

The logo features the word "AES" in blue with a grey swoosh above it, followed by "VISION" in black. Below this, the year "2020" is written in large, bold, black numerals.

**AES VISION
2020**

Industry Relations Smart Objectives

Roy Streit

April 27, 2018

Renaissance Oklahoma City

Industry Relations

3-Year Goals

1. Establish active Industry Relations activities and collaborations through individual AESS Chapters
2. Generate and maintain current, industry-focused content on the AESS website, as well as providing on-line links to specific industry-focused features in Systems Magazine
3. Establish and demonstrate strategic partnerships with relevant industry and industrial organizations worldwide
4. Develop new strategies for attracting industry advertisements in Systems Magazine, the AESS website, etc.
5. Position AESS in a pro-active role with the IEEE global industry strategy, leveraging the initiatives of the IEEE Industry Advisory Board
6. Promote opportunities for Young Professionals in our industry fields of interest

*Chapter
Engagement*

*Member
Engagement*

*Industry
Engagement*

*YP
Engagement*

1 Objective: Chapter Engagement

- S** – Establish active Industry Relations activities and collaborations through individual AEISS Chapters
- M** – Communication/feedback ratios with Chapters & Chapter Chairs;
Level of industry outreach achieved through Chapters;
Number of new local collaborations
- A** – Mike Wicks (lead), Bob Lyons
- R** – Promotes two-way industry engagement for members on local level
Builds future for the AEISS as a resource for Industry [3,4,6]
- T** – May: Chapters reached, new activities pursued
October: update on activities, continuing plans

2Objective: Member Engagement

- S** – Generate and maintain current, industry-focused content on AESS website
Provide links to specific industry-focused features in Systems Magazine
- M** – Increased Industry exposure and advertisements on AESS platforms
-- Web site, magazine, newsletter
Increased webpage hits and Industry Insight articles in *Systems*
- A** – Teresa Pace (co-lead), Bob Lyons (co-lead), Roy Streit
- R** – Establish communications between AESS and Industry [3, 4, 6]
Builds Industry outreach and exposure for events, activities, resources
- T** – May: Initial update to IR Web Page
October: Report on accomplishments & plans

3 Objective: Industry Engagement

- S** – Establish and demonstrate strategic partnerships with relevant industry and industrial organizations worldwide
- M** – Identify AESS-specific opportunities and associated follow-up
Industry recognition of AESS activities
- A** – Marina Ruggieri
- R** – Using IEEE resources to support AESS Industry Engagement
Mission Implementation
- T** – 2018 and beyond...

4Objective: Industry Engagement

- S** – Develop new strategies for attracting industry advertisements in Systems Magazine, the AESS website, etc.
- M** – Ability to highlight and promote Society and Chapter activities across IEEE to attract industry interest
- A** – Lorenzo Lo Monte
- R** – Improves financial posture of the Society; Increases relevance of Magazine, website, etc to Industry & member needs
- T** – 2018 and beyond

5 **Objective: Industry Engagement**

- S** – Position AEISS in a pro-active role with the IEEE global industry strategy, leveraging initiatives of IEEE Industry Advisory Board
- M**– Communication/feedback with AEISS and IEEE Global AB
- A** – Teresa Pace
- R** – Builds bridges between our Society and evolving global needs
- T** – 2018 and beyond (can it ever end?)

6 **Objective: Young Professional Engagement**

S – Promote opportunities for YPs in our industry fields of interest

M – Quantify AESS member engagement in YP Affinity Groups
AESS content through YP social platforms
Engagement in YP networking events

A – Mike Wicks

R – Promoting opportunities for AESS Young Professionals;
Building the future for the Society

T – May: Identify activities being pursued
October: Report on accomplishments & plans

xObjective:

S – Statement of the objective

M – Performance metric for measuring progress

A – Assigned to:

R – Relevant to which goal(s) and how?

T – Time period for performance