



AEISS - Education Officers Meeting Ottawa, May, 2013

**Joe Fabrizio
VP Education**

Strategy – General thoughts and presentation outline

Growing the AESS and revenue (not only membership per se)

- Important to do more than simply advertise existing services and benefits
- Growth requires the implementation of new customer-focussed strategies

Strategy for AESS Education

- **Improve existing services:** Distinguished lecture program, online tutorial and education
- **Provide more benefits:** mentorship scheme – new initiative aimed for younger members
- **Grow technically:** creating a professional home for alternative/emerging fields of interest

Overarching Strategy

- Our members should be more encouraged and empowered to help grow the AESS
- Use membership resource to grow internationally (part. under-represented regions)

Distinguished Lectures – Main Strategy Items

Ensuring DLs are active

- Expected to present a DL/DT once per year (phase out if inactive for two years)
- AESS President has informed DLs of this requirement (list reviewed every year)

Standardization of application process

- Rules effectively unchanged but interpretation needs greater clarification in some areas
- Will be providing revised website instructions and standard application forms next month

Measure benefit to customers

- An appropriate DL evaluation form exists (minor tweaks needed to provided added info)
- Procedure for capturing attendance records, DL evaluations, trip reports is to be refined

Promoting DL program and AESS

- DL program is advertised in AESS Magazine and on website – but can more be done?
- Expand role of DLs to generate interest in AESS by proactive interaction with chapters

Geographic and Topic Distribution

- Headroom available to expand DL roster – aim to identify potential candidates this year
- Budget constraints (DLs at no cost to AESS accompanied by assessment and reports)

Online Tutorials – Main Strategy items

Open access

- Allow previews or limited portions of tutorials to be viewed by non-members
- Enabled by modifying tutorial access and log-in on website (in progress)

Broaden topics

- Better representation of AESS FOIs and search for emerging topics where AESS can provide home
- e.g. approach lectures who already present tutorials at conferences and meetings or authors of texts

Online education

- Develop an indexed compendium of useful links to existing open source education information
- Methods TBD with education committee of International Radar Systems Panel (wiki approach)

Feedback page

- Implement a feedback page for AESS members to better understand their needs directly
- This page could be made general to include all other VP areas – not implemented as yet

Mentoring Scheme

new initiative aimed at younger members

Main Goal

- Develop programs aimed at providing attractive benefits for younger AESS members
- To retain student members and encourage young professionals to become members

Mentoring Scheme

- Students and young professionals are often left to their own after joining the AESS
- Structured scheme to help young members integrate quickly into AESS community

Conferences

- To simply invite students to attend AESS conferences under sponsorship is not sufficient
- Need leaders to engage with them to help understand our community and promote AESS

Guidance

- Students often know of leaders in their field of interest - and often admire them from afar
- The scheme should **actively** help connect students and mentors for technical exchange