

IEEE AES Society Strategic Planning 2009

September, 2009

Rome, Italy

Strategic Planning Goal

- **Make AES more responsive, relevant and exciting to attract, engage and retain members from the theoretical, managerial and applications communities around the world**
- **Accomplish this via our publications, conferences, and technical activities, to include Chapter activities as well as Society activities.**

Key Elements

- **Transactions:** Assure that they are relevant, timely, and technically advanced
- **Magazine:** Make Attractive, desirable, cover timely topics that are relevant
- **Printed Tutorials:** Make sure they are useful, informative, and up-to-date technically

Key Elements - 2

- **Educational Opportunities: Provide continuing education opportunities such as online tutorials, live tutorials at our Conferences, and Distinguished Lectures.**
- **Assure that the DLs are engaging, considered expert in their field, that their material is accurate and up-to-date, and that the lecturers are respected and known in their field**

Key Elements -3

- **Technical Panels: Assure that they are Relevant, active, dealing in current issues, and providing comprehensive coverage of the Field of Interest of AES.**
 - **Seek new topics for panels, seek new potential Chairs for panels**
 - **Initiate Standards within our Fol using technical panels**

Key Elements - 4

- **Membership Development: Assure that we have a good outreach program, with an effective member acquisition and retention strategy**
 - 50% of annual member losses are typically from ranks of 1st year members
 - Implement an effective student transition strategy
 - Learn what students want & need from IEEE and AES
 - Engage Chapters to provide more local content and interest opportunities for members
 - Help foster new chapters
 - Use Chapters as source for BoG members

Key Elements 5

- **Conferences:**
 - provide relevant and well-run conferences;
 - assure that we follow the IEEE rules, especially those on conflict of interest,
 - assure that all conferences are well-managed and not wasteful and are generating surplus to help AES operate
 - Initiate new conferences where such would help “round out” our FoI and provide additional opportunities for member participation
 - Develop IEEE and AES members from conference attendees

Key Elements 6

- **Seek out Cooperative activities and engage in those such as conferences, journals and technical panels, with outside entities that help further AES interests**

Key Elements 7

- **Awards: assure that our awards are properly administered and publicized, and nominations are actively solicited from the proper communities, through Chapters, the Magazine, and Conferences.**

Key Elements 7

- Remember that Strategic Planning is a Roadmap to success!
- We must all follow the Map, the Path, and help propel the apparatus
- We must periodically check our progress to make sure we are on the right path and on time
- We must continuously review and update the Plan to assure that it is still relevant and viable
- If we prepare and follow a good Plan, the success and assured longevity and relevance of AES will surely follow!

**And above all, remember that you
can't create a new Beginning, but
we can sure create a new Ending!**

***And in the words of Walt Disney,
as long as there is Imagination,
we will never be done!***

Implementation Plan

Challenges

- Shape IEEE AESS into an organization for which professionals (i.e., students, GOLD members, mid-career and senior IEEE members) seek involvement.
- Provide justification for the expense of time and money for membership of AESS
- Overcome the stagnation of IEEE AESS
- Establish cohesive operation of diverse society
- Engagement and personal commitment of time of the members of IEEE AESS BoG

Implementation Plan

Objectives

- Identify products and services that meet the needs of our members and potential members. Characterize those products and services according to
 - Students
 - GOLD members
 - Mid-careers
 - Senior members
 - Corporations
- Select products for development and develop those products that meet the needs of our members and potential members
- Improve the marketing of IEEE AESS

Implementation Plan

Actions

- Identify methods for continuous survey of interest (needs) members Bob Rassa and Hugh Griffiths
- Identify methods for regularly survey of interest (needs) potential members (conference attendees, transactions/magazine authors, IEEE members, corporations, aerospace engineers, those who exit AESS).
- Survey practitioners who submit articles to Transactions on AES for reasons for publishing. Peter Willett
- Identify partners who will jointly promote aerospace industry as a profession and join with selected organizations on projects of common interest. Theo

Implementation Plan

Actions

- Develop communications that reflect AESS
 - Improve the quality of the magazine to draw new members and retain members and reflect the whole of AESS interests and vision of the BoG Dale Blair
 - Investigate the of electronic newsletter, quarterly e-mail blast (QEB), and a blog for improved communications and engagement of members.DB
 - Investigate electronic distribution of magazine and T-AES DB
 - Develop a map of IEEE AESS information and a method of delivery of specific information according to customer variability Bob Lyons
 - Require members of the AESS BoG to contribute to communications for the AESS - Marina
- Expand the number of our technical panels and improve the operation of those panels in their involvement of AESS members. Bob Lyons

Implementation Plan

Actions

- Connect DL program with promotion of AESS by requiring DL to promote AESS during their visit with 3-4 charts on value of AESS membership and solicitation of comments on value of AESS membership. Iram
- Expand and improve our DL program, especially internationally Iram
- Identify via technical panels new opportunities for workshops/symposia that will lead to new conferences. BL
- Identify opportunities for strategic partners - everyone
- Investigate methods for aiding in the connection between mentors (AESS senior members) and protégés (students and young engineers/GOLD members) everyone

Implementation Plan

Execution

- Assign actions to specific members of the BoG
- Conduct bimonthly telecons to track completion of actions.
- Report on progress at the spring meeting