



Growth Through Engagement and Teamwork

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**Virtual Officers Meeting**

# Strategy for 2021 and Next 5 Years

- Extend The 2020 Strategy
  - Adapt To The COVID19 Effects On AESS
- Awareness Of IEEE Technical Activities
  - 2021 TA Strategy – Where Complementary To AESS Views
- Cross-Committee Interaction For 2 Areas
  - Review And Renew Strategies For Publications and Conferences
  - Adapt To New Realities Of Bringing AESS Capabilities To Our Members

# What Do Our (IEEE) Customers Want/Need

Customers	Publication	Conference	Standards	Education	Other
<i>Researchers</i> <ul style="list-style-type: none"> <li>Academia</li> <li>Industry</li> </ul>	<ul style="list-style-type: none"> <li>OA Journals &amp; magazines</li> <li>Analytics (Xplore)</li> <li>Dataport Search App</li> </ul>	<ul style="list-style-type: none"> <li>New Norm</li> <li>Revenue charges</li> <li>Exhibits/Displays</li> </ul>	<ul style="list-style-type: none"> <li>Emerging technologies</li> <li>Roadmaps</li> </ul>	<ul style="list-style-type: none"> <li>New Norm</li> <li>Revenue charges</li> <li>Exhibits/Displays</li> </ul>	<ul style="list-style-type: none"> <li>Futuristic views</li> <li>S/C Predictions roadmap</li> </ul>
<i>Industry</i> <ul style="list-style-type: none"> <li>Engineers</li> <li>Supervisors</li> <li>Mgmt/CEO</li> </ul>	<ul style="list-style-type: none"> <li>Regional Hub Offices</li> <li>Newsletters/Letters</li> <li>Roadmaps</li> <li>C-Level Forums</li> </ul>	➔			<ul style="list-style-type: none"> <li>Networking</li> <li>Job Search</li> <li>New trends</li> </ul>
<i>Entrepreneurs</i>	<ul style="list-style-type: none"> <li>Startup Help</li> <li>Connections</li> <li>Roadmaps</li> </ul>	<ul style="list-style-type: none"> <li>Connections/Network</li> <li>Display of new products</li> </ul>	<ul style="list-style-type: none"> <li>Market compliance</li> <li>Optimize operations</li> </ul>	<ul style="list-style-type: none"> <li>Workshops</li> <li>Tutorials</li> <li>Seminars</li> </ul>	<ul style="list-style-type: none"> <li>Connections and networking</li> </ul>
<i>Government</i> <ul style="list-style-type: none"> <li>Acquisition</li> <li>Development</li> <li>Policy</li> </ul>	<ul style="list-style-type: none"> <li>Roadmaps</li> <li>Future Trends</li> <li>Emerging Technologies</li> <li>Stds: Interoperability</li> </ul>	➔			
<i>YP/Students</i>	<ul style="list-style-type: none"> <li>Newsletters</li> </ul>	<ul style="list-style-type: none"> <li>Connections/Network</li> <li>YP/Student topics</li> </ul>	<ul style="list-style-type: none"> <li>Seminars</li> <li>Workshops</li> </ul>	<ul style="list-style-type: none"> <li>Workplace needs</li> <li>Seminars/workshops</li> </ul>	
<i>Regional Governments</i>	<ul style="list-style-type: none"> <li>Sustainable futures</li> <li>Smart cities/healthcare</li> </ul>	➔			
<i>Cross Disciplinary</i>	<ul style="list-style-type: none"> <li>Focused newsletters</li> <li>Formal Pubs</li> </ul>	<ul style="list-style-type: none"> <li>Engage other non-profit orgs</li> </ul>	<ul style="list-style-type: none"> <li>Industry sector stds and guidebooks</li> </ul>	<ul style="list-style-type: none"> <li>Workshops/seminars</li> </ul>	<ul style="list-style-type: none"> <li>Future predictions</li> </ul>

# How TA Will Deliver on Our Goals



Grow and keep our current publications, conferences, standards, and technology communities at the forefront of quality and usefulness for engineers worldwide while expanding the value proposition for our product lines

- **Publications:** Be the premiere provider of Open Access (OA) content
- **Conferences:** Refresh conferences (900+) with new style events
- **Standards:** Aggressively develop standards for emerging technologies
- **Future Technologies:** Be the thought leader in emerging technologies and shaping futuristic visions

# Break Out Sessions – 90 Minutes

Publications	Conferences
L. Kaplan – Publications	M. Braasch – Conferences
M. Cardinale – Finance	L. LoMonte – Education
M. Ruggieri – Tech Operations	J. Fabrizio – N&A, Short Courses
F. Colone - Membership	F. Filippini – Mentoring
M. Noble - Industry	B. Rassa - Treasurer

## Outcome Of Break Out Sessions

- Define Issues
- Assess Cross-Committee Initiatives
- Short Term Objectives
- Long Term Expectations

## Brief Out Friday 20 Minutes Per Group