



**AESS Strategic Planning Meeting
REMOTE
January 28-29, 2021
7:00 am – 11:00 am each day**

Attendees: Walt Downing, Mark Davis, Marina Ruggieri, Fabiola Colone, Lance Kaplan, Mike Cardinale, Mike Braasch, Lorenzo Lo Monte, Mike Noble, Bob Rassa, Francesca Filippini

Absent: Joe Fabrizio

Staff: Judy Scharmann, Amy Krutz

Guests: Brooke Johnson, Amanda Osborn (Conference Catalysts)

January 28

Strategic Planning Process - Introduction and Presentation - 2021 Strategies – Downing/Davis

Walt welcomed everyone and gave a short recap of 2020. He reviewed plans for growth in 2021. Strategic Planning Hierarchy was reviewed: Mission, Vision, Strategic Goals.

Mark Davis continued with the 2021 plans to reach our goals. He reviewed the IEEE TAB Strategy for 2021 and how that can be applied to AESS activities. We will concentrate on Cross-committee interaction for Conferences and Publications during this meeting. This part of our strategy matches with the IEEE TAB focus efforts.

Finances: Outlook for 2021 – Rassa/Cardinale

Bob reported that AESS is extremely healthy financially.

Bob reported on the purchase of GlobalSpec (GS) in 2016. AESS contributed to GS, as funds were taken from investment returns. GS sustained losses. We don't know what our share of the loss will be, but it will be substantial.

Bob reviewed 2019 and 2020 highlights.

There was discussion about IEEE Conference Insurance. We can claim this for 2020. It is not going to be available in 2021. There is a lot of nervousness about 2021, as we are still under travel restrictions, and conferences are likely to be virtual, but we are not insured.

ACTION ITEM: Mark Davis – Talk to Mike Braasch about conference insurance. Bob already introduced it in this meeting. AI-0983

We are at a new high for membership at 5,341. Our student memberships are low. This has a lot to do with the subject matter of the society.

ACTION ITEM: Francesca Filippini/Fabiola Colone – Work with Judy and Amy on better advertising to students. Also engage chapters. Judy will locate the “student flyer” that has already been created. AI-0984

ACTION ITEM: Marina Ruggieri – Work with TPs to advertise to students. Verticals (the applications) are important. Improve our messaging. Why do we do what we do? AI-0985

ACTION ITEM: Fabiola Colone – Send the new rules regarding Chapter money to all Chapter Chairs. AI-0986

Conferences: 2021 Strategies and Plans - Braasch

Mike reminded everyone the Mission of the Conference Committee. Looking at 2020, COVID has changed everything. 2020 was spent moving to virtual and hybrid conferences.

Hybrid conferences seem to be the wave of the future. These could produce increased participation. Question: demographics? Does it show more industry participation?

ACTION ITEM: Mike Braasch – Look at all the conference demographics and do some data mining and look at trends. AI-0987

IEEE has found that popular conferences, when in virtual format, increase attendance, but a smaller conference tends to drop in attendance.

Mike reviewed the goals and updates to Strategic Plan. He then reviewed the list of objectives for 2021. IEEE is encouraging new technical co-sponsorships. It can lead to financial gain with conference publications.

ACTION ITEM: Mark Davis – Send Mike Braasch the charts from the IEEE Strategic Planning meeting as they relate to conferences. AI-0988

ACTION ITEM: Mike Braasch/Conference Committee – Main objective for 2021 is to update the AESS Conference Guidelines. Have a draft by the 2021 Spring Board meeting; final by 2021 Fall Board meeting. AI-0989

ACTION ITEM: Mike Braasch – Work with MCE to facilitate conference budget reviews. AI-0990

ACTION ITEM: Mike Braasch – Each time a conference application is reviewed, ensure peer review/budgeted surplus for each conference. AI-0991

ACTION ITEM: Mike Braasch – Each time a conference application is reviewed, ensure there are AESS members on the organizing committees of each conference. AI-0992

ACTION ITEM: Mike Braasch/Conference Committee – Each time a new conference requests a technical co-sponsorship, agree/disagree as appropriate. AI-0993

ACTION ITEM: Mike Braasch – Each time a conference application is reviewed, ensure quality in technically co-sponsored conferences. AI-0994

ACTION ITEM: Bob Rassa – Provide information from IEEE Xplore that breaks down the post-conference downloads by conference so that we can evaluate the value of TCS for each conference. AI-0995

Other objectives were reviewed that Mike Braasch leads as standard practice. This is Mike's last year as VP Conferences. Mike can delegate some of the actions to help train someone to take over.

