

AES Tactical Planning

**BoG Fall Meeting
Sept 2008**

Member Focus

- **What can and should AES do to better attract and support members?**
 - **Attract & retain Student Members**
- **What products and/or Services do we need to offer?**
- **Do we really know what the “typical” member wants?**
 - **Do we really know what the student member wants?**
 - **Most student members do NOT transition: why? Money?**

AES Products/Services

- **Transactions**
- **Magazine**
- **Technical Panels**
- **Conferences**
- **Chapters**
- **Distinguished Lecturers**
- **Tutorials**
- **Awards**

AES Products/Services

□ Transactions	Revenue Generator
□ Magazine	
□ Technical Panels	Neutral
□ Conferences	Revenue Generator
□ Chapters	Expense
□ Distinguished Lecturers	Expense
□ Tutorials	Expense
□ Awards	Expense

Areas of Potential Improvement

- **Transactions?**
 - sub-to-pub times competitive?
 - Impact factor high?
- **Magazine?**
 - Chapters think we need to have a look
- **Technical Panels?**
 - Need more, on current hot technical areas
- **Conferences**
 - Suggest even more proactive management
 - Suggest creating new in hot topical areas
- **Distinguished Lecturer**
 - Should review those we have, drop the non-current
 - Add if current hot topic is not covered
- **Student Activities**

Organization

- **Seek to streamline the organization**
 - **Society of 5,000 members doesn't need 40-man BoG**
 - **Travel budget cannot sustain this size**
 - **Too big an organization is ineffective**
 - **International Directors will all be elected BoG members**
 - **Will seek officers from BoG ranks**
 - **Unsure of “Associate VP” need; would seek to give current “associate VPs” a more meaningful BoG job**