Will Strengthen
- Need to identify new BoG members for interaction with both Financial and Technical Sponsored Conferences