ACTION ITEM: Mike Braasch – Work with Joe Fabrizio on a succession plan for VP Conferences. Add anyone interested onto distribution lists so they can see what is happening. AI-0996

There was further discussion about conference insurance. The metric to measure is surplus.

We have not converted any technical co-sponsorships (TCS) to financially co-sponsored. This will be a continued goal in 2021.

There was discussion about getting Chapters involved in our conferences and giving them a portion of the surplus. This will also create more members. We should encourage a local workshop and offer them seed money to get it started.

ACTION ITEM: Fabiola Colone – Advertise and encourage Chapters to hold local workshops. Let them know seed money is available. AI-0997

Publications: 2021 Strategies and Plans - Kaplan

Lance looked at 2020 strategy and what needs to be updated. We have reached or nearly reached most of our goals. Lance reviewed how the goals are updated for 2021.

Publications had minimal COVID-19 impact.

Lance reviewed the transition to ScholarOne. There will be a better sub to pub time.

ACTION ITEM: Lance Kaplan/Michael Rice/Peter Willett – Transition to the ScholarOne web submission portal for TAES and AESM. Timeline: March 1 for new submissions; October 2022 to sunset EJ Press portal. AI-0998

Lance reviewed the new Transactions on Radar Systems. Sabrina Greco is leading this project.

ACTION ITEM: Sabrina Greco – Lead multi-society proposal for Transactions on Radar Systems. Provide a venue to publish on emerging applications for radar systems. 1 year for approval; 1.5-2 years for launch. AI-0999

We have an opportunity to join as a financial sponsor of the Open Access Journal on Systems Engineering. We have decided to go ahead with this. Systems Council is lead on this. AESS and SMC are financial co-sponsors. We have nominated Stefano Coraluppi to serve on the ad-hoc steering committee.

ACTION ITEM: Stefano Coraluppi - Support multi-society proposal for Open Access Journal on Systems Engineering; serve on the steering committee with Systems Council as lead. Provide an IEEE venue to publish theoretical advances in systems engineering. 1 year for approval; 1.5-2 years for launch. AI-1000

Lance has a goal to have Operations Manuals for TAES and MAES.

ACTION ITEM: Lance Kaplan – Codify/update operations manual. Ensure smooth operations during transition of leadership for AESS publications. 2.5 years to completion. AI-1001

Breakout: Long-term Strategy for Conferences and Long-term Strategy for Publications
Mike Braasch, Lorenzo Lo Monte, Francesca Filippini, Bob Rassa, Amy Krutz, Brooke Johnson

Mark began the conversation focusing on what IEEE is emphasizing regarding served customers and providing new methods for the benefit of conference attendees. Planning for conferences should be centered around providing the most value for attendees.

Hybrid Conferences

IEEE is pushing for a hybrid model of conferences moving forward. The hybrid model presents several challenges; namely that they are hard to plan for and more expensive than one model or the other. A hybrid also puts significantly more stress on conference organizers, as they are essentially planning out two conferences at once.

Hard to plan for: Before registration, organizers do not know how many attendees will choose in-person or choose virtual. This makes negotiating for venue, food and beverage, and other contracts difficult. Venues in particular are not as willing to be flexible, though this may change as COVID continues to create an uncertain climate.

High cost: Hybrid models require significant investment in a web platform, streaming services, and recording equipment. Again, it is not known how many people will choose to attend virtually.

