

IEEE AESS Publications: Input on Strategic Plan

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May 7, 2015

AESS Publications Strategic Plan

- **Mission Statement**

- AESS Publications provides AESS members with scholarly, highly-regarded publications that support their professional growth and advancement. Publications will provide venues for publication of scholarly achievements, knowledge for the specialist, education for the nonspecialist, and information for our professional community. AESS Publications will pursue the following strategic vision for its publications.

- **Transactions** is relevant, timely, technically advanced, and highly regarded among professionals in our field.
- **Magazine** is attractive and desirable and addresses timely topics in our field of interest so as to draw members to AESS.
- **Tutorials** is a useful, informative, and timely resource for the professional growth of our members.
- **QEB** provides new and timely information to support our members' involvement in our professional community.
- **AESS Web Site** is a one stop shop for AESS information.

AESS Publications Strategic Objectives

- 3 Year Goals
 - (1) Reduce the average submission to-publication delay for the AES transactions to 12 months.
 - (2) Achieve an average submission rate of 12 articles per month for the AES Magazine.
 - (3) Increase the contributions to AES publications from industry by 50%
 - (4) Increase Impact Factor of transactions to 2.0
 - (5) Increase Impact Factor of magazine to 1.0
 - (6) Increase readership (opens) of QEB by 25%
 - (7) Increase visits to IEEE AESS Web Site by 25%

AESS Publications Initiatives

- (1) XML Tagging of submissions to the transactions at submission for early posting on IEEE Xplore
 - EJ Press to deliver beta product in July 2015
- (2) Establish and Implement Term Limits for Editors of the Transactions
 - Complete for TEs by end of 2015
 - Complete for AEs by end of 2016
- (3) Implement advertising plan in the magazine
 - Soliciting advertisers
 - Coordinate content with advertisers
- (4) Increase the presence of student activities in the magazine.
 - Student editors
 - Student highlights
- (5) Improve the Operations of Editorial Board for the Magazine.
 - Develop Operations Manual for the magazine
 - Improve training of the editors for the magazine
- (6) Increase industrial participation in AES publications
 - New magazine column: “Industry Tips and Insights”
 - Plan special issues around industrial needs