

IEEE AES Society

Strategic Planning and Execution

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Background

- **AES is one of the original Societies of IEEE, and predates the 1963 merger of AIEE (founded 1884) and IRE (founded in 1912)**
- **Prior to 2009 when Strategic Planning was first initiated within AES, we had no formal strategy**
 - **The BoG dealt only with status and issues**
- **It is the hope of AES leadership that our strategic plan guide our growth and help ensure our technical and financial success by giving focus to our activities.**
- **A Strategic Plan is a “living” document, meant to be updated as conditions change, such as when our conference business model fell apart last year due to US government conference restrictions.**

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 various technical & educational activities, to include both Chapter as well as Society activities.
- **Strategy is not the same as tactics or implementation**
 - Strategy is the 3-year forward look on what we want to accomplish
 - Tactics are how we do this and status on current happenings
- **Strategy shows goals that are reasonable and attainable**
 - A strategy that says, for example, “convert one technically cosponsored conference to financial per year” is not practical since current financial sponsors aren’t generally willing to give up the surplus.

Recommendation

- **AES should generate a short Annual Report to members, highlighting what we accomplished during the year. It should include:**
 - Short summary of Technical Panel activities (stick to technical; number of meetings held is irrelevant)
 - Short summary of conferences held (attendance figures yes, papers presented yes, financial performance no)
 - Actions taken to improve Transactions (increased page count, reduced backlog)
 - Magazine list of special topics covered during the year. This can include a request for special topic ideas.
 - Distinguished Lecturers available (number delivered isn't relevant, the fact they are available is relevant)
 - Major Awards presented
 - Society actions taken to benefit members
 - Number of Fellows elevated
 - Other items of interest; new strategies? New ideas?
 - Request for items to be considered by the Board