A question was raised on the ability of hybrid conferences to stream/record at high quality. Ensuring high-quality content for online participants is costly. A solution may be to stream/record plenary sessions, but hold interactive events separately.

The value of holding these virtual live sessions is unknown. All breakout room members have noticed extremely low attendance in online live sessions, even if registration for the conference is high.

The primary value for attendees at AESS conferences is the networking and the sharing of ideas. This is particularly true for students and young professionals who, despite lower registration costs of online conferences, do not attend or participate at the online conferences as much.

Virtual Conferences

Virtual conferences have taken one of two paths: Live sessions or recorded sessions. Live sessions (more complicated) allow for interaction and can be recorded for later viewing. Recorded sessions (simpler) are a higher quality, but do not allow for interaction.

Pre-recorded, on-demand content seems to be the most popular format. It is less expensive and has better viewing numbers.

Virtual conferences allow for a larger variety of experts to attend as panel members because of the low time commitment.

Industry sponsorships are likely to be lower for virtual conferences. In 2020, industry saw little ROI for sponsoring virtual conferences as they mostly were given only a link on the website.

Wrap-Up

Francesca has talked to the AESS YP representative on potential ways to provide value for students and YPs, but there are few ways to create an interactive environment online. Maybe host an online event after the conference showcasing presentations/papers/awards of particular interest to students and YPs.

As there is a significant cost barrier to conferences moving to a hybrid format with an uncertain ROI, AESS may be in a position to offer further sponsorship or funding to potentially offset the risk. This would allow a conference to experiment with a hybrid model to see what works and what doesn't.

It is difficult to know what model is preferred by attendees because there is no historical data to draw on.

To gather as much information as possible for planning purposes, the following action items were taken:

[ACTION ITEM: Mark Davis – Contact MCE to get the attendee statistics and statistics on who took advantage of the on-demand content for the 2020 IEEE International Radar Conference \(our first virtual conference\). AI-1003](#)

[ACTION ITEM: Mark Davis – Reach out to Radar Conference 2021 to get their FCA statistics. AI-1004](#)

[ACTION ITEM: Conference Committee – Put together a survey to go out to the AESS membership on the value they get out of in-person/hybrid/virtual conferences and their intentions on attending conferences in 2021. AI-1005](#)

[ACTION ITEM: Mark Davis – Define “hybrid” conference in terms of broadening the impact of AESS Conference performance. AI-1006](#)

[ACTION ITEM: Francesca Filippini/Philipp Wojaczek/Sarana Tse/Laila Moreira – Find innovative ways to engage students and young professionals attending virtual conferences, e.g., a short promotional video to share the benefits of being a young AESS member and the Mentoring Program. AI-1007](#)

The long-term effects of COVID on conference attendance is still unknown at this time. While it is clear that attendees do not get as much value out of virtual conferences and would likely prefer in-person conferences, companies may have continued to have travel restrictions. Conference organizers are concerned that a hybrid conference structure may “take the life out of” an in-person experience. Companies also may be unwilling to pay for travel to a hybrid conference. At least for now, it is in AESS' best interest to give all AESS conferences the option to create virtual content for conferences.

A short discussion was held on conference websites. It would be beneficial to conference organizers to have a standard website model for a conference from year to year. There has been significant pushback from AESS conferences in the past in trying to implement something like this.

Breakout: Long-term Strategy for Publications

Lance Kaplan, Mike Cardinale, Marina Ruggieri, Fabiola Colone, Mike Noble, Judy Scharmann, Amanda Osborn

What other types of products are we missing that would be beneficial? We have a Transactions and Magazine, which is very valuable to academia, but what about industry and government? It was thought that to publish more perspective type articles would be beneficial to government. What other things for industry and government as a publications product?

Walt Downing has a lot of experience in the area of Space. They have a Space division at Southwest Research. In space science, scientists and engineers work together. The science is driven by peer

reviewed publications. On the engineering side, they rely on conference publications. Is there a gap in what we deliver in the way of Space? Just special issues? Is there an opportunity for a Transactions on Space? TAES only gets a modest number of submissions on Space. The answer is the TP. We have a very successful panel in the Glue Tech Panel. They are forming a special section on Space with TAES. Michael Rice is a member of the panel. We are optimistic to bring back more applications in the Space area to the TAES. The panel is getting involvement from SSC. AIAA could also be getting space papers.

Is there another Journal that has "space" in its title? Systems are being developed for Mars, etc. Our relationship with ESA is important. They are going in the direction of seeing space application as important to humanity. Through the Glue Tech, we can revitalize this relationship.

ACTION ITEM: Marina Ruggieri - Is the new model of the new panel attractive to ESA? We can ask co-sponsorship of ESA. Invite a key player in ESA to join the Glue Tech Panel. AI-1008

ACTION ITEM: Marina Ruggieri/Claudio Sacchi/Michael Rice – Update and find ways to be inclusive of ComSoc, ESA, etc. in our pubs in the area of Space Systems. Tommaso Rossi (University of Rome "Tor Vergata", Italy) can be the liaison, as he is on the Panel. AI-1009

We do "systems of systems", we may want to do more "connectivity infrastructure" to be less broad, and be more specific. Lance can turn to the Glue Tech Panel to get the right wording for the update.

A position paper on Space would be excellent. We need to do this sooner than later, as others will do this. We need to own the concept. Magazine: Create a position paper on Space. This needs to clarify what we mean by space connectivity and glue technology. Transactions: A special section on the topic, for the scientists.

ACTION ITEM: Mike Noble – Reach out and make contact with Michael Griffin, NASA Administrator (2005-2009); Under Secretary of Defense for Research and Engineering (2018-2020); and new AESS IEEE Fellow (elevated by AESS). Invite him to join the Glue Tech Panel. AI-1010

Another important topic is Radar Payloads (the sensor itself). This topic is missed in our TAES. These papers usually go to GRSS. We have invited them to organize a special session at the Radar Conference. Both in Florence and Atlanta had a special session organized by payload, radar design, etc. This would be better suited to our Transactions than GRSS. But currently they prefer to publish in GRSS. How to get TAES involved? Through a special section. Glue Tech is well within AESS. GRSS owns certain aspects (data). We do not want to infringe on this.

Commercial launch systems and CUBESAT are up and coming topics. More government and commercial interest, and it has more complex systems. This benefits AESS.

We need civilian applications, not just defense. The Transactions on Radar Systems has civilian applications as one of its motivations.

Maybe there is an opportunity to leverage a tradeshow-type conference like AUTOTESTCON. We do need to see that data from conference downloads. We suspect that many are industry people.

We need to keep the strength of our Transactions. It is prestigious. We need to preserve this. Leverage this credibility. Involve specific people, recognize people. We need to recognize the reviewers.

ACTION ITEM: Judy Scharmann – Work with Michael Rice to implement Outstanding AEs and Outstanding Reviewers. AI-1011

There was an idea to involve our Facebook community in voting for Publications Best Papers.

Another topic: Strong technical panels is important. We couldn't keep the UAV panel. It was rolled into Avionics Panel. It is better to have a few great panels, rather than many panels that don't respond to an email. We have 6 panels that really could accommodate all of our Fol. Marina Ruggieri is having dialog with all TPs, talking together, to find a super topic. We want the 6 panels to cover the super topic together.

ACTION ITEM: Marina Ruggieri – Nudge panels to write articles for the Magazine. George is in charge of Panel Coordinator. He already has the task to solicit for magazine, QEB, and a special section in TAES. AI-1012

Investigate the possibility to engage with non-AESS conferences that panels attend. Most of our panels are associated with AESS conferences. Radar Conference, Radar Panel; Glue Tech, Aerospace; Avionics and Cyber, DASC. However, Glue Tech organized events at other non-AESS conferences. Can we support those events? Be present. We should do this.

ACTION ITEM: Marina Ruggieri/TP Chairs – Develop plan to support with people and financial resources, events at non-AESS conferences organized by our TPs. AI-1013

There was discussion about the Best Paper for TAES. The Barry Carlton Award is going to be awarded in 2021 for 2016. Is there a way to do this in a timelier manner? It was pointed out that we wanted the citation metric to measure.

Idea: Waive the publication fee for outstanding papers. We want to develop benefits for our members.

Jason Williams won the Carlton for 2015 paper, awarded in 2020. He had already left the society and working in a different realm, joining a different society.

Are there other products not being provided by AESS that we should consider? Letters? We do have a Letters section of TAES. Submissions are very modest. Most authors are not aware of AESS Letters. There are several issues to consider. If we have a streamlined process, is there a need? If we had a separate Journal, would it be more useful and timelier?

Wrap-up - Downing

Mark Davis summarized the Conferences breakout. Main point is that the classic conference planning does not like hybrid meetings. They talked about the difficulty in planning for a hybrid conference. IEEE is encouraging hybrid conferences to expand the impact of these events on the IEEE customer (geographic and technical) bases.

Lance Kaplan summarized the Pubs breakout. What technical areas do we have gaps? What publications do we need that we don't have? We are going to get papers from our TPs. Also, we need to provide recognition for our Reviewers and AEs. We discussed the timeliness of the Carlton Award.

We may want to have dialogue between Pubs and IR on packaging. Breakouts were successful.

ACTION ITEM: Joe Fabrizio – Develop a plan for succession planning for each of our officers. AI-1014

Walt closed with a positive comment about all the things we accomplished in the face of diversity.

Recess until tomorrow

January 29

Member Services: 2021 Strategies and Plans – Colone

All female members on this committee!

Fabiola reviewed membership statistics and the effects of COVID-19.

The AESS membership is now 5,341. We are up 6% despite COVID. We are one of a few societies with a positive trend during this period. Our student members are now 440 (+34% with respect to Dec. 2019), which is the highest in 5 years. We could still improve the gender diversity within our members (only 8% are women).

Xiaopeng Yang informed us that he increased membership in China by 100.

Fabiola reviewed the committee goals, introducing changes to the Strategic Plan.

ACTION ITEM: Fabiola Colone/Kathleen Kramer (co-leads)/Jill Gostin/Laila Moreira – Work to restart the Regional Chapter Summits. Identify suitable format, organize and hold 1-2 meetings to increase awareness and get feedback on AESS activities. Region 1-6 in Spring 2021. Region 9 TBD. AI-1015

It was suggested to have a tutorial for the Chapter Chairs on how to use IEEE vTools. This will be included in the Chapter Summits.

It was suggested to push out DL information. (instead of pull) Have a webinar and include this. Remind Chapters about Chapter Support. We have reached out last year to all the Chapters regarding DL and Short Courses.

There is a Resource List on the IEEE website and will be attached to welcome letters for new chapters.

ACTION ITEM: Bob Rassa – Send Fabiola Colone the Resource List and she can send to current chairs. AI-1016

ACTION ITEM: Judy Scharmann/Fabiola Colone/Kathleen Kramer – Set up Chapter page on new website with resources. AI-1017

Send a message to chapter chairs about the short course initiative. They can earn a good surplus. It is now our standard practice to push the information to Chapters.

ACTION ITEM: Fabiola Colone (lead)/Francesca Filippini/Sarana Tse/Kathleen Kramer/Jill Gostin – Improve the strategies we adopt to inform Chapters and Members about AESS initiatives. This includes AESS website, emails, social media, QEB, etc. AI-1018

We do not need an eVote for membership funding since it is in the budget. Fabiola Colone has the authority to approve budgeted funds.

ACTION ITEM: Fabiola Colone - Be sure and let Chapters know that Chapter funds stay with the Chapter. AI-1019

ACTION ITEM: Fabiola Colone (lead)/Sabrina Greco/Sarana Tse – Work with Mike Noble, Bob Rassa, and Mike Cardinale to investigate opportunities and possible implementation of customized membership bundles for Industry and/or large groups. Example: offer a free short course in a bundle. First report by Spring Board meeting; proposal for modifications at the Fall Board meeting. AI-1020

ACTION ITEM: Fabiola Colone (lead)/Sabrina Greco/Kathleen Kramer/Jill Gostin/Francesca Filippini/Sarana Tse – Work with Mike Noble, Bob Rassa, and Mike Cardinale to design ad hoc initiatives

to celebrate the 50th anniversary of AESS, with improved benefits for members. January 16, 2023 marks the 50th anniversary of AESS. All AESS board committees will be engaged with this. First report by Spring Board meeting; Proposals with plans at the Fall Board meeting. AI-1021

ACTION ITEM: Francesca Filippini/Sarana Tse (co-leads)/Sabrina Greco/Philipp Wojaczek/Laila Moreira – Work to hold AESS events for YP and StM at major conferences and explore other opportunities within local meetings; design and implement strategies to give them additional value. Update at the Spring Board meeting. AI-1022

ACTION ITEM: Francesca Filippini (lead)/Sarana Tse/Philipp Wojaczek/Laila Moreira – Work to grow and reinforce the Mentoring Program by recruiting new Mentors and Mentees, and implementing more effective processes for engaging members. AI-1023

Education: 2021 Strategies and Plans – Lo Monte

Lorenzo reported on goals and completed goals.

We are restarting our work with YP now that we have Philipp.

ACTION ITEM: Lorenzo Lo Monte – Transition to the IEEE Learning Network. Complete in 2021. AI-1024

ACTION ITEM: Lorenzo Lo Monte – Execute a new Virtual DL Webinar Series in 2021. AI-1025

The Virtual DL Webinar Series was a COVID response, but we would like to keep it permanently.

ACTION ITEM: Lorenzo Lo Monte – Develop written guidelines for scoring DL candidates and establish clear engagement rules for the DL program. Complete in 2021. AI-1026

ACTION ITEM: Lorenzo Lo Monte – Secure permanent funding approved by the Board of Governors for the Radar Summer School. Complete in 2021. AI-1027

ACTION ITEM: Alexander Charlish – Launch a series of topical online short talks on the AESS YouTube Channel. Complete in 2021. AI-1028

Will be an outreach to people not in AESS. We could create a trailer and post on YouTube, pointing to ILN.

Lorenzo gave the status of the DLs and the Virtual DLs. Perhaps a threshold should be set for accepting requests to become a DL.

There was a discussion about Joe's Short Course Initiative. It is possible that we try this virtually, but it will be difficult to have a long course on Zoom. We could spread it out over several days of 2 hours per day.

Technical Operations: 2021 Strategies and Plans – Ruggieri

Marina Ruggieri and George Schmidt are in collaboration.

Marina did not list the 2020 goals, as they were all met.

2021 goals:

Alignment of Tech Ops activities with the dynamic impact of pandemic and post-pandemic.

ACTION ITEM: Marina Ruggieri – Contact Jill Gostin to see if she would like to participate in the Tech Ops Committee. AI-1029

Marina is setting up “Vision & Perspectives” POCs from all the Panels. This is another group of people thinking for us and providing vision. George Schmidt is Panel Coordinator.

ACTION ITEM: Tech Ops Committee/Panel POCs – Identify visionary topics from Future Directions and Society Fol. Complete in 2021. AI-1030

ACTION ITEM: George Schmidt/Panel Chairs – Solicit panel articles for Systems and TAES as well as inputs to QEB. Complete in 2021. AI-1031

ACTION ITEM: Tech Ops Committee/Panel POCs – Develop cross-panel activities and super-topic. Complete in 2021. AI-1032

ACTION ITEM: Judy Scharmann – Add Marina Ruggieri as a new DL and include her in the next VDL Webinar Series to talk on Space Sustainability. AI-1033

There were 2 suggestions for the Super Topic – 1) Systems Security – which is different from Cyber Security. 2) CUBESAT or miniaturization for space and airborne systems

The Systems Security Symposium will be next held in 2022.

Industrial Relations: 2021 Strategies and Plans – Noble

Mike Noble introduced the Mission of the IR and reviewed the activities of 2020, citing the goals achieved. The way we do business will likely outlive COVID-19.

ACTION ITEM: Mike Noble – Reach out to DASC 2021 to see about implementing an Industry Panel similar to that at the Aerospace Conference and the Radar Conference. Mike Braasch or Walt Downing will send you the contacts. AI-1034

ACTION ITEM: Mark Davis – Reach out to the chair of Mohawk Valley Chapter and put them in touch with Mike Noble for AESS programs in robotics and cyber. AI-1035

ACTION ITEM: Mike Noble – Follow up with Marina Ruggieri to possibly start an industry panel within the Glue Tech Panel. Also follow up on adding MetroAeroSpace to the list for starting an industry panel. Pasquale Daponte is contact. AI-1036

Mike reviewed changes to the written Strategic Plan.
Mike added short-term goals to the Strategic Plan.

ACTION ITEMS:

ACTION ITEM: TBD/IR Committee – Codify industry panels in AESS-sponsored conferences. Ensure every AESS-sponsored conference includes at least one industry panel; capture lessons from the 2021 panels into plans for 2022. Capture industry panels into planning documents prior to each conference, roll lessons learned into plans for the subsequent year in the month or two following the conference, leverage already planned conference hot wash meetings to do so. AI-1037

ACTION ITEM: TBD/IR Committee – Increase industry senior awareness of IEEE/ AESS products/ services. Establish senior POC list for each company from IEEE corporate and host at least one webinar to discuss and educate them on our products/services. Complete database by April 1, 2021; Webinar by October 1. AI-1038

ACTION ITEM: TBD/IR Committee – Develop a strategy for improving the relevance of the AESS web site to industry practitioners. Hold an IR committee focused strategy session, invite other interested AESS board members and IEEE corporate lead team, draft results into a concise strategy with proposals suitable for the board and other actions; present to the AESS Board. Complete strategy session by July 1, 2021; draft document by September 1; Fall Board meeting presentation. AI-1039

ACTION ITEM: TBD/IR Committee – Codify partnership between AESS/ IR committee and IEEE corporate activities lead. Host Patrick Russoniello, IEEE corporate activities lead, and his team at an IR committee meeting, capture opportunities for AESS and corporate partnership to achieve mutual goals, brief Board. Complete IR committee meeting by July 1; draft document by Sept 1; Fall Board meeting presentation. AI-1040

ACTION ITEM: TBD/IR Committee – Develop a strategy for growing industry sponsorship. Hold an IR committee focused strategy session, invite other interested AESS board members and IEEE corporate lead team, draft results into a concise strategy with proposals suitable for the board and other actions; present to the AESS Board. Complete strategy session by July 1; draft document by September 1; Fall Board meeting presentation. AI-1041

Work together with Fabiola Colone and the Membership Committee. Create some partnership packages, i.e., member fee waived, attendees to special programs.

ACTION ITEM: TBD/IR Committee – Review the IEEE global industry strategy and provide input to IEEE Industry Advisory Board Ad Hoc Committee. Distribute the IEEE global industry strategy to IR committee for individual review, collect comments and discuss during an IR committee call, summarize consensus feedback and provide to BoG and IEEE Industry Advisory Board Ad Hoc Committee. Complete distribution of IEEE global industry strategy by March 1; receive feedback by April 1; review in committee by June 1; consolidate into document by Aug 1; Fall Board meeting presentation. AI-1042

ACTION ITEM: TBD/IR Committee – Host a young professional's career development forum with one or more industry seniors. Identify a small group of industry seniors to participate in a career development forum webinar; advertise the webinar through the QEB and society chapters; host a moderated webinar. Secure small group by May 1; advertisement by August 1; webinar by October 1; lessons captured and presented at the Fall Board meeting. Bring Mentoring Program into this working with Francesca Filippini. AI-1043

We had a partnership with Boeing 10 years ago. Boeing paid part of IEEE fees for their employees. Is there a possibility of reinitiating this type of program?

ACTION ITEM: Mike Noble/Bob Rassa – Hold a webinar with as many chapter chairs as possible to leverage chapters and the contacts with chapter members companies. We have 56 chapters. 100 with student chapters. AI-1044

We can also leverage our Women in Engineering angle, or YP angle in order to get industry participation.

Outbrief of Thursday Breakouts

Publications Breakout – Lance Kaplan

Lance showed the overview of the breakout discussions.

--Synergy with Technical Panels was an important topic. Implement a Magazine position paper and a Trans special section

--Recognition and Curation – we need to recognize our outstanding reviewers and AEs. Best paper awards for both publications are not timely. Identify outstanding papers to stimulate downloads.
--Data analysis
--Letters Journal vs. Letters in TAES
--We would like to garner more interest in Magazine Industry Highlights?
--How can we promote AESS activities at relevant non-AESS events? Through Panel Chairs.

Lance summarized the action items from the breakout, which are included in the notes above.

We did not discuss Open Access in the breakout. Currently, we are taking a wait and see approach.

Conferences Breakout – Michael Braasch

We want to go back to in-person conferences was the overall theme.

In the near-term, we need to be virtual. Downfall of virtual is industry sponsorship is lower. Not high ROI. Hybrid conferences:

IEEE is pushing for this. We still want in-person. Hybrid conferences are difficult to plan for. It also adds stress for conference organizers. Live stream is expensive.

ACTION ITEM: Michael Braasch – Solicit AESS support for the additional costs associated with the on-line component of the conference. (e.g., for 2022 Aerospace, Radar, MetroAeroSpace) AI-1045

Mike presented several thoughts regarding virtual/hybrid/in-person conferences. Human interaction is important component to a successful conference. In virtual/hybrid format, how do we add value to students and YPs? Companies may look to allow employees to only participate remotely to save travel costs. This could take the life out of the in-person conference. Currently, we lack sufficient data to make good decisions.

ACTION ITEM: Conference Committee – Work with MCE to generate a survey to go out to all AESS members. AI-1046

The quality of the virtual platform is extremely important. Do we want a standard model?

The Sections can also provide support to conferences.

If we have some higher ups from companies there as keynotes, they will want to send their employees.

2022 conferences are beginning to think if they want to do a hybrid event. We do not know what the situation will be.

ACTION ITEM: Mark Davis – Work with Lorenzo Lo Monte, Mike Braasch, and Mike Cardinale to look at hybrid options. Is there an add-on we can generate for a post conference on-demand format? Check with MCE and Conference Catalysts. AI-1047

The benefits of on-demand are it gives all time zones a chance to view the presentations.

We ask authors to submit an abstract, an extended abstract. We could start requiring that the abstract be submitted with a video clip. We could use those as a trailer in YouTube to advertise and promote the conference and also the paper.

There are pros and cons for every type of conference. We could use the fully virtual model to pioneer a new topic. It would be less risky. There would be no travel so we could get good participation. It is a great way to enter a new area.

What about AESS to cover the expenses for the virtual portion? We could just record the voice tracks and embed them over the slides. That would eliminate the expense of cameras. Pre-recorded would save a lot of expense. They would present live at the conference, but also have a pre-recorded version. You can also record live through Zoom.

Calendar for 2021 and beyond - Downing

Walt announced that the spring meeting will be held virtually. We are hoping to have the fall meeting in person.

Spring Meeting is May 6-7. (The TAB Finance Committee meeting is May 7) Perhaps have the Chapter Summit on May 8.

Options for fall:

--AUTOTESTCON – Aug 30 – Sept 2 in National Harbor, MD

--DASC – Sept 28-30 in San Antonio

--FUSION – Nov. 1-4 in South Africa – FUSION is likely to go virtual.

Unlikely that vaccines will be fully administered by Sept in Italy. Our Fall meeting might be hybrid or virtual.

Adjourn

Walt adjourned the meeting at 10:50 am EST.